

HISTORY 2192A

BEER:

THE BUSINESS, SOCIAL AND CULTURAL HISTORY OF A GLOBAL BEVERAGE

Summer 2022 (First Term - 6 Weeks)

Distance Studies – Online Asynchronous

Professor Mike Dove

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

This is a draft syllabus. Please see the course OWL site prior to the term for the final syllabus.

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 some 5,000 years. 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 regarding early brewing practices and fermentation;
- Describe the varying relationships with beer present in major Ancient World societies, specifically in economic, political, social and cultural/ religious terms;
- Explain the role of beer within societies of the Medieval Period, including the Germanic, Norse and Anglo-Saxon peoples;
- Describe the rise of hops in the brewing process and the main stages in the development of Northern European brewing between the 13th and the 16th centuries;

- Discuss the gendered division of labour evident in brewing societies between the Ancient World and the Early Modern Period;
- Explain the rise of beer as a commercial and trade product, and its role in the European Age of Discovery;
- Compare the brewing practices that evolved in various New World societies;
- Analyze the effect that developments of the Scientific and Industrial Revolutions had on the production and consumption of beer;
- Discuss the impact of Prohibition, The Great Depression, and World Wars I and II on the brewing industries of various countries;
- Explain how beer advertising both reflected and ingrained social and cultural attitudes towards issues of consumption, class, race and gender;
- Discuss the main developments associated with the corporatization, consolidation and globalization of major brewers in the 20th century;
- Examine the modern era of beer production, consumption and marketing in the world's top-producing beer nations;
- Describe the main developments associated with the history of Canadian brewing, including the rise of beer in the local context of London, Ontario;
- Describe the successes and challenges of the craft brewing industry;
- Analyze a variety of primary and secondary historical sources;
- Express their ideas and arguments clearly and concisely in writing.

Course Materials:



There are several assigned readings and resources in this course, consisting of a textbook, book chapters, articles, illustrations and videos. All readings except for the textbook are accessible through the OWL course website. There is one textbook for the course, available in hardcopy at The Book Store at Western or both in hard copy and Ebook from several vendors, including Chapters Indigo: <https://www.chapters.indigo.ca/en-ca/books/beeronomics-how-beer-explains-the/9780198808305-item.html>

It may also be read online for free through Western Libraries ProQuest Ebook Central (Western ID Username & Password required): https://ocul-uwo.primo.exlibrisgroup.com/discovery/fulldisplay?docid=alma991044447735605163&context=L&vid=01OCUL_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%20swinnen%20and%20devin%20briski&offset=0

Methods of Evaluation:

Midterm Take-Home Exam (1 week)	40%	Due: 27 May
Final Take-Home Exam (1 week)	60%	Date: 17 June

Exams:

Students will be expected to write **two** take-home exams in the course: one midterm exam and one final exam. Exams will not be timed; students will have the entire week in which to complete and submit them. Both exams shall be submitted online. Exams will be non-cumulative. Both will feature two sections: one will ask students to identify and describe the significance of a choice of five of eight historical terms; and the other section will ask students to write on a choice of essay-style questions (1 of 2 for midterm; 2 of 3 for final). These terms and essay questions will be selected by the instructor from those questions posted on OWL for each unit to help guide students in their weekly preparation.

The Midterm Take-Home Exam will examine students on course materials from Week 1 to Week 2 inclusive (Units 1-4) and will be posted on OWL a week prior to its due date (ie. 20 May). Students are asked to prepare their answers with reference to the course material only. Information and sources external to the course will not be given credit. Student responses should follow essay-style format, ie. 12 pt. font, double-spaced, citation of sources as footnotes according to Chicago Manual of Style. Details, evidence and citations (footnotes) to support your answers are required.

The midterm exam is due by 11:59pm EST on Friday, 27 May. Students must upload their exam as a Word doc to the OWL course website. They will receive their graded exam electronically within a week of the due date. Late submissions will not be accepted. 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. As per university policy, each exam will be reviewed by Western's Turnitin service for plagiarism detection. Please be reminded that cases of academic dishonesty (which include ghost-writing) will result in a grade of zero and possible expulsion from the university. Accommodations 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. A separate make-up exam will be arranged upon approval of the accommodation. The midterm exam is weighted at 40% of the final course grade.

The Final Exam will examine students on course materials from Week 3 to Week 6 inclusive (Units 5-11) and will be posted on OWL a week prior to its due date (ie. 10 June). Students are asked to prepare their answers with reference to the course material only. Information and sources external to the course will not be given credit. Student responses should follow essay-style format, ie. 12 pt. font, double-spaced, citation of sources as footnotes according to Chicago Manual of Style. Remember that details, evidence and citations (footnotes) to support your answers are required. Details, evidence and citations (footnotes) to support your answers are required.

The final exam is due by 11:59pm EST on Friday, 17 June. Students must upload their exams as a Word doc to the OWL course website. Late submissions will not be accepted. 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. As per university policy, each exam will be reviewed by Western's Turnitin service for plagiarism detection. Please be reminded that cases of academic dishonesty (which include ghost-writing) will result in a grade of zero and possible expulsion from the university. Accommodations 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. A separate make-up exam will be arranged upon approval of the accommodation. The final exam is weighted at 60% of the final course grade.

Policies on Academic Accommodation & Missed Exams:

This course employs the principles of **Universal Instructional Design** for all exams. It allows all students, including those writing in different time zones and those with approved Accessible Education accommodations, equal opportunity to complete the exams. This is considered best practice. Students who typically require extra time accommodation will not need any special arrangement for these exams. Make-up exams can only be granted for documented medical or non-medical reasons. In such cases, students must consult with an academic counsellor of their home faculty to request that formal accommodation be made. Instructors are not permitted to receive documentation directly from a student, rather all documentation required for absences must be submitted to the Academic Counselling Office of a student's Home Faculty. The Policy on:

- student absences is found here:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/Academic_Consideration_for_absences.pdf

- Student Medical Certificates is found here:

https://www.uwo.ca/univsec/pdf/academic_policies/appeals/accommodation_medical.pdf

Please take note that exams in this course are **NOT** eligible under a Self-Reported Absence (SRA) or a SIRT (Self-Isolation Reporting Tool). Also be reminded that The Illness Reporting Tool is for tracking by public health authorities, NOT for academic accommodation:

https://registrar.uwo.ca/academics/academic_considerations/

Course Structure & Advice for an Enjoyable Course Experience:

This course is being offered in a distance studies online format. There are no scheduled classes. It will be taught through the OWL course website, which contains all course materials (except for the textbook), including: weekly recorded voice-over slide lecture presentations (posted each Monday); additional assigned readings; weekly questions to consider; the complete syllabus; announcements and calendar entries; the midterm and final exams, and a gradebook. The best way for us to communicate throughout the term is via email, though we can schedule phone calls or zoom meetings if you wish to engage via this medium.

This course runs for six weeks and each week (except for the final week) consists of two units. For those new to taking distance studies courses or six-week summer courses, please be advised that it is extremely important to keep up with the weekly recorded lectures, readings and questions to consider. Doing so will reduce your workload when preparing for the exams. Effective time management is crucial. Though there are no weekly meetings, assignments or forum discussions, the lectures and questions to consider are intended to help students schedule their work for the course on a regular weekly basis to avoid falling behind. As mentioned, all exam questions will be taken from the pool of terms and essay questions posted on OWL for each unit. Structuring draft answers to those questions on a weekly basis should enable students to produce a superior quality exam than those who do not prepare in this way.

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! Professor Mike Dove

Image: Woman drinking beer.

Course Schedule (6 Weeks):

[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 course website prior to the beginning of term.]

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.

Other readings: TBA.

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.

Other readings: TBA.

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.

Other readings: TBA.

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.

Other readings: TBA.

UNIT 6: New World Beer

Readings: TBA

MIDTERM TAKE-HOME EXAM DUE: FRIDAY, 27 MAY 2022

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.

Other readings: TBA.

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.

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

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

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

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

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

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

UNIT 10: The Canadian Brewing Tradition

Readings: TBA

WEEK VI

UNIT 11: 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.

Other readings: TBA.

FINAL EXAM DUE: FRIDAY, 17 JUNE 2022

Additional Statements:

Please review the Department of History Course Must-Knows document,

<https://www.history.uwo.ca/undergraduate/Docs/Department%20of%20History%20Course%20Must-Knows.pdf>,

for additional information regarding:

- Academic Offences
- Accessibility Options
- Medical Issues
- Plagiarism
- Scholastic Offences
- Copyright
- Health and Wellness