

Module Title: Principles of Food and Communication

Module Code: B3247

Level: BAICA – 7th Semester...Lesson Plan

S. No.	Units	Topics / Activities
1	How We Communicate and What Communication is	<ul style="list-style-type: none">• Meaning of Communication• Communication Process• Types of Communication
2	Representing Food in Media	<ul style="list-style-type: none">• Food Portrayal in Media• Cultural Representation of Food
3	Food, Advertising and Packaging	<ul style="list-style-type: none">• Food Advertising Techniques• Packaging and Consumer Perception
4	Food Campaigns	<ul style="list-style-type: none">• Purpose of Food Campaigns• Campaign Planning Basics
5	Communicating Food on Television 1 – Films	<ul style="list-style-type: none">• Food Representation in Films• Visual Storytelling
6	Communicating Food on Television 2 – Celebrity Chefs and Cooking on TV	<ul style="list-style-type: none">• Role of Celebrity Chefs• Cooking Shows and Food Culture
7	Food and Social Media: From Facebook to Twitter	<ul style="list-style-type: none">• Social Media Platforms• Online Food communication
8	Blog Tips	<ul style="list-style-type: none">• Food Blogging Basics• Writing and Presentation Tips
9	Food Issues in the Printed Media	<ul style="list-style-type: none">• Food-Related News• Food Journalism in Print