

## 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	2024 Fall
Day/Period	Fri.1
Campus	Mita
Classroom	435
Class Format	Online classes (mainly real-time format)
Registration Number	14641
Faculty/Graduate School	INTERNATIONAL CENTER
Year Level	2, 3, 4
Grade Type	S, A, B, C, D
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" 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.

Active Learning Methods [Description](#)

Presentations  
Discussions, Debates  
Group work

## Preparatory Study

- Students are expected to come to class prepared with assignments. The amount of assignments will take one to two hours for each lecture. The final group presentation may require more time than this, as there will be time to prepare it during the winter break.
- Assignments will vary each time and will include relevant readings, video watching, worksheets (including research), and presentation preparation.
- The instructor will explain the assignments at the end of each lecture and will also provide specific details on Keio's LMS ( Keio 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

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## **Lesson 2**

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

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## **Lesson 3**

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

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## **Lesson 4**

Media and Gender

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## **Lesson 5**

Media and Ethnicity

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## **Lesson 6**

Media and Ethnicity: Case Studies

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## **Lesson 7**

Discourse Analysis (1) : Case Studies of Former President Obama’s Hiroshima Peace Speech

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## **Lesson 8**

Discourse Analysis (2) : Case Studies of World Leaders' COVID 19 speeches

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## **Lesson 9**

Basic idea of Communications and Marketing

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## **Lesson 10**

Interactive Communications in the Digital Age

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## **Lesson 11**

Interactive Communications in the SDGs Age

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## **Lesson 12**

Case Studies of SDGs Communications in the world

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## **Lesson 13**

Students’ Presentation

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## **Lesson 14**

Interactive Communications and Surveillance Capitalism

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## **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 and Management Communication (Fifth Edition) , Pearson Education Limited, Ralph Tench&Stephen Waddington, 2020, ISBN-10: 1292321741
- 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 Perennoa,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 will be held online via ZOOM. The ZOOM address for the first and each lecture will be posted on the class LMS (Keio Canvas).
- 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.
- 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.

## 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