

# HISTORY 2192A

## Beer:

### The Business, Social and Cultural History of a Global Beverage

Fall 2020 (Online)

Professor Mike Dove

Office Hours by appointment

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Images: Ancient Egyptians; First World War Troops; 1950s Beer Ad; Medieval Monk

**This is a draft syllabus. Please see your course OWL site for the final syllabus.**

This course will take place in a virtual, asynchronous format - on-line with no scheduled meeting time.

### Course Description:

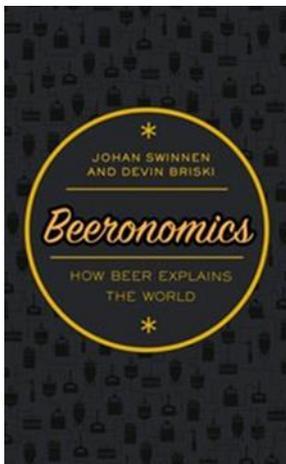
This course examines the business, social and cultural history of the brewing and consumption of beer, from its origins in antiquity, through its production and use in the Roman and Medieval periods, to its impact on Renaissance commerce, and the revolutions in technology, advertising, corporatization,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

### Course Syllabus:

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-controlled 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 world 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.



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

### **Course Materials:**

There is one textbook for the course, available for purchase in hardcopy or as an Ebook from several vendors, including Chapters Indigo: <https://www.chapters.indigo.ca/en-ca/books/beeronomics-how-beer-explains-the/9780198808305-item.html>

Or read online for free through Western Libraries (ProQuest Ebook Central): [https://ocul-uwo.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991044447735605163&context=L&vid=01OCU\\_L\\_UWO:UWO\\_DEFAULT&lang=en&search\\_scope=MyInst\\_and\\_CI&adaptor=Local%20Search%20Engine&tab=Everything&query=any,contains,beeronomics%20how%20beer%20explains%20the%20world%20johan%20s winnen%20and%20devin%20briski&offset=0](https://ocul-uwo.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991044447735605163&context=L&vid=01OCU_L_UWO:UWO_DEFAULT&lang=en&search_scope=MyInst_and_CI&adaptor=Local%20Search%20Engine&tab=Everything&query=any,contains,beeronomics%20how%20beer%20explains%20the%20world%20johan%20s winnen%20and%20devin%20briski&offset=0)

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

### **Methods of Evaluation:**

Midterm Take-Home Exam (1 Week)	40%	Posted: 16 October	Due: 23 October
Final Exam (24-Hour)	60%	Date: TBA (Scheduled by Registrar - December Exam Period)	

### **Exams**

Students will be expected to write two exams: a week-long take-home midterm exam, and a 24-hour final exam. They will not be timed, rather, students will have the full time indicated to complete them. Both exams shall be submitted through the OWL course website. Exams will be non-cumulative. Both exams will feature two sections: one will ask students to identify and describe the significance of a choice of five of ten historical terms; and the other section will ask students to write on a choice of essay-style questions. These essay-style questions will be selected by the instructor from those questions posted on each unit to help guide students in their reading.

The midterm take-home exam will examine students on course materials from Week 1 to Week 5 inclusive and will be posted a week prior to its due date (ie. 16 October 2020). Students are asked to prepare their answers with reference to the course readings and related course materials only. Information and sources external to the course will not be given credit. Student responses should follow essay-style format, ie. full sentences and paragraphs; 12 pt. font; double-spaced; citation of sources according to Chicago Manual of Style. Remember that details and evidence to support your answers are essential.

The midterm exam is due by 11:59pm EST on Friday, 23 October 2020. Students must upload their exams as a Word doc to Western's Turnitin service through the OWL course website. They will receive their graded exam electronically within two weeks of the due date. Late submissions will be penalized 2% per day (including weekends). 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. This exam format is designed to accommodate student accessibility issues and those writing in different time zones in the country and around the world. The midterm exam is weighted at 40% of the final course grade.

The final exam will be written during a 24-hour period during the December Examination Period, as scheduled by the Office of the Registrar. This exam format is designed to accommodate student accessibility issues and those writing in different time zones in the country and around the world

The final exam will examine students on all course materials since the midterm exam (ie. from Week 6 to Week 12 inclusive). Students are asked to prepare their answers with reference to the course readings and related course materials only. Information and sources external to the course will not be given credit. Student responses should follow essay-style format, ie. full sentences and paragraphs; 12 pt. font; double-spaced. Please note that students are not required to formally cite their sources on the final exam, though one should mention relevant readings when providing details and evidence to support their answers. Students will follow the same process for submission as they did for the midterm exam, ie. upload their exams as a Word doc to Western's Turnitin service through the OWL course website. Late submissions of the final exam are not permitted, unless the student is granted an academic accommodation for the final exam. Students must consult with an academic counsellor of their home faculty to request that formal accommodation be made. The final exam is weighted at 60% of the final course grade.



### **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 term.]

This course will be taught through the OWL (powered by Sakai) course website. It contains all course materials except the textbook and is where students will access weekly voice-over slide recorded lectures, submit their midterm take-home exam and final exam, receive updates and additional resources, and access their grades.

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 finding a solution. Thank you for enrolling.

Cheers!!!

**Image: Men drinking.**

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

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

TBA

WEEK 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.  
TBA

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

Readings: TBA

WEEK 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.

TBA

WEEK 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.

TBA

WEEK 6: New World Beer

Readings: TBA

**MIDTERM TAKE-HOME EXAM DUE: FRIDAY, 23 October 2020**

WEEK 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.

TBA

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

Readings: TBA

WEEK 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.

WEEK 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 11: The Canadian Brewing Tradition

Readings: TBA

WEEK 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.

### **Additional Statements**

#### ***Academic 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 website: [http://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](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 Student Accessibility Services 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](http://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://www.uwo.ca/univsec/pdf/academic\\_policies/appeals/accommodation\\_illness.pdf](https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_illness.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.

Please visit [https://www.uwo.ca/univsec/academic\\_policies/index.html](https://www.uwo.ca/univsec/academic_policies/index.html) to view all updated academic policies regarding medical accommodations.

## ***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>).

Students are expected to retain all research notes, rough drafts, essay outlines, and other materials used in preparing assignments. In the unlikely event of concerns being raised about the authenticity of any assignment, your instructor may ask you to produce these materials; an inability to do so may weigh heavily against you.

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 another writers ideas.

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 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 website:

[www.uwo.ca/univsec/pdf/academic\\_policies/appeals/scholastic\\_discipline\\_undergrad.pdf](http://www.uwo.ca/univsec/pdf/academic_policies/appeals/scholastic_discipline_undergrad.pdf)

### ***Copyright***

Lectures and course materials, including power point presentations, outlines, and similar materials, are protected by copyright. You may take notes and make copies of course materials for your own educational use. You may not record lectures, reproduce (or allow others to reproduce), post or distribute lecture notes, wiki material, and other course materials publicly and/or for commercial purposes without my written consent.

### ***Health and Wellness***

Students who are in emotional/mental distress should refer to Mental Health@Western

<http://www.uwo.ca/uwo/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 Student Accessibility Services 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](mailto:vangalen@uwo.ca).

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