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Diarmuid Cawley

Technological University Dublin, diarmuid.cawley@dit.ie

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Report: Visiting Lecture Exchange, Paris May 2017

Visiting Lecture Exchange to Pôle Universitaire de Gastronomie, (Cergy-Pontoise University), Paris, France – May 2017



The Event

Pôle Universitaire de Gastronomie is a subsidiary of Université de Cergy-Pontoise in Paris, France. The Pôle University is considerably smaller than SCAFT in terms of student numbers and facilities but focuses strongly on the creation and development with *Culinary Food Design; Event Management and Banqueting; French and European Gastronomic Culture* and *Operational Management of Restaurants*.

Diarmuid Cawley visited the campus on the 10th and 11th of May 2017 and gave a four hour lecture and presentation to 60 culinary, hospitality and tourism students on the 'International Commercialisation of Wines and Spirits'. The lecture was given through English and was organised through the faculty's English lecturer Fatiha Ziane and the Restaurant Service lecturer Felipe Diaz Marin, with a view to exposing the students to the language of wine in English (vocab, tasting, wine service, sales). The lecture took place on the 10th between 2pm and 6pm. The following day a visit and tour of the facilities had been organised and a meeting with the school's director and team took place.

How it Came About

Initial contact was made at **The Tree of Knowledge: Growth through Cooking** conference which took place in SCAFT in November 2015, with the cooperation of the French Embassy, and subsequently an invitation to teach was received from Pôle Universitaire de Gastronomie.

Excellent links have now been forged with the Pôle Universitaire de Gastronomie and the team there are very keen to make an exchange with SCAFT through the Erasmus programme.

Teaching Topic

The topic centred around but was not limited to the language needed to understand and sell wines in English. The lecture was delivered using a detailed PowerPoint presentation. Firstly an outside perspective was given on the position and image of French wines. The students were

engaged and surprised about the image of French wine outside of France and also took stock of their own internal image of France's renowned gastronomy and wine culture.

The lecture continued with discussions about labelling, language and marketing of wines both domestically and internationally, and how today's students might sell wine to English speaking customers either in France or while they themselves are working abroad.

In addition a Systematic Wine Tasting using the format implemented with students in SCAFT was also conducted with the French students. A Q& A session followed but was also implemented throughout the lecture.

Diarmuid prepared a short written exam for the students (to be given by their own lecturer at a later date) and had also sent in advance, notes on wine tasting.

Impact

The following day during the tour of the school, a following up discussion took place with the students during their English Language class. This was an opportunity to get feedback from the students on the previous day's lesson and engage with them in a less formal manner. The feedback was positive and student's said they found the lecture interesting, engaging and the level of English used throughout understandable and clear.

A meeting with the school team and director has resulted in a repeat invitation to teach over two days in 2018 and the opportunity to build a strong Erasmus based exchange programme between the **School of Culinary Arts and Food Technology, Dublin** and **Pôle Universitaire de Gastronomie, Paris**.



Diarmuid's Lecture



With Fatiah and Felipe

Observing a flambé class

Conclusion

This teaching exchange came about as a result of a meeting at an inspired conference in Dublin. Upon initially following up, it was not possible to travel to teach in 2016, and so the plan was pushed forward to 2017. At this point the project could simply have fizzled out, but with some persistence and backing from the both the HOS in SCAFT and the director of Pôle, the lecturers involved kept the communication open and succeeded in finding a suitable slot to host the class.

The initial project has been very successful and it is hoped that this will grow and continue in 2018, to include a more inclusive and dynamic lecture(s) across a number of programmes within **Pôle Universitaire de Gastronomie**. These could include sommelier work in the school restaurants, international wine regions, and incorporate Diarmuid's ongoing wine related Ph.D. research.