

HISTORY 2192A
Beer:
The Business, Social and Cultural History of a Global Beverage
Fall 2024
Professor Mike Dove
mdove2@uwo.ca
Department of History, Lawson Hall 1207
Office Hours: Mondays 1pm-3pm, or by appointment



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

This is a draft outline. Please see the course site on OWL Brightspace prior to the start of classes in September for a final version listing all required readings.

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. There are no course prerequisites!

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.

This is a draft outline. Please see the course site on OWL Brightspace for a final version.

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 between Antiquity 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 nations;
- Describe the main developments associated with the history of Canadian brewing, including the rise of beer in the contexts of London and southern 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.



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

Course Materials:

There are several assigned readings and resources in this course, consisting of a textbook, book chapters, journal articles, illustrations and videos. All readings except for the textbook are accessible through the OWL Brightspace course website.

There is one textbook for the course, available for purchase in hardcopy from the Western Book Store 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>

It may also be read online for free through Western Libraries ProQuest Ebook Central (Western ID Username & Password required): <https://ocul->

[uwu.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](https://ocul-uwu.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 Exam | 40% | 09 October 2024 | In-Class |
| Final Exam | 60% | Date & Location: | TBA (December Exam Period) |

Exams

This is a draft outline. Please see the course site on OWL Brightspace for a final version.

Students must write two in-person exams to pass this course: one two-hour in-class midterm, scheduled during class time on Wednesday, 09 October 2024, and a three-hour final exam, to be scheduled during the December Exam Period by the Registrar's Office. Both exams will be non-cumulative and 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 (ie. one essay for the midterm and two essays for the final).

The **Midterm Exam** will examine students on course materials from Weeks 1 to 4 inclusive. Students should prepare their answers with reference to the relevant course materials only. Information and sources external to the course will not be given credit. The midterm exam is weighted at 40% of the final course grade. Any accommodations for this assignment will require supporting documentation.

The **Final Exam** will examine students on all course materials since the midterm exam (ie. from Week 5 to Week 11 inclusive). Students should prepare their answers with reference to the relevant course materials only. Information and sources external to the course will not be given credit. The final exam is weighted at 60% of the final course grade.

Accommodation for Missed Exams:

Make-up midterms and exams can only be approved by Academic Counselling. Please see https://history.uwo.ca/undergraduate/program_module_information/policies.html for department procedures and requirements involving make-up tests and exams.

Tentative Course Schedule & Readings:

This course will be taught through in-person lectures and the OWL Brightspace course website. It contains all course materials except for the textbook and is where students will access the final course syllabus, announcements, calendar, assigned readings, exam information and their grades.

I hope this will be an enjoyable experience for you. Please let me know as soon as possible either in-person during office hours or via email if you are encountering issues or have concerns about your performance in the course. We will work towards finding a solution. Thank you for enrolling!

Cheers!

SEPTEMBER

This is a draft outline. Please see the course site on OWL Brightspace for a final version.

11 – 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

18 – 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

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

Readings: TBA

OCTOBER

02 – 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

09 – MIDTERM EXAM (IN-CLASS)

16 – NO CLASS: FALL STUDY BREAK!

23 – 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

30 – WEEK 6: New World Beer

Readings: TBA

NOVEMBER

06 – 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

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

Readings: TBA

20 – 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.

"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.

27 – WEEK 10: The Canadian Brewing Tradition

Readings: TBA

DECEMBER

04 – WEEK 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.

TBA

Please review the Department of History’s shared policies and statements for all undergraduate courses at: https://history.uwo.ca/undergraduate/program_module_information/policies.html for important information regarding accessibility options, make-up exams, medical accommodations, health and wellness, academic integrity, plagiarism, and more.