

Sociology 380: The Social Worlds of Beer and Brewing
[September 2, 2020 Version]

Fall 2020
Office Hours: by appt. on Teams
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Instructor: Dr. Jennifer Jordan
Professor of Sociology and Urban Studies
Chair, Department of Sociology

Note: This course is 100% online, and it is asynchronous. There are no set meeting times, but It is NOT self-paced—you will need to closely follow the schedule as outlined in this syllabus.



Class Overview

What can beer and brewing tell us about society, both today and in the past, in the US and far beyond our borders? Beer offers a window into how people organize social structures, shape landscapes, and pursue both nutrients and intoxication. The tastes that individuals and societies have for particular flavors and styles of beer change dramatically over time, and in ways that help us understand broader social, political, and economic changes as well. Like other cultural practices, beer is also a place where we find patterns of inequality and struggles over meaning and identity.

We will study the changes in the plants (hops and barley), microorganisms (yeast), and the water supply that affect the brewing of beer, including the ecologies of beer and brewing. Because we are in Milwaukee, Wisconsin, we will also take full advantage of the rich brewing history and dynamic brewing presence of this city and state. This course will provide a sound foundation in the social history and sociology of beer, as well as an introduction to some of the theories and methodologies of the study of the social world.

We will engage with conventional scholarly texts, as well as historical materials, online reporting and data, and other sources. Alongside studying beer itself, you will develop your media literacy, as well as techniques for asking (and answering) well-crafted questions about the world. We will have

¹ Photo credits: badge I earned by completing the online teaching seminar at UWM; Depiction of an alewife from the Smithfield Decretals, c. 1300. Source: [Smithfield Decretals](#) [Public Domain], via Wikimedia Commons; Flickr.

virtual field trips and asynchronous guest speakers. This course will emphasize rigorous reading and discussion of the assigned course materials.

COURSE OBJECTIVES

At the end of this course, students should be able to:

Identify authoritative resources to answer research questions.

Recount key steps in the brewing process.

Recount key moments in the history of brewing.

Understand and explain how the consumption of beer (and food and drink in general) shapes and is shaped by patterns of social organization.

Understand and explain how beer's meaning, production, and consumption relates to race, ethnicity, gender, sexuality and other axes of identity and inequality.

Understand how beer connects to the world around it, including the landscapes that produce it (hop fields, barley fields, corn fields, water supply, and yeast labs) and the landscapes it shapes (microbreweries and gentrification, large breweries, etc.)

Identify the arguments and evidence in scholarly journal articles and books.

Conduct independent research using a variety of sources and present the results to the class.

One of the hardest things to do: craft good, answerable questions about the world.

GRADING

30% Discussion and participation (Gradebook Declaration, described below)

30% Virtual Beer Journal (This will be made up of the various assignments throughout the semester. Some are indicated on the syllabus, others may appear with some advance warning, but are not listed on the syllabus.)

5% Preproposal

10% Proposal

10% Final presentation

15% Final project

Details of all assignments will be provided in separate handouts on our Canvas site, as the semester progresses.

Discussion: In order to receive full credit for discussion, you'll need to follow the instructions for a given week. The type of participation will vary from week to week, depending on whether we have a guest speaker, another assignment, etc. Everything required for the week will be listed for that week in Canvas. When you complete the week's activities, you take that week's Quiz which is mostly series of True/False questions about which of the work you completed, and occasionally a very easy question about the material. Note that I won't always compare those quizzes with Canvas' records of opened files and time spent on files, but I will do spot checks. I will also drop your lowest quiz score.

I trust you to do the course reading, read the Powerpoints carefully, and participate in discussion in ways that are thoughtful, constructive, respectful, and kind. If I find problems with any of this (for example, overlooked elements of the discussion that week, straying from the

principle of respect and kindness, etc.) I may go in and ask you to fix any issues and redo the particular quiz, and I will also drop your lowest quiz score.

Again, I expect discussion to be collegial and kind. My own teaching philosophy is based very much on kindness. We are all here to learn, so I expect you to be patient and understanding with your classmates. Do all you can to support an atmosphere of collegial inquiry, basing discussion on your understanding of the central arguments of the readings and other materials being discussed.

Beer Journal/ePortfolio/Assignments: This is where we collect anything titled ASSIGNMENT this semester. Some of these pieces will be things you share with the class, others will be just for me. Your grade for this section will also be based on submitting the assignment. I will read all of the assignments, and give varying degrees of feedback, but as long as the assignment thoughtfully and thoroughly follows the instructions, you will receive full credit. If I find problems with an assignment (straying too far from the instructions, etc.) I will let you know and give you a chance to make up the point. In this case I will NOT be letting you drop your lowest score. This is in part because some of these assignments are cumulative—you will need the earlier version to work on a later version.

Final Projects

I will provide specific guidance for the preproposal, proposal, final presentation, and final project as the semester goes on. These will all receive letter grades, and I will give you feedback that will help you develop the project as you keep working on it.

Office Hours

I do not have scheduled office hours this semester, in part because being department chair in a pandemic means that a lot of emergencies arise. But I am VERY happy to make an appointment to talk with you, via video, audio, or chat on Teams.

Flexibility

I realize there is a lot happening in the world, and in all of our lives, right now. The pandemic brings a lot of challenges, and those challenges are not distributed evenly. Because of these unique and often difficult circumstances, I am very open to granting a no-excuses extension of one week on almost any assignment this semester, BUT you must email me at jajordan@uwm.edu before the due date of the assignment to ask for the extension, so that I can make the necessary adjustments to our Canvas page and so that we can discuss any implications for delaying an assignment—some of our assignments are cumulative, so we'll want to be sure to have a good plan for keeping up with things overall.

In addition, you will need to be a bit flexible regarding the course schedule. Don't print out all the readings up front (if you are printing things)—print a week or two at a time. Know that we may need to shift gears slightly as the semester progresses. I will very likely adjust some of the readings, and I may also adjust some of the pacing. This will never involve adding MORE work, but it may involve removing a bit of work, and/or slowing the pace on discussions, etc. This is a unique

semester, and I will be prepared to make adjustments if necessary that will make things easier, not more difficult.

Time management

The course material is organized by week. Much of the course activity (discussion, quizzes, etc.) will take place Monday-Wednesday, especially after the first 2 weeks of the semester. The rest of the time you can spend reading and preparing whatever assignment or discussion post will be due the following week. I will generally make two weeks of material available at a time, although quizzes and discussions will open for much narrower timeframes.

In addition, just because this course is online and asynchronous, does not mean it is 24/7. You should not be working on it constantly 😊 and neither should I. I keep very regular business hours—pretty much 8:30 to 4:30 on weekdays. So I generally won't respond to email or discussions in the evening or on weekends, unless it is an emergency. In addition, most Thursdays I will be largely unavailable. 25% of my job at UWM is supposed to involve research and writing, and especially as department chair, that only happens if I take a workday away from email. If you have an emergency or urgent concern on Thursdays, please don't hesitate to contact Sociology's academic department associate, Sarah Weidner, at sarahw@uwm.edu, and she will be able to reach me.

Extra Credit

I borrowed this assignment idea from Kevin Mitchell Mercer, an adjunct history professor in Florida: Choose an artifact to help future students and historians understand the impact of COVID on your life, your family, or your community, something that could be selected for a COVID exhibit 100 years from now. One note--It may NOT be anything medical, like masks or hand sanitizer. Write a 500-word explanation that would accompany the object in an exhibition. You may also use a picture if you have one, but it's also fine if you don't.

Submit by November 19 in Canvas. If you grant me permission to do so, I will then make the objects and texts publicly visible to the class. However it is also OK if you do not want to make them publicly visible.

If you have read this far in the syllabus, please send me a quick email to let me know your favorite food, sports team, or type of tree. This way I'll know you have been reading the syllabus closely. Even if you happen upon this later in the semester, send me an email anyway! 😊

Readings

PLEASE NOTE: THE READINGS AND DEADLINES ARE SUBJECT TO CHANGE. Even in our online, asynchronous format, we may find that we are moving more quickly or more slowly, and new topics of interest may also appear! Therefore, this syllabus is a guide for what we will be reading, but the readings and schedule may change slightly as we move through the semester.

Canvas is the heart and soul of this course. That is where asynchronous lectures and discussion take place, where you'll find most of your readings, videos, podcasts, etc. and where you'll submit your various assignments. All of the deadlines for any coursework will be visible there as the semester continues. Canvas is also where I'll announce any adjustments to the course material.

CLASS SCHEDULE

Subject to Change

Lectures are available either as a Powerpoint or Powerpoint converted into pdf, so you can choose whichever works best for you.

For specific due dates and times of activities and assignments, consult Canvas.

Week 1

September 2

Course Introduction

1. Read the syllabus
2. Watch Powerpoint lecture
3. Complete Canvas activities
4. Complete Quiz 1

Week 2

September 7

What is Beer? Where is Beer?

Usually most of the weekly work will be due on Wednesday, particularly reading, lectures, discussion posts, and discussion responses, but I have extended it to Thursday of this week due to the Labor Day holiday. Again, details on due dates and times are available on Canvas.

1. Read *Geography of Beer*, Chapters 2 & 3, in Patterson, Mark and Nancy Hoalst-Pullen, eds. 2014. *The Geography of Beer: Regions, Environment, and Societies*. New York: Springer. NOTE: I have posted the entire book in Week 2 on Canvas—you do not have to read the whole book! ☺ We will read many different chapters from it, so you'll need to go back to the file in Week 2 to find the relevant chapters. It is the closest thing we have to a textbook in the course, so you'll need to come back to this file in future weeks.
2. Watch Powerpoint lecture
3. Complete Canvas activities

4. Complete Quiz 2

Week 3

September 14

Ancient and Medieval Beer

1. Respond thoughtfully to two of the posts in Week 2's discussion.
2. Read ARTBehre
3. Watch this lecture: <https://sites.uwm.edu/barnold/2020/02/29/the-past-on-tap-archaeology-beer-and-science-education-bettina-arnold/>
4. Read CHAPT Unger
Unger, Richard W. *Beer in the Middle Ages and the Renaissance*. Philadelphia: University of Pennsylvania Press, 2004, 1-36.
5. Watch Powerpoint lecture
6. Complete Canvas activities
7. Complete Quiz 3

Week 4

September 21

Women & Brewing in England

1. Read *Ale, Beer, and Brewsters in England: Women's Work in a changing World* (available through the UWM library's homepage as an ebook), Chapters 1 and 2
2. Read CHAPT Sambrook, Pamela. 1996. *Country House Brewing in England: 1500-1900*. London: The Hambledon Press, 1-19.
3. Watch Powerpoint lecture
4. Complete Canvas activities
5. Complete Quiz 4

Week 5

September 28

Beer in North America

1. Read APPENDIX 1-Ronnenberg (timeline of beer and brewing in the US) (Ronnenberg, H. *Material Culture of Breweries*. Walnut Creek, CA: Left Coast Press, 2011, 93-121.

2. Read Beckham on Jefferson,
<https://www.goodbeerhunting.com/blog/2018/11/28/missing-ingredients-the-incomplete-story-of-thomas-jeffersons-unsung-brewer>
3. Read Tomlan
4. Watch Powerpoint lecture
5. Complete Canvas activities
6. Complete Quiz 5

Week 6

October 5

Beer in North America

Visit with the Archives

1. Read Bauer
2. Read Ogle
3. Watch Powerpoint lecture
4. Complete Canvas activities
5. Complete Quiz 6

Week 7

October 12

Beer in North America; Hops

Visit from AGSL

1. Read Prof. Jordan's essay <https://seeingthewoods.org/2019/03/29/picking-hops-in-nineteenth-century-wisconsin/>
2. CHAPT Kopp (on hop picking), Kopp, Peter Adam. 2016. *Hoptopia: A World of Agriculture and Beer in Oregon's Willamette Valley*. Oakland, California: University of California Press. (Excerpts on D2L) 51-71
3. BOOK Geography of Beer, Chapter 8 (on hops)
4. Watch Wisconsin Foodie hops
5. Watch Powerpoint lecture

6. Complete Canvas activities
7. Complete Quiz 7

Week 8

October 19

What is Craft Beer?

Library visit from Kristin Woodward

1. Read ARTELzinga, Elzinga, Kenneth G., Carol Horton Tremblay, and Victor J. Tremblay. 2015. "Craft Beer in the United States: History, Numbers, and Geography." *Journal of Wine Economics* 10(3): 242-274.
2. Read CHAPTBeckham J. Nikol Beckham, "Entrepreneurial Leisure and the Microbrew Revolution: The Neoliberal Origins of the Craft Beer Movement," in *Untapped: Exploring the Cultural Dimensions of Craft Beer*. Morgantown: West Virginia University Press, 2017.
3. Watch Powerpoint lecture
4. Complete Canvas activities
5. Complete Quiz 8

Week 9

October 26

More Craft Beer

Visitor: Bobby Tanzilo of Onmilwaukee.com

1. Read ARTDighe16
Dighe, Ranjit S. "A Taste for Temperance: How American Beer got to be so Bland."
2. <https://www.goodbeerhunting.com/blog/2020/8/10/the-time-is-now-part-one-understanding-the-origins-of-beers-inequity>
3. Read ARTMathews Mathews, Adam J. and Matthew T. Patton. 2016. "Exploring Place Marketing by American Microbreweries: Neolocal Expressions of Ethnicity and Race." *Journal of Cultural Geography* 33(3): 275-309.
4. Read Chapter 15 in Geography of Beer
5. Watch Powerpoint lecture

6. Complete Canvas activities
7. Complete Quiz 9
8. Read Kulture

Preproposal due October 30

Week 10

November 2

Global Beer, Craft and Otherwise

1. Read ARTPilcher on beer in Asia, Pilcher, Jeffrey. 2016. "Tastes Like Horse Piss': Asian Encounters with European Beer." *Gastronomica* 16(1): 28-40.
2. Read BOOKGeographyofBeer, Chapter 6 (on Mexico)
3. Read ARTSorghum "Household production of sorghum beer in Benin: technological and socio-economic aspects."
4. Watch Powerpoint lecture
5. Complete Canvas activities
6. Complete Quiz 10

Week 11

November 9

On Wisconsin I

ART MUSEUM VIRTUAL VISIT

1. Read CHAPT Cullen (Milwaukee's historic breweries)
2. Read Apps, *Breweries of Wisconsin*, 22-56
3. Watch Powerpoint lecture
4. Complete Canvas activities
5. Complete Quiz 11

Week 12

November 16

On Wisconsin II

1. Read Hoverson
2. Read Appel on brewery architecture
<http://www.breweryhistory.com/journal/archive/136/AppelColour.pdf>
3. Watch Powerpoint lecture
4. Complete Canvas activities
5. Complete Quiz 12

Proposal due November 16

Week 13

November 23: THANKSGIVING HOLIDAY

Week 14

November 30

Presentations (small group)

1. Complete Canvas activities
2. Complete Quiz 14

Week 15

December 7

Presentations (full class)

1. Complete Canvas activities
2. Complete Quiz 15

FINAL PROJECTS DUE WEDNESDAY, DECEMBER 16 BY ON CANVAS

WORKLOAD STATEMENT

You should expect to devote 147.5 hours to this class from September 2 through December 16. That means approximately 10 hours per week, including finals week. Because we do not have a set meeting time, this 10 hours/week will be devoted to a range of activities that will vary from week to week. Over the semester, you'll spend approximately 30% of your time reading, 30% participating in discussion and Canvas activities, and 40% on the various assignments, including

the pieces of your beer portfolio as well as the various steps of the final project. The division of time will vary somewhat each week—sometimes there will be more time spent on Canvas activities or discussion, other weeks may be more heavy on reading or writing an assignment.

UWM COVID STATEMENT

(From UWM)

Navigate Student Success Platform and Mobile App

Students are encouraged to use a tool called Navigate. This tool can help you learn about academic resources, set up study groups in your courses, make appointments with your academic advisor, get reminders on important dates, and much more. In addition, Navigate allows instructors to send Progress Reports to students throughout the term, allowing for updates on your academic progress in a course in addition to your grade. You can log into the platform here: <https://uwmilwaukee.campus.eab.com/> or by finding the Navigate link under the Current Students tab on the [UWM home page](#). More information on how you can use Navigate and the app, including tutorials, can be found on [UWM's Navigate website](#).

SYLLABUS LINKS:

<https://uwm.edu/secu/syllabus-links/>

NOTE ON PLAGIARISM:

Please note that plagiarism is academic misconduct. According to UWM's academic misconduct website, "**Plagiarism includes:** Directly quoting the words of others without using quotation marks or indented format to identify them; or, Using sources of information (published or unpublished) without identifying them; or, Paraphrasing materials or ideas of others without identifying the sources. **Internet Plagiarism:** Students are responsible for abiding by the internet policies of UWM and the UW System. For more information, view the [Acceptable Use Policy for UWM](#)."