



The University of Western Ontario
HISTORY 2192A
Beer: The Business, Social and Cultural History
of a Global Beverage
Summer 2019 – Distance (Six Weeks)

Instructor: Professor Mike Dove
Office Hours: By Appointment
Department of History, Office: Lawson Hall 1207
Email: mdove2@uwo.ca



Images: Ancient Egyptian beer; First World War troops; Medieval monk

Course Description:

Examines the business, social and cultural history of the brewing and consumption of beer, from its origins in antiquity, through its production and use in the Roman and Medieval periods, to its impact on Renaissance commerce, and the revolutions in technology, advertising, corporatization, globalization and localization during the modern age.

Course Syllabus:

[Please note that this is a draft syllabus. The final version, including a list of all reading assignments, will be available on the OWL-Sakai course website prior to the beginning of classes.]

Beer is one of the oldest beverages produced by humans, with known roots dating back to the 5th century BCE. This course traces its history from the ancient period to the present. Among the themes discussed are the methods and approaches to brewing beer over the centuries by diverse human societies, as well as entrepreneurship, innovation, state-intervention, branding and marketing, customs and religious practices, gender and sexuality, corporate social responsibility and technology. Beer and its pivotal role in global history will be examined, from the ‘cradle of civilization’ to the craft brewing revolution.

Upon successful completion of this course, students should be able to:

- Assess theories concerning the discovery of fermentation;
- Depict the role of beer in the ancient world in economic, social and cultural/ religious terms;
- Explain the rise of beer as a commercial product, and its role in the European Age of Discovery;
- Express brewing's evolving role in the Middle Ages from a household-centred endeavor to a guild-centred enterprise that travelled to the New World;
- Analyze the effect of technological advances of the Industrial Revolution on the development of beer and the rise of lager as a global beer;
- Assess the development of modern multinational brewers and their effect on the brewing industry;
- Compare the history of brewing in Canada, including the prohibition era, to that of the U.S.;
- Examine the modern era of beer production, consumption and marketing in the world's top-producing nations;
- Discuss the main developments associated with the consolidation and globalization of major brewers;
- Describe the successes and failures of craft brewing;
- Analyze a variety of primary and secondary historical sources;
- Express their ideas and arguments clearly and concisely in writing.

Students will be expected to participate in forum discussions, complete all readings assigned for the twelve units, and write two take-home exams.

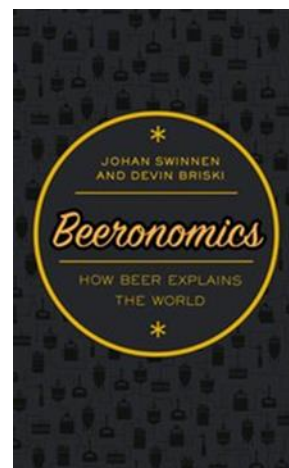
Course Materials:

There is one textbook for the course, available through the Western University Bookstore and as an Ebook.

Image: Johan Swinnen and Devin Briski, *Beeronomics: How Beer Explains the World* (Oxford University Press, 2017):

<https://global.oup.com/academic/product/beeronomics-9780198808305?cc=ca&lang=en&>

Additional readings, consisting of articles, illustrations and videos, are accessible through the OWL (Sakai) course website, as noted in the final course syllabus.



Methods of Evaluation:

Forum Participation	25%	Weekly
Midterm Take-home Exam	25%	Due: 24 May
Final Take-home Exam	50%	Due: 21 June

Forum Participation:

All students are required to regularly participate in forum discussions. Questions and materials relating to each unit are posted at the beginning of the course. Each unit forum will remain open until 11:55pm Friday of the assigned week. Students are asked to contribute to the discussion assigned for the relevant week and not to make comments on future units until the appropriate week. Quality is preferred over quantity. Please make comments in a collegial and professional fashion.

Take-Home Exams:

There are two take-home exams in this course. They are non-cumulative, ie. For the final exam, students are responsible for all materials since the midterm exam. Each exam will be posted a week prior to its due date. Students are asked to prepare their answers with reference to the course readings and related materials. No outside research is necessary.

All assignments are due by 11:55 pm on the deadline day. Late submission of the first exam will be penalized 2% per day (including weekends). No submissions of the final exam will be accepted after the deadline date. Submissions must be made electronically as either a Word doc. or a pdf through the appropriate tab on the course website. As per university policy, submissions must be uploaded to Turnitin for plagiarism checking. Please note that the OWL service can freeze up when there is a spike in submissions, so DO NOT leave your submission to the last minute. Extensions can only be granted for medical and/or family emergencies. Students must consult with an academic counsellor of their home faculty to request that formal accommodation be made.

Student responses should follow essay-style format, ie. 12 pt. font, double-spaced, citation of sources according to Chicago Manual of Style (note: when citing lectures please cite the unit #). Remember that details and evidence to support your answers are essential. Show me what you have learned!

Course Structure & Advice for an Enjoyable Course Experience:

The course runs for six weeks and each week consists of two units. For those new to online courses, please note that it is very important to keep up with the weekly work. Students may work ahead in the course if they wish, though please only submit forum comments on the topic of each particular week's discussion and note that final course grades will not be released until after the conclusion of the course. Being an online course, it will be taught through the OWL (powered by Sakai) course website. It contains all course materials except the textbook and is where students will contribute to forum discussions and submit the two exams in the course.

I hope this will be an enjoyable experience for you. Please let me know as soon as possible if you are encountering issues or have concerns about your course experience. We will work towards a solution. Thank you for enrolling. Cheers!!!

Course Schedule and Readings:

[Please note that several additional readings will be assigned in this course. They will appear on the final version of the course syllabus, which will be posted on the OWL-Sakai course website prior to the beginning of classes.]

WEEK I

UNIT 1: The Business, Social and Cultural History of Beer: An Introduction

Readings:

Textbook: "Introduction: From Monasteries to Multinationals and Back," pp. 1-6.

UNIT 2: Beer & The Ancients: From Mesopotamia and Egypt to the Greek, Roman and Celtic Worlds

Readings:

Textbook: "The World's Oldest Profession: Brewing in the Cradle of Civilization," pp. 7-13.

WEEK II

UNIT 3: Beer & The Medieval World: The Early Germanic, Norse and Anglo-Saxon Peoples

Readings: TBA

UNIT 4: 'Brewer's Gold': The Hop Revolution

Readings:

Textbook: "A Revolution Every Thousand Years: How Hops Jump-Started Commercial Brewing in Medieval Europe," pp. 15-22.

MIDTERM TAKE-HOME EXAM DUE: FRIDAY, 24 MAY 2019

WEEK III

UNIT 5: Beer & Early Modern Europe

Readings:

Textbook: "The Brew that Launched a Thousand Ships: How Porter Paid for the British Royal Navy," pp. 23-36.

UNIT 6: New World Beer

Readings: TBA

WEEK IV

UNIT 7: Industrial Age Brewing

Readings:

Textbook: "A Revolution Every Thousand Years, Part II: How Bottom Fermentation Made Beer the Darling of the Scientific and Industrial Revolutions," pp. 37-46.

UNIT 8: Prohibition, The Great Depression, & The World Wars

Readings: TBA

WEEK V

UNIT 9: Postwar Corporatization, Consolidation & Globalization in the Brewing Industry

Readings:

Textbook: "How TV Killed the Local Brewery," pp. 47-54.

"Beer Monopoly: How the Belgian Beer Barons Dethroned the King," pp. 55-61.

"Socialist Lubricant: Liberalization, Takeovers, and Restructuring the East European Brewing Industry," pp. 63-72.

"From Land to Brand: How Nineteenth-Century Nationalist Politics Planted the Seeds for the Global Trademark Battle over 'Budweiser'," pp. 93-102.

UNIT 10: A Global Beverage: Beers of the World

Readings:

Textbook: "The Great Convergence: The Fall of the Beer-Drinking Nation and The Rise of the Beer-Drinking World," pp. 103-111.

"Trading Water or Terroir? The Changing Nature of the Beer Trade," pp. 119-127.

"The Belgian White: Reincarnation of an Old World Brew," pp. 73-81.

"The Reinheitsgebot: Protection Against Competition or Contamination?," pp. 83-91.

From Vodka to Baltika: Deciphering Russia's Recent Love Affair with Beer," pp. 113-118.

WEEK VI

UNIT 11: The Canadian Brewing Tradition

Readings: TBA

UNIT 12: The Craft Beer Revolution & The Future of Beer

Readings:

Textbook: "Craft Nation: How Belgium's 'Peasant Beers' Became the Best in the World," pp. 129-144.

"Hop Heads and Locaholics: Strategies of the American Craft Beer Movement," pp. 145-159.

"Conclusion: How Beer Explains the World," pp. 161-169.

FINAL TAKE-HOME EXAM DUE: FRIDAY, 21 JUNE 2019

Additional Statements

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

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 for such checking 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>).

Accessibility Options:

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 519 661-2111 x 82147 for any specific question regarding an accommodation.

Information regarding accommodation of exams is available on the Registrar's website:

www.registrar.uwo.ca/examinations/accommodated_exams.html

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. 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.

Students must see the Academic Counsellor and submit all required documentation in order to be approved for certain accommodation: http://counselling.ssc.uwo.ca/procedures/medical_accommodation.html

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.

Scholastic Offences

Scholastic offences are taken seriously and students are directed to read the appropriate policy, specifically, the definition of what constitutes a Scholastic Offence, at the following web site:

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

Support Services

Students who are in emotional/mental distress should refer to Mental Health@Western, http://uwo.ca/health/mental_wellbeing/ 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, Heidi Van Galen, Administrative Officer, Department of History, 519-661-2111 x84963 or e-mail vangalen@uwo.ca.