

Food Writing Masterclass

Dates	Saturday 21 and Sunday 22 May 2022
Times	10.30 – 17.00
Location	Harry M Weinrebe Learning Centre, British Library
Level	Beginners
Class size	Maximum 16 participants

Course description

Join food writer Mallika Basu and your fellow food writers to be inspired, energized and confident to pursue your passion for food writing in this masterclass. Over the weekend, we will find time and space to write our own words, share passages from authors we love, and develop a strong voice and personal brand through group discussions and expert insight.

The masterclass will make food writing relevant within the context of the world we live in today, covering food as a force for good, cultural sensitivity and inclusivity as themes. We'll then explore some of the practicalities of food writing including dos and don'ts, and expert tips on how to get started, stand out with photography, and navigate social media.

Tutor, Mallika Basu, alongside special guest speakers, will share important industry insights on how to pitch work to editors and commissioners, publish and monetise our words, and build a hungry audience. The course will provide plenty of opportunities for writing, sharing ideas with a like-minded group, and exploring how the British Library can help with your research.

Please email adultlearning@bl.uk to discuss your access requirements.

Saturday

We'll begin our weekend by establishing our own style and voice as writers, sharpening our pens in preparation by writing our biographies and developing our personal brand, style and voice. Sharing excerpts from authors who write vividly about food, but are not necessarily food writers, we'll take inspiration on what makes great food writing from a wide range of written references.

We'll establish the context for writing more broadly by exploring recent socio-cultural developments, cultural sensitivity, and the role food writing as a force for good. All-essential dos, don'ts and watchouts will follow to create a strong foundation for us to build on.

We'll dive straight into the first chapter of our work, sharing our work as a group for comments and feedback, and then revisiting it later in the day after a break to refresh our thinking and approach.

Sunday

Our day two focus will be on sharpening focus and thinking about how we share our work – pitching, publishing, and monetizing. We'll spend the morning sharing the work of food writers we admire and talking about what works and what doesn't before we move on to finding food and drink inspiration in the local area and then crafting "chapter two" of our work.

We'll have an industry expert in our midst talking about how to successfully pitch food writing to editors and commissioners, with a chance to share your work for feedback. We will then get a chance to think about how we share our work, developing our own creative photography and channels for communication and publishing.

The masterclass will end with a fresh writing task and reading to the group, to put learnings and ideas into practice.

Tutor

Mallika Basu is a food writer and commentator with features in national newspapers and food magazines, and her own newsletter titled *More than Curry*. She is a food and culture columnist for South Asian diaspora publication *The Juggernaut* and wrote a regular recipes and comment in the *Evening Standard* for over five years. Mallika is the author of two published cookbooks, *Miss Masala: Real Indian Cooking for Busy Living* (Harper Collins) and *Masala: Indian Cooking for Modern Living* (Bloomsbury). She started food writing with a blog called quickindiancooking.com, which led to her first book deal. Mallika has combined food writing with a 20-year career as a communications consultant, advising brands, corporations, and individuals on how to connect with audiences and communicate effectively through traditional and social media. She has a Master's degree in Journalism and is Committee Member for Diversity at the Guild of Food Writers. This is Mallika's third series of food writing courses for the British Library.

Preparatory Reading

Participants are encouraged to bring excerpts from food writers and wider authors to the masterclass for group share and discussion.

Previous knowledge or experience

None required. This course is designed for anyone who wants to start writing about food today.

Facilities and Refreshments

On Saturday please gather outside the Harry M Weinrebe Learning Centre, located on the lower ground floor of the Library, from 10.15am. The course will begin promptly at 10.30am.

On Sunday participants should **gather at Gate 5 on Midland Road from 10.15am**. You will be escorted into the building by a staff member at 10.25am. Further instructions will be emailed to you ahead of the course.

Tea and coffee will be provided in the morning on both days. Participants must make their own arrangements for lunch.

Accessibility

Please email adultlearning@bl.uk to discuss your access needs and we will do our best to meet them.
