

Department of History
The University of Western Ontario
Selected Topics: History 3707F
The Business of Wine
Autumn 2015

Instructor: Professor B. Forster
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Wine has met crucial social needs, and so has an important role in business and economic life. Those who take the course may expect to learn a great deal about the role of wine, through time, in fostering business activity and its attendant institutions, in terms of the organization of production, marketing, commerce, and the creation of demand. There will be plenty of examples. The student will gain an appreciation of the role of this alcoholic beverage in the development of social and economic life, internationally, regionally and locally, and at the same time become acquainted with broad trends in the history of business.

Students will not be expected to have any particular knowledge of wine and its delights, but will be expected to have taken at least one prior course in the history of business, or in European history, ancient, medieval or modern.

The course is *not* intended to produce wine connoisseurs or oenophiles. Still, knowledge of the geography, the variety of *terroir*, the kinds of grapes and wines, and associated information is necessary and integral to the course. There will naturally be opportunities to discuss grapes, vineyards, and the arcana of classifications and quality. The instructor may organize a non-mandatory tasting.

Course Requirements

Weekly readings and discussion 10%

Tests 30%

(some of these will be taken directly from the end-of-chapter tests in Laloganes; one will be a short answer test on the lectures)

An essay (3000 words): 30%

A final exam: 30%

Students are expected to attend lectures regularly, as portions of the course material, as well as perspectives and analysis, will not be available in texts or readings. The instructor will have an expectation that members of the class will have good note-taking skills. While the lectures will be supported by outlines and illustrative material, these are not substitutes for taking notes. Part of the class participation grade will result from handing in summaries of lectures and readings. The instructor will be available at the end of each class to discuss matters; questions during class for purposes of clarification and understanding are strongly encouraged.

The texts: R. Phillips, *A short History of Wine* (London: Penguin, 2001)
John P. Laloganes, *The Essentials of Wine* (NJ: Pearson, 2010) (supplemental)
Other weekly readings are listed below, and yet others may be assigned from time to time, as announced through OWL.

Lecture Schedule

Week 1: Introduction – course basics

The Geography of the Vine

Why wine? – The social sources of demand

Readings: None

Week 2:

Origins: Making wine and trading wine in the Middle East

Readings:

Laloganes, Preface and first half of Ch. 1, pp. vii-15

Phillips, Introduction

Patrick McGovern, *Ancient Wine: The Search for the Origins of Viniculture*, Princeton: Princeton University Press, 2003, Ch. 1. OWL resource

Week 3:, Greece and Rome

Readings: Laloganes, Ch. 1, pp. 15-23 and end of chapter test

Phillips, Chapters 1 & 2

Virginia Grace, “Standard Pottery Containers of the Ancient Greek World,” *Hesperia Supplements*, vol. 8, 1949, pp. 175-189

<http://www.jstor.org/stable/1353892?seq=2>

Robert Garland, “Greek Drinking Parties,” *History Today*, Vol. 32, p. 18 ff. Available through UWO Library system Summons. Search under author and title. Use PDF full text.

<http://web.ebscohost.com/ehost/detail?sid=f636101c-368c-4d6d-9b47-9f9c644f537b%40sessionmgr13&vid=1&hid=12&bdata=JnNpdGU9ZWWhvc3QtbGl2ZQ%3d%3d#db=rlh&AN=4864701>

Week 4: Mediterranean wines and the “European” world

Readings:

Laloganes, Ch. 3- pp. 42-53

Phillips, Ch. 2

Patrick McGovern et al., “New Evidence on Origins of Winemaking in France,”

<http://www.penn.museum/press-releases/961-origins-of-winemaking-in-france.html>

Mark Peplow, “Chemical forensics confirm French wine had early roots,” *Nature*, June 2013

<http://www.nature.com/news/chemical-forensics-confirm-french-wine-had-early-roots-1.13119>

Week 5: Wine under Challenge: beyond the fall of Rome and into the Middle Ages

Readings:

Lalagones, Ch. 3, pp. 53-63 and end of chapter test

Phillips, Chapters 3 & 4

Week 6: Test

Reading or Conference Week

Week 7: Wine in the era of European consolidation

Readings:

Lalagones, Chapter 9, pp.174-179

Phillips Ch.5

Paul Lay interviews Charles Ludington, *History Today*.

<http://www.historytoday.com/blog/2013/06/podcast-politics-wine>

And see the abstract, C. Ludington, The Politics of Wine 18th-Century England, *History Today*, Vol. 63, July 2013 by clicking on the article below the podcast or

<http://www.historytoday.com/charles-ludington/politics-wine-18th-century-england>

Week 8: European expansion and the world of wine

Readings:

Lalagones, Ch. 9, pp. 181 to end, end of chapter test

Phillips Ch. 6

Excerpts, John Hallman, *Thomas Jefferson on Wine*, Jackson: University Press of Mississippi, 2006. OWL resource.

Week 9: Emergence: the modern geography of wine

Readings:

Lalagones, Ch. 10 pp. 194-200

Phillips Ch. 7-8

Week 10: Disasters and Difficulties: 1860-1933

Readings:

Lalagones, Ch. 10 pp. 200-210, and end of chapter test

Phillips Ch. 9

James Simpson, Cooperation and Conflicts: Institutional Innovation in France's Wine Markets, 1870-1911," *Business History Review*, vol. 79, 2005, pp. 527-558.

<http://orff.uc3m.es/bitstream/10016/716/1/simpson-BHR-2005-3.pdf>

Week 11: Science and Wine

Readings:

Lalagones, Chapter 7 and end of chapter test

Phillips Ch. 10

Arthur D. Baldwin, "Anstie's Alcohol Limit: Francis Edmund Anstie 1833-1874," *American Journal of Public Health*, 67, 1977, 679-681

<http://ajph.aphapublications.org/doi/pdf/10.2105/AJPH.67.7.679>

9Week 12: Consumerism and Wine

Readings:

Lalagones, Ch. 4

Phillips Ch. 10

Orley Ashenfelter and Karl Storchmann, "Editorial: The Judgement of Princeton and Other Articles," *Journal of Wine Economics* 7, Number 2, 2012, Pages 139–142.

<http://www.wine-economics.org/aawe/wp-content/uploads/2013/02/Vol.7-No.2-2012-The-Judgement-of-Princeton.pdf>

George Taber, "The Judgement of Princeton" *Journal of Wine Economics* 7, Number 2, 2012, Pages 143-151

Jennifer Smith Maguire, "Provenance and the liminality of production and consumption : The case of wine promoters," *Marketing Theory*, Vol. 10, 2010, 269-282.

<http://mtq.sagepub.com/content/10/3/269.full.pdf>

Week 13: Modern business organization: the example of wine

Readings:

Giulia Meloni and Johan Swinnen, "The Rise and Fall of the World's Largest Wine Exporter (and its institutional legacy)," American Association of Wine Economists, *AAWE Working Paper* No. 134, 2013

http://www.wine-economics.org/aawe/wp-content/uploads/2013/02/AAWE_WP134.pdf

Kym Anderson, "Wine's New World," *Foreign Policy*, 136, 2003, pp. 46-54.

<http://www.cesruc.org/uploads/soft/130303/1-130303211Q9.pdf>

ADDITIONAL STATEMENTS

Prerequisites and Antirequisites:

Unless you have either the requisites for this course, as described in the Academic Calendar description of the course, or written special permission from your Dean to enroll in it, you may be removed from this course and it will be deleted from your record. This decision may not be appealed. You will receive no adjustment to your fees in the event that you are dropped from a course for failing to have the necessary prerequisites. The Academic Calendar description of each course also indicates which classes are considered antirequisites, i.e., to cover such similar material that students are not permitted to receive academic credit for both courses.

Academic Offences:

Scholastic Offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitute a Scholastic Offence, at the following Web site:

http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf

Plagiarism:

Students must write their essays and assignments in their own words. Whenever students take an idea, or a passage from another author, they must acknowledge their debt both by using quotation marks where appropriate and by proper referencing such as footnotes or citations. Plagiarism is a major academic offense (see Scholastic Offence Policy in the Western Academic Calendar).

All required papers may be subject to submission for textual similarity review to the commercial plagiarism detection software under license to the University for the detection of plagiarism. All papers submitted will be included as source documents in the reference database for the purpose of detecting plagiarism of papers subsequently submitted to the system. Use of the service is subject to the licensing agreement, currently between The University of Western Ontario and Turnitin.com (<http://www.turnitin.com>).

The following rules pertain to the acknowledgements necessary in academic papers.

A. In using another writer's words, you must both place the words in quotation marks and acknowledge that the words are those of another writer.

You are plagiarizing if you use a sequence of words, a sentence or a paragraph taken from other writers without acknowledging them to be theirs. Acknowledgement is indicated either by (1) mentioning the author and work from which the words are borrowed in the text of your paper; or by (2) placing a footnote number at the end of the quotation in your text, and including a correspondingly numbered footnote at the bottom of the page (or in a separate reference section at the end of your essay). This footnote should indicate author, title of the work, place and date of Publication and page number. Method (2) given above is usually preferable for academic essays because it provides the reader with more information about your sources and leaves your text uncluttered with parenthetical and tangential references. In either case words taken from another author must be enclosed in quotation marks or set off from your text by single spacing and

indentation in such a way that they cannot be mistaken for your own words. Note that you cannot avoid indicating quotation simply by changing a word or phrase in a sentence or paragraph which is not your own.

B. In adopting other writer's ideas, you must acknowledge that they are theirs.

You are plagiarizing if you adopt, summarize, or paraphrase other writers' trains of argument, ideas or sequences of ideas without acknowledging their authorship according to the method of acknowledgement given in 'A' above. Since the words are your own, they need not be enclosed in quotation marks. Be certain, however, that the words you use are entirely your own; where you must use words or phrases from your source; these should be enclosed in quotation marks, as in 'A' above.

Clearly, it is possible for you to formulate arguments or ideas independently of another writer who has expounded the same ideas, and whom you have not read. Where you got your ideas is the important consideration here. Do not be afraid to present an argument or idea without acknowledgement to another writer, if you have arrived at it entirely independently. Acknowledge it if you have derived it from a source outside your own thinking on the subject.

In short, use of acknowledgements and, when necessary, quotation marks is necessary to distinguish clearly between what is yours and what is not. Since the rules have been explained to you, if you fail to make this distinction, your instructor very likely will do so for you, and they will be forced to regard your omission as intentional literary theft. Plagiarism is a serious offence which may result in a student's receiving an 'F' in a course or, in extreme cases, in their suspension from the University.

Medical Issues:

The University recognizes that a student's ability to meet his/her academic responsibilities may, on occasion, be impaired by medical illness. Please go to https://studentservices.uwo.ca/secure/medical_accommodations_link_for_OOR.pdf to read about the University's policy on medical accommodation. This site provides links to the necessary forms. In the event of illness, you should contact Academic Counselling as soon as possible. The Academic Counsellors will determine, in consultation with the student, whether or not accommodation should be requested. They will subsequently contact the instructors in the relevant courses about the accommodation. Once the instructor has made a decision about whether to grant an accommodation, the student should contact his/her instructors to determine a new due date for tests, assignments, and exams.

SUPPORT SERVICES:

Students who are in emotional/mental distress should refer to [Mental Health@Western](mailto:MentalHealth@Western), <http://www.uwo.ca/uwocom/mentalhealth/> for a complete list of options about how to obtain help.

Please contact the course instructor if you require material in an alternate format or if you require any other arrangements to make this course more accessible to you. You may also wish to contact Services for Students with Disabilities (SSD) at 661-2111 x 82147 for any specific question regarding an accommodation.

If you have any further questions or concerns please contact, Morgan Sheriff, Undergraduate Program Advisor, Department of History, 519-661-2111 x84999 or msherif5@uwo.ca