



Georgette Chen, "Still Life with Cut Apple and Orange"
(oil on canvas), 1928-1930

COMPARATIVE CULTURAL RHETORICS ACADEMY
RHETORIC AND FOOD
31 MAY – 11 JUNE 2016



Paul Cézanne, "Apples and Oranges"
(oil on canvas), 1895-1900

COMPARATIVE CULTURAL RHETORICS ACADEMY

RHETORIC AND FOOD 31 MAY – 11 JUNE 2016

For both France and Singapore, food is a primary marker of cultural identity. This Academy will therefore focus on "Rhetorics of Food" that will span both European and Asian contexts in order to examine the ways in which these traditions and ideas are born, circulated, argued for, and argued against. This theme illuminates the ways in which migration and cultural contact affect languages and language use. The Academy will begin to answer questions such as: How are the relations between language and food used to negotiate identities – national, ethnic, familial, individual, cultural – in urban environments where migration, cultural contact, and linguistic contact are constant? How do we use food to communicate across linguistic differences? How do we discuss food – including menus in food reviews? And how does food act in figures of speech, such as metaphor?

The Comparative Cultural Rhetorics Academy is a two-week undergraduate intensive non-credited seminar that will introduce students to methods of rhetorical analysis and production developed in and appropriate for American, Asian, and European contexts. It will bridge two continents, as students study for one week in Singapore and another week in Reims. This French-Singaporean collaboration will provide students with a unique opportunity to continually engage in inter-cultural dialogues across ideological, religious, and cultural differences with peers rooted in diverse historical and cultural contexts and traditions. By studying in both countries, students will place European and American rhetorical traditions – stemming from ancient Greece and Rome – alongside Asian rhetorical traditions – stemming from ancient China and India.

By participating in the Academy, students will learn and employ academic methodologies in English through guided field work. Some examples include podcasting, interviews and so on.

31 MAY- 4 JUNE : SINGAPORE

The first week of scholar interaction will be predominantly dedicated to the multicultural aspects of food culture in Singapore and the intercultural rhetoric associated with it. Instructors and students will focus on two main aspects:

1. The ways in which people communicate - or fail to do so – about linguistic and cultural differences pertaining to food;
2. Transforming students' perspectives from rhetoric as a purely linguistic practice towards a standpoint from which sensory experiences can add to rhetorical invention. For example, how does the smell of a farmers' market and hawker center develop relations among people who move through such a space?

MONDAY, MAY 30 — INTRODUCTIONS:
RHETORIC AND FOOD

Morning Session

Overview of Academy; readings about Metro-lingualism, Discourse and Identity.
Examination of Menus from Singaporean Restaurants

Afternoon Session

Introduction to Podcasting
By the end of the Academy, students will have completed a podcast to examine street food from a rhetorical perspective, focusing particularly on the notion of ethos.

Evening Activity

Film Night

TUESDAY, MAY 31 — HAWKER CENTERS

Morning Session

How do people communicate across language differences? How does the history of hawker centers contribute to this?

Afternoon Session

Practicing interviewing strategies

Evening Activity

Field study at a hawker center

WEDNESDAY, JUNE 1 — COFFEE AND TEA

Morning Session

Moving beyond language itself, how does space contribute to rhetorical invention?
Discuss "Joe's Rhetoric;" analysis at campus coffee shops

Afternoon Session

Chinese Tea Ceremony

Evening Activity

Dinner at hawker center or coffee shops
Conduct interviews

THURSDAY, JUNE 2 — MARKETS

Morning Session

Wet markets : How do the senses (sight, smell, and sound) affect rhetorical interactions among people?

Afternoon Session

Discuss readings

Evening Activity

Joo Chiat Market Tour

FRIDAY, JUNE 3 — WORK PRESENTATIONS

5-10 JUNE: REIMS

In the second week, we will propose a rhetorical approach to food-related discourses and practices and see how individual and collective beliefs, representations and identification processes are addressed, negotiated and challenged in such contexts.

During this week themes of inquiry will focus on:

1. The exploration of the notion of foodscape, a comparison between Reims and Singapore;
2. The study of social and linguistic interactions linked to food in various situations, such as wine or food-tasting, political dinners and ceremonies, café au zinc and other typical French food rituals;
3. The composition of an augmented recipe book - a collection of recipes that is added to throughout the student's stay, exploring their social, linguistic and historic contexts.

SUNDAY, JUNE 5

Arrival in Reims

MONDAY, JUNE 6 — RECIPE BOOK PROJECT

Morning lecture

From cookbooks to foodblogging: recipes, communities, and collective identity

Afternoon workshop

Food images and visual rhetoric: workshop with Marie Gheerardyn, culinary photographer

TUESDAY, JUNE 7 — FOOD AND CROSS CULTURAL ENCOUNTERS: *PROPOS DE TABLES*

Morning

Café in a french Café: *Conversation de comp-toir* and social rituals

Morning workshop

Langue de Cuisine: Culinary workshop with food anthropologist and historian, Sarah Bak-Geller - Mexican cuisine and the transmission of Native American culture through cookbooks
Picnic with the workshop's products

Afternoon lectures

Propos de tables: Cultural Intimacy and free speech in Turkish taverns (*meyhane*) and coffee culture

Evening

Apéro at *Café du Palais*

WEDNESDAY, JUNE 8 — INTRODUCTION TO EUROPEAN FOODSCAPE: FOOD, DISCOURSE, IDENTITY

Morning session

Food and collective identities

Gourmet, terroir

Are they more than social indicators?

Garcia Lorca, food inheritance and collective identities

Afternoon session

Observation: Reims foodscape
Still life and food representation with Paul Magendie, painter and philosopher

Free dinner

THURSDAY, JUNE 9 — TASTE AND DISGUST

Morning session

Food Tasting, Language and Innovation: Metaphor and Inventio (texts from Pierre Hermé, Jean-Michel Duriez)

The Rhetoric of Disgust

Jonathan Safran Foer: can you convince anybody to give up meat?

Afternoon session

Masterclass at les Crayères, 1-star Restaurant

Free dinner

FRIDAY, JUNE 10 — ARTS DE LA TABLE AND PROTOCOL

Morning session

Work Presentation

Afternoon

Lecture by His Excellency, Hugues Goisbault (former Chief of Protocol at Elysée): Etiquette and Protocol - *Food, Diplomacy, and Politics*

Dinner

Restaurant

SATURDAY, JUNE 11 — DEPARTURE

Travel back to Paris and flight to Singapore



Paul Magendie, "The Nut" (oil on wood), 2014.

STAFF AND PROFESSORS

Mark Brantner is a senior lecturer in the University Scholars Programme (USP) at the National University of Singapore. He received his BA and MA in American Literature and Critical Theory from West Virginia University and his PhD in Rhetoric and Composition from the University of South Carolina. Prior to his current appointment, he was the Interim-Director of First-Year Writing and Visiting Assistant Professor in the Writing Initiative at Binghamton University, State University of New York. His scholarly interests include ancient rhetoric, intercultural literacies, and writing programme administration.

Mathilde Regent is a Communication and General Knowledge Lecturer at Technology Institute d'Orsay, Paris-Sud University. She is an Ecole Normale Supérieure Alumna and holds an Agrégation teaching certification in Modern and Comparative Literature. She has taught in various universities (University of Cambridge, Mc Gill, Paris-7 University, amongst others). She is also a translator (from German to French) and the author of several studies on the Renaissance.

Myriam Faten Sfar holds a Ph.D. in Literature from the University of Paris III-Sorbonne Nouvelle. She joined Sciences Po in 2013 as an Assistant Dean for International Programs. She has taught French as a foreign language, French literature and techniques d'expression in various universities and grandes écoles, including Polytechnique, Sciences Po, Paris I - Panthéon Sorbonne, Paris III - Sorbonne Nouvelle, Columbia University, and others. She is also a translator from English to French and the author of several studies on the literary style at the end of the 19th Century.

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