

HHK 200.3 Sp19 Cookbook Project

Deliverables

By class time on **Monday April 15th**, please complete the cookbook project, as described below, and upload your work to the course WordPress site.

Instructions

For this task, you will choose a cookbook from those provided in class, and conduct a cookbook analysis and response. That response will be posed on the course blog, under the Cookbook project, and each of student will post a separate entry of 800-1000 words. The essay should address the following prompts, **though you should decide how to organize your responses. In other words, you may find that these prompts overlap, and that answering these in order leads to an unorganized project.** You should **ALWAYS** use supporting evidence from the cookbook itself. In other words, please summarize or quote passages from the book. Remember to always use APA 6th edition formatting for citing sources, both in-text and in a reference list.

1. What type of cookbook is it? (Celebrity chef, compilation, specialty cookbook (dessert, particularly ethnic focus, etc.). Describe the evidence you used to ascertain the cookbook type.
2. Who is the author of the cookbook? Tell us about them, about them and their background? Give us a bio, their qualifications, what else they do. (Find at least one other source for this information)
3. When was the cookbook published? What might be relevant about that time period to better understand this book?
4. Who is the intended audience of the cookbook? What might their skill level be? What else do we know or not know about the intended audience from how the book is written? Support with evidence from the book.
5. What can be said about the types of ingredients, forms of measurement, technology, utensils, and techniques required?
 - a. What do these tell us about the time period when the book was written if anything?
 - b. What do they tell us about the social class, gender, sexual orientation, family status, income, education, race and ethnicity, age, identity, access to ingredients (both cost and physical access - rural vs urban, etc.), and assumed abilities of the intended audience?
6. What else does this cookbook tell us about the “identity” of the author AND the reader? Look for the following topics, which may lend themselves to particularly interesting discussion (we’ll add more as the project develops):
 - a. How gender roles are prescribed (or ignored).
 - b. How other categories of identity like race, ethnicity, national origin, class, religion, region/geography, sexual orientation, etc. might show up. Assumptions that are made about each of these identity categories, and what identity features or identity work are key for their identity are also interesting.

- c. Does the cookbook use a particular kind of rhetoric about health? About identity?
 - d. How does this cookbook reinforce particular foodways that might link to the identity of the reader/user of the book, or the author?
7. Does the cookbook contextualize the food and recipes? How? Do they use rhetoric around any of the identity categories listed above? Do they ignore any that you think might be pertinent? Do they historically contextualize the recipes - their origins, the foodways, etc.?
 8. In addition to the identity discussion from #6, what other linkages can you make the content of the class so far? In other words, which concepts and themes that we have covered in class showed up in this cookbook? **Select at least 3 additional topics from class so far (in addition to identity) to discuss. You will need to go back to the course slides and notes to do this.**
 9. You must include at least 5 images (including the cover image for your page) from the book in your project.

Other Considerations

1. I would recommend writing your essay in a Word, Google Docs, etc., then uploading it to Wordpress. That way you can work through the content before copying and pasting onto the web.
2. When you use a quote, please cite the page of the book when the quote occurred. See the examples at the end of this document.
3. You should cite the cookbook, and any other sources, both in-text and in the References section at the end of your project. See the examples at the end of this document.

WordPress URL

<https://sites.owu.edu/2019springhkhk200/>

Citation Style Information

In-text citation

As described previously, you need to cite sources both in-text and in a reference list. You DO NOT need to provide in-text citations from the cookbook, unless you are taking a direct quote. If you do this, the in-text citation would look like the following:

The author's rhetoric sounds more like an infomercial than a cookbook. If I am reading the book, I don't really need to be sold on the approach, do I? For example:

...what if I told you that you could dramatically transform your body while eating foods you actually like, every day, seven days per week? (Matthews, 2014, p. 125)

When you cite a source other than the cookbook, you will need to provide in-text citation. This will most likely be when you provide more information about the author's background, as well as linking to other class material. This will look like the following:

He is also the founder of Muscle for Life and Legion Athletics, and has a stated goal of getting a million people fit and healthy (Matthews, 2017).

Reference List

Your reference list should simply be titled **References**, and you should follow the format below for your book sources:

Format

Author, A. A. & Author, B. B. (Year of publication). *Title of work: Capital letter also for subtitle.*
Location: Publisher.

Example

Matthews, M. (2014). *The shredded chef: 120 recipes for building muscle, getting lean, and staying Healthy.* Des Moines, IA: Waterbury Publications, Inc.

You can find more info about citing books here:

<https://owl.english.purdue.edu/owl/resource/560/08/>

If you have electronic sources, they should follow the format:

Format:

Author, A. A. & Author, B. B. (Date of publication). *Title of document.* Retrieved from
http://Web address

Example:

Matthews, M. (2017). *About me.* Retrieved from: <https://www.muscleforlife.com/about-me/>

More info about citing electronic sources here:

<https://owl.english.purdue.edu/owl/resource/560/10/>