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| **Course**  | **PSYCHOLOGY OF NUTRITION**  |
| **Type**  | **Semester**  | **ECTS**  | **Code**  |
| MANDATORY (M)  | 5 | 4 |   |
| **Course lecturer**  | **Dr.Sc.Eglantina Kraja Bardhi**  |
| **Course Assistant**  |   |
| **Goals and Objectives**  | Food and eating are central to what we are as human beings and how we relate to each other. Global change in diet and eating habits, a growing obesity problem, and the questionable sustainability of current food patterns point out their importance.  This course aims to investigate food from a psychological perspective. How does food affect who we are and how we interact with others in our family, culture and society? Also in this course will be presented about what psychological science can tell us about the production and consumption of food, and how eating impacts health and identity.  |
| **Expected results**  | After successful completion of the course, the student will be able to: * Explain local, national, or global trends or ideologies regarding food systems and their impact on food production, distribution, and consumption,
* Identify the ways social and cultural food practices influence social identity,
* Describe the ways food pathways shape dietary choices,
* Evaluate ethical views associated with dietary choices,
* Assess the ways food preferences and choices impact health.
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| **Content**  | **Weekly plan**  | **Week**  |
| Introduction: Why Study the Psychology of Food  | 1  |
| Palate: The Psychology of Taste  | 2  |
| Presentation: Food Marketing  | 3  |
| Convenience: Fast Food  | 4  |
| Creation: Food Production and Consumption  | 5  |
| Choice: Alternative Food Pathways and Eating Preferences  | 6  |
| 1st Colloquium  | 7  |
| Dogma: Nutrition and Health  | 8  |
| Syndromes: Eating Disorders and Obesity  | 9  |
| Responsibility: Dieting and the Politics of Fatness  | 10  |
| Identity: Eating and Cultural/Ethnic Identity  | 11  |
| Divided Identities: Food and Gender/Class Differences  | 12  |
| Reflections and Summing Up  | 13  |
| 2nd Colloquium  | 14  |
| Final exam  | 15  |
| **Literature**  | * Angela Andreoli & Isabela Egidi. 2016. Ushqimi dhe ushqyerja e njeriut: çfarë duhet të dish. Milano. Përkthyer nga: Denisa Eskiu, Jona Leka, Ilir Topi.
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* Roach, M. (2013). Liver and onions: Why we eat what we eat and despise the rest. In M. Roach, Gulp: Adventures on the alimentary canal (pp.61-78). New York: W. W. Norton.
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* Smith, J., & Edward, C. 2010. Functional Food Product Development. Hoboken, NJ, USA: Wiley-Blackwell. 536 p. LC Call Number: QP144.F85 -- F853 2010eb
* Veit, H. (2013). Modern food, moral food: Self-control, science, and the rise of modern American eating in the early twentieth century. Chapel Hill, NC: University of North Carolina Press.
* Watson, J., & Caldwell, M. (2009). The cultural politics of food and eating. Malden, MA: Blackwell.
* Zawistowski J. 2010. Tangible Health Benefits of Phytosterol Functional Foods. J. Smith and E. Charter (Eds) In: Functional Food Product Development. Wiley-Blackwell.
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