

ABSTRACT

CREATIVE PROJECT: An Analysis of Food Writing and Food Programs in America

STUDENT: Jingxia Wei

DEGREE: Master of Arts (Journalism)

COLLEGE: COMMUNICATION, INFORMATION, and MEDIA

DATE: December 2012

PAGES: 102

Food writing requires curiosity and information-gathering skills. Dianne Jacob (2010) said good writing is the main determinant of good food writing and it requires development of a broad vocabulary and creativity. Jacob stated, “It is about clarity of expression, style, voice, accuracy, knowledge of structure and rhythm of language” (Jacob, 2010, P. 3). Kathleen Collins (2009) added, “Cooking shows are a unique social barometer” (p. 5), and “They have taught, changed, and changed with people” (p. 9). Both food writing and food TV shows are associated with culture issues (Collins, 2009).

Through an analysis of food writing, this study first introduced the definition, characteristics and types of food writing by sharing ideas from published books, newspapers and magazines about food. It explored (1) Different types of food writing, (2) Ways to provide good content for a TV food program, and (3) How food writing relates to culture. Secondly, the researcher has compared and contrasted two current food TV programs. This creative project addressed several main points: 1) What are the strengths and weaknesses of these programs? 2) What are the components of a successful TV food program? 3) How are TV food programs produced to attract audiences? 4) How do TV food programs relate to a nation’s culture?