ANT 4013-0001
Anthropology of Fast Food
Spring 2021
Dr. Ty Matejowsky

Course Information
Tuesday/Thursdays 4:30pm-5:45pm
Visual Arts Building 0111
Office Hours: Tuesdays 2-4pm or by appointment

Contacting the Professor
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Course Description: Around the word, eating habits are changing because of the growing popularity of Western-style fast food. Many feel this increasingly ubiquitous style of cuisine plays a major role in changing traditional diets and lifeways of cultures worldwide.

This is an upper-division course designed to familiarize students with the increasingly global impact of corporate fast food on local lifeways. This class examines anthropological and sociocultural work on fast food in diverse societies.

Topics this course will touch upon include:

- Theoretical perspectives on consumption and globalization
- Rise of corporate fast food overseas
- Fast food localization and glocalization
- Ritual & symbolic aspects of fast food
- Children, nutrition, & fast food globalization
- Environmental impact of fast food industry
- Fast food outreach
- Food trucks & convenience stores
- Slow food

Required Texts (purchase in Bookstore)

1. Wilk, Richard (ed). 2006. *Fast Food/Slow Food: The Cultural Economy of the Global Food System*. Altamira Press.
2. Watson, James L. (ed). 2006. *Golden Arches East: McDonald's in East Asia* (Second Edition). Stanford University Press.
3. Matejowsky, Ty. 2017. *Fast Food Globalization in the Provincial Philippines*. Lexington Press.

Required Articles:
These will be made available through Webcourses. Please see below for specific article citations and their scheduled time during the semester.

Class Format:
Class meetings are conducted as hybrid seminars/lectures with considerable focusing on student discussion. Discussions will focus on the readings assigned for that week. The readings are designed to engage students with issues presented during the lecture on a more detailed level using examples from cross-cultural local contexts. Additionally, there may be supporting audio-visual materials during some of the classes. Students will be responsible for **all** material covered in lectures, readings, and films.

Tests: There will be four exams held on the dates scheduled below. The first three exams will be held at the beginning of class on the day scheduled and must be taken in class. The fourth exam will be taken online. The format of the exams will vary. Some will consist of short answer/essay questions and identification questions while others will entail standard multiple-choice and true/false questions (I will let you know the format of the exam ahead of time). Students will have the entire class period to complete the exam. Anyone caught cheating on an exam will be assigned a **zero** for that exam.

Research Paper: Students are required to write a paper that ethnographically analyzes the operations of a local fast food restaurant. This should be based on participant-observation. The paper should be at least 2,000 words – no more than 2,500.
Papers are due at the beginning of class **April 22, 2021**. (For 'Writing Parameters' see below).

Short Reaction Papers: (starting from **January 18**, 2 lowest grades will be dropped)
Each student is expected to read all assigned material for a given week in advance of the Tuesday class and write a short one page single-space reaction paper (at least 300 words) based on those readings. Students are expected to post their papers electronically on Webcourses and include an attachment of the paper in the appropriate discussion board by 8 pm the day before the class (i.e., Monday) so that others can read it (**I will not accept late papers**).

Students should read other students' entries before coming to class the next day. These papers should not be summaries (everyone will have read the texts so summaries are not needed); they should be thoughtful reflections, comments, connections to other readings, and reactions to the ideas in the texts. Also, they should not be reiterations of reviews of these books or articles written by other scholars. To receive full credit, these papers must contain critical and thoughtful analysis of arguments in the texts. (For 'Writing Parameters' see below).

Writing Parameters: All writing assignments (except the Reaction Papers) should be double spaced, 1" margins on all sides, Times New Roman or Garamond font size 12. (Please do not use Arial font, given that it's much larger.) Please use a cover sheet with your name, date, course number, and the title of your report or paper. The Short Reaction Papers must be single spaced with otherwise the same parameters.

Plagiarism: I adhere to academic honesty rules of this and other universities and expect you to do your own work. Plagiarism is unacceptable and will carry serious consequences as per UCF Academic Conduct policy. Claiming another person's work as your own & using that work to satisfy course requirements is a form of plagiarism. Also, copying material verbatim or in a paraphrase from a reference source without acknowledging that source in your text constitutes

plagiarism. Similarly, it also entails purchasing written work from some other party or hiring another person to prepare written work on your behalf. Thus, it is the student's responsibility to ensure that all written work submitted for credit in this course is entirely his/her own. All instances of suspected plagiarism will be reported to the appropriate academic authority. All student papers are subject to analysis through turnitin.com.

Evaluation: Final grades will be determined by your performance on the exams, assignments and my assessment of class participation/preparedness.

Four Exams	60%
Reaction Papers	15%
Research Paper	20%
Attendance/Participation/Preparedness	5%
Total	**100%**

No requests for incompletes or grade changes will be considered except in the most extreme, compelling and well documented of circumstances. There will be **no** "extra work/credit" to improve your grade. If you think you are failing the course, please contact me right away.

I will only discuss matters related to grades during office hours or by appointment.

Grading System:
A = 93+, A- = 90-92, B+ = 88-89, B = 83-87, B- = 80-82, C+ = 78-79, C = 73-77, C- = 70-72, D+ = 68-69, D = 63-67, D- = 60-62, F= 59 or below

Changes in the Syllabus: Instructors reserve the right to make appropriate changes in the syllabus, the testing procedure and the grading basis, if in their professional judgment, such modification is in the best interest of fulfilling the course objectives and assuring the academic integrity of the course and the institution. Any changes of this type will be announced in class. It is the student's responsibility to keep up on course information if s/he is absent.

Attendance Policy: The structure and nature of this course demands that students be present in class. Besides lecture, much of the material presented in class will take the form of slides/videos. These visual presentations must be viewed in class and can not be loaned out. Moreover, the instructor will not provide students access to his lecture notes. If you are seeking notes from a missed lecture please get them from a classmate. Thus, you should make every effort to attend classes. If you are having difficulties that interfere with the class, I urge you to contact me.

Incompletes: A grade of "**I**" is only given in cases of extreme emergency or special & highly

documented circumstances late in the semester, provided that you have been making satisfactory progress.

Withdrawals: The drop date for spring 2021 is **March 26, 2021** which is the last date to withdraw or drop out without grade penalty.

Miscellaneous:
Students are expected to conduct themselves with appropriate classroom behavior during class meetings. Disruptive behavior such as talking, texting, passing notes, sleeping, working on homework from other classes, and the like may result in the student being asked to leave class.

All cell phones are to be turned off and put away during class.

If there is anything in the syllabus that is unclear**, it is the student's responsibility to contact the professor for clarification.**

Tentative Class Schedule

Note: This schedule is subject to change depending on the needs of the class. Students are responsible for any changes in syllabus/schedule which are announced in class.

Classes	Topics	Readings and Assignments
Week 1 January 12	Introduction and Course Overview	
January 14	Restaurants	
Week 2 January 19	McDonaldization	· George Ritzer *An Introduction to McDonaldization* (2001); · George Ritzer *McDonaldization and Its Precursors: From the Iron Cage to the Fast Food Factory* (2001)
January 21	McDonaldization	
Week 3 January 26	Fast Food Ethnography	· E. Christine Jackson *Ethnography of an Urban Burger King* (1979); · Derek Pardue *Familiarity, Ambience and Intentionality: An Investigation into Casual Dining Restaurants in Central Illinois* (2007); · Matejowsky – Preface; Introduction
January 28	Fast Food Ethnography	

Week 4 February 2	Anthropological Perspectives on the Rise of Fast Food Overseas	· Watson – Introduction; Chapter 5; · Matejowsky – Chapter 1; · Dionne Searcey & Matt Richtel *Obesity was Rising as Ghana Embraced Fast Food* (2017).
February 4	Anthropological Perspectives on the Rise of Fast Food Overseas	
Week 5 February 9	Street Food	· Ty Matejowsky *The Incredible, Edible Balut: Ethnographic Perspectives on the Philippines' Favorite Liminal Food* (2013)
February 11	**Exam 1**	
Week 6 February 16	Localization, Glocalization, & Glocommodification	· Ty Matejowsky *SPAM and Fast Food Glocalization in the Contemporary Philippines* (2006); · Uri Ram *Glocommodification: How The Global Consumes the Local in Israel* (2004) · Matejowsky – Chapters 2 & 3;
February 18	Localization, Glocalization, & Glocommodification	
Week 7 February 23	The Rituals and Symbols of Corporate Fast Food; Anthropological Perspectives on Children and Fast Food	· Joseph Bosco *An Anthropological View of the Hong Kong McDoanld's Snoopy Craze* (1999); · Watson – Chapter 2 · Matejowsky – Chapter 4
February 25	The Rituals and Symbols of Corporate Fast Food; Anthropological Perspectives on Children and Fast Food	
Week 8 March 2	Fast Food & Advertising	· C. Wesley Buerkle *Metrosexuality Can Stuff It: Beef Consumption as (Heteromasculine) Fortification* (2009); · Ty Matejowsky *Like a "Whopper Virgin": Anthropological Reflections on Burger King's Controversial Ad Campaign* (2010).
March 4	Fast Food & Advertising	
Week 9 March 9	Fast Food Nutrition	· Jeffery Sobal and Wm. Alex McIntosh *Globalization and Obesity* (2010); · Leslie Sue Lieberman *Evolutionary & Anthropological Perspectives on Optimal Foraging in Obesogenic Environments* (2006);

		· Matejowsky – Chapter 5
March 11	**Exam 2**	
Week 10 March 16	Fast Food as Political Symbols; Fast Food & Environment	· Ty Matejowsky - Tex-Mex and Spandex: Understanding Cross-Border Politics and Red Meat Rhetoric in Fast Food Advertising (2020) · Richard Robbins – *Environment & Consumption* Chapter 7 · Mark Bittman – True Cost of a Burger (2014); · Watson – Chapter 4.
March 18	Fast Food as Political Symbols	· Ty Matejowsky - Tex-Mex and Spandex: Understanding Cross-Border Politics and Red Meat Rhetoric in Fast Food Advertising (2020)
Week 11 March 23	Fast Food Outreach/ Food Trucks	· Ty Matejowsky *I Never Promised You a Learning Garden: Critical Reflections on the Ill-Timed Launch and Uncertain Future of a Fast Food Outreach Project in Orlando, Florida* (2014); · Allison Caldwell *Will Tweet for Food: Microblogging Mobile Food Trucks – Online, Offline, and In Line* (2012)
March 25	Fast Food Outreach/ Food Trucks	
Week 12 March 30	Convenience Stores	· Ty Matejowsky *Convenience Store Pinoy: Sari-Sari, 7-Eleven, and Retail Localization in the Contemporary Philippines* (2008); · Wilk – Chapter 9
April 1	**Exam 3**	
Week 13 April 6	Slow Food	Wilk – Chapters 5& 14
April 8	Slow Food	
April 13-15	**SPRING BREAK**	
Week 14 April 20	Fast Food Futures (meet remotely)	· Ty Matejowsky – What's All the Buzz About? Jollibee, Diaspora Marketing, and Next-Stage Fast Food Globalization (2020); · Ty Matejowsky – Conclusion;

		· Watson – Afterword
April 22	Fast Food Futures (meet remotely)	**Research Paper due**
Week 15 April 27	**No class – Study Day**	
April 29	**Exam 4 (non-cumulative final)** 4:00pm – 6:50pm	Taken online (no face-to-face meeting)

Policies

Topic	Policy
Contacting the professors	In this class our official mode of communication is through the email located inside Webcourses. All communication between student and instructor and between student and student should be respectful and professional. It is the student's responsibility to check the "coursemail" tool frequently.
Webcourses@UCF	This is a face-to-face course. Some course materials and assignments, however, have an on-line component that is accessed through the UCF on-line software, Webcourses@UCF. You are expected to complete assignments on-time regardless of technological difficulties.
Accessing On-line Course Content	You have an on-line assignment due the first week of class that is designed to show your participation in this course for federal financial aid purposes. Be sure to complete this assignment.
Grading and evaluation	Graded materials will be returned to you within two weeks of their due date, unless you are informed otherwise through a class-wide announcement. The grading scale used in this course is in the "Evaluation" section of this syllabus.
Attendance and Participation	Attendance is required for this course. If you must miss class, please discuss planned absences with the instructor. For unplanned absences, please contact the instructor as soon as you are able. Participation is an important component of this class. While debate and differing opinions are encouraged in this class, remember that this is a professional setting: please be respectful and polite to your classmates.
Deadlines and Make-ups	Only students who have serious extenuating circumstances will be given the opportunity to make up missed work or to take an Incomplete. You will be required to provide **official written documentation** of said circumstance. You will have **one week** to make up an assignment once you contact the professor after missing a deadline.

Academic integrity	UCF faculty members have a responsibility for your education and the value of a UCF degree, and so seek to prevent unethical behavior, notably plagiarism and cheating. When necessary, we will respond to infringements of academic integrity. Penalties can include a failing grade on an assignment or in the course, suspension or expulsion from the university, and/or a "Z Designation" on a student's official transcript indicating academic dishonesty, where the final grade for this course will be preceded by the letter Z. For more information about the Z Designation, see http://z.ucf.edu/. Students should also familiarize themselves with the procedures for academic misconduct in UCF's student handbook, *The Golden Rule* http://goldenrule.sdes.ucf.edu/docs/goldenrule.pdf
Course Accessibility	We are committed to providing access and inclusion for all persons with disabilities. Students with disabilities who need disability-related access in this course should contact the professor as soon as possible. Students should also connect with Student Accessibility Services (SAS) <http://sas.sdes.ucf.edu/> (Ferrell Commons 185, sas@ucf.edu, phone 407-823-2371). Through Student Accessibility Services, a Course Accessibility Letter may be created and sent to professors, which informs faculty of potential access and accommodations that might be reasonable. Determining reasonable access and accommodations requires consideration of the course design, course learning objectives and the individual academic and course barriers experienced by the student.
Emergency Procedures	Emergencies on campus are rare, but if one should arise during class, everyone needs to work together. Students should be aware of their surroundings and familiar with some basic safety and security concepts. In case of an emergency, dial 911 for assistance. Every UCF classroom contains an emergency procedure guide posted on a wall near the door. Students should make a note of the guide's physical location and review the online version at <http://emergency.ucf.edu/emergency_guide.html>. Students should know the evacuation routes from each of their classrooms and have a plan for finding safety in case of an emergency. If there is a medical emergency during class, students may need to access a first-aid kit or AED (Automated External Defibrillator). To learn where those are located, see <http://www.ehs.ucf.edu/AEDlocations-UCF> (click on link from menu on left). To stay informed about emergency situations, students can sign up to receive UCF text alerts by going to <https://my.ucf.edu> and logging in. Click on "Student Self

	Service" located on the left side of the screen in the toolbar, scroll down to the blue "Personal Information" heading on the Student Center screen, click on "UCF Alert", fill out the information, including e-mail address, cell phone number, and cell phone provider, click "Apply" to save the changes, and then click "OK." Students with special needs related to emergency situations should speak with their instructors outside of class. To learn about how to manage an active-shooter situation on campus or elsewhere, consider viewing this video (<https://youtu.be/NIKYajEx4pk>).
Deployed Active Military Students	Students who are deployed active duty military and/or National Guard personnel and require accommodation should contact their instructors as soon as possible after the semester begins and/or after they receive notification of deployment to make related arrangements

2021 Coronavirus Policies

University-Wide Face Covering Policy for Common Spaces and Face-to-Face Classes

To protect members of our community, everyone is required to wear a facial covering inside all common spaces including classrooms (https://policies.ucf.edu/documents/PolicyEmergencyCOVIDReturnPolicy.pdf. Students who choose not to wear facial coverings will be asked to leave the classroom by the instructor. If they refuse to leave the classroom or put on a facial covering, they may be considered disruptive (please see the Golden Rule for student behavior expectations). Faculty have the right to cancel class if the safety and well-being of class members are in jeopardy. Students will be responsible for the material that would have been covered in class as provided by the instructor.

Notifications in Case of Changes to Course Modality

Depending on the course of the pandemic during the semester, the university may make changes to the way classes are offered. If that happens, please look for announcements or messages in Webcourses@UCF or Knights email about changes specific to this course.

COVID-19 and Illness Notification

Students who believe they may have a COVID-19 diagnosis should contact UCF Student Health Services (407-823-2509) so proper contact tracing procedures can take place.

Students should not come to campus if they are ill, are experiencing any symptoms of COVID-19, have tested positive for COVID, or if anyone living in their residence has tested positive or is

sick with COVID-19 symptoms. CDC guidance for COVID-19 symptoms is located here: (https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html)

Students should contact their instructor(s) as soon as possible if they miss class for any illness reason to discuss reasonable adjustments that might need to be made. When possible, students should contact their instructor(s) before missing class.

In Case of Faculty Illness

Please look for announcements or mail in Webcourses@UCF or Knights email for any alterations to this course in case of faculty illness. Because this course is co-taught, the chances of disruptions are highly unlikely.

Course Accessibility and Disability COVID-19 Supplemental Statement

Accommodations may need to be added or adjusted should this course shift from an on-campus to a remote format. Students with disabilities should speak with their instructor and should contact sas@ucf.edu to discuss specific accommodations for this or other courses.

Technology Access – This course might need to shift to remote or fully online instruction based on medical guidance. This could require access to additional technology. If students do not have proper access to technology, including a computer and reliable Wi-Fi, please let the instructor know as soon as possible. Information about technology lending can be found at https://it.ucf.edu/techcommons/ and https://library.ucf.edu/libtech.

Resources:

https://www.ucf.edu/coronavirus/