

Food Writing for Publication Essentials

JUSTIN BERGMAN



Breaking into food writing is something many of us dream about, but it is not as difficult as it may seem. All it takes is a knowledge of food, winning ideas the ability to sell your story and yourself, and your determination to be a published food writer. In this course you will learn those practical skills to help you develop saleable ideas and well-crafted pitches that will resonate with food editors.

Through a range of practical writing exercises and personalised feedback on your writing assignments, plus expert tips of the trade from globally experienced food writers, this course will develop and improve your writing technique towards achieving your personal or professional goals.

Learning Themes & Aims

This foundation course is designed to introduce participants to the varieties, contexts and issues of food writing and, through discussions, workshops and writing exercises, to fully understand the process and understand how to develop food writing skills with different styles and approaches. A range of writing techniques and forms will be critically examined with a view to providing the essential techniques required to get your articles published.

Who Is This Course For?

Passionate foodies; restaurant reviewers; aspiring writers; freelance writers, bloggers and social media content creators, all of whom want to write about food and in original and delectable ways.

Weekly Topics

1. Developing sellable ideas
2. Finding your writing voice
3. Short-form food story
4. Preparing for a chef interview
5. Write a pitch to an editor

Key Facts

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| Duration | : | 5 weeks |
| Language | : | Courses in English only |
| Teaching method | : | Web-based tutorials and activities, recorded interviews, one-on-one feedback from instructor, optional reading, resources, activities |
| Award | : | Upon successful achievement of this course, participants will receive a Certificate of Completion and Statement of Results |

Instructor: Justin Bergman

Justin Bergman is a long-time Asia Pacific correspondent for Monocle magazine and has been a regular food and travel contributor to a variety of publications, including The New York Times. Justin has also taught classes in Magazine and Travel Writing as an adjunct professor in Stanford University's Continuing Studies Creative Writing program.

