CET Syllabus of Record

Program: CET Florence
Course Title: Wine Studies: History and Culture of Italian Wine
Course Code: FL/ITLS 347
Total Hours: 45
Recommended Credits: 3
Primary Discipline / Suggested Cross Listings: Italian Studies / Anthropology, Sociology
Language of Instruction: English
Prerequisites/Requirements: None

Description
Whether it occurred by accident or design, the invention of wine has been lauded as a fundamental achievement in human history. Wine’s preeminent role in sacred and secular life throughout the millennia is celebrated in literature, arts, religious rituals and the culinary field. Wine production and trade has created great economic wealth, been the cause of many conflicts, and spurred territorial conquests. For thousands of years, wine has played an important role as an agricultural product that ensures a livelihood for both producers and distributors, and to this day, it remains a cornerstone of the food and beverage industry.

In this course, students trace the origin of wine, how it spread throughout the old and new world and its historic importance in many societies as a “basic food” for both rich and poor, so as to arrive at a better understanding of wine’s place in the modern world.

A majority of the course is dedicated to the study of the modern history of Italian wine, beginning in the late 1960s and early 1970s and arriving at the present day. Students learn about the geography, history and development of wine in Italy this period, and its key playing role in the modern Italian economy and culture.

Objectives
Through their participation in this course, students will:

- examine the role of the Greeks and Romans in the dissemination of grape vines and wine-making techniques, as well as the importance of wine in these societies;
- be able to discuss the geographic origin of Italian wine and describe modern methods of wine production;
- learn about different Italian red and white wines;
- learn how to taste wine;
- describe key Italian wine classifications such as DOC, DOCG, IGP and their role in the wine market;
- describe the development of new and different wines and their importance as innovative products in the field.
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Course Requirements
This course is a seminar, and as such places emphasis on active student participation. It is critical that students read assigned materials. Average reading per week is approximately 60-80 pages. Students need to bring at least five written questions or comments pertaining to the reading material to each class session, which will facilitate active class engagement and in-depth learning. Site visits to local wineries are included in this class. Regular in-class tastings will illustrate examples of various wine types. Audiovisual material is used in class and may be assigned, on occasion, as a complement to weekly readings.

Methods of Evaluation
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<tr>
<th>Category</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Class participation</td>
<td>20%</td>
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<td>Assignments</td>
<td>15%</td>
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<td>Term paper</td>
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<td>Midterm exam</td>
<td>20%</td>
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<td>Final exam</td>
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Primary Texts and Audiovisual Materials

Audiovisual Material

Secondary Materials:
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**Audiovisual Material**


Smithsonian Museum, Judgement in Paris, 2016 Video recording


World Geographic Channel, Most Expensive Wine of History - 2016

**Outline of Course Content**

**Topic 1 – What is Wine? The Origins of Wine**

Basic Concepts of Wine Making and Wine Tasting; Early Grape Vine and Wine Varieties; Geographic Origins of Wine: Transcaucasia, Mesopotamia;

**Topic 2 – Early Wine Making and Culture**

Egyptians and Greeks; Drunken Gods; Symposium and Convivium; Etruscan Wine; Who Was Bacchus? Rituals and Objects of Wine Making and Consumption; Pompeiian Discoveries;

**Topic 3 – The Spread of Wine throughout Europe**

Greek Wine Trade; The Roman Empire and the Spread of Grape Vines and Wines

**Topic 4 – The Renaissance of Italian Wine. Luigi Veronelli**

The People who Changed History; The Challenge of International Markets

**Topic 5 – The Geography of Italian Wine**

Italian Viticulture and Landscape: from the North (Friuli Venezia Giulia) to the South (Sicily)

**Topic 6 - The Excellence of Italian Wine from the 1960s to the 1980s**

Wines and wine producers across Italy are reviewed according to the period in which they made their most innovative and significant product.

**Topic 7 – The Excellence of Italian Wine from the 1990s to Present**

Wines and wine producers across Italy are reviewed according to the period in which they made their most innovative and significant product.

**Topic 8 – Italian Wine. Innovation**

Italian Oenologists, the Banner of the New Science of Wine. The First Intellectuals of Wine: Sommeliers of the AIS

**Topic 9 – Indigenous Wines and the Challenge of Globalization**
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Topic 10 – Italian Wine Classification systems; Globalization of Wine Making and Wine Trade from DOC to DOCG, from VDT to IGP: Rules Supporting a Competitive Marketplace

Topic 11 – Oenology and Winegrowing; From Chemistry to Sustainability