KCJS 23, Spring 2012 **Dr. Lindsay Yotsukura**
Mondays 3-4:30 and Thursdays 1:15-2:45 **ly2256@columbia.edu**

Exploring Language and Food in Kyoto: 京都を味わう

Course description

This course will examine the ways in which local food purveyors use language to market and present their wares, and the ways in which they interact with customers on a daily basis. Over the course of the semester, KCJS students will become "regulars" at two or more shops and/or market stalls of their choice that represent differing levels of formality, for example, an 市場 *(ichiba)* stall in 出町柳 (*Demachi-yanagi*) or 錦小路 (*Nishiki-kōji*) that sells お漬け物 (*otsukemono*) and a bricks-and-mortar grocery or convenience store. Through their status as regulars, students will act as casual "participant observers," and will keep a journal of their observations of language use by staff and customers (including themselves). Students will also collect samples of written language from signs and flyers at shops and restaurants they visit during the semester. Class readings and discussions will draw upon the wealth of material in anthropology, cultural studies, and history on Japanese food culture, as well as relevant topics in linguistics. The latter will include concepts in linguistic pragmatics such as deixis and indexicality, ellipsis, speech acts, and politeness. Subsequent discussions will focus on students' observations of merchants' interactions with customers and stylistic variation in order to consider how the linguistic behavior they have observed illustrates pragmatic concepts in Japanese language and culture. Some class sessions will include visits to selected shops. Students will all give final presentations on their findings, and the course will conclude with a group dinner consisting of dishes students create with foodstuffs purchased through their local merchants.

Pre-requisite: Placement in language class "C" or higher at KCJS.

Required texts

1. Ashkenazi, Michael and Jeanne Jacob. (2000). *The Essence of Japanese Cuisine: An Essay on Food and Culture*. Richmond, Surrey: Curzon. ISBN: 0812235665
2. Durston, Diane. (2005). *Old Kyoto: A Guide to Traditional Shops, Restaurants, and Inns*. Tokyo: Kodansha International. ISBN: 4770029942
3. Pennycook, Alastair. (2011). *Language as Local Practice*. New York: Routledge. ISBN: 0415547512
4. Scollon, Ron and Suzie Wong Scollon. (2003). *Discourses in Place: Language in the Material World*. New York: Routledge. ISBN: 0415299049X
5. Selected articles will be distributed in class and/or via CD.

Supplementary texts (will be available on the reserve shelf in KCJS office)

1. Bestor, Theodore, Patricia G. Steinhoff, and Victoria Lyon Bestor (eds.) (2003). *Doing Fieldwork in Japan*. Honolulu: University of Hawai'i Press. ISBN: 0824827341
2. Bestor, Theodore. (2004). *Tsukiji: The Fish Market at the Center of the World.* Berkeley: University of California Press. ISBN: 0520220242
3. Cwiertka, Katarzyna. (2007). *Modern Japanese Cuisine: Food, Power and National Identity*. London: Reaktion Books. ISBN: 1861892985

4. Gee, James Paul. (2011) *Social Linguistics and Literacies,* 4th edition. New York: Routledge. ISBN: 0415617766
5. Hendry, Joy. (1999). *An Anthropologist in Japan: Glimpses of Life in the Field*. New York: Routledge. ISBN: 0415195748
6. Homma, Gaku. (1993). *The Folk Art of Japanese Country Cooking: A Traditional Diet for Today's World*. North Atlantic Books. ISBN: 1556430981
7. Kasuko, Emi. (2001). *Japanese Food and Cooking: A Timeless Cuisine: The Traditions, Techniques, Ingredients, and Recipes*. London: Anness Publishing. ISBN: 0754807991
8. O'Keefe, Anne, Brian Clancy, and Svenja Adolphs (eds.). (2011). *Introducing Pragmatics in Use*. New York: Routledge. ISBN: 0415450918
9. Rath, Eric C. and Stephanie Assam. (2010). *Japanese Foodways, Past and Present*. Urbana: University of Illinois Press. ISBN: 0252077520

Course requirements (see details re expectations on pp. 3-4)
Class attendance and preparation: 20%
(including short homework Q/A and listening assignments)
Presentations on readings: 20% (2 presentations, 10% each)
Journal assignments (4 total to be submitted over the term): 20%
Midterm examination: 20%
Final PowerPoint presentation and handout on site observations: 20%

Course overview

Week 1
Introduction
Getting situated: Theoretical, methodological, and logistical orientations
Language as social and local practice

Week 2
Introduction to pragmatic concepts and terminology: deixis, ellipsis
The indexicality of place: geosemiotics
Participant and "inquisitive" observation
Journal entry #1 due Thursday 1/26

Weeks 3-4
History and anthropology of Japanese cuisine and foodways
日本の食文化と食生活
Journal entry #2 due Thursday 2/9

Weeks 5-6
Pragmatics, continued: Politeness and speech acts
Language and the interaction order
Journal entry #3 due Thursday 2/23

Week 7
Midterm examination (Feb. 27)
No class on Thursday, Mar. 1

Week 8
Spring Break

Weeks 9-10
Stylistic and situational variation
Journal entry #4 due Thursday 3/22

Weeks 11-14
Final presentations and course wrap-up

Week 15
Concluding dinner

Expectations for course requirements

1. Classroom preparation, attendance and participation
You are expected to attend all classes, arriving promptly and participating actively in class discussions. Since discussions will be based on assigned readings, it is imperative that you complete the readings and reflect on them ahead of time, and bring your text(s) with the assigned chapters and printouts of the articles with you to class.

If you are not able to attend on a particular day, please e-mail me if possible in advance, or if not, as soon as possible afterwards so that you can get back on track with upcoming assignments. Up to two absences will be excused for illness or significant, unforeseen circumstances; beyond this, absences will negatively affect your grade for the course. Lack of participation due to your not having your reading materials with you, or general unpreparedness, will also affect your grade.

From time to time you will be given questions to answer on the readings and/or field trips in preparation for class discussion. This work will count toward your class participation grade. Some of these assignments will be individual, and some will be group-based. Late papers will **not** be accepted.

2. Presentations on reading assignments On a rotating basis, each student will be asked to present and critique the main points of **two** of the readings for the semester (in some cases, a "reading" may be a portion of an assigned chapter). Each presentation will count for 10% of your overall grade.

3. Journal assignments
Each student will be required to submit a total of **four** journal entries (typed, double-spaced, each of 3-4 pages in length) over the course of the semester. You should begin your journal *immediately* on an informal basis, making notes as you conduct "participant" and "inquisitive" observations at your research sites. The entries you actually submit should summarize and analyze the observations you have made over a two-week period. You should utilize these assignments as opportunities to define and apply the terms and concepts from the course to observations you have made "in the field." Assignments will be graded on the basis of clarity of expression, depth of thought, and accuracy (please be sure to proofread all of your papers). Late papers will **not** be accepted.

4. Mid-term examination

The midterm examination will be a written, in-class exercise based on readings *and* class discussions. *It is essential that you keep up with and complete all of the assignments, since the exam will test your cumulative knowledge of the material.* The exam will have two parts. The first part will consist of short-answer questions, e.g., definitions of terminology and situated examples to illustrate that terminology. The second part will consist of essay questions. In the essay section, you will be asked to (a) apply theories and scholarly perspectives presented in the course readings to one or more situated examples; (b) identify and comment upon various pragmatic features in one or more situated examples; and/or (c) compare and contrast aspects of two or more course readings. For questions of type (a) and (b), in some cases the examples will be provided by the instructor, and in other cases you will be asked to provide a relevant example. There will be **no make-ups** for the midterm examination.

Answers will be graded on the basis of clarity, accuracy, completeness, and (in the case of essays) depth and appropriateness of observations and analyses.

5. Individual project presentation and handout

Your final in-class presentation should provide an overview to the class of the range of "discourses in place" you observed at your research sites. It is essential that the presentation be grounded in the materials we have read over the course of the term, along with additional sources you select that are relevant to the local language, foodstuffs, and food culture that you have investigated. (Make good use of the supplementary materials on reserve in the KCJS office for this purpose.) Using PowerPoint as a medium is strongly recommended so that you can incorporate both photographs and text in order to best convey the "geosemiotics" of your sites.

You should also prepare a handout that (a) explains how you selected your research sites; (b) identifies and defines the concept(s) you will discuss as part of your presentation; (c) outlines any previous research on your topic as it pertains to Japanese language and food culture; (d) summarizes the stylistic variation you observed within and across the two sites (a table or chart can be helpful here); and (e) provides a bibliography of sources used, including any online or hard copy materials you locate, texts and supplementary articles from this course, and the addresses of the sites you observed.