

**Module Title: Principles of Food and Communication****Module Code: B3247****Level: BAICA – 7<sup>th</sup> Semester...Lesson Plan**

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