

Keio University Syllabus and Timetable

MEDIA AND COMMUNICATION STUDIES

Subtitle	Enhance media and digital competencies in the age of interactive communications
Lecturer(s)	ABE, YUKIKO
Credit(s)	2
Academic Year/Semester	2023 Fall
Day/Period	Mon.1
Campus	Mita
Classroom	433
Class Format	Online classes (mainly real-time format)
Registration Number	19332
Faculty/Graduate School	INTERNATIONAL CENTER
Year Level	2, 3, 4
Course Description	A course to aim to learn the structural "power" of the media, and develop critical thinking skills to examine on how the media, people, and society affect one another.
K-Number	CIN-CO-00213-222-82

▼ Detail

Course Contents/Objectives/Teaching Method/Intended Learning Outcome

The objective of this course is to understand the structural "power" of the media, and develop critical thinking skills to examine on how the media, people, and society affect one another. In addition, students will learn PR and communications so that they can foster media and digital competency to use "owned media" safely and effectively according to their characteristics, and communicate smoothly with people worldwide. The course will incorporate a variety of active learning approaches including dialogue, group work, and presentation in class, instead of a purely lecture format. ※This class is basically face-to-face at the Room 433, Minami Kousha (South Building) 3F , but may be partially switched to online due to instructor's availability, weather, etc. Classes that are scheduled to be offered online will be communicated the week before the class, and advance notice will also be given in the Class LMS, Canvas.

Course Plan

Lesson 1

Introduction:Class Introduction – 1) Course overview 2) Instructor’s background for media, the U.N and Tokyo 2020 Olympic and Paralympic Games 3)Students’ introductions

Lesson 2

Media and Power (1): The Danger of a Single Story

Lesson 3

Media and Power (2): Case Studies of a Single Story

Lesson 4

Media and Gender

Lesson 5

Media and Ethnicity

Lesson 6

Media and Ethnicity: Case Studies

Lesson 7

Discourse Analysis (1) : Case Studies of Hiroshima Peace Speech

Lesson 8

Discourse Analysis (2) : Case Studies of Heads of State Speeches

Lesson 9

Interactive Communications in the Digital Age

Lesson 10

Interactive Communications in the SDGs Age

Lesson 11

Case Studies of SDGs Communications in the world

Lesson 12

Interactive Communications and Global PR Campaigns

Lesson 13

Students' Presentation

Lesson 14

Interactive Communications and Surveillance Capitalism

Other

Report

Method of Evaluation

- Class participation and weekly assignments 40%
- Presentation 30%
- Report 30%

Textbooks

- Original materials prepared by the instructor.

Reference Books

- MEDIA CULTURE AND SOCIETY, Paul Hodkinson, SAGE, 2016, ISBN-10 :1473902355
- Geeks Bearing Gifts: Imagining New Futures for News, Jeff Jarvis, CUNY Journalism Press, 2014, ISBN-10 :19392937
- Exploring Public Relations: Global Strategic Communication (Foundation Studies in Law Series), Ralph Tench & Liz Yeomans, Pearson, 2017, ISBN-10: 9781292112183
- The Age of Surveillance Capitalism, Shoshana Zuboff, PublicAffairs, 2019, ISBN-10: 1610395697
- Hamlet's BlackBerry: A Practical Philosophy for Building a Good Life in the Digital Age, William Powers, Harper Perennial, 2010, ISBN-10: 0061687162
- The Culture Map: Decoding How People Think, Lead, and Get Things Done Across Cultures, Erin Meyer, Public Affairs, 2014, ISBN-10 : 9781610392761
- Propaganda, Edward Bernays & Mark Crispin Mille, Ig Pub, 2004, ISBN-10: 9780970312594
- On Dialogue, David Bogm, Routledge, 2004, ISBN-10 : 0415336414

Lecturer's Comments to Students

- This class is conducted by an instructor who has a rich practical experience in the field of Journalism and Public Relations at the Yomiuri Shimbun (a leading newspaper in Japan); international media outlets; the PR section of the United Nations; a Hawaii based think tank; the East-West Center in the United States; and Tokyo 2020 Olympic and Paralympic Games.
- The class involves "interactive" seminars where students actively participate in the class through pair and group work, rather than one-way knowledge transfer by the instructor.
- The final report is expected to be submitted at the examination period.
- The schedule may be adjusted according to the progress of the class.

Question/Comments

I will give introduction of the class at the first session, but if you need to confirm anything before then, please contact the instructor.

The instructor's e-mail address is yukiko.abe@keio.jp