

# C1207017-CPT898(1)

*by* Jack Pickering

---

FILE	C1207017_-_CPT898.PDF (416K)		
TIME SUBMITTED	08-NOV-2015 01:58PM	WORD COUNT	1762
SUBMISSION ID	48114875	CHARACTER COUNT	10529

## Assignment Cover Sheet

**CARDIFF**  
UNIVERSITY

**PRIFYSGOL**  
**CAERDYDD**

<b>Student Number:</b>	C1207017		
<b>Module Code:</b>	CPT898	<b>Date:</b>	08/11/2015
<b>Essay Title:</b>	Proforma Assessment		
<b>Required Word Count:</b>	1000	<b>Actual Word Count:</b>	1004

Feedback

#### **CPT 898 Summative assessment details**

Summative assessment (1) for this module is by means of a written pro forma (posted on Learning Central) and is weighted at 30% of the marks for the module. Submission deadline is 12 noon on 11 November 2015. The maximum word length (excluding references) for this assessment is 1000 words. This assessment aims to assess how far students are able to locate their own research within a specific field, to identify and evaluate epistemological traditions in their field, to select an appropriate epistemological tradition within which their own work might be carried out and to write in a concise manner which efficiently communicates their research.

You are required to complete a pro forma in which you;

- Identify a research question (100 words)
- Locate that research within a field of study (150 words)
- Identify and explain an epistemological perspective used in the social sciences (1) (150 words)
- Identify and explain an epistemological perspective used in the social sciences (2) (150 words)
- Demonstrate how perspective (1) has been used in your field (150 words)
- Demonstrate how perspective (2) has been used in your field (150 words)
- Select and justify an epistemological framework for your research question (150 words)

Feedback

**CPT 898 Summative/Formative Assessment 1.**

(You should use this format for the formative assessment in week 6 and the submission of summative assessment 1 on 11/11/15. Figures in brackets are maximum word lengths excluding bibliographic references)

**1 Research Question (100 words)**

How are sites for 'alternative food consumption', constituted within their localities?

Good

- How do policymakers and consumers understand 'alternative food consumption' sites? Are these conceptions analogous?
- What relations exist between these sites and their surrounding areas?
- What role do alternative consumption spaces play in their local food systems?

1

By 'alternative', I am referring to spaces of consumption which exist separate from the 'dominant' globalized food production system which features increasingly intensive farming (DuPuis, Goodman and Goodman, 2005). This research question is in response to the need to more closely understand such sites in their institutional context (Sonnino, 2014).

2

**2 Research Field (150 words)**

This research question is located within Agri-Food Geographies, a disparate field of study that deals with the interlinked systems of food production and consumption, and could also be located within the contested sub-field concerned with Alternative Food Networks (AFNs).

Excellent

- Works on both the production and consumption of food typically have different epistemological and even disciplinary backgrounds. Studies concerned with food production have tended to be more economic, focussing on maximising production, while studies of consumption have tended to be focussed on interpreting consumer choices and the meanings associated with food (Cox, 2012).
- This field is somewhat multidisciplinary, with contributions from the health sciences, economics, political science, urban policy, social policy, organization studies, and also business management and marketing studies. This is due somewhat to the multi-faceted nature of food as a topic for social enquiry.
- Increasingly, production and consumption are being studied together, partly due to changing food systems and the rise of community agriculture within AFNs (Cox, 2012; Sonnino, 2014).

Good

Good

Good

### 3 Epistemological perspective 1 (150 words)

#### Post-Structuralism:

- Post-structuralists rarely self-identify as such, and as such this creates difficulties; it can arguably be described as a trend in epistemological thinking towards anti-foundationalism, and anti-essentialism (Harrison, 2006. p.112) driven by disaffection with modernist approaches to knowledge (Karatas-Özkan and Murphy, 2009). Excellent
- Foucault (1977) and Derrida (1978, cited in Howarth, 2000) are considered to be the originators of many of the concepts and tendencies which post-structuralism generated. Excellent
- A degree of similarity with post-modernism can be seen most particularly in the shared scepticism of grand narratives (Lyotard, 1984). Excellent
- There is a concern to situate the production of knowledges within their socio-historical settings and also to challenge the Enlightenment conception of the individual as an autonomous subject (Caldwell, 2007). Good
- The conception of power developed by Foucault (1977) is highly significant. Distributed throughout society via discourse, power is conceived of as productive of knowledge and represents an attempt to move on from oppositional positions occupied by different epistemological traditions with regard to the debate over the concept of agency within society (Caldwell, 2007). Excellent

### 4 Epistemological perspective 2 (150 words)

#### Post-Social Theory 3

- Post-social Theory arguably has a number of similarities with post-structuralism, such as the criticism and questioning of the grand narratives and theories of modernity (Latour, 1993). Good
- However, post-social approaches do not share the focus of post-structuralism on practices of representation through discourse, instead privileging relations (Whatmore, 2002). Excellent
- Instrumental to this framework is Actor-Network Theory as developed by Latour (2005), which radically redefines the nature of society as constituted of associations between actors (which can include material objects) which can be understood via the traces left by their material activity. Excellent
- Critiquing the division of labour between the physical and social sciences and thus the divergence in research cultures, post-social theorists prefer not to privilege an ontology over the forms of relations that may emerge upon investigation (Latour, 2005). Excellent
- Through rejecting anthropocentric theories of society, post-social approaches open up the possibility of incorporating new forms of knowledge into the research process especially in fields tangential to Agri-Food Geography (Cox, 2012). Excellent



5 How has the perspective identified in box 3, above been used in your field of research? (150 words)

- Discourse analysis, as a primary methodological tool of post-structuralism, has been extensively used within Agri-Food Geographies both for analysing food policy and the ethics of consumption and production practices (Sonnino, 2014).
- The concept of governmentality, originating in post-structuralism has also played a role in studying the discursive implications of new modes of food production, giving an interesting perspective on social dynamics and power relations in such situations (Drake, 2014).
- The opening up of **new subject positions** for research that Post-Structuralism has meant that there has been much more focus on quotidian, everyday aspects of consumption and production (Cox, 2012).
- Studies of consumption have made use of frameworks influenced by post-structuralism to explore how constructions of quality are generated and maintained within food networks (Kirwan, 2006, Spiller, 2012).
- Competing discourses and their productive effects are common topics within Agri-Food geographies, especially as there are a number of debates concerning food production methods which are prominent in the media, as demonstrated by Davenport and Leitch (2009)

Excellent

Excellent

Excellent

4

Excellent

Excellent

6 How has the perspective identified in box 4, above been used in your field of research? (150 words)

- Whatmore (2002) describes food as an ideal topic for post-social approaches; food is variously and interchangeably described as goods, products, and commodities, and it is difficult to find a topic that more naturally expresses how material goods can form part of society and can transgress arbitrarily delineated systems of borders and definitions. Whatmore (2002) notes that this is the case because food constitutes us materially and symbolically.
- Miele (2012) (among others) has made use of the incorporation of materiality into the social to develop conceptualizations including sensory aspects of consumption, and there have also been explorations of ethics along post-social lines to incorporate and place the non-human within these.
- Some of the early publications dealing with AFN's are highly influenced by post-social epistemologies, such as Holloway and Kneafsey (2000) who are strongly influenced by Latour's (2005) Actor-Network theory approach.
- Broadly, the post-social framework as a development upon post-structuralism and the attendant anti-essentialist tendencies has been influential in shaping approaches to food.

Good

5

6

Excellent

Good

7 Choice and justification of epistemological framework selected for research question in box 1, above. (150 words)

- The unavoidably material nature of food would appear to make a post-social framework for this research question more appropriate, as food is central to both practice and discourse surrounding alternative consumption sites. Good
- While part of the research question does address discourse in policy, the other questions may require a focus that goes beyond the focus of post-structuralism on representational practices that shape social life. Good
- The epistemological focus of post-social approaches, particularly those as influenced by Latour (2005) on investigating and understanding the relations between actors provides a useful approach when dealing with “sites” of alternative consumption. Within these sites it should be possible to isolate actors and through a range of methods, draw out the relations that constitute them. Excellent
- Using a post-social approach to the research question will allow the combination of symbolic, material and sensory data into such a framework to describe the relations that constitute such sites. Excellent

Word Count: 1004.

Improper Citation

## Bibliography:

Caldwell R. 2007. Agency and Change: Re-evaluating Foucault's Legacy. *Organization*; 14(6).

Davenport, S., Leitch, S. 2009. Creating Space for the Successor: The Discourse Strategies of Pro- and Anti-GM Factions Regarding the Future of Agriculture in New Zealand. *European Planning Studies*; 17(7).

Drake, L. 2014. Governmentality in urban food production? Following "community" from intentions to outcomes. *Urban Geography*; 35(2).

DuPuis, E.M., Goodman, D. and Goodman, M.K. 2012. *Bridging Production and Consumption: Alternative food networks as shared knowledge practice*. In: DuPuis, E.M., Goodman, D., Goodman, M.K. 2012. *Alternative Food Networks: Knowledge, practice and politics*. Oxford; Routledge. Chp.3.

Evans, A.B., Miele, M. 2012. Between food and flesh: how animals are made to matter (and not matter) within food consumption practices. *Environment and Planning D: Society and Space*; 30.

Foucault, M. 1977. *Truth and Power*. In: Gordon, C. (ed.) 1980. *Power/knowledge: selected interviews and other writings, 1972-1977*. Harlow; Prentice Hall. Ch.6.

Harrison, P. 2005. Post-structuralist theories. In: Aitken, S. and Valentine, G. eds. 2005. *Approaches to Human Geography*. London: SAGE. Chp.10.

Holloway, L., Kneafsey, M. 2000. Reading the space of the farmers' market: A preliminary investigation from the UK. *Sociologia Ruralis*; 40(3).

Howarth, D. 2000. *Discourse*. Buckingham; Open University Press.

Karatas-Özkan, M., Murphy, W.D. 2010. Critical Theorist, Postmodernist and Social Constructionist Paradigms in Organizational Analysis: A Paradigmatic Review of Organizational Learning Literature. *International Journal of Management Reviews*; 12.

Kirwan, J. 2006. The Interpersonal World of Direct Marketing: Examining Conventions of Quality at UK Farmers' Markets. *Journal of Rural Studies*; 22(3).

Latour, B. 1993. *We have never been modern*. Massachusetts; Harvard University Press.

Latour, B. 2005. *Reassembling the Social: An Introduction to Actor-Network-Theory*. Oxford; Oxford University Press.

Lyotard, J.F., 1984. *The postmodern condition: a report on knowledge*. Manchester: Manchester University Press.

Sonnino, R. 2014. The New geography of Food Security: exploring the potential of urban food strategies. *The Geographical Journal*; 2014.

Spiller, K. 2012. It tastes better because . . . consumer understandings of UK farmers' market food. *Appetite*, 59(1).



Whatmore, S. 2002. *Hybrid Geographies: Natures, Cultures, Spaces*. London; SAGE.

### FINAL GRADE

72/100

### GENERAL COMMENTS

#### Instructor

This is a very good answer. The assessment is well written, comprehensive and well researched. You demonstrate an enthusiasm for your topic and show that you can clearly identify where your work fits into the extant debates. Your work critically engages with the literature and shows a maturity.

Despite this there are a number of areas where you could provide greater clarity - see my comments in the text for more detail.

Note also a large number of mistakes in your bibliography which has cost you some marks: you must include page numbers for articles and book chapters.

To improve your mark you should:

Note my comments above and in the text.

Provide greater clarity for the general reader.

### PAGE 1

QM

#### Feedback

See "General Comments" at end of the print-ready version of this paper for general feedback on your assessment - note that I am using a grading form which is visible if you click on the far right icon at the bottom of the window (it looks like a tiny office block)

### PAGE 2

QM

#### Feedback

See "General Comments" at end of the print-ready version of this paper for general feedback on your assessment - note that I am using a grading form which is visible if you click on the far right icon at the bottom of the window (it looks like a tiny office block)

### PAGE 3

QM

#### Good

Good



### Comment 1

analogous to what?



### Comment 2

This is helpful to the general reader but an example of such a site would strengthen your case.



### Excellent

Excellent



### Good

Good



### Good

Good



### Good

Good

PAGE 4

---



### Excellent

Excellent



### Excellent

Excellent



### Excellent

Excellent



### Good

Good



### Excellent

Excellent



### Comment 3

You describe what this is not and what is "instrumental" to it but you could have provided a clear statement of definition at the start.



### Good

Good



### Excellent

Excellent



**Excellent**

Excellent



**Excellent**

Excellent



**Excellent**

Excellent

PAGE 5

---



**Excellent**

Excellent



**Excellent**

Excellent



**Excellent**

Excellent



**Comment 4**

explain why you mean by this statement



**Excellent**

Excellent



**Excellent**

Excellent



**Good**

Good



**Comment 5**

Good, but what does this mean/imply for research questions, aims and design?



**Comment 6**

add citations to illustrate here



**Excellent**

Excellent



**Good**

Good

PAGE 6

---

QM

**Good**

Good

QM

**Good**

Good

QM

**Excellent**

Excellent

QM

**Excellent**

Excellent

PAGE 7

---

QM

**Improper Citation**

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

**Improper Citation**

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

**Improper Citation**

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

**Improper Citation**

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

**Improper Citation**

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

**Improper Citation**

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?



QM

## Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

## Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

## Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

## Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

## Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?

QM

## Improper Citation

Improper citation:

Improperly cited material. Please use the link below to find links to information regarding specific citation styles: [http://www.plagiarism.org/plag\\_article\\_citation\\_styles.html](http://www.plagiarism.org/plag_article_citation_styles.html)

***Additional Comment*** pp-pp?