

Food Writing

Crafting Compelling Stories for Publication

JUSTIN BERGMAN



Margaret Fulton, Ruth Reichl, Pete Wells, Anthony Bourdain: all accomplished food writers, who got their start, somewhere, with a short restaurant review or magazine article. Breaking into food writing isn't as difficult as it may seem. All it takes is a knowledge of food, a winning idea and the ability to sell your story, and yourself, to a food publication. In this course you will gain the necessary practical skills and learn a few secrets of the trade, to help you develop ideas and pitches that food editors will love, and to craft compelling stories for publication.

You will learn a variety of food-writing styles, including reviews, short-form magazine pieces, chef interviews and long-form feature stories. We will do all of the editing and revising ourselves in a 'workshop' format so the feedback will come from your fellow students, as well as from your facilitator. By the end of the 10 weeks, you should have several pieces ready to pitch for possible publication.

Learning Themes & Aims

This course is designed to introduce participants to the varieties, contexts and issues of food writing and, to develop food writing skills in a range of styles and approaches. A range of writing techniques and forms will be critically examined with a view to enhancing practice. Emphasis will also be placed on the practice of writing for publication.

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. Overview: Developing Sellable Ideas and Surveying the Publication Market
2. Finding Your Writing Voice
3. Restaurant Review
4. Short-Form Food Trend Piece, Restaurant Opening or Round-Up
5. Preparing for a Chef Interview
6. How to Write a Pitch to an Editor
7. Reporting the Feature
8. Organising Your Thoughts and Writing the Intro
9. Finishing the Feature
10. Editing and Workshopping

Key Facts

Duration	:	10 weeks
Language	:	Courses in English only
Teaching method	:	Web-based tutorials and activities, recorded interviews, one-on-one feedback from teaching staff, 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.

