

開講年度／Academic year	2024年度	開講開始学期／Start date	秋学期
授業コード／Course code	S0140	授業名／Course title	Survey of Global Media & Communication [EAS]
授業区分／Course classification	講義	単位数／Credits	2単位
曜日時限／Period	火曜4限	教室／Classroom	7106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	AST32090
キーワード／Keywords	Media, Communication, Transnational media, Gender, Consumption, and Fans.		
授業の概要／Course outline	This course is meticulously designed to familiarize students with fundamental terms and concepts in the field of media and communication studies, with a particular focus on Japan and Eastern Asia within the global context. Throughout the semester, we will explore pivotal themes, delving into the unique social, political, economic, cultural, and technological contexts that shape the production and consumption of media objects and devices in this region. By engaging with both canonical and contemporary texts specific to Japan and Eastern Asia, we will probe fundamental inquiries: What constitutes communication within this cultural context? How do we define media in the East Asian perspective? What are the implications of "globalization" on these societies? Examining communication media as both tangible formats and institutional forces within Japan and Eastern Asia, we will unravel their dual role in maintaining the status quo and serving as catalysts for social change in this distinct cultural landscape. Consequently, we will analyze how these formats and forces contribute to shaping the framework that governs people's daily lives in this region. Formulating responses to these inquiries will necessitate an exploration of how media simultaneously uphold existing norms and act as conduits for transformative social dynamics in the unique context of Japan and Eastern Asia.		
到達目標／Learning objectives	By the end of this course, you should be able to do the following: <ul style="list-style-type: none">• Explain, define, and apply the fundamental concepts for media and communication studies.• Illustrate how media and communication technologies produce a relation to the world through their design, implementation, and underlying infrastructure.• Apply various perspectives on media and communication discussed in class to your own everyday mediated, communicative experiences, as well as to your use of media devices.		
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 ○対話力 ○グローバルな思考力		
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. 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.</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 & Logistics.	In-class screening: : Representation and Media (&worksheet) Read Syllabus carefully Think about topics for presentation	150
第2回／Class outline session 2	Medium is the Message	Read for class: Sarah Sharma “A Feminist Medium Is the Message” Presentation	150
第3回／Class outline session 3	Mass and Communication	Read for class: Paddy Scannell “Mass Communication” Presentation, Quiz 1	150
第4回／Class outline session	Active Audience	Read for class: Stuart Hall.	150

4			"Encoding/Decoding" Presentation	
第5回／Class outline session 5	From Audience to User		Read for class: Tom Boellstorff "Rethinking Digital Anthropology" Presentation, Quiz 2	150
第6回／Class outline session 6	Ideologies of Media I (Cool Japan)		Read for class: Koichi Iwabuchi "Pop-culture diplomacy in Japan: soft power, nation branding and the question of 'international cultural exchange'" Presentation	150
第7回／Class outline session 7	Ideologies of Media II (Gender and Sexuality)		Read for class: Alexandra Hambleton (2016) "When women watch: the subversive potential of female-friendly pornography in Japan" Presentation Quiz 3	150
第8回／Class outline session 8	Oral Mid-term & Group Workshop.		Prepare for exam and group workshop	180
第9回／Class outline session 9	Oral Mid-term & Group Workshop.		Submit Group Workshop Peer Feedback by the end of the week.	180
第10回／Class outline session 10	Otaku Consumption		Read for class: Hiroki Azuma "Database Animal" from Otaku Presentation	150
第11回／Class outline session 11	Transnational Media		Read for class: Lawrence Eng: "Anime and Manga Fandom as Networked Culture" Presentation	150
第12回／Class outline session 12	Virtual Relationship		Read for class: Gabriella Lukacs "The Labor of Cute: Net idols, Cute Culture, and the Digital Economy in Contemporary Japan" Presentation Quiz 4	150
第13回／Class outline session 13	Final Project Presentation (for those opted to present orally).		Prepare for presentation or paper	150
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	
授業時間内に実施するテスト ／In-class/mid-term tests	20	%	The Midterm Exam will be conducted orally. Each student will meet with the instructor one-on-one and engage in a short dialogue about the class material covered so far. A list of key terms will be provided. Students will be graded on the basis of comprehension, application, and critical thinking.	
レポート／Report	30	%	Final Paper or Presentation: Each of you is expected to engage in a research project of your own. You may choose either the Final Paper or the Final Presentation. For the presentation, the length must be around 10 minutes, showcasing your argument and case study. You must submit both your visual aids and any outline or script. For the paper, the length must be a minimum of 900 up to a maximum of 1200 words. In either format, you must make an argument about a particular media text, object, or phenomenon in a way that challenges our common-sense understanding of the world. Your argument must be debatable (any reasonable people can agree or disagree), and you must take a side. You are likely to be entering into an already existing debate, so you need to summarize what has been discussed previously and highlight what you are bringing in that might be new and beneficial to the debate. Your argument must be a direct engagement with at least one assigned class reading. Use Group Workshop as an opportunity to brainstorm your Final Paper ideas.	
授業への取り組み／ Effort/Participation	20	%	Students are assigned to give a presentation on the assigned reading. Presentation is an opportunity to explore a particular theme beyond the assigned reading. Students must choose a real-life technological example to relate to the key passage, which should be one of the main arguments of the reading. You must present at least twice during the semester, however it is subject to change depending on the final enrolment size.	
その他 1 ／Other 1	20	%	There will be 4 Quizzes total throughout the semester, as indicated in the schedule. Each Quiz is worth 5 points. Each Quiz consists of multiple-choice questions where you are required to select the best choice for what is being asked. *Note that the format of	

			the Quiz may be subject to change. Any change will be indicated in the updated syllabus.
その他 2 /Other 2	10	%	During the Midterm weeks, you will meet with a randomly pre-selected class member and brainstorm your Final Paper ideas. Give written feedback to your peers that you are paired with on the workshop days. Peer feedback will be posted to the forum so that it will help your peers to develop their papers. Graded on a pass/fail basis.
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 or through online methods		
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			