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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	2026	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	2026	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 9) 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 16) Study methods for investigating spatial perception and image formation of places in regional contexts, along with analysis techniques. ③Fieldwork and Ethnography (Akinori Amada, April 23)		

Review the history of ethnology and folklore studies while learning about the characteristics and challenges of "fieldwork" and "ethnography" as research methods.

④Social Research Using Multimedia Technology (Tetsu Tanabe, May 7)

Examine the collection, utilization, and preservation of qualitative data, with consideration of advances in information technologies, including generative AI.

⑤Foundations of Statistics and Descriptive Statistics (Haichun Yu, May 14)

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.

⑥Hypothesis Testing (Haichun Yu, May 21)

Study methods for examining differences in means between two groups (t-tests) and learn techniques for investigating relationships and effects within populations.

⑦Analysis of Variance (ANOVA) and Correlation Analysis (Juhyeok Jang, May 28)

Learn methods for examining differences in means among three or more groups using ANOVA, and study correlation analysis to verify linear relationships between variables.

⑧Regression Analysis (Juhyeok Jang, June 4)

Explore regression analysis to identify the impact of independent variables on dependent variables. Specific topics include simple regression and multiple regression analysis.

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.

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.

他学部履修の条件 Other Faculty Requirements

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.

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

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	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), HARADA Mami[HARADA Mami](メディア・コミュニケーション), 石黒 侑介[ISHIGURO Yusuke](メディア・コミュニケーション), 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	2026	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, New Zealand, 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: New Zealand (Mami HARADA) This section considers the mechanism of social division and harmony in New Zealand, which is constantly oscillating between biculturalism and multiculturalism. 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) This section considers the possibility and limitation of destination management policy in Spain, through discussion about		

<p>current issues on tourism such as overtourism and destination diversification.</p> <p>Section 6: India (Yusuke ISHIGURO) 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	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	KIM Sungmin[KIM Sungmin](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), TANAKA Eisuke[TANAKA Eisuke](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), KONISHI Takayuki[KONISHI Takayuki](メディア・コミュニケーション), KASAI Amane[KASAI Amane](メディア・コミュニケーション), NAKAYAMA Chihiro[NAKAYAMA Chihiro](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2026	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 various research methods in interdisciplinary research fields such as those in our school 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. Course Orientation / Methods and Ethics in Empirical Science (Takuya MIYAUCHI)</p> <p>This lecture begins with an orientation to the course as a whole and provides an overview of the fundamental principles of research practice outlined in the MEXT research ethics guidelines. It then examines methods used in empirical science and considers how various judgments involved in conducting research are inseparable from research ethics. The aim is to deepen understanding not only of research misconduct but also of the relationship between method and ethics that underpins the production of reliable knowledge.</p> <p>2. Data Collection and Analysis Methods and Ethical Considerations (Makoto ABE)</p> <p>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>3. Conflicts of Interest and Responsible Research Practice (Takayuki KONISHI)</p> <p>The class examines potential conflicts of interest in the academic context, especially situations involving graduate students. Through case studies, discussions and role-play exercises, students are encouraged to reflect on their responsibilities as independent researchers and develop strategies for managing potential conflicts of interest in their own research practice.</p> <p>4. Paradigms and Ethics of Qualitative Research (Sungmin KIM)</p> <p>This course reviews the theoretical paradigms underlying qualitative research and examines the epistemological assumptions that shape research questions, methods, and interpretations. It also considers research design, analytical approaches, and</p>		

<p>ethical issues associated with qualitative research.</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' 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. Ethics and Methods in Researching Others (Amane KASAI) This lecture examines ethical issues inherent in the description and analysis of others, including the generalization of individual cases, the attribution of representativeness, asymmetries in linguistic and cultural translation, and power relations embedded in research practices. It invites critical reflection on researchers' positionality and the responsible application of research methods.</p> <p>8. Structure of Academic Papers and the Acknowledging of Previous Research (Chihiro NAKAYAMA) This lecture provides an overview of the fundamental structure of academic papers and examines how previous research is acknowledged and discussed within them. It also considers the significance of referencing prior studies from the perspective of research ethics.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework You must prepare for each lecture by reviewing materials uploaded on Moodle, take notes of the expected points of the lecture and questions about them in order to understand them in the lecture. After each lecture, 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 quizzes, 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。Information on texts/textbooks will be given on Moodle before the lecture.</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	2026	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, democracy, disinformation, fake news, election, collective memory, media and power, media texts analysis, identity, information and users, visual media, digitized society, Explanatory Journalism		
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. Examining the significance of journalism in an era in which social media-driven public opinion is undermining democracy and social coexistence. 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. Turning Complexity into Clarity in the Digital Age: Insights from Explanatory Journalism 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 mini-report after each lecture (at least 6 reports necessary). Assessment will be based on the total score of the submitted mini-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	Modern Japanese Studies[Modern Japanese Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	クック エマ [Emma Cook] (高等教育推進機構)		
担当教員 Other Instructors	SCHILTZ MICHAEL[SCHILTZ MICHAEL](高等教育推進機構), BULL JONATHAN EDWARD[BULL JONATHAN EDWARD](高等教育推進機構), SUSANNE Klien[SUSANNE Klien](高等教育推進機構)		
科目種別 Course Type			
開講年度 Year	2026	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	<p>Week 1: Orientation (Prof. Cook)</p> <p>Week 2: Health and Illness (Prof. Cook)</p> <p>Week 3: Lifestyle migration in and beyond Japan (Prof. Klien)</p> <p>Week 4: Demographic change (Prof. Klien)</p> <p>Week 5: Japan's Adoption of the Gold Standard I (Prof. Schiltz)</p> <p>Week 6: Japan's Adoption of the Gold Standard II (Prof. Schiltz)</p> <p>Week 7: Japanese repatriation after the Asia Pacific War – Part 1 (Prof. Bull)</p> <p>Week 8: Japanese repatriation after the Asia Pacific War – Part 2 (Prof. Bull)</p>		
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	<p>Weekly reports: 80%</p> <p>Class participation: 20%</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			
備考 Additional Information	<p>Google classroom code: y5onug23</p> <p>Lecture schedule and contents is subject to change. Course syllabi will be handed out at the first session. See that syllabus for details.</p>		

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), 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), NAKAJIMA Naoko[NAKAJIMA Naoko](公共政策学研究センター)		
科目種別 Course Type			
開講年度 Year	2026	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, User-Generated Content (UGC), Affective Destination Image, Platform Governance		
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. 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.		
	3. Public-Private Intermediary Organizations Supporting Local Communities in Hokkaido (Futoshi IMAI) Firstly, this section examines the evolution of the positioning of tourism policy within governmental administration. Next, building on the previous week's discussion of tourism associations and destination management organizations (DMOs) that support tourism at the regional level in Hokkaido, it further explores the significance and challenges of public-private		

intermediary organizations from a broader perspective within the context of regional revitalization.

4. Implementation of Environmental and Tourism Policies in Hokkaido (Naoko NAKAJIMA)

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

5. Hokkaido Heritage and Tourism (Akiko TASHIRO)

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.

6. Hokkaido’s Affective Destination Image through UGC: Value Co-creation, Regional Collaboration, and Inbound Markets(Kyungjae JANG)

Destination images are shaped not only by official branding but also by user-generated content (reviews and social media) that carries “affect.” Using Hokkaido as a case, this class explores how UGC contributes to value co-creation, local collaboration, and inbound demand formation, with a short hands-on reading exercise.

7. Hokkaido as a Border Area (Svetlana PAICHADZE)

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.

8. Past, Present and Future in Ainu people and Hokkaido Tourism (Mayumi OKADA)

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.

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.

成績評価の基準と方法 Grading System

Evaluate by small report conducted in each lecture.

We do not charge the term-end 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	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	2026	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 9 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 16 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), June 23 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. Display, interpretation, and tourist art (Yamasaki), June 30 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>5. Heritage as media (Tanaka), July 7 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>6. Historical Tourism and Media (Amada), July 14 In this session, we will explore the current dynamics and challenges surrounding the relationship between historical tourism and the media.</p>
<p>7. Tourism "Pathways" and Media (Ishino), July 21 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), July 28 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>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/rfinc/ 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	2026	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	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	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 successful learner will be able to apply content knowledge of real business.		
授業計画 Course Schedule	<p>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.</p> <p>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.</p> <p>Section 3 HIRAMOTO Kenta You can learn about basic theory of marketing and marketing strategy through the examples of tourism and media.</p> <p>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.</p>		
準備学習(予習・復習)等の内容と分量 Homework	You will have to write a report in each section. Reading relevant 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 the class.		
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	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	2026	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		
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 and 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), KONISHI Takayuki[KONISHI Takayuki](メディア・コミュニケーション), 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)		
科目種別 Course Type			
開講年度 Year	2026	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) Day2 : Meanings of what is said and what is not said (Yurie Hara) Day3 : Introduction to Conversation Analysis (Changjiun Du) Day4 : First Language Acquisition: Experiment Methods (Satoshi Oku) Day5 : Designing linguistic surveys (Takayuki Konishi) Day6 : Narrative and Language Education (Hiromu Kondo) Day7 : Regions and Language Learning (Miki Hirata) Day8 : Second Language Acquisition and Language Education (Makoto Abe)		
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), 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	2026	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, social media communication, autonomous communities, art, anthropology of tourism, 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: <ul style="list-style-type: none"> ・ 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 (6/10), Session 2 (6/17)</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 (6/24)</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 4 (7/1)</p> <p>Using Spain as a case study, we will examine the relationship between the central government (the state) and the regions, and the issues of art and culture within this context.(MASUDA Noriko)</p> <p>Session 5 (7/8)</p> <p>By reviewing the development of approaches in the anthropology of tourism, this lecture aims to cultivate fundamental analytical perspectives for describing and examining the complex relationships between tourism and local cultures.(ISHINO</p>		

Takayoshi)
Session 6 (7/15) 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)
Session 7 (7/22) The details will be confirmed at the start of the semester.
Session 8 (7/29) 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)
準備学習 (予習・復習)等の内容と分量 Homework Participants will be required to submit a report or a short essay to every instructor.
成績評価の基準と方法 Grading System 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.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks なし
講義指定図書 Reading List 授業中に適宜提示する。
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

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	HARADA Mami[HARADA Mami](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), DING Yi[DING Yi](メディア・コミュニケーション), JO Gyoku[JO Gyoku](メディア・コミュニケーション), KASAI Amane[KASAI Amane](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2026	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, Gender, Music, Listening		
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. "Media and Visual Culture" (Noriko Masuda): 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. (Noriko Masuda) 2. "Media and Cultures of Listening" (KASAI Amane): This lecture examines how sound and music are listened to, interpreted, and framed in everyday media, exploring the cultural contexts in which the same sonic phenomena become associated with diverse meanings. 3. "Media and Sexuality" (JO Gyoku) Drawing on feminist film theory, this lecture explores representations of gender and sexuality in cinema and aims to develop students' critical skills for analyzing media culture in its historical and social contexts. 4. "Narrative and Media" (Hyun Mooam): This lecture considers how senders and receivers construct narratives represented through various media with reference to narratology. 5. "Media and Gender" (HARADA Mami): This lecture introduces students to basic concepts of gender and representation and discusses how to analyze media from the viewpoint of gender.		

<p>6. "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.</p>
<p>7. "Modern Chinese aesthetics"(DING Yi): How disciplines originating in the West were transmitted to the East, and how Western concepts and theoretical frameworks were reconstructed within Eastern contexts, remains an important issue today. Focusing on modernity as a crossroads of East and West, this course examines the formation of Chinese aesthetics.</p>
<p>8. "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.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework 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 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	山口 久瑠実 [YAMAGUCHI Kurumi] (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	2026	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	1 対面授業科目《対面のみ》		
キーワード Key Words			
Organizational Management, Organizational Behavior			
授業の目標 Course Objectives			
To understand organizational management and organizational behavior from the perspectives of individuals and organizations across career stages.			
到達目標 Course Goals			
You can			
(1) understand basic concepts and theories related to organizational management and organizational behavior.			
(2) analyze and explain real-world phenomena using these concepts and theories.			
授業計画 Course Schedule			
This course will proceed as follows, but it may change depending on the level of understanding of the participants.			
Week1: Guidance and course orientation			
Week2: Chapter 1 Thinking about careers: Individual needs and organizational goals			
Week3: Chapter 2 Entering the organization: Socialization and organizational culture			
Week4: Chapter 3 Getting used to the company and the job: Motivation and rules			
Week5: Chapter 4 Personnel change: Career development within the organization?			
Week6: Chapter 5 Becoming a manager: Leadership			
Week7: Chapter 6 Managing a department: Group dynamics			
Week8: Mid-course review			
Week9: Chapter 7 Learning inside and outside the organization: Mechanisms of individual and organizational learning			
Week10: Chapter 8 When trouble occurs: Conflict management			
Week11: Chapter 9 Toward organizational restructuring: Organizational design			
Week12: Chapter 10 Department heads in action: Managing the environment			
Week13: Chapter 11 Leading organizational change: Breakthrough and organization-wide rollout			
Week14: Chapter 12 Becoming CEO: Corporate philosophy and business systems			
Week15: Summary and wrap-up			
15 classes in total (2 credits)			
準備学習(予習・復習)等の内容と分量 Homework			
Presenter			
(1) reads the literature carefully and prepares presentation materials.			
(2) prepares discussion points related to the content of the chapter.			
Audience			
(1) reads the literature carefully and prepares a summary (resume).			

(2) organizes any points they do not understand about the content of the chapter.
成績評価の基準と方法 Grading System The course grade will be based on in-class contribution (40%) and reading assignments (60%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks キャリアで語る経営組織：個人の論理と組織の論理／稲葉祐之・井上達彦・鈴木竜太・山下勝：有斐閣，2022
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 <ul style="list-style-type: none"> ・The course content will be explained in the first session; therefore, attendance is mandatory for students who wish to enroll. ・Announcements regarding the course will be made via ELMS. Please check ELMS regularly.

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	2026	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 ProgramⅡ]		
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	2026	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	KAMIYAMA Hiroyuki[KAMIYAMA Hiroyuki](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), ISHIGURO Yusuke[ISHIGURO Yusuke](メディア・コミュニケーション), KASAI Amane[KASAI Amane](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2026	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	鄭 惠先 [JUNG Hyeseon] (高等教育推進機構)		
担当教員 Other Instructors	OKU Satoshi[OKU Satoshi](メディア・コミュニケーション), KONISHI Takayuki[KONISHI Takayuki](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), OTOMO Ruriko[OTOMO Ruriko](メディア・コミュニケーション), HARA Yurie[HARA Yurie](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	2026	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>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/3 (Fri) 1:00pm-2:30pm: Guidance (Media 105 room) The Guidance will be held during the afternoon New Student Exchange Part.2 (Field-Specific Breakout Sessions) following the entrance ceremony. * All prospective participants must attend the Guidance (Breakout Session). * Prospective participants unable to attend the Guidance (Breakout Session) should contact JUNG Hyeseon (jung@oia.hokudai.ac.jp) by Friday, April 3.</p> <p>(2) April/6 - Jun/1: preparation for presentation, having advice from supporting instructors (3) June/1: Submission of the abstract (4) June/5 - 6:Ling Camp: presentation and discussion (5) by June/19: submission of comments on each presentation (6) mid-July: deadline of the research proposal paper (first draft) (7) late-July: deadline of the research proposal paper (final draft)</p> <p>Progress Report Meeting for M2 students will be held on July 7th (Tue)~9th (Thur)</p>		

<p>準備学習(予習・復習)等の内容と分量 Homework</p> <p>Prepare a resume (1 page), presentation slides/materials in consultation with the assigned faculty members regarding your research topic. After the presentation, write brief feedback (maximum 500 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.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluation is based on: contribution to presentation and discussion (25%), critical review paper (25%), final research proposal paper (50%).</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	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	Jeffry 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	2026	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	Tandem, build academic networks, transferable skills		
授業の目標 Course Objectives	<p>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.</p> <p>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.</p>		
到達目標 Course Goals	<p>到達目標 Course Goals</p> <p>By the end of this course you will be able to</p> <ol style="list-style-type: none"> 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	<p>Tandem Language Learning Program 2026 will be held at the University of Melbourne, Australia. Dates for the course are not decided yet.</p> <ol style="list-style-type: none"> 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		

<p>work on their respective research outlines, abstract and presentations before the course. Students will be asked to present their research topic during the course.</p>
<p>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</p> <ol style="list-style-type: none"> 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%
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks No textbook required.</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	高度実践英語演習 I [Advanced Practical English I]		
講義題目 Subtitle	□		
責任教員 Instructor	KLASSEN MARSHALL DROLET [KLASSEN MARSHALL DROLET] (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	2026	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	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	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			
Academic English, Abstract Writing, Poster Presentations			
授業の目標 Course Objectives			
The purpose of this Advanced Practical English seminar is to prepare students to engage in their own field of expertise, read academic papers (in their own area), and actively participate in and lead academic discussions, mock-round table discussions, and present their research in front of their peers. This course will focus on building a foundation of academic research skills in English, prepare students to participate and present research, and how to present their research at an academic conference. Assignments will be designed to be relevant to all students, regardless of research area.			
到達目標 Course Goals			
At the end of this course, students will be able to - *Read research papers in their own areas *Identify relevant areas of research *How to write an abstract for academic conferences *How to participate in an academic discussion and roundtable discussion *How to present research in an academic conference (poster or presentation)			
授業計画 Course Schedule			
Week 1: Course Introduction: Introduction to Academic English and Student Needs Analysis Week 2 - 4: Researching journal articles and analyze language usage Week 5 - 7: Planning your academic conference abstract Week 8 - 11: Leading a classroom discussion on a chosen topic Week 12 - 15: Present your research (poster presentations)			
準備学習(予習・復習)等の内容と分量 Homework			
Homework will be assigned each week. Each assignment will be part of the total completion of the course, so students are expected to keep up with the weekly assignments and prepare before class in order to actively engage in lessons.			
成績評価の基準と方法 Grading System			
Participation (20%): Students are expected to actively participate in class discussions and activities. Assignments (20%): Students are expected to complete in-class activities, homework, and readings in order to prepare for class. Annotated Bibliography (30%): Students are expected to compile an annotated Poster Presentation (30%): Students will create an academic poster based on their research topic and present it as if in a conference.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
Course materials will be provided in class.			
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

*This course is highly recommended to students who have intermediate to upper-intermediate levels of the English language. This is to ensure that students are in the same level of language competency which will make the teaching and learning commendable. Native speakers are discouraged to take this course since this will only be an easy way to get credits.

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	Letson James Dewi [Letson James Dewi] (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	2026	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	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	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			
Academic English, Writing Skills, Presentation Skills, Communication Skills			
授業の目標 Course Objectives			
Develop the language and communication skills necessary for participating actively in academic conferences and symposiums. Put what students have learned into practice by holding a mock conference.			
到達目標 Course Goals			
On completing this course students will: Gain practical experience of preparing and completing a research paper and presentation appropriate for inclusion in an academic conference. Improve their English writing and presentation skills within a research/academic context.			
授業計画 Course Schedule			
1. Orientation: Explanation of course content, confirmation of schedule, and discussion of class ground rules. 2. Preparing your paper 1: Preparation and organization I. 3. Preparing your paper 2: Preparation and organization II. 4. Preparing your paper 3: Writing the 1st draft I. 5. Preparing your paper 4: Writing the 1st draft II. 6. Preparing your paper 5: Citations and references. 7. Preparing your paper 6: Peer review session. 8. Preparing your paper 7: Revising and redrafting. 9. Preparing your presentation 1: Outline and introduction. 10. Preparing your presentation 2: Details, facts, and evidence. 11. Preparing your presentation 3: Including visuals. 12. Preparing your presentation 4: Asking and answering questions. 13. Panel session 1. 14. Panel session 2. 15. Panel session 3 (if necessary), course reflection and feedback.			
準備学習(予習・復習)等の内容と分量 Homework			
Students are expected to prepare notes and materials necessary for in-class assignments and discussions. In addition students must submit: A completed draft research paper A completed conference presentation			
成績評価の基準と方法 Grading System			
Completion and submission of draft paper - 35% Completion and submission of final presentation - 35% Participation in class (including the mock conference) - 30%			
他学部履修の条件 Other Faculty Requirements			

テキスト・教科書 Textbooks All materials will be distributed in class.
講義指定図書 Reading List There is no set text for this class.
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	2026	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	2026	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	<p>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.</p> <p>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.</p>		
	* 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 especially for tourism industries.		
授業計画 Course Schedule	<p>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.</p> <ol style="list-style-type: none"> 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	<p>・ Students should have taken the "Social Research Methods" in advance or have learned the equivalent knowledge.</p> <p>・ Students should have the ability to read prior studies written in English.</p>		

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	田口 孝紀 [TAGUCHI Takanori] ((株)野村総合研究所)		
担当教員 Other Instructors	NAKAGAWA Satoru[NAKAGAWA Satoru](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2026	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	Strategic Communication, Corporate Governance, Management Strategy, Decision-making Mechanisms (General Meeting of Shareholders / Board of Directors), Smart City, Regional Revitalization, Tourism DX, Content Tourism (Media Tourism), Value Co-creation, DX Promotion (Business Transformation), Generative AI Utilization, AI Governance (Hallucination Countermeasures / Copyright Risks), Reputation Management, Logical Communication (Logical Thinking)		
授業の目標 Course Objectives	<p>This course is a practical seminar on integrating management and media, taught by a practitioner from Nomura Research Institute (NRI) with extensive experience in domestic and international management consulting, overseas management, corporate governance, and AI utilization/DX promotion in consulting operations. To achieve an organization's mission, mere external public relations are insufficient; strategic decision-making based on a deep understanding of "corporate mechanisms" and strategic dialogue with stakeholders, including shareholders, are essential. In this course, we will redefine digital communication from the following four perspectives:</p> <ol style="list-style-type: none"> 1. Perspective of Corporate Mechanisms: We will clearly explain the mechanisms of how companies plan and make decisions and learn how internal communication should be conducted within an organization. 2. Perspective of Global: Through examples of regional revitalization in Japan and Smart Cities overseas, we will examine the impact of the digitalization of urban functions on tourism experiences and regional management. 3. Perspective of "Offense and Defense" in AI Utilization: Based on practical experience, we will discuss business transformation through DX promotion ("Offense") and responding to reputation risks such as hallucinations ("Defense"). 4. Perspective of Tourism & Culture: Using Content Tourism (Media Tourism) such as anime as a subject, we will consider value co-creation with fans in digital spaces. <p>In addition, as a foundational skill supporting these perspectives, we will conduct "Logical Communication" training backed by consulting practice in every class to cultivate logical and creative leaders.</p>		
到達目標 Course Goals	<p>After a successful completion of this course, you will be able to:</p> <ol style="list-style-type: none"> 1. Understanding Management Mechanisms: Understand the basic structure of a company and its decision-making mechanisms, and be able to explain strategic communication with stakeholders from the perspective of corporate management. 2. Formulating Digital & Regional Strategies: Be able to conceive concepts and ideas to enhance regional value by referring to domestic and international cases of Smart Cities and Content Tourism. 3. Balancing AI Risk and Promotion: Understand the standards expected of professionals regarding AI utilization for business efficiency ("Offense") and responding to AI risks such as hallucinations and copyright infringement ("Defense"), and be able to use AI correctly. 4. Acquiring Practical Skills: Acquire the ability to present solutions to complex issues using logical structures (Logical Thinking) and persuade others through presentations. 		
授業計画 Course Schedule	This is an intensive lecture series held over 5 days. The course consists of lectures to acquire basic knowledge and workshops (group work, discussion, presentation) based on specific cases. The instructor will provide individual feedback on the outputs to improve students' skills.		

<p>◇Day 1: How Do Japanese Companies Work? (1) Corporate Structure and Decision-Making (General structure of organizations and internal communication methods) (2) Logical Communication Workshop I (Structuring and the Pyramid Principle)</p> <p>◇Day 2: Global Management and Regional Revitalization (Urban and Tourism DX) (1) Global Smart Cities and Regional Revitalization in Japan (Urban OS, Data Utilization, and Impact on Tourism) (2) Logical Communication Workshop II (Context Design and Cross-Cultural Understanding)</p> <p>◇Day 3: "Offense and Defense" in AI Utilization (DX Promotion and Risk Management) (1) Practices of DX Promotion and AI Governance (Consultant work styles, AI utilization, and risks) (2) Logical Communication Workshop III (AI utilization strategies in daily life and risk countermeasures)</p> <p>◇Day 4: Content Tourism and Value Co-creation (Perspective of Tourism & Culture) (1) Media Tourism and Digital Engagement (Mechanisms of "Seichi Junrei" (Pilgrimage) and Fan Co-creation) (2) Logical Communication Workshop IV (Storytelling and Planning Proposal)</p> <p>◇Day 5: Seminar on Digital Communication (Summary) (1) Management Strategy and the Formation of a Digital Society (Wrap-up) (2) Logical Communication Workshop (Final Presentation and Feedback)</p>
<p>準備学習(予習・復習)等の内容と分量 Homework Self-introduction sheet, Review report for each lecture (Preparation time: 0.5-1 hours.) Final Report (Preparation time:1-2 hours.) Pick one news item about the upcoming topic (e.g., copyright issues with generative AI).</p>
<p>成績評価の基準と方法 Grading System Each student's performance will be weighed as follows: (1) Reports (2) Contribution to a class e.g. participation, group work (contribution, remark contents, etc.) (3) Assessment of student's communication skills e.g. thinking skills, presentation skills, writing skills etc. ※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 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 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 なし。None.</p>
<p>研究室のホームページ Websites of Laboratory None.</p>
<p>備考 Additional Information 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	2026	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, Digital 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	<ol style="list-style-type: none"> 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	<p>Intensive Lecture Series by Dentsu Professionals.</p> <p>Section 1: General Overview of the Advertising Industry (April 10)</p> <ol style="list-style-type: none"> 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. Business Transformation: Overview of business transformation led by Dentsu. 8. The Future of Advertising, Advertising Agencies, and Advertisers: Discuss and reflect on the future requirements for advertising, agencies, and professionals in the field. <p>Section 2: Public Relations and PR (May 8)</p> <ol style="list-style-type: none"> 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. <p>Section 3: Japan and the World's Creativity 2026 (May 29)</p> <ol style="list-style-type: none"> 1. Current Trends in Advertising Expression: Review global trends in advertising expressions through various works. 		

2. Advertising Techniques: Investigate the diversification and expansion of advertising techniques due to media evolution.
3. Creative Writing: Tackle problem-solving using skills from advertising creativity.

Section 4: Co-Growth of Hokkaido's Regional Society and Economy (June 19)

1. Hokkaido as a Pioneer in Social Challenges: Explore sustainable regional societies in an era of declining birthrates and aging populations.
2. The new industries of Hokkaido – Tourism, GX, Semiconductor: Examine the harmonious relationship between the new industries and the regional economy.

Section 5: Digital, AI, Technology, and Creative (July 10)

1. The Essence of Digital: Explore how user behavior and communication methods have transformed advertising.
2. Communication in the age of AI: Global case studies and classification of creative methods.
3. Creating Brand Experiences Through Technology: Building new relationships between users and brands using digital platforms.

※Note: The lecturer and lecture content are subject to change.

準備学習 (予習・復習)等の内容と分量 Homework

You will have to watch a lot of advertisements on TV and in newspapers and review the contents after the seminar. At the end of term, you have to submit a report.

成績評価の基準と方法 Grading System

You will be evaluated by discussion at class(30%) and report(70%).

他学部履修の条件 Other Faculty Requirements

テキスト・教科書 Textbooks

特に教科書は定めませんが、講義プリント、ビデオなどにより進められる。

講義指定図書 Reading List

The Dentsu way / K.Sugiyama, T.Andree: 講談社, 2002
 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
 :McGrawHill, 2011

参照ホームページ Websites

<http://www.dentsu.co.jp/>

研究室のホームページ Websites of Laboratory

備考 Additional Information

- 1.Students who are absent for two or more of the five class sessions will not receive a grade.
- 2.Lateness of more than 30 minutes will be considered an absence.
- 3.Students may not submit a report for a class they have never attended.
- 4.Reports deemed to have been created using AI will not be graded.
- 5.Reports found to contain severe plagiarism will not be graded.

course administrator:

Ong Yi Xuan (Research faculty of media and communication, yixuan.ong@imc.hokudai.ac.jp)

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.

Pay attention to the opening dates of the courses.

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	2026	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			
-Be able to clarify what conditions should be considered a “solution” to unprecedented natural disasters and serious social problems. -Be able to design ways of using information technologies and AI technologies to address challenges that appear beyond the capacity of individuals, and to explain these ideas through written documents and diagrams. -Based on the above, be able to examine and discuss the possibilities and the fundamental limitations of computers, the internet, and generative AI.			
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 https://wary-tangerine-8f9.notion.site/1dc8a9dd482380f1b2affd1c266ad7ca
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	メディア観光論演習[Media and Tourism Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	中山 千尋 [NAKAYAMA Chihiro] (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	2026	時間割番号 Course Number	083227
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 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	2 対面授業科目《一部遠隔》		
キーワード Key Words	Marketing, business, value co-creation, case studies, international marketing, media, tourism, destination marketing, film tourism		
授業の目標 Course Objectives	This course will help you understand the processes of tourism marketing, destination marketing, and film tourism, as well as the theoretical fundamentals of the theories and frameworks underlying these areas. Through various research resources, this course will develop students' critical thinking and evaluation skills and apply marketing principles to multiple real-world business cases.		
到達目標 Course Goals	After completing this course, you will be able to —Examine the characteristics of tourism marketing, destination marketing, and film tourism —Demonstrate an understanding of tourism marketing in real-world business settings —Applying related frameworks to marketing cases in various businesses		
授業計画 Course Schedule	This course will be classified into the following sections to help you achieve the goals: 1. Theoretical Understanding of Tourism Marketing: Students will acquire theoretical knowledge of theories and frameworks that evaluate tourism marketing, destination marketing, and film tourism. 2. Adoption of tourism marketing research: Students will demonstrate how theories have been applied and conducted in different research fields such as tourism marketing, film tourism, and sustainable tourism. 3. Evaluation of tourism marketing research: Students will acquire skills for research and practice, create, and evaluate tourism marketing, destination marketing, and film tourism research.		
準備学習(予習・復習)等の内容と分量 Homework	Reading related articles and reviewing them is highly encouraged		
成績評価の基準と方法 Grading System	30% on the Literature review paper, 30% attendance and in-class performance, 40% presentation		
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。		
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[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	2026	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. In addition, there is a possibility that special lectures will be given by external lecturers on approximately three occasions.		
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 will evaluate it based on the degree to which each perspective of the goal is reflected. In addition, reports prepared by		

<p>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.</p> <p>The evaluation ratio for the above items is (1)=50%, (2)=50%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<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>
<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 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	2026	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	<p>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.</p>		
到達目標 Course Goals	<p>By the end of this course, students will be able to:</p> <p>(1) explain the history and structure of the travel industry.</p> <p>(2) explain business models in the travel industry.</p> <p>(3) identify the direction of future business models, identify issues from a business development perspective and design hypotheses.</p>		
授業計画 Course Schedule	<p>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.</p> <p>Details of schedule, lectures and fieldwork are announced at the first guidance.</p> <p>1. Lectures</p> <ul style="list-style-type: none"> ・ Understanding the history, industry structure and business model of the travel industry. <p>2. Discussion</p> <ul style="list-style-type: none"> ・ Visualisation and sharing of issues in the travel industry. <p>3. Presentation</p> <ul style="list-style-type: none"> ・ 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	<p>The contents of preparation to be learned are instructed in the classes.</p> <p>During the discussion, students are expected to actively speak out.</p>		
成績評価の基準と方法 Grading System	<p>You will be evaluated by positive attitude in classes (50%), aggressiveness in discussion and content of remarks (20%) and presentation (30%).</p>		
他学部履修の条件 Other Faculty Requirements			

テキスト・教科書 Textbooks JTB グループの事例等を紹介したオリジナル教材を使用する。 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	2026	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	<p>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".</p>		
到達目標 Course Goals	<p>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.</p>		
授業計画 Course Schedule	<p>This practical exercises, in which participants organize into groups to conduct research, consist of the following four sections:</p> <p>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.</p> <p>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.</p> <p>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 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</p>		

conventional regulations and urges us to reconsider identity.
Session 4 Participants will present the results of their collaborative research at the East Asian media seminar.
準備学習(予習・復習)等の内容と分量 Homework Students are expected to read given material in advance and get prepared to discuss them before class.
成績評価の基準と方法 Grading System To comprehensively evaluate based on assignments, presentation and participation in class discussion.
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 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 リメイク映画の創造力／北村匡平/志村三代子編:水声社, 2017 アダプテーションの理論／リンダ ハッチオン著(片渕悦久/鴨川啓信/武田雅史 翻訳:晃洋書房, 2012)
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	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	2026	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	2026	時間割番号 Course Number	083233
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	<p>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.</p>		
到達目標 Course Goals	<p>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</p> <ol style="list-style-type: none"> 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	<p>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.</p> <p>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.</p> <p>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.</p> <p>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.</p> <p>VI. Public Society and Institutions This course will cover the institutions necessary for society to be public.</p>		

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	国際交流論演習[International Exchange Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	高橋 彩 [TAKAHASHI Aya] (北海道大学)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2026	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			
international exchange, multicultural society			
授業の目標 Course Objectives			
In present-day Japan, international exchange takes place among countries, organizations, and individuals in the various fields such as diplomacy and politics, economic activities, cultural events, academia, and education. This course aims to examine the current situation of international exchange and explore issues related to co-learning, co-living, and working together. By focusing on situations involving acceptance and welcoming of people with diverse linguistic and cultural backgrounds, students are expected to explore and rethink international exchange through the examination of various cases.			
到達目標 Course Goals			
Students will be able to:			
① summarize key points considered important in situations involving the welcoming of people with diverse linguistic and cultural backgrounds;			
② formulate appropriate research questions to promote discussion on topics addressed in the coursework;			
③ explain and present important points and information while imagining real-life situations; and			
④ effectively articulate their own views and ideas on international exchange.			
授業計画 Course Schedule			
1. Introduction: course overview, plans, and the details of coursework			
2. What is international exchange?			
3. Welcoming international students at universities			
4. Support for international students			
5. Orientation for new international students revisited: group presentations			
6. Multicultural society and local communities			
7. Support for international residents			
8. Design services and support for foreign residents: group work			
9. Services and support for foreign residents: group presentations			
10. Welcoming people with diverse cultural and linguistic backgrounds: designing a mock orientation			
11. Preparation for presentations			
12. Peer consultation			
13. Student mock orientations			
14. Rethinking international exchange			
15. Review and wrap-up			
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			
① Initial essay (20%)			
② Mock orientation (30%)			
③ Final essay and Q&A session (30%)			

④ Active 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 『国際文化交流を実践する』／国際交流基金編：白水社，2020 その他、授業の中で随時提示します。 To be announced in course work
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	2026	時間割番号 Course Number	083235
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 students' understanding of some of the basic assumptions and foundational concepts of sociolinguistics			
(2) develop 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 of key concepts developed in sociolinguistics and its related fields			
(2) learned and understood about major qualitative approach and methodologies employed in sociolinguistic research			
(3) acquired basic academic reading			
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 2-11: Reading & Lecture			
Week 12: Sociolinguistics through the media + Preparation for presentation			
Week 13: Research seminar			
Week 14-15: Presentation			
Some lessons may be offered on an on-demand basis			
準備学習(予習・復習)等の内容と分量 Homework			
〈Preview〉			
Students are tasked to read the assigned chapter(s) of the textbook before each lesson (approximately 1-2 hours).			
〈Review〉			

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 Your grade to be determined by: (1) Presentations (60%) (2) Reaction paper (25%) (3) Discussion participation (15%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks To be provided by the lecturer
講義指定図書 Reading List No 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://otomo.imc.hokudai.ac.jp/en.html
備考 Additional Information

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 Changjiun] (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	2026	時間割番号 Course Number	083236
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	<ol style="list-style-type: none"> 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	<p>Section 1 (Sessions 1-3) [Data Collection] Orientation, data collection, transcript creation</p> <p>Section 2 (Sessions 4-9) [Fundamentals of Conversation Analysis] Learn the basics of conversation analysis: “Sequence organization,” “Turn-taking,” and “Repair” (read conversation analysis textbooks and discuss) Search for phenomena within the data you have collected, and analyze these phenomena.</p> <p>Section 3 (Sessions 10-11) [Paper Reading] Read conversation analysis papers written in Japanese to learn methods for describing conversational details</p> <p>Section 4 (Sessions 12-14) [Data Session] Deepening mutual analysis of the phenomena under study</p> <p>Section 5 (Session 15) [Preparing for Conference Presentation] Summarize analysis results and create an abstract for conference presentation review</p>		
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	<p>Data collection and datasession material: 30%</p> <p>Discussion participation: 30%</p> <p>Abstract for conference presentation review: 20%</p> <p>Course reflection sheet: 20%</p>		

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 会話分析の基礎:ひつじ書房
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 This course is recommended for those interested in analyzing conversational situations between foreigners and Japanese people, or everyday conversations like casual chats among friends.

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	2026	時間割番号 Course Number	083237
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, morphology, syntax			
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			
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.			
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 and short discussion on morphology, the course mainly discusses human language syntax. In each class, the instructor first introduces basic concepts and principles, and demonstrates how to analyze actual languages (mainly English and Japanese) 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>			
【授業計画・内容】			
(subject to adjustment)			
Week 1 Introduction: Importance of a scientific approach to language & Morphology (1) (study of the structure of words)			
Week 2: Morphology (2)			
Week 3: Structure Dependency (It's hierarchical structure, not linear order)			
Week 4: From “Visible” Complex to “Invisible” Simple: the gut of modern science			
Week 5: Structure and Meaning			
Week 6: Brief History of Generative Syntax: Rule System, Principles & Parameters Approach, Minimalism			
Week 7: LF Interface Condition: Requirement from Meaning			

<p>Week 8: Modularity: A Division of Labor</p> <p>Week 9: Binding Theory: From Data to Hypothesis (Abduction)</p> <p>Week 10-11: Labeling Theory: What is the type of complex?</p> <p>Week 12-13: Deletion: How to Recover missing Information</p> <p>Week 14: Subset Copy Principle (1): Asymmetry of Recoverability Condition</p> <p>Week 15: Subset Copy Principle (2), and General Conclusion</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 a short term paper on selected topics.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>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</p> <p>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</p> <p>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</p> <p>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	2026	時間割番号 Course Number	083239
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	discourse analysis, text analysis, qualitative analysis, methodology, media		
授業の目標 Course Objectives	Discourse analysis is an interdisciplinary field spanning sociology and linguistics. It examines societal phenomena through the analysis of texts such as media content and politicians' speeches. This course aims to provide students with a fundamental understanding of the theories and methodologies of discourse analysis and critical discourse analysis, deepen their comprehension of the relationship between language and society, and equip them with the skills to conduct actual analyses.		
到達目標 Course Goals	By the end of the course, successful learners will understand the theoretical developments, methodologies, and analytical techniques of discourse analysis, as well as how to apply them to textual analysis. They will also be able to explain discourse analysis theories and methodologies to others and present the findings of their textual analyses in the form of essays or presentations.		
授業計画 Course Schedule	<p>In class, we will first gain an understanding of epistemology, methodology, and research design within the social sciences before proceeding to study the theories and methods of discourse analysis. The first part of the course will focus on lectures, presentations based on readings, and discussions. The latter part will involve learning specific analytical methods and conducting text analysis. The content and approach may be adjusted based on the number of students and their interests.</p> <ol style="list-style-type: none"> 1. Guidance, research design and methodology 2. Epistemology and methodology 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 and analysis (1) 11. Analytical methods and analysis (2) 12. Analytical methods and analysis (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	<p>When assigned, you need to prepare a summary of the reading material. Everyone else should read and understand the material beforehand and prepare comments and questions.</p> <p>In the last part of the course, you will present the findings of your discourse analysis. Please select a text to analyze in</p>		

advance.
成績評価の基準と方法 Grading System Presentations (reading and analysis): 40% Essay: 60%
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	2026	時間割番号 Course Number	083240
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, conversation analysis, contact situation			
授業の目標 Course Objectives			
<p>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 recent years, in response to the increasing diversity of local communities, analyses have also been conducted on conversations involving speakers of different first languages.</p> <p>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.</p>			
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 1-2)			
Instructor's introduction and summary writing:			
Explore how everyday conversation and interaction analysis are applied across various fields.			
Second section (week 3-6)			
Acquire methods to analyze conversation through practical experience:			
Using actual conversations, develop techniques for the analysis of conversation and interaction. (Reading literature, Construct transcripts for analysis, use ELAN, conduct data sessions)			
Third session (week 7-15)			
Collect data, practice analysis:			
-Record an interaction between two or more people in a situation of your choosing, compile a detailed transcript, and perform			

analysis. -Conduct data sessions in class and deepen analysis based on others' comments (peer review).
準備学習 (予習・復習)等の内容と分量 Homework Second section: Read academic literature and produce a summary handout., Work on assignments for data analysis such as compiling a transcript using ELAN. Third section: Prepare for data sessions (Collect data, create handouts or slides for presentation)
成績評価の基準と方法 Grading System Assignments (50%), presentation in the data session (30%), active participation (20%) *Evaluation will be based primarily on the completion of assignments (50%) for learning outcomes (1) and (2), and on presentations in data sessions (30%) for learning outcomes (3) and (4). In addition, active participation in class activities according to the course schedule (20%) will be included in the overall assessment.
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	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	2026	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 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	<p>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.</p> <ol style="list-style-type: none"> 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	<p>After successful completion of this course, you will be able to</p> <ol style="list-style-type: none"> 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	<p>【Method of class】</p> <p>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.</p> <p>*Discussion topics are subject to change depending on the understanding of the students.</p> <p>【Class Schedule】</p> <p>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.</p> <p>– Success/Failure Factors of Global Expansion of the Japanese Companies "Why IKINARI Steak withdrew from New York market suddenly after going into the market?"</p> <p>– 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?"</p> <p>– Success/Failure Factors of Global Expansion of the Japanese Companies "Why UNIQLO achieves a fair degree of success in the global market?"</p> <p>– Success/Failure Factors of Global Expansion of the Chinese Companies "Discuss the brand strategy and global strategy of MINISO–Japanese style Chinese company."</p>		

<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	若菜 高博 [WAKANA Takahiro] ((株)野村総合研究所)		
担当教員 Other Instructors	NAKAGAWA Satoru[NAKAGAWA Satoru](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2026	時間割番号 Course Number	083244
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	Management strategy, Business strategy, Functional strategy, Global strategy, Globalization, Global supply chain management, Marketing		
授業の目標 Course Objectives	<p>In an era of increasing global volatility, uncertainty, complexity, and ambiguity, how should companies develop strategies (corporate strategy, business strategy, functional strategy), organize operations, and conduct marketing? This course will provide the basic frameworks and methodologies, incorporating the instructor's practical know-how from over 20 years of strategic consulting and human resource management.</p> <p>By taking well-known, specific companies and explaining strategic frameworks and thinking, and incorporating exercises and discussions, participants will learn about theory and reality, and the diverse perspectives of others (students), while also improving their logical thinking skills by asking themselves, "What would I think and make the right decision if I were involved in the situation?"</p>		
到達目標 Course Goals	<p>With a global perspective and frameworks, students will be able to formulate their own hypotheses regarding the analysis of the business environment and the formulation of strategies. The goal is to be able to formulate a growth strategy for a specific company based on (1) external analysis (Five forces analysis, PEST analysis, CAGE analysis, etc.) and (2) internal analysis (SWOT analysis, Value chain analysis, AAA strategy, etc.).</p>		
授業計画 Course Schedule	<p>The first day: Kick-off (introduction of this course, self-introduction), Basics of Management strategy</p> <ul style="list-style-type: none"> – Aim of this course, self-introduction of lecturer and students – What is strategy? (Strategic structure) – Management Strategy Framework: An Overview of Management Strategy, Business Strategy, and Functional Strategy – Management Strategy Discussion and Assignment: (Case Study) Three Parcel Delivery Companies in the early 2000s (Yamato Transport, Sagawa Express, and Nippon Express) <p>The second day: Basics of Business strategy</p> <ul style="list-style-type: none"> – Presentation and discussion of reports on the first day assignment described above – Business Strategy Framework: Five forces analysis, PEST analysis, and SWOT analysis – Business Strategy Discussion and Assignment: (Case Study) Mid-term business plan of Yamato Transport <p>The third day: Basics of Functional strategy</p> <ul style="list-style-type: none"> – Presentation and discussion of reports on the second day assignment described above – Functional Strategy Framework: Value chain analysis (Manufacturing and logistics industries as examples) – Functional Strategy Discussion and Assignment: (Case Study) The differences in logistics functions between Yamato Transport and Sagawa Express, and Yamato Transport's marketing history 		

<p>The fourth day: Basics of Global strategy</p> <ul style="list-style-type: none"> – Presentation and discussion of reports on the third day assignment described above – Global Strategy Framework: CAGE analysis, and AAA strategy – Global Strategy Discussion and Assignment: (Case Study) Deploying Yamato Transport’s parcel delivery (“Takkyu-bin”) business model overseas <p>The fifth day: Individual presentation (company research), comment, summary of this course</p> <ul style="list-style-type: none"> – Using the frameworks learned up to the fourth session, students will select a specific company and conduct (1)external analysis (Five forces analysis, PEST analysis, CAGE analysis, etc.), (2)internal analysis (SWOT analysis, Value chain analysis, AAA strategy, etc.), and summarize (3)a report on the company’s global growth strategy on the basis of (1) and (2).
<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, self-studying on related theories, topics and business cases is highly appreciated.</p>
<p>成績評価の基準と方法 Grading System</p> <ul style="list-style-type: none"> – Attendance and contribution to class (active participation in discussions and content of remarks): 60% – Grade on Assignment for each session and final report: 40% <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>Nothing</p>
<p>備考 Additional Information</p> <p>Nothing</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	2026	時間割番号 Course Number	083245
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	<p>This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute.</p> <p>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.</p> <p>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.</p> <p>This course will help you to improve your communications by re-observing communications in our society.</p>		
到達目標 Course Goals	<p>After a successful completion of this course, you will be able to:</p> <ul style="list-style-type: none"> -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	<p>授業計画 Course Schedule</p> <p>【Method of class】</p> <p>This course is an intensive lecture of 5 times in total once a month.</p> <p>It is consisted of lectures about basic knowledges, and we will have class discussion and report presentations additionally.</p> <p>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.</p> <p>【Lesson Plan / Contents】</p> <p>Section 1: Public Relations and Corporate Communications</p> <ol style="list-style-type: none"> (1) Basic of Public Relations (2) Corporate Communications in Corporate Management (3) Practice of Media Relations <p>Section 2: Environmental Changes and Communications</p> <ol style="list-style-type: none"> (1) Environmental Changes surrounding Corporate Communications (2) Changes in Communications 		

<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。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>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	2026	時間割番号 Course Number	083246
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.			
<ol style="list-style-type: none"> 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			
<ul style="list-style-type: none"> •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 10-12: Presentation of text 2 by students + discussion. (Every student should make the one presentation to be graded) •Week 13-14: Lectures by SNS research experts •Week 15: Preliminary(summarizing) day 			
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. (Three late appearances count as one absence)			
<ol style="list-style-type: none"> (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

備考 Additional Information

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.).)
2. late submissions will result in point deductions.

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	2026	時間割番号 Course Number	083247
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	Contemporary democracy, political theory, liberal democracy, deliberative democracy, minorities, gender, authoritarianism, dictatorship, populism		
授業の目標 Course Objectives	This seminar will examine contemporary democracy from the perspectives of political theory and thought. The concept of 'democracy' derives from the Ancient Greek words 'demos' and 'kratos'. However, the meaning and ideal form of this concept have changed throughout its long history. It has been discussed in many different ways, ranging from 'direct democracy' to 'representative democracy', 'liberal democracy', and even 'democratic dictatorship'. In this seminar, we will explore the controversial concept of democracy from a variety of viewpoints, examining the fundamental issues in contemporary democracy.		
到達目標 Course Goals	(1) Outline the different theories of democracy. (2) Describe the challenges facing contemporary democracy and the key issues that require discussion. (3) Present logical and critical arguments and articulate your own views on these matters.		
授業計画 Course Schedule	This seminar is structured in three sections as follows: 1. The Currents of Contemporary Democratic Theory 2. Various Issues in Contemporary Democracy 3. Challenges to Contemporary Democracy		
準備学習(予習・復習)等の内容と分量 Homework	As the seminar involves presentations and discussions based on the reading materials, participants are expected to read these and prepare for the discussions.		
成績評価の基準と方法 Grading System	Your performance will be evaluated based on discussions (50%) and presentations (50%).		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	現代民主主義理論ハンドブック／田村哲樹・山本圭編:ナカニシヤ出版, 2026		
講義指定図書 Reading List	民主主義とは何か／宇野重規:講談社現代新書, 2020 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 独裁と喝采／松本彩花:慶應義塾大学出版会, 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	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	2026	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 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	publicness, 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	2026	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 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			
Media Studies, Mass Communication, Media and Society, Public Broadcasting, Media Governance, Digital Media, Comparative Media Studies			
授業の目標 Course Objectives			
This graduate seminar explores the role of media in contemporary society and its evolving relationship with political, economic, and cultural institutions. We examine a broad spectrum of media—from traditional mass media to digital platforms—through theoretical frameworks drawn from communication studies, political economy, and cultural studies.			
The course combines close reading of foundational scholarship with analysis of current media phenomena. Through seminar discussions, students will develop critical thinking skills and build a foundation for independent research. The second half of the semester focuses on developing individual research projects, with students presenting their work and receiving feedback from peers and the instructor to prepare for thesis writing and conference presentations.			
到達目標 Course Goals			
By the end of this course, students will be able to:			
<ol style="list-style-type: none"> 1. Demonstrate command of major theories and concepts in media studies and apply them to original research 2. Critically analyze the relationship between media and society from multiple perspectives (political, cultural, economic) 3. Effectively communicate research findings through discussion and written reports 4. Situate media phenomena within international and historical contexts using comparative approaches (Japan, USA, China, etc.) 5. Independently gather and analyze information using a variety of research tools 			
授業計画 Course Schedule			
*Schedule subject to change based on class progress and student interests.			
Week1: Introduction: Course overview, expectations, and grading; students share research interests and backgrounds; goal-setting for the semester			
Week2: Foundations of Media Theory: Overview of mass communication theory, media effects research, and critical media studies; navigating academic databases and online resources			
Week3: Public Broadcasting and Its Social Role: Case studies from Japan, Europe, and the U.S.; origins, functions, and contemporary challenges; student-led comparative discussion			
Week4: Media and Power: Media under authoritarian regimes; history of censorship and propaganda; Chomsky and Herman's "Manufacturing Consent"; digital-age information control			

<p>Week5: Media Governance and Accountability: Ownership structures and concentration; political and corporate influence; self-regulation vs. government oversight; journalism ethics; fake news and fact-checking</p> <p>Week6: Digital Transformation: The rise of social media and platform capitalism; filter bubbles and echo chambers; challenges to knowledge sharing in the digital age</p> <p>Week7: Comparative Media Systems: Comparing media institutions across Japan, the U.S., and other countries; historical development; relationship to political and social structures</p> <p>Week8: Media, Culture, and Identity: Popular culture, subcultures, and fandom; representation of minorities and stereotypes; semiotics and deconstruction</p> <p>Week9: Student Reports I: Research Proposals: Students present their research topics, questions, and preliminary hypotheses</p> <p>Week10: Peer Review Workshop: Structured feedback on research proposals; group discussion</p> <p>Week11: Student Reports II: Progress Updates: Updates on data sources (archives, social media, periodicals, etc.) and methodology; collective troubleshooting</p> <p>Week12: Theory and Methods Workshop: Applying course concepts to individual projects; addressing challenges in qualitative and quantitative approaches</p> <p>Week13-14: Student Reports III: Final Presentations: Near-final drafts of analysis and findings; Q&A and feedback to refine work before final submission</p> <p>Week15: Wrap-Up: Reflecting on research outcomes; current trends in media studies; next steps for thesis development</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Before each class, students should review the assigned readings and materials posted on the course website (ELMS or instructor's site) and come prepared with questions. After class, students should record reflections and notes on the portfolio site.</p> <p>This is a 2-credit course meeting 15 times. Under Japanese higher education standards, 1 credit assumes 45 hours of total study, so this course expects approximately 6 hours per week (1.5 hours in class + 4.5 hours of preparation and review).</p>
<p>成績評価の基準と方法 Grading System</p> <p>Portfolio (60%)</p> <p>Your ongoing record of learning, assessed on:</p> <p>Following portfolio guidelines: 10%</p> <p>Demonstrating understanding of course material: 20%</p> <p>Participation in discussions, in-class reports (multiple), short response papers: 30%</p> <p>Reports are evaluated on logical coherence, originality, and quality of engagement with feedback.</p> <p>Final Paper or Research Proposal (40%)</p> <p>Assessed on:</p> <p>Clarity of research question and quality of literature review</p> <p>Depth of analysis</p> <p>Originality of argument</p> <p>Meeting graduate-level academic standards</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>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。None. We will use freely available digital resources, materials leveraging generative AI tools, and a course website maintained by the instructor. Content will be updated throughout the semester based on student input</p>
<p>講義指定図書 Reading List</p> <p>とくになし</p>
<p>参照ホームページ Websites</p>

研究室のホームページ Websites of Laboratory

A dedicated course website will be set up before the first class. Details about the learning portfolio (Notion or Moodle) will be provided in the first session.

備考 Additional Information

Format: This is a discussion-based seminar. Active participation is essential.

Accessibility: If you need accommodations, please contact the instructor in advance.

What to Bring: A laptop or tablet is required for accessing digital materials.

Learning Portfolio: We'll use Notion or Moodle to document your learning throughout the semester. Details in Week 1.

Philosophy: This course is not a lecture series. The emphasis is on supporting each student's independent learning and helping you build toward your thesis and future research presentations.

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	2026	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	Political Participation, Civil Society, Volunteer Activities, Social Movement, Democracy, Germany		
授業の目標 Course Objectives	<p>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.</p> <p>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.</p> <p>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.</p>		
到達目標 Course Goals	<p>(1) to explain the role of political participation, based on the basic theory of participatory democracy</p> <p>(2) to compare various forms of political participation in the context or student's research area</p> <p>(3) based on the above (1) and (2), to verbalize the student's case study in presentation, discussion, and final report</p>		
授業計画 Course Schedule	<p>Section 1: overview of the basic theories of political participation and participatory democracy</p> <p>Section 2: education for democratic citizenship, social movements and non-profit organizations</p> <p>Section 3: social recognition of political participation, policies to support volunteer activities as social inclusion</p> <p>Section 4: presentation of case studies based on students' interests</p> <p>Feedback and final discussion</p>		
準備学習(予習・復習)等の内容と分量 Homework	<p>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.</p>		
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	2026	時間割番号 Course Number	083252
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

<p>5. New perspectives and significance of the article</p> <p>6. What specific issues will be examined</p> <p>7. Who to interview and how</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 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.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Grading System</p> <p>1.Assigned presentation (20%)</p> <p>2.Participation of Discussion (20%)</p> <p>3.Feature article (30%)</p> <p>4.Article proposal (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>参考文献や参照すべきテキストは、授業で適宜配布する。</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> <p>The instructor will introduce the detail of grading, reference, and report in week 1.</p> <p>The course schedule might change due to the schedule of guest speakers.</p> <p>All lecture and reading material will be in Japanese or English.</p>

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	2026	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	～
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	<p>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.</p>		
到達目標 Course Goals	<p>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:</p> <ol style="list-style-type: none"> 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	<p>Introduction</p> <ol style="list-style-type: none"> 1. Introduction to the Course (Overview, objectives, and course structure) 2. Media Effects Theory 3. Media and Politics 4. Authoritarian Regimes and Media <p>Methodology</p> <ol style="list-style-type: none"> 5. Fundamentals of Content Analysis 6. Fundamentals of Quantitative Text Analysis 7. Recent Trends and Challenges in Quantitative Text Analysis Research <p>Practice (Hands-on Analysis Using R)</p> <ol style="list-style-type: none"> 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 <p>Results Presentation</p> <ol style="list-style-type: none"> 14. Research Presentation and Feedback(1) 15. Research Presentation and Feedback(2) 		

<p>準備学習(予習・復習)等の内容と分量 Homework</p> <p>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.</p>
<p>成績評価の基準と方法 Grading System</p> <p>The course grade will be determined by two factors:</p> <p>(1) Class participation and homework (40%): Attendance, contributions to class discussions, and performance on homework assignments will be taken into account.</p> <p>(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.</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>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</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 will be conducted in Japanese. All participants must have excellent Japanese proficiency.</p> <p>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.</p> <p>The practices will utilize the free software "R".</p>

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	2026	時間割番号 Course Number	083254
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,Education Reporting,International Reporting,Data Journalism		
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). 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 topics such as an introduction to journalism, gender reporting, reporting on education issues, data journalism, and international reporting on China and other global issues.</p> <p>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.</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. 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 problems and possibilities of journalism by accumulating two-way dialogues between instructors and students and challenging practical issues submitted by instructors.</p> <p>(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.</p> <p>(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.</p>		
授業計画 Course Schedule	<p>Guest Lecture Schedule</p> <p>April 17 Introduction to Journalism Hiroki Ando Chair, Committee on Responsible Reporting, The Yomiuri Shimbun, Tokyo Head Office</p> <p>May 15 Gender Reporting Yoshiko Kosaka Former Editor-in-Chief, Lifestyle Desk, The Yomiuri Shimbun Board Member, Japan Women Journalists Association</p>		

<p>June 12 Reporting on Education Issues Jun Ishikawa Deputy Editor, Education Desk, The Yomiuri Shimbun, Tokyo Head Office</p>
<p>July 3 The Current State of Data Journalism Noriyuki Yoshida Editorial Writer (Special Appointment), The Yomiuri Shimbun, Tokyo Head Office</p>
<p>July 24 International Reporting in Practice Kenichi Yoshida Editorial Writer, The Yomiuri Shimbun, Tokyo Head Office</p>
<p>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.</p>
<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%).</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 毎回授業で講師が資料を提示する。</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 Responsible for Hidemi Shiroyama, journalism course:shiroyama@imc.hokudai.ac.jp</p>

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	2026	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			
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,AI and Media,Social Media and Politics,Journalist Education,Documentary Journalism		
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.The course will also examine and critically discuss the impact of AI on media, the relationship between social media and politics, and the role of documentary film in contemporary journalism.</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 Lecture Series</p> <p>This intensive course consists of five sessions, all held on Fridays during the 3rd to 5th periods. The schedule, themes, and lecturers are as follows:</p> <p>October 9 Introduction to Investigative Journalism Shin Watanabe Deputy Editor, City News Desk, The Yomiuri Shimbun, Tokyo Head Office</p> <p>October 30 The Current State and Challenges of AI Makoto Mitsui Senior Researcher, Yomiuri Research Institute</p>		

<p>November 20 Social Media and Politics Kotaro Nishiyama Deputy Editor, City News Desk, The Yomiuri Shimbun, Tokyo Head Office</p>
<p>December 11 Journalist Education Hirofumi Inaba Secretary-General, Yomiuri Journalism Training Program</p>
<p>January 15 The Current State of Broadcast Journalism Yu Nakauchi News Desk Editor, Sapporo Television Broadcasting Co., Ltd. (STV)</p>
<p>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.</p>
<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%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks 毎回授業で講師が資料を提示する。</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 Responsible for Hidemi Shiroyama, journalism course:shiroyama@imc.hokudai.ac.jp</p>

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	2026	時間割番号 Course Number	083256
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	Contemporary China, History of Chinese Media, Journalism, Investigative Journalism, Political Power and the Public, Social Reform Movements		
授業の目標 Course Objectives	<p>Within a state system in which authoritarianism and a market economy coexist, Chinese media since the Reform and Opening-up have been shaped through the complex interaction of five factors: the state (control), the market (commercialization), professionalism (journalistic professional identity), globalization (the influence of Western journalism), and technological innovation (the spread of the Internet and social media) (Fen Lin 2008).</p> <p>In this year's seminar on Chinese media studies, we will focus primarily on the dimension of "professionalism," examining Chinese "media practitioners" (journalists and investigative reporters) and exploring how they have developed forms of journalism distinctive to China amid tensions and conflicts with the other four factors.</p> <p>In doing so, we will also address the following analytical questions:</p> <p>(1) What are the media functions of China that have changed and those that have remained unchanged?</p> <p>(2) To what extent has Chinese media evolved into a force for social reform movements?</p>		
到達目標 Course Goals	<ul style="list-style-type: none"> Understand the history of the relationship between political power and the public in contemporary China from the perspective of Chinese media history. Be able to explain the functions of Chinese media that have changed and those that have remained unchanged in relation to transformations in the political and economic system. Re-examine Chinese media in relation to social reform movements in Chinese society. Discuss the role of media professionals (journalists) in shaping and influencing Chinese society. 		
授業計画 Course Schedule	<p>In the Basic Module, the instructor will deliver lectures on each theme, followed by class discussions.</p> <ul style="list-style-type: none"> Session 1 (Orientation): Perspectives on Contemporary China Session 2: History of Chinese Media I – The Mao Zedong Era Session 3: History of Chinese Media II – The Reform and Opening-up Period Session 4: History of Chinese Media III – The Golden Age of Investigative Journalism Session 5: History of Chinese Media IV – The Period of Intensified State Control <p>Seminar Module (Sessions 6-15)</p> <p>The Seminar Module consists of two components.</p> <p>1. Presentations on Academic Literature on Chinese Media</p> <p>In the orientation session, the instructor will assign a list of academic articles on Chinese media in Chinese, Japanese, and English. Each student will select one article, prepare a presentation summarizing its main arguments and key issues, and present the findings using a written handout.</p> <p>2. Presentation on the Assigned Text</p> <p>Students will conduct a close reading of the following book through group assignments:</p> <p>Alan P. L. Liu, Politics and Communication in China, translated into Japanese by the Institute for Journalism Studies, Keio</p>		

University (Keio University Press, 1976).

Note: Guest lectures by external experts on Chinese media are currently being considered.

準備学習 (予習・復習)等の内容と分量 Homework

Students are required to present academic articles on Chinese media and the assigned core text. For each class session, they must submit a short written comment sheet. Students who are not responsible for presentations are also expected to read the assigned articles and texts in advance of each class.

成績評価の基準と方法 Grading System

Active participation in class discussions: 30%

Comment sheets: 30%

Presentations 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

科目名 Course Title	言語習得論演習 I [Language Acquisition I]		
講義題目 Subtitle	□		
責任教員 Instructor	小西 隆之 [KONISHI 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	2026	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	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	experimental linguistics, corpus linguistics, data collection, linguistic surveys, quantitative analyses		
授業の目標 Course Objectives	By critically evaluating the design and analyses of existing studies, students taking this course will develop a deeper understanding of quantitative research in the field of first language (L1) and second language (L2) acquisition (e.g. experimental linguistics, corpus linguistics, linguistic surveys). The course will especially focus on how to effectively control factors in designing quantitative analyses, including methodological trade-offs – for example, experimental studies often sacrifice ‘naturalness’ to better control linguistic environments; corpus-based studies allow more random factors or ‘noise’ in exchange for greater statistical power; when comparing two conditions, between-subject designs risk confounds from individual differences whereas repeated-measures designs are susceptible to order effects. By the end of the semester, students will be expected to design and present a quantitative analysis in their own field.		
到達目標 Course Goals	Upon successful completion of the course, students will be able to: – critically analyse existing studies of language acquisition, – understand basic statistics in the field of L1 and L2 acquisition, and – design and conduct quantitative analyses in their own fields.		
授業計画 Course Schedule	Week 1: course introduction Week 2: quantitative analyses of L1/L2 studies Weeks 3-4: student presentations on previous studies in L2 acquisition Weeks 5-6: student presentations on previous studies in L1 acquisition Weeks 7-8: student presentations on previous studies in L2 teaching Weeks 9-12: data collection and analyses Weeks 13-14: student presentations of their final projects Week 15: wrap-up (Subject to change depending on the class size)		
準備学習(予習・復習)等の内容と分量 Homework	Homework includes preparation for presentations (see the Grading System section below) and exercises in basic statistics.		
成績評価の基準と方法 Grading System	Presentations on previous studies (20% x 2 = 40%; Weeks 3-8): students will give two presentations, reporting on and critically evaluating the design and analyses of previous studies of their choice Final project (40%; Weeks 13-14): students will present their own quantitative study, focusing especially on its design and analysis In-class activities and homework (20%)		
他学部履修の条件 Other Faculty Requirements	Upon consultation with the instructor		
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 Students are expected to bring their laptop computers.

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	2026	時間割番号 Course Number	083258
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			
<p>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. Furthermore, through this process, students will also aim to improve the following more general skills such as reading articles critically, presenting research results to others in a clear manner, asking questions and making comments constructively on others' research and analysis.</p> <p>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 Russian, Persian, German, Turkish, Thai, Norwegian and Greenlandic 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.</p>			
到達目標 Course Goals			
<p>As a goal of this course, students are expected to acquire the following abilities:</p> <ol style="list-style-type: none"> 1) To be able to explain fundamental concepts regarding the mechanisms of sentence and phrase structure, as well as the relationship between structure and meaning 2) To be able to analyze the similarities and differences between languages through comparison and contrast of multiple languages 			
授業計画 Course Schedule			
<p>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 scrambling and number neutrality 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.</p> <p>The specific schedule of classes is as follows:</p> <p>Week 1: Guidance</p> <p>Week 2: Reading and discussion (Syntactic theory 1; Bailyn 2012)</p> <p>Week 3: Reading and discussion (Syntactic theory 2; Bailyn 2012)</p> <p>Week 4: Reading and discussion (Syntactic theory 3; Bailyn 2012)</p> <p>Week 5: Reading and discussion (Syntactic theory 4; Bailyn 2012)</p> <p>Week 6: Reading and discussion (Syntactic theory 5; Bailyn 2012)</p>			

<p>Week 7: Reading and discussion (Syntactic theory 6; Bailyn 2012)</p> <p>Week 8: Reading and discussion (Scrambling 1; Karimi 2008)</p> <p>Week 9: Reading and discussion (Scrambling 2; Karimi 2008)</p> <p>Week 10: Reading and discussion (Scrambling 3; Karimi 2008)</p> <p>Week 11: Reading and discussion (Number neutrality 1; Görgülü 2018)</p> <p>Week 12: Reading and discussion (Number neutrality 2; Görgülü 2018)</p> <p>Week 13: Reading and discussion (Number neutrality 3; Görgülü 2018)</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 languages or in languages 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 class discussions 30%</p> <p>Final 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>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): Karimi, Simin. 2008. Scrambling. <i>Language and Linguistics Compass</i> 2 (6): 1271--1293. / Görgülü, Emrah. 2018. Nominals and number neutrality in languages. <i>Language and Linguistics Compass</i> 12 (10): e12301.</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	2026	時間割番号 Course Number	083259
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 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	2026	時間割番号 Course Number	083260
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	Second Language Acquisition, Technology and Language Learning, Reflective Practice, Materials Development, Autoethnography		
授業の目標 Course Objectives	The course provides an overview of theories and empirical research in second language acquisition, encouraging reflection on how these findings relate to one's own experiences as a language learner or teacher. Students learn methods for developing, improving, and evaluating teaching approaches and instructional materials.		
到達目標 Course Goals	<ol style="list-style-type: none"> 1. Acquire the skills to critically engage with second language acquisition theory, develop teaching methods and materials based on one's own experiences and positionalities 2. Learn methods of self-reflection and autoethnography regarding one's own language learning and teaching 3. Become aware of the role technology plays in achieving 1 and 2 		
授業計画 Course Schedule	Guidance will be provided during the first week. Subsequently, we will study ten themes in the field of second language acquisition following the textbook. The eighth week and final week will be designated as presentation weeks.		
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): 40% Two presentations: 30% Final report: 30% (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	あたらしい第二言語習得論: 英語指導の思い込みを変える / 鈴木 祐一: 研究社, 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			
備考 Additional Information			

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	2026	時間割番号 Course Number	083262
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 日本語教師のための対照研究入門(日本語教育ブックレット3)／井上優:国立国語研究所, 2003 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 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			
参照ホームページ Websites			
https://www2.ninjal.ac.jp/past-publications/publication/catalogue/nihongo_kyouiku_booklet/index.html			
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	2026	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	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	<p>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.</p> <p>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.</p> <p>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.</p>		
到達目標 Course Goals	<p>After taking this course, students will be able to:</p> <ol style="list-style-type: none"> 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	<p>* Subject to change</p> <p>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</p> <ol style="list-style-type: none"> [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) 		

<p>[10] "Language" (as metapragmatically described) (1) [11] "Language" (as metapragmatically described) (2) [12] "Conversation" (as metapragmatically described) (1) [13] "Conversation" (as metapragmatically described) (2) [14] Student presentations [15] Wrap-up</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework * Subject to change</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 * Subject to change</p> <p>Students are assessed on their fulfillment of Course Goals based on the following criteria:</p> <p>Weekly reports: 30 points Discussion contribution 30: points Student presentation: 10 points 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 https://www.marxists.org/reference/subject/philosophy/works/us/peirce2.htm</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information "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	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	2026	時間割番号 Course Number	083264
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			
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> <ul style="list-style-type: none"> -What is Japanese language education research? -Positivism and constructionism -Quantitative and qualitative research -Fieldwork and Narrative Approach -Narrative Approach in Japanese Language Education Research <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</p>			

<p>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.) 30%.</p> <p>Report on literature survey in the second section: 10%.</p> <p>Research and analysis:20%</p> <p>Presentation: 30%.</p> <p>Report: 10%.</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	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	2026	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 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			
gender, reproductive justice, feminism, intersectionality			
授業の目標 Course Objectives			
This class aims to deepen students' understanding of problematic aspects of feminism and gender 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			
To understand gender issues in present-day society, where multiple power structures intertwine, we need to turn our eyes to the intersection of multiple injustices concerning gender, race, class, nationality, sexuality and disability. This class will focus on "reproductive justice" this year as an attempt to take a new look at gender issues from a viewpoint of intersectionality. Reading the main textbook, which is mainly based on American history and society, students are encouraged to apply the argument to their own community and join discussion in the classroom.			
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 through "Reproductive Justice: An Introduction" written by Loretta J. Ross and Rickie Solinger, and learn reproductive justice, a crucial concept of intersectionality.			
4th section:			
---Each student is to give a presentation on gender/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. Apart from the final presentation, each student is to summarise the assigned chapters and give presentations twice in the semester.			
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)- 50%, Final presentation and essay writing -50%			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks リプロダクティブ・ジャスティス—交差性から読み解く性と生殖・再生産の歴史／ロレッタ・ロス、リッキー・ソリンジャー：人文書院，2025 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 資料は必要に応じて配布する To be provided as handouts
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	2026	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 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. In this course, we will read basic texts on Visual Culture Studies and examine how visual culture is established in contemporary society. We will also examine the social problems and academic issues connected with visual culture.			
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			
Text and themes:			
Marita Sturken & Lisa Cartwright, Practices of looking: an introduction to visual culture, 3rd ed., Oxford University Press, 2018.			
Chap. 1. Images, Power, and Politics			
Chap. 2. Viewers Make Meaning			
Chap. 3. Modernity: Spectatorship, the Gaze, and Power			
Chap. 6. Media in Everyday Life			
佐々木健一『論文ゼミナール』東京大学出版会, 2014.			
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

『論文ゼミナール』／佐々木健一: 東京大学出版会, 2014

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	2026	時間割番号 Course Number	083268
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	The course will focus on a close reading of the following text: ・ Terry Eagleton, Literary Theory: An Introduction, trans. by Yoichi Ohashi (Iwanami Bunko, 2014). The course will examine in concrete terms such theoretical approaches as phenomenology, hermeneutics, reception theory, structuralism, and semiotics, which have often been taken for granted as foundational premises in contemporary media theory.		
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	『文学とは何か 現代批評理論への招待』(上)／テリー・イーグルトン著、大橋洋一訳:岩波文庫, 2014		
講義指定図書 Reading List			
参照ホームページ Websites	https://www.iwanami.co.jp/book/b248511.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] (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	2026	時間割番号 Course Number	083269
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			
<ol style="list-style-type: none"> 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	文化実践論演習[Cultural Practice Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	葛西 周 [KASAI Amane] (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	2026	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～
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			
Cultural Practice / Performance			
授業の目標 Course Objectives			
In this seminar, students will develop a theoretical perspective on culture as a set of practices performed under specific social and historical conditions, rather than as a fixed object. Through engagement with theories from cultural studies, postcolonialism, performance studies, and media studies, students will explore how cultural practices are formed, mediated, and experienced, and how those practices come to acquire political significance.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. Explain key concepts and their theoretical contexts relevant to the analysis of cultural practices. 2. Apply abstract theories to concrete cultural phenomena analysis. 3. Place their own research interests within existing theoretical frameworks and articulate their research questions clearly.			
授業計画 Course Schedule			
Phase 1: Introduction and Establishing the Basis for Discussion Taking students' research interests and levels of theoretical preparation into account, the seminar begins with a review of key concepts and their contexts. This review is conducted through collective readings of introductory texts, thereby establishing the foundation for subsequent discussion.			
Phase 2: Textual Analysis and Case Studies The seminar then moves on to student presentations on assigned readings and analyses of related cultural cases. While students' interests are taken into account, the course emphasizes engagement with excerpts from different books or articles in each session in order to expose students to a wide range of perspectives. Possible themes include mobility, decoloniality, participation, place formation, embodiment, positionality, and ecocriticism. The following works represent examples of reading materials used in the course:			
Bhabha, Homi K., The Location of Culture, Routledge, 1994. Bishop, Claire, Artificial Hells: Participatory Art and the Politics of Spectatorship, Verso, 2012. Clifford, James, Routes: Travel and Translation in the Late Twentieth Century, Harvard University Press, 1997. Fischer-Lichte, Erika, Ästhetik des Performativen, Suhrkamp, 2004. Jenkins, Henry, Convergence Culture: Where Old and New Media Collide, New York University Press, 2006. Turino, Thomas, Music as Social Life: The Politics of Participation, University of Chicago Press, 2008.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are expected to read the assigned texts and prepare for class discussions in advance of each class, even when they are not presenting. When serving as a presenter, students are expected to organize key arguments and discussion points, as well as share a			

written handout in advance, assuming that all participants have completed the reading.
成績評価の基準と方法 Grading System Class participation: 30% Presentations: 40% Term paper: 30%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 教員が配布する資料を使用する。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	表象文化論演習[Representation and Cultural Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	徐 玉 [JO Gyoku] (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	2026	時間割番号 Course Number	083271
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	Cinema, Gender, Sexuality, Feminist Film Theory, Psychoanalysis		
授業の目標 Course Objectives	<p>Film and psychoanalysis have often been described as having a strong affinity. Concepts drawn from psychoanalysis—such as desire, identification, and the unconscious—have provided important insights for the analysis and articulation of cinema. At the same time, however, psychoanalysis as represented by Freud has been criticized within feminism and gender studies as a male-centered theoretical framework.</p> <p>In contrast, within feminist film theory, psychoanalysis has not simply been rejected. Rather, it has been critically reread as a theoretical framework to be confronted, and strategically reappropriated as a theoretical tool for conducting film research. This seminar reexamines the relationship between film and psychoanalysis through the lens of feminist film theory.</p>		
到達目標 Course Goals	<p>To acquire an understanding of critical theories such as feminist film theory, and to develop the ability to analyze films using theoretical frameworks as analytical tools.</p> <p>To gain perspectives and methodologies for approaching issues of gender and sexuality across different cultural contexts and media texts, and to be able to explain key concepts related to these issues.</p> <p>To critically read texts and articulate one's own arguments in a clear and logical manner.</p>		
授業計画 Course Schedule	<p>Week 1: Guidance Orientation to the course. As preparation, students are expected to read the following text: 北村婦美「精神分析とフェミニズム—その対立と融合の歴史」、『精神分析にとって女とは何か』西見奈子編、福村出版、2020年</p> <p>Week2:『映画理論講義：映像の理解と探究のために』/ J.オーモン [ほか] 著；武田潔訳 第5章「映画と観客」II 精神分析理論における同一化 III 映画における二重の同一化</p> <p>Week3: 斉藤綾子『撮られる女／撮る女 フェミニズム映画批評の可能性』青弓社、2025年 第1章「映画とジェンダー・セクシュアリティ」；「既成イメージを打ち破るフェミニスト・ヒロイン」</p> <p>week4: Anneke Smelik “What meets the eye: feminist film studies.” Women's Studies and Culture: A Feminist Introduction Smelik, Anneke; Buikema, Rosemarie (ed.), Zed Books, 1995</p> <p>week5: ローラ・マルヴィ「視覚的快楽と物語映画」、岩本憲児ほか(編)『新・映画理論集成1』フィルムアート社、1998年</p> <p>week6: Linda Williams “Something else besides a Mother: Stella Dallas and the Maternal Melodrama” Journal of Cinema and</p>		

Media Studies, Cinema Journal Retrospective, pp. 2-27

week7: Teresa De Lauretis Alice Doesn't: Feminism, Semiotics, Cinema, Indiana University Press, 1984
第5章 Desire in Narrative

week8: M.A.ドーン『欲望への欲望 1940年代の女性映画』、松田英男監、勁草書房、1994年
第5章「パラノイアと鏡なるもの」

week9: タニア・モドゥレスキー『知りすぎた女たち—ヒッチコック映画とフェミニズム』青土社、1992年
第3章 「女と迷宮『レベッカ』」

week10: Patricia White Uninvited : Classical Hollywood Cinema and Lesbian Representability, Indiana University Press, 1999
第3章 Female Spectator, Lesbian Spectator

week11: Barbara Creed The Monstrous-Feminine: Film, Feminism, Psychoanalysis, Routledge, 1993
第8章. Medusa's Head: the Vagina Dentata and Freudian theory

week12: Student Presentations

week13: Student Presentations

week14: Student Presentations

week15: General discussion

準備学習(予習・復習)等の内容と分量 Homework

Each session will be conducted with designated roles, including a presenter and a facilitator (chair), who will be responsible for guiding the discussion.

Preparation before class:

Presenter:

Summarize the assigned reading and prepare a handout that outlines its main arguments and key issues.

Facilitator (Chair):

Lead and moderate the class discussion.

Other participants:

Carefully read the assigned text in advance and participate in the discussion by sharing comments and questions.

Review after class:

Students are expected to reflect on the discussion, organize any new questions that emerged, and consider how these issues relate to their own research interests.

From Session 12 onward, students will give oral presentations on how the insights gained from the course discussions can be applied to their own research projects. Based on the feedback received during the presentation, students will then develop and submit a final term paper.

成績評価の基準と方法 Grading System

Students will be evaluated comprehensively based on the following criteria:

- ① Participation and contribution to weekly discussions (50%)
- ② Oral presentation (25%)

③Final paper (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
<p>備考 Additional Information</p> <p>Depending on the number of enrolled students and their interests or requests, the assigned readings may be subject to change.</p> <p>Students are strongly encouraged to watch the films discussed in class whenever possible.</p> <p>No textbooks will be used, and references will be presented in class as appropriate.</p> <p>Reference Book:</p> <p>エリザベス・ライト編『フェミニズムと精神分析事典』多賀出版、2002年；</p> <p>Shohini Chaudhuri, <i>Feminist Film Theorists: Laura Mulvey, Kaja Silverman, Teresa de Lauretis, Barbara Creed</i>, Routledge, 2006；</p> <p>中山元『フロイト入門』筑摩書房、2015年；</p> <p>堀潤之／木原圭翔編『映画論の冒険者たち』東京大学出版会、2021年；</p> <p>片岡 一竹『ゼロから始めるジャック・ラカン——疾風怒濤精神分析入門』（増補改訂版）筑摩書房、2023年；</p> <p>岡田温司『映画が恋したフロイト』株式会社 人文書院、2025年</p>

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	2026	時間割番号 Course Number	083272
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			
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. 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.-2. Introduction.			
Week 3.-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, infrastructure, 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			
文献は基本的には教員が準備・配布する。 Reading materials will be distributed in advance.			
講義指定図書 Reading List			
現代世界を読み解く観光人類学のススメ/市野澤潤平・山下晋司(編):ナカニシヤ出版, 2026 よくわかる観光コミュニケーション論/須藤廣・遠藤英樹・高岡文章・松本健太郎(編):ミネルヴァ書房, 2022			

講義指定図書1は2026年度3月までに刊行予定。

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	2026	時間割番号 Course Number	083273
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/okamatoryosuke			
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	2026	時間割番号 Course Number	083274
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	2026	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 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	1 対面授業科目《対面のみ》		
キーワード Key Words	fieldwork, cultural heritage, CRM (cultural resource management), Hokkaido, Indigenous culture, history, pop culture, cultural landscape, tourism resources, industrial tourism, heritage tourism, contents tourism, Yamada Hidezo		
授業の目標 Course Objectives	<p>This course has the following three purposes:</p> <ol style="list-style-type: none"> 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	<p>The goals of this course are:</p> <ol style="list-style-type: none"> 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	<p>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.</p> <p>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.</p> <p>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.</p> <p>Section 4 (week fourteen and fifteen): presentation and discussion.</p>		
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.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	2026	時間割番号 Course Number	083276
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	<p>Week 1 Introduction</p> <p>Week 2 National Music and Tourism (1) Week 3 National Music and Tourism (2) Week 4 National Music and Tourism (3)</p> <p>Week 5 Musicking and Tourism (1) Week 6 Musicking and Tourism (2) Week 7 Musicking and Tourism (3)</p> <p>Week 8 Musical Space and Tourism (1) Week 9 Musical Space and Tourism (2) Week 10 Musical Space and Tourism (3)</p> <p>Week 11 Soundscape and Tourism (1) Week 12 Soundscape and Tourism (2) Week 13 Soundscape and Tourism (3)</p> <p>Week 14 Final Presentation and Discussion (1) Week 15 Final Presentation and Discussion (2)</p>		
準備学習(予習・復習)等の内容と分量 Homework	<p>Reading: You are asked to read selected an academic journal article or a book chapter. Readings will be posted.</p> <p>A term paper proposal: You are asked to write a paper to decide your research topic.</p> <p>Term paper/presentation: Your term paper and presentation may be on any topic that interests you relevant to popular culture.</p>		

<p>成績評価の基準と方法 Grading System</p> <p>Attendance and participation at class (30%), a term paper proposal, final term paper and presentation.</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>ミュージッキングー音楽は“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.</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>https://www.kimsungmin.net/</p>
<p>備考 Additional Information</p>

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] (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	2026	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 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			
授業の目標 Course Objectives	<p>Through a variety of readings the class will examine how tourism interacts with historical memory in Japan. We will begin by considering the relationship between tourism and national identity. In particular, we will think about how a sense of national identity is constructed through tourism. Next, we will examine examples of how tourism has influenced historical memory in Japan in relation to the Asia-Pacific War and the Japanese Empire. Finally, the class will explore how tourism in North-east China is related to Chinese and Japanese historical memory. We will also consider some of the implications of tourism and historical memory for local politics in different parts of East Asia.</p>		
到達目標 Course Goals	<p>By the end of the course you should be able to:</p> <ul style="list-style-type: none"> - 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	<p>Week 1 - Introductions</p> <p>Week 2 - Reading - 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 1 - Tourism and National identities This reading will provide us with an analytical framework to examine how tourism and national identity construction inter-relate.</p> <p>Week 3 - Reading - 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 2 - Tourism and national identity in the United States How does tourism in Washington D.C. shape an American sense of national identity?</p> <p>Week 4 - Reading - 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 5 - Wizards everywhere? film tourism and the imagining of national identity in New Zealand The film Lord of the Rings had a huge impact on tourism to New Zealand - what are tourists seeking (and what do they miss) when they partake in film-induced tourism to NZ based on Lord of the Rings?</p> <p>Week 5 - Reading - 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 8 - The 2008 Beijing Olympic Games and China's national identity This week we think about what kind of impact the Beijing Olympics in 2008 had on national identity construction in China.</p>		

Week 6 – Reading – ‘Tourism and National Identities’, Elspeth Frew and Leanne White (eds.) Chapter 16 – Dark tourism and national identity in the Australian history curriculum

The connections between tourism (in particular, ‘dark tourism’) and a national education system are the subject of this week’s reading.

Week 7 – Reading – Japan Review 33 – War, Tourism, and Modern Japan, ‘War, Firsthand, at a Distance: Battlefield Tourism and conflicts of memory in the multiethnic Japanese Empire

The Russo–Japanese War (1904–1905) has been described as ‘World War Zero’. It was also an important moment in the history of tourism in Japan as we will discover in this week’s reading.

Week 8 – Review week – we will use this week to bring together important themes from the previous classes and to discuss what will come next.

Week 9 – Reading – Japan Review – ‘Hiroshima castle and the long shadow of militarism in Postwar Japan’

Castles are enormously popular tourist sites in Japan and yet they have a history connected to war. How do castle tourist sites manage their controversial pasts?

Week 10 – Reading – Japan Review – ‘Selling the Naval Ports: Modern–day Maizuru and tourism

Maizuru is a port city in Kyoto prefecture. The city was one of Imperial Japan’s most important naval bases before becoming a ‘peace city’ after the Second World War – how did the city make this transformation and how is the city being challenged by Japan’s changing politics in the 21st century?

Week 11 – Reading – ‘Inheritance of Loss’, Yukiko Koga, Chapter 1 – Colonial inheritance and the topography of after empire
Koga’s important book will help us to think about the legacy of the Japanese empire for contemporary China–Japan relations.

Week 12 – Reading – ‘Inheritance of Loss’, Yukiko Koga, Chapter 2 – Historical preservation and colonial nostalgia in Harbin
Koga examines how the city of Harbin uses its ‘colonial inheritance’ to attract tourists.

Week 13 – Reading – ‘Inheritance of Loss’, Yukiko Koga, Chapter 3 – Postimperial topography of guilt in Changchun

What do Japanese tourists ‘want’ when they visit the city that was at the heart of Japan’s imperial project in Northeast China? How do local people respond?

Week 14 – Reading – ‘Kamikaze museums and contents tourism’, Philip Seaton, Journal of War & Culture Studies vol.12

What is ‘contents tourism’ and how does it use the imagery of Japan’s ‘kamikaze’ special attack forces?

Week 15 – End of course review

PLEASE NOTE THIS SCHEDULE IS PROVISIONAL AND WILL BE CONFIRMED ONCE I KNOW THE MAKE-UP OF THE CLASS.

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

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	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	2026	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			
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 / Co-creation / Dialogue-based learning / Stakeholder collaboration / Tourism governance / Place-making / Value creation / Qualitative research / Semi-structured interview		
授業の目標 Course Objectives	<p>This class aims to help students treat “Tourism Creation (or Tourism Innovation)” not as a fixed definition to memorize, but as a concept they actively discover, revise, and articulate through dialogue, cases, and practitioners’ language. Drawing on the course’s emphasis on interdisciplinarity and practice (moving between ideas and the realities of the field), the first half of the course builds a shared framework for understanding how tourism is generated across multiple layers—such as value, relationships, place, organizations, governance, and media. The second half centers on a student-led “Tourism Creation Dialogue” series, in which students research, contact, and invite alumni and professionals (researchers, practitioners, managers, and others) and then plan, moderate, document, and discuss the sessions. Through this process, students examine how Tourism Creation is narrated, implemented, and translated across different domains in real settings. Insights from each session are synthesized into an iteratively updated “Living Definition,” culminating in a set of collective outputs— Glossary, and Map—that make the cohort’s shared understanding visible and communicable.</p>		
到達目標 Course Goals	<p>By the end of the course, students will be able to:</p> <ol style="list-style-type: none"> ① Explain Tourism Creation (Innovation) as a multi-layered concept (value, relationships, place, practice, governance, media). ② Design questions for dialogue and discussion and conceptualize key insights. ③ Update a defensible definition of Tourism Creation based on evidence from guest dialogues and cases. ④ Contribute to collective outputs and present individual reflections clearly and critically. 		
授業計画 Course Schedule	<p>Week 1: Orientation; initial definition workshop Week 2: Program perspectives; scope and layers of Tourism Creation Week 3: Case discussion; Living Definition update #1 Week 4: Guest mapping; team formation; shortlist Week 5: Semi-structured question design; question bank Week 6: Outreach etiquette; roles; ethics Week 7: Mock dialogue; finalize templates Weeks 8-12: Guest Dialogue Series #1-#5; discussion; definition updates Week 13: Synthesis; draft glossary Week 14: Produce Map; mini forum Week 15: Final submission; individual definition; reflection *Subject to minor adjustments depending on guest availability</p>		
準備学習 (予習・復習)等の内容と分量 Homework			

<p>Pre-class: Read assigned materials/cases and prepare 1-2 discussion questions. Post-class: Summarize key points and write notes for the Living Definition update. Before guest sessions: Background research and draft question sheet. Reflection memos: 400-800 words/characters equivalent as instructed.</p>
<p>成績評価の基準と方法 Grading System Participation and discussion: 20% Reflection memos (4-5 total): 25% Group project (outreach + hosting package + analysis): 35% Final individual task (300-500-word definition + rationale): 20%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks 指定教科書なし。資料(リーディング/事例/ゲスト関連資料)は授業内で配布(ELMS)する。</p>
<p>講義指定図書 Reading List 指定図書なし(配布資料中心)。参考文献・追加文献は回ごとに提示する。</p>
<p>参照ホームページ Websites 観光創造研究コース(概要・方針): https://www.imc.hokudai.ac.jp/academics/studies_courses/tourism_creation.html</p>
<p>研究室のホームページ Websites of Laboratory Center for Advanced Tourism Studies: http://www.cats.hokudai.ac.jp</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	2026	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 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	<ol style="list-style-type: none"> 1. Introduction and Geographical Thinking in Tourism Studies 2. Regional Structure of Coastal Resorts 3. Regional Structure of Hot Spring Resorts 4. Fieldwork: Hot Spring Resorts in Hokkaido 5. Development Processes of Ski Resorts in Japan: From Emergence to Decline 6. Development Processes of Ski Resorts in Japan: From Decline to the International Phase 7. Development Processes of Ski Resorts in France 8. Ski Resorts and Climate Change Adaptation 9. Tourism and Change Adaptation 10. Sustainable Transitions in Tourism 11. Fieldwork: Ski Resorts in Hokkaido 12. Fieldwork: Ski Resorts in Hokkaido 13. Group Project: Future Scenarios for Ski Resorts 14. Group Project: Future Scenarios for Ski Resorts 15. Course Summary and Conclusion 		
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			
講義指定図書 Reading List			

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／吳羽正昭：二宮書店，2017

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 fieldwork at a hot spring area in Hokkaido will take place on Friday, October 23, in the afternoon at Jozankei Onsen.

The fieldwork at a ski resort in Hokkaido will take place on Saturday, January 16, in the afternoon in Kutchan Town (Niseko area).

Both sessions will be on-site gatherings and dismissals, with an estimated duration of 3 to 4 hours.

If participation in the fieldwork is unavoidably difficult, on-demand lectures on global tourism geography will be provided as an alternative.

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	2026	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	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			

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。

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	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	2026	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 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	1 対面授業科目《対面のみ》		
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	<p>This course has the following three purposes:</p> <ol style="list-style-type: none"> 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	<p>The goals of this course are:</p> <ol style="list-style-type: none"> 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	<p>Week 1. guidance and introduction to academic framework of contents tourism.</p> <p>Section 1 (week 2-6): media contents as cultural resources (literature review, lecture and discussion on methodology, case studies)</p> <p>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)</p> <p>Section 3 (week 13-15): potentials and challenges (presentation and discussion)</p>		
準備学習(予習・復習)等の内容と分量 Homework	<p>Students will be expected to read textbooks and materials as necessary.</p> <p>In addition, they will prepare a essay and a presentation on a specific case of contents tourism.</p>		
成績評価の基準と方法 Grading System	<p>mini essay (10%)</p> <p>final research paper (essay) (30%)</p> <p>oral presentations (30%)</p> <p>discussions and debates (30%)</p>		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

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

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

講義指定図書 Reading List

Contents Tourism in Japan: Pilgrimages to “Sacred Sites” of Popular Culture／Philip Seaton, Takayoshi Yamamura, Akiko Sugawa-Shimada, and Kyungjae Jang: Cambria press, 2017

Mediating the Tourist Experience: From Brochures to Virtual Encounters／Jo-Anne Lester and Caroline Scarles: Ashgate, 2013

Japanese Popular Culture and Contents Tourism／Philip Seaton and Takayoshi Yamamura: Routledge, 2017

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

Contents Tourism and Pop Culture fandom: Transnational Tourist Experiences.／Yamamura, Takayoshi and Seaton, Philip. (Eds.): Channel View Publications, 2020

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

参照ホームページ Websites

IJCT: International Journal of Contents Tourism: <https://contents-tourism.press/>

研究室のホームページ Websites of Laboratory

<http://yamamuratakayoshi.com/>

備考 Additional Information

This course will consist of classroom lectures and fieldwork. In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.

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	2026	時間割番号 Course Number	083294
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	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	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 two 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 The second section: Fieldwork 7.-15. Fieldwork at Hokkaido University Forest or Tokyo University Forest (3days in August)		
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	森林生態系の保全管理／上田裕文・梶光一・宮本敏澄・小池孝良編著：共立出版，2025		
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 begins on 17. June and includes field work(one night and two days).

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	2026	時間割番号 Course Number	083295
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	2 対面授業科目《一部遠隔》		
キーワード Key Words	Community based Tourism (CBT), Heritage Management, Interpretation, Indigenous Tourism, Ainu people and Hokkaido 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 and interpretation 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 contemporary 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.		
準備学習(予習・復習)等の内容と分量 Homework	Section 3 (Week thirteen to fifteen): Group Discussion and Final Presentation 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.		

<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 achievement of the course objectives through</p> <ol style="list-style-type: none"> 1. participation in class discussions and assignments: 60% 2. final report and presentation: 40%
<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 Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications: Routledge, 2021 The Routledge Handbook of Tourism and Indigenous Peoples, 2024 Sustainable Community-based Tourism: Planning, Management, and Sustainability, 2025</p> <p>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.</p>
<p>講義指定図書 Reading List</p> <p>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, 2010 Sustainable Tourism and Indigenous Peoples, 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, 2012</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 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.</p> <p>There is an additional fee for the field trip. Details will be provided in the introductory course.</p>

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	2026	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			
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	<p>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.</p> <p>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.</p>		
到達目標 Course Goals	<p>Understand the contributions that sports apparel companies are making to adventure tourism.</p> <p>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.</p>		
授業計画 Course Schedule	<p>1. Introduction</p> <p>Development of adventure tourism</p> <p>National adventure tourism strategy</p> <p>Goldwin's history and corporate strategy to improve the global environment</p> <p>2-6 Lectures on area management by tourism</p> <p>Development of the PLAY EARTH business in pursuit of the origins of sports</p> <p>Adventure tourism tour product strategy</p> <p>The evolution of outdoor wear and the creation of lifestyles</p> <p>The outlook for lifestyle tourism</p> <p>AT practice in national parks and regions</p> <p>7-13 Field work on tourism creation through collaboration with companies</p> <p>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.</p> <p>14-15 Student's presentation</p> <p>Public presentation on promotion of AT through industry-government-academia collaboration</p>		
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	2026	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 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	<p>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</p>		
授業の目標 Course Objectives	<p>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.</p>		
到達目標 Course Goals	<p>By the end of this course, students will be able to:</p> <ol style="list-style-type: none"> 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	<p>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.</p> <ol style="list-style-type: none"> 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 <p>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.</p>		
準備学習(予習・復習)等の内容と分量 Homework	<p>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.</p>		
成績評価の基準と方法 Grading System	<p>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</p> <ol style="list-style-type: none"> 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	2026	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	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. Guidance and introduction to design 4-7. Exercise of service design 8. Group presentation and discussion 2nd session: exercise of landscape design on a site in Hokkaido 8-13. Site survey and site analysis, 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] (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	2026	時間割番号 Course Number	083300
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:			

<p>Active participation 30% (text rapporteur) Presentations 30% Mid-term and final exam 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>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 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).</p>
<p>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.</p>

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	2026	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 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	2026	時間割番号 Course Number	083302
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	<p>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.</p> <p>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.</p>		
到達目標 Course Goals	<p>It is expected that the students gain the practical skills and knowledges about the following points:</p> <ol style="list-style-type: none"> 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	<p>The course consists of 3 parts: introduction, case study and practice through group work. The detail is as follows.</p> <p><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</p> <p><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>		

<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 20,000 yen will be incurred as travel expenses. 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	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	2026	時間割番号 Course Number	083304
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 6432		
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	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			
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. grasp 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. review on the text at each lecture: 80%			
2. participation in discussion: 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. Handouts will be distributed.</p>
<p>講義指定図書 Reading List</p> <p>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</p> <p>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</p> <p>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</p> <p>アンコール遺産と共に生きる／三浦恵子著：めこん，2011</p> <p>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</p>
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	2026	時間割番号 Course Number	083305
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	2 対面授業科目《一部遠隔》		
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. Högberg 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			
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. Reading materials will be distributed.

講義指定図書 Reading List

Heritage: Critical Approaches./Harrison, R:Oxford and New York: Routledge., 2013

文化遺産(ヘリテージ)といかに向き合うのかー「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

The Palgrave Handbook of Contemporary Heritage Research/Waterton, E and Watson, S:Palgrave Macmillan, 2015

The Heritage Reader/Fairclough, G., Harrison, R. , Jameson Jr., J. H., and Schofield, J. (eds):Routledge, 2008

Cultural heritage and the future/Cornelius, H and Högberg, A (eds):Routledge, 2021

文化遺産(ヘリテージ)との関わり方がつくる未来ー保存/活用の二元論の先に/平井健文・田中英資(編):ミネルヴァ書房, 2026

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	文化資源マネジメント論演習[Cultural Resource Management]		
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	2026	時間割番号 Course Number	083307
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	R7 入学者は【世界遺産マネジメント論演習】に読み替え		
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 resources; Cultural resource management; Heritage management; Fieldwork; Observation and documentation; Values; Interpretation; Visitor use management; Risk and vulnerability; Stakeholders; Tangible and intangible cultural resources; Urban/industrial/institutional/living culture; Balancing conservation and use		
授業の目標 Course Objectives	This class aims to examine cultural resources beyond World Heritage through repeated field observations and cross-case comparison, focusing on how cultural resources are constituted, narrated, used, and managed in practice. Students conduct fieldwork across multiple resource types—such as urban landscapes, industrial/development memories, institutional sites (museums/archives), intangible living culture (events/practices), and nature-culture boundary spaces. Based on evidence from documentation, students progressively organize resource elements, articulate values, analyze patterns of use, diagnose risks and vulnerabilities, and consider feasible management options. The course culminates in type-based management checkpoints and strengthens students' ability to explain cultural resources with evidence, clarify management issues, and develop realistic, ethically informed proposals.		
到達目標 Course Goals	<p>① Explain cultural resources from multiple perspectives (tangible/intangible; institutional/everyday; nature-culture boundary, etc.).</p> <p>② Produce an evidence-based inventory of resource elements based on on-site observation (i.e., identify what constitutes the “resource”).</p> <p>③ Organize values and patterns of use and articulate them as management issues.</p> <p>④ Identify risks and vulnerabilities and propose management options that consider feasibility and ethics.</p>		
授業計画 Course Schedule	<p>Week 1 (Classroom): Guidance; scope of cultural resources (tangible/intangible, landscape, memory, institutions)</p> <p>Week 2 (Classroom): Fieldwork basics (observation, documentation, photo log, mapping); safety and ethics</p> <p>Week 3 (Field 1): Observation of urban landscapes and modern built environments</p> <p>Week 4 (Field 2): Observation of spaces shaped by industrial/development memories</p> <p>Week 5 (Classroom): Synthesis 1 (case-card drafting; articulating values; setting observation questions for the next visit)</p> <p>Week 6 (Field 3): Observation of institutional resources (museums/archives, etc.)</p> <p>Week 7 (Classroom): Synthesis 2 (management issues for institutional-type resources; stakeholder mapping)</p> <p>Week 8 (Field 4): Nature-culture boundary space observation 1 (movement, use, rules in practice)</p> <p>Week 9 (Field 5): Nature-culture boundary space observation 2 (information/interpretation/signage audit)</p> <p>Week 10 (Classroom): Synthesis 3 (value conflicts; visitor use management issues; prioritizing key issues)</p> <p>Week 11 (Field 6): Comparative observation of nearby historical environments (memories of industry/transport/port, etc.)</p> <p>Week 12 (Field 7): Observation of operations and order in intangible/living culture (events, practices, food, etc.)</p> <p>Week 13 (Classroom): Integration (type-based checkpoints; comparison matrix)</p> <p>Week 14 (Field 8): Validation visit (apply proposals/checkpoints on site; finalize revisions)</p> <p>Week 15 (Classroom): Final presentations; submission of outputs; reflection</p>		

<p>* Subject to minor adjustments due to weather and events. Specific site names are set each year.</p>
<p>準備学習(予習・復習)等の内容と分量 Homework Pre-class: Read distributed materials (background for each field visit) and prepare 2-3 observation points. After each field visit: Organize the photo log, write an observation memo (approx. 600-900 Japanese characters equivalent), and draft a case card. Integration phase (Weeks 13-15): Update the comparison matrix, write checkpoints as clear statements, and prepare the final presentation.</p>
<p>成績評価の基準と方法 Grading System Participation in class discussion and field activities: 25% Field documentation (photo logs + observation memos) and short tasks: 25% Outputs (case-card collection / comparison matrix / type-based checkpoints + proposal): 40% Final presentation (including Q&A): 10%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks 指定教科書なし。資料は授業内で配布(ELMS)。</p>
<p>講義指定図書 Reading List 指定図書なし(回ごとに参考文献・資料を提示)。</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 Websites of heritage-related organizations (e.g., UNESCO/ICOMOS), public resources on cultural policy and cultural heritage, and relevant municipal information (depending on the annual field sites) will be introduced as needed.</p>
<p>備考 Additional Information Center for Advanced Tourism Studies: http://www.cats.hokudai.ac.jp</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	2026	時間割番号 Course Number	083308
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 9) 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 16) Study methods for investigating spatial perception and image formation of places in regional contexts, along with analysis techniques. ③Fieldwork and Ethnography (Akinori Amada, April 23) 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 7) Examine the collection, utilization, and preservation of qualitative data, with consideration of advances in information technologies, including generative AI.</p>
<p>⑤Foundations of Statistics and Descriptive Statistics (Haichun Yu, May 14) 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 21) 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 28) 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, June 4) 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	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	2026	時間割番号 Course Number	083309
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 9) 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 16) Study methods for investigating spatial perception and image formation of places in regional contexts, along with analysis techniques.			
③Fieldwork and Ethnography (Akinori Amada, April 23) 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 7) Examine the collection, utilization, and preservation of qualitative data, with consideration of advances in information technologies, including generative AI.</p>
<p>⑤Foundations of Statistics and Descriptive Statistics (Haichun Yu, May 14) 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 21) 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 28) 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, June 4) 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	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	2026	時間割番号 Course Number	083310
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」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, mediatization 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 9 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 16 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), June 23 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. Display, interpretation, and tourist art (Yamasaki), June 30		

<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>5. Heritage as media (Tanaka), July 7 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>6. Historical Tourism and Media (Amada), July 14 In this session, we will explore the current dynamics and challenges surrounding the relationship between historical tourism and the media.</p>
<p>7. Tourism "Pathways" and Media (Ishino), July 21 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), July 28 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>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	メディア観光表象論演習[Media and Tourism Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	中山 千尋 [NAKAYAMA Chihiro] (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	2026	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 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	科目名変更。2025年度以降入学者は「メディア観光論演習」		
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	Marketing, business, value co-creation, case studies, international marketing, media, tourism, destination marketing, film tourism		
授業の目標 Course Objectives	This course will help you understand the processes of tourism marketing, destination marketing, and film tourism, as well as the theoretical fundamentals of the theories and frameworks underlying these areas. Through various research resources, this course will develop students' critical thinking and evaluation skills and apply marketing principles to multiple real-world business cases.		
到達目標 Course Goals	After completing this course, you will be able to —Examine the characteristics of tourism marketing, destination marketing, and film tourism —Demonstrate an understanding of tourism marketing in real-world business settings —Applying related frameworks to marketing cases in various businesses		
授業計画 Course Schedule	This course will be classified into the following sections to help you achieve the goals: 1. Theoretical Understanding of Tourism Marketing: Students will acquire theoretical knowledge of theories and frameworks that evaluate tourism marketing, destination marketing, and film tourism. 2. Adoption of tourism marketing research: Students will demonstrate how theories have been applied and conducted in different research fields such as tourism marketing, film tourism, and sustainable tourism. 3. Evaluation of tourism marketing research: Students will acquire skills for research and practice, create, and evaluate tourism marketing, destination marketing, and film tourism research.		
準備学習(予習・復習)等の内容と分量 Homework	Reading related articles and reviewing them is highly encouraged		
成績評価の基準と方法 Grading System	30% on the Literature review paper, 30% attendance and in-class performance, 40% presentation		
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。		
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	2026	時間割番号 Course Number	083313
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 Goldwin's history and corporate strategy to improve the global environment 2-6 Lectures on area management by tourism 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 AT practice in national parks and regions 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.
<p>成績評価の基準と方法 Grading System</p> <p>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</p> <ol style="list-style-type: none"> 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
<p>備考 Additional Information</p> <p>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.</p>

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	2026	時間割番号 Course Number	083314
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	2025 年度以降入学者は「森林美学演習」		
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	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 two 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 The second section: Fieldwork 7.-15. Fieldwork at Hokkaido University Forest or Tokyo University Forest (3days in August)		
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	森林生態系の保全管理／上田裕文・梶光一・宮本敏澄・小池孝良編著：共立出版，2025		
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 begins on 17. June and includes field work(one night and two days).

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	2026	時間割番号 Course Number	083315
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	<p>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.</p>		
到達目標 Course Goals	<p>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:</p> <ol style="list-style-type: none"> 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	<p>Introduction</p> <ol style="list-style-type: none"> 1. Introduction to the Course (Overview, objectives, and course structure) 2. Media Effects Theory 3. Media and Politics 4. Authoritarian Regimes and Media <p>Methodology</p> <ol style="list-style-type: none"> 5. Fundamentals of Content Analysis 6. Fundamentals of Quantitative Text Analysis 7. Recent Trends and Challenges in Quantitative Text Analysis Research <p>Practice (Hands-on Analysis Using R)</p> <ol style="list-style-type: none"> 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 <p>Results Presentation</p> <ol style="list-style-type: none"> 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			

<p>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.</p>
<p>成績評価の基準と方法 Grading System</p> <p>The course grade will be determined by two factors:</p> <p>(1) Class participation and homework (40%): Attendance, contributions to class discussions, and performance on homework assignments will be taken into account.</p> <p>(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.</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>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</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 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".</p>

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	2026	時間割番号 Course Number	083401
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	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	2026	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. In addition, there is a possibility that special lectures will be given by external lecturers on approximately three occasions.		
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 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. (1) Group work report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and		

<p>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>
<p>他学部履修の条件 Other Faculty Requirements</p>
<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>
<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 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	2026	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	日本語版シラバスをご参照ください。		

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	2026	時間割番号 Course Number	083404
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	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	日本語版シラバスをご参照ください。		

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	2026	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	日本語版シラバスをご参照ください。		

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	2026	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, User-Generated Content (UGC), Affective Destination Image, Platform Governance		
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. 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.		
	3. Public-Private Intermediary Organizations Supporting Local Communities in Hokkaido (Futoshi IMAI) Firstly, this section examines the evolution of the positioning of tourism policy within governmental administration. Next, building on the previous week's discussion of tourism associations and destination management organizations (DMOs) that support tourism at the regional level in Hokkaido, it further explores the significance and challenges of public-private intermediary organizations from a broader perspective within the context of regional revitalization.		
	4. Implementation of Environmental and Tourism Policies in Hokkaido (Naoko NAKAJIMA) Learn about situation of environmental and tourism policy implementation in Hokkaido, including national park system, world		

heritages, wildlife.

5. Hokkaido Heritage and Tourism (Akiko TASHIRO)

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.

6. Hokkaido’s Affective Destination Image through UGC: Value Co-creation, Regional Collaboration, and Inbound Markets(Kyungjae JANG)

Destination images are shaped not only by official branding but also by user-generated content (reviews and social media) that carries “affect.” Using Hokkaido as a case, this class explores how UGC contributes to value co-creation, local collaboration, and inbound demand formation, with a short hands-on reading exercise.

7. Hokkaido as a Border Area (Svetlana PAICHADZE)

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.

8. Past, Present and Future in Ainu people and Hokkaido Tourism (Mayumi OKADA)

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.

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.

成績評価の基準と方法 Grading System

Evaluate by small report conducted in each lecture.

We do not charge the term-end 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	メディア文化と観光【履修証明プログラム】[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			
科目種別 Course Type			
開講年度 Year	2026	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			
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 9 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 16 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), June 23 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. Display, interpretation, and tourist art (Yamasaki), June 30		

<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>5. Heritage as media (Tanaka), July 7 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>6. Historical Tourism and Media (Amada), July 14 In this session, we will explore the current dynamics and challenges surrounding the relationship between historical tourism and the media.</p>
<p>7. Tourism "Pathways" and Media (Ishino), July 21 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), July 28 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>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【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	2026	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	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	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 successful learner will be able to apply content knowledge of real business.		
授業計画 Course Schedule	<p>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.</p> <p>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.</p> <p>Section 3 HIRAMOTO Kenta You can learn about basic theory of marketing and marketing strategy through the examples of tourism and media.</p> <p>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.</p>		
準備学習(予習・復習)等の内容と分量 Homework	You will have to write a report in each section. Reading relevant 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 the class.		
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	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	2026	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	<p>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.</p> <p>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.</p>		
到達目標 Course Goals	<p>Understand the contributions that sports apparel companies are making to adventure tourism.</p> <p>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.</p>		
授業計画 Course Schedule	<p>1. Introduction</p> <p>Development of adventure tourism</p> <p>National adventure tourism strategy</p> <p>Goldwin's history and corporate strategy to improve the global environment</p> <p>2-6 Lectures on area management by tourism</p> <p>Development of the PLAY EARTH business in pursuit of the origins of sports</p> <p>Adventure tourism tour product strategy</p> <p>The evolution of outdoor wear and the creation of lifestyles</p> <p>The outlook for lifestyle tourism</p> <p>AT practice in national parks and regions</p> <p>7-13 Field work on tourism creation through collaboration with companies</p> <p>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.</p> <p>14-15 Student's presentation</p> <p>Public presentation on promotion of AT through industry-government-academia collaboration</p>		
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			

<p>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</p> <ol style="list-style-type: none"> 1. participation in group discussion: 40% 2. participation in field work: 30% 3. reports and group presentation: 30%
<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 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.</p>

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	2026	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			
<p>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.</p> <p>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.</p>			
到達目標 Course Goals			
<p>It is expected that the students gain the practical skills and knowledges about the following points:</p> <ol style="list-style-type: none"> 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			
<p>The course consists of 3 parts: introduction, case study and practice through group work. The detail is as follows.</p> <p><Introduction></p> <p>Week 1: Lecture guidance, sharing subject matter and problem awareness in the lecture</p> <p>Week 2: International tourism market trends and Japan's inbound tourism policy</p> <p>Week 3: Characteristics of inbound tourism in tourism</p> <p><case study></p> <p>Week 4: Destination life cycle and diversification</p> <p>Week 5: Destination life cycle and diversification (Case Study: Takayama City)</p> <p>Week 6: Destination Image formation</p> <p>Week 7: Destination Image formation (Case Study: Yudanaka-onsen/Snow Monkey, Naoshima and Yamazaki)</p> <p>Week 8: Urban Destination (Case Study: Tokyo and Fukuoka)</p> <p>Week 9: Destination and sustainability</p> <p>Week 10: Inbound tourism to Japan and natural heritages (Guest lecturer)</p> <p>Week 11: Inbound tourism to Japan and cultural heritages (Guest lecturer)</p> <p><Group work></p> <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 20,000 yen will be incurred as travel expenses.</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	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	2026	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 / Co-creation / Dialogue-based learning / Stakeholder collaboration / Tourism governance / Place-making / Value creation / Qualitative research / Semi-structured interview		
授業の目標 Course Objectives	This class aims to help students treat “Tourism Creation (or Tourism Innovation)” not as a fixed definition to memorize, but as a concept they actively discover, revise, and articulate through dialogue, cases, and practitioners’ language. Drawing on the course’s emphasis on interdisciplinarity and practice (moving between ideas and the realities of the field), the first half of the course builds a shared framework for understanding how tourism is generated across multiple layers—such as value, relationships, place, organizations, governance, and media. The second half centers on a student-led “Tourism Creation Dialogue” series, in which students research, contact, and invite alumni and professionals (researchers, practitioners, managers, and others) and then plan, moderate, document, and discuss the sessions. Through this process, students examine how Tourism Creation is narrated, implemented, and translated across different domains in real settings. Insights from each session are synthesized into an iteratively updated “Living Definition,” culminating in a set of collective outputs— Glossary, and Map—that make the cohort’s shared understanding visible and communicable.		
到達目標 Course Goals	By the end of the course, students will be able to: ① Explain Tourism Creation (Innovation) as a multi-layered concept (value, relationships, place, practice, governance, media). ② Design questions for dialogue and discussion and conceptualize key insights. ③ Update a defensible definition of Tourism Creation based on evidence from guest dialogues and cases. ④ Contribute to collective outputs and present individual reflections clearly and critically.		
授業計画 Course Schedule	Week 1: Orientation; initial definition workshop Week 2: Program perspectives; scope and layers of Tourism Creation Week 3: Case discussion; Living Definition update #1 Week 4: Guest mapping; team formation; shortlist Week 5: Semi-structured question design; question bank Week 6: Outreach etiquette; roles; ethics Week 7: Mock dialogue; finalize templates Weeks 8-12: Guest Dialogue Series #1-#5; discussion; definition updates Week 13: Synthesis; draft glossary Week 14: Produce Map; mini forum Week 15: Final submission; individual definition; reflection *Subject to minor adjustments depending on guest availability		
準備学習(予習・復習)等の内容と分量 Homework	Pre-class: Read assigned materials/cases and prepare 1-2 discussion questions. Post-class: Summarize key points and write notes for the Living Definition update. Before guest sessions: Background research and draft question sheet. Reflection memos: 400-800 words/characters equivalent as instructed.		

<p>成績評価の基準と方法 Grading System</p> <p>Participation and discussion: 20%</p> <p>Reflection memos (4-5 total): 25%</p> <p>Group project (outreach + hosting package + analysis): 35%</p> <p>Final individual task (300-500-word definition + rationale): 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>指定教科書なし。資料(リーディング/事例/ゲスト関連資料)は授業内で配布(ELMS)する。</p>
<p>講義指定図書 Reading List</p> <p>指定図書なし(配布資料中心)。参考文献・追加文献は回ごとに提示する。</p>
<p>参照ホームページ Websites</p> <p>観光創造研究コース(概要・方針): https://www.imc.hokudai.ac.jp/academics/studies_courses/tourism_creation.html</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>Center for Advanced Tourism Studies: http://www.cats.hokudai.ac.jp</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	2026	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	2 対面授業科目《一部遠隔》		
キーワード Key Words	Community based Tourism (CBT), Heritage Management, Interpretation, Indigenous Tourism, Ainu people and Hokkaido 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 and interpretation 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 contemporary 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		

<p>1. participation in class discussions and assignments: 60%</p> <p>2. final report and presentation: 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>The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications: Routledge, 2021</p> <p>The Routledge Handbook of Tourism and Indigenous Peoples, 2024</p> <p>Sustainable Community-based Tourism: Planning, Management, and Sustainability, 2025</p> <p>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。</p> <p>Book of readings (articles and book chapters) will be provided in advance. Reading list might be modified due to kinds of students' interests.</p>
<p>講義指定図書 Reading List</p> <p>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, 2010</p> <p>Sustainable Tourism and Indigenous Peoples, 2019</p> <p>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, 2012</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 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.</p> <p>There is an additional fee for the field trip. Details will be provided in the introductory course.</p>

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	2026	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	<p>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.</p>		
到達目標 Course Goals	<p>By the end of this course, students will be able to:</p> <p>(1) explain the history and structure of the travel industry.</p> <p>(2) explain business models in the travel industry.</p> <p>(3) identify the direction of future business models, identify issues from a business development perspective and design hypotheses.</p>		
授業計画 Course Schedule	<p>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.</p> <p>Details of schedule, lectures and fieldwork are announced at the first guidance.</p> <p>1. Lectures</p> <ul style="list-style-type: none"> ・ Understanding the history, industry structure and business model of the travel industry. <p>2. Discussion</p> <ul style="list-style-type: none"> ・ Visualisation and sharing of issues in the travel industry. <p>3. Presentation</p> <ul style="list-style-type: none"> ・ 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	<p>The contents of preparation to be learned are instructed in the classes.</p> <p>During the discussion, students are expected to actively speak out.</p>		
成績評価の基準と方法 Grading System	<p>You will be evaluated by positive attitude in classes (50%), aggressiveness in discussion and content of remarks (20%) and presentation (30%).</p>		
他学部履修の条件 Other Faculty Requirements			

テキスト・教科書 Textbooks JTB グループの事例等を紹介したオリジナル教材を使用する。 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	2026	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	1 対面授業科目《対面のみ》		
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	<p>This course has the following three purposes:</p> <ol style="list-style-type: none"> 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	<p>The goals of this course are:</p> <ol style="list-style-type: none"> 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	<p>Week 1. guidance and introduction to academic framework of contents tourism.</p> <p>Section 1 (week 2-6): media contents as cultural resources (literature review, lecture and discussion on methodology, case studies)</p> <p>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)</p> <p>Section 3 (week 13-15): potentials and challenges (presentation and discussion)</p>		
準備学習(予習・復習)等の内容と分量 Homework	<p>Students will be expected to read textbooks and materials as necessary.</p> <p>In addition, they will prepare a essay and a presentation on a specific case of contents tourism.</p>		
成績評価の基準と方法 Grading System	<p>mini essay (10%)</p> <p>final research paper (essay) (30%)</p> <p>oral presentations (30%)</p> <p>discussions and debates (30%)</p>		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

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

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

講義指定図書 Reading List

Contents Tourism in Japan: Pilgrimages to “Sacred Sites” of Popular Culture／Philip Seaton, Takayoshi Yamamura, Akiko Sugawa-Shimada, and Kyungjae Jang: Cambria press, 2017

Mediating the Tourist Experience: From Brochures to Virtual Encounters／Jo-Anne Lester and Caroline Scarles: Ashgate, 2013

Japanese Popular Culture and Contents Tourism／Philip Seaton and Takayoshi Yamamura: Routledge, 2017

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

Contents Tourism and Pop Culture fandom: Transnational Tourist Experiences.／Yamamura, Takayoshi and Seaton, Philip. (Eds.): Channel View Publications, 2020

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

参照ホームページ Websites

IJCT: International Journal of Contents Tourism: <https://contents-tourism.press/>

研究室のホームページ Websites of Laboratory

<http://yamamuratakayoshi.com/>

備考 Additional Information

This course will consist of classroom lectures and fieldwork. In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.

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	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	2026	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	【文化資源マネジメント論演習】と合同開講		
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 resources; Cultural resource management; Heritage management; Fieldwork; Observation and documentation; Values; Interpretation; Visitor use management; Risk and vulnerability; Stakeholders; Tangible and intangible cultural resources; Urban/industrial/institutional/living culture; Balancing conservation and use		
授業の目標 Course Objectives	This class aims to examine cultural resources beyond World Heritage through repeated field observations and cross-case comparison, focusing on how cultural resources are constituted, narrated, used, and managed in practice. Students conduct fieldwork across multiple resource types—such as urban landscapes, industrial/development memories, institutional sites (museums/archives), intangible living culture (events/practices), and nature-culture boundary spaces. Based on evidence from documentation, students progressively organize resource elements, articulate values, analyze patterns of use, diagnose risks and vulnerabilities, and consider feasible management options. The course culminates in type-based management checkpoints and strengthens students' ability to explain cultural resources with evidence, clarify management issues, and develop realistic, ethically informed proposals.		
到達目標 Course Goals	① Explain cultural resources from multiple perspectives (tangible/intangible; institutional/everyday; nature-culture boundary, etc.). ② Produce an evidence-based inventory of resource elements based on on-site observation (i.e., identify what constitutes the “resource”). ③ Organize values and patterns of use and articulate them as management issues. ④ Identify risks and vulnerabilities and propose management options that consider feasibility and ethics.		
授業計画 Course Schedule	Week 1 (Classroom): Guidance; scope of cultural resources (tangible/intangible, landscape, memory, institutions) Week 2 (Classroom): Fieldwork basics (observation, documentation, photo log, mapping); safety and ethics Week 3 (Field 1): Observation of urban landscapes and modern built environments Week 4 (Field 2): Observation of spaces shaped by industrial/development memories Week 5 (Classroom): Synthesis 1 (case-card drafting; articulating values; setting observation questions for the next visit) Week 6 (Field 3): Observation of institutional resources (museums/archives, etc.) Week 7 (Classroom): Synthesis 2 (management issues for institutional-type resources; stakeholder mapping) Week 8 (Field 4): Nature-culture boundary space observation 1 (movement, use, rules in practice) Week 9 (Field 5): Nature-culture boundary space observation 2 (information/interpretation/signage audit) Week 10 (Classroom): Synthesis 3 (value conflicts; visitor use management issues; prioritizing key issues) Week 11 (Field 6): Comparative observation of nearby historical environments (memories of industry/transport/port, etc.) Week 12 (Field 7): Observation of operations and order in intangible/living culture (events, practices, food, etc.) Week 13 (Classroom): Integration (type-based checkpoints; comparison matrix) Week 14 (Field 8): Validation visit (apply proposals/checkpoints on site; finalize revisions) Week 15 (Classroom): Final presentations; submission of outputs; reflection * Subject to minor adjustments due to weather and events. Specific site names are set each year.		

<p>準備学習(予習・復習)等の内容と分量 Homework</p> <p>Pre-class: Read distributed materials (background for each field visit) and prepare 2-3 observation points. After each field visit: Organize the photo log, write an observation memo (approx. 600-900 Japanese characters equivalent), and draft a case card. Integration phase (Weeks 13-15): Update the comparison matrix, write checkpoints as clear statements, and prepare the final presentation.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Participation in class discussion and field activities: 25% Field documentation (photo logs + observation memos) and short tasks: 25% Outputs (case-card collection / comparison matrix / type-based checkpoints + proposal): 40% Final presentation (including Q&A): 10%</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>指定教科書なし。資料は授業内で配布(ELMS)。</p>
<p>講義指定図書 Reading List</p> <p>指定図書なし(回ごとに参考文献・資料を提示)。</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>Websites of heritage-related organizations (e.g., UNESCO/ICOMOS), public resources on cultural policy and cultural heritage, and relevant municipal information (depending on the annual field sites) will be introduced as needed.</p>
<p>備考 Additional Information</p> <p>Center for Advanced Tourism Studies: http://www.cats.hokudai.ac.jp</p>

科目名 Course Title	観光地理学演習【履修証明プログラム】□		
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	2026	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	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	<ol style="list-style-type: none"> 1. Introduction and Geographical Thinking in Tourism Studies 2. Regional Structure of Coastal Resorts 3. Regional Structure of Hot Spring Resorts 4. Fieldwork: Hot Spring Resorts in Hokkaido 5. Development Processes of Ski Resorts in Japan: From Emergence to Decline 6. Development Processes of Ski Resorts in Japan: From Decline to the International Phase 7. Development Processes of Ski Resorts in France 8. Ski Resorts and Climate Change Adaptation 9. Tourism and Change Adaptation 10. Sustainable Transitions in Tourism 11. Fieldwork: Ski Resorts in Hokkaido 12. Fieldwork: Ski Resorts in Hokkaido 13. Group Project: Future Scenarios for Ski Resorts 14. Group Project: Future Scenarios for Ski Resorts 15. Course Summary and Conclusion 		
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			
講義指定図書 Reading List	スキージョットの発展プロセス：日本とオーストリアの比較研究／呉羽正昭：二宮書店，2017		

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 fieldwork at a hot spring area in Hokkaido will take place on Friday, October 23, in the afternoon at Jozankei Onsen.

The fieldwork at a ski resort in Hokkaido will take place on Saturday, January 16, in the afternoon in Kutchan Town (Niseko area).

Both sessions will be on-site gatherings and dismissals, with an estimated duration of 3 to 4 hours.

If participation in the fieldwork is unavoidably difficult, on-demand lectures on global tourism geography will be provided as an alternative.

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	2026	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	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 two 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 The second section: Fieldwork 7.-15. Fieldwork at Hokkaido University Forest or Tokyo University Forest (3days in August)		
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	森林生態系の保全管理／上田裕文・梶光一・宮本敏澄・小池孝良編著：共立出版，2025		
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 begins on 17. June and includes field work(one night and two days).

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	2026	時間割番号 Course Number	083418
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, Digital media, Social media, Event, Sports 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	<ol style="list-style-type: none"> 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	<p>Intensive Lecture Series by Dentsu Professionals.</p> <p>Section 1: General Overview of the Advertising Industry (April 10)</p> <ol style="list-style-type: none"> 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. Business Transformation: Overview of business transformation led by Dentsu. 8. The Future of Advertising, Advertising Agencies, and Advertisers: Discuss and reflect on the future requirements for advertising, agencies, and professionals in the field. <p>Section 2: Public Relations and PR (May 8)</p> <ol style="list-style-type: none"> 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. <p>Section 3: Japan and the World's Creativity 2026 (May 29)</p> <ol style="list-style-type: none"> 1. Current Trends in Advertising Expression: Review global trends in advertising expressions through various works. 2. Advertising Techniques: Investigate the diversification and expansion of advertising techniques due to media evolution. 3. Creative Writing: Tackle problem-solving using skills from advertising creativity. 		

Section 4: Co-Growth of Hokkaido's Regional Society and Economy (June 19)

1. Hokkaido as a Pioneer in Social Challenges: Explore sustainable regional societies in an era of declining birthrates and aging populations.
2. The new industries of Hokkaido – Tourism, GX, Semiconductor: Examine the harmonious relationship between the new industries and the regional economy.

Section 5: Digital, AI, Technology, and Creative (July 10)

1. The Essence of Digital: Explore how user behavior and communication methods have transformed advertising.
2. Communication in the age of AI: Global case studies and classification of creative methods.
3. Creating Brand Experiences Through Technology: Building new relationships between users and brands using digital platforms.

※Note: The lecturer and lecture content are subject to change.

準備学習 (予習・復習)等の内容と分量 Homework

You will have to watch a lot of advertisements on TV and in newspapers and review the contents after the seminar. At the end of term, you have to submit a report.

成績評価の基準と方法 Grading System

You will be evaluated by discussion at class(30%) and report(70%).

他学部履修の条件 Other Faculty Requirements

テキスト・教科書 Textbooks

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。

講義指定図書 Reading List

The Dentsu way / K.Sugiyama, T.Andree: 講談社, 2002
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
: McGrawHill, 2011

参照ホームページ Websites

<http://www.dentsu.co.jp/>

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備考 Additional Information

1. Students who are absent for two or more of the five class sessions will not receive a grade.
2. Lateness of more than 30 minutes will be considered an absence.
3. Students may not submit a report for a class they have never attended.
4. Reports deemed to have been created using AI will not be graded.
5. Reports found to contain severe plagiarism will not be graded.

course administrator:

Ong Yi Xuan (Research faculty of media and communication, yixuan.ong@imc.hokudai.ac.jp)

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.

Pay attention to the opening dates of the courses.

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	田口 孝紀 [TAGUCHI Takanori] ((株)野村総合研究所)		
担当教員 Other Instructors	NAKAGAWA Satoru[NAKAGAWA Satoru](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2026	時間割番号 Course Number	083419
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	Strategic Communication, Corporate Governance, Management Strategy, Decision-making Mechanisms (General Meeting of Shareholders / Board of Directors), Smart City, Regional Revitalization, Tourism DX, Content Tourism (Media Tourism), Value Co-creation, DX Promotion (Business Transformation), Generative AI Utilization, AI Governance (Hallucination Countermeasures / Copyright Risks), Reputation Management, Logical Communication (Logical Thinking)		
授業の目標 Course Objectives	<p>This course is a practical seminar on integrating management and media, taught by a practitioner from Nomura Research Institute (NRI) with extensive experience in domestic and international management consulting, overseas management, corporate governance, and AI utilization/DX promotion in consulting operations. To achieve an organization's mission, mere external public relations are insufficient; strategic decision-making based on a deep understanding of "corporate mechanisms" and strategic dialogue with stakeholders, including shareholders, are essential. In this course, we will redefine digital communication from the following four perspectives:</p> <ol style="list-style-type: none"> 1. Perspective of Corporate Mechanisms: We will clearly explain the mechanisms of how companies plan and make decisions and learn how internal communication should be conducted within an organization. 2. Perspective of Global: Through examples of regional revitalization in Japan and Smart Cities overseas, we will examine the impact of the digitalization of urban functions on tourism experiences and regional management. 3. Perspective of "Offense and Defense" in AI Utilization: Based on practical experience, we will discuss business transformation through DX promotion ("Offense") and responding to reputation risks such as hallucinations ("Defense"). 4. Perspective of Tourism & Culture: Using Content Tourism (Media Tourism) such as anime as a subject, we will consider value co-creation with fans in digital spaces. <p>In addition, as a foundational skill supporting these perspectives, we will conduct "Logical Communication" training backed by consulting practice in every class to cultivate logical and creative leaders.</p>		
到達目標 Course Goals	<p>After a successful completion of this course, you will be able to:</p> <ol style="list-style-type: none"> 1. Understanding Management Mechanisms: Understand the basic structure of a company and its decision-making mechanisms, and be able to explain strategic communication with stakeholders from the perspective of corporate management. 2. Formulating Digital & Regional Strategies: Be able to conceive concepts and ideas to enhance regional value by referring to domestic and international cases of Smart Cities and Content Tourism. 3. Balancing AI Risk and Promotion: Understand the standards expected of professionals regarding AI utilization for business efficiency ("Offense") and responding to AI risks such as hallucinations and copyright infringement ("Defense"), and be able to use AI correctly. 4. Acquiring Practical Skills: Acquire the ability to present solutions to complex issues using logical structures (Logical Thinking) and persuade others through presentations. 		
授業計画 Course Schedule	<p>This is an intensive lecture series held over 5 days. The course consists of lectures to acquire basic knowledge and workshops (group work, discussion, presentation) based on specific cases. The instructor will provide individual feedback on the outputs to improve students' skills.</p> <p>◇Day 1: How Do Japanese Companies Work?</p>		

<p>(1) Corporate Structure and Decision-Making (General structure of organizations and internal communication methods)</p> <p>(2) Logical Communication Workshop I (Structuring and the Pyramid Principle)</p> <p>◇Day 2: Global Management and Regional Revitalization (Urban and Tourism DX)</p> <p>(1) Global Smart Cities and Regional Revitalization in Japan (Urban OS, Data Utilization, and Impact on Tourism)</p> <p>(2) Logical Communication Workshop II (Context Design and Cross-Cultural Understanding)</p> <p>◇Day 3: "Offense and Defense" in AI Utilization (DX Promotion and Risk Management)</p> <p>(1) Practices of DX Promotion and AI Governance (Consultant work styles, AI utilization, and risks)</p> <p>(2) Logical Communication Workshop III (AI utilization strategies in daily life and risk countermeasures)</p> <p>◇Day 4: Content Tourism and Value Co-creation (Perspective of Tourism & Culture)</p> <p>(1) Media Tourism and Digital Engagement (Mechanisms of "Seichi Junrei" (Pilgrimage) and Fan Co-creation)</p> <p>(2) Logical Communication Workshop IV (Storytelling and Planning Proposal)</p> <p>◇Day 5: Seminar on Digital Communication (Summary)</p> <p>(1) Management Strategy and the Formation of a Digital Society (Wrap-up)</p> <p>(2) Logical Communication Workshop (Final Presentation and Feedback)</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 (Preparation time: 0.5-1 hours.)</p> <p>Final Report (Preparation time:1-2 hours.)</p> <p>Pick one news item about the upcoming topic (e.g., copyright issues with generative AI).</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 skills, presentation skills, writing skills 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>