

# MASTERCLASS

**Associate Professor Tania Lewis (RMIT University)**

**Food/Media: Eating, Cooking and Provisioning in a Digital World**

University of Tasmania, Wednesday 29 June, 1pm-4pm

## Call for Participation

The dinner table has become a site of spectacle and speculation in recent years. What we put on our plates is no longer purely a matter of private, everyday domesticity. Food is now a space of aesthetic, ethical and public scrutiny. A key element of this visibility can be linked to the rise of lifestyle-oriented food television and in turn the growing global currency of the celebrity chef. Over the past decade, food documentaries (alongside a growing popular literature on the politics and ethics of food) have contributed a strongly critical edge to this mediated culinary culture, while introducing new social actors such as food producers and farmers to the media-food space. In recent years, the digitization of everyday life has further shaped and impacted the food landscape.

This masterclass is aimed at PhD students and early career researchers. Participants will be encouraged to develop work from the masterclass into a contribution to a special journal issue on food and media.

Topics might include:

- The social mediatisation of food;
- The role of digital media content, sites and devices such as youtube, online shopping and food apps in domestic food practices;
- The global currency and reach of food media;
- Animals, meat and media;
- The role of popular food gurus (chefs, *restaurateurs*, farmers) in shaping food culture;
- Using digital media to research food practices from production to consumption;
- Ethical and political consumerism and food media.



## How to Apply

Interested participants should send a 1-page expression of interest and a 1-page CV to [Erin.Hawley@utas.edu.au](mailto:Erin.Hawley@utas.edu.au) by 8 April 2016. Successful applicants will be asked to submit 1000-2000 words by 31 May 2016. They will briefly present their research to the group on the day and be involved in providing critical feedback on papers following the masterclass. Places are limited to 10 participants. Participation is free. For more information, please contact Erin Hawley ([Erin.Hawley@utas.edu.au](mailto:Erin.Hawley@utas.edu.au)) or visit <https://newfoodpolitics.org>.

## About Tania Lewis

Tania Lewis is Deputy Dean of Research and Innovation and Associate Professor in the School of Media and Communication at RMIT University. She is author or editor of seven books focusing on lifestyle, sustainability, consumption, and global media cultures, including *Smart Living: Lifestyle Media and Popular Expertise*, *Telemodernities: Television and Transforming Lives in Asia* (with Fran Martin and Wanning Sun) and *Digital Ethnography: Principles and Practices* (with Sarah Pink et al). She is a chief investigator on the ARC Discovery project, 'Ethical Consumption: From the Margins to the Mainstream' and on 'Work-life Ecologies: Lifestyle, Sustainability, Practices', funded by RMIT's Sustainable Urban Precincts Project. She is also conducting research with RMIT colleagues on household digital media practices for KPMG.



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