

Keio University Syllabus and Timetable

MEDIA AND COMMUNICATION STUDIES

Subtitle	Exploring Sustainable Communication: Media, Engagement, and Diversity in a Global Age
Lecturer(s)	ABE, YUKIKO
Credit(s)	2
Academic Year/Semester	2025 Fall
Day/Period	Mon.1
Campus	Mita
Classroom	435
Class Format	Online classes (mainly real-time format)
Registration Number	83996
Faculty/Graduate School	INTERNATIONAL CENTER
Year Level	2, 3, 4
Grade Type	S, A, B, C, D
K-Number	CIN-CO-00213-222-82
	<div>▼ Detail</div>

Course Contents/Objectives/Teaching Method/Intended Learning Outcome

The Objective of This Course is twofold :

- 1) To understand the structural "power" of media and develop critical thinking skills to analyze the interplay between media, individuals, and society.
- 2) To explore communication strategies that facilitate effective promotion while emphasizing organizational transparency, with a particular focus on sustainability and DEI (Diversity, Equity, and Inclusion).

Course Methodology:

This course will go beyond traditional lectures by incorporating active learning approaches such as facilitated dialogues, collaborative group work, and student presentations. These methods are designed to enhance student engagement and foster the development of practical skills.

Key Learning Outcomes:

By the end of this course, students will be able to:

- Critically analyze media influence and its societal implications
- Develop effective and transparent communication strategies aligned with organizational values
- Demonstrate understanding of corporate social responsibility and sustainable communication
- Demonstrate improved skills in dialogue, teamwork, and presentations

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 instruction 3)Students’ Introductions

Lesson 2

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

Lesson 3

Media and Power (2): Methods for Media Analysis

Lesson 4

Media and Power (3): Objectivity, Identity, and Representation

Lesson 5

Media and Power (4): Case Studies of a Single Story

Lesson 6

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

Lesson 7

Discourse Analysis (2) : Case Studies of World Leaders' Speeches

Lesson 8

Introduction to Communication Strategy

Lesson 9

Sustainability Communication in the age of SDGs

Lesson 10

Sustainability Communication (1) : Successful UN Communication and Public Affairs Cases

Lesson 11

Sustainability Communication (2) : Corporate Strategies

Lesson 12

Sustainability Communication(3): Case Studies of Global Corporations

Lesson 13

Students’ Group Presentation on Sustainable Communication

Lesson 14

Course Reflection and Application of Knowledge

Other

Report

Method of Evaluation

- Class participation and weekly assignments 40%
- Presentation 40%
- Report 20%

Textbooks

- Original materials prepared by the instructor

Reference Books

- Denisa Hejlová, Petra Koudelková, Hana Moravcová, Stefania Romenti, & Chiara Valentini. (2025). Responsibility in Strategic Communication: Truth or Trap? (Advances in Public Relations and Communication Management, Vol. 8). Emerald Publishing Limited. ISBN-10: 1835497934
- Donnalyn Pompper.(2021). Public Relations for Social Responsibility: Affirming DEI Commitment With Action (Communicating Responsible Diversity, Equity, and Inclusion). Emerald Group Pub Ltd. ISBN-10: 1800431686
- Edward Bernays&Mark Crispin Mille.(2004). Propaganda. Ig Pub. ISBN-10: 9780970312594
- Erin Meyer.(2014). The Culture Map: Decoding How People Think, Lead, and Get Things Done Across Cultures. Public Affairs.ISBN-10 : 9781610392761
- Shoshana Zuboff. (2019). The Age of Surveillance Capitalism. Public Affairs. ISBN-10: 1610395697
- Paul Hodkinson.(2016).Media, Culture and Society. SAGE.ISBN-10 :1473902355
- Paul Hodkinson. (2023). Media, Culture and Society. SAGE Publications Ltd. ISBN-10: 1529679796
- Ralph Tench & Stephen Waddington.(2020). Exploring Public Relations and Management Communication Fifth Edition. Pearson Education Limited. ISBN-10: 1292321741

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 with over 20 years of experience in the field of Media and Communication, including work as a journalist at the Yomiuri Shimbun (a leading newspaper in Japan); in Public Affairs at the United Nations; and as the Director for the Strategic International Public Relations of the Tokyo Metropolitan Government, during which she contributed to the PR strategy for the Tokyo 2020 Olympic and Paralympic Games and COVID-19. She currently also serves as the Chief of Sustainability Strategic Communication at the Japan Society for Corporate Communication Studies.

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

Use of Generative AI in This Course

In this course, the use of generative AI is permitted only in limited contexts. Specifically, students may use AI in the following situations:

- As a tool for brainstorming or during the planning stage
- As a supplementary tool for research (however, students must verify the accuracy of the information themselves)
- If you use AI, you must clearly indicate this in your submission (e.g., "Brainstormed using Gemini").

AI use is not allowed in the following activities:

- Writing reports or assignments (including drafting presentations, creating slides, or drafting reports and written work)
- Preparing for in-class discussions or assignments (e.g., having AI complete weekly assignments on your behalf)

- Presenting AI-generated analysis as if it were your own analysis

Important Notice

• If unauthorized AI use is discovered, the work may be excluded from evaluation or treated as academic misconduct, which may result in disciplinary measures. If you are unsure about what is permitted, please consult the lecturer in advance.