



FOOD & WINE WRITING

ONLINE UNIT



LE CORDON BLEU®
AUSTRALIA



**Southern Cross
University**

The Food and Wine Writing unit is from the Le Cordon Bleu Master of Gastronomic Tourism, a Southern Cross University award delivered online. It can be studied as a single unit or part of the full programme.

This unit develops your knowledge and skills in food and wine writing. You will critically examine food and wine writing examples as models. This is done alongside reading of narrative theory.

Exercises in the basic creative-writing strategies initiate your own practice, while the discussions of narrative theory underpin your practical application.

“ Have you been so affected by good food and wine writing that you’ve gone to the restaurant reviewed, bought the wine suggested, tried the recipe described? ”

“ Do you regularly read a particular food or wine writer because you love their writing and trust their knowledge? ”

“ Have you asked yourself: How do I write like that? What exactly makes good food and wine writing good? How do I get my food and wine writing published? ”

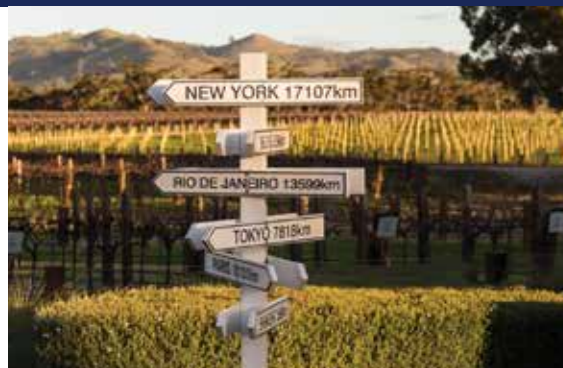
If you’ve answered yes to any of these questions, then this is the unit for you!

The examination of genres in food and wine writing - such as fiction and creative nonfiction, or reviews and feature articles - demonstrates the range available for particular publishing contexts.

Opportunities for publication available in a variety of media - for example, print or audio - are explored through matching writing strategies to the medium.

The unit concludes with a consideration of the professional writer’s practice in the publishing industry.

WHEN	Monday 26 February – Friday 25 May 2018
DELIVERY	This unit is offered entirely online using MySCU: Southern Cross University's virtual learning environment.
COST	AUD\$3110* A Certificate of Attainment will be issued for successful completion of this unit (if not studied as part of a higher award)
ENTRY REQUIREMENTS	Undergraduate degree and/-or relevant experience, plus English language comparable to Academic IELTS 6.5 for applicants from a non-English-speaking background. Please refer to the website for more details. www.cordonbleu.edu
ENROL	Please download the Le Cordon Bleu Master of Gastronomic Tourism application form and apply for COM03422 Food & Wine Writing



UNIT CONTENT

- Topic 1:** Genre and food and wine writing
- Topic 2:** Creative-writing strategies: rehearsal
- Topic 3:** Varied genres
- Topic 4:** Varied media
- Topic 5:** Research skills and scholarly practice
- Topic 6:** Publishing

LEARNING OUTCOMES

- Differentiate between various food and wine writing genres
- Critically analyse specific forms of food and wine writing
- Write within the specific conventions of a chosen genre or media practice in the context of food and/or wine writing
- Demonstrate skills in re-writing and self-editing for successful publication
- Apply appropriate research methods and skills for writing in specific food and wine contexts.

CHOOSE YOUR LIFE

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AND YOUR FUTURE AWAITS.
VISIT CORDONBLEU.EDU



Dr Moya Costello

BA(Syd), DipEd(SydTC), GradDipMedia(VC),
MA(Deakin), PhD(Adel)

Dr Moya Costello teaches the unit Food & Wine Writing from the Le Cordon Bleu

Master of Gastronomic Tourism program as well as teaching Creative Writing at Southern Cross University. She has four books published: two of short creative prose and two novellas. She has appeared at the Sydney, Melbourne, Brisbane, Bellingen, Yamba, Gold Coast and Bryon writers' festivals. She had a wine column in a regional newspaper, continues a wine-and-food column in *The Village Journal*, and writes two wine blogs.

Moya's food-and-wine writing has been published in the journals *Griffith Review*, and magazines *China-Australia Entrepreneurs*, *Sample* and SCU's *Media Drive*. She has been profiled in the magazine *Verandah: Bryon Bay and Beyond*. Her scholarly work on wine has appeared in the journals *Text*, *M/C Journal* and *Locale*, the article in the latter picked up by the book *Environmentally Sustainable Viticulture: Practices and Practicality* (C Gerling (ed), CRC Press/Apple Academic Press). She has presented at the University of Adelaide conference, *Food Studies: A Multidisciplinary Menu*, and at the first and fourth Australian Regional Food Cultures and Networks Conferences.



CRICOS CODE 02380M RTO4959



CRICOS: 01241G

* In addition, students will be charged a Student Services and Amenities Fee (SSAF). Students who successfully complete this unit will also receive Advanced Standing towards the Le Cordon Bleu Master of Gastronomic Tourism, a Southern Cross University award delivered online.

Le Cordon Bleu Master of Gastronomic Tourism

Free Call: 1800 064 802
Outside Australia: +61 8 8348 3000
Email: australia@cordonbleu.edu