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科目名 Course Title	国際広報メディア・観光学研究[Research in International Media, Communication, and Tourism Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	各指導教員（国際広報メディア・観光学院）		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083201
期間 Semester	通年	単位数 Number of Credits	6
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6000		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	0		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words International Media, Communication, and Tourism Studies, master thesis			
授業の目標 Course Objectives In this course, your supervisor will teach you individually, focusing on the writing of your master thesis or specialized research report. The goal of this course is to gain necessary understanding of a subject matter of your interest and complete your master's thesis or specialized research report.			
到達目標 Course Goals 1. You will gain and strengthen the basic ability to write your master's thesis or your specialized research report. 2. You will understand how to organize knowledge and learn about methodology, etc. which are required to complete each research project.			
授業計画 Course Schedule The supervisor will teach you how to organize the master thesis or the specialized research report, collect and use literature, apply theory, develop research questions or hypotheses, collect, analyze, and interpret data, write reports, and make quotations and annotations, etc. The supervisor will advise you individually so that the instructions will suit your goals and abilities.			
準備学習（予習・復習）等の内容と分量 Homework The Instructions will be given by your supervisor.			
成績評価の基準と方法 Grading System Your grade will be either Excellent, Good, Satisfactory, or Pass, depending on the quality of your master's thesis or specialized research report.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	社会調査法[Social Research Methods]		
講義題目 Subtitle	□		
責任教員 Instructor	張 ジュヒョク [JANG Juhyeok] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	YU Haichun[YU Haichun](メディア・コミュニケーション), UEDA Hirofumi[UEDA Hirofumi](メディア・コミュニケーション), TANABE Tetsu[TANABE Tetsu](情報基盤センター), AMADA Akinori[AMADA Akinori](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083202
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 5100		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Social Research, Interview, Participant Observation, Fieldwork, Ethnography, Urban Development, Community Development, Public Anthropology, Corporations, Internet Technology, Multimedia Technology, Sociology, Anthropology, Tourism Studies, Religious Studies, Daily Life Culture, Environmental Issues, Local Communities, Theories and Hypotheses, Research Types, Data Description, Inference from Data, Hypothesis Testing, Correlation, Simple Regression, Multiple Regression			
授業の目標 Course Objectives			
This course aims to provide students with a foundational understanding of qualitative and quantitative research methods required in academic fields such as tourism, public relations media, communication, and language education, which focus on "humans and their behavior." First, students will gain an understanding of the basic concepts of qualitative social research and learn the processes of collecting, analyzing, and utilizing qualitative data, including fieldwork. This will equip them with the knowledge and skills necessary to conduct social research on specific research subjects. Additionally, the course will teach students methodological approaches to understanding research papers, while providing practical experience in the fundamentals of quantitative data analysis.			
到達目標 Course Goals			
In this course, the following objectives are set as learning goals:			
①Understand the fundamental concepts of social research methods, grasp the process of social research, and develop and implement their own research plans through appropriate reviews of previous studies.			
②Acquire techniques for the collection, analysis, utilization, and preservation of qualitative data, enabling the effective implementation and application of social research in their master's thesis studies.			
③Analyze differences in means and relationships between variables, and examine relationships and effects within populations.			
授業計画 Course Schedule			
This course is structured into two main parts: the first four sessions focus on qualitative research, while the latter four sessions cover quantitative research.			
①Qualitative Research in Tourism and Urban Development (Hirofumi Ueda, April 10) Learn about the design and process of qualitative research in the context of tourism and urban development.			
②Analysis of Regional Image in Tourist Destinations (Hirofumi Ueda, April 17) Study methods for investigating spatial perception and image formation of places in regional contexts, along with analysis techniques.			
③Fieldwork and Ethnography (Akinori Amada, April 24)			

<p>Review the history of ethnology and folklore studies while learning about the characteristics and challenges of "fieldwork" and "ethnography" as research methods.</p> <p>④Social Research Using Multimedia Technology (Tetsu Tanabe, May 1) Examine the collection, utilization, and preservation of qualitative data with consideration of changes in internet and multimedia technologies.</p> <p>⑤Foundations of Statistics and Descriptive Statistics (Haichun Yu, May 8) Learn fundamental concepts of quantitative research, such as null hypotheses, alternative hypotheses, descriptive statistics, and p-values. Gain an understanding of standard methods for summarizing characteristics of quantitative data, as well as the basic mechanisms of inferential statistics, which deduce population characteristics from sample observations. Specific topics include measures of central tendency, measures of dispersion, normal distribution, population and sampling, and statistical testing procedures.</p> <p>⑥Hypothesis Testing (Haichun Yu, May 15) Study methods for examining differences in means between two groups (t-tests) and learn techniques for investigating relationships and effects within populations.</p> <p>⑦Analysis of Variance (ANOVA) and Correlation Analysis (Juhyeok Jang, May 23) Learn methods for examining differences in means among three or more groups using ANOVA, and study correlation analysis to verify linear relationships between variables.</p> <p>⑧Regression Analysis (Juhyeok Jang, May 30) Explore regression analysis to identify the impact of independent variables on dependent variables. Specific topics include simple regression and multiple regression analysis.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework For each lecture topic, the instructor in charge will announce reference materials and readings that participants should review. Students are expected to prepare and review as needed.</p>
<p>成績評価の基準と方法 Grading System ※Evaluation will be based on small assignments given by each instructor for all 8 sessions (12.5 points × 8 sessions = 100 points). ※The content and submission method for the assignments will be instructed by the respective instructor for each session. ※In case of absence, follow the instructions of the respective instructor.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks 各担当教員が、資料や PDF を事前に Moodle で配布する予定 Each instructor plans to distribute materials and PDFs in advance via Moodle.</p>
<p>講義指定図書 Reading List 心理学・社会科学研究のための調査系論文の読み方／脇田貴文・浦上昌則：東京図書，2011</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	地域研究[Area Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	玄 武岩 [HYUN Mooam] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	TASHIRO Akiko[TASHIRO Akiko](メディア・コミュニケーション), OKADA Mayumi[OKADA Mayumi], Qu Meng[Qu Meng](観光学高等研究センター), PAICHADZE SVETLANA[PAICHADZE SVETLANA](メディア・コミュニケーション), HSU Jen-Shuo[HSU Jen-Shuo](メディア・コミュニケーション), YOSHIZAWA Nao[YOSHIZAWA Nao](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083203
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5100		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Area Studies, Methodology, Southeast Asia, Israel and Palestine, Russia, France, India, Taiwan, Northeast Asia			
授業の目標 Course Objectives			
The aim of this course is to introduce students to various types of approach in Area Studies through lectures on different areas and global issues by lecturers. Students will acquire knowledge and framework necessary for examining social and cultural factors and elements behind mechanisms and structures for area studies.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand the diversity of areas and its complexity 2. acquire knowledge about methodologies of Area Studies and a comparative understanding among areas. 3. obtain skills to examine global issues by an interdisciplinary approach			
授業計画 Course Schedule			
The order of lectures may change.			
Section 1: Introduction of Area Studies (Akiko TASHIRO) Area studies is a research field that attempts to comprehensively understand a specific area from various perspectives. Basic reading list for Area Studies will be distributed.			
Section 2: Southeast Asia (Akiko TASHIRO) Reconsidering what "area studies" is, focusing on Southeast Asia.			
Section 3: Israel and Palestine (Mayumi OKADA) This section gives an introduction to Area Study for Middle East, focusing on Israel and Palestine. A central consideration will be placed on cultural heritage management in Israel and Palestine and issues related to it, following history and geopolitics of Middle East.			
Section 4: Russia (Svetlana PAICHADZE) This section explores the living and cultural spaces created by Chinese, Korean, and Japanese immigrants in the Russian Far East and studies the cultural heritage left by immigrants and exiles from Russia in Japan.			
Section 5: France (Nao YOSHIZAWA)			

<p>This section considers the possibility and limitation of destination management policy in Spain, through discussion about current issues on tourism such as overtourism and destination diversification.</p> <p>Section 6: India (Meng QU) This section focuses on fieldwork training in the Indian Himalayas, emphasizing Meta Facilitation for solving rural issues and fundamental methods of population geography.</p> <p>Section 7: Taiwan (Jenshuo HSU) This section provides an overview of area research on Taiwan, a society of immigrants, and discusses the practice of giving back to society through area research.</p> <p>Section 8: Northeast Asia (Mooam HYUN) This section considers the politics of “memory and reconciliation” in postwar Northeast Asia as a solidarity of the post-imperial toward overcoming the Past and re-examines its practical meaning</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework No textbook required. Handouts will be distributed.</p>
<p>成績評価の基準と方法 Grading System Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> 1. participation and submission of a short report in each session: 40% 2. Final report: 60%
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	研究倫理と手法[Research Ethics and Methods]		
講義題目 Subtitle	□		
責任教員 Instructor	西村 龍一 [NISHIMURA Ryuichi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	MIYAUCHI Takuya[MIYAUCHI Takuya](メディア・コミュニケーション), ABE Makoto[ABE Makoto](メディア・コミュニケーション), KIM Sungmin[KIM Sungmin](メディア・コミュニケーション), TANAKA Eisuke[TANAKA Eisuke](メディア・コミュニケーション), NOZAWA Shunsuke[NOZAWA Shunsuke](高等教育推進機構), KOIZUMI Daisuke[KOIZUMI Daisuke](観光学高等研究センター), NAGASHIMA Miori[NAGASHIMA Miori](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083204
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC.MCTS 5100		
大分類コード・名 Major Category Code, Title	IMC.MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words	research ethics, research methods, citations, research participants, qualitative research		
授業の目標 Course Objectives	In contemporary society, academic research ethics constantly come under intense scrutiny. Additionally, there are so many various research methods in interdisciplinary research fields such as ours that one sometimes experiences trouble in selecting and combining them. The goal of this course is to gain general knowledge of research ethics, to understand various research methods, and to appreciate problems of research ethics related to such research methods.		
到達目標 Course Goals	Students will be able to select proper research methods according to their research theme, and to conduct that research in line with research ethics.		
授業計画 Course Schedule	<p>1. Orientation + Originality of research and respect for that originality (Ryuichi NISHIMURA) This lecture introduces students to the whole course. After it, starting from the guideline of MEXT, I clarify the idea of originality of research and explain the principle of citation as the succession of these originalities.</p> <p>2. Methodology and Research Ethics in (Theoretical) Linguistics (Takuya MIYAUCHI) Since “language” has various aspects, linguistic research deals with a wide range of data and methodologies. This lecture outlines the methods of linguistic research, focusing mainly on theoretical linguistics. In addition, ethical issues that should be considered when conducting research on language will be explained.</p> <p>3. Data collection and analysis methods and ethical considerations (Makoto ABE) In this class, we will discuss how to request participation in research and how to deal with the collected data depending on the data collection and analysis methods. Students will also learn about the important considerations when applying for research ethics to affiliated institutions and when submitting research to journals.</p> <p>4. Introduction to Qualitative Research Methods (Sungmin KIM) The purpose of this lecture is to understand the perspective and theoretical paradigms of qualitative research, and to consider the procedures and methods for conducting research, as well as possible ethical issues.</p> <p>5. Ethnographic methods for fieldwork (Eisuke TANAKA) This lecture provides an overview of ethnographic methods that capture what is happening in the field from insiders’</p>		

<p>perspectives through participant observation and dialogues with the people being researched. The ethical issues associated with these methods will also be discussed.</p> <p>6. Citationality: Practice and Theory (Shunsuke NOZAWA) This lecture 1) reviews concrete methods and formula of proper citation in academic writing, and 2) explores theoretical significance of citational practice, drawing on several key analytic concepts (dialogue, voicing, etc.).</p> <p>7. Methods and ethics of private-industry-government-academia collaborative research (Daisuke KOIZUMI) While introducing examples of private-industry-government-academia collaborative research conducted at the Center for Advanced Tourism Studies(CATS), we will discuss various issues in research ethics.</p> <p>8. Close reading: Methods for applications to academic papers and its purposes (Miori NAGASHIMA) In this lecture, students will 1) learn about methods for reading academic papers accurately and critically, and 2) apply concepts of paradigm to think about the purposes of close reading classic papers which are often complex and hard to understand.</p>
<p>準備学習(予習・復習)等の内容と分量 Homework You must every time prepare the lecture by documents on moodle, take notes of the expected points of the lecture and questions about them in order to understand them in the lecture. After it, you must review what you didn't understand at the quiz.</p>
<p>成績評価の基準と方法 Grading System Evaluation is based on participation in class activities(60%) and on short tests, reports, etc.(40%)which examine the abilities of the participants to observe research ethics and to select research methods.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks 授業開始前に moodle 上で指示する。</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	メディアリテラシー[Media Literacy]		
講義題目 Subtitle	□		
責任教員 Instructor	城山 英巳 [SHIROYAMA Hidemi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	JUNG Hyeseon[JUNG Hyeseon](高等教育推進機構), TANABE Tetsu[TANABE Tetsu](情報基盤センター), SAITO Takuya[SAITO Takuya](メディア・コミュニケーション), HSU Jen-Shuo[HSU Jen-Shuo](メディア・コミュニケーション), TOMINARI Ayako[TOMINARI Ayako](メディア・コミュニケーション), SHIGAKI Koichiro[SHIGAKI Koichiro](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083205
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5100		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Journalism, disinformation,fake news,election, collective memory, media and power, media texts analysis, identity, information and users, visual media, digitized society,information and knowledge sharing			
授業の目標 Course Objectives			
In the modern world with a complicated media system it is essential to know, how to use and to understand it. The purpose of this course is to analyze various aspects of the notion of media literacy.			
到達目標 Course Goals			
By the end of this course, students will be able to: (1) to understand and to discuss about various aspects of media literacy (2) to obtain basic understanding for concrete media phenomena together with the background and to discuss about it (3) to find out a possible relation of your own research topic to media literacy			
授業計画 Course Schedule			
This course offers opportunities to analyze concrete examples and to learn methods in the following order: 1. Acquiring basic knowledge of media literacy through learning about public opinion on SNS and the role of journalism in elections around the world. 2. Understanding Fake News: How to make it, Why people read it, How to deal with it. In this class, the instructor will introduce the social background of Fake News through practical cases. 3. The lesson introduces the role and significance of media in the formation of collective memory in modern societies. 4. The lesson offers ways to linguistically analyze media texts and reveal social issues and identities embedded in the texts. 5. Re-examination of the importance and problems of equipment and service that mediate between information and users 6. Analyzing linguistic properties of visual media with help of intentional variation as interpretation and genre change 7.Sharing Knowledge in a Digital World: Challenges and Opportunities 8. With SNS overflowing with disinformation, we consider what "reliable information" is.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be instructed at the start of the course about the preparation and homework.			
成績評価の基準と方法 Grading System			
Students write a report after each lecture (at least 6 reports necessary) and the reports will be evaluated. The average of the evaluations would be the final grade.			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	Modern Japanese Studies[Modern Japanese Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	クック エマ [Emma Cook] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	SASADA Hironori[SASADA Hironori](メディア・コミュニケーション), ITO Takayuki[ITO Takayuki](メディア・コミュニケーション), SCHILTZ MICHAEL[SCHILTZ MICHAEL](メディア・コミュニケーション), BULL JONATHAN EDWARD[BULL JONATHAN EDWARD](メディア・コミュニケーション), IWAMI Tadashi[IWAMI Tadashi](メディア・コミュニケーション), SUSANNE Klien[SUSANNE Klien](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083206
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC.MCTS 5101		
大分類コード・名 Major Category Code, Title	IMC.MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Japanese Studies, contemporary Japan		
授業の目標 Course Objectives	This is an omnibus course on modern Japanese studies that consists of a set of classes on various topics of modern Japan. Students are expected to develop basic understanding of some of the examples of modern Japanese studies research.		
到達目標 Course Goals	Students are expected to develop basic understanding of some of the examples of modern Japanese studies researches.		
授業計画 Course Schedule	Week 1: Orientation (Prof. Cook) Week 2: Lifestyle migration in and beyond Japan (Prof. Klein) Week 3: TBA (Prof. Sasada) Week 4: Japan's Adoption of the Gold Standard, 1897 (Prof. Schiltz) Week 5: Japan's Security Policy (Prof. Iwami) Week 6: Health and Illness (Prof. Cook) Week 7: 自然災害と古文書 (Prof. Ito) Week 8: TBA (Prof. Bull)		
準備学習(予習・復習)等の内容と分量 Homework	Lectures will be given in person. Readings/homework will be given before each lecture for students to read before coming to class.		
成績評価の基準と方法 Grading System	Weekly reports: 80% Class participation: 20%		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			

備考 Additional Information

Google classroom code: 3vf7jro

Lecture schedule and contents is subject to change. Course syllabi will be handed out at the first lecture. See that syllabus for details.

科目名 Course Title	北海道観光研究[Tourism Studies in Hokkaido]		
講義題目 Subtitle	□		
責任教員 Instructor	小泉 大輔 [KOIZUMI Daisuke] (観光学高等研究センター)		
担当教員 Other Instructors	ISHIGURO Yusuke[ISHIGURO Yusuke](メディア・コミュニケーション), OKADA Mayumi[OKADA Mayumi], TASHIRO Akiko[TASHIRO Akiko](メディア・コミュニケーション), NISHIYAMA Noriaki[NISHIYAMA Noriaki](観光学高等研究センター), PAICHADZE SVETLANA[PAICHADZE SVETLANA](メディア・コミュニケーション), IMAI Futoshi[IMAI Futoshi](公共政策学研究センター), NAKAYAMA Ryuji[NAKAYAMA Ryuji](公共政策学研究センター)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083207
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Hokkaido, Hokkaido Heritage, tourism creation, tourism design, CBT=community based tourism, PPP=public-private partnership, local resource management, tourism facilities management, regional cooperation, Long Trail, DMO = Destination Management Organization, tourism strategy, Tourism Vision to Support Japan in Asia, DMO Policy, Inbound Policy, national park, wildlife, sustainable tourism, Ainu People		
授業の目標 Course Objectives	Tourism in Hokkaido has grown as a major industry alongside the primary industry, supported by Hokkaido's unique tourism resources, such as food culture and the lifestyle of indigenous people Ainu which created by the natural environment formed by the subarctic climate, agricultural landscape, food culture unique to the cool climate, and culture and landscape nurtured by the indigenous Ainu people. The purpose of this lecture is to analyze tourism in Hokkaido from various perspectives, to reaffirm the power of tourism under the circumstances of declining birthrate and aging population, and the threat of regional decline, and to explore its contribution to the Hokkaido economy and the creation of new tourist destinations.		
到達目標 Course Goals	Understand the importance and process of Hokkaido tourism from the three perspectives of "value co-creation," "regional collaboration," and "inbound policy."		
授業計画 Course Schedule	(Omnibus system / 8 lecture/seminar in all) 1. Overview of Tourism in Hokkaido (Daisuke KOIZUMI) Focusing on Hokkaido tourism after the postwar reconstruction of the country and its rapid economic growth, this lecture will explain the transition and characteristics of tourism in Hokkaido and provide an overview of how tourism has grown to become a key industry in Hokkaido, as well as learn about future prospects. 2. Implementation of Environmental and Tourism Policies in Hokkaido (Ryuji NAKAYAMA) Learn about situation of environmental and tourism policy implementation in Hokkaido, including national park system, world heritages, wildlife. 3. A Journey into the History and Culture of Hokkaido (Noriaki NISHIYAMA) How would you describe the history and culture of Hokkaido in Japan to domestic and foreign visitors? As an example of "value co-creation" and "inbound policy", this class will introduce "a trip around 7 stories and cultural heritage groups that serve as evidence".		

<p>4. The Today's Issue of DMO in Hokkaido (Yusuke ISHIGURO)</p> <p>Reviewing the results of an exhaustive survey of more than 170 DMOs in Hokkaido, the students will understand their local political situation, structural characteristics, and main challenges on their business activities.</p> <p>5. Past, Present and Future in Ainu people and Hokkaido Tourism (Mayumi OKADA)</p> <p>Student will situate the contemporary relationship between the Ainu community and tourism in Hokkaido within a broader historical context and then discuss ongoing issues and future improvements based upon the concept of Indigenous Tourism.</p> <p>6. Tourism for Regional Revitalization Policies and Accommodation Tax (Futoshi IMAI)</p> <p>Efforts by local governments for regional revitalization have placed significant emphasis on tourism promotion. The lecture explains the current government-led policies for regional revitalization and the introduction of an accommodation tax as a tourism policy funding source, which is being actively pursued by local governments within Hokkaido. It also examines the objectives and challenges of this tax, drawing on the overall situation in Hokkaido and specific case studies from certain municipalities</p> <p>7. Hokkaido Heritage and Tourism (Akiko TASHIRO)</p> <p>74 Hokkaido Heritage have been registered since 2001. The lecture will introduce a system of "Hokkaido Heritage" and give an opportunity to discuss relationship between 'Heritage' and 'Tourism' through cases of Hokkaido Heritage.</p> <p>8. Hokkaido as a Border Area (Svetlana PAICHADZE)</p> <p>In Hokkaido, a border region, the movement of people has taken place in various forms over time. Using Hokkaido as a case study, this lecture will consider how international crises and their resolution have affected people living in border areas.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Read books, related HPs, pre-distributed prints to instruct.</p> <p>Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluate by small report conducted in each lecture.</p> <p>We do not charge the term-end report.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	メディア文化と観光[Special Lecture on Media Culture and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	山村 高淑 [YAMAMURA Takayoshi] (観光学高等研究センター)		
担当教員 Other Instructors	TANAKA Eisuke[TANAKA Eisuke](メディア・コミュニケーション), KIM Sungmin[KIM Sungmin](メディア・コミュニケーション), OKAMOTO Ryosuke[OKAMOTO Ryosuke](メディア・コミュニケーション), AMADA Akinori[AMADA Akinori](メディア・コミュニケーション), ONG YI XUAN[ONG YI XUAN](メディア・コミュニケーション), ISHINO Takayoshi[ISHINO Takayoshi](メディア・コミュニケーション), YAMASAKI Koji[YAMASAKI Koji](アイヌ・先住民)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083208
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Media culture, tourism, tourist gaze, narrative, self and others, heritage, music, tourist space, representation, place, display, interpretation, tourist art, media content, mediatisation of sites and tourist experiences, mobility, airport		
授業の目標 Course Objectives	In this course, eight professors of cross-disciplinary studies will give omnibus lectures in order to provide students with fundamental perspectives for a multidirectional understanding of the relationships between media cultures and tourism in modern society, where the mobility of people and information is increasingly promoted. Specifically, the aim of this course is to provide students with the ability to interpret today's situations, in which borderless communication and cross-border cultures have proliferated, while at the same time being tied to specific places, by re-examining tourism phenomena in the context of cultural phenomena or media cultures.		
到達目標 Course Goals	Through the lectures, students are expected to acquire the three specific skills listed below: 1) To be able to comprehend various tourism phenomena in the context of cultural phenomena surrounding media (media cultures) and to provide an explanation with verbalizing such phenomena; 2) To have an ability to clearly explain the relationships between media and tourism through the specific examples of borderless communications and cross-border cultures in real life; and 3) To be capable of discussing, by using various concepts introduced in the lectures, the phenomena in the synapsed areas between media cultures and tourism as well as their future perspectives and challenges		
授業計画 Course Schedule	This is an omnibus course, with eight instructors each teaching one class session as outlined below. Note: The schedule is subject to change based on instructor availability. 1. Introduction (Yamamura), June 17 Providing an explanation to students on the purposes and contents of this class and outlining the significance of focusing on the relationships between media cultures and tourism in terms of sociocultural history. 2. Place and Representation (Okamoto), June 24 Giving an outline of how representations through media and sociopolitical contexts behind them make an impact on placeness from the perspective of the religious tourism theory.		

<p>3. Sound and Tourism (Kim), July 1 We will consider how different sounds (music) that connect media and real space can create a sense of place and expand the senses from the perspective of music tourism theory.</p> <p>4. Historical Tourism and Media (Amada), July 8 In this session, we will explore the current dynamics and challenges surrounding the relationship between historical tourism and the media.</p> <p>5. Display, interpretation, and tourist art (Yamasaki), July 15 Looking at displays and interpretations regarding a museum, etc. being one of the important contents in tourism in terms of relationships between media and tourism; Discussing objects and the phenomena to be generated through them from the viewpoint of media with focusing on gifts and souvenirs at tourist sites (tourist arts).</p> <p>6. Heritage as media (Tanaka), July 22 Based on recent discussions on heritage as a social process, this seminar explores how heritage connects the past, the present and the future in the context of tourism.</p> <p>7. Tourism "Pathways" and Media (Ishino), July 29 Focusing on "airport media" such as commercial advertisements, artworks, information boards, and public signage systems that have developed in airport terminals in recent years, we will examine the cultural representations, tourist gaze, and travelers' experiences created by media deployed along mobility/tourism "pathways" from the perspective of critical mobility studies.</p> <p>8. Social Media and Destination Marketing (Ong), August 4 Offering a critical understanding of the impacts of social media on destination marketing using persuasion theories and the effects of information on social media on consumers' cognitive processing, affective evaluation, and behavioral intention. ※Monday, August 4th, will follow the Tuesday class schedule.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework Students are required to prepare for and review the class as necessary based on the reference documents/materials they should read to be notified when needed according to the theme of respective lectures.</p>
<p>成績評価の基準と方法 Grading System Your grade to be determined by: (1) Reaction paper to each class meeting (80%) (2) Discussion participation and other requirements (20%) The final grades are determined by all the instructors. Each instructor explains the tasks for each class.</p>
<p>他学部履修の条件 Other Faculty Requirements Those students who belong to other faculty / school and would like to take this course must get the consent of the instructor of the course in advance.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory Center for Advanced Tourism Studies, Hokkaido University: https://www.cats.hokudai.ac.jp/ Research Faculty of Media and Communication, Hokkaido University: https://www.imc.hokudai.ac.jp/rfmc/ Center for Ainu and Indigenous Studies, Hokkaido University: https://www.cais.hokudai.ac.jp/</p>
<p>備考 Additional Information</p>

科目名 Course Title	広報とマーケティング[Topics of Public Relations and Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	辻本 篤 [TSUJIMOTO Atsushi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	NAKAGAWA Satoru[NAKAGAWA Satoru](メディア・コミュニケーション), KAMIYAMA Hiroyuki[KAMIYAMA Hiroyuki](メディア・コミュニケーション), HIRAMOTO Kenta[HIRAMOTO Kenta](経済学研究院)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083209
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	public relations, marketing, advertisement		
授業の目標 Course Objectives	In this course,you can get basic knowledge about public relations and marketing through typical examples.		
到達目標 Course Goals	Public relations and marketing are very important in business today. Basic knowledge of public relations, marketing and advertisement will be taught by 4 teachers in this course. By the end of this class, a succesful learner will be able to apply content knowledge of real business.		
授業計画 Course Schedule	Section 1 NAKAGAWA Satoru You can get basic knowledge of corporate identity, such as Mission, Vision, Value through many examples in not only the Japanese companies but also the foreign entities. Section 2 KAMIYAMA Hiroyuki After clarifying the concept of the public sector, we will study the characteristics and issues of public relations and the direction of their solutions through case studies. Section 3 HIRAMOTO Kenta You can learn about basic theory of marketing and marketing strategy through the examples of tourism and media. Section 4 TSUJIMOTO Atsushi There are two types of public relations activities: "internal public relations" (public relations aimed at organizational members) and "external public relations" (public relations aimed at stakeholders such as shareholders and customers). After understanding these concepts, and the purposes for which each is practiced. In addition, we will review the entire content of this course.		
準備学習 (予習・復習)等の内容と分量 Homework	You will have to wright a report in each section. Reading relavant papers and books must be done at home.		
成績評価の基準と方法 Grading System	You will be evaluated by each report(80%) and debate(20%) at calss.		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information 1. Students who are absent 3 times or more out of the total 8 classes in this course will not be graded. 2. Tardiness exceeding 30 minutes will be treated as an absence. 3. No report can be submitted for a section you have never attended. 4. If it is determined that AI was used in the majority of the report, the report will not be considered for evaluation. (However, we do not consider it a problem to use AI to gather information in advance when you prepare it.) 5. If serious plagiarism is found in a submitted report, the report will not be considered for evaluation.

科目名 Course Title	公共性とコミュニケーション[Public Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	金山 準 [KANEYAMA Jun] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	NAGASHIMA Miori[NAGASHIMA Miori](メディア・コミュニケーション), SAITO Takuya[SAITO Takuya](メディア・コミュニケーション), SHIGAKI Koichiro[SHIGAKI Koichiro](メディア・コミュニケーション), OTOMO Ruriko[OTOMO Ruriko](メディア・コミュニケーション), MATSUMOTO Ayaka[MATSUMOTO Ayaka](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083210
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words	public (and) communication, democracy, state, social theory, public sphere, public discourse and deliberation, media, election, campaign, journalism, cultural diversity, science and technology		
授業の目標 Course Objectives	This is a course where public communication in modern society is researched at a fundamental level. To achieve this, we view public communication from various viewpoints such as democracy and social thoughts, media communication and journalism, citizen's network, science and technology, global information-environment, multilingualism and multiculturalism issues etc.		
到達目標 Course Goals	<ul style="list-style-type: none"> ● You will grasp a solid foundational knowledge of public communications. ● At the same time, you will be able to understand and to discuss about the basic history of social thoughts. ● Last but not least, you will deepen more understanding for concrete phenomena in today's world together with the background. 		
授業計画 Course Schedule	<p>Section 1 and 2: This lecture aims to provide a historical and theoretical overview of the concept of publicness. (Jun KANEYAMA)</p> <p>Section 3 and 4: This lecture examines the role and significance of public deliberation and communication in the political decision-making process within contemporary parliamentary democracies. (Ayaka Matsumoto)</p> <p>Section 5: This lecture will approach main ideas and problems of deliberative democracy as one of the most important forms of citizen's participation in public communication and the interaction of deliberation and decision-making. (Takuya SAITO)</p> <p>Section 6: In this lecture, we will think about how scientific and technological advances are communicated to society from the perspective of publicity. (Miori NAGASHIMA)</p> <p>Section 7: In a future society where the fragmentation and subdivision of communities seems inevitable, as predicted by Jacques Attali, we will examine the desired roles that public education and journalism fulfill in facilitating the sharing of knowledge and information. (Koichiro SHIGAKI)</p> <p>Section 8: This lecture focuses on the field of language policy, exploring its key concepts, theories, and recent academic trends, to examine the sociopolitical status of language and language education. (Ruriko OTOMO)</p>		
準備学習 (予習・復習)等の内容と分量 Homework	Participants read reference books or materials beforehand. And they will be required to submit a report or a short essay after each lecture.		

成績評価の基準と方法 Grading System The evaluation is based on the average score of the submitted reports.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	言語とコミュニケーション[Language and Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	奥 聡 [OKU Satoshi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	ABE Makoto[ABE Makoto](メディア・コミュニケーション), KOBAYASHI Yoshiko[KOBAYASHI Yoshiko](高等教育推進機構), HARA Yurie[HARA Yurie](メディア・コミュニケーション), HIRATA Miki[HIRATA Miki](高等教育推進機構), KONDO Hiromu[KONDO Hiromu](高等教育推進機構), DU Changjiun[DU Changjiun](高等教育推進機構), ASANO Yuki[ASANO Yuki](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083211
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	language faculty, biological basis, phonetics/phonology, second language acquisition, Japanese grammar, language learning, semantics/pragmatics		
授業の目標 Course Objectives	The objective of this course is to introduce basic concepts and methodologies which are prerequisites for linguistic and communication studies. The course (eight meetings) may not be able to cover the entire relevant fields but rather introduces some of the main interests in this graduate school.		
到達目標 Course Goals	By the end of this course, students will be able to understand essential topics in language and communication, enabling them to explore related fields on their own.		
授業計画 Course Schedule	This is an omnibus course, which eight instructors teach one meeting as scheduled below. Day1 : General guidance Day1 : Biological foundations of language faculty and linguistic communication (Satoshi Oku) June/05 Day2 : Meanings of what is said and what is not said (Yurie Hara) June/12 Day3 : Introduction to Conversation Analysis (Changjiun Du) June/19 Day4 : Narrative and Language Education (Hiromu Kondo) June/26 Day5 : Regions and Language Learning (Miki Hirata) July/03 Day6 : Psycholinguistics and first and second language acquisition (Yuki Asano) July/10 Day7 : Technology and language learning (Makoto Abe) July/17 Day8 : Psychology and Language Learning (Yoshiko Kobayashi) July/24		
準備学習 (予習・復習)等の内容と分量 Homework	Students are required to take the course actively and seriously. Preparation for each class meeting is explained on the first day, and each instructor also explains the tasks for each class.		
成績評価の基準と方法 Grading System	Each instructor gives assignment. The results are evaluated and final grades are determined by all the instructors. Plagiarism is strictly prohibited.		
他学部履修の条件 Other Faculty Requirements			

テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information References and materials necessary will be introduced and/or delivered by each instructor.

科目名 Course Title	国際交流と地域文化[International Exchange and Regional Cultures]		
講義題目 Subtitle	□		
責任教員 Instructor	渡部 聡子 [WATANABE Satoko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	MASUDA Noriko[MASUDA Noriko](メディア・コミュニケーション), NISHIYAMA Noriaki[NISHIYAMA Noriaki](観光学高等研究センター), YOSHIZAWA Nao[YOSHIZAWA Nao](メディア・コミュニケーション), OTOMO Ruriko[OTOMO Ruriko](メディア・コミュニケーション), ONG YI XUAN[ONG YI XUAN](メディア・コミュニケーション), ISHINO Takayoshi[ISHINO Takayoshi](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083212
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words	international exchange, regional cultures, globalization, human mobility, volunteer, international cooperation projects for tourism development, social media communication, autonomous communities, art, cultural relativism, olympic games, sports, language policy		
授業の目標 Course Objectives	In present day globalizing society, international exchange is one important activity and aspect of society when regional cultures are explored. The course is designed for the participants to understand that regional cultures can be explored from different perspectives, as social organizations, ethnic cultures, and languages. Through case studies, the participants are expected to gain an understanding of important issues for particular regions, to acquire basic knowledge, critical thinking skills, and multi-faceted views of the issues. The course will also allow the participants to develop their abilities to conduct a scientific analysis of social phenomena.		
到達目標 Course Goals	Participants can: ・ discuss and express own opinions on the contents of each lecture. ・ explain logically and clearly own analysis of phenomena or points of discussion on international exchange.		
授業計画 Course Schedule	<p>Session 1 (6/4), Session 2 (6/11)</p> <p>After course guidance is offered, this lecture presents various forms of political participation and volunteer activities within local and global communities. After introducing the various debates on volunteerism (6/4), the instructor will discuss how policies to support volunteer activities have developed, particularly in Germany (6/11). (WATANABE Satoko)</p> <p>Session 3 (6/18)</p> <p>You learn about issues concerning the reconstruction of local culture using the example of JICA's support for community-based tourism (CBT) through international cooperation projects for tourism development.(NISHIYAMA Noriaki)</p> <p>Session 4 (6/25)</p> <p>Based on Hofstede's Cultural Dimensions Theory, we will critically analyze social media communication and its roles and impacts on society. We will also discuss limitations of the theory in the current time-space context.(ONG YI XUAN)</p> <p>Session 5 (7/2)</p> <p>Using Spain as a case study, we will examine the relationship between the central government (the state) and the regions, and</p>		

the issues of art and culture within this context.(MASUDA Noriko)
<p>Session 6 (7/9)</p> <p>Based on the discussions on “cultural relativism” in cultural anthropology, we will examine the power of cultural representations in international tourism. We will then explore the possibilities (limitations) of tourism as a form of social and physical movement, or public assembly, toward coexistence and understanding among various others.(ISHINO Takayoshi)</p>
<p>Session 7 (7/16)</p> <p>We explore the impact of the Olympic Games as an international sports event on regional cultures and discuss the potential future hosting of the Sapporo Olympics.(YOSHIZAWA Nao)</p>
<p>Session 8 (7/23)</p> <p>This lecture presents students with opportunities to critically examine language-related issues such as language variation and language (education) policy from the angle of human mobility and interaction.(OTOMO Ruriko)</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Participants will be required to submit a report or a short essay to every instructor.</p>
<p>成績評価の基準と方法 Grading System</p> <p>The final grade is based on the average of the 6 scores marked by the instructors. Each score is based on a submitted report/essay and a student’s class performance.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>なし</p>
<p>講義指定図書 Reading List</p> <p>授業中に適宜提示する。</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	メディア文化と表象[Media Culture and Representation]		
講義題目 Subtitle	□		
責任教員 Instructor	増田 哲子 [MASUDA Noriko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	NISHIMURA Ryuichi[NISHIMURA Ryuichi](メディア・コミュニケーション), HYUN Mooam[HYUN Mooam](メディア・コミュニケーション), TOMINARI Ayako[TOMINARI Ayako](メディア・コミュニケーション), Qu Meng[Qu Meng](観光学高等研究センター), DING Yi[DING Yi](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083213
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Media, Representation, Culture, Image, Digital Media Art, AI-generated Art, Aesthetics, Cybernetics, Narratology			
授業の目標 Course Objectives			
The aim of this course is to introduce students to basic concepts/theories they need to understand various aspects of media culture and representation.			
到達目標 Course Goals			
By the end of the course, students will be able to			
1. understand various approaches to media culture studies.			
2. acquire knowledge of basic concepts/theories to understand different aspects of media culture and representation.			
授業計画 Course Schedule			
This course consists of eight lectures on different topics. The order of lectures is subject to change.			
1. "Introduction" (Noriko Masuda)			
2. "Media and Language" (Ayako Tominari):			
In this class, you will think about images constructed through language used in the media and learn how to analyze media texts.			
3. "Visual Media and Representation" (Ryuichi Nishimura):			
This lecture analyzes the relations between narratives, representations and perceptions in visual media based on animation cases and how these relations were formed as works of art under certain social conditions.			
4. "Aesthetic Perspectives on Media" (DING Yi):			
In today's academia, media studies can be described as a field with indistinct boundaries, engaging with a wide range of phenomena. To better understand this field, we will revisit it through the lens of "aesthetics," a discipline that emerged in the 18th century.			
5. "The Conditions for the Formation of AI-Generated Art" (DING Yi):			
In what ways can AI-generated art be considered legitimate? How can we coexist with such AI-generated art? This session explores this question from philosophical and aesthetic perspectives, using the theories of cutting-edge philosopher Yuk Hui as a guide.			

<p>6. "Digital Media Art, AI-generated Art and Interactive Aesthetics" (Meng Qu)</p> <p>This course explores the digital transformation of new media art, focusing on how Augmented/Virtual/Mixed Realities (AR/VR/MR) and machine intelligence technologies are reshaping art, aesthetics, and tourism experiences.</p> <p>7. "Narrative and Media" (Hyun Mooam):</p> <p>This lecture considers how senders and receivers construct narratives represented through various media with reference to narratology.</p> <p>8. "Media and Visual Culture" (Noriko Masuda):</p> <p>This lecture will introduce students to key issues of visual culture, examining the production, circulation and consumption of visual materials – pictures, photography and movies, etc.– in our society.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>References will be specified in class. When specific reading materials are given in advance, students are expected to read and get prepared for discussion before class starts. Students also need to submit assignments (mini-reports) after class.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluation will be based on assignments, participation in class discussion (40%), and the term paper (60%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	基礎経営学[Introduction to Management]		
講義題目 Subtitle	□		
責任教員 Instructor	深山 誠也 [FUKAYAMA Seiya] (大学院経済学研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083214
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
strategic management, strategy formulation, strategy implementation			
授業の目標 Course Objectives			
This course aims:			
to aim at the basic understanding of strategic management theory at the master's level.			
到達目標 Course Goals			
Course goals are:			
to understand the basic concepts of strategic management theory.			
to be able to describe and analyze management phenomena using these concepts.			
to be able to explain the theory of strategic management using actual cases and examples.			
授業計画 Course Schedule			
You will have lectures in the following topics.			
1. Guidance			
2. What is Strategic Management?			
3. Competitive Advantage			
4. Industry Structure Analysis			
5. Differentiation Strategy			
6. Cost Leadership Strategy			
7. Customer Value			
8. Competitive Position			
9. Product Life Cycle			
10. Corporate Domain			
11. Diversification			
12. Resource Allocation			
13. Vertical Integration			
14. Corporate Activity Areas			
15. Strategy Formulation and Implementation			
準備学習 (予習・復習)等の内容と分量 Homework			
[Presenter]			
He or She prepares presentation materials that include a summary of the literature, explanation of key words and key concepts, and discussion points.			

<p>[Audience]</p> <p>He or She reads the literature carefully in advance and prepare a resume.</p>
<p>成績評価の基準と方法 Grading System</p> <p>The course grade will be based on contributions to class discussions (40%) and presentations (60%).</p> <p>Given that there are unexpected and uncontrollable events in everyone's life, two classes can be missed without any penalty to your grade.</p> <p>But you are not allowed to skip the class without sufficient reasons.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>経営戦略入門／網倉久永・新宅純二郎：日本経済新聞社, 2011</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>The detailed information on this course will be announced at the first session. Attendance at the first session is essential for those interested in participating. Those who are unable to attend the first class must notify the professor in advance.</p> <p>Students are also required to have learned the basic concepts and theories introduced in graduate-level courses.</p>

科目名 Course Title	実践演習 I (インターンシップ)[Internship Program I]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083215
期間 Semester	通年不定期	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5120		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master’s Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
internship, work experience, career development, career planning, career choice, occupational choice, communication skill, presentation skill			
授業の目標 Course Objectives			
This course will help you to learn the ability to discover, analyze and solve problems in such organizations as enterprise, local government, NGO, public institution through the internship (business work experience) you participated in. In this course, you can also learn social common sense, communication and presentation skills.			
到達目標 Course Goals			
After successful completion of this course, you will be able to:			
1. handle practical business work given in the internship at the enterprise or local government, etc. and get good evaluation from them.			
2. acquire the basic ability to discover, analyze and solve the problems in the organization through the internship.			
3. learn social common sense, sense of responsibility, communication and presentation skills.			
授業計画 Course Schedule			
In this course, you must participate in an internship (business work experience) at enterprise, local government, NGO, public institution and so on, and report the result of the internship in the following steps.			
1.You look for opportunities of an internship by yourself.			
2.You submit application to and negotiate with the organization which you select, and if you get the internship acceptance, do taking the registration procedure until 3 weeks before the start date of the internship in principle.			
3.You make and submit an internship plan in case of the registration procedure.			
4.You participate in the internship program.			
5.You submit a report within two weeks after the internship has ended.			
6.Finally you make a presentation about your internship experience at the reporting session.			
準備学習 (予習・復習)等の内容と分量 Homework			
You are expected to have awareness that you must behave aggressively as mental preparation.			
成績評価の基準と方法 Grading System			
You will be evaluated by the following aspects.			
1. You participated in an internship for more than 5 days and less than 10 days.			
2.You could get relatively high evaluation from the organization that offered the internship program to you.			
3. You were able to write a high-quality report that indicates concrete results and values you obtained.			
4.You were able to make a good presentation about your internship experience at the reporting session.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			

参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information -Not necessary to register in regular registration period. -Basically, lecture is conducted by online or in person. Follow the company/public sector that offers internship program concerning working stile.

科目名 Course Title	実践演習Ⅱ (インターンシップ)[Internship Program Ⅱ]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083216
期間 Semester	通年不定期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5120		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
internship, business work experience, career development, career planning, career choice, occupational choice, communication skill, presentation skill			
授業の目標 Course Objectives			
This course will help you to learn the ability to discover, analyze and solve problems in such organizations as enterprise, local government, NGO, public institution through the internship (business work experience) you participated in. In this course, you can also learn social common sense, communication and presentation skills.			
到達目標 Course Goals			
After successful completion of this course, you will be able to: 1. handle practical business work given in the internship at the enterprise or local government, etc. and get good evaluation from them. 2. acquire the basic ability to discover, analyze and solve the problems in the organization through the internship. 3. learn social common sense, sense of responsibility, communication and presentation skills.			
授業計画 Course Schedule			
In this course, you must participate in an internship (business work experience) at enterprise, local government, NGO, public institution and so on, and report the result of the internship in the following steps. 1.You look for opportunities of an internship by yourself. 2.You submit application to and negotiate with the organization which you select, and if you get the internship acceptance, do taking the registration procedure until 3 weeks before the start date of the internship in principle. 3.You make and submit an internship plan in case of the registration procedure. 4.You participate in the internship program. 5.You submit a report within two weeks after the internship has ended. 6.Finally you make a presentation about your internship experience at the reporting session.			
準備学習 (予習・復習)等の内容と分量 Homework			
You are expected to have awareness that you must behave aggressively as mental preparation.			
成績評価の基準と方法 Grading System			
You will be evaluated by the following aspects. 1.You participated in an internship for more than 10 days. 2.You could get relatively high evaluation from the organization that offered the internship program to you. 3.You were able to write a high-quality report that indicates concrete results and values you obtained. 4.You were able to make a good presentation about your internship experience at the reporting session.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information -Not necessary to register in regular registration period. -Basically, lecture is conducted by online or in person. Follow the company/public sector that offers internship program concerning working stile.

科目名 Course Title	キャリア開発演習[Career Development]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	KAWAI Yasushi[KAWAI Yasushi](メディア・コミュニケーション), NISHIYAMA Noriaki[NISHIYAMA Noriaki](観光学高等研究センター), KAMIYAMA Hiroyuki[KAMIYAMA Hiroyuki](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083217
期間 Semester	通年不定期	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5120		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
career development, career planning, career choice, occupational choice			
授業の目標 Course Objectives			
This course will help you to be able to practice the career planning consisting of such as career choice, occupational choice and career development.			
到達目標 Course Goals			
After successful completion of this course, you will be able to:			
1. recognize your self-concept (interest, competence, sense of values) that is indispensable for career choice.			
2. acquire the basic knowledge and skills to make a career plan.			
授業計画 Course Schedule			
This course offers the following programs to assist your career development.			
1. Guidance for Career Development Programs			
2. Orientation for Career Aptitude Assessment			
3. Implementation for Career Aptitude Assessment			
4. Briefing for Career Aptitude Assessment			
5. Guidance for Job Hunting for International Students			
6. Training for Job Hunting (Entry Sheet Writing Training)			
7. Training for Job Hunting (Interview Training)			
8. Workshop for Career Development			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are required to carry on the Career Aptitude Assessment, turn in three reflection papers and the career plans (pre and revised).			
成績評価の基準と方法 Grading System			
Students are evaluated by the following factors.			
1. Understanding of the program contents (20%)			
2. Reflection reports (60%)			
3. Career planning (20%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
テキスト、参考資料等は、必要に応じて、演習の中で適宜配布または指示する。			
講義指定図書 Reading List			
参照ホームページ Websites			

研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	特別演習(言語研究実践)[Practical Method of Linguistics and Language Education Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	原 由理枝 [HARA Yurie] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	OKU Satoshi[OKU Satoshi](メディア・コミュニケーション), KOBAYASHI Yoshiko[KOBAYASHI Yoshiko](高等教育推進機構), JUNG Hyeseon[JUNG Hyeseon](高等教育推進機構), HIRATA Miki[HIRATA Miki](高等教育推進機構), OTOMO Ruriko[OTOMO Ruriko](メディア・コミュニケーション), ABE Makoto[ABE Makoto](メディア・コミュニケーション), NOZAWA Shunsuke[NOZAWA Shunsuke](高等教育推進機構), KONDO Hiromu[KONDO Hiromu](高等教育推進機構), DU Changjun[DU Changjun](高等教育推進機構), MIYAUCHI Takuya[MIYAUCHI Takuya](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083218
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC.MCTS 5120		
大分類コード・名 Major Category Code, Title	IMC.MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	linguistics, language education, English education, Japanese education		
授業の目標 Course Objectives	The objective of this course is to learn the research process in which students make their personal interest into a professional/specific research topic. By reviewing the relevant previous studies, students make their perspective clear in the field of study of their interest, and will learn foundations of oral presentation, how to write an academic paper.		
到達目標 Course Goals	Through actual oral presentation of their own study, students will learn basic research methodologies in the field of linguistics and language education. Students will learn how to properly review others' presentations. Students will learn the foundations of research paper writing.		
授業計画 Course Schedule	<p>*Please send an email to Yurie Hara at hara@imc.hokudai.ac.jp by Friday, April 4, to receive information on the briefing. Please be sure to attend the in-person meeting (Friday, April 4, 15:00 -).</p> <p>Two instructors will mentor for presentation preparation. After the presentation, all the students will discuss each presentation and give some feedback to them. Based on the feedback, the students write a paper on their research topic. The schedule is as follows:</p> <p>(1) April/4 (Mon): Guidance (15:00～, Media 407 room)</p> <p>(2) April/7 - Jun/2: preparation for presentation, having advice from supporting instructors</p> <p>(3) June/2: Submission of the abstract</p> <p>(4) June/06 - 07: Ling Camp: presentation and discussion</p> <p>(5) by June/20: submission of comments on each presentation</p> <p>(6) mid-July: deadline of the research proposal paper (first draft)</p> <p>(7) late July: deadline of the research proposal paper (final draft)</p> <p>Progress Report Meeting for M2 students will be held on July 8th (Tue)～10th (Thur)</p>		
準備学習(予習・復習)等の内容と分量 Homework	Prepare a resume (1 page), presentation slides/materials in consultation with the assigned faculty members regarding your		

research topic. After the presentation, write commentaries (about 600 words) on all other presentations and a critical review (2 pages) on the assigned presentation. Compose a report (3 pages) based on the feedback obtained from the presentations, discussions and comments from other participants.
成績評価の基準と方法 Grading System Evaluation is based on: contribution to presentation and discussion (25%), critical review paper (25%), final research proposal paper (50%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	特別演習 (タンデム言語学習)[Tandem Language Learning Project]		
講義題目 Subtitle	□		
責任教員 Instructor	田代 亜紀子 [TASHIRO Akiko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	NAGASHIMA Miori[NAGASHIMA Miori](メディア・コミュニケーション), EDELHEIM Johan[EDELHEIM Johan](メディア・コミュニケーション), Jeffrey Joseph GAYMAN[Jeffry Joseph GAYMAN](メディア・コミュニケーション), GEORGY BUNTILOV[GEORGY BUNTILOV](メディア・コミュニケーション), ONG YI XUAN[ONG YI XUAN](メディア・コミュニケーション), MATSUMOTO Ayaka[MATSUMOTO Ayaka](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083219
期間 Semester	通年	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5121		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master’s Course and Professional Course), Inter–Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives			
Any language student needs to develop both receptive and productive skills in the target language; for research students in International Media, Communication and Tourism Studies, as well as using language skills to gather data, communicating the purposes and outputs of their work is essential, in order 1) to engage with the academic community of their target language area, and 2) to develop opportunities for further research and collaboration at the next stage of their careers. Therefore, language training activity should simultaneously develop and further the students’ contacts with members of the academy in their target topic and area.			
The course will be based on the TANDEM learning method, wherein students from Hokudai and overseas universities work together on a project to correct each other’s linguistic errors and develop each other’s language skills. Each pair would be expected to commit to a certain number of hours of collaboration work before the course. The method of contact between them initially will be 1) on–line through email, 2) via Skype, or 3) some other VOIP system. First, students would start the project by producing an outline of their research in the target language followed by producing a formal piece of academic writing on their research topic, along with an accompanying research presentation. During the course, students will deliver their research presentations in their target language.			
到達目標 Course Goals			
到達目標 Course Goals			
By the end of this course you will be able to			
1. develop transferable skills in the target language.			
2. increase students’ familiarity with the productive use of more complex and sophisticated forms of writing, and also with the norms of academic discourse and rhetoric in the target language.			
3. build academic networks in their subject areas.			
4. get benefit from a wider range of experience, and also begin to be able to see who the scholars of their own age working in their subject areas are.			
授業計画 Course Schedule			
Tandem Language Learning Program 2025 will be held at Hokkaido University. Dates for the course are not decided yet.			
1. Introduction of course contents			
2. – 5. Lectures and workshops on various topics by staff			

6. – 7. Students’ presentations followed by comments from staff and students 8. Discussion
準備学習 (予習・復習)等の内容と分量 Homework Students will form pairs in advance, and each pair will be expected to commit to a certain number of hours of collaborative work on their respective research outlines, abstract and presentations before the course. Students will be asked to present their research topic during the course.
成績評価の基準と方法 Grading System Student’s grades will be determined by how well they demonstrate their achievement of the course goals through 1. participation: 50% 2. giving a presentation in their target language: 40% 3. actively partaking in discussion of issues provided by staffs’ lectures on their current research: 10%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks No textbook required.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	高度実践英語演習 I [Advanced Practical English I]		
講義題目 Subtitle	□		
責任教員 Instructor	PETER Richardson [PETER Richardson] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083220
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 5121		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
output skills, input skills, academic language, argument, discussion, presentation, critical evaluation			
授業の目標 Course Objectives			
The purpose of this course is to develop the academic English of students through an integrated approach that focuses on both practical input and output skills useful in research. The focus will be on refining how students talk and write about their own research in addition to improving their ability to understand, critically evaluate, and express new ideas and arguments.			
到達目標 Course Goals			
By the end of this course, students will be able to:			
1. Understand and utilize types of language that often cause problems for non-native speakers, such as metaphorical and idiomatic language.			
2. Analyze academic texts through a critical evaluation of their meaning, intention, and argument.			
3. Effectively and accurately talk and write about their own responses to new academic ideas and arguments.			
4. Prepare and deliver presentations in English related to clearly and succinctly explaining their own research to students from other fields.			
授業計画 Course Schedule			
The course schedule is provisional.			
The course will first cover the following areas related to input skills:			
1) The theory of conceptual metaphor and its application to academic language.			
2) The challenge of metaphorical language in academic English.			
3) The use of idiomatic language in academic English.			
4) Understanding and evaluating complex arguments.			
5) Building vocabulary relevant to the reading of academic texts.			
The course will then focus on the following areas related to output skills:			
1) Critically responding to new arguments and countering competing arguments during discussions.			
2) Planning and constructing written arguments and critically interacting with sources.			
3) Techniques for effectively delivering a conference presentation.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be expected to prepare for class by reading and reviewing course materials. General advice about how to do this will be given at the start of the course, and specific instructions will be given each week. Students who do not adequately prepare for each class will receive lower marks.			
成績評価の基準と方法 Grading System			
Preparation and active participation (25%): students will be expected to prepare for class by reading and reviewing course materials and texts, and to actively take part in discussions and other activities in class.			
In-class assessments (50%): students will be assessed on their comprehension and evaluation of a range of academic texts in			

addition to their ability to clearly articulate complex ideas both verbally and in writing. Presentation (25%): students will be required to prepare and deliver an academic presentation in English.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks No textbook. Materials will be provided by the instructor.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	高度実践英語演習Ⅱ[Advanced Practical English Ⅱ]		
講義題目 Subtitle	□		
責任教員 Instructor	未定（国際広報メディア・観光学院）		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083221
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 5121		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master’s Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
boardgames; card games; play; design; communication; collaboration; creativity; critical thinking; creative project; teamwork			
授業の目標 Course Objectives			
This course is designed to improve students` practical ability to collaborate on creative projects in English. Over 15 weeks students will play, analyse, remix and design boardgames and card games in English. The first few weeks are devoted to playing and discussing games from different genres. Whether students are avid gamers or have never played games before, these sessions will give them new insights into how games work. It will also provide practice opportunities for communicating through English. The middle section of the course will give students the vocabulary and skills to analyse games and transform them into new games through remixing. In this section students will develop their ability to collaborate through English. From week 11 students will work in teams to design and build a brand new boardgame from scratch. They will then present their finished game at the end of the course. Please note that all games on this course are boardgames or card games. The course does not include computer games.			
到達目標 Course Goals			
To gain confidence communicating through English in informal and formal settings			
To understand how different games work and develop personal taste in games			
To collaborate in team based creative projects through English, developing skills in active listening, asking productive questions, idea generation and refinement, and resolving interpersonal conflict			
To critically discuss the pros and cons of different games in English			
To work with others weighing pros and cons of different design decisions			
To present ideas in a clear and concise way			
授業計画 Course Schedule			
Course Schedule			
Week 1: Introduction and course outline			
Week 2: Playing games I: Logic games			
Week 3: Playing games II: Storytelling games			
Week 4: Playing games III: Performance games			

Week 5: Playing games IV: Collaboration games
Week 6: Playing games V: Social deception games
Week 7: Analysing games: applying the MDA framework
Week 8: Remixing I: game structure and turn order
Week 9: Remixing II: action and moving
Week 10: Remixing III: economics and collection
Week 11: Designing games I: introduction to the sprint method
Week 12: Designing games II: Understand and define
Week 13: Designing games III: Sketch and decide
Week 14: Designing games IV: Prototype and validate
Week 15: Student presentations
準備学習 (予習・復習)等の内容と分量 Homework Each week students will read a short text to prepare them for the session. After each session students will complete a reflection on what they learned in that session.
成績評価の基準と方法 Grading System 30% active class participation, taking into account use of English during the sessions, contribution of ideas to the remixing and the creation phases, contribution to discussions of game analysis, and completion of homework assignments 40% individual written paper analysing a game played during the course 30% group presentation pitching the game that the group made
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks There is no assigned textbook for this course. The weekly readings will come from diverse sources. Several readings will come from the following books, which are good resources for understanding board games and game design. Salen, K., & Zimmerman, E. (2003). Rules of play: Game design fundamentals. MIT Press. Engelstein, G. & Shalev, I. (2020). Building blocks of tabletop game design: An encyclopedia of mechanisms. CRC press.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	情報戦略論演習[Information Strategy]		
講義題目 Subtitle	□		
責任教員 Instructor	ONG YI XUAN [ONG YI XUAN] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083222
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6202		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	2 Classes are in Japanese and English (bilingual, or language is decided once the student composition has been finalized).		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Information and Media, Tourism Information, eWOM, Consumer Behavior, Attitude Change, Social Media, Persuasive communication, Communication effectiveness			
授業の目標 Course Objectives			
This course will help you to understand and clarify consumer attitude change, process of consumer behavior, with the theoretical fundamentals of the theories and frameworks of persuasive communication and evaluating communication campaigns and/or advertisements. Through various research resources, this course will develop critical thinking and evaluation skills of the students, and be able to design and evaluate communication information, campaigns and advertisements appropriate for real-world applications.			
到達目標 Course Goals			
After successful completion of this course, you will be able to demonstrate the following: 1.You will be able to understand and apply relationship between theory and model related to information and persuasive messaging. 2.You will be able to identify how consumer cognitive process works. 3.You will be able to develop critical thinking and evaluation skills of information on consumer cognitive process and behavior.			
授業計画 Course Schedule			
This course will be classified into the following sections to help you to understand and achiev the Course Goals: 1.Theoretical understanding of persuasive communication: To equip students with the theoretical understanding of theories and frameworks evaluating persuasive communication. 2.Application I of persuasive communication research: To demonstrate how theories have been applied and conducted as research projects in different research fields (e.g., tourism, health communication, sustainable and environmental communication, etc.). 3.Application II of persuasive communication research: To motivate and provide students an attempt to create and evaluate a persuasive communication project that will equip them with skills for research and practice.			
準備学習 (予習・復習)等の内容と分量 Homework			
Self-directed preparation on related research and reading of key references is highly encouraged.			
成績評価の基準と方法 Grading System			
Literature Review Paper 30%			
Presentation 50%			
Class Participation 20%			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks ※特になし。講義ごとに資料や PDF が指示もしくは配布される。
講義指定図書 Reading List 授業中に随時紹介される。
参照ホームページ Websites
研究室のホームページ Websites of Laboratory Not Applicable
備考 Additional Information

科目名 Course Title	サービス産業広報論演習[Public relations in the Service Industry]		
講義題目 Subtitle	□		
責任教員 Instructor	張 ジュヒョク [JANG Juhyeok] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083223
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
Service Marketing, Quantitative Research Method			
授業の目標 Course Objectives			
Since the service quality has strong experiential attributes, its evaluating is definitely not easy before trying it directly. Therefore, when collecting information, customers tend to rely on reviews from existing customers, which is said to be more reliable than advertisements from companies. Like this, considering its great influence in the service industry, it is very important for service companies to manage these reviews. In the first half of this class, you will learn the methods (factor analysis, structural equation modeling) necessary for quantitative research through SmartPLS. In the second half, you will report the results of creating a research model, collecting data, and analyzing it.			
* It is strongly recommended that students have taken "Social Research Methods" in advance.			
到達目標 Course Goals			
・ Understanding the concept of service quality and quantitative research method expecially for tourism industries.			
授業計画 Course Schedule			
The first half of the course focuses on learning quantitative analysis methods and service theory. In the latter half, students will design and conduct their own quantitative surveys based on the knowledge acquired.			
1.Correlation Analysis and Regression Analysis 2.Structural Equation Modeling: Measurement Model 3.Structural Equation Modeling: Structural Model 4.Survey Design 5.Introduction to Service Theory I 6.Introduction to Service Theory II 7.Introduction to Service Theory III 8.Survey Design Report I 9.Survey Design Report II 10.Survey Design Report III 11.Survey Implementation I 12.Survey Implementation II 13.Survey Implementation III 14.Analysis Results Report I 15.Analysis Results Report II			
準備学習 (予習・復習)等の内容と分量 Homework			
・ Students should have taken the "Social Research Methods" in advance or have learned the equivalent knowledge. ・ Students should have the ability to read prior studies written in English.			

成績評価の基準と方法 Grading System (1) Contribution to Discussion (2) Survey design report & Analysis report The ratio of each evaluation is (1) = 30%, (2) = 70%.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 授業資料は、教員が用意し、事前に配付する。
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Students are required to bring their own PC to each class.

科目名 Course Title	デジタル・コミュニケーション論演習[Strategic Digital Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	川越 慶太 [KAWAGOE Keita] ((株)野村総合研究所)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083224
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
digital communication, logical communication, digital transformation(DX), AI, corporate communication, public relations, media relation, corporate branding, investor relation (IR), CSR, corporate governance, compliance, internal communication, recruiting communication, WEB, media, SNS, strategic communication			
授業の目標 Course Objectives			
This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute. In this course, you will learn BASIC CORPORATE COMMUNICATION with respect to DIGITALIZATION or DIGITAL TRANSFORMATION, through real examples of companies. The lecture covers the wide domains, such as corporate management, flow of money and information, structure of related industries, and the impact of digitalization, etc.. The lecturer integrates these and explain it intelligibly. All contents of the lecture have practical applications which you can easily apply to your daily undertakings. Moreover, you will also improve and acquire your logical communication skills through the workshops. The lecturer will provide one on one feedback about your documents, presentations, questions etc.			
Since students from different fields will join this lecture, you'll have the chance to get lots of inspiration through team discussions with them.			
到達目標 Course Goals			
After a successful completion of this course, you will be able to : 1) Have your basic knowledge of corporate communications, and to realize the impacts of digital transformation which many corporations are facing for. 2) Devise a methodology on how you will improve your personal logical communication skills (thinking, writing, presentation, discussion etc.)			
授業計画 Course Schedule			
＜Method of the class＞ This is an intensive lecture in 5 days. We will practice by doing some group activities, having a discussion and presentation based on a lecture to get the basic knowledge, and picture a concrete example, and realize our theme. The lecturer will give advice to the outputs of the workshops and also will give advice to improve skills of the individuals.			
＜Course Schedule＞ ◇Day 1 : Public relations and digital transformation(introduction) (1) Company's activities, Public relations and Digital transformation			

<p>(2) Logical communication workshop① (logical thinking)</p> <p>◇Day 2 : Digital communication of the company (case study 1)</p> <p>(1) Media relations</p> <p>(2) Logical communication workshop② (logical writing, presentation-1)</p> <p>◇Day 3 : Digital communication of the company (case study 2)</p> <p>(1) Marketing communication, Corporate branding,</p> <p>(2) Logical communication workshop③ (presentation-2)</p> <p>※This lecture might be changed to a special lecture by guest speaker</p> <p>◇Day 4 : Digital communication of the company (case study 3)</p> <p>(1) Investor relations (IR) , Internal communication, Recruiting communication,</p> <p>(2) Logical communication workshop④ (presentation-3, team discussion)</p> <p>◇Day 5 : Digital communication practice (wrap up)</p> <p>(1) Company's activities, Public relations and Digital transformation (wrap up)</p> <p>(2) Logical communication workshop (wrap up)</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Self introduction sheet、Review report for each lecture</p> <p>Preparation time: 0.5-1 hours.</p> <p>Final Report</p> <p>Preparation time:1-2 hours.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Each student's performance will be weighed as follows:</p> <p>(1) Reports</p> <p>(2) Contribution to a class e.g. participation, group work (contribution, remark contents, etc.)</p> <p>(3) Assessment of student's communication skills e.g. thinking skill, presentation skill, writing skill etc.</p> <p>※The ratio of each evaluation assumes (1) =40%, (2) = 20%, (3)=40%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>講義指定図書 Reading List</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>参照ホームページ Websites</p> <p>なし None.</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>None.</p>
<p>備考 Additional Information</p> <p>None.</p>

科目名 Course Title	広報・広告産業論演習[PR Service Industry Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	電通 [DENTSU] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083225
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Advertisement, Public relations, Advertising industry, Public relations industry, Ad agency, PR agency, Management strategy, Marketing, CSR, Risk management, Mass communication, Internet, Degital media, Social media, Event, Sorts event, License, Global, Creative, Consumer behavior, Brand experience			
授業の目標 Course Objectives			
In this course, you can learn about the activity of advertisement industry and public relations industry through creative, research, event project and so on.			
到達目標 Course Goals			
1.Be able to explain the specific business mechanisms in the public relations and advertising industry.			
2.Be able to organize and appropriately articulate the roles and significance of corporate public relations and advertising activities.			
3.Be able to utilize fundamental literacy in public relations and advertising to analyze industry trends and practices.			
4.Be able to analyze corporate public relations and advertising activities based on specific case studies and logically explain their characteristics and impact.			
授業計画 Course Schedule			
Intensive Lecture Series by Dentsu Professionals.			
Section 1: General Overview of the Advertising Industry (April 11)			
1.What is Advertising?:Examine the social functions and significance of advertising.			
2.Overview of the Advertising Industry:Explore current trends in the advertising industry.			
3.Work in Advertising Agencies:Understand the workflow in advertising agencies.			
4.Marketing:Gain an overview of marketing operations conducted by advertising agencies.			
5.Creative:Learn about creative work in advertising agencies.			
6.Media and Content:Understand media and content operations in advertising agencies.			
7.The Future of Advertising, Advertising Agencies, and Advertisers: Discuss and reflect on the future requirements for advertising, agencies, and professionals in the field.			
Section 2: Public Relations and PR (May 16)			
1.Evolution of the PR Industry:Consider the essence and social functions of PR through its historical development.			
2.Scope of PR Work:Explore the expanding scope of PR activities.			
3.Developing Public Relations Strategies:Discuss the process of formulating and implementing PR strategies.			
4.Case Studies in PR:Learn from various PR case studies.			
Section 3: Co-Growth of Hokkaido's Regional Society and Economy (May 30)			
1.Hokkaido as a Pioneer in Social Challenges:Explore sustainable regional societies in an era of declining birthrates and aging			

<p>populations.</p> <p>2.Tourism and Daily Life, Tourism and the Environment:Examine the harmonious relationship between Hokkaido tourism and the regional economy.</p> <p>Section 4: Recent Trends in Creativity (June 20)</p> <p>1.Current Trends in Advertising Expression:Review global trends in advertising expressions through various works.</p> <p>2.Advertising Techniques:Investigate the diversification and expansion of advertising techniques due to media evolution.</p> <p>3.Creative Writing:Tackle problem-solving using skills from advertising creativity.</p> <p>Section 5: New Communication and Brand Experiences (July 25)</p> <p>1.The Essence of Digital:Explore how user behavior and communication methods have transformed advertising.</p> <p>2.Communication in the Digital Sphere:Learn how to utilize digital advertising and social media.</p> <p>3.Creating Brand Experiences Through Digital:Build new relationships between users and brands using digital platforms.</p> <p>※Note: The lecturer and lecture content are subject to change.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>You will have to watch a lot of advertisement in TV and newspaper and review the contents after the seminar. At the term end, you have to submit a report.</p>
<p>成績評価の基準と方法 Grading System</p> <p>You will be evaluated by discussion at class(30%) and report(70%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に教科書は定めないが、講義プリント、ビデオなどにより進められる。</p>
<p>講義指定図書 Reading List</p> <p>The Dentsu way／K.Sugiyama, T.Andree: 講談社, 2002</p> <p>広報・PR 概説／公益社団法人日本パブリックリレーションズ協会: 電通, 2005</p> <p>:McGrawHill, 2011</p>
<p>参照ホームページ Websites</p> <p>http://www.dentsu.co.jp/</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>1.Students who are absent for two or more of the five class sessions will not receive a grade.</p> <p>2.Lateness of more than 30 minutes will be considered an absence.</p> <p>3.Students may not submit a report for a class they have never attended.</p> <p>4.Reports deemed to have been created using AI will not be graded.</p> <p>5.Reports found to contain severe plagiarism will not be graded.</p> <p>course administrator:</p> <p>JANG Juhyeok (Research faculty of media and communication, 706-5379, jang.juhyeok@imc.hokudai.ac.jp)</p> <p>This course is also open to the students of other departments, but it is required to contact and consult with the faculty member in charge in advance.</p> <p>Pay attention to the opening dates of the courses.</p>

科目名 Course Title	マルチメディア表現論演習[Multimedia Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	田邊 鉄 [TANABE Tetsu] (情報基盤センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083226
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Multimedia,ICT,Information Design,Thought experiment			
授業の目標 Course Objectives			
Where are the boundaries between “me” and “you,” between “objects” and “living beings,” between “the world” and “the self”? To what extent can I intervene in the world around me? Is culture inherited, and does it evolve? Can taste and smell be preserved, transmitted, reproduced, or copied?			
In an era where we have no choice but to coexist with ICT, we explore how we should engage with the world from diverse perspectives. This course covers essential knowledge and theoretical frameworks for studying internet and social media cultures. Given the rapid evolution of technology, research based solely on inferences from past experiences may not always be effective. Therefore, special emphasis is placed on deepening thought-experiment-based methodologies.			
到達目標 Course Goals			
Develop methods to survive unprecedented situations by innovating products and services, and be able to explain them logically and systematically.			
授業計画 Course Schedule			
Introduction (Week 1)			
This session serves as an orientation. It covers why ICT is the focus and outlines the overall course structure.			
Section 1: Technologies for Solving Social Issues (Weeks 2-4)			
We will examine specific social problems and explore how they can be addressed using technology.			
Section 2: Can We Manage Without the Internet or Computers? (Weeks 6-13)			
Each session, a social or daily life problem will be presented, and students will devise and present a product or service to solve it.			
The topics will be assigned randomly by the instructor.			
Constraints such as “no computers” or “no internet” will be applied to encourage alternative and unplugged solutions.			
Section 3: Conclusion (Weeks 14-15)			
A final lecture will be held, summarizing the course and including feedback.			
準備学習(予習・復習)等の内容と分量 Homework			
Refer to the Website introduced in lecture.			
成績評価の基準と方法 Grading System			
Discussion,Presentation,Creation			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
教科書は用いない。			

講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	Tourism, Media and Thought[Tourism, Media and Thought]		
講義題目 Subtitle	□		
責任教員 Instructor	エデルヘイム ヨハン [EDELHEIM Johan] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083228
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
tourism, media, thought, selfhood, otherness, temporality			
授業の目標 Course Objectives			
This seminar-style course encourages you to critically engage with selected theories in tourism, media, and philosophy through reading, facilitating discussions, and analytical writing.			
In light of the climate crisis, which urges us to re-evaluate our priorities, the course explores key factors shaping personal and collective understandings of tourism and media.			
Both tourism experiences and media productions are rooted in selfhood—how individuals relate to human and more-than-human others. They are also shaped by temporal dimensions, as human perception is always situated in time. As active participants, you will select readings, chair discussions, and guide collective inquiry.			
This course equips you with the knowledge and skills to analyse the thought patterns underlying media texts and, in turn, how these texts shape perception and identity.			
到達目標 Course Goals			
After successful completion of this course, you will be able to:			
1. Apply the core concepts of selfhood and otherness to different mediatised tourism contexts.			
2. Analyse why tourism and media are intrinsically shaped by temporality and how time structures human experience.			
3. Create well-reasoned and impactful communications by balancing the Aristotelian triangle—Logos, Ethos, and Pathos—while also evaluating its use in tourism and media texts.			
授業計画 Course Schedule			
The course is organised as a seminar-style reading circle. We will collectively select appropriate reading materials according to participants’ interests, and value presentations by each student and discussions among participants.			
Tentatively, we are planning to read articles and book chapters connecting tourism, media, and philosophical thoughts to personhood (self/other), being, and temporality.			
Students are expected to share recommendations of some reading materials on the related area in this class.			
Therefore, the course will be made up by all participants, the orientation and content of the course will change and be adjusted flexibly according to participants, but this is precisely where the essence of ’travel/tourism’ resides (perhaps).			
準備学習 (予習・復習)等の内容と分量 Homework			
This course includes presentations and discussions based on the reading materials. You will have to read them and prepare for the discussion before classes. In preparation for presentations, participants are required to create a summary of assigned texts, with original comments, so as to evoke class discussion. Students are also required to actively participate in the class activities including discussions to respond to comments from each other.			
成績評価の基準と方法 Grading System			
Your grade is made up of two larger assessment items, each valued at 50%:			

<p>1. Chairing, and actively participating in the reading circles. This incorporates selecting and sharing suitable readings, creating learning objectives, chairing according to given reading circle roles, self-evaluation, and peer evaluation. (Course goals 1 and 2).</p> <p>2. Writing blog texts, and commenting on peers' texts connected to a chosen course theme. This incorporates textual and visual academic blog writing in which readings and joint discussions are reflected upon. (Course goals 2 and 3)</p> <p>These larger assessment items are subdivided into three elements each. Detailed marking guides will be presented in the first meeting.</p>
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
<p>講義指定図書 Reading List References and reading materials will be introduced by the instructor initially, but later based on participants own suggestions.</p>
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
<p>備考 Additional Information NOTICE: The course content and reading requirements changes each year, more or less, according to participants.</p> <p>Using GenAI to generate full assignments is not allowed. However, you may use it for structuring or proofreading. If so, include a post-note specifying the tool, how you used it, and the prompts given.</p> <p>If you have special learning needs, e.g., identify as being on the neurodivergent spectrum, please speak with me early in the course to ensure a supportive learning environment.</p> <p>Study consultations are on Mondays, 14:00-17:00 (Office S210). Please message me in advance if you'd like to meet.</p>

科目名 Course Title	観光マーケティング論演習[Tourism Destination Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	神山 裕之 [KAMIYAMA Hiroyuki] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083229
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
destination marketing, tourism marketing, digital marketing, local branding, destination marketing plan, tourism marketing plan, marketing framework, tourism statistics, accounting			
授業の目標 Course Objectives			
In this seminar, students will learn the fundamental theories, methods, and frameworks of tourism marketing, which is evolving globally, and will understand tourism (destination) marketing management methods based on that. Students will create and present tourism (destination) marketing plans in groups and individually, assuming domestic tourist areas.			
到達目標 Course Goals			
The goals that students will achieve in this exercise are as follows. (1)To acquire basic knowledge of various marketing theories and methods for marketers in the tourism field. (2)Understand the framework and content of tourism (destination) marketing based on marketing theory and be able to apply it in practice. (3)Be able to formulate a template for a tourism (destination) marketing plan for a specific tourist area.			
授業計画 Course Schedule			
In the first half of the session, students will learn marketing theories, methods, and frameworks through exercises. In the second half of the session, students create and present a tourism (destination) marketing plan for certain tourist areas in Japan based on this knowledge.			
1st session: Learn tourism marketing theory and methods (In general 1-7 weeks) Learn practically through exercises by applying the marketing definition, various marketing methods, and frameworks to the tourism field. In addition, students will learn about tourism statistics, frameworks, and ways of thinking for strategy formulation and understand how to utilise theoretical frameworks in practice.			
2nd session: Creating a destination marketing plan through group work (In general 8 to 15 weeks) Based on the knowledge and knowledge gained in the first session, students will work in groups to create a tourism (destination) marketing plan for a domestic tourist area. Students will be provided with knowledge of the items and methods necessary for constructing a marketing plan. The created tourism (destination) marketing plan will be presented in the classroom, followed by questions and discussion.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are expected to work in groups to prepare for the final presentation.			
成績評価の基準と方法 Grading System			

<p>As a result of the exercise, students will create and present a tourism (destination) marketing plan through group work. They will evaluate it based on the degree to which each perspective of the goal is reflected. In addition, reports prepared by individuals are also subject to evaluation.</p> <p>(1) Group work report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and apply quantitative analysis of tourism statistics, etc.)</p> <p>(2) Personal report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and apply quantitative analysis of tourism statistics, etc.)</p> <p>The evaluation criteria are as follows. The evaluation ratio for the above items is (1)=50%, (2)=50%</p>
他学部履修の条件 Other Faculty Requirements
<p>テキスト・教科書 Textbooks 演習時に指示を行う。To be announced at the class room.</p>
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
<p>備考 Additional Information In some cases, guest speakers will give special lectures. In addition, remote classes may be held when faculty member is away on business.</p>

科目名 Course Title	観光地域ビジネス論演習[Tourism Destination Business and Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	JTBグループ企業派遣講師（国際広報メディア・観光学院）		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083230
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	tourism business, tourism marketing, regional management, DMO, regional design		
授業の目標 Course Objectives	The Japan Tourism Agency has positioned the tourism industry as an important growth sector, and is taking various initiatives to tap into global tourism demand, particularly from Asia. The 'travel industry', which plays a core role in this sector, has been identified as a structural challenge facing the tourism industry, such as the shrinking domestic market due to the ageing of the population, changes in purchasing behaviour due to technological advances and the slow pace of digitalisation, and low productivity. In this class, the business model of the traditional 'travel industry' will be discussed from an industrial and distribution perspective, and the sustainable business required by 'the times' and 'society' will be explored.		
到達目標 Course Goals	By the end of this course, students will be able to: (1) explain the history and structure of the travel industry. (2) explain business models in the travel industry. (3) identify the direction of future business models, identify issues from a business development perspective and design hypotheses.		
授業計画 Course Schedule	This course consists of three parts of lecture and discussion by professors who are from JTB group and involved members, discussion and the presentation of concrete activation plan. Details of schedule, lectures and fieldwork are announced at the first guidance. 1. Lectures ・ Understanding the history, industry structure and business model of the travel industry. 2. Discussion ・ Visualisation and sharing of issues in the travel industry. 3. Presentation ・ Proposals on necessary elements for the future of the travel industry.		
準備学習(予習・復習)等の内容と分量 Homework	The contents of preparation to be learned are instructed in the classes. During the discussion, students are expected to actively speak out.		
成績評価の基準と方法 Grading System	You will be evaluated by positive attitude in classes (50%), aggressiveness in discussion and content of remarks (20%) and presentation (30%).		

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks JTB group's destination revitalization and case examples will be distributed.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Students who are interested in creation of new tourism business will be encouraged.

科目名 Course Title	文化越境論演習[Transcultural Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	玄 武岩 [HYUN Mooam] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083231
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	transnational media, remake, adaptation, “PACHINKO”, global narrative		
授業の目標 Course Objectives			
From the center, “border” is nothing but the frontline of political space mutually opposed to each other. However, for the periphery, it is a contact zone where people, goods and culture interact passing through political relations. In that kind of meaning, “border” is not necessarily a dividing line where a wall is built up, as an ambiguous place of struggle that intertwines naturally. This exercise explores the possibility of political, social and cultural thinking as cross-border from the transnational development of human mobility, culture and thinking which transform its aspect largely by construction and change of “border”.			
到達目標 Course Goals			
The border studies such as politics of border, transnational culture, transnational literature, border tourism has attracted attention in various field in recent year. In this exercise, through the approach of trans-border, we critically grasp the totality and homogeneity of groups and its attribute that have been self-evident, and cultivate the eyes to analysis of the politics of cultural hegemony related to the interior and exterior, groups and individuals, and center and periphery.			
授業計画 Course Schedule			
This practical exercises, in which participants organize into groups to conduct research, consist of the following four sections:			
Session 1			
Nation state have firmly established the “border” of politic, economy and culture to become a sovereign state. At the same time, the fluidizing “border” due to in the globalization represent the cultural dynamism where “border” overlap. This session regards the issues that people’s thoughts and behaviors constantly make an objection against the “border” and rethink the meaning of “border” from political theory.			
Session 2			
Globalization was said to eliminate the national boundary of culture and to reorganize “culture” as a new production, distribution and consumption space. But the reality represents cultural dynamism where traditional and modern, globalization and local identity, that integration and separation intertwine. This session considers historical context of transnational culture in East Asia which is sometimes conflicting and contradictory, while paying attention to the process of construction and deconstruction of cultural boundaries due to transnational of popular culture.			
Session 3			
Apple TV+’s original drama series ‘PACHINKO’ is based on the novel ‘PACHINKO’written by Min Jin Lee, a Korean American. The first season (8 episodes in total) of the drama was released in 2022 the second season is scheduled to be			

<p>released in 2024. The drama ‘PACHINKO’, which depicts the turbulent days of a Korean family living in Japan from the 1910s to the 1980s, has received high praised by viewers around the world. As global content production and distribution becomes commonplace, we focus on the styles in which these representations are consumed, and interpret the drama which goes beyond conventional regulations and urges us to reconsider identity.</p> <p>Session 4</p> <p>Participants wii present the results of their collaborative research at the East Asian media seminar.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Students are expected to read given material in advance and get prepared to discuss them before class.</p>
<p>成績評価の基準と方法 Grading System</p> <p>To comprehensively evaluate based on assignments, presentation and participation in class discussion.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>グローバルな物語の時代と歴史表象 『PACHINKO パチンコ』が紡ぐ植民地主義の記憶／玄武岩/金敬黙 /李美淑/松井理恵 (編著): 青弓社, 2024</p>
<p>講義指定図書 Reading List</p> <p>境界線の政治学／杉田敦: 岩波書店, 2005</p> <p>「帰郷」の物語／「移動」の語りー戦後日本におけるポストコロニアルの想像力／伊豫谷登士翁, テッサ・モーリス=スズキ, 吉原直樹 編: 平凡社, 2014</p> <p>反日ー東アジアにおける感情の政治／レオ・チン(倉橋耕平監訳): 人文書院, 2021</p> <p>〈ポスト帝国〉の東アジアー言説・表象・記憶／玄武岩: 青土社, 2022</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	ポピュラー文化論演習[Popular Culture Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	金 ソンミン [KIM Sungmin] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083232
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Popular Culture, Cultural Theory, Cultural Studies, Media, Globalization		
授業の目標 Course Objectives	In the class, students learn about the history, major concepts, and possibilities of study of popular culture using various textbooks, and think more deeply about topics of interest to each student.		
到達目標 Course Goals	(1) Understand the theory of popular culture. (2) Develop skills of expression with appropriate concepts. (3) Communicate orally and in writing your perspective and knowledge.		
授業計画 Course Schedule	Part 1 Introduction to the Study of Popular Culture Week 1 Introduction Week 2 What is the Study of Popular Culture? (1) Week 3 What is the Study of Popular Culture? (2) Part 2 Understanding Cultural Theory and Popular Culture Week 4 The History of Popular Culture (1) Week 5 The History of Popular Culture (2) Week 6 Basic Theories and Concepts of Popular Culture(1) Week 7 Basic Theories and Concepts of Popular Culture(2) Week 8 Presentation for Term Paper Proposal Part 3 Performing the Study of Popular Culture Week 9 Popular Culture and Media Week 10 Popular Culture and Globalization Week 11 Popular Culture and Politics Week 12 Popular Culture and East Asia Week 13 Popular Culture and People Week 14 Final Presentation and Discussion (1) Week 15 Final Presentation and Discussion (2)		
準備学習 (予習・復習)等の内容と分量 Homework	Reading: You are asked to read selected an academic journal article or a book chapter. Readings will be posted. A term paper proposal: You are asked to write a paper to decide your research topic.		

Term paper/presentation: Your term paper and presentation may be on any topic that interests you relevant to popular culture.
成績評価の基準と方法 Grading System Attendance and Participation at Class, A Term Paper Proposal, Final Term Paper and Presentation.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks ポップ・カルチャー批評の理論：現代思想とカルチュラル・スタディーズ／ジョン・ストーリー：小鳥遊書房，2023 日韓ポピュラー音楽史：歌謡曲から K-POP の時代まで／金成玟：慶應義塾大学出版会，2024
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://www.kimsungmin.net/
備考 Additional Information

科目名 Course Title	公共社会論演習[Public Society]		
講義題目 Subtitle	□		
責任教員 Instructor	齋藤 拓也 [SAITO Takuya] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083234
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Publicness, Democracy, Liberalism, Representation, Decision Making		
授業の目標 Course Objectives	With the advance of globalization, the society in which we live is becoming more and more diverse and is perceived as such. People of different nationalities and regions of origin now coexist in society, and we are increasingly exposed to the different values of people living in faraway places through the media. In this course, while paying attention to the historical background (including the history of ideas), students will learn what is at stake as society becomes more diverse and fragmented, and will acquire the ability to think tenaciously about the conditions for a society to still be public.		
到達目標 Course Goals	The relationship between society and its publicness is examined through various issues in the history of thought. Students enrolled in this course will be able to 1. explain the conditions for a society to be public in terms of the public sphere 2. explain the conditions for a society to be public from the perspective of democracy 3. explain the conditions for a society to be public in terms of liberalism and its critique from various perspectives 4. explain the conditions for a society to be public from the perspective of ideas about social institutions 5. read the assigned literature, summarize the arguments, and explain the contents logically.		
授業計画 Course Schedule	classes will be conducted in the form of seminar (literature reading). The main subjects and issues to be covered are as follows. The literature will be decided in consultation with the students in the first class. I. Public Society and the Public Sphere First, the conditions for a society to be public will be examined from the perspective of various ideas and philosophies on the public sphere to understand the characteristics and historical origins of each position. II. Public Society and Democracy The course then examines how societies, which are deeply connected to democracy, relate to the idea of representation, populism, and deliberation. III. public society and liberalism Having gained understanding of the public sphere and the relationship between democracy and society, we will now turn to liberalism and the criticisms of it from various perspectives. We will consider the wide variety of criticisms and alternatives to liberalism and what they emphasize in order for society to be public. VI. Public Society and Institutions This course will cover the institutions necessary for society to be public.		

Depending on the number of students, consideration will be given to choosing the part of the course to be assigned in accordance with their areas of specialization and research topics. The responsibilities for reporting will be discussed at the first class.
準備学習 (予習・復習)等の内容と分量 Homework Since this course includes presentation and discussion based on the reading materials, you will have to read them and prepare for the discussion.
成績評価の基準と方法 Grading System You will be evaluated by presentations (50% of final grade) and discussion (50% of final grade) during the course.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	言語社会論演習[Language in society: An introduction to sociolinguistics]		
講義題目 Subtitle	□		
責任教員 Instructor	大友 瑠璃子 [OTOMO Ruriko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083236
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
sociolinguistics, sociology of language, bilingualism, multilingualism, language ideology, language policy and planning			
授業の目標 Course Objectives			
This course aims to			
(1) enhance the students' understanding of some of the basic assumptions of sociolinguistics			
(2) develop the students' critical awareness of and insights into the relationship between language and society			
到達目標 Course Goals			
By the end of the course, I hope that you will have:			
(1) gained basic knowledge and concepts developed in sociolinguistics and its related fields			
(2) learned and understood about major qualitative approach and methodology employed in sociolinguistics			
(3) acquired basic academic reading skills in the English language			
授業計画 Course Schedule			
This course introduces the field of sociolinguistics, a study of language in social context. By using comprehensive textbooks, it focuses on some classic and cutting-edge concepts and related issues. The following topics will be covered in class: language standardization, bi/multilingualism, speech community/community of practice, diglossia, code-switching, language attitude, and language policy and planning.			
In the "Reading & Lecture" mode, students are tasked to read the assigned chapter(s) of the textbook before each lesson to get a brief picture of the lesson theme/focus. In the lesson, we will then review and discuss issues raised by the reading. Each lesson provides an opportunity for the student to organize and polish their own ideas and to improve their critical thoughts on the covered/discussed topics and issues. Therefore, the students are required to reflect on the lesson and write a reaction paper after each lesson.			
- Course outline -			
Week 1: Course introduction			
Week 2-12: Reading & Lecture			
Week 13: Exam			
Week 14: Research seminar			
Week 15: Sociolinguistics through the media + Review			
準備学習 (予習・復習)等の内容と分量 Homework			
<Preview>			
The students are tasked to read the assigned chapter(s) of the textbook before each lesson (approximately 1-2 hours).			
<Review>			
The students are requested to review the lesson and write a reaction paper after each lesson (approximately 1-2 hours).			
成績評価の基準と方法 Grading System			

<p>Your grade to be determined by:</p> <p>(1) Exam (50%)</p> <p>(2) Reaction paper (30%)</p> <p>(3) Discussion participation (20%)</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>To be provided by the lecturer</p>
<p>講義指定図書 Reading List</p> <p>No reading list</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>https://otomo.imc.hokudai.ac.jp/en.html</p>
<p>備考 Additional Information</p>

科目名 Course Title	言語コミュニケーション論演習[Communication Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	杜 長俊 [DU Changjun] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083237
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Daily conversation, Interaction, Conversation analysis, Reading academic papers, Conference presentation			
授業の目標 Course Objectives			
Among various language use situations, this class will study the research method of “Conversation Analysis,” which mainly focuses on “daily conversation,” the most common and fundamental social activity. Students will be able to collect conversation data by themselves, transcribe them, describe and analyze them by the method of conversation analysis, and prepare an abstract summarizing the results (for presentation at academic conferences).			
到達目標 Course Goals			
1. Understanding the method of conversation analysis and analyzing the conversation data collected by oneself 2. Showing and explaining the results of analysis to others in an easy-to-understand manner, to deepen mutual analysis through exchanging opinions with others. 3. Summarizing the results of analysis to make an abstract for conference presentation review			
授業計画 Course Schedule			
Section 1 (class 1-3) Data collection Orientation, data collection, transcript preparation Section 2 (class 4-6) Basics of Conversation Analysis Understanding the basics of conversation analysis, including “Sequence organization,” “Turn-taking,” and “Repair” (lecture by instructor) Section 3 (class 7-9) Paper reading Learn how to describe the details of conversation by reading papers on conversation analysis written in Japanese Session 4 (class 10-13) Data Session Deepen each other’s analysis of the phenomenon you want to analyze Session 5 (class 14-15) Toward application for conference presentation Summarize the results of the analysis and prepare an abstract for presentation at the conference.			
準備学習(予習・復習)等の内容と分量 Homework			
Collection of conversation data, reading of papers, preparation for data session			
成績評価の基準と方法 Grading System			
Assignments and homework: 30%. Group work (paper reading, data session): 30 Abstracts for conference presentation review: 20%.			

Class reflection sheet: 20%.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	言語研究方法論演習[Methodology of Linguistics Research]		
講義題目 Subtitle	□		
責任教員 Instructor	奥 聡 [OKU Satoshi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083238
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
theoretical linguistics, methodology, knowledge of language, language acquisition, generative grammar			
授業の目標 Course Objectives			
<p>What do we know when we know (have, speak) a language? How can we acquire such knowledge of language? How can we reveal properties of knowledge of language and the language acquisition? These are some of the most important questions in linguistics; a scientific study of language. People often believe that the answers to these questions are easy. You would say, for instance, “we just know words of a language we speak: that why we can speak the language,” “we learn our language from my parents,” or “we can study properties of language by careful observation of actually used sentences.” The recent development of linguistics, however, has convincingly shown that these “common sense” answers are all wrong. Our knowledge of language and its acquisition process is way more sophisticated than you might imagine.</p> <p>The aim of this course is to introduce the basic methodology and principles of linguistics, by studying structural aspects of human languages. We focus on the following four fields of linguistics: morphology (study of the structure of words), phonology (study of sound structure), syntax (study of sentence structure), and semantics (study of meaning and denotation). The students will become familiar with the basic methodology and concepts of linguistic study, and understand what we really have in our mind/brain.</p>			
到達目標 Course Goals			
<p>This course has two other practical purposes as well. First, the students will have specific training of thinking logically that is essential in any academic research. Second, the students will have substantial practical training in oral presentation and discussion in English.</p>			
授業計画 Course Schedule			
<p>The entire course will be conducted in English (lectures, discussions, student presentations, assignments, and term papers). After the introduction, the course is divided into four sections: morphology, phonology, syntax, and semantics. In each section, the instructor first introduces basic concepts and principles, and demonstrates how to analyze actual languages (mainly English) and how to construct theoretical arguments. The students are then required to make an oral presentation, reporting their analysis of assignments. The assignments include analysis of sample data taken from various world languages (including the students’ native languages) using the methodology the students have learned. The presentation of the proposed analysis will be discussed and evaluated.</p>			
【Schedule】			
Week 1 Introduction: Importance of a scientific approach to language.			
Week 2-3			
Section 1: Morphology (study of the structure of words)			
Week 4-7			
Section 2: Phonology (study of sound structure)			
Week 8-12			

<p>Section 3: Syntax (study of sentence structure) Week 13-14 Section 4: Semantics (study of meaning and denotation) Week 15: Overview and wrap up</p> <p>There are short assignments in each class and the students are required to report their analysis of the assignments in class. The students are required to submit two short term papers on selected topics.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework All homework assignments every week include preparation for the next class and review of the previous class. It will take about the same amount of time as class meeting time. To be specified in the class.</p>
<p>成績評価の基準と方法 Grading System Evaluation is based on assignments (40%), presentations(20%), participation in class discussion (10%), and the term paper (30%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks Linguistics: An introduction to Language and Communication (5th ed.) MIT Press./Akmajian, et al:MIT Press, 2001 References: to be announced in the class.</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information References: to be announced in the class.</p>

科目名 Course Title	言説分析論演習[Discourse Analysis]		
講義題目 Subtitle	□		
責任教員 Instructor	富成 絢子 [TOMINARI Ayako] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083240
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
discourse analysis, text analysis			
授業の目標 Course Objectives			
This course will give you an overview of discourse analysis, which is an interdisciplinary area including linguistics and sociology. It will help you to learn theories and methods in discourse analysis and understand the relationship between language and society.			
到達目標 Course Goals			
By the end of this course, a successful learner will understand theories and analytical methods in discourse analysis and be able to analyze texts and discuss and present its findings.			
授業計画 Course Schedule			
Contents of the course may change according to the number of students and their interests.			
1. Orientation, what is discourse?			
2. Overview of discourse analysis			
3. Constructionism and discourse analysis			
4. Case study of discourse analysis (1)			
5. Case study of discourse analysis (2)			
6. Critical discourse studies (1)			
7. Critical discourse studies (2)			
8. Presentation on English article (1)			
9. Presentation on English article (2)			
10. Analytical methods (1)			
11. Analytical methods (2)			
12. Analytical methods (3)			
13. Presentation (1)			
14. Presentation (2)			
15. Presentation (3)			
準備学習 (予習・復習)等の内容と分量 Homework			
You need to read handouts beforehand.			
成績評価の基準と方法 Grading System			
Presentations (30%) and an essay (70%) will be assessed.			
他学部履修の条件 Other Faculty Requirements			

テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	Public Policy in Japan[Public Policy in Japan]		
講義題目 Subtitle	□		
責任教員 Instructor	佐々田 博教 [SASADA Hironori] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083241
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Japan, public policy, policymaking, policy implementation, political science			
授業の目標 Course Objectives			
This course is designed to further students’ understanding of public policy formation and implementation focusing primarily on the cases of Japan. Through discussions on such issue areas as industry, social welfare, trade, immigration, security, and foreign aid, it sheds light on the processes in which policies are being made and implemented in those areas.			
到達目標 Course Goals			
Students are expected to develop the following skills in this course: (1) to have basic understanding of the literature on Japanese public policy, (2) to discuss various issues concerning public policy from different points of view, (3) to communicate and collaborate with the rest of the class through class discussions.			
授業計画 Course Schedule			
1. Guidance 2. What is public policy? 3. Policy formation and implementation in comparison 4. Policy formation and implementation in Japan (1) 5. Policy formation and implementation in Japan (2) 6. Industrial policy 7. Social welfare policy 8. Class discussion 9. Trade policy 10. Immigration policy 11. Class discussion 12. Security policy 13. Class discussion 14. Foreign aid policy 15. Class discussion			
準備学習 (予習・復習)等の内容と分量 Homework			
Finish reading assignments before each session.			
成績評価の基準と方法 Grading System			
Class participation: 40% Presentations: 30% Final report: 30%			
他学部履修の条件 Other Faculty Requirements			
Students of other faculties/schools who wish to take this course must consult with the professor and receive permission before			

registering.
テキスト・教科書 Textbooks Reading materials will be made available online.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://sites.google.com/view/hirosasada
備考 Additional Information Lecture schedule is subject to change. Course syllabi will be handed out at the first lecture. See the syllabus for details.

科目名 Course Title	言語応用論演習[Applied Linguistics]		
講義題目 Subtitle	□		
責任教員 Instructor	平田 未季 [HIRATA Miki] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083242
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
daily conversation, interaction, gesture, body movement, data analysis			
授業の目標 Course Objectives			
In traditional linguistics, daily conversation was not considered worth studying since it was not thought of as well-ordered or systematized. In recent years, however, due to developments in the analytical framework and instruments, interest in our daily conversations and interactions has skyrocketed. Recent analysis goes beyond the words uttered by conversation participants to include their gestures, body movements, and even the influence of the surrounding environment. This work has expanded past the world of linguistics to be applied in a wide range of fields, including Language Education, Cognitive Science, Robotics, and Design Engineering. In this course, you will learn how daily conversation became a topic of study in the field of linguistics, then you will acquire basic methods of analyzing conversations and interactions. Finally, you select a situation of interest in which to record and analyze actual interactions. Throughout the entire course, we will acquire basic knowledge of and methods for analyzing conversation and interaction, consider the factors that affect interpersonal interaction, and look at the new ‘shape’ of language that emerges from actual conversation. In addition, we will consider the potential impact of conversation analysis on society while reviewing several cases of its real application.			
到達目標 Course Goals			
By the end of the course, (1) You will be able to explain the theoretical framework to analyze daily conversation and interaction. (2) You will acquire basic methods to analyze daily conversation and interaction under certain circumstances and conduct data analyses. (3) You will be able to communicate the results of the analysis to others. (4) You will be able to make useful comments and add depth to others’ analyses.			
授業計画 Course Schedule			
First section (week 1-5) Instructor’s introduction and summary writing: -Review the historical context of linguistics that deals with the daily conversation. -Read interdisciplinary references which apply the methodology of conversation analysis.			
Second section (week 6-10) Acquire methods to analyze conversation through practical experience: -Using actual conversations, develop techniques for the analysis of conversation and interaction. (Construct transcripts for analysis, use ELAN, conduct data sessions)			
Third session (week 11-15)			

<p>Collect data, practice analysis:</p> <p>-Record an interaction between two or more people in a situation of your choosing, compile a detailed transcript, and perform analysis.</p> <p>-Conduct data sessions in class and deepen analysis based on others' comments (peer review).</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>First section: Read academic literature</p> <p>Second section: Work on assignments for data analysis such as compiling a transcript using ELAN.</p> <p>Third section: Prepare for data sessions (Collect data, create handouts or slides for presentation)</p>
<p>成績評価の基準と方法 Grading System</p> <p>Assignments (50%), presentation in the data session (30%), active participation (20%)</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	Search Strategies, Resource Organization, Management & Sustainability[Search Strategies, Resource Organization, Management & Sustainability]		
講義題目 Subtitle	□		
責任教員 Instructor	シルツ ミハエル [SCHILTZ MICHAEL] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083243
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
digital methods, software for research, hacking			
授業の目標 Course Objectives			
Thanks to the groundbreaking works of historians, anthropologists, sociologists and researchers in related interdisciplinary fields (medium theory, cybernetics), it has by now become accepted wisdom that not only the amount, but also the nature of scientific knowledge is a function of the constraints and opportunities that are hard-wired into the communication technologies that contain it. We are nowadays experiencing yet another sea change in information production and dissemination, conveniently summarized as the ‘digital revolution’.			
Exploring the disruptive impact of the latter on the production of scientific knowledge is the mainstay of this course and project. As this course does not believe in the usefulness of the traditional lecture (and neither should you), the approach is ‘hands-on’: through the concrete manipulation of a wide range of (scholarly) tools, students will gradually be made aware of how conceptual domains and knowledge categories are shifting and emerging, and what types of attention will be indispensable when doing research in the aftermath (and mirror) of the ‘Gutenberg Galaxy’....			
到達目標 Course Goals			
This course will take students on a digital journey which includes the management of bibliographic sources, alternative methods of writing and publication, tools for integrating writing and data analysis, etcetera. We also look into contemporary debates on preservation, data visualization, the relevance of academic debate in modern society, and what else. At all times will we be reminded of the fact that the medium is the message. Eventually –and thereby even going against Marshall McLuhan’s famous dictum, we discover that what we refer to as ‘man’ may well be the extension of technologies and communication media, rather than the other way around.			
授業計画 Course Schedule			
Session 1: bibliographic management			
Session 2: more research within the browser window			
Session 3: the science of search			
Session 4: collaborative work and reproducible research (1)			
Session 5: collaborative work and reproducible research (2)			
Session 6: collaborative work and reproducible research (3)			
Session 7: organizing knowledge and classification systems			
Session 8: about OpenAccess			
Session 9: sustainable writing –publishing – preservation			
Session 10: licensing your work			
Session 11: data and data visualization			
Session 12: big data & social network analysis			
Session 13: encryption – anonymity – safety – whistleblowing (1)			
Session 14: encryption – anonymity – safety – whistleblowing (2)			

Session 15: where do we go from here?
準備学習 (予習・復習)等の内容と分量 Homework From session 2 onwards, small student groups may be assigned to introduce topics to be discussed. This may include both historical matter and/or their contemporary implications. Students are expected to: <ul style="list-style-type: none"> - participate in the course as a whole: doing the essential reading for each week's topic, and coming prepared to question and intervene. - provide written and oral comments; - research, write, present, and defend your argument and choice of topic to be discussed. - When presenting, students should go beyond the narrow content of the reading to be presented; develop an argument as a coherent whole, e.g. by focusing on theoretical issues (e.g. the relationship between (political) power and violence, methodological ones (for instance the nature of the relationship between 'ideas' and the material/technological/... contexts in which they are shaped), and... - ...most importantly, to bring their laptops into class!
成績評価の基準と方法 Grading System As this course (just as my other courses) does not believe in the usefulness of final grades, the evaluation will be based on: reading notes, class discussions (other means of evaluation may be discussed with the students), and so in. There is no paper to be written; instead, students are asked to make 'smart', elaborate and interactive presentations. They are responsible for putting the presented reading in context and act as 'moderator' for the follow-up discussion. Although all grading is characterized by an inherent opacity (if only for the simple reason that every presentation relates to different material and takes place in a different session), here are some simple rules: <ol style="list-style-type: none"> 1. students presenting on several occasions will receive a higher grade 2. students making elaborate presentations (including audiovisual material, links to primary sources etc.) will be rewarded for the extra effort 3. showing that you mastered the readings by partaking actively in the discussions is a plus. <p>As this class is an example of problem-based learning and the 'flipped classroom', it strongly encourages and rewards participation; vice versa, it penalizes a passive or absent behavior. Concretely, 80 percent of your grade is based on class discussion; the remaining 20 percent is reserved for presentations.</p> <p>Some basic rules: whereas attendance is considered crucial, merely being present in class is insufficient to pass. Active participation is prerequisite. Checking social media or constantly looking at your phone during class is discouraging and even disturbing for your peers, so should be avoided. This class demands a considerable degree of commitment; do not take this class if you are not motivated.</p>
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://github.com/michaelschiltz/bit-by-bit/blob/master/README.md
備考 Additional Information **This class is, by default, an in-person class with assistance by Google Classroom. For the classroom code, see the ELMS system. However, if the Covid situation deteriorates, and in accordance with university policy, the format may change to an online class. Note, however, that Google classroom remains at all times in place for the submission of homework and the formulation of discussion points throughout the course.**

科目名 Course Title	Film and Tourism[Film and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	エデルヘイム ヨハン [EDELHEIM Johan] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083244
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Social construction, Mediatisation, Reality, Tourism, Film / Movies, Videography			
授業の目標 Course Objectives			
In this course you will go beyond surface understandings of films, and will explore how media influence the way we jointly construct and understand tourism in society.			
The key to understand the interplay between media and tourism, is realising that tourism does not exist as a tangible object, rather, it exists as a “shared societal mediatisation of a phenomenon”.			
Learning in this course will be divided in two: we will jointly watch several films, after which you will examine how both fiction, and non-fiction films, create perceptions that shape what you consider to be real, truthful, and valuable when analysing tourism. You will also acquire practical experiences of videography by creating your own mini films.			
到達目標 Course Goals			
By the end of this course, you will be able to:			
1. Analyse how films and other media channels create ’beings’, ’truths’, and ’values’ of tourism. 2. Contrast foundational philosophies to interpret socially constructed understandings of reality. 3. Examine why tourism acts as a worldmaking agency in a hyper-mediatised society.			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with viewing of films. In the end of the course, students are required to make a reflective mini-film where acquired knowledge is visualised.			
1. Introduction: Assignments, paradigms, social construction, and worldmaking 2. Tourism and Ontology + Film 1 – TBA 3. Tourism and Ontology: What is the being and the meaning of tourism? 4. Workshop 1 – Filming together at a tourist spot in Sapporo 5. Workshop 2 – Editing together film shots + Making mini-films as assessments; Idea/script/storyboard 6. Axiology: what is good? + Film 2 – TBA 7. Axiology as a foundational principle; what is it that we value in tourism? 8. Workshop 3 - Videography and tourism 9. Worldmaking in tourism – power and influence 10. Epistemology: truth and knowledge + Film 3 – TBA 11. Epistemology and knowledge creation within social groups, who do we trust? 12. Workshop 4 - reflections and aid where needed (if needed) 13. The future of tourism - are we travelling just for the memory? + Film 4 – TBA 14. The future of tourism - Hyper-mediatisation and spatial phantasmagoria			

15. Students' reflective film presentations + Discussion and summary
準備学習 (予習・復習)等の内容と分量 Homework You are required to read provided material before classes and participate in class discussions. After each film we watch you will hand in short (800 words) reflections about how the theory discussed that week informs us about tourism mediatization. You will create your own mini-films in which you are to reflect on a tourism-related event in society using theories from the course.
成績評価の基準と方法 Grading System Your grade will be determined by how well you demonstrate your achievement of the course goals through three assessable items. These items are further divided into smaller components so that you are actively applying all your learning throughout the course. 1. 4 film reflections – maximum 800 words each, handed in after every film viewing: 12.5% each = 50% (Course Goals 1 and 2) 2. film idea, script, and storyboard: 5%+5%+10% = 20% (Course Goals 2 and 3) 3. individual reflective mini film (max 5 min): 30% (Course Goals 2 and 3)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks No textbook is designated. Handouts will be distributed.
講義指定図書 Reading List Book of readings (articles and book chapters) will be provided at beginning of course through Moodle.
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Note, some of the four films that are viewed as part of this course are longer than the 90 minutes assigned for the class. In order for the whole film to be viewed in one go, suitable times will be negotiated in the class. Using GenAI to generate full assignments is not allowed. However, you may use it for structuring or proofreading. If so, include a post-note specifying the tool, how you used it, and the prompts given. If you have special learning needs, e.g., identify as being on the neurodivergent spectrum, please speak with me early in the course to ensure a supportive learning environment. Study consultations are on Mondays, 14:00-17:00 (Office S210). Please message me in advance if you'd like to meet.

科目名 Course Title	International Relations from Global Perspectives[International Relations from Global Perspectives]		
講義題目 Subtitle	□		
責任教員 Instructor	石見 禎 [IWAMI Tadashi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083245
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
International Relations, Realism, Liberalism, Constructivism, Security Studies, Indo-Pacific			
授業の目標 Course Objectives			
This is an advanced course on theories and practice of International Relations. This course provides students with theoretical discussions together with practical case studies of International Relations. It explores the roles of state actors in the Indo-Pacific region and beyond, international organisations such as the United Nations, and non-state actors such as international non-governmental organisations in the international community.			
Please note that an advanced level of English reading, writing and speaking skills are required to take this course.			
到達目標 Course Goals			
At the end of the course, students should be able to: 1. Explain the main concepts and theories of International Relations 2. Describe the nature and exercise of power within the global community 3. Discuss the dimensions and function of International Relations and the influence of globalisation 4. Examine International Relations issues using case studies			
授業計画 Course Schedule			
1. Introduction 2. Theories of International Relations I 3. Theories of International Relations II 4. Theories of International Relations III 5. Theoretical discussion 6. State Actors: Sovereign States and Power 7. International Organisations 8. Non-governmental Organisations 9. International Security 10. Diplomacy and Foreign Policy 11. United Nations 12. Academic and Research Skills 13. Presentation I 14. Presentation II 15. Theories and Practics of International Relations: Wrapping up Please note that this lecture schedule is subject to change.			
準備学習 (予習・復習)等の内容と分量 Homework			
Compulsory readings will be provided each week.			

成績評価の基準と方法 Grading System Participation to class discussion: 20% Presentation: 40% Final report: 40%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks Reading materials will be made available online.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information The lecture schedule is subject to change. Course syllabi will be handed out at the first lecture. See the syllabus for details.

科目名 Course Title	国際経営論演習 I (経営戦略)[International Business Management (Development Strategies)]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083246
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6300		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Globalization of Japanese Companies, Case Studies, Global Companies, Global Marketing, Innovation			
授業の目標 Course Objectives			
In this course, you can understand practical knowledge of management strategy, global strategy, and innovative business through group discussion, documentation, presentation, and lecturer’s review.			
1. Learn from global expansion of Japanese companies,			
2. Learn from global expansion of global companies,			
3. Learn from innovative business.			
到達目標 Course Goals			
After successful completion of this course, you will be able to			
1. understand how to make and execute a corporate strategy,			
2. acquire the knowledge of issues for globalization and strategy difference between Japanese and global companies,			
3. recognize how to make a success innovative business			
授業計画 Course Schedule			
【Method of class】			
Mainly through the success or failure of Japanese companies, you will study global strategies. At the same time, discussing success stories for the global marketing, or studying new innovative business, you can deepen the knowledge of methodology for the global expansion.			
*Discussion topics are subject to change depending on the understanding of the students.			
【Class Schedule】			
For each section as follows, we will discuss the topics on one or two classes. Through the presentation and evaluation each other, you can acquire the knowledge of global strategy.			
– Success/Failure Factors of Global Expansion of the Japanese Companies			
”Why IKINARI Stake withdrew from New York market suddenly after going into the market?”			
– Success/Failure Factors of Global Expansion of the Japanese Companies			
”Why Hitachino Nest Beer acquires the position of high-class Japanese brand, in spite of almost no penetration for Japanese consumers?”			
– Success/Failure Factors of Global Expansion of the Japanese Companies			
”Why UNIQLO achieves a fair degree of success in the global market?”			
– Success/Failure Factors of Global Expansion of the Chinese Companies			
”Discuss the brand strategy and global strategy of MINSO–Japanese style Chinese company.”			

<p>- Global Marketing "Why diamond is so expensive all over the world?"</p> <p>- Global Marketing "Why Romanée-Conti is beyond 1 million JPY per bottle?"</p> <p>- Innovation penetration to Japanese market "How can Electric kickboard make a success in Japanese market? How?"</p> <p>- Innovation expanding for the world "How can unmanned-operated Convenience Stores make a success? In which country?"</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>1) Preparation for the Class in Advance(Approximately one hour)</p> <p>2) Group work for Presentation</p> <p>3) Individual Assignment: Proposal for the strategy go into or go out for Japanese market. A4, 2 or 3 pages, MS Word or Powerpoint)</p>
<p>成績評価の基準と方法 Grading System</p> <p>-The grade evaluation is conducted by comprehensively evaluating the participation in the class through (1) 1 individual assignments (40%), (2) the opinion at the class and the degree of contribution to the class (60%) for the students who attend the class 70% or more.</p> <p>-You have to send an e-mail to evaluate the most contributed participant every after class until the day after the class.</p> <p>-No written examination is done.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites Zoom URL: 履修登録者は Moodle を参照のこと</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>-Japanese writing and speaking skills are required for the group discussion, documentation, and presentation.</p> <p>-Required to bring your own Note PC to every class for sharing documentations by the Zoom.</p> <p>-Please don't hesitate to contact me if you have any questions. nakagawa@imc.hokudai.ac.jp</p>

科目名 Course Title	国際経営戦略広報論演習[International Management and Corporate Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	榊原 渉 [SAKAKIBARA Wataru] ((株)野村総合研究所)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083248
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6300		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Global Corporate Management, Global Strategy, Business Strategy, Alliances, M&A, Corporate Governance, Public Relations Strategy, Media Strategy, Investor Relations, Geopolitical Risk, Carbon Neutral, Nature Positive, ESG, SDGs, Sustainability, Global Contractor			
授業の目標 Course Objectives			
Understand the methodology for creating a highly reliable future outlook in an era of increasing volatility, uncertainty, complexity, and ambiguity. In addition, students will understand trends in sustainable management sought by investors, such as carbon-neutral and nature-positive. On top of that, students will understand the global management strategy that should be in the future and the public relations strategy that is required in the VUCA era, using global contractors as subjects. In addition, based on the practical experience as a consultant of the instructor, I will explain logical thinking methods and various frameworks. Learn basic skills that will be effective when you play an active role as a businessman in the future while utilizing it in group discussions and individual work.			
到達目標 Course Goals			
Deepen your understanding of the outlook for the global economy in the VUCA era and trends in sustainable management, and develop your own views. In addition, with the theme of global contractors, etc., through concrete examples of practical management strategy, business strategy, global strategy, alliance / M&A strategy, public relations strategy, why such strategies are taken, their market characteristics and industry characteristics, Be able to explain perspectives and methodologies for planning international management strategies, such as the competitive environment and related legal systems.			
授業計画 Course Schedule			
The first day: Kick-off (introduction of this course, self-introduction), basics of management strategy, business model			
—Aim of this course, self-introduction of lecturers and students			
—What is a strategy? (Strategic structure)			
—Management strategy review workshop			
—Strategic thinking and framework			
The second day: Global Economic Outlook Based on Geopolitical Risks and Demographics			
—Presentation and discussion of reports			
—What are geopolitics and geopolitical risks?			
—Demographics and their impact on the global economy			
—Public relations strategy in the VUCA era			
The third day: Trends in Sustainability Management			
—Presentation and discussion of report			
—International trends in climate change and biodiversity			
—Advanced examples of nature positivity			

<p>—Corporate transformation triggered by nature positivity</p> <p>The fourth day: Management strategy of global contractor</p> <p>—Presentation and discussion of reports</p> <p>—Overview of the construction industry</p> <p>—Management strategy analysis of Japanese contractors (Kajima, Obayashi, Taisei, Shimizu, etc.)</p> <p>—Management strategy analysis of global contractors (VINCI, ACS, BOUYGUES, HOCHTIEF AG, etc.)</p> <p>The fifth day: Individual presentation (company research), comment, summary of this course</p> <p>—After taking up a specific company and evaluating the company in your own way (competitive advantage in the market, strengths, weaknesses, opportunities, threats, benchmarks of other companies), about the company's management issues and growth strategy hypotheses , Summarize and present your own opinions and thoughts in assignment reports</p> <p>—Since the class will give a lecture on the framework of a general global management strategy, the subject of corporate research is not limited to the above companies, and students can freely choose.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Creating reports (after each lecture, until the next lecture): Specific themes, writing styles, etc. will be explained in the lecture.</p> <p>However, it is desirable to investigate related theories and cases as necessary.</p>
<p>成績評価の基準と方法 Grading System</p> <p>—Attendance and contribution to class (active participation in discussions and content of remarks): 60%</p> <p>—Submission status and content of assignment report: 40%</p> <p>(No test will be conducted.)</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に無し(必要に応じて、授業内で紹介)Nothing in particular (introduced in class if necessary)</p>
<p>講義指定図書 Reading List</p> <p>特に無し(必要に応じて、授業内で紹介)Nothing in particular (introduced in class if necessary)</p>
<p>参照ホームページ Websites</p> <p>特に無し(必要に応じて、授業内で紹介)Nothing in particular (introduced in class if necessary)</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	広報企画論演習[Public Relations Planning Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	小松 康弘 [KOMATSU Yasuhiro] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083249
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6300		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Public Relations, Corporate Communications, Media Relations, Investor Relations, Corporate Branding, Corporate Value, CSR, ESG, CSV, SDGs, Internal Communications, Employee Relations, Human Capital, Corporate Governance, Risk Management, Crisis Management			
授業の目標 Course Objectives			
This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute.			
Activities of corporate communications have significant impacts on the corporate management. They are multifaceted interactions with many stakeholders, and various ideas are required for how to proceed with communication depending on the objects and purposes.			
In this course, we will focus on the impact of changes in economy, society, technology, etc., and on the relationship between companies and stakeholders. And we will discuss the way of corporate communications and systematically analyze them from theories and practices using actual cases.			
This course will help you to improve your communications by re-observing communications in our society.			
到達目標 Course Goals			
After a successful completion of this course, you will be able to:			
-Comprehend the communication practices in organizations such as companies			
-Recognize how to communicate with various stakeholders surrounding companies			
-Understand and correctly interpret the intent of information sent by companies that you see and hear everyday			
授業計画 Course Schedule			
【Method of class】			
This course is an intensive lecture of 5 times in total once a month.			
It is consisted of lectures about basic knowledges, and we will have class discussion and report presentations additionally.			
Except for the first section, you gather and organize information about the related theme and submit reports. After the last section, you submit the final report instead of the exam.			
【Lesson Plan / Contents】			
Section 1: Public Relations and Corporate Communications			
(1) Basic of Public Relations			
(2) Corporate Communications in Corporate Management			
(3) Practice of Media Relations			

<p>Section 2: Environmental Changes and Communications</p> <p>(1) Environmental Changes surrounding Corporate Communications</p> <p>(2) Changes in Communications</p> <p>Section 3: External Communications</p> <p>(1) Corporate Branding and Corporate Value</p> <p>(2) Practice of Investors Relations</p> <p>(3) Communications in Sustainability Management</p> <p>Section 4: Internal Communications</p> <p>(1) Communications between Corporate and Employee</p> <p>(2) Practice of Internal Communications</p> <p>Section 5: Risk Management in Corporate Communications</p> <p>(1) Diversification of Risk</p> <p>(2) Practice of Risk Management and Crisis Management</p>
<p>準備学習(予習・復習)等の内容と分量 Homework</p> <p>Review: For each section, select one theme taken up in the lecture and draw up a report (PowerPoint, about 1 to 2 sheets). In preparing materials, additional research and analyses are better to deepen your understanding. In the next section, you will give a presentation of the report you have prepared.</p> <p>Final Review: After the last section, draw up a report of the issue that will be presented in the lecture.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Each student's performance will be weighed as follows:</p> <p>(1) Contribution to a class e.g., participation in discussions</p> <p>(2) Reports on each section theme</p> <p>(3) Report on the final issues</p> <p>※The ratio of each evaluation assumes (1)=30%, (2)=40%, (3)=30%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。</p> <p>None</p>
<p>講義指定図書 Reading List</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。</p> <p>None</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	組織コミュニケーション論演習[Organizational Communication Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	辻本 篤 [TSUJIMOTO Atsushi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083250
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6300		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Internal Communication of “e-kuchi-komi”			
授業の目標 Course Objectives			
This course objects will be realized by learning the relationship of “e-kuchi-komi” which is attracting the attentions these days and consumer’s behaviors by reading related books.			
到達目標 Course Goals			
This course goals will be realized by understanding properly the essential meanings of following “e-kuchi-komi” concepts. 1) The reason why the people “tweet” 2) The reason why the people “retweet” 3) The information overload which caused by “tweet” and its network 4) The era of SUMAHO’s popularization and the visual communication 5) “disappearing”, ” exaggerating”, ”live” as the new trend 6) From “Googling” to “# pulling in”, that’s the new encountering information 7) The structure of the mind desiring “sharing” and information spreading 8) The case studies of using SNS (analysis of the campaign cases)			
授業計画 Course Schedule			
・Week 1: Class orientation: How we learn this theme, how the students would be graded ・Week 2-3: The abstract of the <e-kuchi-komi> of SNS and its modern values ・Week 4-9:Presentation of text 1 by students + discussion. (Every student should make the one presentation to be graded) ・Week 10-14: Presentation of text 2 by students + discussion. (Every student should make the one presentation to be graded) ・Week 15: Preliminary(summarizing) day (During the term, outside experts may be added to the lecture list.)			
準備学習 (予習・復習)等の内容と分量 Homework			
Students would be highly appreciated if they learn the topics repeatedly which they learned.			
成績評価の基準と方法 Grading System			
The students who attended more than 10 times at the class (all classes consist of 15 times) are to be graded by following contributions to the class. (1) Group discussion, behaviors (2) Presentation of the text Grading ratio: (1)=40%,(2)=60%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

<p>ツイッターの心理学 ―情報環境と利用者行動―／北村智、佐々木裕一、河井大介:誠信書房, 2016</p> <p>#シェアしたがる心理 ―#SNS の情報環境を読み解く7つの視点／天野彬:宣伝会議, 2019</p>
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
<p>備考 Additional Information</p> <p>1. Students who miss four or more classes will not be graded. (However, consultation is required for special reasons (unavoidable cases such as influenza, bereavement, etc.).</p> <p>2. late submissions will result in point deductions.</p>

科目名 Course Title	公共文化論演習[Cultural Diversity and Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	松本 彩花 [MATSUMOTO Ayaka] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083251
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Democracy, Minority Rights, Political Representation, Gender Equality, Liberal Democracy			
授業の目標 Course Objectives			
In this seminar we will explore the relationship between democracy and the protection of minorities, while learning about the history of political ideas such as liberal democracy and political representation. In our society, it has become increasingly important to protect the rights of minorities and to respect the diversity of humanity. Even under so-called 'democratic' or 'liberal democratic' political regimes, the reality is that minority rights, human rights and individual freedom are not adequately guaranteed. We will also focus on contemporary issues of the gender inequality in political representation.			
到達目標 Course Goals			
After successful completion of this seminar, you will be able to gain insight into the theoretical relationship between democracy and minority rights. You will also develop your argumentation skills by examining issues facing contemporary democracy, such as gender inequality in political representation. 1. Gain knowledge of the history and concepts of democracy with regard to the ideological relationship between the protection of minorities and democracy. 2. Identify the significance of political representation in modern democracy and the characteristics of representative democracy. 3. Demonstrate detailed knowledge of important political ideas such as democracy, the principle of popular sovereignty, liberty of individuals and representation. 4. Develop the skills to construct your own arguments logically and to critically analyze contemporary democratic issues.			
授業計画 Course Schedule			
This seminar is structured in three sections as follows: 1. Introduction to the history of democracy and its ideological relationship to the protection of minorities. 2. The characteristics of representative democracy and the significance of political representation. 3. Political representation and gender inequality in contemporary democracy.			
準備学習 (予習・復習)等の内容と分量 Homework			
Since the seminar includes presentation and discussion based on the readings, participants are expected to read the materials and prepare for the discussion.			
成績評価の基準と方法 Grading System			
You will be evaluated by discussion (50%) and presentations (50%).			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
女性のいない民主主義／前田健太郎:岩波新書, 2019 民主主義とは何か／宇野重規:講談社現代新書, 2020			
講義指定図書 Reading List			
代表制という思想／早川誠:風行社, 2014			

現代民主主義 思想と歴史／権左武志:講談社選書メチエ, 2020 現代民主主義 指導者論から熟議、ポピュリズムまで／山本圭:中公新書, 2021
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	環境社会論演習[Environmental Sociology]		
講義題目 Subtitle	□		
責任教員 Instructor	長島 美織 [NAGASHIMA Miori] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083252
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	4 遠隔授業科目《遠隔のみ》		
キーワード Key Words			
environmental problems, environmental risks, health risks, SDGs, stakeholder			
授業の目標 Course Objectives			
These days, it is not only industry that needs to consider environmental issues but any kind of social activity. The goal of this course is to become acquainted with various aspects of environmental issues, theoretically and empirically. We will look at various cases of environmental issues from the perspective of risk communication, science study, and modernization theories and analyze them using notions such as stakeholders and socially vulnerable groups. You will be expected to work on real issues through various academic or journalistic readings, investigate the empirical background of various environmental issues, and prepare in class presentations.			
到達目標 Course Goals			
By the end of this course, a successful learner will			
1. be able to explain one or more theoretical points of view with respect to environmental issues.			
2. be able to identify how a certain environmental issue is embedded in social problems.			
3. be able to explain how international society has dealt with environmental problems in chronological order.			
授業計画 Course Schedule			
1. Guidance and Introduction to environmental sociology			
2. What are environmental problems?			
3. Classical cases of environmental pollution.			
4. Theories related to classical cases of environmental pollution.			
5. Epoch-making UN conferences and various examples of long-term prediction research on world environments.			
6. Close reading/discussion session on selected papers.			
7. What is sustainability?			
8. Various debates on the notion of sustainability.			
9. SDGs vs MDGs			
10. More on SDGs.			
11. Preparation for the presentation (deciding on the theme).			
12. Presentations and discussions.			
13. Thinking about features of modernity from sociological risk theories.			
14. Interactions between various types of modernization and environmental issues.			
15. Wrap up.			
準備学習 (予習・復習)等の内容と分量 Homework			
Pre-class reading is mandatory. Also, gathering materials and practice for the presentation must be done outside the classroom. At the end of the semester, students will need to submit a final report which must be written outside of class.			

成績評価の基準と方法 Grading System Attendance of more than 12 classes is the minimum condition for evaluation. You will be evaluated by participation and contribution for each class (40%), presentations (20%), and reports (40%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Please be aware that this schedule is subject to change depending on the situation. I will follow up on this in the first class. We will be using the ELMS website to supply materials. Please make sure you have access to the ELMS website by the first class.

科目名 Course Title	市民社会論演習[Civil Society Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	金山 準 [KANEYAMA Jun] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083253
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
public, democracy, cooperation, association, community, commons			
授業の目標 Course Objectives			
The aim of this seminar is to help students reconsider the concept of civil society.			
到達目標 Course Goals			
The goal of this seminar is to understand the concept of civil society. Participants are also expected to obtain basic reading skills for the social sciences.			
授業計画 Course Schedule			
This seminar will be divided in three sections as follows: 1. Introduction to the concept of civil society 2. Importance of associations in civil society 3. Issues concerning associations			
準備学習(予習・復習)等の内容と分量 Homework			
Participants are expected to have read and be prepared to discuss the assigned chapters or articles before class.			
成績評価の基準と方法 Grading System			
Presentation: 50%, Class attendance and attitude in class: 50%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
市民社会論: 理論と実証の最前線／坂本治也: 法律文化社, 2017			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	メディア社会論演習[Media and Society]		
講義題目 Subtitle	□		
責任教員 Instructor	志柿 浩一郎 [SHIGAKI Koichiro] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083254
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
Media Studies, Mass communication, Media and Society			
授業の目標 Course Objectives			
This course explores the role of media in contemporary society and its relationship with the social world. Through existing research, students will develop a theoretical understanding of media's influence and critically examine its evolving role.			
Focusing on a wide range of media forms, from traditional mass media to digital platforms, in this course, we analyze the impact of media within political, economic, and cultural contexts. At the graduate level, students will engage with scholarly literature and current online resources, employing critical analysis and discussion to cultivate research skills. The latter part of the course will focus on individual research projects, and students will get training on giving effective presentations and discussions that will serve as a foundation for master's thesis development and academic presentations.			
到達目標 Course Goals			
1. Master key theories and concepts in media studies at the graduate level, and develop the ability to apply them to your own research.			
2. Critically analyze the relationship between media and society from diverse perspectives, including political, cultural, and economic ones.			
3. Strengthen research presentation and discussion skills, that can lead to thesis writing and conference presentations.			
4. Incorporate a comparative perspective (e.g., Japan, the United States, China) to examine the role of media within international and historical contexts.			
5. Develop the skills to independently collect information and conduct research using different digital tools and resources.			
授業計画 Course Schedule			
Note: The schedule may be changed based on student interest and progress.			
1. Orientation: Course overview and assessment, sharing of research interests and student backgrounds, setting goals for the semester.			
2. Foundational Theories of Media Studies: Understanding key theories such as mass communication theory, media theory, and political economic approaches. Introduction to and utilization of online resources and academic papers (PDFs, web pages).			
3.Social Role of Public Broadcasting and Public Media: Examining cases of public broadcasting in Japan, Europe, and the US, including their historical development and current challenges. Comparative analysis using online resources identified by students.			
4.Media and Information Control under Authoritarian Regimes: Historical background of censorship and propaganda, and contemporary digital censorship practices.			

5. Media Governance and Social Responsibility: Exploring media ownership structures, relationships with political and corporate sponsors, journalistic ethics, fake news, and fact-checking.
6. Media Transformation in the Digital Age: The rise of social media and platform businesses, and the formation of online communities.
7. Comparative Media Studies: Japan, the United States, and Beyond: Comparing media systems and their historical development in different countries (with a focus on Japan and the US) using online news portals and archives. Discussing the relationship between media and social structures.
8. Media and Cultural Studies: Reception and Identity: Online research on popular culture, subcultures, and fandom. Analysis of minority representation and stereotypes.
9. Student Presentations (1) – Research Topic Selection: Students present their research topics, research questions, and hypotheses.
10. Peer Review and Feedback: Review and critique of presentations from the previous week.
11. Student Presentations (2) – Progress Reports: Students present their interim findings, including analysis targets (e.g., newspaper archives, social media data, online magazines), and methodological approaches. Group discussion of challenges and potential solutions.
12. Review of Theory and Methodology: Reconsidering how insights gained throughout the course can be applied to individual research projects. Discussion of challenges and solutions related to qualitative and quantitative methods (e.g., online interviews, social media data collection). (Note: Due to time constraints, this session will focus on introducing the methods; practical application will be discussed conceptually.)
- 13 & 14. Student Presentations (3) – Final Presentations: Students present near-final versions of their research, including analysis results and interpretations. Sharing of feedback and questions to refine final reports.
15. Wrap-up and Future Directions: Review of key findings from student projects, overall course evaluation, discussion of current trends in media research, and guidance for next steps in research.

準備学習 (予習・復習)等の内容と分量 Homework

Pre-class Preparation: Prior to each class session, students are expected to familiarize themselves with the weekly topic by reviewing the relevant materials and commentary provided on the course website (either ELMS or a dedicated site created by the instructor). Students should also come prepared with any questions they may have.

Reflection and Engagement: Students will maintain a course portfolio online, documenting their reflections and questions for each session.

Workload: As a general guideline, one credit in higher education typically corresponds to 45 hours of student learning. This 2-credit course consists of 15 sessions, resulting in an average of 6 hours of expected learning per session (calculated as 45 hours x 2 credits / 15 sessions = 6 hours/session). Given that each class session is 1.5 hours long, students should anticipate dedicating 4.5 hours per week to pre-class preparation and post-class review.

成績評価の基準と方法 Grading System

Portfolio Site Engagement (60%): Your engagement with the course will be assessed through your contributions to the online portfolio. This assessment will focus on two main criteria: adherence to the portfolio guidelines and demonstration of understanding of the course content.

Details of Portfolio Site Engagement (60%): Adherence to Portfolio Guidelines (10%): This component evaluates how well you follow the instructions and fulfill the requirements for portfolio entries. Demonstration of Understanding (20%): This component assesses your comprehension of the course material, as evidenced by your reflections, questions, and insights shared in the portfolio. Active participation in online discussions, brief reports, and reaction papers are also considered.

Presentations (30%): You will deliver multiple presentations throughout the semester, including a research proposal, a progress report, and a final presentation. These presentations will be evaluated based on the logic and clarity of your arguments, originality of your ideas, and the depth of your engagement in class discussions.

Final Research Paper or Research Proposal (40%): You will submit either a final research paper or a detailed research proposal. This will be assessed on the clarity of your research question, the quality of your literature review, the depth of your analysis, the originality of your insights, and your ability to meet graduate-level academic standard
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 教科書はない。デジタル技術や生成系 AI を活用した無料教材、担当教員が構築した授業専用簡易ウェブサイトを活用する。当該サイトや教材の内容は授業の進行と並行して、受講者の提案を取り入れながら随時更新していく。 No textbooks are required. We will utilize free teaching materials that take advantage of digital technology and generative AI, as well as a simple website dedicated to the course constructed by the instructor. The content of these sites and materials will be updated throughout the course progression, incorporating suggestions from students.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory Course Website: A dedicated website will be established for this course, providing access to readings, supplementary materials, and other relevant resources. Online Portfolio: To facilitate ongoing reflection and engagement, you will be required to maintain an online portfolio. While Hokkaido University's Learning Management System (LMS) is being considered as a platform for the portfolio, the specific details regarding its implementation will be provided during the first class session. Access Information: Links to the course website and online portfolio will be shared with you before the first class meeting.
備考 Additional Information Active Learning: This course emphasizes discussion and your active participation. Come prepared to engage with the material and your classmates. Accessibility: If you need accommodations, please inform the instructor beforehand. We will work together to find solutions. Technology: Bring a laptop or tablet to each class. Learning Portfolio: We will use an online platform (either Notion or Moodle) for your learning portfolios. Details will be provided in the first class. Course Goals: This course provides a foundation for conducting graduate-level research in media and journalism. We will explore key issues in today's media landscape and you are encouraged to apply these insights to your own research.

科目名 Course Title	政治参加論演習[Political Participation]		
講義題目 Subtitle	□		
責任教員 Instructor	渡部 聡子 [WATANABE Satoko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083255
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Political Participation, Civil Society, Volunteer Activities, Social Movement, Democracy, Germany			
授業の目標 Course Objectives			
Political participation tends to be focused on activities related to voting and elections, but in this course, we will understand it in a broader sense. For example, this includes volunteer activities in local and global communities, or social movements for climate crises or LGBTQ.			
There are three requirements for political participation: First, there must be an environment in which people can freely express their opinions and discuss politics. Second, they must be well informed about policy decisions and processes. Third, political participation must be accepted and understood by society.			
In this course, policies and educational practices related to political participation in Germany will be explained. The course objectives are to think about the relationship between politics and citizens, and to discuss democracy.			
到達目標 Course Goals			
(1) to explain the role of political participation, based on the basic theory of participatory democracy			
(2) to compare various forms of political participation in the context or student's research area			
(3) based on the above (1) and (2), to verbalize the student's case study in presentation, discussion, and final report			
授業計画 Course Schedule			
Section 1: overview of the basic theories of political participation and participatory democracy			
Section 2: education for democratic citizenship, social movements and non-profit organizations			
Section 3: social recognition of political participation, policies to support volunteer activities as social inclusion			
Section 4: presentation of case studies based on students' interests			
Feedback and final discussion			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are expected to read through the relevant literature specified beforehand, and to actively participate in discussions. They will be required to prepare for presentations and a final report at the end.			
成績評価の基準と方法 Grading System			
Active participation in discussions (40%), presentation of case studies (30%), final report (30%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
権利としてのボランティアードイツ「参加政策」の挑戦／渡部 聡子:岩波書店, 2025			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			

備考 Additional Information

科目名 Course Title	華語メディア論演習[Sinophone Media Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	許 仁碩 [HSU Jen-Shuo] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083256
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Ethnic Media, Sinophone, Internet Media, Freedom of the press, Civil Society			
授業の目標 Course Objectives			
This course focuses on how political change and technological innovation make the Sinophone media, such as Taiwan, Hong Kong, Myanmar, Macau, and Malaysia, become border-crossing ethnic media and will discuss how border-crossing journalism is possible.			
Students will present a feature article and an article proposal to understand the practice of border-crossing journalists.			
This course encourages students to cross borders and discover new horizons through media studies. All lecture and reading material will be in Japanese or English. Chinese language proficiency is not required. Students from diverse backgrounds are welcome to take the course.			
到達目標 Course Goals			
1. Understanding the history and practice of Sinophone media and being able to discuss it from various perspectives.			
2. Able to analyze how political and technological factors affect media.			
3. Able to edit a feature article and propose an article proposal to present own viewpoint.			
授業計画 Course Schedule			
This course includes lectures and discussions. The instructor will introduce weekly references and cases in the first part of the course. After the lecture, the appointed student will provide discussion questions and lead the class discussion.			
Introduction: What is border-crossing Sinophone media?			
Traditional ethnic media is perceived as the media of minorities in mainstream society. Both the writer and the reader were internally consummated and served to protect minority identities. However, the Internet has already unlocked the potential of ethnic media to cross borders. The same written language, "Chinese," can be used to communicate through "Sinophone Media," even if the location of the newspaper or the spoken language of the reporter and the reader differ. Due to the variety of languages, journalism that conveys a single piece of information in multiple media and languages is another characteristic of the Sinophone Media. The worldview of the Sinophone Media is not concentrated on a specific political center but is truly diverse and rich.			
Week1:Introduction: What is the Sinophone?			
Week2: Introduction: What is ethnic media?			
Week3: Cross the border: Multimedia franchise and journalism. (guest speaker)			
First Section: Political change and Sinophone media: Taiwan and Hong Kong			

With the democratization of Taiwan in the 1980s came the marketization of the media. And the Taiwanese media has always been in the middle of controversy due to international politics, social movements, and nationalist agendas. Meanwhile, in Hong Kong, once expected to be the center of "Sinophone Media," press freedom is now in jeopardy. Various new media have emerged from social movements in recent years to counter this. This Section provides an insight into the politics and media in Taiwan and Hong Kong, two of the world's epicenters.

Week4: Democratization of Taiwan and Taiwanese media

Week5: Media and civil society in Taiwan

Week6: Politics and media in Hong Kong

Week7: The collapse of journalism in Hong Kong

Week8: The Latest situation of Freedom of the press in Hong Kong (guest speaker)

Second Section: Voice of minority: Macau and Malaysia

Malaysia, which has one of the largest Chinese populations in Southeast Asia, has produced artists and increased the presence of Sinophone media with political changes such as a change of government. The political situation in Myanmar, a multi-ethnic country that has attracted global attention since the coup, is also linked to the media situation in the Chinese-speaking world. The cases of Malaysia and Myanmar, which have not been in the limelight even in the Sinophone, will be reviewed from the perspective of ethnic media to link the network of Sinophone media.

Week9: Politics and media in Malaysia

Week10: Politics and media in Myanmar

Week11: The Latest situation of Freedom of the press in Myanmar (guest speaker)

Third Section: border-crossing journalism

New endeavors in the media industry have sprung up one after another, including international solidarity in investigative reporting, Indigenous media being considered part of multiculturalism, and nonfiction manga based on news reports. Even in an era marked by a crisis in the press and the decline of traditional media, the need for information has never changed. In an age where the boundaries between writer/reader, professional/amateur, domestic/international, and national/foreign languages are blurring, it is time to create the next generation of media. This section introduces some examples of the innovation of Sinophone media and searches for a vision for the future of the media.

Week12: Bord-crossing Investigative journalism: International solidarity

Week13: Multiculturalism and ethnic media

Week14: Final Presentation

Week15: Final Presentation

Mid-term report: Feature article

Set a theme related to this class, select at least three articles, and submit it as a Feature article of approximately 1,000 characters. Articles can be in Chinese, Japanese, Cantonese, or English, but the feature article must be in Japanese. The content of the Feature article should be as follows:

1. What kind of media the Feature article will be in
2. Title of the Feature article
3. Outline the Feature article and articles
4. Reasons for choosing this theme and article
5. The audience for this Feature article
6. What role each article in the Feature article will play
7. What this Feature article will convey new perspectives

Final Report: Proposal of a news article

Select a theme related to this class and present a proposal for the news article. The content of the submission should be summarized in approximately 2000 words. The content of the proposal should be

1. What kind of media will you submit the article to
2. The theme and title

3. Why readers will read this article 4. Why are you writing at this time 5. New perspectives and significance of the article 6. What specific issues will be examined 7. Who to interview and how
準備学習 (予習・復習)等の内容と分量 Homework Students are expected to read the assigned chapters in advance and engage in class discussions. The assigned student should read all references and prepare a short presentation and chair the discussion on the course.
成績評価の基準と方法 Grading System Grading System 1.Assigned presentation (20%) 2.Participation of Discussion (20%) 3.Feature article (30%) 4.Article proposal (30%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 参考文献や参照すべきテキストは、授業で適宜配布する。
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information The instructor will introduce the detail of grading, reference, and report in week 1. The course schedule might change due to the schedule of guest speakers. All lecture and reading material will be in Japanese or English.

科目名 Course Title	政治コミュニケーション論演習[Political Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	于 海春 [YU Haichun] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083257
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Mass Media, Social Media, Quantitative Text Analysis, Content Analysis			
授業の目標 Course Objectives			
This course aims to provide students with the methodological foundation necessary for conducting empirical analyses in their master’s and doctoral research. In recent years, the rise of new media, particularly the Internet, has significantly transformed information dissemination. This course will equip students with empirical analytical skills essential for political communication research, considering the evolving and diversifying information environment. Special emphasis will be placed on quantitative analysis of media data, covering fundamental techniques and their applications.			
到達目標 Course Goals			
The primary goal of this course is for students to acquire empirical methods for analyzing media data. In particular, the course emphasizes the skills necessary for collecting, organizing, and analyzing text data. The specific learning objectives are as follows:			
1. Understand the fundamental concepts and characteristics of empirical analysis methods.			
2. Collect media data appropriately and process it systematically and quantitatively.			
3. Apply quantitative text analysis methods in political communication research and conduct empirical studies.			
授業計画 Course Schedule			
Introduction			
1. Introduction to the Course (Overview, objectives, and course structure)			
2. Media Effects Theory			
3. Media and Politics			
4. Authoritarian Regimes and Media			
Methodology			
5. Fundamentals of Content Analysis			
6. Fundamentals of Quantitative Text Analysis			
7. Recent Trends and Challenges in Quantitative Text Analysis Research			
Practice (Hands-on Analysis Using R)			
8. Data Collection and Preprocessing			
9. Basic R Operations and Data Handling			
10. Morphological Analysis and Word Extraction			
11. Frequency Analysis and Word Occurrence Patterns			
12. Scaling			
13. Topic Extraction Using LDA Topic Models			
Results Presentation			
14. Research Presentation and Feedback(1)			
15. Research Presentation and Feedback(2)			

準備学習(予習・復習)等の内容と分量 Homework The course requires participants to read the assigned materials before each class and prepare accordingly. Homework assignments will be given for each lecture and must be submitted before the deadline.
成績評価の基準と方法 Grading System The course grade will be determined by two factors: (1) Class participation and homework (40%): Attendance, contributions to class discussions, and performance on homework assignments will be taken into account. (2) Final report(60%): At the end of the course, participants will submit a short report, in which they will apply the quantitative text analysis methods learned in class to a topic of their choice. The report will be evaluated based on the participant's ability to conduct the analysis appropriately.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 内容分析の方法／有馬明恵:ナカニシヤ, 2021 中国のメディア統制ー地域間の「不均等な自由」を生む政治と市場／于海春:勁草書房, 2023 内容分析の進め方:メディア・メッセージを読み解く／ダニエル・リフ他、日野愛郎監訳:勁草書房, 2018 社会調査のための計量テキスト分析ー内容分析の継承と発展を目指して／樋口耕一:ナカニシヤ出版, 2014 はじめての RStudio: エラーメッセージなんかこわくない／浅野正彦・中村公亮:オーム社, 2018 リーディングス政治コミュニケーション／谷藤悦史・大石裕:一藝社, 2022
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information This course will be conducted in Japanese. All participants must have excellent Japanese proficiency. The lectures will generally consist of a theoretical explanation and methodologies in the first half, followed by discussion and computer-based practices in the second half. The practices will utilize the free software "R".

科目名 Course Title	ジャーナリズム事例演習[Case studies:Journalism]		
講義題目 Subtitle	□		
責任教員 Instructor	読売新聞社 [YOMIURISHINBUNSHA] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083258
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Journalism, Investigative journalism, Gender journalism,Local newspaper,Public Opinion and politics,International journalism,Data journalism			
授業の目標 Course Objectives			
Intensive course that is held in partnership with the Yomiuri Shimbun for a total of 5 times (3 consecutive frames). With journalists who are active in the forefront of journalism, mainly in the Yomiuri Shimbun, as instructors, each time they will choose a different theme, they have a two-way dialogue with the students.The course will cover gender journalism, investigative journalism in local newspapers, the relationship between public opinion and politics, international journalism such as that on China, and data journalism. We will understand from various viewpoints how journalism offers a way to solve the problems of Japan and the world, how the media monitors power and whether it is from a national perspective. Regardless of the academy or graduate school, we would like to invite those who want to enter the world of journalism, those who are interested, those who want to acquire media literacy, and those who are increasing distrust of the media. Master’s students in the International Public Relations and Media Studies course, including the Public Journalism course, are encouraged to take this course.We also welcome undergraduate students who want to become journalists.			
到達目標 Course Goals			
(1)Explain the problems and possibilities of journalism by accumulating two-way dialogues between instructors and students and challenging practical issues submitted by instructors. (2) Present your own views on how journalism can be more activated, fulfill its power monitoring function, present judgment criteria to citizens, and raise national debate on solving social issues. (3) Based on the knowledge gained from the classes, enhance the insight into the news sent by the media and acquire the ability to read the essence and background of the news.			
授業計画 Course Schedule			
A total of five intensive courses, all on Friday afternoons. The schedule, themes and lecturers are as follows. ①April 18th: “Gender Journalism” ②May 9th: “Local Newspapers and Investigative Journalism” ③June 13th:“Public Opinion and the Media” ④July 4th: “International Journalism” ⑤July 18th: “ Data Journalism”			
準備学習 (予習・復習)等の内容と分量 Homework			
The participants should read daily print media as newspapers or magazines and become aware of news and social events. We will expect your active contribution to discussions.			

成績評価の基準と方法 Grading System
Evaluation is based on the submission of comment sheets, active participation in class (50%), and term-end report (50%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
毎回授業で講師が資料を提示する。
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information
Responsible for Hidemi Shiroyama, journalism course:shiroyama@imc.hokudai.ac.jp

科目名 Course Title	調査報道事例演習[Case studies:Investigative Journalism]		
講義題目 Subtitle	□		
責任教員 Instructor	読売新聞社 [YOMIURISHINBUNSHA] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083259
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Investigative journalism, Journalism, Open data, International journalism, Training journalist, TV documentary		
授業の目標 Course Objectives	<p>Intensive course that is held in partnership with the Yomiuri Shimbun for a total of 5 times (3 consecutive frames). We will approach with a different perspective on how to create Investigative journalism that would remain buried forever if journalists did not find that fact. We invite veteran journalists who actually worked on investigative journalism and experts in the information disclosure system as lecturers, hold two-way dialogues with students, understand the significance of investigative journalism, and how to learn the method.We would like to learn about and discuss international journalism, video documentaries, investigative journalism that makes full use of open data, and AI and the media.</p> <p>Regardless of the academy or graduate school, we would like to invite those who want to enter the world of journalism, those who are interested, those who want to acquire media literacy and those who are increasing distrust of the media.</p> <p>Master's students in the International Public Relations and Media Studies course, including the Public Journalism course, are encouraged to take this course.We also welcome undergraduate students who want to become journalists.</p>		
到達目標 Course Goals	<p>(1) Explain the potential and social significance of investigative journalism through the accumulation of two-way dialogues between instructors and students, and the cases and issues submitted by instructors.</p> <p>(2) Discuss investigative journalism methods that dig up buried facts, monitor power, and guide the solution and reform of social issues.</p> <p>(3) Refer or apply the investigative journalism method to your own research.</p>		
授業計画 Course Schedule	<p>Intensive course 5 times in total, all 3 classes on Friday afternoon.The schedule, themes and lecturers are as follows.</p> <p>① October 10th: “Investigative Journalism and journalist training”</p> <p>② October 31st: “International journalism”</p> <p>③ November 14th:“The current state and issues of AI”</p> <p>④ December 12th:“Investigative journalism making full use of Open Data”</p> <p>⑤ January 16th: “Broadcast journalism”</p>		
準備学習 (予習・復習)等の内容と分量 Homework	<p>The participants should read daily print media as newspapers or magazines and become aware of news and social events. We will expect your active contribution to discussions.</p>		

成績評価の基準と方法 Grading System Evaluation is based on the submission of comment sheets, active participation in class (50%), and term-end report (50%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 毎回授業で講師が資料を提示する。
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Responsible for Hidemi Shiroyama, journalism course:shiroyama@imc.hokudai.ac.jp

科目名 Course Title	中国メディア論演習[Chinese Media Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	城山 英巳 [SHIROYAMA Hidemi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083260
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Chinese media, investigative journalism, information, propaganda, political power and civil society, public-private relations			
授業の目標 Course Objectives			
For the Chinese political power, the media acts as a “regulator” that connects them with the civil society, and depending on how it is used, it can either increase the centripetal force of society towards politics or manage society. In order to understand the reality of civil society and to demonstrate the legitimacy of the system to civil society, political power collects information, selects and discards that information, and then controls and disseminates it. Historically, the media and information have been the lifeline for maintaining and strengthening China’s authoritarian system. In this seminar, we will explore the public-private relations in China through the history of Chinese media and information systems.			
到達目標 Course Goals			
1. Grasp the basic structure of Chinese media and the reality of investigative journalism in China.			
2. Understand the unique function of the Chinese media in connecting the political power and the civil society.			
3. Understand how the political power in China obtains and utilizes information.			
4. Discuss the public-private relations in China through the media and information.			
授業計画 Course Schedule			
The following 15 lectures will be given in total, divided into the Basic Course and the Practical Course.			
Basic Course (lectures and discussions)			
1st Lecture: Introduction: “Perspectives on Contemporary China”			
2nd Lecture: “History of the Chinese Media”			
3rd Lecture: “Investigative journalism in China”			
4th Lecture: “Japanese Reporting toward China”			
【Practical training section】(oral reports on assigned readings and discussions)			
5th – 15th			
＜Assigned readings＞			
・Zhu Jialin, “Contemporary Chinese Journalism” (Tabata Shoten, 1995)			
・Zhou Jun, “The Nervous System of the Chinese Communist Party: The Origin, Structure and Function of the Information System” (Nagoya University Press, 2024)			
We will read these two books in rotation. Students will be assigned to read and report on them.			
準備学習 (予習・復習)等の内容と分量 Homework			
All students are required to give an oral report on the assigned literature. They must also submit a short comment sheet each time.			
成績評価の基準と方法 Grading System			

Evaluating active comments in class (25%), oral presentation (25%), comment sheet (25%), and final report (25%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	言語習得論演習Ⅱ [Language Acquisition Ⅱ]		
講義題目 Subtitle	□		
責任教員 Instructor	宮内 拓也 [MIYAUCHI Takuya] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083262
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6320		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Syntax, Semantics, Contrastive Linguistics, Russian			
授業の目標 Course Objectives			
In this course, some of the questions of how sentences and phrases are structured and what is the relationship between structure and meaning will be learned through reading some articles and discussion. By comparing and contrasting several languages, we will pay particular attention to what is common to all languages and what is different between languages from the typological viewpoint offered by syntactic and semantic theories. The course will be given in Japanese and articles are written in English, so students are expected to have proficiency in these languages. The articles will include examples in various languages such as Spanish, Greek, Welsh, and Russian, and the instructor will mainly present examples in Russian and other Slavic languages, but students are not required to study any of these languages. Students are expected to participate actively in the class, as there will be plenty of time for discussion.			
到達目標 Course Goals			
The goal of this course is to provide students with a basic knowledge of the mechanisms of sentence and phrase structure and correspondence between structure and meaning, and to enable them to discuss the question of what is common to all languages and what differs from one language to another, by comparing and contrasting several languages. In addition, students will also aim to improve the following more general skills: •Reading articles critically •Presenting research results to others (orally and in writing) in a clear manner •Asking questions and making comments constructively on others' research and analysis			
授業計画 Course Schedule			
In the first half of the semester, we will read a textbook on syntactic theory and discuss issues among the participants. In the second half of the semester, we will read articles on nominalization and small clauses selected from Language and Linguistics Compass, a journal that contains review articles in linguistics, and have a discussion about them with the participants. Finally, students are required to write a final report discussing the similarities and differences of any phenomena covered in the course between any languages, according to their own interests. A draft of the report will be submitted after the 13th class. Based on the drafts, students will give their presentations in the 14th or 15th class. The presenters are required to prepare carefully to present the results of their research and analysis in a clear manner, including the preparation of a handout. Students are required to revise the draft of the report based on questions and comments given in the presentation by the instructor and other students and to complete a final report. The specific schedule of classes is as follows: Week 1: Guidance Week 2: Reading and discussion (Syntactic theory 1; Bailyn 2012) Week 3: Reading and discussion (Syntactic theory 2; Bailyn 2012) Week 4: Reading and discussion (Syntactic theory 3; Bailyn 2012) Week 5: Reading and discussion (Syntactic theory 4; Bailyn 2012) Week 6: Reading and discussion (Syntactic theory 5; Bailyn 2012) Week 7: Reading and discussion (Syntactic theory 6; Bailyn 2012)			

<p>Week 8: Reading and discussion (Nominalization 1; Alexiadou 2010)</p> <p>Week 9: Reading and discussion (Nominalization 2; Alexiadou 2010)</p> <p>Week 10: Reading and discussion (Nominalization 3; Alexiadou 2010)</p> <p>Week 11: Reading and discussion (Small clauses 1; Citko 2011)</p> <p>Week 12: Reading and discussion (Small clauses 2; Citko 2011)</p> <p>Week 13: Reading and discussion (Small clauses 3; Citko 2011)</p> <p>Week 14: Presentation 1</p> <p>Week 15: Presentation 2</p> <p>The above schedule may be changed depending on the students' learning progress and interests. Details will be explained in the first class.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Students are required to study the following before each class:</p> <ul style="list-style-type: none"> •Reading through the literature and organize questions •Preparing comments on the phenomena and proposals discussed in the literature •Collecting data on the phenomena discussed in the literature in their own native language or in the language they are studying <p>It is expected that students will have about 90 hours of study time throughout the semester, including class time and preparatory study. Details will be explained in the first class.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Grading will be based on the following percentages:</p> <p>Contribution to the class 25%</p> <p>Final report 75%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>The Syntax of Russian／John Frederick Bailyn:Cambridge University Press, 2012</p> <p>上記の教科書に加えて以下の各文献を講読する予定である(Each of the following articles will be scheduled to be read in addition to the above-mentioned textbook):Alexiadou, Artemis. 2010. Nominalizations: A probe into the architecture of grammar part I: The nominalization puzzle. Language and Linguistics Compass 4 (7): 496-511.／Citko, Barbara. 2011. Small Clauses. Language and Linguistics Compass 5 (10): 748-763,</p>
<p>講義指定図書 Reading List</p> <p>授業で扱う文献以外の参考文献は、必要に応じて授業内で案内する。(References other than articles to be read in class will be provided in class as necessary.)</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>Students who intend to decide whether or not to take the course after attending the first class should contact the instructor in advance. This does not apply to students who are (almost) certain that they will take the course.</p>

科目名 Course Title	多言語相関論演習[Cross-linguistic Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	原 由理枝 [HARA Yurie] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083263
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6322		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	2 Classes are in Japanese and English (bilingual, or language is decided once the student composition has been finalized).		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
formal semantics, compositional semantics, expressives, conventional implicatures, particles, intonation			
授業の目標 Course Objectives			
We focus on the semantic analysis of Conventional Implicatures. Since H. P. Grice first classified conversational and conventional implicatures, the formal treatment of conventional implicatures has been much neglected compared to that of conversational implicatures. Recently, however, Christopher Potts reidentified the category of conventional implicatures and provided a formal and compositional semantics to expressives. This course aims to apply the theory to other lexical items in non-English languages that induce similar secondary meanings.			
到達目標 Course Goals			
This course aims to build students' knowledge of linguistic theory, and to develop students' research ability through examining various issues in semantics, with emphases put on the following respects: (i) learning current issues in compositional semantics and their methodologies (ii) critical assessment of previous literature, (iii) formulation of falsifiable hypotheses, and (iv) academic writing.			
授業計画 Course Schedule			
Lessons 1&2: Redefining Conventional Implicatures Lessons 3-6: Compositional Semantics Lesson 7: Quiz 1 Lessons 8-10: Formal Language for Conventional Implicatures Lessons 11-12: Semantic Computation of Expressives Lessons 13-14: Student Presentations Lesson 15: Quiz 2			
準備学習 (予習・復習)等の内容と分量 Homework			
For each lesson, there will be individual assignments which consist of simple comprehension questions/exercises. The quizzes are based on the questions given as individual assignments, thus reviewing these assignments is the best way to prepare for the tests.			
成績評価の基準と方法 Grading System			
Preparation & Participation: 25% Quiz 1: 25% Quiz 2: 25% Student Project: 25%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
The Logic of Conventional Implicatures.／Potts, Christopher:PhD thesis, UC Santa Cruz., 2003 Logic For Linguists. Lecture materials given at LSA Institute 2007, Stanford, July 1-3.／Potts, Christopher:UMass Amherst, 2007 ※以下からダウンロード可能 (Available at the following) :			

http://www.stanford.edu/~cgpotts/dissertation/potts-dissertation-1up.pdf http://www.christopherpotts.net/ling/teaching/lsa108P/materials/potts-lsa07-logic4ling-print.pdf
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	言語情報処理論演習[Language Processing]		
講義題目 Subtitle	□		
責任教員 Instructor	阿部 真 [ABE Makoto] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083264
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6322		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	2 Classes are in Japanese and English (bilingual, or language is decided once the student composition has been finalized).		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Technology and language learning, qualitative research, reflection, materials development, design-based research, mock tutoring, changing models of foreign language proficiency, epistemology, experiential learning, computer-mediated communication, qualitative research, phenomenology, philosophy of technology			
授業の目標 Course Objectives			
Students will learn about second language acquisition, educational technology, educational assessment, anthropology of technology, and philosophy of technology, as well as how to improve foreign language teaching methods through mock tutoring and reflection.			
到達目標 Course Goals			
Understanding the different standpoints from which second language proficiency is conceptualized, and evaluating and improving foreign language teaching practices with technology through reflection.			
授業計画 Course Schedule			
Week 1: Guidance			
Weeks 2-6: Differences between reflective practice and research, educational technology and design approaches, conceptualizing foreign language proficiency			
Weeks 7-8: Presentation of mock tutoring			
Weeks 9-13: Aspects of digital technology and language learning, philosophy of technology, anthropology of technology			
Weeks 14-15: Presentation of mock tutoring			
準備学習 (予習・復習)等の内容と分量 Homework			
Each week, students will be required to read one or two chapters of a book. As a facilitator, students will be required to summarize the reading assignment and organize the discussion.			
成績評価の基準と方法 Grading System			
Participation (summarizing pre-readings, organizing discussions, participating in discussions): 20%			
Two presentations: 40%			
Final report: 40% (due in early February)			
他学部履修の条件 Other Faculty Requirements			
Students need to have the Japanese language ability to read and understand academic books and papers in Japanese. Presentations can be made in both Japanese and English.			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			

科目名 Course Title	日本語学習論演習[Japanese Language Learning Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	小林 由子 [KOBAYASHI Yoshiko] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083265
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6320		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Language learning, Cognitive psychology, Learning science, Psychological research method, Empirical research			
授業の目標 Course Objectives			
This seminar aims :			
1) to realize psychological theory (meta cognition, motivation and leaning strategy so on) and methodology (quantitative study such as ANOVA, factor analysis, correlation analysis and path analysis and so on / qualitative study) for practice and study of learning support .			
2) to apply the theories and methodologies to the students' own practice and study.			
到達目標 Course Goals			
1) To realize learning process from the point of view of cogunitive psychology			
2) To realize research method of psychology			
3) To be able to read papers of empirical research accurately			
4) To be able to discuss about relation psychological issues and research of learning support			
5) To be able to utilize psychological issues for practice and research of language learning / teaching			
授業計画 Course Schedule			
1st session :			
Guidance of the seminar and introduction of cognitive psychology, learning science and methodology for learning support			
2nd session :			
Psychological theory and methodology, reading papers of empirical study in the field of educational psychology and language learning			
The main topics will be an overview of psychological research methods, statistical methods, and the role of language learning processes, motivation, and metacognition.			
The papers and other literature to be read will be mainly articles published in “The Journal of Educational Psychology,” but instructions will be given during the exercises in consideration of the student's areas of specialization.			
3rd session:			
Based on Sections 1 and 2, each student will select a paper and report on its content with critical commentary.			
Each participant will prepare a final report on a specific topic of learning support or learning support research that he/she conducts on his/her own.			
準備学習 (予習・復習)等の内容と分量 Homework			
In this seminar, students must prepare for every class, read assignment papers, and review the contents for discussion.			
In the third session, students will select a paper based on the second section and report it in class with a critical review.			
A final report must be submitted by the deadline, linking what was learned in the exercises to his/her own practice and research.			

成績評価の基準と方法 Grading System Report & discussion (including preparation) in 2nd session 40% Report in 3rd session 20% Final paper 40%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks * 文献の詳細については演習中に指示する
講義指定図書 Reading List 日本語教育学を学ぶ人のために／青木直子ほか(編)：世界思想社, 2001 学習と教育の心理学 増補版／市川伸一：岩波書店, 2011 心理学・社会科学研究のための調査系論文の読み方／浦上昌則・脇田貴文：東京書籍, 2008 授業を変える 認知心理学のさらなる挑戦／米国学術研究推進会議(編著)：北大路書房, 2002 主体的・対話的で深い学びに導く 学習科学ガイドブック／大島純・千代西尾祐司〔編〕：北大路書房, 2019 自己調整学習ハンドブック／B.J.ジーマーメン&D.H.シャンク(編)：北大路書房, 2014 * 文献の詳細については演習中に指示する
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information The main target of this seminar is students who are interested in learning and teaching foreign languages. But students who are interested in other subjects also are welcomed. Students who want to take this seminar must attend the first class because the guidance will be held.

科目名 Course Title	比較日本語論演習[Contrastive Studies of Japanese and Other Languages]		
講義題目 Subtitle	□		
責任教員 Instructor	鄭 惠先 [JUNG Hyeseon] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083266
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6320		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
contrastive linguistics, linguistic structure, phonemes, vocabulary, grammar			
授業の目標 Course Objectives			
In this class, students reconsider the Japanese language from various viewpoints based on contrastive linguistics. Its objective is to notice both universal and distinctive elements of the Japanese language and to improve the ability of language analysis by contrasting Japanese and other languages including Korean.			
到達目標 Course Goals			
(1) to understand the universality and distinctiveness of Japanese as a foreign language			
(2) to acquire the fundamental knowledge of contrastive linguistics and to understand various research method			
授業計画 Course Schedule			
1st week: guidance			
2nd to 5th week: contrastive linguistics overview and brainstorming			
6th to 14th week: thesis reading and discussion			
15th week: wrap-up			
準備学習 (予習・復習)等の内容と分量 Homework			
(1) All students have to read papers beforehand and to post an opinion or information to the class stream on Google Classroom.			
(2) Each speaker has to prepare the handout beforehand and to raise an issue on the related field or papers.			
成績評価の基準と方法 Grading System			
Participation in the class (discussion, question-answer, and posting on Google Classroom): 40%			
Presentation (preparing the handout and raising an issue): 40%			
Final report: 20%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
必要な資料は授業で配布します。			
講義指定図書 Reading List			
日本語と外国語との対照研究Ⅹ 対照研究と日本語教育／国立国語研究所:くろしお出版, 2002			
世界の言語と日本語 : 言語類型論から見た日本語 改訂版／角田太作:くろしお出版, 2009			
シリーズ言語科学4 対照言語学／生越直樹:東京大学出版会, 2002			
ヴォイスの対照研究—東アジア諸語からの視点／生越直樹・木村英樹・鷲尾龍一(編著):くろしお出版, 2008			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

This class will use the Google Classroom system.

科目名 Course Title	日本語伝達論演習[Instructional Design]		
講義題目 Subtitle	□		
責任教員 Instructor	野澤 俊介 [NOZAWA Shunsuke] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083267
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6322		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	2 Classes are in Japanese and English (bilingual, or language is decided once the student composition has been finalized).		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Linguistic anthropology, social semiotics, indexicality, ethnography of communication, language ideology			
授業の目標 Course Objectives			
In this class we aim to deepen our understanding of the interface between 'language' and 'culture' by drawing on basic analytic concepts in linguistic anthropology and social semiotics. Course readings feature Japanese ethnolinguistic cases as well as other sociocultural contexts; some of them are English-language materials. Class participants may be asked to suggest discussion items as well.			
Mobilizing ideas such as "indexicality" and "language ideology", we aim to broaden our analytic perspective to examine how power relations, institutional norms, identity construction, sociotechnical conditions, and other consequential sociocultural processes emerge in and through concrete events of communication. Class participants are encouraged to explore how to connect linguistic anthropological concepts and methods to their own research agenda.			
While this class is situated, ostensibly, in the field of language and communication, students working in other areas - art, history, religion, law, technology, economics, etc - are very much welcome to participate as well.			
到達目標 Course Goals			
After taking this course, students will be able to:			
1) understand and use basic concepts in linguistic anthropology and social semiotics			
2) discern methodological issues in studies of language and communication			
3) deploy linguistic anthropological knowledge to enrich their own research project			
授業計画 Course Schedule			
I: (Case Study) Read various case studies and analyses			
II: (Theory) Zoom in on analytic concepts and methods used in these texts			
III: (Application) Feature these concepts/methods in an analysis in your field of scholarly interest			
[1] Introduction; on studying events			
[2] Peircean semiotics; indexicality; social semiotics			
[3] Linguistic anthropological perspectives; Jakobson + Peirce			
[4] Language community, speech community			
[5] Language ideology			
[6] Standardization, nation-state, 'national language'			
[7] Registers			
[8] "Dialects" (as metapragmatically described)			
[9] "Translation" (as metapragmatically described)			
[10] "Language" (as metapragmatically described) (1)			

<p>[11] "Language" (as metapragmatically described) (2)</p> <p>[12] "Conversation" (as metapragmatically described) (1)</p> <p>[13] "Conversation" (as metapragmatically described) (2)</p> <p>[14] Student presentations</p> <p>[15] Wrap-up</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>For specified weeks students are required to read assigned readings and submit a short report to share commentary and suggest questions they wish to be discussed in class (400 characters/ 200 words).</p>
<p>成績評価の基準と方法 Grading System</p> <p>Students are assessed on their fulfillment of Course Goals based on the following criteria:</p> <p>Weekly reports: 30 points</p> <p>Discussion contribution 30: points</p> <p>Student presentation: 10 points</p> <p>Final assignment: 30 points</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>"Course Schedule," "Homework," and "Grading System" are subject to change. This class is offered in-person, but online participation may be considered if deemed necessary and appropriate.</p>

科目名 Course Title	近現代日本語学演習[Modern Japanese Language]		
講義題目 Subtitle	□		
責任教員 Instructor	伊藤 孝行 [ITO Takayuki] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083268
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6320		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Modern Japanese language			
授業の目標 Course Objectives			
This course deals with Japanese history.			
到達目標 Course Goals			
At the end of the course, participants are expected to: (1) search references relating to Modern Japanese language, (2) choose references relating to Modern Japanese language, (3) write an essay connecting to their own research project.			
授業計画 Course Schedule			
1.Orientation 2.Search techniques 3.Reference management application 4.Searching references relating to Modern Japanese language 5.Managing research papers 6.Reading ancient documents 7.Reading ancient documents 8.Reading ancient documents 9.Reading ancient documents 10.Reading ancient documents 11.Reading ancient documents 12.Presentation preparation 13.Presentation 1 14.Presentation 2 15.Presentation 3			
準備学習 (予習・復習)等の内容と分量 Homework			
Read the textbook before coming to the lecture every week. Please note that you need to have a high level of Japanese language skills to take this course.			
成績評価の基準と方法 Grading System			
Your overall grade in the class will be decided based on the following: Class Participation: 30% Quiz: 50% Report: 20%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
Will be introduced in the class.			

講義指定図書 Reading List くずし字解読辞典／児玉幸多:東京堂出版
参照ホームページ Websites http://rnavi.ndl.go.jp/researchguide/entry/post-198.php , https://www.gsi.go.jp/bousaichiri/denshouhi.html
研究室のホームページ Websites of Laboratory
備考 Additional Information <ul style="list-style-type: none"> •This course will be taught in Japanese. •This course will evaluate those who have an attendance rate of more than 70%. •If you wish to record, photograph, or take video during class, please contact the instructor in charge of the lecture by e-mail in advance. •If the warning is not lifted by 10:00 a.m., the lecture will be changed from face-to-face to online. Details will be posted on Google Classroom, so please be sure to check there. •Please note that this syllabus may be subject to change.

科目名 Course Title	日本語教育論演習[Japanese Language Pedagogy]		
講義題目 Subtitle	□		
責任教員 Instructor	近藤 弘 [KONDO Hiromu] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083270
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～1
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6320		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Japanese Language Education Research, Theory-based research, Narrative Approach, Interview Surveys, Narrative Analysis			
授業の目標 Course Objectives			
<p>Currently, 3,794,714 people overseas are learning Japanese for various motives (Japan Foundation, 2023). Also in Japan, the need for Japanese language education is increasing due to the increase in the number of foreign residents living in Japan. Against this background, since the 2000s, Japanese language education research has been actively conducting qualitative surveys and research focusing on the uniqueness of Japanese language education sites (learners, teachers, communities, etc.) in Japan and abroad.</p> <p>In this class, we will focus on the narrative approach, in which narratives are the main object of analysis. The goal of the course is for students to learn about the principles and methods of the narrative approach and to be able to conduct interviews and analyze narratives. In order to achieve this goal, students will subscribe to literature and articles on narrative approaches of interest to them, conduct actual interviews, analyze narrative data, and present their findings. The aim of this course is to enable students to approach issues in Japanese language education research through narrative approaches.</p> <p>In this class, there will be many opportunities for discussion among the students. Therefore, students are expected to respect each other's position as researchers, to engage in constructive discussions, and to learn from others.</p>			
到達目標 Course Goals			
<p>(1) To be able to explain the position of narrative approaches in Japanese language education research</p> <p>(2) Understand the types of nativist approaches and the characteristics of each. Then, be able to select an appropriate research method to address a topic of interest and concern.</p> <p>(3) Conduct interviews as academic research</p> <p>(4) To be able to analyze data obtained from interviews</p> <p>(5) Communicate the results of analysis to others in an easy-to-understand manner</p> <p>(6) To be able to deepen analysis by exchanging constructive comments</p> <p>(7) To be able to present research results that contribute to Japanese language education research through discussion</p>			
授業計画 Course Schedule			
<p>Section 1: About Japanese Language Education Research (Sessions 1-5)</p> <p>This section consists mainly of lectures by the instructor on the following items, discussions by participants, class summaries, and other activities.</p> <p>Guidance</p> <p>-What is Japanese language education research?</p> <p>-Positivism and constructionism</p> <p>-Quantitative and qualitative research</p> <p>-Fieldwork and Narrative Approach</p> <p>-Narrative Approach in Japanese Language Education Research</p>			

<p>Section 2: Literature Subscriptions (6th–10th)</p> <p>This section consists mainly of subscriptions to basic literature and research papers. The objectives are the following two points.</p> <ul style="list-style-type: none"> –To deepen students’ understanding of the types and characteristics of research and analysis methods that focus on narratives. –To deepen understanding of the role of narrative approaches in Japanese language education research. <p>Section 3: Interview Survey and Analysis Practice (11th–15th)</p> <ul style="list-style-type: none"> –Students will select the research and analysis methods they will use from the methods covered in Section 2. –Conduct an interview survey on a theme of interest to each student. –Data obtained from the interviews will be converted into text and analyzed. –Present the results of the research and analysis. –Deepen the analysis through discussion.
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Section 1: Read literature related to the lecture and submit a reflection.</p> <p>Section 2: Select/find literature. Read the literature and prepare a document explaining its contents and presenting a discussion point of view</p> <p>Section 3: Conduct an actual interview survey, analyze the data, and prepare presentation materials and slides</p>
<p>成績評価の基準と方法 Grading System</p> <p>Class participation (discussion, Q&A, preparatory study, class summary, etc.) 40</p> <p>Report on literature survey in the second section: 10%.</p> <p>Presentation in section 3: 30%.</p> <p>Final report: 20%.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p> <p>教員が作ったハンドアウトを配付する。</p> <p>Handouts will be delivered in each class when needed.</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	現代メディア文化論演習[Modern Media and Culture]		
講義題目 Subtitle	□		
責任教員 Instructor	西村 龍一 [NISHIMURA Ryuichi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083271
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Mechanical Reproduction, Benjamin, Aura, Movie			
授業の目標 Course Objectives			
In this course we read carefully The Work of Art in the Age of Mechanical Reproduction of Walter Benjamin, which is one of the classic texts of media culture studies and deals with changes of the relations between original and copies and the fall of aura through evolutions of media technics. We will understand the influence that mechanical reproduction has on the work of art, the process and its problems in which the society accepts technologically new expression of art and social limitations of media philosophy through this classic.			
到達目標 Course Goals			
You will be able to understand and reconstruct the difficult text of media culture studies from the actual and critical point of view.			
授業計画 Course Schedule			
In the first three classes I introduce this course with the life of Benjamin, the process of completing this text and the representative texts of media philosophy about aura after Benjamin. After that we read carefully The Work of Art in the Age of Mechanical Reproduction. But we refer occasionally to studies discussing this text or movies to which this text refers.			
準備学習(予習・復習)等の内容と分量 Homework			
Each student is required to make a summary and report it. Every student must read the whole text and also reference texts distributed occasionally.			
成績評価の基準と方法 Grading System			
Participation in class discussion and report(60%), the term paper(40%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	ジェンダー社会文化論演習[Gender, Society and Culture]		
講義題目 Subtitle	□		
責任教員 Instructor	原田 真見 [HARADA Mami] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083272
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
feminism, intersectionality			
授業の目標 Course Objectives			
This class aims to deepen students’ understanding of problematic aspects of feminism by learning intersectionality.			
到達目標 Course Goals			
At the end of the course, students will:			
1) be familiar with the notion of intersectionality and and thus be able to obtain an objective view of feminism.			
2) be able to read articles critically and express their own opinions in discussion/writing.			
授業計画 Course Schedule			
1st section:			
---As an introduction, we will survey the history of feminism and feminist issues.			
2nd section:			
---We will read several chapters of Intersectionality written by Patricia Hill Collins and Sirma Bilge and learn intersectionality as a critical framework.			
3rd section:			
---We will read several chapters of The Trouble with White Women: A Counter-history of Feminism by Kyla Schuller and learn problematic aspects of feminism.			
4th section:			
---Each student is to give a presentation on feminist/intersectional issues to the class.			
準備学習（予習・復習）等の内容と分量 Homework			
Students are required to read and examine assigned articles in advance in order to prepare for the discussion in the class.			
成績評価の基準と方法 Grading System			
Contribution to the class (through providing the class with resumes and joining the discussion)– 40%, Final presentation and essay writing –60%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

<p>インターセクショナリティ／パトリシア・ヒル・コリンズ: 人文書院, 2021</p> <p>ホワイト・フェミニズムを解体する: インターセクショナル・フェミニズムによる対抗史／カイラ・シュラー: ナカニシヤ出版, 2023</p> <p>資料は必要に応じて配布する</p> <p>To be provided as handouts</p>
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	芸術社会論演習[Art and Society]		
講義題目 Subtitle	□		
責任教員 Instructor	増田 哲子 [MASUDA Noriko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083275
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	visual culture, film, photography, image, media		
授業の目標 Course Objectives	In this course, you will learn about the basic issues in the field of Visual Culture Studies and obtain various methodologies for analysing critically-visual material (photography, painting, film, animation, etc.). The act of looking (or not looking) is a social act that produces diverse effects, including generating and transmitting meaning or evoking certain actions. This year, under the keyword "contact zone", a place where different cultures meet, clash and negotiate, our goal is to understand what kind of images and iconography are produced or what kind of role they play in such heterogeneous places.		
到達目標 Course Goals	After the successful completion of this course, you will: -Know the fundamental issues and keywords in the study of visual culture and be able to analyse critically-visual materials in contemporary society -Be able to find relevant examples and artworks based on themes covered in texts, and provide arguments for discussion in class. -Improve your reading and presentation skills, especially in reading academic texts.		
授業計画 Course Schedule	First, we will read the text in order to reach a common understanding among the class on basic issues such as what is a "contact zone" and what kind of power/agency images have. Then, based on these basic concepts, each participant will bring a case study to present. Text: Mary Louise Pratt, Imperial eyes: travel writing and transculturation, 2nd ed., Routledge, 2008. 田中雅一『誘惑する文化人類学：コンタクト・ゾーンの世界へ』、世界思想社、2018 年。 Marita Sturken & Lisa Cartwright, Practices of looking: an introduction to visual culture, 3rd ed., Oxford University Press, 2018. 岡田温司『もうひとつのルネサンス』、人文書院、1994 年。 David Freedberg, The power of images: studies in the history and theory of response, University of Chicago Press, 1991.		
準備学習 (予習・復習)等の内容と分量 Homework	Every student is required to read the text and contribute to the discussion in class. The presenter will summarize the text and prepare a brief handout to lead the discussion.		
成績評価の基準と方法 Grading System	Class participation: 30% Presentation: 40% Final paper: 30%		

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks Practices of looking: an introduction to visual culture, 3rd ed./Marita Sturken & Lisa Cartwright:Oxford University Press, 2018 Imperial eyes: travel writing and transculturation/ Mary Louise Pratt 『誘惑する文化人類学：コンタクト・ゾーンの世界へ』/ 田中雅一: 世界思想社, 2018 なお、テキストの入手方法については初回の授業で指示します。
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	イメージ論演習[Image Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	丁 乙 [DING Yi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083276
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Image, Aesthetics, Art, Sensibility (aesthetic), East Asia		
授業の目標 Course Objectives	We will examine the meaning of "image" from the perspective of aesthetics. In other words, we will reconsider the nature of the image by focusing on the issues of "beauty," "art," and "sensibility (aesthetic)"—the three key concepts of aesthetics. While theories on this topic in the modern and contemporary periods have largely originated from the West, this seminar will also explore the critical responses from Eastern traditions.		
到達目標 Course Goals	By considering "images" in a variety of contexts, this course will allow for a comprehensive reevaluation of their substance and the development of further academic discussions. Students will be able to appropriately grasp the key issues of academic papers and conduct academic presentations and discussions in their own words.		
授業計画 Course Schedule	We will analyze the following three sources ・A classic work on the comparative study of poetry and painting in the Western tradition: Rensselaer W. Lee, Ut Pictura Poesis, The Humanistic Theory of Painting, New York: Norton, 1967. cf. https://archive.org/details/utpicturapoesish00leer/page/n9/mode/2up ・Natsume Sōseki, Kusamakura, Shin Shōsetsu, 1906. ・e.g., Touring filming locations Watanabe Hiroshi, A Study of Urban Walking Culture: The Intersection of "City" and "Narrative", Shunjūsha, 2019.		
準備学習 (予習・復習)等の内容と分量 Homework	Each session, students must thoroughly read the assigned sections before attending class. Presenters should prepare to give a presentation on the designated content. The specific format of the presentations will be explained in the first session.		
成績評価の基準と方法 Grading System	Overall evaluation will be based on class participation, including presentations and contributions during lessons (70%), and the final report (30%).		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List	絵画と文学——絵は詩のごとく／中森義宗:中央大学出版部, 1984 まちあるき文化考 交叉する〈都市〉と〈物語〉／渡辺裕:春秋社, 2019		
参照ホームページ Websites			

<https://archive.org/details/utpicturapoesish00leer/page/n9/mode/2up>,
https://www.aozora.gr.jp/cards/000148/files/776_14941.html

研究室のホームページ Websites of Laboratory

備考 Additional Information

科目名 Course Title	The Body and Gender[The Body and Gender]		
講義題目 Subtitle	□		
責任教員 Instructor	クック エマ [Emma Cook] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083277
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6331		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Body, Gender, Sexuality, Japan			
授業の目標 Course Objectives			
The purpose of this course is to give a theoretical and empirical overview of gender, the body, sexuality and society, mainly in contemporary Japan. We will consider “body” and “gender” as historical and cultural categories and ask: “What is the body?” “What is gender?” “What is sexuality?” “How does ‘culture’ shape bodies and gender? We will explore a variety of ethnographic and theoretical materials on how gender, sexuality and the body has been culturally constructed and experienced in the socio-historical context of postwar Japan.			
Please note that an advanced level of English reading, writing and speaking skills are needed to take this course.			
到達目標 Course Goals			
To learn an advanced understanding of theories of the body, gender and sexuality, with a focus on the Japanese context			
授業計画 Course Schedule			
1. Introductions 2. Gender Theories: Nature-Culture Debates 3. Japanese Feminism(s) 4. Gender and Bodies in Reproduction and Technology 5. Gender Commodification and Women’s Bodies 6. Masculinities and Men in Japan 7. Power, Resistance and Gender 8. Gender Commodification and Men’s Bodies 9. Review Essay 10. Queer Theory 11. Sexualities and Sexual Rights in Japan 12. Gender, Sex and the Body 13. Queer Japan 14. Student Presentations 15. Student Presentations			
準備学習 (予習・復習)等の内容と分量 Homework			
Please note that this is a very reading intensive course. Students are expected to read approximately 40 pages before each class in English and to engage in active discussion during class. An advanced level of English reading, writing and speaking skills are consequently needed to take this course.			
成績評価の基準と方法 Grading System			
20% Discussion Questions 20% Discussion Lead			

30% Essay 30% Presentation
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information An advanced level of English reading, writing and speaking skills are needed to take this course. Please note that the syllabus is subject to change.

科目名 Course Title	観光文化論演習[Tourism and Culture]		
講義題目 Subtitle	□		
責任教員 Instructor	石野 隆美 [ISHINO Takayoshi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083278
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
culture, anthropology, sociology, consumer society, mobility			
授業の目標 Course Objectives			
From the perspectives of anthropology/sociology of tourism, this course will explore the basic concepts and theories of tourism studies such as the tourist gaze, authenticity, front/back region, representation, and locality.			
到達目標 Course Goals			
By the end of this course, a successful learner will be able to:			
1. explain basic perspectives and concepts of tourism studies,			
2. develop skills to read academic papers in relation to the historical background and social context of the time,			
3. apply the theories and knowledge in the course to their own research topics.			
授業計画 Course Schedule			
Reading list and materials will be provided in the first week of the course.			
Week 1. Introduction.			
Week 2.-10. Review the basic theories and discussions of tourism studies (keywords: authenticity, tourist gaze, performance, representation, invention of tradition, objectification of culture, etc.)			
Week 11.-12. Examine the arguments on tourism and culture from the perspective of consumer society theory (keywords: consumer society, postmodernism, emotional labor, etc.)			
Week 13.-14. Explore the current anthropological studies of tourism and culture (keywords: mobility, materiality, social movements, etc.)			
Week 15. Discussion and summary			
準備学習 (予習・復習)等の内容と分量 Homework			
All participants are required to read given texts carefully in advance and be ready to share your ideas and questions at the class. Presenters are expected to prepare a summary of the texts for class discussion.			
成績評価の基準と方法 Grading System			
Evaluation is based on participation in class discussion (40%), presentations (30%), and the term paper (30%).			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
文献は教員が準備・配布する。			
Reading materials will be distributed in advance.			

講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	観光社会学演習[Sociology of Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	岡本 亮輔 [OKAMOTO Ryosuke] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083279
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Tourism cultures, Authenticity, Tradition, Media, Sociology, Anthropology		
授業の目標 Course Objectives	In contemporary society, tourism and media are closely related and transform. In this course, we aim to acquire basic knowledge and theory of tourism, sociology and cultural anthropology indispensable in analyzing contemporary tourism and media.		
到達目標 Course Goals	By the end of this course, a successful learner will 1. understand previous researches in your research area 2. understand the position of your academic methodology 3. explain the academic significance of your research		
授業計画 Course Schedule	You will read two or three academic papers about tourism study.		
準備学習(予習・復習)等の内容と分量 Homework	Students will read the texts beforehand and the reporter will prepare the resume.		
成績評価の基準と方法 Grading System	You will be evaluated by In-class work.		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	フィールドから読み解く観光文化学——「体験」を「研究」にする 16 章／西川克之ほか:ミネルヴァ書房, 2019 教科書は2回目の授業までに入手しておいて下さい。		
講義指定図書 Reading List	いま私たちをつなぐもの——拡張現実時代の観光とメディア／山田義裕・岡本亮輔:弘文堂, 2021		
参照ホームページ Websites	https://gendai.ismedia.jp/list/author/ryosukeokamoto , https://president.jp/list/author/%E5%B2%A1%E6%9C%AC%20%E4%BA%AE%E8%BC%94 , https://news.yahoo.co.jp/byline/okamotoryosuke		
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	観光人類学演習[Anthropology of Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	天田 顕徳 [AMADA Akinori] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083280
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Tourism cultures, Anthropology, Folklore, Modernity, Tradition, Authenticity			
授業の目標 Course Objectives			
In this class, students learn how to apply anthropological theory to their own research topics.			
到達目標 Course Goals			
Students learn to understand basic anthropological theory and methods, as well as to apply this knowledge to their own research project.			
授業計画 Course Schedule			
You will read one or two academic papers about anthropology of tourism(or Folklore studies).			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will read the texts beforehand and class presenters must prepare for their presentation.			
成績評価の基準と方法 Grading System			
Presentation and participation in discussion:70%			
Term paper on what the student has acquired in the class:30%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
初回授業時に受講者と相談の上、指示します。手に入りにくい文献／論文を使用する場合は担当教員が予め準備します。			
References and reading materials necessary will be introduced and/or delivered by the instructor.			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	北海道文化資源論演習[Cultural Resource Management in Hokkaido]		
講義題目 Subtitle	□		
責任教員 Instructor	山村 高淑 [YAMAMURA Takayoshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083281
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
fieldwork, cultural heritage, CRM (cultural resource management), Hokkaido, Indigenous culture, history, pop culture, cultural landscape, tourism resources, heritage tourism, contents tourism, Yamada Hidezo			
授業の目標 Course Objectives			
This course has the following three purposes: 1) to understand Hokkaido is a land with long history and rich cultural heritages of Indigenous people thorough fieldwork. 2) to understand that history and culture of Hokkaido consists of mainly three layers such as (a) prehistoric age, (b) Ainu culture period, and (c) after the Meiji period (the cultivation of Hokkaido). 3) to discuss how we should plan and manage the heritage tourism in Hokkaido with respect for Indigenous people and their culture.			
到達目標 Course Goals			
The goals of this course are: 1) To understand the international frameworks for cultural resource management such as 'International Cultural Tourism Charter'and to be able to use appropriately the relevant words and phrases such as heritage, pop culture, indigenous culture, etc.. 2) To have an ability to clearly define 'cultural resources' and explain the potentials and future challenges of 'Cultural Resource Management'. 3) To set a research question on one's own based on previous studies. 4) To understand the methodology of fieldwork and design a fieldwork plan. 5) To conduct a fieldwork to collect related information and data. 6) To analyze the data and draw a certain conclusion, and to present it. 7) To be able to write a Japanese essay of approximately 2,000 characters properly, following the rules of academic writing.			
授業計画 Course Schedule			
Section 1 (week one to four): lecture and discussion on the definitions, socio-cultural background of indigenous issues, history of Hokkaido and Japan, methodologies for field survey.			
Section 2 (week five to eight): fieldwork in and around the campus and the botanic garden of Hokkaido University, in order to understand the history of Sapporo and place names of Ainu origin.			
Section 3 (week nine to thirteen): fieldwork in Sapporo city area in order to understand the relationship between place names of Ainu origin and geographical environment.			
Section 4 (week fourteen and fifteen): presentation and discussion.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be required to submit a weekly report of approximately 2,000 words in Japanese, based on the content of the class discussions and fieldwork.			

In addition, relevant reference materials will be distributed as needed, so please be sure to read them before the next week.
成績評価の基準と方法 Grading System attitudes toward fieldwork (20%) mini reports and final report (40%) presentation (20%) discussions (20%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 北海道の地名～アイヌ語地名の研究別巻／山田秀三:草風館, 2000 世界遺産と地域振興／山村高淑・張天新・藤木庸介:世界思想社, 2007 北大歴史散歩／岩沢健蔵:北海道大学図書刊行会, 1986 アイヌ語地名を歩く／山田秀三:北海道新聞社, 1986 麗江フィールドノート／山村高淑:ぶんしけん出版(Kindle 版), 2019
参照ホームページ Websites 『先住民文化遺産とツーリズム:アイヌ民族における文化遺産活用の理論と実践』 http://eprints.lib.hokudai.ac.jp/dspace/handle/2115/49181
研究室のホームページ Websites of Laboratory http://yamamuratakayoshi.com/
備考 Additional Information [IMPORTANT]This course will consist of classroom lectures and fieldwork.Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom. In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.

科目名 Course Title	音楽ツーリズム論演習[Music and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	金 ソンミン [KIM Sungmin] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083282
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	tourism, music, soundscape, musicking, space, mobility, communication, nation		
授業の目標 Course Objectives	This course explores the following two questions: (1) What is the function of tourism in music?, and (2) What is the function of music in tourism? Through our classes, we focus on phenomena of individual interest (such as rock festivals or music city tourism), while exploring theoretical perspectives and methodologies to answer these two questions.		
到達目標 Course Goals	(1) Understand the theory of music and tourism. (2) Develop skills of expression with appropriate concepts. (3) Communicate orally and in writing your perspective and knowledge.		
授業計画 Course Schedule	Week 1 Introduction Week 2 National Music and Tourism (1) Week 3 National Music and Tourism (2) Week 4 National Music and Tourism (3) Week 5 Musicking and Tourism (1) Week 6 Musicking and Tourism (2) Week 7 Musicking and Tourism (3) Week 8 Musical Space and Tourism (1) Week 9 Musical Space and Tourism (2) Week 10 Musical Space and Tourism (3) Week 11 Soundscape and Tourism (1) Week 12 Soundscape and Tourism (2) Week 13 Soundscape and Tourism (3) Week 14 Final Presentation and Discussion (1) Week 15 Final Presentation and Discussion (2)		
準備学習 (予習・復習)等の内容と分量 Homework	Reading: You are asked to read selected an academic journal article or a book chapter. Readings will be posted. A term paper proposal: You are asked to write a paper to decide your research topic. Term paper/presentation: Your term paper and presentation may be on any topic that interests you relevant to popular culture.		

成績評価の基準と方法 Grading System
Attendance and participation at class (30%), a term paper proposal, final term paper and presentation.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
ミュージッキング—音楽は“行為”である／クリストファー・スモール:水声社, 2023 K-POP 新感覚のメディア／金成玟:岩波書店, 2018 テキストや指定図書は、授業中に適宜紹介する。Readings will be posted.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
https://www.kimsungmin.net/
備考 Additional Information

科目名 Course Title	Tourism and Public History[Tourism and Public History]		
講義題目 Subtitle	□		
責任教員 Instructor	BULL JONATHAN EDWARD [BULL JONATHAN EDWARD] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083283
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6401		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
tourism, museums, historical memory, local politics, public history, Japanese imperialism, international relations in East Asia			
授業の目標 Course Objectives			
Why do 'history wars' remain a characteristic of international relations in East Asia? What role do museums have in debates over the past? These questions and many more will be addressed in this class. The class will focus on how historical memory operates in a Japanese context. It will introduce some of the latest theory on how 'cultures of memory' work and it will apply that theory to museums and other sites of memory in Japan. After taking this course you should be able to analyse different 'memory frames' and to evaluate the effectiveness of museum displays.			
到達目標 Course Goals			
By the end of the course you should be able to: - Evaluate how tourism can impact upon historical memory and vice-versa - Analyse how local politics influences what can/cannot be included in tourism - Be able to read academic texts in English more efficiently and to use what you read in discussion - Be comfortable giving short presentations in English about academic topics			
授業計画 Course Schedule			
Week 1 - Guidance Week 2 - Cultures of memory - an overview Week 3 - A history of memory in Japan Weeks 4 and 5 - Applying 'antagonistic memory' to Japanese migration museums Week 6 and 7 - Using 'cosmopolitan memory' to understand a monument about migration Week 8 - A migration museum in Germany Weeks 9 to 14 - weekly reading and discussion to be agreed in consultation with students based on interests/dissertation research plans			
準備学習(予習・復習)等の内容と分量 Homework			
Each week one person will prepare a summary of that week's reading and discussion questions. Those who aren't leading the discussion for that week will be expected to prepare reading questions.			
成績評価の基準と方法 Grading System			
Presentation (preparation of reading summary and discussion questions) = 50% Participation in class (submission of reading questions and reflection comments) = 50%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			

参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information PLEASE NOTE THIS SCHEDULE IS PROVISIONAL AND WILL BE CONFIRMED ONCE I KNOW WHO IS TAKING THE CLASS.

科目名 Course Title	Tourist Attractions[Tourist Attractions]		
講義題目 Subtitle	□		
責任教員 Instructor	エデルヘイム ヨハン [EDELHEIM Johan] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083284
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6401		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Tourist Attractions, Narrative Analysis, Phenomenology, Culture, Media			
授業の目標 Course Objectives			
This course introduces two qualitative methodologies that will allow you to investigate socially reified entities anew. The topic of these investigations is tourist attractions, because they are the raison d’être for tourism – if there would not be anything that attracts tourists, then journeys would be pointless. However, what attracts tourists is not always evident – and surprisingly little research has been done of the “being” of attractions. This course departs from a common impression of attractions as tangible entities or “objects” that always can be “managed”, towards a more complex understanding of the “texts” that make up the way tourists understand attractions, and the “experiences” they have at attractions. Several field visits at different attractions will serve as the empirics based on which theories will be applied.			
到達目標 Course Goals			
By the end of this course, you will be able to:			
1. analyse diverse (and at times surprising) tourist attractions.			
2. appraise and reflect on new trends of tourism.			
3. examine tourism practices using qualitative methodologies in a socio-cultural context.			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with case studies from Japan and other areas. Throughout the course, you are required to take part of four field visits and apply chosen theories on your analysis of those visits.			
1. Introduction, Categories and typologies of tourist attractions			
2. Defining attractions – what are they [not]? Tourist attraction systems			
3. Tourist attractions as narratives 1 – Markers/Texts; Diegesis; Diachronic and Synchronic details			
4. Fieldwork 1 - visit at TBA			
5. Cross-cultural and Cultural peculiarities of Attractions			
6. Tourist attractions as narratives 2 – Voice; Focalisation; Tempo – Anachronisms			
7. Fieldwork 2 - visit at TBA			
8. The attraction management paradox; Success factors, and ‘white elephants’			
9. Tourist attractions as experiences 1 – Phenomenological triad; Essential themes; Hermeneutics			
10. Fieldwork 3 - visit at TBA			
11. Workshop about Assignments 2 (Literature review) and 3 (Critical appraisals of attractions)			
12. Tourist attractions as experiences 2 – Elements of experiences; Linguistic phenomenology; Noesis and Noema			
13. Fieldwork 4 - visit at TBA			
14. Expectations, planning, design, management, and quality assurance of tourist attractions			
15. Students critical appraisal presentations and summary			

<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>You are required to participate actively in the class activities, i.e. read given texts before class, be ready to explain and discuss your understandings of the texts. You will also take part in all fieldwork, submit short journals from each field visit, and discuss your separate findings afterwards with your peers.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Your grade will be determined by how well you demonstrate your achievement of the course goals through:</p> <ol style="list-style-type: none"> 1. Field visit journals from attractions: 40% (Course Goals 1 and 2) 2. Literature review: 30% (Course Goal 2) 3. Critical appraisal of selected tourist attraction – format to be pre-approved: 30% (Course Goals 1, 2 and 3)
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>Tourist Attractions – From Object to Narrative／Edelheim, Johan:Channel View Publications, 2015</p>
<p>講義指定図書 Reading List</p> <p>Book of readings (articles and book chapters) will be provided at beginning of course through Moodle site</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>This course explores a new attraction theme each year. Past themes include food, animals, transport, water, and olfactory attractions. In 2025, we will focus on tactile attractions (the attraction of touch). Specific visits will be planned based on the season and participant preferences.</p> <p>As we will be off-campus four times, you must obtain Student Education and Research Accident Insurance (Gakkensai) and present proof before the first field trip.</p> <p>Using GenAI to generate full assignments is not allowed. However, you may use it for structuring or proofreading. If so, include a post-note specifying the tool, how you used it, and the prompts given.</p> <p>If you have special learning needs (e.g., neurodivergence), please speak with me early in the course to ensure a supportive learning environment.</p> <p>Study consultations are on Mondays, 14:00-17:00 (Office S210). Please message me in advance if you'd like to meet.</p>

科目名 Course Title	観光創造論演習[Tourism and Innovation]		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083285
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
tourism creation studies, DM = destination management, planning and design, cultural heritage, ecotourism, ecomuseum, landscape, international cooperation in tourism development, model culture, theme park, resort development, PPP (public-private partnership), CBT=community-based tourism, living heritage, UNESCO world heritage, regional planning for the preservation and utilization of cultural properties, Citizen heritage, heritage creation			
授業の目標 Course Objectives			
In this class, in order to understand the discussions aimed at systematizing and deepening tourism creation studies being developed at Hokkaido University's Center for Advanced Tourism Studies (CATS) and the Tourism Creation Research Course at the School of International Communication, Media and Tourism, Of the two pillars that make up Tourism Creativity Studies, tourism innovation research and destination management (=DM) research, the latter will be lectured in particular. DM research refers to research activities for solving problems by using existing models or applying hypothetical models in the actual field. Methods and models obtained through trial and error in problem solving in the real field are verified in tourism innovation research through theorization and generalization work, and are used as a paradigm representing the times, or by regions, companies, NPOs, etc. It will be returned to society as a methodology or policy that induces innovation in various organizations.			
In particular, the following points are the features of this lecture.			
(1) To understand the basic concept of tourism creation at Hokkaido University, which has continued to consider "What is tourism for humans?"			
(2) After investigating the essence of tourism as a phenomenon of cross-cultural exchange and sorting out various theories and types of tourism that lead DM, UNESCO will examine recent changes in the paradigm of tourism and heritage protection in Japan and the international community. Understand based on the World Heritage Convention and ICOMOS declarations and charters.			
(3) In order to understand the goal of building a sustainable relationship between heritage and tourism in the modern world, the role and effects of tourism development in heritage management, as well as the problems and challenges, will be examined through examples of natural, cultural and intangible heritage in Japan and overseas. Understand through various policies (Law for the Protection of Cultural Properties, Landscape Law, Historic Town Development Law, etc.).			
到達目標 Course Goals			
Students will be able to set their own perspectives on the following issues and study how destination management should be in the real world.			
(1) What does it mean to manage tourism that is essentially cross-cultural exchange in the region?			
(2) What are the philosophies of the World Heritage Convention and various cultural heritage management systems?			
(3) What is fieldwork in the region from the perspective of research and practice?			

<p>授業計画 Course Schedule</p> <p>Session 1 :Guidance/Origin of Tourism Creation Studies and Destination Management (DM) How to proceed with the class, response paper, pre-study video, etc.</p> <p>Session 2:What is Tourism Creation ? -1(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the background of the establishment of CATS and the Graduate School of Tourism Creation at Hokkaido University.</p> <p>Session 3:What is Tourism Creation ? -2(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the basic principles of Tourism Creation.</p> <p>Session 4:What is Tourism Creation ? -3(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the basic principles of Tourism Creation.</p> <p>Session 5:DM as Planning Studies/ Heritage Creation and Tourism Creation Planning and design (case study of Minami Aizu Ouchi-juku)</p> <p>Session 6:Resource Management and Interpretation Concept of Heritage Creation / Cultural Resource Management</p> <p>Session 7:Management of Cultural Landscape Case Study-1: Shirakawa-go, a World Heritage Site Value creation as a cultural landscape and management of World Heritage sites</p> <p>Session 8:Management of Cultural Landscape Case Study-2: Taketomi Island, Okinawa Prefecture Management of Cultural Landscape and Tourism / Resort Development</p> <p>Session 9:Examples of ecomuseums: Europe, Hagi, India Guaranteed Access to Heritage Values (Ecotourism and the ICOMOS Charter on Culture and Tourism)</p> <p>Session 10:Model Culture and Theme Park Host & Guest Theory, TDR, Nagasaki Holland Village and Huis Ten Bosch</p> <p>Session 11:Reconstruction of Cultural Heritage Protection: World Heritage, Japanese Heritage, and Citizen's Heritage</p> <p>Session 12:Restructuring of Cultural Properties Protection: Basic Concept of History and Culture, Regional Plan for Conservation and Utilization of Cultural Properties</p> <p>Session 13:PPP (Public-Private Partnership) PFI/PPP/CBT/DMO</p> <p>Session 14:International Cooperation for Tourism Development -1 University and International Cooperation / CBT, PPP, SCC (Jordan)</p> <p>Session 15:International Cooperation for Tourism Development-2 Ethiopia</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Read books, related HPs, pre-distributed prints to instruct. Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluate based on the small report (80%) given in each class and the attitude / remarks (20%) of participation in the class. No term-end report is imposed.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites http://whc.unesco.org, http://www.bunka.go.jp</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	観光地理学演習[Seminar on Tourism Geography]		
講義題目 Subtitle	□		
責任教員 Instructor	吉沢 直 [YOSHIZAWA Nao] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083286
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Tourism geography, Tourist destination, Resorts, Sustainable transition, Ski tourism			
授業の目標 Course Objectives			
Students can explore fundamental concepts and case studies in tourism geography, such as the formation and spatial structure of various tourist destinations, as well as the spatial characteristics of tourist behavior. Additionally, in the latter part of the course, we discuss about the transition to sustainable tourism using mountain tourism as a case study. Practical methods, including analytical approaches, will be introduced to develop comprehensive knowledge and analytical skills.			
到達目標 Course Goals			
Students will understand the contemporary issue and challenges of various tourist destinations and contemplate the transition to sustainable forms of tourism.			
授業計画 Course Schedule			
1. Guidance and Geographical Thinking in Tourism Studies			
2. Regional Structure of Hot Spring Areas			
3. Fieldwork: Hot Spring Areas in Hokkaido (1)			
4. Fieldwork: Hot Spring Areas in Hokkaido (2)			
5. Development Process of Japanese Ski Resorts (Early Stage - Decline Stage)			
6. Development Process of Japanese Ski Resorts (Decline Stage - Internationalization Stage)			
7. Development Process of French Ski Resorts			
8. Fieldwork: Ski Resorts in Hokkaido (1)			
9. Fieldwork: Ski Resorts in Hokkaido (2)			
10. Adaptation of Ski Resorts to Climate Change			
11. Sustainable Transitions in Tourism (1)			
12. Sustainable Transitions in Tourism (2)			
13. Group Project: Future Scenarios for Resorts (1)			
14. Group Project: Future Scenarios for Resorts (2)			
15. Course Summary and Reflection			
準備学習(予習・復習)等の内容と分量 Homework			
Students actively participate in classes, read literature/papers on tourism areas and themes of interest, and discuss with other members.			
成績評価の基準と方法 Grading System			
Final Report (50%) and Discussion (50%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

<p>講義指定図書 Reading List</p> <p>スキーリゾートの発展プロセス：日本とオーストリアの比較研究／呉羽正昭:二宮書店, 2017</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>The fieldwork at a hot spring area in Hokkaido will take place on Friday, April 18, in the afternoon at Jozankei Onsen.</p> <p>The fieldwork at a ski resort in Hokkaido will take place on Saturday, July 5, in the afternoon in Kutchan Town (Niseko area).</p> <p>Both sessions will be on-site gatherings and dismissals, with an estimated duration of 3 to 4 hours.</p> <p>If participation in the fieldwork is unavoidably difficult, on-demand lectures on global tourism geography will be provided as an alternative.</p>

科目名 Course Title	多文化共生論演習[Multicultural Coexistence]		
講義題目 Subtitle	□		
責任教員 Instructor	PAICHADZE SVETLANA [PAICHADZE SVETLANA] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083287
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Multinational and multicultural coexistence, empire, nation-state, multicultural policy			
授業の目標 Course Objectives			
In this course, we will learn about the state of multicultural symbiosis and how multicultural coexistence is managed in each region and each historical period. We will consider the historical background of each type of state: Empire, nation-state and multiethnic state. Also, we will discuss the state borders and ethnic migration, issues of deportation and repatriation policy.			
到達目標 Course Goals			
1) Deepen understanding of multiethnic and multicultural society. 2) Acquire the ability to examine contemporary society through analysis of national multiethnic policy and analysis of its historical change.			
授業計画 Course Schedule			
Section 1 (1st-2nd): This section will examine the typology of multicultural societies and multicultural and multilingual policies worldwide. The first and second sessions will be lectures as introductions. Discussion with students will follow. Section 2 (3rd-10th): Policies of multiculturalism in different regions of the world will also be explored. The instructor will give lectures, followed by discussions with students. Section 3 (11th-14th): Students will give individual presentations on their areas of interest and related to their research topics. Session 4 (15th): A general discussion will be held in the last class.			
準備学習 (予習・復習)等の内容と分量 Homework			
Listen to the lecture, read the literature presented in advance, and participate in the discussion. At the end of the session, students will select one topic, give a presentation, and submit a report on the same topic.			
成績評価の基準と方法 Grading System			
Your grade will be determined by how well you demonstrate your achievement of the course goals through 1. Participating in the discussion and reading the text and 2. Making your presentation. 3. Writing the final report (based on your presentation)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
Language Rights and Political Theory／Will Kymlicka and Alan Patten :Oxford Univ Press, 2003			

<p> 辺境から眺める—アイヌが経験する近代／テッサ・モーリス=鈴木:みすず書房, 2000 多文化共生政策へのアプローチ／近藤 敦編著 (著):明石書店, 2011 The Age of Migration／Stephen Castles, Hein de Haas and Mark J. Miller:Palgrav, 2013 受講者決定後に文献を変更する可能性もある。初回の授業で提示する。 </p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	コンテンツツーリズム論演習[Contents Tourism Planning & Management]		
講義題目 Subtitle	□		
責任教員 Instructor	山村 高淑 [YAMAMURA Takayoshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083288
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
contents tourism, cultural resources, cultural diversity, cultural exchange, media, popular culture, subculture, pilgrimage to sacred sites			
授業の目標 Course Objectives			
This course has the following three purposes:			
1) To introduce the latest academic discussions on 'contents tourism' and trends in domestic and international contents tourism development.			
2) To understand the relationship among related actors and the process of contents tourism development.			
3) To discuss the potentials and challenges of contents tourism development in local communities, especially in Hokkaido.			
到達目標 Course Goals			
The goals of this course are:			
1) To understand the national policies related to contents tourism in Japan and the relationship between pop culture and tourism.			
2) To understand the process of contents tourism planning and management in Japan, especially in Hokkaido.			
3) To gain a better understanding of transnational contents tourism and cross cultural communication.			
授業計画 Course Schedule			
Week 1. guidance and introduction to academic framework of contents tourism.			
Section 1 (week 2-6): media contents as cultural resources (literature review, lecture and discussion on methodology, case studies)			
Section 2 (week 7-12): contents tourism as a tool of community development (lecture and discussion on the 'collaboration model for contents tourism', field survey in Sapporo city or Otaru city, research paper writing)			
Section 3 (week 13-15): potentials and challenges (presentation and discussion)			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be expected to read textbooks and materials as necessary.			
In addition, they will prepare a essay and a presentation on a specific case of contents tourism.			
成績評価の基準と方法 Grading System			
mini essay (10%)			
final research paper (essay) (30%)			
oral presentations (30%)			
discussions and debates (30%)			
他学部履修の条件 Other Faculty Requirements			

<p>テキスト・教科書 Textbooks</p> <p>コンテンツツーリズム:メディアを横断するコンテンツと 越境するファンダム／山村高淑・フィリップシートン編著:北海道大学出版会, 2021</p> <p>普及版 アニメ・マンガで地域振興 ～まちのファンを生むコンテンツツーリズム開発法～(電子版)／山村高淑:PARUBOOKS, 2018</p>
<p>講義指定図書 Reading List</p> <p>Contents Tourism in Japan: Pilgrimages to “Sacred Sites” of Popular Culture／Philip Seaton, Takayoshi Yamamura, Akiko Sugawa-Shimada, and Kyungjae Jang: Cambria press, 2017</p> <p>Mediating the Tourist Experience: From Brochures to Virtual Encounters／Jo-Anne Lester and Caroline Scarles: Ashgate, 2013</p> <p>Japanese Popular Culture and Contents Tourism／Philip Seaton and Takayoshi Yamamura: Routledge, 2017</p> <p>コンテンツが拓く地域の可能性 : コンテンツ製作者・地域社会・ファンの三方良しをかなえるアニメ聖地巡礼／大谷尚之, 松本淳, 山村高淑著: 同文館出版, 2018</p> <p>Contents Tourism and Pop Culture fandom: Transnational Tourist Experiences.／Yamamura, Takayoshi and Seaton, Philip. (Eds.): Channel View Publications, 2020</p> <p>湯涌ぼんぼり祭り 2011-2021～アニメ「花咲くいろは」と歩んだ 10 年～／湯涌ぼんぼり祭り実行委員会・間野山研究学会編: parubooks, 2021</p>
<p>参照ホームページ Websites</p> <p>IJCT: International Journal of Contents Tourism: https://contents-tourism.press/</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>http://yamamuratakayoshi.com/</p>
<p>備考 Additional Information</p> <p>This course will consist of classroom lectures and fieldwork. Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom.</p> <p>In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.</p>

科目名 Course Title	エンタテインメント法社会論演習[Entertainment Law and Society]		
講義題目 Subtitle	□		
責任教員 Instructor	郭 薇 [Wei Guo] (大学院法学研究科)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083289
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Law, copy right, free speech, entertainment, contents, show business			
授業の目標 Course Objectives			
Modern creative work is protected by sort of legal institutions such as Copy Right, Free Speech Principle. Meanwhile, compliance is increasingly important function in companies all over the world. The issues of how necessary practicing law to protect entertainment business also get rise. This course will introduce the nature of entertainment law, to make students understood the interactions in legal practices between media, market, nation and creator.			
到達目標 Course Goals			
1. Participants are able to learn the general knowledge of entertainment law, and the process of practices. 2. Participants are able to understand the functions and significates of entertainment law, on current real issues.			
授業計画 Course Schedule			
This course focuses on a core issue that how legal works support creative works and considers the nature, functions and practices with real issues of entertainment law. The following sessions are designed to consider with participants the challenges of recent entertainment activities by combining a basic lecture introducing background knowledge with applied exercise analyzing actual cases. No prior knowledge of law is to be required for participants. A guest speaker invited from an institution or a company of related field will make a special lecture for this class. The detailed schedule will be announced in Lesson 1.			
Session 1 General theory of law In order to understand the principles of entertainment law and its application, the lecture first introduces the basic structure of modern law, specifically the legal definitions, types of law and the process of applying the law. Based on this, the purpose and structure of entertainment law will be reviewed.			
Session 2 Content and entertainment law Much of entertainment uses some kind of expression to convey a message. The way in which laws and regulations relating to expressive activities is a core theme of entertainment law. This session will introduce the content and application of legislation on 'freedom of expression' and 'defamation'.			
Session 3 Business and entertainment law This section provides an overview of the legal system surrounding the production and distribution of content, with a focus on copyright law, and examines the actual operation of the system in line with specific issues such as music and video.			
Session 4 Organization, Individual and entertainment law Review legal issues in the management of the entertainment industry. It refers to the legal status of entertainers and their relationship with their agencies and consumers (fans).			

Session 5 Discussion
準備学習 (予習・復習)等の内容と分量 Homework 1. All participants are assumed to read the required materials, and try to comment on the content. 2. All participants are encouraged to describe their own opinion in class and discuss with others in advance. 3. In preparation for presentation, participants are required to make a summary of assigned texts, with original comments.
成績評価の基準と方法 Grading System 1. Students are required to attend more than 70% of the course, and to be graded by following contributions to the class. (1)preparatory assignment, (2)class discussion, (3)presentation. Grading ratio: (1)=20%, (2)=40%, (3)=40%. 2. Getting the basic views of entertainment law(C), understanding the practice of entertainment law in real cases(B), using the view of entertainment law to investigate the relevance in real social issues(A), and if all three are in excellent level (E).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 教科書は使用せず、資料を必要に応じ配布する。 No textbook required. Handouts will be distributed.
講義指定図書 Reading List あたらしい表現活動と法／志田陽子(編)；志田陽子・比良友佳理(著):武蔵野美術大学出版局, 2018 法のデザイン:創造性とイノベーションは法によって加速する／水野祐:フィルムアート社, 2017 エンタテインメント法実務／骨董通り法律事務所(編):弘文社, 2021
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	森林美学演習[Forest Aesthetics]		
講義題目 Subtitle	□		
責任教員 Instructor	上田 裕文 [UEDA Hirofumi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083290
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
Forest Aesthetics, Forest Landscape, Natural resource management, Local community, Landscape planning			
授業の目標 Course Objectives			
Students learn the history of forest aesthetics, its contemporary significance, and the philosophy of forest landscape planning for practice. The students will understand the multiple functions of forests, ecosystem services, and the forest service industries through practical fieldwork.			
到達目標 Course Goals			
After successful completion of this course, you are expected to reach the following learning objectives.			
1. You can understand the concept of forest aesthetics and explain the way of sustainable forest management.			
2. You can analyze and evaluate the current situation and problems of forest service industries in Japan and overseas.			
3. You can develop a plan of forest service industry that solves regional problems, and you can make persuasive presentation.			
授業計画 Course Schedule			
This course is divided into three sections.			
The first section: theories of forest aesthetics			
1. Guidance			
2. History of forest aesthetics in Germany			
3. History of forest aesthetics in Japan			
4. Landscape analysis theory			
5. Evaluation of landscape			
6. Forest service industries			
7. Summary of lectures and preparation for fieldwork			
The second section: Fieldwork			
8. Fieldwork in Sapporo			
9.-13. Fieldwork at Hokkaido University Forest			
The third section: Group work			
14. Group work: proposal of a forest service industry			
15. Final presentation			
準備学習(予習・復習)等の内容と分量 Homework			
Literature review, preparation of field tour, gathering materials and practice for the presentation must be done outside the classroom.			
成績評価の基準と方法 Grading System			
You will be evaluated by aggressive approach to discussion and fieldwork attitude (30%), report assignment (20%) and final presentation (50%).			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 森林風景計画学／塩田 敏志 編:地球社, 2008 森林美学／小池孝良・清水裕子・伊藤太一・芝 正己・伊藤精晤 監訳:海青社, 2018 森への働きかけ：森林美学の新体系構築に向けて／湊克之 編:海青社, 2010 復刻版・森林美学／新島善直・村山醸造:北大図書刊行会, 1991
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html
備考 Additional Information This course includes field work(one night and two days). The date and time of implementation will be determined in consultation with the student.

科目名 Course Title	コミュニティ・ベースド・ツーリズム論演習[Community Based Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	岡田 真弓 [OKADA Mayumi] (アイヌ共生推進本部)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083291
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Community based Tourism (CBT), Heritage Management, Participatory Community Building through tourism development, Indigenous Tourism			
授業の目標 Course Objectives			
Community Based Tourism (CBT) is a tourism activity owned and operated by the community and managed or coordinated at the community level that contributes to the well-being of the community by supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. While CBT projects are being initiated throughout Japan, the framework of CBT is also being applied to means of poverty alleviation in developing countries. In this course, students will learn the basic theory and methodology of CBT and then acquire the knowledge and framework necessary to understand the role and current issues regarding CBT and Indigenous Tourism through literature review and fieldwork.			
到達目標 Course Goals			
At the end of this course, students will be able to:			
(1) Gain the basic knowledge to understand the concepts, interaction with other alternative tourism and methodology of Community Based Tourism (CBT).			
(2) Understand the role and potential of natural/cultural heritage management within CBT.			
(3) Explain the importance and current issues related to CBT and Indigenous Tourism.			
授業計画 Course Schedule			
Section 1 (week 1 through 6): Introduction to Community-Based Tourism.			
The first section provides you with introductory lectures. This section aims to understand the basic theory and methodology of Community Based Tourism (CBT).			
Section 2 (weeks 7 to 12): Learning about Indigenous Tourism initiatives in Hokkaido and the world.			
The second section will provide you with more specific knowledge and frameworks necessary to understand Indigenous Tourism in Japan through literature review and field work. The fieldwork will be conducted in Akan-cho, Kushiro City, Hokkaido. In the first three classes of this section, students will learn general knowledge about Indigenous tourism and the comtemporal situation between Ainu people and Hokkaido tourism prior to the fieldwork. The rest of the course in this section will be delivered intensively as we go to Akan for fieldwork (3 days trip).			
*1 There will be additional costs (travel cost and program fee) for the fieldwork.			
*2 Date and area of fieldwork might change.			
Section 3 (Week thirteen to fifteen): Group Discussion and Final Presentation			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are strongly encouraged to read the materials provided and gather the information indicated before class.			
Before and after the fieldwork, students are expected to gather information about the site visited and to summarize the data obtained from the fieldwork.			

成績評価の基準と方法 Grading System Your grade will be determined by how well you demonstrate achievement of the course objectives through 1. participation in class discussions and assignments: 60% 2. final report and presentation: 40%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks , 2010
講義指定図書 Reading List The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications／Edited by Sandeep Kumar Walia:Routledge, 2021 The Routledge Handbook of Tourism and Indigenous Peoples／Richard Butler & Anna Carr:Routledge, 2024 コミュニティ・ベースド・ツーリズム事例研究 (CATS 叢書3号)／山村高淑、小林英俊、小川弘孝、石森秀三編著, 2010 Sustainable Tourism and Indigenous Peoples／Anna Carr et al.:Routledge, 2019 エコツーリズムの民族誌: 北タイ山地民カレンの生活世界／須永和博: 春風社, 2012 Sustainable Community-based Tourism: Planning, Management, and Sustainability／Tsung Hung LEE & Fen-Hauh JAN: Edward Elgar Publishing, 2025 各授業に必要な参考文献等は事前に配布する。 授業内容によって指定図書の一部が変更になる場合もある。 Book of readings (articles and book chapters) will be provided in advance. Reading list might be modified due to kinds of students' interests.
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Since this course deals with field work activities, students are required to obtain Personal Accident Insurance for Students pursuing Education and Research (PAS) prior to field work. There is an additional fee for the field trip. Details will be provided in the introductory course.

科目名 Course Title	Art and Festival Tourism[Art and Festival Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	渠 蒙 [Qu Meng] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083292
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6411		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Art Tourism, Art Festivals, Socially Engaged Art (SEA), Rural Revitalization, Creative Geographies, Creative Enhancement/destruction, Deep Mapping, Rural Studies, Island Studies			
授業の目標 Course Objectives			
In regions with challenging conditions, such as rural areas and islands, art tourism and creative geographies are interdependent. The presence of artistic and cultural attractions can shape the development of a region’s creative industries and foster the establishment of community-based social enterprises. In turn, the growth of these industries can drive art festivals and art tourism development and contribute to regional revitalization.			
This course guides students through interdisciplinary research, integrating diverse theories from art studies, art tourism, creative geography, deep mapping, and rural/island studies. The instructor will collaborate with students to explore distinct research areas and identify gaps between the humanities, social sciences, and applied sciences (such as rural planning), equipping them with the critical thinking skills necessary for conducting cross-disciplinary research.			
Learning Outcomes:			
・ Knowledge and Understanding: Students will gain a deep understanding of the interconnections and significance of academic subjects in the context of creative tourism and regional revitalization.			
・ Research Skills: Students will develop the ability to establish a research philosophy, construct a theoretical framework, and apply mixed-methods approaches in fieldwork. Each class will decide on a case study of art tourism in the Sapporo neighborhood.			
・ Problem-Solving and Integration: Students will be able to identify research problems based on ethical considerations and personal intellectual interests, develop strategies to address them, and integrate the findings into their own studies.			
Note: This course requires a sufficient level of English reading, communication, and presentation skills.			
到達目標 Course Goals			
1. Art and Tourism			
Develop an understanding of the history and concepts of contemporary art, including land art/earth art, environmental art, public art, relational aesthetics, site-specific art, and art engaged in revitalization efforts.			
2. Culture Mapping and Creative Geographies			
Gain a comprehensive understanding of art tourism, festival tourism, and the mechanisms behind art tourism’s role in urban/rural revitalization and gentrification, as well as the impact of creative and relational geographies.			
3. Rural, Island Studies, and Creative Revitalization			
Explore rural and island studies from a geographic perspective, learning the fundamental concepts of island culture studies, creative rural residents, islandness, and the creation and transformation of ‘art islands.’			
授業計画 Course Schedule			
1. Introduction to Art, Art Festival Tourism, Creative Geographies, Festival/Event Tourism, and Rural Studies			

<p>An overview of key concepts in art tourism, creative geographies, and rural studies, exploring their interconnections.</p> <p>2. History of Contemporary Art and its Social Practices</p> <p>A study of socially engaged art and revitalization-focused art tourism, examining their roles in contemporary culture.</p> <p>3. Creative Geographies, Rural & Island Studies, and Transdisciplinary Fields</p> <p>Exploring the intersection between the arts and social sciences in creative geographies, rural studies, and island culture.</p> <p>4. Relational Geography and Urban-Rural In-Migrants</p> <p>Understanding the concept of relational geography and the role of in-migrants in urban and rural communities.</p> <p>5. Art and Art Festival Tourism Abroad</p> <p>An exploration of international trends and practices in art tourism.</p> <p>6. Large-Scale Revitalization-Engaged Art Festival/Triennale Tourism in Rural Japan</p> <p>Case studies of large-scale art festivals and triennials and their impact on rural revitalization in Japan.</p> <p>7. Small-Scale Revitalization-Engaged Art Festival Tourism in Rural Japan</p> <p>Examining the effects of smaller art festivals on rural revitalization in Japan.</p> <p>8. Individual Presentations on Selected Journal Articles or Book Chapters</p> <p>Students will present findings from selected readings to stimulate discussion and critical analysis.</p> <p>9. Case Study of Art Tourism in the Sapporo Neighborhood</p> <p>A flexible case study of local art tourism in Sapporo, adjusted to student interests and class size.</p> <p>10. Evaluating Art Interventions</p> <p>Analysis of art interventions including relational art sites, art islandness, and creative rurality.</p> <p>11. Evaluating Tourism Impacts</p> <p>Exploring the effects of art and tourism on gentrification, partnerships, and social enterprises.</p> <p>12. Evaluating Community Outcomes</p> <p>Assessing the role of art tourism in rural development and neo-endogenous revitalization processes.</p> <p>13. An Interdisciplinary Framework for Rural Creative Tourism Geography (RCTG)</p> <p>Developing a framework to analyze and understand the intersection of rural tourism, creative industries, and geographic studies.</p> <p>14-15) Final Presentations</p> <p>Presentations combining theory from prior readings with case study analysis, showcasing the integration of research and application.</p> <p>Note: This schedule is subject to change based on participant numbers and scheduling adjustments.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Relevant reference materials will be provided to all students. Students are expected to study these materials before the next class and summarize the key findings during the following session. Due to the multidisciplinary nature of the course, students can choose topics that align with their interests, such as “Art in Society,” “Cultural Tourism,” or “Island/Rural Studies.” Each student will be required to present a research case or literature review, focusing on recently published books and academic journals. In addition to regular group discussions, the course will also include academic presentations.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Active participation in class (30%)</p> <p>in-class group works and interaction (30%)</p> <p>individual reports and presentations (40%)</p>
<p>他学部履修の条件 Other Faculty Requirements</p> <p>Basic English communication, reading, and writing skills are required.</p> <p>However, adjustments will be made based on each student’s language skills.</p> <p>Any student interested in this course can register directly, without the need for prior email contact.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p> <p>Qu, M. (2024). Regenerative art tourism for creative revitalisation in peripheral communities. In Duxbury, N., Rahim, S., Silva, S., Castro, T, V. (Eds.), Creative Tourism, Regenerative Development, and Destination Resilience, 87-100.</p> <p>Qu, M. (2024). Rural Creative Tourism Geography for Community Revitalisation. In Wilson, J. & Müller, D. K. (Eds.), The Routledge Handbook of Tourism Geographies, 146-157.</p> <p>Qu, M., & Zollet, S. (2023). Rural Art Festivals and Creative Social Entrepreneurship. Event Management. 27 (8), 1219-1235. https://doi.org/10.3727/152599523X16830662072107</p> <p>Qu, M., & Zollet, S. (2023). Neo-endogenous revitalisation: Enhancing community resilience through art tourism and rural entrepreneurship. Journal of Rural Studies. 97. 105-114. https://doi.org/10.1016/j.jrurstud.2022.11.016</p>

<p>Qu, M., McCormick, A. D., & Funck, C. (2022). Community resourcefulness and partnerships in rural tourism, <i>Journal of Sustainable Tourism</i> 30 (10), 2371–2390. https://doi.org/10.1080/09669582.2020.1849233</p> <p>Qu, M. (2022). Socially engaged art tourism, in-migrants micro-entrepreneurship, and peripheral island revitalization. <i>Wakayama Tourism Review</i> 3, 17–19. https://10.19002/10.19002.3.17</p> <p>Qu, M., & Cheer, J. M. (2021). Community art festivals and sustainable rural revitalisation. <i>Journal of Sustainable Tourism</i>, 29(11–12), 1756–1775. https://doi.org/10.1080/09669582.2020.1856858</p> <p>Qu, M. (2020). Teshima – from Island Art to the Art Island. <i>Shima</i>, 14(2), 250–265. https://doi.org/10.21463/shima.14.2.16</p> <p>Qu, M. (2019). Art Interventions on Japanese Islands: The Promise and Pitfalls of Artistic Interpretations of Community. <i>The International Journal of Social, Political and Community Agendas in the Arts</i>, 14 (3): 19–38. https://doi.org/10.18848/2326-9960/CGP/v14i03/19-38</p>	
参照ホームページ Websites	Center for Advanced Tourism Studies https://www.cats.hokudai.ac.jp/
研究室のホームページ Websites of Laboratory	https://www.qu-meng.com/research
備考 Additional Information	

科目名 Course Title	アドベンチャーツーリズム論演習[Adventure Tourism Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	木村 宏 [KIMURA Hiroshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083293
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6420		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
tourism business production and coordination, public relations, lifestyle tourism			
授業の目標 Course Objectives			
This program will examine how Goldwin, a sports apparel company with the corporate philosophy of “realizing a rich and healthy life through sports,” is working on adventure tourism (AT), a national policy, and how the company is contributing to the local community and society.			
In addition to learning about the planning and creation of experience programs that combine activities, nature and cultural experiences, which are a requirement of AT, this program will also specifically learn about the operation of local outdoor businesses and stores, product development and lifestyle proposals through sports.			
到達目標 Course Goals			
Understand the contributions that sports apparel companies are making to adventure tourism.			
Explore “lifestyle tourism,” a style of travel in which the destination itself is the place of life and travel is an extension of everyday life.			
授業計画 Course Schedule			
1 Introduction			
Development of adventure tourism			
National adventure tourism strategy			
AT practice in national parks and regions			
2-6 Lectures			
Goldwin’s history and corporate strategy to improve the global environment			
Development of the PLAY EARTH business in pursuit of the origins of sports			
Adventure tourism tour product strategy			
The evolution of outdoor wear and the creation of lifestyles			
The outlook for lifestyle tourism			
7-13 Field work on tourism creation through collaboration with companies			
The fieldwork will involve visiting national parks in Hokkaido. By speaking directly with business executives and local government leaders, we will learn about marketing, branding, and promotion for implementing initiatives such as improving the appeal and value of local areas, environmental conservation efforts, encouraging outdoor activities, creating nature experiences for children, and collaborating with local industries. Through these activities, we will examine the process and practice of regional revitalization through industry-government collaboration.			
14-15 Student’s presentation			
Public presentation on promotion of AT through industry-government-academia collaboration			
準備学習 (予習・復習)等の内容と分量 Homework			

The preparation details will be explained in the first lecture.
成績評価の基準と方法 Grading System Students are required to attend more than 70 % of the course. Then, your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in group discussion: 40% 2. participation in field work: 30% 3. reports and group presentation: 30%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Details of site visit and field work will be given in the beginning of the course. Students are required to cover their own traveling cost for visit.

科目名 Course Title	観光地域マネジメント論演習[Destination Management Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	小泉 大輔 [KOIZUMI Daisuke] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083294
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6420		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
destinaiton management, destination planning, DMO, tourism associations, community-based tourism products, regional collaboration, tourism transportation management, regional exchange bases, human resources management, financial management, environmental conservation			
授業の目標 Course Objectives			
The aim of this course is to consider students to how manage the area by tourism through lectures and site visits. Students will acquire basic knowledge and various perspectives for finding solutions for problems in areas. This course is also given as a mandatory course for the destination manager training program.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand various perspective on area development by tourism through cases 2. obtain skills to exam area management by tourism			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with some case studies from Hokkaido, and other areas. In the end of the course, students are required to make a group presentation based on acquired knowledge and field work during the course. 1. Introduction 2-6 Lectures on area management by tourism 7-12. Site visit and conduct field work on tourism development 13-15. Student's presentation, discussion and summary Details of site visit and field work will be given in the beginning of the course. Students are required to cover their own traveling cost for visit.			
準備学習(予習・復習)等の内容と分量 Homework			
Students are required to actively participate in the class activities including group discussion and presentation. They are also asked to read provided materials and collect indicated information before site visit and field work. Besides, students should submit a short report after field work. Detailed information will be given at each lecture. This lecture is based on group activities.			
成績評価の基準と方法 Grading System			
Students are required to attend more than 70 % of the course. Then, your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in group discussion: 40% 2. participation in field work: 30%			

3. reports and group presentation: 30%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	ランドスケープ・デザイン論演習[Landscape Design]		
講義題目 Subtitle	□		
責任教員 Instructor	上田 裕文 [UEDA Hirofumi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083295
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6420		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
landscape, design, planning, garden, town development, regional environmental management			
授業の目標 Course Objectives			
You will enjoy landscape in sightseeing. Landscape design is one of the most indispensable approaches in tourism development. Students will acquire theoretical and practical understanding of landscape related to pure nature, nature-man relationship and man made environment from micro-level to macro-level. Based on the acquired knowledge, design process is the focus of this class and we will work to develop creative problem solving skills. Students will participate in active learning type classes which include group learning, discussion and two design projects. As part of the process, design thinking and a number of skills will be developed including site and program analysis, conceptualization, master-plan drawings and section graphics.			
到達目標 Course Goals			
(1) You can express the basic concepts of landscape and design.			
(2) You can acquire, evaluate and apply information for planning through site surveys and site analysis.			
(3) You can develop your own ideas and design the process of realizing them			
(4) You can participate in a discussion between multiple people			
(4) You can present design ideas graphically as well as orally and in written form.			
授業計画 Course Schedule			
This class consists of 2 sessions: theory and practice.			
1st session: theory and technique of landscape design			
1. Guidance and introduction to landscape			
2. Gardens in the world and Japanese garden			
3. Field Study in Sapporo			
4. Landscape design in tourism town development			
5. Guidance and introduction to design			
6,7 Exercise of service design			
8. Group presentation and discussion			
2nd session: exercise of landscape design on a site in Hokkaido			
9. Preparation for fieldworks			
10, 11. Site survey and site analysis			
12, 13 design and develop landscape plans			
14 Preparation for group presentation			
15 Group presentation and discussion			

準備学習(予習・復習)等の内容と分量 Homework Gathering materials and practice for the presentation must be done outside the classroom.
成績評価の基準と方法 Grading System You will be evaluated by report in the 1st session (20%), discussion in group works (30%), work and group presentations (50%) Since the evaluation attributable to individuals is 50%, the results of group work are greatly evaluated.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 実践風景計画学：読み取り・目標像・実施管理／古谷勝則 [ほか] 編集:朝倉書店, 2019 こんな樹木葬で眠りたい：自分も家族も幸せになれるお墓を求めて／上田裕文:旬報社, 2018 『林苑計画書』から読み解く 明治神宮一〇〇年の森／明治神宮とランドスケープ研究会:東京都公園協会, 2020
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html
備考 Additional Information Schedule for fieldtrip to design site will be arranged with class members.

科目名 Course Title	Tourism and Regional Revitalization[Tourism and Regional Revitalization]		
講義題目 Subtitle	□		
責任教員 Instructor	Susanne Klien [SUSANNE Klien] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083296
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6421		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Depopulation, sustainability, community, tourism development			
授業の目標 Course Objectives			
This course will explore a variety of themes pertaining to tourism and rural revitalization in a variety of contexts from an anthropological perspective. Participants will require a (near) native level of English language skills as regular readings will be required and the course is highly interactive and discussion-based. Students will hone their skills to analyze the coherence of academic texts.			
到達目標 Course Goals			
1. Understand a variety of themes pertaining to contemporary tourism and rural revitalization by reading larger academic text material and critically question the arguments made by different authors. 2. Develop your academic reading and discussion skills 3. Improve your presentation skills			
授業計画 Course Schedule			
1. Introduction 2. Definitions 3. Sociology of Tourism 4. Tourism and sustainable community development 5. Tourism, power and space 6. Ethics of tourism development 7. Tourism and Postcolonialism 8. Mid-term 9. Disruptive Tourism 10. Cultural/Heritage Tourism 11. Volunteer Tourism 12. Island Tourism 13. Tourism, Creativity and Development 14. The Future of Tourism 15. Lifestyle Tourism 16. Final exam Note that this schedule may be subject to change.			
準備学習 (予習・復習)等の内容と分量 Homework			
Regular readings in advance of the course will be required as students will be expected to participate actively in class discussions. For each session, 1-2 text rapporteurs will be appointed who will present a concise summary of the reading and its main arguments to the class and are responsible for providing input for the discussion. Regular presentations will also be a feature of this course.			

成績評価の基準と方法 Grading System You will be evaluated as follows: Active participation 30% (text rapporteur) Presentations 30% Mid-term and final exam 40%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory Details will be provided in the introductory session. Texts and additional teaching materials will be available online (details of access will be explained in the introductory session and/or on ELMS).
備考 Additional Information Participants will require a (near) native level of English language skills as regular readings will be required and the course is highly interactive and discussion-based. Note that themes are subject to change.

科目名 Course Title	地域経済論演習[Seminar on endogenous rural Development]		
講義題目 Subtitle	□		
責任教員 Instructor	東山 寛 [HIGASHIYAMA Kan] (大学院農学研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083297
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6420		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Rural, Marginal community, Rural development, Counter-urbanization, Rural development policy			
授業の目標 Course Objectives			
The objectives of this course is to provide students with basic knowledge of rural development in Japan.			
到達目標 Course Goals			
You can discuss about the challenges of endogenous rural development in Japan and possible policy space for conserving rural areas.			
授業計画 Course Schedule			
Introduction to rural problems in Japan, Problems and challenges of marginal communities in Japan, Counter-urbanization movement in Japan, Challenges of rural development in Japan, Rural development policy.			
準備学習(予習・復習)等の内容と分量 Homework			
Students are required to review prepared materials.			
成績評価の基準と方法 Grading System			
Evaluation will be based on positively participation (50%), and an examination (50%). Grades will be allotted on a 11 point scale in absolute term.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
テキストは使用しない。適宜、資料を配布する。			
講義指定図書 Reading List			
農山村は消滅しない(岩波新書)／小田切徳美:岩波書店, 2014			
農山村からの地方再生／小田切徳美ほか:筑波書房, 2018			
農村政策の変貌／小田切徳美:農文協, 2021			
にぎやかな過疎をつくる／小田切徳美:農文協, 2024			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	インバウンド・ツーリズム論演習[Inbound Tourism to Japan]		
講義題目 Subtitle	□		
責任教員 Instructor	石黒 侑介 [ISHIGURO Yusuke] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083298
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Inbound Tourism to Japan, Tourism Policy, International Tourism, Destination Marketing, and Destination Management			
授業の目標 Course Objectives			
Japanese Government has been focusing on the promotion of inbound tourism to Japan in these 15 years and local governments, private sector and academia have been following this trend. as well. Inbound tourism is becoming a major theme for almost all the destinations in Japan. This subject allows students to be introduced to the both side of inbound tourism to Japan, the theory and practical especially from policy perspective. It provides a general overview of the latest trend of international tourism market and inbound tourism to Japan in order to understand the positioning of Japan as an international destination. In addition, the course is designed to understand systematically the challenges and the current situation in actual local destinations in Japan, by understanding basic theory and the process to modify it.			
到達目標 Course Goals			
It is expected that the students gain the practical skills and knowledges about the following points: 1. Japan's position as an international destination based on the global market trend. 2. Understanding features of Japan's international tourism policy by comparing to other countries 3. Finding challenges and solutions in inbound tourism for a specific destination in japan, based on the basic theory and multilateral viewpoint			
授業計画 Course Schedule			
The course consists of 3 parts: introduction, case study and practice through group work. The detail is as follows. ＜Introduction＞ Week 1: Lecture guidance, sharing subject matter and problem awareness in the lecture Week 2: International tourism market trends and Japan's inbound tourism policy Week 3: Characteristics of inbound tourism in tourism ＜case study＞ Week 4: Destination life cycle and diversification Week 5: Destination life cycle and diversification (Case Study: Takayama City) Week 6: Destination Image formation Week 7: Destination Image formation (Case Study: Yudanaka-onsen/Snow Monkey, Naoshima and Yamazaki) Week 8: Urban Destination (Case Study: Tokyo and Fukuoka) Week 9: Destination and sustainability Week 10: Inbound tourism to Japan and natural heritages (Guest lecturer) Week 11: Inbound tourism to Japan and cultural heritages (Guest lecturer)			

<p><Group work> Week 12-13: Group work(at Biei town) Weeks 14 to 15: Final presentation</p> <p>* Students are required to participate in field study at Biei town. Approximately 15,000 yen will be incurred as travel expenses. ** Schedule and field may be changed due to the Covid-19. Since the academic schedule of the Graduate School of International Media, Communication, and Tourism Studies (IMCTS) may differ from other faculties/schools. Please confirm the date of the class with the IMCTS Academic Affairs Department or the lecturer if considering taking the course.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework Students are required to make a report.</p>
<p>成績評価の基準と方法 Grading System Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> 1. paper: 30% 2. Final presentation : 50% 3. class discussions and participation : 20%
<p>他学部履修の条件 Other Faculty Requirements Since the academic schedule of the Graduate School of International Media, Communication, and Tourism Studies (IMCTS) may differ from other faculties/schools. Please confirm the date of the class with the IMCTS Academic Affairs Department or the lecturer if considering taking the course.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information Since English literature and materials may be used, lectures will be given on the premise of a certain level of English proficiency. The order and structure of the lectures may change depending on the number of students. The fieldwork is scheduled for 2 days on June 22-23.</p>

科目名 Course Title	世界遺産マネジメント論演習[World Heritage Management]		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083299
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Heritage creation cocept, UNESCO World Heritage Convention, OUV=(outstanding) universal value, integrity, authenticity, cultural landscape, living heritage			
授業の目標 Course Objectives			
The main goal of this course is to develop the ability to convey the charm and value of the heritage (or tourism resources) that you have found to others objectively and persuasively (to acquire the methodology). In this lecture, (1) first of all learn about various international discussions and documents related to the World Heritage, and explain the importance and necessity of explaining "OUV= (outstanding) universal value" and its value explanation, and about the meaning and explanation method of "integrity" and "authenticity". ② Next, students themselves actually understand the application documents (nomination documents) of the case actually applied to the World Heritage site and registered (Meiji Japan's Industrial Revolution Heritage, Nagasaki Churches, Mt. Fuji etc.), assembling and learning how to select and select constituent assets. ③ And finally, presentationwill be conducted on a trial basis to explain the universal value, completeness, and authenticity of the new heritage that the student himself found value. The deliverables shall be the application document and the power point at the time of presentation.			
到達目標 Course Goals			
Each student learns about the following points and acquires "the ability to create heritage = the ability to persuade others with the ability to explain to others the value found by themselves in real field". ① What is the essential value of the target heritage (heritage)? ② What are the challenges for realizing the heritage creation? ③ How should an entity and methodology realize heritage creation?			
授業計画 Course Schedule			
【Class Structure】 1st Guidance, Introduction 2nd Outstanding Universal Values, Authenticity and Integrity (Northern Jomon) 3rd Operational Guidelines for the Implementation of the World Heritage Convention 4th Commentary on Examples (Sites of the Industrial Revolution in Meiji Japan, Iwami Silver Mine) 5th Lecture on Examples (Mt. Fuji, Chachapoya: Peru) 6th Nomination Document (Iwakuni Kintai Bridge) 7th Nomination Document (Aso) 8th Presentation of the results of the analysis of Nomination Document -1 9th Presentation of the results of the analysis of Nomination Document -2 10th, 11th, 12th draft consultation (intensive lecture or individual tutoring, 30 minutes per person ×2 or more) 13th, 14th, 15th Presentation of Results (Intensive Lecture)			
This lecture will be divided into four main sessions, as follows. ●Session 1: Lecture			

<p>(1) Changes in the concept of heritage centered on discussions at UNESCO and ICOMOS</p> <p>(2) Preservation and conservation of cultural heritage (cultural properties) as an act of heritage creation</p> <p>(3) Process and method of applying for World Heritage registration</p> <p>●Session 2: Survey Presentation</p> <p>(1) Discuss the reading comprehension and content of UNESCO's 'Operational Guidelines for the Implementation of the World Heritage Convention'</p> <p>(2) Understand, present, and discuss specific registered World Heritage Nomination Document individually</p> <p>●Session 3: Individual esquisis for research presentation</p> <p>Creation of results for each student based on field surveys and esquith for them (draft criticism, presentation guidance)</p> <p>●Session 4: Presentation and discussion of results (3 sessions)</p> <p>After the presentation of the results of the students' application for registration of an original World Heritage that they found, a discussion is held.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Read books, related HPs, pre-distributed prints to instruct.</p> <p>Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluate the final submission deliverables (registration application document: 30%, power point article: 30%) and presentation (20%), each time small report (20%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>世界遺産条約履行のための作業指針 (UNESCO)</p> <p>世界遺産条約履行のための作業指針 (UNESCO) のダウンロード先</p> <p>http://bunka.nii.ac.jp/docs/13_mokuji.pdf</p>
<p>講義指定図書 Reading List</p> <p>世界文化遺産の思想／西村幸夫・本中眞ほか: 東京大学出版会, 2017</p>
<p>参照ホームページ Websites</p> <p>http://whc.unesco.org, http://www.bunka.go.jp</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	国際開発論演習[International Development]		
講義題目 Subtitle	□		
責任教員 Instructor	岡田 真弓 [OKADA Mayumi] (アイヌ共生推進本部)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083300
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Tourism Development, International Tourism, Developing World, International Cooperation, ODA (Official Development Assistance), Sustainability			
授業の目標 Course Objectives			
In the developing countries, there has been a growing recognition of the promotion of international tourism as an effective means of acquiring foreign exchange as well as a driving force for employment opportunities, industrial development, improvement of living standards. Therefore, there are increasing demands from the developing countries regarding the multiple supports in sustainable tourism development. In this course, students will learn the basic theory of tourism development in developing countries, and then acquire knowledge and framework necessary to understand the role and current issues regarding tourism development in developing countries as an international cooperation.			
到達目標 Course Goals			
At the end of this course, students will be able to:			
(1) Understand the potential of international tourism development as a tool for economic and social development in developing countries.			
(2) Explain the role of advanced economies, including Japan, in poverty alleviation and community empowerment through tourism development.			
(3) Gain knowledge of the essential factors for tourism development as an international cooperation project.			
授業計画 Course Schedule			
Section 1 (week 1 to 9): Introduction to the basic theory of international tourism development.			
In the first section, you will receive introductory lectures. This section aims to understand the basic theory of international tourism development, following the textbook as “Tourism and Development in the Developing World” by Telfer, D. J. and Sharpley, R. and “Tourism for Pro-Poor” by Takatera, K.			
Section 2 (weeks 10 to 13): Understanding international tourism development and international cooperation case studies.			
The second section provides you more specific knowledge and frameworks necessary to understand international tourism development in the developing countries. The course will invite guest lecturers specializing tourism anthropology and Japanese international cooperation projects. More details on schedule and topics will be delivered when the course starts.			
Section 3 (weeks 14 and 15): Group discussion and Final Presentation			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are strongly encouraged to read the provided materials and gather the indicated information before class.			
Students are also asked to prepare the chapter summaries from the indicated textbooks or articles.			
成績評価の基準と方法 Grading System			
Your grade will be determined by how well you demonstrate achievement of the course objectives through			
1. participation in class discussions and assignments: 40%			

2. literature review and presentation: 30%
3. final paper and presentation: 30%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 発展途上世界の観光と開発／D.J.テルプァー, R.シャープリー:古今書院, 2011 貧困克服のためのツーリズム :Pro-Poor Tourism／高寺奎一郎:古今書院, 2004 各授業に必要な参考文献等は事前に配布する。 Book of readings (articles and book chapters) will be provided in advance.
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	文化遺産国際協力論演習[International Cooperation for Cultural Heritage]		
講義題目 Subtitle	□		
責任教員 Instructor	田代 亜紀子 [TASHIRO Akiko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083301
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Heritage, Cultural Heritage, International Cooperation, Tourism, World Heritage		
授業の目標 Course Objectives	What is 'heritage'? The aim of this course is to apply analyses to new currents of heritage studies from some academic points of view including architecture, archaeology, politics, cultural anthropology, sociology and history. Students will acquire knowledge and framework necessary for examining social and cultural factors and elements behind mechanisms and structures for international cooperation for cultural heritage.		
到達目標 Course Goals	By the end of this course, students will be able to: 1. understand several past discussion on heritage and nation. 2. acquire knowledge about international society, nation, and heritage. 3. graps implementation and its problems of international cooperation for cultural heritage. 4. obtain skills to examine balance between conservation of cultural heritage and tourism.		
授業計画 Course Schedule	1. Introduction 2.-14. Review on books and academic papers on heritage. Examples) Benedict Anderson, Imagined Community, Eric Hobsbawm and Terence Ranger (eds.) The Invention of Tradition 塩路有子『英国カントリーサイドの民族誌—イングリッシュネスの創造と文化遺産』 三浦恵子 『アンコール遺産と共に生きる』 荻野昌弘編『文化遺産の社会学』 * Depend on student's research topic who participate, reading list will be changed accordingly. 15. Discussion and summary		
準備学習 (予習・復習)等の内容と分量 Homework	Student will be required to read text, make a summary in advance, and then discuss in class. Reading list will be provided at the first class of the course.		
成績評価の基準と方法 Grading System	Your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in discussion: 20% 2. review on the text at each lecture: 80%		

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 詳しい講読文献情報は、授業時に指示する。手に入りにくいものは、教員が用意する。また、受講者決定後に受講者の専門性に考慮して、文献が変更される可能性もある。 No textbook required. Handouts will be distributed.
講義指定図書 Reading List 定本想像の共同体：ナショナリズムの起源と流行／ベネディクト・アンダーソン著；白石隆, 白石さや訳:書籍工房早山, 2007 創られた伝統／E・ホブズボウム, T・レンジャー編；前川啓治, 梶原景昭他訳:紀伊國屋書店, 1992 英国カントリーサイドの民族誌：イングリッシュネスの創造と文化遺産／塩路有子著:明石書店, 2003 アンコール遺産と共に生きる／三浦恵子著:めこん, 2011 文化遺産の社会学：ルーヴル美術館から原爆ドームまで／荻野昌弘編:新曜社, 2002
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	ヘリテージ論演習[Heritage Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	田中 英資 [TANAKA Eisuke] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083302
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Heritage, Heritagization, Critical Approaches, Construction of the Past, Creation of the Future, Affect, Materiality, Memory			
授業の目標 Course Objectives			
Recent studies on heritage have discussed that heritage is not something to be protected but is a social process in which something is regarded as ‘heritage,’ i.e. ‘heritagization’ (Walsh, 1992). Their focus is on how heritage emerges in the relationships between people, things and places. In this regard, the process of heritagization is a form of communication in a broader sense. The seminar aims to explore the role of heritage as an element of interaction between people, things and places in the context of tourism. Through the overview of recent trends in heritage studies, students will acquire the knowledge and theoretical framework necessary for examining social and cultural factors and elements and their interactions behind the relationship between tourism and heritagization.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand recent research trends in heritage studies, 2. grasp the relationship between tourism and heritage from the perspective of heritage as a social process, 3. apply the theories learned in the course to their research.			
授業計画 Course Schedule			
1. Introduction 2.-8. Review and discussion on “Heritage: Critical Approaches” (R. Harrison) 7.-11. Review and discussion on “Cultural Heritage and the Future” (C. Holtorf & A. Högborg eds.) 12.-14. Review and discussion on “Heritage, Affect and Emotion” (D. P. Tolia-Kelly, E. Waterton, & S. Watson eds.) 15. Discussion and summary *The first half of the seminar series focuses on reviewing “Heritage: Critical Approaches” (R. Harrison). The reading materials for the latter half of the seminar series depend on students’ research topics. The reading list will be changed accordingly.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be required to read text in advance and discuss in class. Reading list will be provided at the first class of the course.			
成績評価の基準と方法 Grading System			
The grade will be determined by how well the students demonstrate their achievement of the course goals through participation in class discussion (40%), presentations (40%), and the term paper (20%).			
他学部履修の条件 Other Faculty Requirements			

<p>テキスト・教科書 Textbooks</p> <p>詳しい講読文献情報は、授業時に指示する。手に入りにくいものは、教員が用意する。また、受講者決定後に受講者の専門性に考慮して、文献が変更される可能性もある。</p> <p>No textbook required. Reading materials will be distributed.</p>
<p>講義指定図書 Reading List</p> <p>Heritage: Critical Approaches./Harrison, R:Oxford and New York: Routledge., 2013</p> <p>文化遺産(ヘリテージ)といかに向き合うのか―「対話的モデル」から考える持続可能な未来／ハリソン, ロドニー【著】/木村 至聖他【訳】:ミネルヴァ書房, 2023</p> <p>The Palgrave Handbook of Contemporary Heritage Research/Waterton, E and Watson, S:Palgrave Macmillan, 2015</p> <p>The Heritage Reader/Fairclough, G., Harrison, R. , Jameson Jr., J. H., and Schofield, J. (eds):Routledge, 2008</p> <p>Cultural heritage and the future/Cornelius, H and Högberg, A (eds):Routledge, 2021</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	Creative Tourism[Creative Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	渠 蒙 [Qu Meng] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083303
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6431		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Cultural Tourism 1.0-4.0, Creative Tourism, Regenerative Tourism, Sustainable Tourism, Cultural Sustainability, Creative Research Methods (including action research, filmmaking for fieldwork, meta-facilitation), Creative Rural Entrepreneurship, Creative Tourists, Co-creation, and Relational Tourism.			
授業の目標 Course Objectives			
Creative tourism and cultural sustainability are closely interlinked. Creative tourism can foster cultural sustainability by generating economic benefits for local communities, which in turn helps preserve cultural heritage, social enhancement and support cultural initiatives. In return, cultural sustainability can attract creative tourists who seek authentic, meaningful experiences rooted in local culture and traditions.			
This course explores how creative experiences, interactions, and place-specific dynamics shape the growing field of creative tourism globally, with a particular focus on Japan. It covers key concepts in creative tourism, including co-creation, experiential tourism, relational tourism, sustainable cultural tourism, community empowerment, and methods for measuring creative tourism.			
A sufficient level of English reading, communication, and presentation skills is required for this course.			
到達目標 Course Goals			
1. Creative Tourism			
Gain an understanding of the evolution of cultural tourism, creative tourism, and their future projections. Develop the ability to critically engage with academic literature and apply professional insights to these fields.			
2. Cultural Sustainability			
Achieve a comprehensive understanding of sustainable tourism, sustainable cultural tourism, and creative tourism in the context of sustainability. Master the use of cultural indicators and methods for application in your own research.			
3. Creative Methods in Creative Tourism Studies			
Gain proficiency in advanced research methods such as action research, service learning, filmmaking, and idea mining workshops for fieldwork.			
授業計画 Course Schedule			
1. Introduction of culture tourism 1.0 to 4.0., creative tourism, regenerative tourism, tourism geography, cultural sustainability and creative methods in tourism			
2. Culture, sustainability, and place			
3. Sustainable tourism and socio-cultural indicators			
4. Creative tourism theory – from cultural tourism to creative tourism, authenticity, co-creation (co-makemanship) and learning experience			
5. Creative tourism in Europe			
6. Creative tourism in Japan and creative rural entrepreneurship and lifestyle in-migrants			
7-8. Individual creative tourism presentation case study and journal articles (based each own research interest)			

<p>9. Creative research methods 1 – action research, service learning and Meta-facilitation (problem-solving, practice-based research approach)</p> <p>10. Creative research methods 2 – filmmaking for fieldwork and research documentaries</p> <p>11. Creative research methods 3 – deep mapping and multimedia methodologies to investigate the creative tourism geographies</p> <p>12. Creative workshop 1 – (Backcasting + ABCD method) Future creative tourism development</p> <p>13. Creative workshop 2 – Idea mining workshop (base on the results from previous class)</p> <p>14. Creative workshop 3 – Presentation with the artists’ book (artistic creative tourism visual presentation outcomes)</p> <p>15. Students’ group presentation based on the result of workshop 1-3 (class 12-14)</p> <p>Please note that this schedule is subject to change depending on the number of participants and the schedule.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Relevant reference materials will be provided to all students. Students are expected to review these materials before the following week and summarize the key findings in class. Each student will be required to share recent literature, including newly published books and academic journals. In addition to regular group discussions, the course will also feature creative workshops, hands-on DIY art creation, and academic presentations.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Active participation in class (30%)</p> <p>in-class group works and interaction (30%)</p> <p>individual reports and presentations (40%)</p>
<p>他学部履修の条件 Other Faculty Requirements</p> <p>Basic English communication, reading, and writing skills are required.</p> <p>However, adjustments will be made based on the students’ specific language abilities.</p> <p>Any student interested in this course can attend directly without the need for prior contact.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p> <p>Qu, M. (2024). Regenerative art tourism for creative revitalisation in peripheral communities. In Duxbury, N., Rahim, S., Silva, S., Castro, T, V. (Eds.), Creative Tourism, Regenerative Development, and Destination Resilience, 87-100.</p> <p>Zollet, S., & Qu, M. (2024). Creative newcomers and local food culture: revitalization, sustainability, and place-making between rural and urban. Food, Culture & Society, 1-19. https://doi.org/10.1080/15528014.2024.2443331</p> <p>Qu, M. (2024). Rural Creative Tourism Geography for Community Revitalisation. In Wilson, J. & Müller, D. K. (Eds.), The Routledge Handbook of Tourism Geographies, 146-157.</p> <p>Qu, M., Zollet, S., & Chiya, A. (2024). Island Art Sustainability Education: A case study of Osakikamijima, Japan. Shima, 18(1), 68-88. https://doi.org/10.21463/shima.221</p> <p>Qu, M., & Zollet, S. (2024). Regenerative Creative Tourism and Community Revitalization. Journal of Responsible Tourism Management 4 (1), 22-38. https://doi.org/10.47263/JRTM.04-01-02</p> <p>Zollet, S., & Qu, M. (2024). Revitalising rural areas through counterurbanisation: Community-oriented policies for the settlement of urban newcomers. Habitat International 145, https://doi.org/10.1016/j.habitatint.2024.103022</p> <p>Qu, M., & Zollet, S. (2023). The Power of Small: Creative In-Migrant Micro-Entrepreneurs in Peripheral Japanese Islands during COVID-19. In K. Scherf (Ed.), Adventures in Small Tourism: Studies and Stories (pp. 219-242). University of Calgary Press. https://doi.org/10.2307/jj.7682663.13</p> <p>Qu, M., Coulton, T. M., & Funck, C. (2020). Gaps and Limitations – Contrasting Attitudes to Newcomers and Their Role in a Japanese Island Community. Bulletin of the Hiroshima University Museum 12, 31-46. http://doi.org/10.15027/50631</p>
<p>参照ホームページ Websites</p> <p>Center for Advanced Tourism Studies https://www.cats.hokudai.ac.jp/</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>https://www.qu-meng.com/research</p>
<p>備考 Additional Information</p> <p>Details will be provided in the introductory session.</p>

科目名 Course Title	社会調査法Ⅰ（定性・フィールドワーク）[Social Research Methods : Qualitative, Fieldwork]		
講義題目 Subtitle	□		
責任教員 Instructor	張 ジュヒョク [JANG Juhyeok] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083304
期間 Semester	1 学期（春ターム）	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5100		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Social Research, Interview, Participant Observation, Fieldwork, Ethnography, Urban Development, Community Development, Public Anthropology, Corporations, Internet Technology, Multimedia Technology, Sociology, Anthropology, Tourism Studies, Religious Studies, Daily Life Culture, Environmental Issues, Local Communities, Theories and Hypotheses, Research Types, Data Description, Inference from Data, Hypothesis Testing, Correlation, Simple Regression, Multiple Regression			
授業の目標 Course Objectives			
This course aims to provide students with a foundational understanding of qualitative and quantitative research methods required in academic fields such as tourism, public relations media, communication, and language education, which focus on "humans and their behavior." First, students will gain an understanding of the basic concepts of qualitative social research and learn the processes of collecting, analyzing, and utilizing qualitative data, including fieldwork. This will equip them with the knowledge and skills necessary to conduct social research on specific research subjects. Additionally, the course will teach students methodological approaches to understanding research papers, while providing practical experience in the fundamentals of quantitative data analysis.			
到達目標 Course Goals			
In this course, the following objectives are set as learning goals:			
①Understand the fundamental concepts of social research methods, grasp the process of social research, and develop and implement their own research plans through appropriate reviews of previous studies.			
②Acquire techniques for the collection, analysis, utilization, and preservation of qualitative data, enabling the effective implementation and application of social research in their master's thesis studies.			
③Analyze differences in means and relationships between variables, and examine relationships and effects within populations.			
授業計画 Course Schedule			
This course is structured into two main parts: the first four sessions focus on qualitative research, while the latter four sessions cover quantitative research.			
①Qualitative Research in Tourism and Urban Development (Hirofumi Ueda, April 10) Learn about the design and process of qualitative research in the context of tourism and urban development.			
②Analysis of Regional Image in Tourist Destinations (Hirofumi Ueda, April 17) Study methods for investigating spatial perception and image formation of places in regional contexts, along with analysis techniques.			
③Fieldwork and Ethnography (Akinori Amada, April 24) Review the history of ethnology and folklore studies while learning about the characteristics and challenges of "fieldwork" and "ethnography" as research methods.			

<p>④Social Research Using Multimedia Technology (Tetsu Tanabe, May 1)</p> <p>Examine the collection, utilization, and preservation of qualitative data with consideration of changes in internet and multimedia technologies.</p> <p>⑤Foundations of Statistics and Descriptive Statistics (Haichun Yu, May 8)</p> <p>Learn fundamental concepts of quantitative research, such as null hypotheses, alternative hypotheses, descriptive statistics, and p-values. Gain an understanding of standard methods for summarizing characteristics of quantitative data, as well as the basic mechanisms of inferential statistics, which deduce population characteristics from sample observations. Specific topics include measures of central tendency, measures of dispersion, normal distribution, population and sampling, and statistical testing procedures.</p> <p>⑥Hypothesis Testing (Haichun Yu, May 15)</p> <p>Study methods for examining differences in means between two groups (t-tests) and learn techniques for investigating relationships and effects within populations.</p> <p>⑦Analysis of Variance (ANOVA) and Correlation Analysis (Juhyeok Jang, May 23)</p> <p>Learn methods for examining differences in means among three or more groups using ANOVA, and study correlation analysis to verify linear relationships between variables.</p> <p>⑧Regression Analysis (Juhyeok Jang, May 30)</p> <p>Explore regression analysis to identify the impact of independent variables on dependent variables. Specific topics include simple regression and multiple regression analysis.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>For each lecture topic, the instructor in charge will announce reference materials and readings that participants should review. Students are expected to prepare and review as needed.</p>
<p>成績評価の基準と方法 Grading System</p> <p>※Evaluation will be based on small assignments given by each instructor for all 8 sessions (12.5 points × 8 sessions = 100 points).</p> <p>※The content and submission method for the assignments will be instructed by the respective instructor for each session.</p> <p>※In case of absence, follow the instructions of the respective instructor.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>各担当教員が、資料や PDF を事前に Moodle で配布する予定 Each instructor plans to distribute materials and PDFs in advance via Moodle.</p>
<p>講義指定図書 Reading List</p> <p>心理学・社会科学の調査系論文の読み方／脇田貴文・浦上昌則：東京図書，2011</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	社会調査法Ⅱ (定量・データマイニング)[Social Research Methods : Quantative, Data Mining]		
講義題目 Subtitle	□		
責任教員 Instructor	張 ジュヒョク [JANG Juhyeok] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083305
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5100		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Social Research, Interview, Participant Observation, Fieldwork, Ethnography, Urban Development, Community Development, Public Anthropology, Corporations, Internet Technology, Multimedia Technology, Sociology, Anthropology, Tourism Studies, Religious Studies, Daily Life Culture, Environmental Issues, Local Communities, Theories and Hypotheses, Research Types, Data Description, Inference from Data, Hypothesis Testing, Correlation, Simple Regression, Multiple Regression			
授業の目標 Course Objectives			
This course aims to provide students with a foundational understanding of qualitative and quantitative research methods required in academic fields such as tourism, public relations media, communication, and language education, which focus on "humans and their behavior." First, students will gain an understanding of the basic concepts of qualitative social research and learn the processes of collecting, analyzing, and utilizing qualitative data, including fieldwork. This will equip them with the knowledge and skills necessary to conduct social research on specific research subjects. Additionally, the course will teach students methodological approaches to understanding research papers, while providing practical experience in the fundamentals of quantitative data analysis.			
到達目標 Course Goals			
In this course, the following objectives are set as learning goals:			
①Understand the fundamental concepts of social research methods, grasp the process of social research, and develop and implement their own research plans through appropriate reviews of previous studies.			
②Acquire techniques for the collection, analysis, utilization, and preservation of qualitative data, enabling the effective implementation and application of social research in their master's thesis studies.			
③Analyze differences in means and relationships between variables, and examine relationships and effects within populations.			
授業計画 Course Schedule			
This course is structured into two main parts: the first four sessions focus on qualitative research, while the latter four sessions cover quantitative research.			
①Qualitative Research in Tourism and Urban Development (Hirofumi Ueda, April 10) Learn about the design and process of qualitative research in the context of tourism and urban development.			
②Analysis of Regional Image in Tourist Destinations (Hirofumi Ueda, April 17) Study methods for investigating spatial perception and image formation of places in regional contexts, along with analysis techniques.			
③Fieldwork and Ethnography (Akinori Amada, April 24) Review the history of ethnology and folklore studies while learning about the characteristics and challenges of "fieldwork" and "ethnography" as research methods.			

<p>④Social Research Using Multimedia Technology (Tetsu Tanabe, May 1)</p> <p>Examine the collection, utilization, and preservation of qualitative data with consideration of changes in internet and multimedia technologies.</p> <p>⑤Foundations of Statistics and Descriptive Statistics (Haichun Yu, May 8)</p> <p>Learn fundamental concepts of quantitative research, such as null hypotheses, alternative hypotheses, descriptive statistics, and p-values. Gain an understanding of standard methods for summarizing characteristics of quantitative data, as well as the basic mechanisms of inferential statistics, which deduce population characteristics from sample observations. Specific topics include measures of central tendency, measures of dispersion, normal distribution, population and sampling, and statistical testing procedures.</p> <p>⑥Hypothesis Testing (Haichun Yu, May 15)</p> <p>Study methods for examining differences in means between two groups (t-tests) and learn techniques for investigating relationships and effects within populations.</p> <p>⑦Analysis of Variance (ANOVA) and Correlation Analysis (Juhyeok Jang, May 23)</p> <p>Learn methods for examining differences in means among three or more groups using ANOVA, and study correlation analysis to verify linear relationships between variables.</p> <p>⑧Regression Analysis (Juhyeok Jang, May 30)</p> <p>Explore regression analysis to identify the impact of independent variables on dependent variables. Specific topics include simple regression and multiple regression analysis.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>For each lecture topic, the instructor in charge will announce reference materials and readings that participants should review. Students are expected to prepare and review as needed.</p>
<p>成績評価の基準と方法 Grading System</p> <p>※Evaluation will be based on small assignments given by each instructor for all 8 sessions (12.5 points × 8 sessions = 100 points).</p> <p>※The content and submission method for the assignments will be instructed by the respective instructor for each session.</p> <p>※In case of absence, follow the instructions of the respective instructor.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>各担当教員が、資料や PDF を事前に Moodle で配布する予定 Each instructor plans to distribute materials and PDFs in advance via Moodle.</p>
<p>講義指定図書 Reading List</p> <p>心理学・社会科学の調査系論文の読み方／脇田貴文・浦上昌則：東京図書，2011</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	情報メディアと観光[Information Media and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	山村 高淑 [YAMAMURA Takayoshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083306
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information	R7 より「メディア文化と観光」と統合		
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Media culture, tourism, tourist gaze, narrative, self and others, heritage, music, tourist space, representation, place, display, interpretation, tourist art, media content, mediatisation of sites and tourist experiences, mobility, airport			
授業の目標 Course Objectives			
In this course, eight professors of cross-disciplinary studies will give omnibus lectures in order to provide students with fundamental perspectives for a multidirectional understanding of the relationships between media cultures and tourism in modern society, where the mobility of people and information is increasingly promoted. Specifically, the aim of this course is to provide students with the ability to interpret today's situations, in which borderless communication and cross-border cultures have proliferated, while at the same time being tied to specific places, by re-examining tourism phenomena in the context of cultural phenomena or media cultures.			
到達目標 Course Goals			
Through the lectures, students are expected to acquire the three specific skills listed below: 1) To be able to comprehend various tourism phenomena in the context of cultural phenomena surrounding media (media cultures) and to provide an explanation with verbalizing such phenomena; 2) To have an ability to clearly explain the relationships between media and tourism through the specific examples of borderless communications and cross-border cultures in real life; and 3) To be capable of discussing, by using various concepts introduced in the lectures, the phenomena in the synapsed areas between media cultures and tourism as well as their future perspectives and challenges			
授業計画 Course Schedule			
This is an omnibus course, with eight instructors each teaching one class session as outlined below. Note: The schedule is subject to change based on instructor availability.			
1. Introduction (Yamamura), June 17 Providing an explanation to students on the purposes and contents of this class and outlining the significance of focusing on the relationships between media cultures and tourism in terms of sociocultural history.			
2. Place and Representation (Okamoto), June 24 Giving an outline of how representations through media and sociopolitical contexts behind them make an impact on placeness from the perspective of the religious tourism theory.			
3. Sound and Tourism (Kim), July 1 We will consider how different sounds (music) that connect media and real space can create a sense of place and expand the senses from the perspective of music tourism theory.			

<p>4. Historical Tourism and Media (Amada), July 8</p> <p>In this session, we will explore the current dynamics and challenges surrounding the relationship between historical tourism and the media.</p>
<p>5. Display, interpretation, and tourist art (Yamasaki), July 15</p> <p>Looking at displays and interpretations regarding a museum, etc. being one of the important contents in tourism in terms of relationships between media and tourism; Discussing objects and the phenomena to be generated through them from the viewpoint of media with focusing on gifts and souvenirs at tourist sites (tourist arts).</p>
<p>6. Heritage as media (Tanaka), July 22</p> <p>Based on recent discussions on heritage as a social process, this seminar explores how heritage connects the past, the present and the future in the context of tourism.</p>
<p>7. Tourism "Pathways" and Media (Ishino), July 29</p> <p>Focusing on "airport media" such as commercial advertisements, artworks, information boards, and public signage systems that have developed in airport terminals in recent years, we will examine the cultural representations, tourist gaze, and travelers' experiences created by media deployed along mobility/tourism "pathways" from the perspective of critical mobility studies.</p>
<p>8. Social Media and Destination Marketing (Ong), August 4</p> <p>Offering a critical understanding of the impacts of social media on destination marketing using persuasion theories and the effects of information on social media on consumers' cognitive processing, affective evaluation, and behavioral intention.</p> <p>※Monday, August 4th, will follow the Tuesday class schedule.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Students are required to prepare for and review the class as necessary based on the reference documents/materials they should read to be notified when needed according to the theme of respective lectures.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Your grade to be determined by:</p> <p>(1) Reaction paper to each class meeting (80%)</p> <p>(2) Discussion participation and other requirements (20%)</p> <p>The final grades are determined by all the instructors. Each instructor explains the tasks for each class.</p>
<p>他学部履修の条件 Other Faculty Requirements</p> <p>Those students who belong to other faculty / school and would like to take this course must get the consent of the instructor of the course in advance.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>Center for Advanced Tourism Studies, Hokkaido University: https://www.cats.hokudai.ac.jp/</p> <p>Research Faculty of Media and Communication, Hokkaido University: https://www.imc.hokudai.ac.jp/rfmc/</p> <p>Center for Ainu and Indigenous Studies, Hokkaido University: https://www.cais.hokudai.ac.jp/</p>
<p>備考 Additional Information</p>

科目名 Course Title	ソーシャルメディア論演習[Social Media]		
講義題目 Subtitle	□		
責任教員 Instructor	于 海春 [YU Haichun] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083308
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information	2025 年度以降入学者は「政治コミュニケーション論演習」		
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Mass Media, Social Media, Quantitative Text Analysis, Content Analysis			
授業の目標 Course Objectives			
This course aims to provide students with the methodological foundation necessary for conducting empirical analyses in their master’s and doctoral research. In recent years, the rise of new media, particularly the Internet, has significantly transformed information dissemination. This course will equip students with empirical analytical skills essential for political communication research, considering the evolving and diversifying information environment. Special emphasis will be placed on quantitative analysis of media data, covering fundamental techniques and their applications.			
到達目標 Course Goals			
The primary goal of this course is for students to acquire empirical methods for analyzing media data. In particular, the course emphasizes the skills necessary for collecting, organizing, and analyzing text data. The specific learning objectives are as follows:			
1. Understand the fundamental concepts and characteristics of empirical analysis methods.			
2. Collect media data appropriately and process it systematically and quantitatively.			
3. Apply quantitative text analysis methods in political communication research and conduct empirical studies.			
授業計画 Course Schedule			
Introduction			
1. Introduction to the Course (Overview, objectives, and course structure)			
2. Media Effects Theory			
3. Media and Politics			
4. Authoritarian Regimes and Media			
Methodology			
5. Fundamentals of Content Analysis			
6. Fundamentals of Quantitative Text Analysis			
7. Recent Trends and Challenges in Quantitative Text Analysis Research			
Practice (Hands-on Analysis Using R)			
8. Data Collection and Preprocessing			
9. Basic R Operations and Data Handling			
10. Morphological Analysis and Word Extraction			
11. Frequency Analysis and Word Occurrence Patterns			
12. Scaling			
13. Topic Extraction Using LDA Topic Models			
Results Presentation			
14. Research Presentation and Feedback(1)			
15. Research Presentation and Feedback(2)			
準備学習 (予習・復習)等の内容と分量 Homework			

The course requires participants to read the assigned materials before each class and prepare accordingly. Homework assignments will be given for each lecture and must be submitted before the deadline.
成績評価の基準と方法 Grading System The course grade will be determined by two factors: (1) Class participation and homework (40%): Attendance, contributions to class discussions, and performance on homework assignments will be taken into account. (2) Final report(60%): At the end of the course, participants will submit a short report, in which they will apply the quantitative text analysis methods learned in class to a topic of their choice. The report will be evaluated based on the participant's ability to conduct the analysis appropriately.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 内容分析の方法／有馬明恵:ナカニシヤ, 2021 中国のメディア統制―地域間の「不均等な自由」を生む政治と市場／于海春:勁草書房, 2023 内容分析の進め方:メディア・メッセージを読み解く／ダニエル・リフ他、日野愛郎監訳:勁草書房, 2018 社会調査のための計量テキスト分析―内容分析の継承と発展を目指して／樋口耕一:ナカニシヤ出版, 2014 はじめての RStudio: エラーメッセージなんかこわくない／浅野正彦・中村公亮:オーム社, 2018 リーディングス政治コミュニケーション／谷藤悦史・大石裕:一藝社, 2022
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information This course will be conducted in Japanese. All participants must have excellent Japanese proficiency. The lectures will generally consist of a theoretical explanation and methodologies in the first half, followed by discussion and computer-based practices in the second half. The practices will utilize the free software "R".

科目名 Course Title	エコツーリズム論演習[Ecotourism Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	上田 裕文 [UEDA Hirofumi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083309
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information	2025 年度以降入学者は「森林美学演習」		
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
Forest Aesthetics, Forest Landscape, Natural resource management, Local community, Landscape planning			
授業の目標 Course Objectives			
Students learn the history of forest aesthetics, its contemporary significance, and the philosophy of forest landscape planning for practice. The students will understand the multiple functions of forests, ecosystem services, and the forest service industries through practical fieldwork.			
到達目標 Course Goals			
After successful completion of this course, you are expected to reach the following learning objectives.			
1. You can understand the concept of forest aesthetics and explain the way of sustainable forest management.			
2. You can analyze and evaluate the current situation and problems of forest service industries in Japan and overseas.			
3. You can develop a plan of forest service industry that solves regional problems, and you can make persuasive presentation.			
授業計画 Course Schedule			
This course is divided into three sections.			
The first section: theories of forest aesthetics			
1. Guidance			
2. History of forest aesthetics in Germany			
3. History of forest aesthetics in Japan			
4. Landscape analysis theory			
5. Evaluation of landscape			
6. Forest service industries			
7. Summary of lectures and preparation for fieldwork			
The second section: Fieldwork			
8. Fieldwork in Sapporo			
9.-13. Fieldwork at Hokkaido University Forest			
The third section: Group work			
14. Group work: proposal of a forest service industry			
15. Final presentation			
準備学習 (予習・復習)等の内容と分量 Homework			
Literature review, preparation of field tour, gathering materials and practice for the presentation must be done outside the classroom.			
成績評価の基準と方法 Grading System			
You will be evaluated by aggressive approach to discussion and fieldwork attitude (30%), report assignment (20%) and final presentation (50%).			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 森林風景計画学／塩田 敏志 編:地球社, 2008 森林美学／小池孝良・清水裕子・伊藤太一・芝 正己・伊藤精晤 監訳:海青社, 2018 森への働きかけ：森林美学の新体系構築に向けて／湊克之 編:海青社, 2010 復刻版・森林美学／新島善直・村山醸造:北大図書刊行会, 1991
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html
備考 Additional Information This course includes field work(one night and two days). The date and time of implementation will be determined in consultation with the student.

科目名 Course Title	Art Tourism[Art Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	渠 蒙 [Qu Meng] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083310
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6411		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information	2025 年度以降入学者は「Art and Festival Tourism」		
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Art Tourism, Art Festivals, Socially Engaged Art (SEA), Rural Revitalization, Creative Geographies, Creative Enhancement/destruction, Deep Mapping, Rural Studies, Island Studies			
授業の目標 Course Objectives			
In regions with challenging conditions, such as rural areas and islands, art tourism and creative geographies are interdependent. The presence of artistic and cultural attractions can shape the development of a region’s creative industries and foster the establishment of community-based social enterprises. In turn, the growth of these industries can drive art festivals and art tourism development and contribute to regional revitalization.			
This course guides students through interdisciplinary research, integrating diverse theories from art studies, art tourism, creative geography, deep mapping, and rural/island studies. The instructor will collaborate with students to explore distinct research areas and identify gaps between the humanities, social sciences, and applied sciences (such as rural planning), equipping them with the critical thinking skills necessary for conducting cross-disciplinary research.			
Learning Outcomes:			
・ Knowledge and Understanding: Students will gain a deep understanding of the interconnections and significance of academic subjects in the context of creative tourism and regional revitalization.			
・ Research Skills: Students will develop the ability to establish a research philosophy, construct a theoretical framework, and apply mixed-methods approaches in fieldwork. Each class will decide on a case study of art tourism in the Sapporo neighborhood.			
・ Problem-Solving and Integration: Students will be able to identify research problems based on ethical considerations and personal intellectual interests, develop strategies to address them, and integrate the findings into their own studies.			
Note: This course requires a sufficient level of English reading, communication, and presentation skills.			
到達目標 Course Goals			
1. Art and Tourism			
Develop an understanding of the history and concepts of contemporary art, including land art/earth art, environmental art, public art, relational aesthetics, site-specific art, and art engaged in revitalization efforts.			
2. Culture Mapping and Creative Geographies			
Gain a comprehensive understanding of art tourism, festival tourism, and the mechanisms behind art tourism’s role in urban/rural revitalization and gentrification, as well as the impact of creative and relational geographies.			
3. Rural, Island Studies, and Creative Revitalization			
Explore rural and island studies from a geographic perspective, learning the fundamental concepts of island culture studies, creative rural residents, islandness, and the creation and transformation of ‘art islands.’			
授業計画 Course Schedule			
1. Introduction to Art, Art Festival Tourism, Creative Geographies, Festival/Event Tourism, and Rural Studies			

<p>An overview of key concepts in art tourism, creative geographies, and rural studies, exploring their interconnections.</p> <p>2. History of Contemporary Art and its Social Practices</p> <p>A study of socially engaged art and revitalization-focused art tourism, examining their roles in contemporary culture.</p> <p>3. Creative Geographies, Rural & Island Studies, and Transdisciplinary Fields</p> <p>Exploring the intersection between the arts and social sciences in creative geographies, rural studies, and island culture.</p> <p>4. Relational Geography and Urban-Rural In-Migrants</p> <p>Understanding the concept of relational geography and the role of in-migrants in urban and rural communities.</p> <p>5. Art and Art Festival Tourism Abroad</p> <p>An exploration of international trends and practices in art tourism.</p> <p>6. Large-Scale Revitalization-Engaged Art Festival/Triennale Tourism in Rural Japan</p> <p>Case studies of large-scale art festivals and triennials and their impact on rural revitalization in Japan.</p> <p>7. Small-Scale Revitalization-Engaged Art Festival Tourism in Rural Japan</p> <p>Examining the effects of smaller art festivals on rural revitalization in Japan.</p> <p>8. Individual Presentations on Selected Journal Articles or Book Chapters</p> <p>Students will present findings from selected readings to stimulate discussion and critical analysis.</p> <p>9. Case Study of Art Tourism in the Sapporo Neighborhood</p> <p>A flexible case study of local art tourism in Sapporo, adjusted to student interests and class size.</p> <p>10. Evaluating Art Interventions</p> <p>Analysis of art interventions including relational art sites, art islandness, and creative rurality.</p> <p>11. Evaluating Tourism Impacts</p> <p>Exploring the effects of art and tourism on gentrification, partnerships, and social enterprises.</p> <p>12. Evaluating Community Outcomes</p> <p>Assessing the role of art tourism in rural development and neo-endogenous revitalization processes.</p> <p>13. An Interdisciplinary Framework for Rural Creative Tourism Geography (RCTG)</p> <p>Developing a framework to analyze and understand the intersection of rural tourism, creative industries, and geographic studies.</p> <p>14-15) Final Presentations</p> <p>Presentations combining theory from prior readings with case study analysis, showcasing the integration of research and application.</p> <p>Note: This schedule is subject to change based on participant numbers and scheduling adjustments.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Relevant reference materials will be provided to all students. Students are expected to study these materials before the next class and summarize the key findings during the following session. Due to the multidisciplinary nature of the course, students can choose topics that align with their interests, such as “Art in Society,” “Cultural Tourism,” or “Island/Rural Studies.” Each student will be required to present a research case or literature review, focusing on recently published books and academic journals. In addition to regular group discussions, the course will also include academic presentations.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Active participation in class (30%)</p> <p>in-class group works and interaction (30%)</p> <p>individual reports and presentations (40%)</p>
<p>他学部履修の条件 Other Faculty Requirements</p> <p>Basic English communication, reading, and writing skills are required.</p> <p>However, adjustments will be made based on each student’s language skills.</p> <p>Any student interested in this course can register directly, without the need for prior email contact.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p> <p>Qu, M. (2024). Regenerative art tourism for creative revitalisation in peripheral communities. In Duxbury, N., Rahim, S., Silva, S., Castro, T, V. (Eds.), Creative Tourism, Regenerative Development, and Destination Resilience, 87-100.</p> <p>Qu, M. (2024). Rural Creative Tourism Geography for Community Revitalisation. In Wilson, J. & Müller, D. K. (Eds.), The Routledge Handbook of Tourism Geographies, 146-157.</p> <p>Qu, M., & Zollet, S. (2023). Rural Art Festivals and Creative Social Entrepreneurship. Event Management. 27 (8), 1219-1235. https://doi.org/10.3727/152599523X16830662072107</p> <p>Qu, M., & Zollet, S. (2023). Neo-endogenous revitalisation: Enhancing community resilience through art tourism and rural entrepreneurship. Journal of Rural Studies. 97. 105-114. https://doi.org/10.1016/j.jrurstud.2022.11.016</p>

<p>Qu, M., McCormick, A. D., & Funck, C. (2022). Community resourcefulness and partnerships in rural tourism, <i>Journal of Sustainable Tourism</i> 30 (10), 2371–2390. https://doi.org/10.1080/09669582.2020.1849233</p> <p>Qu, M. (2022). Socially engaged art tourism, in-migrants micro-entrepreneurship, and peripheral island revitalization. <i>Wakayama Tourism Review</i> 3, 17–19. https://10.19002/10.19002.3.17</p> <p>Qu, M., & Cheer, J. M. (2021). Community art festivals and sustainable rural revitalisation. <i>Journal of Sustainable Tourism</i>, 29(11–12), 1756–1775. https://doi.org/10.1080/09669582.2020.1856858</p> <p>Qu, M. (2020). Teshima – from Island Art to the Art Island. <i>Shima</i>, 14(2), 250–265. https://doi.org/10.21463/shima.14.2.16</p> <p>Qu, M. (2019). Art Interventions on Japanese Islands: The Promise and Pitfalls of Artistic Interpretations of Community. <i>The International Journal of Social, Political and Community Agendas in the Arts</i>, 14 (3): 19–38. https://doi.org/10.18848/2326-9960/CGP/v14i03/19-38</p>	
参照ホームページ Websites	Center for Advanced Tourism Studies https://www.cats.hokudai.ac.jp/
研究室のホームページ Websites of Laboratory	https://www.qu-meng.com/research
備考 Additional Information	

科目名 Course Title	観光デザイン論演習[Creative Tourism Design]		
講義題目 Subtitle	□		
責任教員 Instructor	木村 宏 [KIMURA Hiroshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083311
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6420		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information	2025 年度以降入学者は「アドベンチャーツーリズム論演習」		
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	tourism business production and coordination, public relations, lifestyle tourism		
授業の目標 Course Objectives	This program will examine how Goldwin, a sports apparel company with the corporate philosophy of “realizing a rich and healthy life through sports,” is working on adventure tourism (AT), a national policy, and how the company is contributing to the local community and society. In addition to learning about the planning and creation of experience programs that combine activities, nature and cultural experiences, which are a requirement of AT, this program will also specifically learn about the operation of local outdoor businesses and stores, product development and lifestyle proposals through sports.		
到達目標 Course Goals	Understand the contributions that sports apparel companies are making to adventure tourism. Explore “lifestyle tourism,” a style of travel in which the destination itself is the place of life and travel is an extension of everyday life.		
授業計画 Course Schedule	1 Introduction Development of adventure tourism National adventure tourism strategy AT practice in national parks and regions 2-6 Lectures Goldwin’s history and corporate strategy to improve the global environment Development of the PLAY EARTH business in pursuit of the origins of sports Adventure tourism tour product strategy The evolution of outdoor wear and the creation of lifestyles The outlook for lifestyle tourism 7-13 Field work on tourism creation through collaboration with companies The fieldwork will involve visiting national parks in Hokkaido. By speaking directly with business executives and local government leaders, we will learn about marketing, branding, and promotion for implementing initiatives such as improving the appeal and value of local areas, environmental conservation efforts, encouraging outdoor activities, creating nature experiences for children, and collaborating with local industries. Through these activities, we will examine the process and practice of regional revitalization through industry-government collaboration. 14-15 Student’s presentation Public presentation on promotion of AT through industry-government-academia collaboration		
準備学習 (予習・復習)等の内容と分量 Homework			

The preparation details will be explained in the first lecture.
成績評価の基準と方法 Grading System Students are required to attend more than 70 % of the course. Then, your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in group discussion: 40% 2. participation in field work: 30% 3. reports and group presentation: 30%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Details of site visit and field work will be given in the beginning of the course. Students are required to cover their own traveling cost for visit.

科目名 Course Title	観光地域マネジメント論演習【履修証明プログラム】[Destination Management Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	小泉 大輔 [KOIZUMI Daisuke] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083401
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
destinaiton management, destination planning, DMO, tourism associations, community-based tourism products, regional collaboration, tourism transportation management, regional exchange bases, human resources management, financial management, environmental conservation			
授業の目標 Course Objectives			
The aim of this course is to consider students to how manage the area by tourism through lectures and site visits. Students will acquire basic knowledge and various perspectives for finding solutions for problems in areas. This course is also given as a mandatory course for the destination manager training program.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand various perspective on area development by tourism through cases 2. obtain skills to exam area management by tourism			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with some case studies from Hokkaido, and other areas. In the end of the course, students are required to make a group presentation based on acquired knowledge and field work during the course. 1. Introduction 2-6 Lectures on area management by tourism 7-12. Site visit and conduct field work on tourism development 13-15. Student’s presentation, discussion and summary Details of site visit and field work will be given in the beginning of the course. Students are required to cover their own traveling cost for visit.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are required to actively participate in the class activities including group discussion and presentation. They are also asked to read provided materials and collect indicated information before site visit and field work. Besides, students should submit a short report after field work. Detailed information will be given at each lecture. This lecture is based on group activities.			
成績評価の基準と方法 Grading System			
Students are required to attend more than 70 % of the course. Then, your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in group discussion: 40% 2. participation in field work: 30% 3. reports and group presentation: 30%			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	観光マーケティング論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	神山 裕之 [KAMIYAMA Hiroyuki] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083402
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
destination marketing, tourism marketing, digital marketing, local branding, destination marketing plan, tourism marketing plan, marketing framework, tourism statistics, accounting			
授業の目標 Course Objectives			
In this seminar, students will learn the fundamental theories, methods, and frameworks of tourism marketing, which is evolving globally, and will understand tourism (destination) marketing management methods based on that. Students will create and present tourism (destination) marketing plans in groups and individually, assuming domestic tourist areas.			
到達目標 Course Goals			
The goals that students will achieve in this exercise are as follows. (1)To acquire basic knowledge of various marketing theories and methods for marketers in the tourism field. (2)Understand the framework and content of tourism (destination) marketing based on marketing theory and be able to apply it in practice. (3)Be able to formulate a template for a tourism (destination) marketing plan for a specific tourist area.			
授業計画 Course Schedule			
In the first half of the session, students will learn marketing theories, methods, and frameworks through exercises. In the second half of the session, students create and present a tourism (destination) marketing plan for certain tourist areas in Japan based on this knowledge.			
1st session: Learn tourism marketing theory and methods (In general 1-7 weeks) Learn practically through exercises by applying the marketing definition, various marketing methods, and frameworks to the tourism field. In addition, students will learn about tourism statistics, frameworks, and ways of thinking for strategy formulation and understand how to utilise theoretical frameworks in practice. 2nd session: Creating a destination marketing plan through group work (In general 8 to 15 weeks) Based on the knowledge and knowledge gained in the first session, students will work in groups to create a tourism (destination) marketing plan for a domestic tourist area. Students will be provided with knowledge of the items and methods necessary for constructing a marketing plan. The created tourism (destination) marketing plan will be presented in the classroom, followed by questions and discussion.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are expected to work in groups to prepare for the final presentation.			
成績評価の基準と方法 Grading System			
As a result of the exercise, students will create and present a tourism (destination) marketing plan through group work. They			

<p>will evaluate it based on the degree to which each perspective of the goal is reflected. In addition, reports prepared by individuals are also subject to evaluation.</p> <p>(1) Group work report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and apply quantitative analysis of tourism statistics, etc.)</p> <p>(2) Personal report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and apply quantitative analysis of tourism statistics, etc.)</p> <p>The evaluation criteria are as follows. The evaluation ratio for the above items is (1)=50%, (2)=50%</p>
他学部履修の条件 Other Faculty Requirements
<p>テキスト・教科書 Textbooks 演習時に指示を行う。To be announced at the class room.</p>
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
<p>備考 Additional Information In some cases, guest speakers will give special lectures. In addition, remote classes may be held when faculty member is away on business.</p>

科目名 Course Title	DMO 運営実践講習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	小泉 大輔 [KOIZUMI Daisuke] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083403
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習(予習・復習)等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	観光ファシリティマネジメント実践講習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	乃村工藝社（観光学高等研究センター）		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083404
期間 Semester	1学期	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習（予習・復習）等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites	https://www.nomurakougei.co.jp/ （乃村工藝社 HP）, https://www.nomlab.jp/jp/nomlog/ （乃村工藝社オウンドメディア「ノムログ」） 未来創造研究所 乃村工藝社 / NOMURA Co.,Ltd.		
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	MICE・イベントマネジメント実践講習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	土田 史郎 [TSUCHIDA Shiro] (国際広報メディア・観光学院)		
担当教員 Other Instructors	(メディア・観光学院)		
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083405
期間 Semester	2学期	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習(予習・復習)等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	北海道観光研究【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	小泉 大輔 [KOIZUMI Daisuke] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083406
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		

キーワード Key Words

Hokkaido,Hokkaido Heritage, tourism creation, tourism design, CBT=community based tourism, PPP=public-private partnership, local resource management, tourism facilities management, regional cooperation, Long Trail, DMO = Destination Management Organization, tourism strategy, Tourism Vision to Support Japan in Asia, DMO Policy, Inbound Policy, national park, wildlife, sustainable tourism, Ainu People

授業の目標 Course Objectives

Tourism in Hokkaido has grown as a major industry alongside the primary industry, supported by Hokkaido’s unique tourism resources, such as food culture and the lifestyle of indigenous people Ainu which created by the natural environment formed by the subarctic climate, agricultural landscape, food culture unique to the cool climate, and culture and landscape nurtured by the indigenous Ainu people. The purpose of this lecture is to analyze tourism in Hokkaido from various perspectives, to reaffirm the power of tourism under the circumstances of declining birthrate and aging population, and the threat of regional decline, and to explore its contribution to the Hokkaido economy and the creation of new tourist destinations.

到達目標 Course Goals

Understand the importance and process of Hokkaido tourism from the three perspectives of “value co-creation,” “regional collaboration,” and “inbound policy.

授業計画 Course Schedule

(Omnibus system / 8 lecture/seminar in all)

1. Overview of Tourism in Hokkaido (Daisuke KOIZUMI)

Focusing on Hokkaido tourism after the postwar reconstruction of the country and its rapid economic growth, this lecture will explain the transition and characteristics of tourism in Hokkaido and provide an overview of how tourism has grown to become a key industry in Hokkaido, as well as learn about future prospects.

2. Implementation of Environmental and Tourism Policies in Hokkaido (Ryuji NAKAYAMA)

Learn about situation of environmental and tourism policy implementation in Hokkaido, including national park system, world heritages, wildlife.

3. A Journey into the History and Culture of Hokkaido(Noriaki NISHIYAMA)

How would you describe the history and culture of Hokkaido in Japan to domestic and foreign visitors? As an example of “value co-creation” and “inbound policy”, this class will introduce “a trip around 7 stories and cultural heritage groups that serve as evidence”.

4. The Today’s Issue of DMO in Hokkaido (Yusuke ISHIGURO)

Reviewing the results of an exhaustive survey of more than 170 DMOs in Hokkaido, the students will understand their local political situation, structural characteristics, and main challenges on their business activities.

<p>5. Past, Present and Future in Ainu people and Hokkaido Tourism (Mayumi OKADA)</p> <p>Student will situate the contemporary relationship between the Ainu community and tourism in Hokkaido within a broader historical context and then discuss ongoing issues and future improvements based upon the concept of Indigenous Tourism.</p>
<p>6. Tourism for Regional Revitalization Policies and Accommodation Tax (Futoshi IMAI)</p> <p>Efforts by local governments for regional revitalization have placed significant emphasis on tourism promotion. The lecture explains the current government-led policies for regional revitalization and the introduction of an accommodation tax as a tourism policy funding source, which is being actively pursued by local governments within Hokkaido. It also examines the objectives and challenges of this tax, drawing on the overall situation in Hokkaido and specific case studies from certain municipalities</p>
<p>7. Hokkaido Heritage and Tourism (Akiko TASHIRO)</p> <p>74 Hokkaido Heritage have been registered since 2001. The lecture will introduce a system of “Hokkaido Heritage” and give an opportunity to discuss relationship between ‘Heritage’ and ‘Tourism’ through cases of Hokkaido Heritage.</p>
<p>8. Hokkaido as a Border Area (Svetlana PAICHADZE)</p> <p>In Hokkaido, a border region, the movement of people has taken place in various forms over time. Using Hokkaido as a case study, this lecture will consider how international crises and their resolution have affected people living in border areas.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Read books, related HPs, pre-distributed prints to instruct.</p> <p>Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluate by small report conducted in each lecture.</p> <p>We do not charge the term-end report.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	情報メディアと観光【履修証明プログラム】[Information Media and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	山村 高淑 [YAMAMURA Takayoshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083407
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information	「メディア文化と観光」に統合		
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Media culture, tourism, tourist gaze, narrative, self and others, heritage, music, tourist space, representation, place, display, interpretation, tourist art, media content, mediatisation of sites and tourist experiences, mobility, airport			
授業の目標 Course Objectives			
In this course, eight professors of cross-disciplinary studies will give omnibus lectures in order to provide students with fundamental perspectives for a multidirectional understanding of the relationships between media cultures and tourism in modern society, where the mobility of people and information is increasingly promoted. Specifically, the aim of this course is to provide students with the ability to interpret today’s situations, in which borderless communication and cross-border cultures have proliferated, while at the same time being tied to specific places, by re-examining tourism phenomena in the context of cultural phenomena or media cultures.			
到達目標 Course Goals			
Through the lectures, students are expected to acquire the three specific skills listed below: 1) To be able to comprehend various tourism phenomena in the context of cultural phenomena surrounding media (media cultures) and to provide an explanation with verbalizing such phenomena; 2) To have an ability to clearly explain the relationships between media and tourism through the specific examples of borderless communications and cross-border cultures in real life; and 3) To be capable of discussing, by using various concepts introduced in the lectures, the phenomena in the synapsed areas between media cultures and tourism as well as their future perspectives and challenges			
授業計画 Course Schedule			
This is an omnibus course, with eight instructors each teaching one class session as outlined below. Note: The schedule is subject to change based on instructor availability.			
1. Introduction (Yamamura), June 17 Providing an explanation to students on the purposes and contents of this class and outlining the significance of focusing on the relationships between media cultures and tourism in terms of sociocultural history.			
2. Place and Representation (Okamoto), June 24 Giving an outline of how representations through media and sociopolitical contexts behind them make an impact on placeness from the perspective of the religious tourism theory.			
3. Sound and Tourism (Kim), July 1 We will consider how different sounds (music) that connect media and real space can create a sense of place and expand the senses from the perspective of music tourism theory.			
4. Historical Tourism and Media (Amada), July 8			

<p>In this session, we will explore the current dynamics and challenges surrounding the relationship between historical tourism and the media.</p>
<p>5. Display, interpretation, and tourist art (Yamasaki), July 15</p> <p>Looking at displays and interpretations regarding a museum, etc. being one of the important contents in tourism in terms of relationships between media and tourism; Discussing objects and the phenomena to be generated through them from the viewpoint of media with focusing on gifts and souvenirs at tourist sites (tourist arts).</p>
<p>6. Heritage as media (Tanaka), July 22</p> <p>Based on recent discussions on heritage as a social process, this seminar explores how heritage connects the past, the present and the future in the context of tourism.</p>
<p>7. Tourism "Pathways" and Media (Ishino), July 29</p> <p>Focusing on "airport media" such as commercial advertisements, artworks, information boards, and public signage systems that have developed in airport terminals in recent years, we will examine the cultural representations, tourist gaze, and travelers' experiences created by media deployed along mobility/tourism "pathways" from the perspective of critical mobility studies.</p>
<p>8. Social Media and Destination Marketing (Ong), August 4</p> <p>Offering a critical understanding of the impacts of social media on destination marketing using persuasion theories and the effects of information on social media on consumers' cognitive processing, affective evaluation, and behavioral intention.</p> <p>※Monday, August 4th, will follow the Tuesday class schedule.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Students are required to prepare for and review the class as necessary based on the reference documents/materials they should read to be notified when needed according to the theme of respective lectures.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Your grade to be determined by:</p> <p>(1) Reaction paper to each class meeting (80%)</p> <p>(2) Discussion participation and other requirements (20%)</p> <p>The final grades are determined by all the instructors. Each instructor explains the tasks for each class.</p>
<p>他学部履修の条件 Other Faculty Requirements</p> <p>Those students who belong to other faculty / school and would like to take this course must get the consent of the instructor of the course in advance.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>Center for Advanced Tourism Studies, Hokkaido University: https://www.cats.hokudai.ac.jp/</p> <p>Research Faculty of Media and Communication, Hokkaido University: https://www.imc.hokudai.ac.jp/rfmc/</p> <p>Center for Ainu and Indigenous Studies, Hokkaido University: https://www.cais.hokudai.ac.jp/</p>
<p>備考 Additional Information</p>

科目名 Course Title	広報とマーケティング【履修証明プログラム】[Topics of Public Relations and Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	辻本 篤 [TSUJIMOTO Atsushi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083408
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
public relations, marketing, advertisement			
授業の目標 Course Objectives			
In this course,you can get basic knowledge about public relations and marketing through typical examples.			
到達目標 Course Goals			
Public relations and marketing are very important in business today. Basic knowledge of public relations, marketing and advertisement will be taught by 4 teachers in this course. By the end of this class, a succesful learner will be able to apply content knowledge of real business.			
授業計画 Course Schedule			
Section 1 NAKAGAWA Satoru			
You can get basic knowledge of corporate identity, such as Mission, Vision, Value through many examples in not only the Japanese companies but also the foreign entities.			
Section 2 KAMIYAMA Hiroyuki			
After clarifying the concept of the public sector, we will study the characteristics and issues of public relations and the direction of their solutions through case studies.			
Section 3 HIRAMOTO Kenta			
You can learn about basic theory of marketing and marketing strategy through the examples of tourism and media.			
Section 4 TSUJIMOTO Atsushi			
There are two types of public relations activities: "internal public relations" (public relations aimed at organizational members) and "external public relations" (public relations aimed at stakeholders such as shareholders and customers). After understanding these concepts, and the purposes for which each is practiced. In addition, we will review the entire content of this course.			
準備学習 (予習・復習)等の内容と分量 Homework			
You will have to wright a report in each section. Reading relavant papers and books must be done at home.			
成績評価の基準と方法 Grading System			
You will be evaluated by each report(80%) and debate(20%) at calss.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			

研究室のホームページ Websites of Laboratory
備考 Additional Information <ol style="list-style-type: none">1. Students who are absent 3 times or more out of the total 8 classes in this course will not be graded.2. Tardiness exceeding 30 minutes will be treated as an absence.3. No report can be submitted for a section you have never attended.4. If it is determined that AI was used in the majority of the report, the report will not be considered for evaluation. (However, we do not consider it a problem to use AI to gather information in advance when you prepare it.)5. If serious plagiarism is found in a submitted report, the report will not be considered for evaluation.

科目名 Course Title	アドベンチャーツーリズム論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	木村 宏 [KIMURA Hiroshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083409
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	tourism business production and coordination, public relations, lifestyle tourism		
授業の目標 Course Objectives	This program will examine how Goldwin, a sports apparel company with the corporate philosophy of “realizing a rich and healthy life through sports,” is working on adventure tourism (AT), a national policy, and how the company is contributing to the local community and society. In addition to learning about the planning and creation of experience programs that combine activities, nature and cultural experiences, which are a requirement of AT, this program will also specifically learn about the operation of local outdoor businesses and stores, product development and lifestyle proposals through sports.		
到達目標 Course Goals	Understand the contributions that sports apparel companies are making to adventure tourism. Explore “lifestyle tourism,” a style of travel in which the destination itself is the place of life and travel is an extension of everyday life.		
授業計画 Course Schedule	1 Introduction Development of adventure tourism National adventure tourism strategy AT practice in national parks and regions 2-6 Lectures Goldwin’s history and corporate strategy to improve the global environment Development of the PLAY EARTH business in pursuit of the origins of sports Adventure tourism tour product strategy The evolution of outdoor wear and the creation of lifestyles The outlook for lifestyle tourism 7-13 Field work on tourism creation through collaboration with companies The fieldwork will involve visiting national parks in Hokkaido. By speaking directly with business executives and local government leaders, we will learn about marketing, branding, and promotion for implementing initiatives such as improving the appeal and value of local areas, environmental conservation efforts, encouraging outdoor activities, creating nature experiences for children, and collaborating with local industries. Through these activities, we will examine the process and practice of regional revitalization through industry-government collaboration. 14-15 Student’s presentation Public presentation on promotion of AT through industry-government-academia collaboration		
準備学習 (予習・復習)等の内容と分量 Homework	The preparation details will be explained in the first lecture.		
成績評価の基準と方法 Grading System			

Students are required to attend more than 70 % of the course. Then, your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in group discussion: 40% 2. participation in field work: 30% 3. reports and group presentation: 30%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Details of site visit and field work will be given in the beginning of the course. Students are required to cover their own traveling cost for visit.

科目名 Course Title	インバウンド・ツーリズム論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	石黒 侑介 [ISHIGURO Yusuke] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083410
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Inbound Tourism to Japan, Tourism Policy, International Tourism, Destination Marketing, and Destination Management			
授業の目標 Course Objectives			
Japanese Government has been focusing on the promotion of inbound tourism to Japan in these 15 years and local governments, private sector and academia have been following this trend. as well. Inbound tourism is becoming a major theme for almost all the destinations in Japan. This subject allows students to be introduced to the both side of inbound tourism to Japan, the theory and practical especially from policy perspective. It provides a general overview of the latest trend of international tourism market and inbound tourism to Japan in order to understand the positioning of Japan as an international destination. In addition, the course is designed to understand systematically the challenges and the current situation in actual local destinations in Japan, by understanding basic theory and the process to modify it.			
到達目標 Course Goals			
It is expected that the students gain the practical skills and knowledges about the following points: 1. Japan’s position as an international destination based on the global market trend. 2. Understanding features of Japan’s international tourism policy by comparing to other countries 3. Finding challenges and solutions in inbound tourism for a specific destination in japan, based on the basic theory and multilateral viewpoint			
授業計画 Course Schedule			
The course consists of 3 parts: introduction, case study and practice through group work. The detail is as follows. ＜Introduction＞ Week 1: Lecture guidance, sharing subject matter and problem awareness in the lecture Week 2: International tourism market trends and Japan’s inbound tourism policy Week 3: Characteristics of inbound tourism in tourism ＜case study＞ Week 4: Destination life cycle and diversification Week 5: Destination life cycle and diversification (Case Study: Takayama City) Week 6: Destination Image formation Week 7: Destination Image formation (Case Study: Yudanaka-onsen/Snow Monkey, Naoshima and Yamazaki) Week 8: Urban Destination (Case Study: Tokyo and Fukuoka) Week 9: Destination and sustainability Week 10: Inbound tourism to Japan and natural heritages (Guest lecturer) Week 11: Inbound tourism to Japan and cultural heritages (Guest lecturer) ＜Group work＞			

<p>Week 12-13: Group work(at Biei town)</p> <p>Weeks 14 to 15: Final presentation</p> <p>* Students are required to participate in field study at Biei town. Approximately 15,000 yen will be incurred as travel expenses.</p> <p>** Schedule and field may be changed due to the Covid-19.</p> <p>Since the academic schedule of the Graduate School of International Media, Communication, and Tourism Studies (IMCTS) may differ from other faculties/schools. Please confirm the date of the class with the IMCTS Academic Affairs Department or the lecturer if considering taking the course.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Students are required to make a report.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> 1. paper: 30% 2. Final presentation : 50% 3. class discussions and participation : 20%
<p>他学部履修の条件 Other Faculty Requirements</p> <p>Since the academic schedule of the Graduate School of International Media, Communication, and Tourism Studies (IMCTS) may differ from other faculties/schools. Please confirm the date of the class with the IMCTS Academic Affairs Department or the lecturer if considering taking the course.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>Since English literature and materials may be used, lectures will be given on the premise of a certain level of English proficiency.</p> <p>The order and structure of the lectures may change depending on the number of students.</p> <p>The fieldwork is scheduled for 2 days on June 22-23.</p>

科目名 Course Title	観光創造論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083411
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words tourism creation studies, DM = destination management, planning and design, cultural heritage, ecotourism, ecomuseum, landscape, international cooperation in tourism development, model culture, theme park, resort development, PPP (public-private partnership), CBT=community-based tourism, living heritage, UNESCO world heritage, regional planning for the preservation and utilization of cultural properties, Citizen heritage, heritage creation			
授業の目標 Course Objectives In this class, in order to understand the discussions aimed at systematizing and deepening tourism creation studies being developed at Hokkaido University's Center for Advanced Tourism Studies (CATS) and the Tourism Creation Research Course at the School of International Communication, Media and Tourism, Of the two pillars that make up Tourism Creativity Studies, tourism innovation research and destination management (=DM) research, the latter will be lectured in particular. DM research refers to research activities for solving problems by using existing models or applying hypothetical models in the actual field. Methods and models obtained through trial and error in problem solving in the real field are verified in tourism innovation research through theorization and generalization work, and are used as a paradigm representing the times, or by regions, companies, NPOs, etc. It will be returned to society as a methodology or policy that induces innovation in various organizations. In particular, the following points are the features of this lecture. (1) To understand the basic concept of tourism creation at Hokkaido University, which has continued to consider "What is tourism for humans?" (2) After investigating the essence of tourism as a phenomenon of cross-cultural exchange and sorting out various theories and types of tourism that lead DM, UNESCO will examine recent changes in the paradigm of tourism and heritage protection in Japan and the international community. Understand based on the World Heritage Convention and ICOMOS declarations and charters. (3) In order to understand the goal of building a sustainable relationship between heritage and tourism in the modern world, the role and effects of tourism development in heritage management, as well as the problems and challenges, will be examined through examples of natural, cultural and intangible heritage in Japan and overseas. Understand through various policies (Law for the Protection of Cultural Properties, Landscape Law, Historic Town Development Law, etc.).			
到達目標 Course Goals Students will be able to set their own perspectives on the following issues and study how destination management should be in the real world. (1) What does it mean to manage tourism that is essentially cross-cultural exchange in the region? (2) What are the philosophies of the World Heritage Convention and various cultural heritage management systems? (3) What is fieldwork in the region from the perspective of research and practice?			
授業計画 Course Schedule			

<p>Session 1 :Guidance/Origin of Tourism Creation Studies and Destination Management (DM) How to proceed with the class, response paper, pre-study video, etc.</p> <p>Session 2:What is Tourism Creation ? -1(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the background of the establishment of CATS and the Graduate School of Tourism Creation at Hokkaido University.</p> <p>Session 3:What is Tourism Creation ? -2(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the basic principles of Tourism Creation.</p> <p>Session 4:What is Tourism Creation ? -3(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the basic principles of Tourism Creation.</p> <p>Session 5:DM as Planning Studies/ Heritage Creation and Tourism Creation Planning and design (case study of Minami Aizu Ouchi-juku)</p> <p>Session 6:Resource Management and Interpretation Concept of Heritage Creation / Cultural Resource Management</p> <p>Session 7:Management of Cultural Landscape Case Study-1: Shirakawa-go, a World Heritage Site Value creation as a cultural landscape and management of World Heritage sites</p> <p>Session 8:Management of Cultural Landscape Case Study-2: Taketomi Island, Okinawa Prefecture Management of Cultural Landscape and Tourism / Resort Development</p> <p>Session 9:Examples of ecomuseums: Europe, Hagi, India Guaranteed Access to Heritage Values (Ecotourism and the ICOMOS Charter on Culture and Tourism)</p> <p>Session 10:Model Culture and Theme Park Host & Guest Theory, TDR, Nagasaki Holland Village and Huis Ten Bosch</p> <p>Session 11 :Reconstruction of Cultural Heritage Protection: World Heritage, Japanese Heritage, and Citizen's Heritage</p> <p>Session 12 :Restructuring of Cultural Properties Protection: Basic Concept of History and Culture, Regional Plan for Conservation and Utilization of Cultural Properties</p> <p>Session 13:PPP (Public-Private Partnership) PFI/PPP/CBT/DMO</p> <p>Session 14:International Cooperation for Tourism Development -1 University and International Cooperation / CBT, PPP, SCC (Jordan)</p> <p>Session 15:International Cooperation for Tourism Development-2 Ethiopia</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework Read books, related HPs, pre-distributed prints to instruct. Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p>成績評価の基準と方法 Grading System Evaluate based on the small report (80%) given in each class and the attitude / remarks (20%) of participation in the class. No term-end report is imposed.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites http://whc.unesco.org, http://www.bunka.go.jp</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	コミュニティ・ベースド・ツーリズム論演習【履修証明プログラム】[Community Based Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	岡田 真弓 [OKADA Mayumi] (アイヌ共生推進本部)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083412
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Community based Tourism (CBT), Heritage Management, Participatory Community Building through tourism development, Indigenous Tourism			
授業の目標 Course Objectives			
Community Based Tourism (CBT) is a tourism activity owned and operated by the community and managed or coordinated at the community level that contributes to the well-being of the community by supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. While CBT projects are being initiated throughout Japan, the framework of CBT is also being applied to means of poverty alleviation in developing countries. In this course, students will learn the basic theory and methodology of CBT and then acquire the knowledge and framework necessary to understand the role and current issues regarding CBT and Indigenous Tourism through literature review and fieldwork.			
到達目標 Course Goals			
At the end of this course, students will be able to:			
(1) Gain the basic knowledge to understand the concepts, interaction with other alternative tourism and methodology of Community Based Tourism (CBT).			
(2) Understand the role and potential of natural/cultural heritage management within CBT.			
(3) Explain the importance and current issues related to CBT and Indigenous Tourism.			
授業計画 Course Schedule			
Section 1 (week 1 through 6): Introduction to Community-Based Tourism.			
The first section provides you with introductory lectures. This section aims to understand the basic theory and methodology of Community Based Tourism (CBT).			
Section 2 (weeks 7 to 12): Learning about Indigenous Tourism initiatives in Hokkaido and the world.			
The second section will provide you with more specific knowledge and frameworks necessary to understand Indigenous Tourism in Japan through literature review and field work. The fieldwork will be conducted in Akan-cho, Kushiro City, Hokkaido. In the first three classes of this section, students will learn general knowledge about Indigenous tourism and the comtemporal situation between Ainu people and Hokkaido tourism prior to the fieldwork. The rest of the course in this section will be delivered intensively as we go to Akan for fieldwork (3 days trip).			
*1 There will be additional costs (travel cost and program fee) for the fieldwork.			
*2 Date and area of fieldwork might change.			
Section 3 (Week thirteen to fifteen): Group Discussion and Final Presentation			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are strongly encouraged to read the materials provided and gather the information indicated before class.			
Before and after the fieldwork, students are expected to gather information about the site visited and to summarize the data obtained from the fieldwork.			
成績評価の基準と方法 Grading System			
Your grade will be determined by how well you demonstrate achievement of the course objectives through			

1. participation in class discussions and assignments: 60%
2. final report and presentation: 40%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks , 2010
講義指定図書 Reading List The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications／Edited by Sandeep Kumar Walia:Routledge, 2021 The Routledge Handbook of Tourism and Indigenous Peoples／Richard Butler & Anna Carr:Routledge, 2024 コミュニティ・ベースド・ツーリズム事例研究(CATS 叢書3号)／山村高淑、小林英俊、小川弘孝、石森秀三編著, 2010 Sustainable Tourism and Indigenous Peoples／Anna Carr et al.:Routledge, 2019 エコツーリズムの民族誌:北タイ山地民カレンの生活世界／須永和博:春風社, 2012 Sustainable Community-based Tourism: Planning, Management, and Sustainability／Tsung Hung LEE & Fen-Hauh JAN: Edward Elgar Publishing, 2025 各授業に必要な参考文献等は事前に配布する。 授業内容によって指定図書の一部が変更になる場合もある。 Book of readings (articles and book chapters) will be provided in advance. Reading list might be modified due to kinds of students' interests.
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Since this course deals with field work activities, students are required to obtain Personal Accident Insurance for Students pursuing Education and Research (PAS) prior to field work. There is an additional fee for the field trip. Details will be provided in the introductory course.

科目名 Course Title	観光地域ビジネス論演習【履修証明プログラム】[Tourism Destination Business and Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	JTBグループ企業派遣講師（国際広報メディア・観光学院）		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083413
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
tourism business, tourism marketing, regional management, DMO, regional design			
授業の目標 Course Objectives			
The Japan Tourism Agency has positioned the tourism industry as an important growth sector, and is taking various initiatives to tap into global tourism demand, particularly from Asia. The 'travel industry', which plays a core role in this sector, has been identified as a structural challenge facing the tourism industry, such as the shrinking domestic market due to the ageing of the population, changes in purchasing behaviour due to technological advances and the slow pace of digitalisation, and low productivity. In this class, the business model of the traditional 'travel industry' will be discussed from an industrial and distribution perspective, and the sustainable business required by 'the times' and 'society' will be explored.			
到達目標 Course Goals			
By the end of this course, students will be able to: (1) explain the history and structure of the travel industry. (2) explain business models in the travel industry. (3) identify the direction of future business models, identify issues from a business development perspective and design hypotheses.			
授業計画 Course Schedule			
This course consists of three parts of lecture and discussion by professors who are from JTB group and involved members, discussion and the presentation of concrete activation plan. Details of schedule, lectures and fieldwork are announced at the first guidance.			
1. Lectures ・ Understanding the history, industry structure and business model of the travel industry.			
2. Discussion ・ Visualisation and sharing of issues in the travel industry.			
3. Presentation ・ Proposals on necessary elements for the future of the travel industry.			
準備学習 (予習・復習)等の内容と分量 Homework			
The contents of preparation to be learned are instructed in the classes. During the discussion, students are expected to actively speak out.			
成績評価の基準と方法 Grading System			
You will be evaluated by positive attitude in classes (50%), aggressiveness in discussion and content of remarks (20%) and presentation (30%).			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks JTB group's destination revitalization and case examples will be distributed.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Students who are interested in creation of new tourism business will be encouraged.

科目名 Course Title	コンテンツツーリズム論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	山村 高淑 [YAMAMURA Takayoshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083414
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words			
contents tourism, cultural resources, cultural diversity, cultural exchange, media, popular culture, subculture, pilgrimage to sacred sites			
授業の目標 Course Objectives			
This course has the following three purposes:			
1) To introduce the latest academic discussions on 'contents tourism' and trends in domestic and international contents tourism development.			
2) To understand the relationship among related actors and the process of contents tourism development.			
3) To discuss the potentials and challenges of contents tourism development in local communities, especially in Hokkaido.			
到達目標 Course Goals			
The goals of this course are:			
1) To understand the national policies related to contents tourism in Japan and the relationship between pop culture and tourism.			
2) To understand the process of contents tourism planning and management in Japan, especially in Hokkaido.			
3) To gain a better understanding of transnational contents tourism and cross cultural communication.			
授業計画 Course Schedule			
Week 1. guidance and introduction to academic framework of contents tourism.			
Section 1 (week 2-6): media contents as cultural resources (literature review, lecture and discussion on methodology, case studies)			
Section 2 (week 7-12): contents tourism as a tool of community development (lecture and discussion on the 'collaboration model for contents tourism', field survey in Sapporo city or Otaru city, research paper writing)			
Section 3 (week 13-15): potentials and challenges (presentation and discussion)			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be expected to read textbooks and materials as necessary.			
In addition, they will prepare a essay and a presentation on a specific case of contents tourism.			
成績評価の基準と方法 Grading System			
mini essay (10%)			
final research paper (essay) (30%)			
oral presentations (30%)			
discussions and debates (30%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

<p>コンテンツツーリズム:メディアを横断するコンテンツと 越境するファンダム／山村高淑・フィリップシートン編著:北海道大学出版会, 2021</p> <p>普及版 アニメ・マンガで地域振興 ～まちのファンを生むコンテンツツーリズム開発法～(電子版)／山村高淑:PARUBOOKS, 2018</p>
<p>講義指定図書 Reading List</p> <p>Contents Tourism in Japan: Pilgrimages to “Sacred Sites” of Popular Culture／Philip Seaton, Takayoshi Yamamura, Akiko Sugawa-Shimada, and Kyungjae Jang: Cambria press, 2017</p> <p>Mediating the Tourist Experience: From Brochures to Virtual Encounters／Jo-Anne Lester and Caroline Scarles: Ashgate, 2013</p> <p>Japanese Popular Culture and Contents Tourism／Philip Seaton and Takayoshi Yamamura: Routledge, 2017</p> <p>コンテンツが拓く地域の可能性 : コンテンツ製作者・地域社会・ファンの三方良しをかなえるアニメ聖地巡礼／大谷尚之, 松本淳, 山村高淑著: 同文館出版, 2018</p> <p>Contents Tourism and Pop Culture fandom: Transnational Tourist Experiences.／Yamamura, Takayoshi and Seaton, Philip. (Eds.): Channel View Publications, 2020</p> <p>湯涌ぼんぼり祭り 2011-2021～アニメ「花咲くいろは」と歩んだ 10 年～／湯涌ぼんぼり祭り実行委員会・間野山研究学会編: parubooks, 2021</p>
<p>参照ホームページ Websites</p> <p>IJCT: International Journal of Contents Tourism: https://contents-tourism.press/</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>http://yamamuratakayoshi.com/</p>
<p>備考 Additional Information</p> <p>This course will consist of classroom lectures and fieldwork. Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom.</p> <p>In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.</p>

科目名 Course Title	世界遺産マネジメント論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083415
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
Heritage creation cocept, UNESCO World Heritage Convention, OUV=(outstanding) universal value, integrity, authenticity, cultural landscape, living heritage			
授業の目標 Course Objectives			
The main goal of this course is to develop the ability to convey the charm and value of the heritage (or tourism resources) that you have found to others objectively and persuasively (to acquire the methodology). In this lecture, (1) first of all learn about various international discussions and documents related to the World Heritage, and explain the importance and necessity of explaining “OUV= (outstanding) universal value” and its value explanation, and about the meaning and explanation method of “integrity” and “authenticity”. ② Next, students themselves actually understand the application documents (nomination documents) of the case actually applied to the World Heritage site and registered (Meiji Japan’s Industrial Revolution Heritage, Nagasaki Churches, Mt. Fuji etc.), assembling and learning how to select and select constituent assets. ③ And finally, presentationwill be conducted on a trial basis to explain the universal value, completeness, and authenticity of the new heritage that the student himself found value. The deliverables shall be the application document and the power point at the time of presentation.			
到達目標 Course Goals			
Each student learns about the following points and acquires “the ability to create heritage = the ability to persuade others with the ability to explain to others the value found by themselves in real field”. ① What is the essential value of the target heritage (heritage)? ② What are the challenges for realizing the heritage creation? ③ How should an entity and methodology realize heritage creation?			
授業計画 Course Schedule			
【Class Structure】 1st Guidance, Introduction 2nd Outstanding Universal Values, Authenticity and Integrity (Northern Jomon) 3rd Operational Guidelines for the Implementation of the World Heritage Convention 4th Commentary on Examples (Sites of the Industrial Revolution in Meiji Japan, Iwami Silver Mine) 5th Lecture on Examples (Mt. Fuji, Chachapoya: Peru) 6th Nomination Document (Iwakuni Kintai Bridge) 7th Nomination Document (Aso) 8th Presentation of the results of the analysis of Nomination Document -1 9th Presentation of the results of the analysis of Nomination Document -2 10th, 11th, 12th draft consultation (intensive lecture or individual tutoring, 30 minutes per person ×2 or more) 13th, 14th, 15th Presentation of Results (Intensive Lecture)			
This lecture will be divided into four main sessions, as follows. ●Session 1: Lecture (1) Changes in the concept of heritage centered on discussions at UNESCO and ICOMOS (2) Preservation and conservation of cultural heritage (cultural properties) as an act of heritage creation			

<p>(3) Process and method of applying for World Heritage registration</p> <p>●Session 2: Survey Presentation</p> <p>(1) Discuss the reading comprehension and content of UNESCO's 'Operational Guidelines for the Implementation of the World Heritage Convention'</p> <p>(2) Understand, present, and discuss specific registered World Heritage Nomination Document individually</p> <p>●Session 3: Individual esquisis for research presentation</p> <p>Creation of results for each student based on field surveys and esquith for them (draft criticism, presentation guidance)</p> <p>●Session 4: Presentation and discussion of results (3 sessions)</p> <p>After the presentation of the results of the students' application for registration of an original World Heritage that they found, a discussion is held.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Read books, related HPs, pre-distributed prints to instruct.</p> <p>Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluate the final submission deliverables (registration application document: 30%, power point article: 30%) and presentation (20%), each time small report (20%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>世界遺産条約履行のための作業指針 (UNESCO)</p> <p>世界遺産条約履行のための作業指針 (UNESCO) のダウンロード先</p> <p>http://bunka.nii.ac.jp/docs/13_mokuji.pdf</p>
<p>講義指定図書 Reading List</p> <p>世界文化遺産の思想／西村幸夫・本中眞ほか: 東京大学出版会, 2017</p>
<p>参照ホームページ Websites</p> <p>http://whc.unesco.org, http://www.bunka.go.jp</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	森林美学演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	上田 裕文 [UEDA Hirofumi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083416
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words	Forest Aesthetics, Forest Landscape, Natural resource management, Local community, Landscape planning		
授業の目標 Course Objectives	Students learn the history of forest aesthetics, its contemporary significance, and the philosophy of forest landscape planning for practice. The students will understand the multiple functions of forests, ecosystem services, and the forest service industries through practical fieldwork.		
到達目標 Course Goals	After successful completion of this course, you are expected to reach the following learning objectives. 1. You can understand the concept of forest aesthetics and explain the way of sustainable forest management. 2. You can analyze and evaluate the current situation and problems of forest service industries in Japan and overseas. 3. You can develop a plan of forest service industry that solves regional problems, and you can make persuasive presentation.		
授業計画 Course Schedule	This course is divided into three sections. The first section: theories of forest aesthetics 1. Guidance 2. History of forest aesthetics in Germany 3. History of forest aesthetics in Japan 4. Landscape analysis theory 5. Evaluation of landscape 6. Forest service industries 7. Summary of lectures and preparation for fieldwork The second section: Fieldwork 8. Fieldwork in Sapporo 9.-13. Fieldwork at Hokkaido University Forest The third section: Group work 14. Group work: proposal of a forest service industry 15. Final presentation		
準備学習 (予習・復習)等の内容と分量 Homework	Literature review, preparation of field tour, gathering materials and practice for the presentation must be done outside the classroom.		
成績評価の基準と方法 Grading System	You will be evaluated by aggressive approach to discussion and fieldwork attitude (30%), report assignment (20%) and final presentation (50%).		
他学部履修の条件 Other Faculty Requirements			

テキスト・教科書 Textbooks
講義指定図書 Reading List 森林風景計画学／塩田 敏志 編:地球社, 2008 森林美学／小池孝良・清水裕子・伊藤太一・芝 正己・伊藤精悟 監訳:海青社, 2018 森への働きかけ：森林美学の新体系構築に向けて／湊克之 編:海青社, 2010 復刻版・森林美学／新島善直・村山醸造:北大図書刊行会, 1991
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html
備考 Additional Information This course includes field work(one night and two days). The date and time of implementation will be determined in consultation with the student.

科目名 Course Title	広報・広告産業論演習【履修証明プログラム】[PR Service Industry Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	電通 [DENTSU] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083417
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Advertisement, Public relations, Advertising industry, Public relations industry, Ad agency, PR agency, Management strategy, Marketing, CSR, Risk management, Mass communication, Internet, Degital media, Social media, Event, Sorts event, License, Global, Creative, Consumer behavior, Brand experience		
授業の目標 Course Objectives	In this course, you can learn about the activity of advertisement industry and public relations industry through creative, research, event project and so on.		
到達目標 Course Goals	1.Be able to explain the specific business mechanisms in the public relations and advertising industry. 2.Be able to organize and appropriately articulate the roles and significance of corporate public relations and advertising activities. 3.Be able to utilize fundamental literacy in public relations and advertising to analyze industry trends and practices. 4.Be able to analyze corporate public relations and advertising activities based on specific case studies and logically explain their characteristics and impact.		
授業計画 Course Schedule	Intensive Lecture Series by Dentsu Professionals. Section 1: General Overview of the Advertising Industry (April 11) 1.What is Advertising?:Examine the social functions and significance of advertising. 2.Overview of the Advertising Industry:Explore current trends in the advertising industry. 3.Work in Advertising Agencies:Understand the workflow in advertising agencies. 4.Marketing:Gain an overview of marketing operations conducted by advertising agencies. 5.Creative:Learn about creative work in advertising agencies. 6.Media and Content:Understand media and content operations in advertising agencies. 7.The Future of Advertising, Advertising Agencies, and Advertisers: Discuss and reflect on the future requirements for advertising, agencies, and professionals in the field. Section 2: Public Relations and PR (May 16) 1.Evolution of the PR Industry:Consider the essence and social functions of PR through its historical development. 2.Scope of PR Work:Explore the expanding scope of PR activities. 3.Developing Public Relations Strategies:Discuss the process of formulating and implementing PR strategies. 4.Case Studies in PR:Learn from various PR case studies. Section 3: Co-Growth of Hokkaido’s Regional Society and Economy (May 30) 1.Hokkaido as a Pioneer in Social Challenges:Explore sustainable regional societies in an era of declining birthrates and aging populations.		

<p>2.Tourism and Daily Life, Tourism and the Environment:Examine the harmonious relationship between Hokkaido tourism and the regional economy.</p> <p>Section 4: Recent Trends in Creativity (June 20)</p> <p>1.Current Trends in Advertising Expression:Review global trends in advertising expressions through various works.</p> <p>2.Advertising Techniques:Investigate the diversification and expansion of advertising techniques due to media evolution.</p> <p>3.Creative Writing:Tackle problem-solving using skills from advertising creativity.</p> <p>Section 5: New Communication and Brand Experiences (July 25)</p> <p>1.The Essence of Digital:Explore how user behavior and communication methods have transformed advertising.</p> <p>2.Communication in the Digital Sphere:Learn how to utilize digital advertising and social media.</p> <p>3.Creating Brand Experiences Through Digital:Build new relationships between users and brands using digital platforms.</p> <p>※Note: The lecturer and lecture content are subject to change.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>You will have to watch a lot of advertisement in TV and newspaper and review the contents after the seminar. At the term end, you have to submit a report.</p>
<p>成績評価の基準と方法 Grading System</p> <p>You will be evaluated by discussion at class(30%) and report(70%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に教科書は定めないが、講義プリント、ビデオなどにより進められる。</p>
<p>講義指定図書 Reading List</p> <p>The Dentsu way／K.Sugiyama, T.Andree: 講談社, 2002</p> <p>広報・PR 概説／公益社団法人日本パブリックリレーションズ協会: 電通, 2005</p> <p>: McGrawHill, 2011</p>
<p>参照ホームページ Websites</p> <p>http://www.dentsu.co.jp/</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>1.Students who are absent for two or more of the five class sessions will not receive a grade.</p> <p>2.Lateness of more than 30 minutes will be considered an absence.</p> <p>3.Students may not submit a report for a class they have never attended.</p> <p>4.Reports deemed to have been created using AI will not be graded.</p> <p>5.Reports found to contain severe plagiarism will not be graded.</p> <p>course administrator:</p> <p>JANG Juhyeok (Research faculty of media and communication, 706-5379, jang.juhyeok@imc.hokudai.ac.jp)</p> <p>This course is also open to the students of other departments, but it is required to contact and consult with the faculty member in charge in advance.</p> <p>Pay attention to the opening dates of the courses.</p>

科目名 Course Title	デジタル・コミュニケーション論演習【履修証明プログラム】[Strategic Digital Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	川越 慶太 [KAWAGOE Keita] ((株)野村総合研究所)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2025	時間割番号 Course Number	083418
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
digital communication, logical communication, digital transformation(DX), AI, corporate communication, public relations, media relation, corporate branding, investor relation (IR), CSR, corporate governance, compliance, internal communication, recruiting communication, WEB, media, SNS, strategic communication			
授業の目標 Course Objectives			
This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute. In this course, you will learn BASIC CORPORATE COMMUNICATION with respect to DIGITALIZATION or DIGITAL TRANSFORMATION, through real examples of companies. The lecture covers the wide domains, such as corporate management, flow of money and information, structure of related industries, and the impact of digitalization, etc.. The lecturer integrates these and explain it intelligibly. All contents of the lecture have practical applications which you can easily apply to your daily undertakings. Moreover, you will also improve and acquire your logical communication skills through the workshops. The lecturer will provide one on one feedback about your documents, presentations, questions etc.			
Since students from different fields will join this lecture, you'll have the chance to get lots of inspiration through team discussions with them.			
到達目標 Course Goals			
After a successful completion of this course, you will be able to : 1) Have your basic knowledge of corporate communications, and to realize the impacts of digital transformation which many corporations are facing for. 2) Devise a methodology on how you will improve your personal logical communication skills (thinking, writing, presentation, discussion etc.)			
授業計画 Course Schedule			
<Method of the class> This is an intensive lecture in 5 days. We will practice by doing some group activities, having a discussion and presentation based on a lecture to get the basic knowledge, and picture a concrete example, and realize our theme. The lecturer will give advice to the outputs of the workshops and also will give advice to improve skills of the individuals.			
<Course Schedule> ◇Day 1 : Public relations and digital transformation(introduction) (1) Company's activities, Public relations and Digital transformation (2) Logical communication workshop① (logical thinking)			

<p>◇Day 2 : Digital communication of the company (case study 1)</p> <p>(1) Media relations</p> <p>(2) Logical communication workshop② (logical writing, presentation-1)</p> <p>◇Day 3 : Digital communication of the company (case study 2)</p> <p>(1) Marketing communication, Corporate branding,</p> <p>(2) Logical communication workshop③ (presentation-2)</p> <p>※This lecture might be changed to a special lecture by guest speaker</p> <p>◇Day 4 : Digital communication of the company (case study 3)</p> <p>(1) Investor relations (IR) , Internal communication, Recruiting communication,</p> <p>(2) Logical communication workshop④ (presentation-3, team discussion)</p> <p>◇Day 5 : Digital communication practice (wrap up)</p> <p>(1) Company's activities, Public relations and Digital transformation (wrap up)</p> <p>(2) Logical communication workshop (wrap up)</p>
<p>準備学習(予習・復習)等の内容と分量 Homework</p> <p>Self introduction sheet、Review report for each lecture</p> <p>Preparation time: 0.5-1 hours.</p> <p>Final Report</p> <p>Preparation time:1-2 hours.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Each student's performance will be weighed as follows:</p> <p>(1) Reports</p> <p>(2) Contribution to a class e.g. participation, group work (contribution, remark contents, etc.)</p> <p>(3) Assessment of student's communication skills e.g. thinking skill, presentation skill, writing skill etc.</p> <p>※The ratio of each evaluation assumes (1) =40%, (2) = 20%, (3)=40%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>講義指定図書 Reading List</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>参照ホームページ Websites</p> <p>なし None.</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>None.</p>
<p>備考 Additional Information</p> <p>None.</p>