Overview

This course is meant to approach wine not only as an agricultural or economic product, but also as a cultural product. In our society, wine has specific symbolic and cultural values that need to be understood, mobilised and narrated within contemporary wine marketing and communication strategies. The anthropology of food and wine provides concepts and perspectives that can help the (future) wine operators to successfully address the complexity of the current wine sector. Examples of topics that will be addressed are:

- Drinking and social norms
- *Terroir* as a social construct
- Globalisation and local identities
- Food & wine heritage and patrimonialisation
- Natural wines between narrative and value creation
- Gastronomic tourism and the selling of experiences
- Elements of wine communication

Goals

- Students are expected to get familiar with the main concepts belonging to the anthropological perspective on food and wine;
- to get used to technical vine and wine culture vocabulary in English;
- to improve their identification and expression of the main cultural assets of a wine region.

Requirements

B1/B2 English (listening, reading, speaking, and writing)

Evaluation

Students will be asked to prepare a 1-page comment/reading choosing among the articles and videos suggested in the reading/watching list.

Students will be asked to prepare a video to describe the cultural assets that they identified in a chosen wine region to a potential visitor.