

開講年度／Academic year	2024年度	開講開始学期／Start date	春学期
授業コード／Course code	S0130	授業名／Course title	Seminar in Visual Cultures [EAS]
授業区分／Course classification	演習	単位数／Credits	2単位
曜日時限／Period	木曜4限	教室／Classroom	3311教室
担当教員／Instructor	小高 麻衣子	科目ナンバリングコード／Subjects numbering code	AST31020
キーワード／Keywords	Popular culture, visual cultures, visibility, media, advertising, semiotics, gender, sexuality, race, and ethnicity.		
授業の概要／Course outline	The course is designed as an introduction to visual culture of Japan, an interdisciplinary field of knowledge that concerns the relationship between visual materials and how we conceive ourselves and the world we live in. It is also a comparative interpretation of a methodology of research. Through the lens of Japanese visual culture, we will examine the relationship between identity and participation in the changing landscape reflected in practice and attitudes of people in Japan. Topics include various medium such as art, photography, film, manga, magazines, and fashion in order to understand how visual culture has shaped and reflected in the power dynamics. Emphasis will be on the way that visual objects communicate and are interpreted in different cultural contexts and the way in which power and ideology are communicated visually. We will also employ a broad range of visual and ethnographic materials in order to sharpen analytical skills.		
到達目標／Learning objectives	By the end of this course, students will be able to <ul style="list-style-type: none">• Explain a variety of academic positions that inform the study of visual cultures and media.• Explain the domestic social, economic, and cultural implications of technology in Japanese visual cultures• Apply the theoretical perspectives we have studied to specific visual cultural texts and artifacts.• Be able to engage in a sophisticated and respectful class discussion of topics relevant to media and visual cultures.• Produce a sustained argument in the form of a Research Project Presentation.		
授業を通して身につく能力／Abilities to be acquired in this class	○専門的知識 ○主体的な学習態度 ○批判的な学習態度 ○共感力 ○対話力		
PC等デバイスの持参／Bring your own PC or other device	N/A		
履修上の注意事項／Course guidelines	<p>General Guideline</p> <p>You will be required to express your understanding of the reading assignments in both speech and writing. Outside of class, I expect that doing each week’s reading may take about 2-3 hours on average; writing up your summary and/or question(s) may take you an additional hour.</p> <p>Method of Instruction</p> <p>This course conducts active learning, incorporating readings and screenings, formulating and presenting questions primarily through discussions, individual research project, and group work.</p> <p>Work Expected Outside Class</p> <p>Before the scheduled class period, read the assigned reading thoroughly. Take notes of any concepts, terms, or sections that are unfamiliar, formulate questions, and bring them to class.</p> <p>*The syllabus is subject to change. Any changes will be communicated in class or by any means specified by the instructor.</p>		
-	授業計画／Class outline	授業外学修（予習および復習）／Preparation & review	目安時間（分）／Approx. time (min)
第1回／Class outline session 1	Introduction: Media and Everyday Life	In-class screening: Hall “Representation & the Media” (& worksheet) Read: Syllabus Think about topics for discussion leadership.	150
第2回／Class outline session 2	Encoding/Decoding	Read for class: Stuart Hall (1973) “Encoding/Decoding” Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第3回／Class outline session 3	Myth Today: Analyzing Advertisements	Read for class: Roland Barthes (1972) Mythologies (esp. “Myth Today”) Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150

		Bring any advertisements of your choice	
第4回／Class outline session 4	Cool Japan and National Imaginary	Read for class: Koichi Iwabuchi (2015) "Pop-culture diplomacy in Japan: soft power, nation branding and the question of 'international cultural exchange'" Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第5回／Class outline session 5	Japan's "Others" in Visual Culture	Read for Class: John Lee (2008) "Zainichi Recognitions: Japan's Korean Residents' Ideology and Its Discontents" Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第6回／Class outline session 6	Body as Medium	Read for Class: Romit Dasgupta (2013) "Working with Heterosexuality: Sexuality, Marriage, Fatherhood, and Salaryman Masculinity" Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第7回／Class outline session 7	Queer Media and Life	Read for Class: Thomas Baudinette "Four Young Men's Transformative Engagements with Gay Media" Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第8回／Class outline session 8	Japanese Pornography: Fantasy, Representation, and Myth	Read for Class: Alexandra Hambleton (2016) "When women watch: the subversive potential of female-friendly pornography in Japan" Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第9回／Class outline session 9	Research Project Workshop	Work toward your final Research Project Presentation. Submit Research Project Proposal & Project Workshop Feedback	180
第10回／Class outline session 10	Subcultures, Fashion and Music	Read for Class: Isaac Gagné (2008) "Urban Princesses: Performance and 'Women's Language' in Japan's Gothic/Lolita Subculture" Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第11回／Class outline session 11	Performing and Consuming Gender	Read for Class: Jason G. Karlin (2012) "Through a Looking Glass Darkly: Television Advertising, Idols, and the Making of Fan Audiences" Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第12回／Class outline session 12	Virtual Relationships in Oshi-katsu Culture	Read for Class: Maiko Kodaka (2022) "The Coin-Operated Boyfriend: Recognition and Intimacy as Commodities in Japanese Jōseimuke Adult Video Fan Communities." Submit reading notes (approximately 300 words in length) online by midnight the day before class.	150
第13回／Class outline session 13	Research Project Presentation	Work toward your final Research Project Presentation. Submit Presentation Peer Evaluation	180
オンラインで実施する授業の回数／Number of sessions to be conducted online	0回		

評価方法／Evaluation method

種別／Category	割合／% (1～100)		評価基準等／Evaluation criteria
レポート／Report	25	%	At the end of the term, students will submit a written essay for evaluation based on their research project. The minimum word count is 1500 words, and the upper limit is 2000 words. Word count includes quotations, footnotes, titles, summaries, and tables of contents. Appendices and bibliographies are not included in the word count. Appendices are generally not marked and should not contain material essential to the argument presented in the main body of the work.
授業への取り組み／ Effort/Participation	20	%	Class Discussion & Show and Tell: Students will sign up to start off the discussion of readings assigned for a given day. A set of questions or prompts should be prepared to spur later discussion, as well. Students can also bring anything to do with visual culture, contemporary Japan, media, news and so on, but connections to the topic of the session when the student presents are appreciated. If there is more than one student signed up for the day, the students will work together as a group.
その他 1／Other 1	30	%	Reading notes. Students are expected to do all assigned readings before class and be prepared to actively participate in discussions. Students will submit reading notes (approximately 300 words in length) online by midnight the day before class. Reading notes should include a brief summary of the readings, comments, questions and possible connections to previous readings and the student's research project. Reading notes are meant to prepare students for class discussions and to spur continual engagement with ideas building toward your project.
その他 2／Other 2	25	%	<p>Research Project Presentation (10): Throughout the semester, you will work towards your Project Presentation in lieu of a term paper. Choose a visual text that is not specifically discussed in class but related to the course theme and provide an analysis. You must present an argument that critically looks at one particular visual text. Make sure to include a concrete example and put them in conversation with the class readings. You must include direct quotes. Your presentation must include the following components: A succinct explanation and significance of your text, application of the course concepts, and detailed analysis of a particular component of the text.</p> <p>Project Workshop Feedback (5): There will be a workshop to prepare your research project. Give written feedback to your peers that you are paired with. Feedback will be turned in to the instructor first and then distributed to your peers so that it will help your peers to develop their papers. This assignment cannot be made-up.</p> <p>Research Project Proposal (5): Submit a tentative abstract or summary of your Research Presentation after the Workshop. You may include an outline of your presentation. It must include the following components: (a) tentative class reading, (b) visual text and its brief explanation, (c) tentative significance of the text/your argument (d) plans for your research and analysis. Recommended length: 200-500 words. Graded on a pass/fail basis.</p> <p>Presentation Peer Evaluation (5): During the presentation, you will evaluate two of your classmates' presentations. Evaluators are randomly selected by the instructor, and names will not be announced in advance. Your peer evaluation of a presentation will be counted toward the presenter's grade. Graded on a pass/fail basis. This assignment cannot be made-up.</p>
評価方法に関する備考／ Remarks for Evaluation method			
課題等（試験やレポート等） に対するフィードバック／ Feedback method	Orally in class and through online method.		
教科書／Textbooks	There is no required textbook for this course. Assigned readings will become available as PDF documents and by other means to be specified by the instructor.		
参考書／Reference books			
URL			
補足情報／Supplementary information	この科目は、副専攻のコア科目または関連科目です。		
備考／Remarks			