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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	2024	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》		
<b>キーワード Key Words</b>			
International Media, Communication, and Tourism Studies, master thesis			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
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.			
<b>準備学習（予習・復習）等の内容と分量 Homework</b>			
The Instructions will be given by your supervisor.			
<b>成績評価の基準と方法 Grading System</b>			
Your grade will be either Excellent, Good, Satisfactory, or Pass, depending on the quality of your master's thesis or specialized research report.			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
<b>講義指定図書 Reading List</b>			
<b>参照ホームページ Websites</b>			
<b>研究室のホームページ Websites of Laboratory</b>			
<b>備考 Additional Information</b>			



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	藤野 陽平 [FUJINO Yohei] (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	Peter FIRKOLA[Peter FIRKOLA](高等教育推進機構), 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), UEDA Hirofumi[UEDA Hirofumi](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	2024	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	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》		
<b>キーワード Key Words</b>	social research, interview, participation observation, fieldwork, ethnography, town planning, community development, public anthropology, enterprise, internet technology, multimedia technology, sociology, anthropology, tourism studies, religious studies, life culture, environment problem, community		
<b>授業の目標 Course Objectives</b>	It is important to understand basic concepts related to qualitative social research that are indispensable in the international media, communication and tourism studies research fields and to learn the process and techniques of qualitative data collection, analysis and utilization. You will learn the basic knowledge necessary to carry out a qualitative social research including fieldwork.		
<b>到達目標 Course Goals</b>	After successful completion of this course, you are expected to reach the following learning objectives.  1. You can understand basic concepts of social research methods. 2. You can understand the process of social research and can make a social research plan. 3. You can understand the techniques related to the collection, analysis, use and preservation of qualitative data. 4. You can effectively implement and utilize social research in the master thesis research.		
<b>授業計画 Course Schedule</b>	In this course, we will explain the fundamentals of social research methods concerning qualitative data such as field work, interview, participation observation, historical materials and information on the Internet based on the expertise of the faculty members in charge. Furthermore, for tourism media research, we discuss how to collect, analyze and describe qualitative data through discussion. All eight classes are conducted by omnibus method by six faculty members. If the order of classes may be changed, students will be notified in that case.  1. Outline of Social Research Law and Qualitative Survey of Media and Tourism (Yohei Fujino) Consider the overall guidance of the lesson and the qualitative social research method on the issues raised in the modern society where the importance of new media and tourism is increasing.  2. Japanese Folklore research Method (Akinori Amada) This class will introduce the basic knowledge and methodology that are useful for developing qualitative social research and fieldwork, especially in Japanese folk society, with reference to the results of Japanese folklore.		

<p>3. Social research and field work (Yohei Fujino) As a qualitative social research method, this class focus on participation observation and interview survey and explain these methods and their basic ideas.</p>
<p>4. Geography and Fieldwork (Nao Yoshizawa) In this section, you will acquire knowledge of the methodology and fundamental concepts underlying geographical fieldwork.</p>
<p>5. Social research in companies (Peter Firkola) This class will introduce approaches for conducting research in companies.</p>
<p>6. Social research using information technology (Tetsu Tanabe) This class will introduce the collection, use and preservation of qualitative data with a view to changing Internet technology and multimedia technology.</p>
<p>7. Social research in tourism development (Hirofumi Ueda) This class will introduce ways of fieldworks focusing on sites of regional development.</p>
<p>8. Analysis of regional image in tourist destination (Hirofumi Ueda) Learn about spatial recognition in the area and image formation of places.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b> If instructors in charge of classes have instructions such as books to be read before attendance, follow them</p>
<p><b>成績評価の基準と方法 Grading System</b> You will be comprehensively evaluated by attitude to participate in class (20%) and small report (80%) in each class.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	KAWAI Yasushi[KAWAI Yasushi](メディア・コミュニケーション), SUZUKI Shinobu[SUZUKI Shinobu](メディア・コミュニケーション), YU Haichun[YU Haichun](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2024	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	theory and hypotheses, types of research, research ethics, literature review, describing data, statistical inference, statistical hypothesis testing, correlation, regression, multiple regression, etc.		
授業の目標 Course Objectives	This course will help you understand the fundamentals of quantitative research methods used in many fields of social sciences such as public relations, media, communication, and language acquisition.		
到達目標 Course Goals	After successful completion of the course, you will be able to: (1) become able to understand the role of theories and hypotheses in research and types of research, and conduct literature review to design and carry out your own research project, (2) become able to gain a basic understanding of descriptive and inferential statistics, (3) become able to test hypotheses of differences between means, and (4) test hypotheses of relationships between variables.		
授業計画 Course Schedule	(1) what is research? (2) describing data and statistical inference (3) testing hypotheses of differences between means (4) testing hypotheses of relationships between variables		
準備学習(予習・復習)等の内容と分量 Homework	Every week, the instructor will tell you what to read, i.e., handouts and references, for the next class. You will be expected to understand them prior to each class and get prepared to ask questions in class. You will also go over them after class.		
成績評価の基準と方法 Grading System	You will be evaluated on the basis of regular assignments (25% x 4(Course Goals(1)(2)(3)(4)) = 100%) and class participation.		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	各担当者教員より、随時、資料や PDF が配布される予定。		
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	各担当者教員から随時紹介予定。また、自主学習用ビデオ教材リストが配布される予定。		
研究室のホームページ Websites of Laboratory			



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), FUJINO Yohei[FUJINO Yohei](メディア・コミュニケーション), HAMAI Yumiko[HAMAI Yumiko](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), OKADA Mayumi[OKADA Mayumi], ISHIGURO Yusuke[ISHIGURO Yusuke](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2024	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	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>	Area Studies, Methodology, Southeast Asia, Israel and Palestine, Spain, New Zealand, Britain, Taiwan, Northeast Asia		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	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		
<b>授業計画 Course Schedule</b>	The order of lectures may change.  Section 1: Introduction of Area Studies (Akiko TASHIRO) Area studies is a research field that attempts to comprehensively understand a specific area from various perspectives. Basic reading list for Area Studies will be distributed.  Section 2: Southeast Asia (Akiko TASHIRO) Reconsidering what "area studies" is, focusing on Southeast Asia.  Section 3: Israel and Palestine (Mayumi OKADA) This section gives an introduction to Area Study for Middle East, focusing on Israel and Palestine. A central consideration will be placed on cultural heritage management in Israel and Palestine and issues related to it, following history and geopolitics of Middle East.  Section 4: 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 5: Spain (Yusuke ISHIGURO)		

<p>This section considers the possibility and limitation of destination management policy in Spain, through discussion about current issues on tourism such as overtourism and destination diversification.</p> <p>Section 6: Britain (Yumiko HAMAI) This session considers issues surrounding “history” as a constructed social memory through a case study of Britain.</p> <p>Section 7: Taiwan (Yohei FUJINO) There are many misunderstandings because of stereotypes. This section introduces practices to eliminate such misunderstandings from area studies.</p> <p>Section 8: East Asia (Mooam HYUN) This section considers the politics of “memory and reconciliation” in postwar East Asia as a solidarity of the post-imperial toward overcoming the Past and re-examines its practical meaning</p>
<p><b>準備学習（予習・復習）等の内容と分量 Homework</b> No textbook required. Handouts will be distributed.</p>
<p><b>成績評価の基準と方法 Grading System</b> Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> <li>1. participation and submission of a short report in each session: 40%</li> <li>2. Final report: 60%</li> </ol>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

科目名 Course Title	研究倫理と手法[Research Ethics and Methods]		
講義題目 Subtitle	□		
責任教員 Instructor	西村 龍一 [NISHIMURA Ryuichi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	TSUCHINAGA Takashi[TSUCHINAGA Takashi](メディア・コミュニケーション), NAGASHIMA Miori[NAGASHIMA Miori](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), YAMADA Etsuko[YAMADA Etsuko](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), WATANABE Satoko[WATANABE Satoko](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2024	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	2 対面授業科目《一部遠隔》		
キーワード Key Words	research ethics, research methods, citations, research participants, qualitative research		
授業の目標 Course Objectives	In contemporary society, academic research ethics constantly come under intense scrutiny. Additionally, there are so many various research methods in interdisciplinary research fields such as ours that one sometimes experiences trouble in selecting and combining them. The goal of this course is to gain general knowledge of research ethics, to understand various research methods, and to appreciate problems of research ethics related to such research methods.		
到達目標 Course Goals	Students will be able to select proper research methods according to their research theme, and to conduct that research in line with research ethics.		
授業計画 Course Schedule	<p>1. Orientation + Originality of research and respect for that originality (Ryuichi NISHIMURA) This lecture introduces students to the whole course. After it, starting from the guideline of MEXT, I clarify the idea of originality of research and explain the principle of citation as the succession of these originalities.</p> <p>2. Selection of Research Methods (Etsuko YAMADA) There are several types of research methods. We will consider what points should be taken into account when selecting the most appropriate research method to effectively explore your research question.</p> <p>3. Ethical considerations and procedures for working with research participants (Etsuko YAMADA) In this session, we will examine the points to consider when we conduct survey questionnaires and interviews and how to process the information provided. We will also learn the ethical procedures from the university and consent forms between researchers and research participants.</p> <p>4 Ethical considerations for interview survey: its purposes and methods (Satoko WATANABE) This lecture aims to provide students with basic knowledge about interview survey and to understand its ethical issues. After introducing the types of interview survey and what can be learned through the research, the practical contents such as communication with the interviewee will be explained.</p> <p>5. Ethical issues regarding the positionality of a researcher (Takashi TSUCHINAGA) This lecture introduces a model of relationship between the people being researched, the society surrounding them, and the</p>		

<p>researcher, to explain the scope of ethical issues involving the practice of research.</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. Introduction to Qualitative Research Methods (Sungmin KIM)  The purpose of this lecture is to understand the perspective and theoretical paradigms of qualitative research, and to consider the procedures and methods for conducting research, as well as possible ethical issues.</p> <p>8. Close reading: Methods for applications to academic papers and its purposes (Miori NAGASHIMA)  In this lecture, students will 1) learn about methods for reading academic papers accurately and critically, and 2) apply concepts of paradigm to think about the purposes of close reading classic papers which are often complex and hard to understand.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b>  You must every time prepare the lecture by documents on moodle, take notes of the expected points of the lecture and questions about them in order to understand them in the lecture. After it, you must review what you didn't understand at the quiz.</p>
<p><b>成績評価の基準と方法 Grading System</b>  Evaluation is based on participation in class activities(60%) and on short tests, reports, etc.(40%)which examine the abilities of the participants to observe research ethics and to select research methods.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b>  授業開始前に moodle 上で指示する。</p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	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 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》		
<b>キーワード Key Words</b>	Journalism, investigative journalism, disinformation, fake news, cognitive domain, collective memory, media and power, media texts analysis, identity, information and users, visual media, digitized society, information and knowledge sharing		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	(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		
<b>授業計画 Course Schedule</b>	This course offers opportunities to analyze concrete examples and to learn methods in the following order: 1. 2. Factors hindering citizens' media literacy, such as media silence in the face of power and the impact of the international "disinformation war" on the cognitive domain, will be considered. As a solution to this problem, we will understand the methods of journalism and the nature of investigative journalism using open data. 3. 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. 4. The lesson introduces the role and significance of media in the formation of collective memory in modern societies. 5. The lesson offers ways to linguistically analyze media texts and reveal social issues and identities embedded in the texts. 6. Re-examination of the importance and problems of equipment and service that mediate between information and users 7. Analyzing linguistic properties of visual media with help of intentional variation as interpretation and genre change 8. Challenges and Future of Information and Knowledge Sharing in a Digital Society: Visualize what 'education' and 'journalism' may look like in a digitalized society, and what kind of competencies we need to develop.		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	The participants will be instructed at the start of the course about the preparation and homework.		
<b>成績評価の基準と方法 Grading System</b>	Participants write a report after each lecture (at least 6 reports necessary) and the reports will be evaluated. The average of the evaluations would be the final grade.		

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



科目名 Course Title	Modern Japanese Studies[Modern Japanese Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	佐々田 博教 [SASADA Hironori] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	Emma Cook[Emma Cook](メディア・コミュニケーション), ITO Takayuki[ITO Takayuki](メディア・コミュニケーション), SCHILTZ MICHAEL[SCHILTZ MICHAEL](メディア・コミュニケーション), BULL JONATHAN EDWARD[BULL JONATHAN EDWARD](メディア・コミュニケーション), IWAMI Tadashi[IWAMI Tadashi](メディア・コミュニケーション), SUSANNE Klien[SUSANNE Klien](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083207
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5101		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Japanese Studies, contemporary Japan		
授業の目標 Course Objectives	This is an omnibus course on modern Japanese studies that consists of a set of classes on various topics of modern Japan. Students are expected to develop basic understanding of some of the examples of modern Japanese studies research.		
到達目標 Course Goals	Students are expected to develop basic understanding of some of the examples of modern Japanese studies researches.		
授業計画 Course Schedule	Week 1: Orientation Week 2: TBA Week 3: Studying political economy of East Asia Week 4: Japan's Adoption of the Gold Standard, 1897 Week 5: Lifestyle migration in and beyond Japan Week 6: The collapse of the Japanese Empire and the emergence of figure of the repatriate Week 7: Te Ni Ha Taigaisyo Week 8: Gender in Japan		
準備学習(予習・復習)等の内容と分量 Homework	Lectures will be given mostly online using Zoom or Google Meet. Meeting IDs and other information regarding online lectures will be provided by lecturers every week at Google Classroom [ ].		
成績評価の基準と方法 Grading System	Weekly reports: 80% Class participation: 20%		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			

**備考 Additional Information**

Google classroom code: dflfbg2

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

科目名 Course Title	北海道観光研究[Tourism Studies in Hokkaido]		
講義題目 Subtitle	□		
責任教員 Instructor	小泉 大輔 [KOIZUMI Daisuke] (観光学高等研究センター)		
担当教員 Other Instructors	ISHIGURO Yusuke[ISHIGURO Yusuke](メディア・コミュニケーション), OKADA Mayumi[OKADA Mayumi], TASHIRO Akiko[TASHIRO Akiko](メディア・コミュニケーション), NISHIYAMA Noriaki[NISHIYAMA Noriaki](観光学高等研究センター), YAMAMOTO Naoki[YAMAMOTO Naoki](公共政策学研究センター), NAKAYAMA Ryuji[NAKAYAMA Ryuji](公共政策学研究センター)		
科目種別 Course Type			
開講年度 Year	2024	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	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, Ecotourism, national park, Ramsar sites, wildlife, sustainable tourism		
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			
授業計画 Course Schedule			
準備学習(予習・復習)等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			



科目名 Course Title	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	NISHIKAWA Katsuyuki[NISHIKAWA Katsuyuki](メディア・コミュニケーション), TANAKA Eisuke[TANAKA Eisuke](メディア・コミュニケーション), 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), YAMASAKI Koji[YAMASAKI Koji](アイヌ・先住民)		
科目種別 Course Type			
開講年度 Year	2024	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	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			
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		
授業の目標 Course Objectives	In this course, six 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	1. Introduction (Yamamura) 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. Tourist gaze and the media (Nishikawa) Examining, with specific examples, the process through which 'tourist gaze' is formed by media.  3. Sound and Tourism (Kim) We will consider how different sounds (music) that connect media and real space can create a sense of place and expand the senses from the perspective of music tourism theory.		

<p>4. Place and Representation (Okamoto) 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>
<p>5. Heritage as media (Tanaka) 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. 7. Display, interpretation, and tourist art (Yamasaki) 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>8. Mediatization of sites/tourist experience (Yamamura) Overviewing 'contents tourism' as an approach to analyze the formation of the motivation for making a trip through media as well as the sites and the tourists experiences becoming media.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b> 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><b>成績評価の基準と方法 Grading System</b> 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><b>他学部履修の条件 Other Faculty Requirements</b> 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><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b> Research Faculty of Media and Communication, Hokkaido University: <a href="https://www.imc.hokudai.ac.jp/rfinc/">https://www.imc.hokudai.ac.jp/rfinc/</a> Center for Advanced Tourism Studies, Hokkaido University: <a href="https://www.cats.hokudai.ac.jp/">https://www.cats.hokudai.ac.jp/</a> Center for Ainu and Indigenous Studies, Hokkaido University: <a href="https://www.cais.hokudai.ac.jp/">https://www.cais.hokudai.ac.jp/</a></p>
<p><b>備考 Additional Information</b></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	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	AMADA Akinori[AMADA Akinori](メディア・コミュニケーション), Qu Meng[Qu Meng](観光学高等研究センター), HIRAI Takefumi[HIRAI Takefumi](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)		
科目種別 Course Type			
開講年度 Year	2024	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			
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	information media, tourism, tourism informatics, Web 2.0, digital marketing, big data, artificial intelligence(AI), service innovation, map		
授業の目標 Course Objectives	<p>The aim of this course is to gain some basic knowledge and comprehend arguments on the new style of adaptation of media to tourism, which is suitable for the information media circumstance in the era of increasing digitization and cyber-socialization. Students will acquire related knowledge and frameworks through examining wide range of theoretical background and technical issues, or practical examples and their challenges, especially in this highly information-oriented society in different contexts and from multi-dimensional viewpoints. Also, the goal of this course is to provide students with essential foundations for further related fields as well.</p>		
到達目標 Course Goals	<p>By the end of the course, we hope that you will have:</p> <ol style="list-style-type: none"> <li>(1) gained basic comprehension about various tourism phenomena in the context of information media</li> <li>(2) gained ability to explain clearly the relationships between information media and tourism through the specific examples</li> <li>(3) been able to use various concepts introduced in the lectures of this course, and to discuss the challenges and future perspectives of the synapsed areas between information media and tourism</li> </ol>		
授業計画 Course Schedule	<p>This is an omnibus course, which six instructors teach one or two class meetings as below. NOTICE: The schedule is subject to change on account of the instructors.</p> <ol style="list-style-type: none"> <li>1. Media Culture and Tourism (Okamoto)</li> <li>2. Social Media and Destination Marketing (Ong)</li> <li>3. Social Media and Destination Image (Ong)</li> <li>4. Historical Tourism and Media (Amada)</li> <li>5. Augmented Reality (AR) and Interactive Aesthetic Experiences (Qu)</li> <li>6. New Media Art and Museum Design (Qu)</li> <li>7. Changes in the Concepts of Tourism Studies and Its Relationship to the Media (1) (Hirai)</li> </ol>		

8. Changes in the Concepts of Tourism Studies and Its Relationship to the Media (2) (Hirai)
<b>準備学習 (予習・復習)等の内容と分量 Homework</b> Students are required to take the course actively. Preparation and the tasks for each class meeting is explained by each instructor.
<b>成績評価の基準と方法 Grading System</b> 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.
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b> 教科書は使用せず、資料を必要に応じ配布する。 No textbook required. Handouts will be distributed.
<b>講義指定図書 Reading List</b> 参考文献その他の資料は、各講師が担当する回に紹介・配布する。 References and materials necessary will be introduced and/or delivered by each instructor.
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>



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	2024	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			
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	public relations, marketing, advertisement		
授業の目標 Course Objectives	In this course, you can get basic knowledge about public relations and marketing through typical examples.		
到達目標 Course Goals	Public relations and marketing are very important in business today. Basic knowledge of public relations, marketing and advertisement will be taught by 4 teachers in this course. By the end of this class, a 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 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

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 [KANHEYAMA Jun] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	NAGASHIMA Miori[NAGASHIMA Miori](メディア・コミュニケーション), SAITO Takuya[SAITO Takuya](メディア・コミュニケーション), TSUCHINAGA Takashi[TSUCHINAGA Takashi](メディア・コミュニケーション), SUZUKI Junichi[SUZUKI Junichi](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	2024	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	public (and) communication, democracy, state, social theory, public sphere, public discourse and deliberation, media, election, campaign, journalism, cultural diversity, science and technology		
授業の目標 Course Objectives	This is a course where public communication in modern society is researched at a fundamental level. To achieve this, we view public communication from various viewpoints such as democracy and social thoughts, media communication and journalism, citizen's network, science and technology, global information-environment, multilingualism and multiculturalism issues etc.		
到達目標 Course Goals	<ul style="list-style-type: none"> <li>● You will grasp a solid foundational knowledge of public communications.</li> <li>● At the same time, you will be able to understand and to discuss about the basic history of social thoughts.</li> <li>● Last but not least, you will deepen more understanding for concrete phenomena in today's world together with the background.</li> </ul>		
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: In this lecture we survey social theory about "public and communication". Based on that we consider the concept, function and significance of "public sphere" in the modern society. (Junichi SUZUKI)</p> <p>Section 5: This lecture will approach main ideas and problems of deliberative democracy as one of the most important forms of citizen's participation in public communication and the interaction of deliberation and decision-making. (Takuya SAITO)</p> <p>Section 6: In this lecture, we will think about how scientific and technological advances are communicated to society from the perspective of publicity. (Miori NAGASHIMA)</p> <p>Section 7: In a future society where the fragmentation and subdivision of communities seems inevitable, as predicted by Jacques Attali, we will examine the desired roles that public education and journalism fulfill in facilitating the sharing of knowledge and information. (Koichiro SHIGAKI)</p> <p>Section 8: This lecture deals with some issues relating to public communication in the context of multi-cultural and multi-lingual environments. (Takashi TSUCHINAGA)</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.		

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

科目名 Course Title	言語とコミュニケーション[Language and Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	奥 聡 [OKU Satoshi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	ABE Makoto[ABE Makoto](メディア・コミュニケーション), KOBAYASHI Yoshiko[KOBAYASHI Yoshiko](高等教育推進機構), HARA Yurie[HARA Yurie](メディア・コミュニケーション), HIRATA Miki[HIRATA Miki](高等教育推進機構), KONDO Hiromu[KONDO Hiromu](高等教育推進機構), DU Changjiun[DU Changjiun](高等教育推進機構)		
科目種別 Course Type			
開講年度 Year	2024	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	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	The goal of this course is to provide students with essential foundations for further related fields.		
授業計画 Course Schedule	This is an omnibus course, which seven instructors teach one or two class meetings as scheduled below.  Day1 : General guidance Day1 : Biological foundations of language faculty and linguistic communication (Satoshi Oku) June/06 Day2 : Meanings of what is said and what is not said (Yurie Hara) June/13 Day3 : Language in interaction (Miki Hirata) June/20 Day4 : Narrative Approach and Language Education (Hiromu Kondo) June/27 Day5 : Introduction to Conversation Analysis (Changjiun Du) July/04 Day6 : Psycholinguistics and first and second language acquisition (Yuki Asano) July/11 Day7 : Technology and language learning (Makoto Abe) July/18 Day8 : Psychology and Language Learning (Yoshiko Kobayashi) July/25		
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			

<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> 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	西川 克之 [NISHIKAWA Katsuyuki] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	MASUDA Noriko[MASUDA Noriko](メディア・コミュニケーション), NISHIYAMA Noriaki[NISHIYAMA Noriaki](観光学高等研究センター), WATANABE Satoko[WATANABE Satoko](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	2024	時間割番号 Course Number	083214
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, staged culture, volunteer, cultural exchange, human rights, museum, tourism development international cooperation, community based tourism, ski culture		
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"> <li>・ discuss and express own opinions on the contents of each lecture.</li> <li>・ explain logically and clearly own analysis of phenomena or points of discussion on international exchange.</li> </ul>		
授業計画 Course Schedule	<p>Session 1  After course guidance is offered, we are to recognize that the modern nation is a prerequisite for the idea of "international" and consider how it influences on the regional culture. (Katsuyuki Nishikawa)</p> <p>Session 2  We are to consider the embellishment and transformation of regional culture staged by international tourism, citing some illustrating examples. (Katsuyuki Nishikawa)</p> <p>Session 3 and 4  This lecture presents various forms of political participation and volunteer activities within local and global communities. After introducing the various debates on volunteerism (6/19), the instructor will discuss how policies to support volunteer activities have developed, particularly in Germany (6/26). (Satoko Watanabe)</p> <p>Session 5  By introducing the history of the transnational human rights movements in East Asia, the instructor will discuss how Human Rights, viewed as a universal value, are applied to the social context of East Asia. (Hsu Jen-Shuo)</p>		

<p>Session 6</p> <p>In this session you learn about issues concerning the role of museums in the construction of national or regional identities, especially with the examples in European countries. (Noriko Masuda)</p>
<p>Session 7</p> <p>You learn about issues concerning the reconstruction of local culture using the case of CBT (community based tourism) support through JICA's tourism development international cooperation project. (Noriaki Nishiyama)</p>
<p>Session 8</p> <p>In this class, you learn about the historical spread and contemporary issues surrounding alpine skiing as a regional sports culture on a global scale. (Nao Yoshizawa)</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>Participants will be required to submit a report or a short essay to every instructor.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>The final grade is based on the average of the 6 scores marked by the instructors. Each score is based on a submitted report/essay and a student's class performance.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>なし</p>
<p><b>講義指定図書 Reading List</b></p> <p>授業中に適宜提示する。</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>



科目名 Course Title	メディア文化と表象[Media Culture and Representation]		
講義題目 Subtitle	□		
責任教員 Instructor	濱井 祐三子 [HAMAI Yumiko] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	NISHIMURA Ryuichi[NISHIMURA Ryuichi](メディア・コミュニケーション), HARADA Mami[HARADA Mami](メディア・コミュニケーション), MASUDA Noriko[MASUDA Noriko](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), TERAO Ehito[TERAO Ehito](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)		
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083215
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, gender, minority, transnationalism, theatrical performance		
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	<p>This course consists of eight lectures on different topics. The order of lectures is subject to change.</p> <p>“Representation and presence” (Ehito Terao): As a prerequisite for media culture studies, this lecture will review the basic semiotic discussion of signifier and signified. We will also discuss the two principles of representation and presence in theatrical performance.</p> <p>“Related parties as actors” (Ehito Terao): How can theater in which parties to a particular social issue appear as actors be viewed from the two principles of representation and presence? This lecture will discuss based on actual cases.</p> <p>“Visual Media and Representation” (Ryuichi Nishimura): This lecture analyzes the relations between narratives, representations and perceptions in visual media based on animation cases and how these relations were formed as works of art under certain social conditions.</p> <p>“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.</p> <p>“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>		

"Media and Gender" (Mami Harada):

This lecture introduces students to basic concepts of gender and representation and discusses how to analyze media from the viewpoint of gender.

"Narrative and Media" (Hyun Mooam):

This lecture considers how senders and receivers construct narratives represented through various media with reference to narratology.

"Media and Migration" (Yumiko Hamai):

This lecture considers how media representation of cultural/racial "others"—immigrants, refugees, ethnic minorities—helps form xenophobic nationalism.

**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.

**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%).

**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	基礎経営学[Introduction to Management]		
講義題目 Subtitle	□		
責任教員 Instructor	深山 誠也 [FUKAYAMA Seiya] (大学院経済学研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083216
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words	strategic management, strategy formulation, strategy implementation		
授業の目標 Course Objectives	This course aims:  to aim at the basic understanding of strategic management theory at the master's level.		
到達目標 Course Goals	Course goals are:  to understand the basic concepts of strategic management theory. to be able to describe and analyze management phenomena using these concepts. to be able to explain the theory of strategic management using actual cases and examples.		
授業計画 Course Schedule	You will have lectures in the following topics.  1. Guidance 2. What is Strategic Management? 3. Competitive Advantage 4. Industry Structure Analysis 5. Differentiation Strategy 6. Cost Leadership Strategy 7. Customer Value 8. Competitive Position 9. Product Life Cycle 10. Corporate Domain 11. Diversification 12. Resource Allocation 13. Vertical Integration 14. Corporate Activity Areas 15. Strategy Formulation and Implementation		
準備学習(予習・復習)等の内容と分量 Homework	[Presenter] He or She prepares presentation materials that include a summary of the literature, explanation of key words and key concepts, and discussion points.		

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

科目名 Course Title	実践演習 I (インターンシップ)[Internship Program I]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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》		
<b>キーワード Key Words</b>			
internship, work experience, career development, career planning, career choice, occupational choice, communication skill, presentation skill			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
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.			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
You are expected to have awareness that you must behave aggressively as mental preparation.			
<b>成績評価の基準と方法 Grading System</b>			
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.			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
<b>講義指定図書 Reading List</b>			

<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> -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	2024	時間割番号 Course Number	083218
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》		
<b>キーワード Key Words</b>	internship, business work experience, career development, career planning, career choice, occupational choice, communication skill, presentation skill		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	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.		
<b>授業計画 Course Schedule</b>	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.		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	You are expected to have awareness that you must behave aggressively as mental preparation.		
<b>成績評価の基準と方法 Grading System</b>	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.		
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			

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



科目名 Course Title	キャリア開発演習[Career Development]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	KAWAI Yasushi[KAWAI Yasushi](メディア・コミュニケーション), NISHIYAMA Noriaki[NISHIYAMA Noriaki](観光学高等研究センター), KAMIYAMA Hiroyuki[KAMIYAMA Hiroyuki](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083219
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》		
<b>キーワード Key Words</b>			
career development, career planning, career choice, occupational choice			
<b>授業の目標 Course Objectives</b>			
This course will help you to be able to practice the career planning consisting of such as career choice, occupational choice and career development.			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
This course offers the following programs to assist your career development.			
1. Guidance for Career Development Programs (April)			
2. Orientation for Career Aptitude Assessment June-July(Tentative)			
3. Implementation for Career Aptitude Assessment June-July(Tentative)			
4. Briefing for Career Aptitude Assessment July(Tentative)			
5. Guidance for Job Hunting for International Students October(Tentative)			
6. Training for Job Hunting (Entry Sheet Writing) December(Tentative)			
7. Training for Job Hunting (Interview) December(Tentative)			
8. Workshop for Career Development January(Tentative)			
*Schedule is subjects to change by visiting lecturers			
*Basically programs are offered by in-person at the class. Depending on the circumstances, online meeting will be organized by Zoom.			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
Students are required to carry on the Career Aptitude Assessment, turn in three reflection papers and the career plans (pre and revised).			
<b>成績評価の基準と方法 Grading System</b>			
Students are evaluated by the following factors.			
1. Understanding of the program contents (20%)			
2. Reflection reports (60%)			
3. Career planning (20%)			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
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。			
<b>講義指定図書 Reading List</b>			

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	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	SUZUKI Shinobu[SUZUKI Shinobu](メディア・コミュニケーション), KAWAI Yasushi[KAWAI Yasushi](メディア・コミュニケーション), KOBAYASHI Yoshiko[KOBAYASHI Yoshiko](高等教育推進機構), OTOMO Ruriko[OTOMO Ruriko](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), 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), JUNG Hyeseon[JUNG Hyeseon](高等教育推進機構), 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 Changjiun[DU Changjiun](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	2024	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 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/8 (Mon): Guidance (15:00～, Media 407 room)</p> <p>(2) April/8 - Jun/3: preparation for presentation, having advice from supporting instructors</p> <p>(3) June/3: Submission of the abstract</p> <p>(4) June/07 - 08: Ling Camp: presentation and discussion</p> <p>(5) by June/21: submission of comments on each presentation</p> <p>(6) mid-July: deadline of the research proposal paper (first draft)</p> <p>(7) late July: deadline of the research proposal paper (final draft)</p> <p>*M2 の中間発表会は 7 月 9 日(火)～11 日(木) Progress Report Meeting for M2 students will be held on July 9th (Tue)～11th (Thur)</p>		
準備学習(予習・復習)等の内容と分量 Homework	Having advice from the supporting instructors, students prepare for presentation. After the presentation, having feedback from all the instructors and participant students, students write the research proposal paper.		

<b>成績評価の基準と方法 Grading System</b> Evaluation is based on: contribution to presentation and discussion (25%), critical review paper (25%), final research proposal paper (50%).
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>

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	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	2024	時間割番号 Course Number	083221
期間 Semester	通年	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5121		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives	<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>By the end of this course you will be able to</p> <ol style="list-style-type: none"> <li>1. develop transferable skills in the target language.</li> <li>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.</li> <li>3. build academic networks in their subject areas.</li> <li>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.</li> </ol>		
授業計画 Course Schedule	<p>Tandem Language Learning Program 2024 will be held at Helsinki University (March 11-13, 2025).</p> <ol style="list-style-type: none"> <li>1. Introduction of course contents</li> <li>2. - 5. Lectures and workshops on various topics by staff</li> <li>6. - 7. Students' presentations followed by comments from staff and students</li> <li>8. Discussion</li> </ol>		
準備学習(予習・復習)等の内容と分量 Homework	<p>Students will form pairs in advance, and each pair will be expected to commit to a certain number of hours of collaborative work on their respective research outlines, abstract and presentations before the course.</p> <p>Students will be asked to present their research topic during the course.</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 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%
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>

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	ロブ ナイジェル ゴッドフリー イアン [ROBB NIGEL GODFREY IAN] (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	2024	時間割番号 Course Number	083222
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 5121		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Academic English, English for Research purposes		
授業の目標 Course Objectives	The purpose of this course is to provide students with practical English language skills for academic research. Students will be allowed (and encouraged) to incorporate their own research interests and disciplinary perspectives into class activities and assignments. This course will help to prepare students to play an active role in global research in their respective fields.		
到達目標 Course Goals	By the end of this course, students will be able to:  1. Critically appraise academic texts in English. 2. Prepare and deliver an academic presentation in English. 3. Increase their confidence about actively using English in academic settings. 4. Write short academic texts in clear language.		
授業計画 Course Schedule	The course schedule is provisional.  After an introductory first class, the course will be divided into two parts. The first part will focus on academic research and reading skills, including understanding the structure of academic texts in various disciplines, reviewing previous research, and writing clearly to aid the reader's understanding. The second part will focus on preparing and delivering academic presentations, including increasing confidence about speaking English, communicating complex information in simple terms, and creating effective slides to aid the audience's understanding.		
準備学習(予習・復習)等の内容と分量 Homework	Students will be expected to prepare for class by reading and reviewing course materials. General advice about how to do this will be given at the start of the course, and specific instructions will be given each week. Students who do not adequately prepare for each class will receive lower marks.		
成績評価の基準と方法 Grading System	Preparation and participation (50%): students will be expected to prepare for class by reading and reviewing course materials and texts, and to actively take part in discussions and other activities in class. Presentation (50%): students will be required to prepare and deliver an academic presentation in English on a topic of their choice.		
他学部履修の条件 Other Faculty Requirements			

<b>テキスト・教科書 Textbooks</b> No textbook. Materials will be provided by the instructor.
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>



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	Paul Spicer [Spicer PAUL] (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	2024	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			
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	English speaking, English listening, Cross cultural communication, Literary devices, Figurative language, Formal English, Informal English, English conversation		
授業の目標 Course Objectives	<p>The purpose of this course is to assist students in gaining a deeper understanding, and a greater command of the English language. This is achieved by introducing them to a number of techniques which will allow them to a) speak and understand English with confidence, without fear or worry and b) understand written texts more effectively. The first part of the course focuses upon a number of key speaking, listening and reading strategies, as well as exploring the 'culture of language'. The second part of the course focuses on literary devices, their application, usefulness, and how they can help us to discover 'hidden' meaning in a text. In addition, the topics covered in this course will be of use to students when they are conducting their own research and/or giving presentations or speaking in public. The course is also designed to instill confidence in the students when they need to communicate in English by giving them a deeper understanding of the language.</p>		
到達目標 Course Goals	<p>To appreciate the importance of culture within specific areas of language (verbal, written and visual).  To help student develop their spoken English.  To allow students to confidently, and comfortably, offer their thoughts and ideas about a range of topics.  To help students engage and understand English in specific cultural contexts.  To advance student competency in speaking in formal/informal situations.  To understand the importance of figurative language when reading a range of texts.  To encourage students to look beyond the 'obvious' meaning of a text.  To encourage students to look behind an 'obvious' meaning; to discover something which deepens our understanding and knowledge of a written work.  To present their findings in an informed, rehearsed and confident manner.</p>		
授業計画 Course Schedule	<p>This schedule is tentative and topics may change based on students' needs. Any changes as well as the most current information on activities, assignments, and due dates will be announced and discussed in class. Any readings and assignments must be completed prior to the next class/deadline.</p> <p>Week 1: Introductions and course outline.  Week 2: Language, culture and vocabulary - How to avoid embarrassment in cross cultural communication.  Week 3: Thinking about an audience - Cultural nuance and marketing.  Week 4: Public speaking and presentations - How to speak with confidence and without fear.  Week 5: Conversational English - Strategies for keeping conversations alive!  Week 6: Contextual English - Situational vocabulary and correct usage.  Week 7: Hidden meaning? Figurative language #1.</p>		

<p>Week 8: Hidden meaning? Figurative language #2.</p> <p>Week 9: Hidden meaning? Figurative language #3. Explanation of assessment #1 and #2.</p> <p>Week 10: Literary analysis - Using specific literary devices, alongside cultural reading, to conduct deep textual; analysis of a specific text.</p> <p>Week 11: Literary analysis - Using specific literary devices, alongside cultural reading, to conduct deep textual; analysis of a specific text.</p> <p>Week 12: Literary analysis - Using specific literary devices, alongside cultural reading, to conduct deep textual; analysis of a specific text.</p> <p>Week 13: Assessment workshop #1</p> <p>Week 14: Assessment workshop #2</p> <p>Week 15: Individual student presentations.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>If any readings are given, students are required to read them before the next class. In addition, all report papers/presentations are expected to be written outside of class hours (although full assistance will be offered by the lecturer in weeks 13 and 14, as well as outside of time-tabled classes).</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>30% Class Participation (Students are expected to engage fully with the various topics covered in-class. This includes offering their ideas and thoughts on several theoretical and cultural issues.)</p> <p>40% Written paper (Assessment #1)</p> <p>30% Presentation (Assessment #2)</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>Relevant handouts and worksheets will be given by the lecturer.</p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p> <p>**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 ensure that the class is beneficial for all. Therefore, native speakers are discouraged from enrolling on this course. **</p> <p>This lecture will be conducted as a face-to-face class, on-campus.</p>

科目名 Course Title	情報戦略論演習[Information Strategy]		
講義題目 Subtitle	□		
責任教員 Instructor	オン イーシュエン [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	2024	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	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》		
<b>キーワード Key Words</b>			
Information and Media, Tourism Information, eWOM, Consumer Behavior, Attitude Change, Social Media, Persuasive communication, Communication effectiveness			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
到達目標 Course Goals After successful completion of this course, you will be able to demonstrate the following 3 steps knowledge. 1.You will be able to understand and apply relationship between theory and model for information reception. 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.			
<b>授業計画 Course Schedule</b>			
This course will be prepared the following 3 sections to help you to understand the Course Goal 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.			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
Self-directed preparation on related research and reading of key references is highly encouraged.			
<b>成績評価の基準と方法 Grading System</b>			
Literature Review 30% Project 50% Class Participation 20%			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			

※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。

No specific textbooks will be used. Lecture notes and references will be shared during class.

**講義指定図書 Reading List**

授業中に随時紹介される。

No specific textbooks will be used. Lecture notes and references will be shared during 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	デジタル・コミュニケーション論演習[Strategic Digital Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	川越 慶太 [KAWAGOE Keita] ((株)野村総合研究所)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083226
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》		
<b>キーワード Key Words</b>			
キーワード Key Words	digital communication, logical communication, digital transformation(DX), AI, corporate communication, public relations, media relation, corporate branding, investor relation (IR), CSR, corporate governance, compliance, internal communication, recruiting communication, WEB, media, SNS, strategic communication		
<b>授業の目標 Course Objectives</b>			
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>In this course, you will learn BASIC CORPORATE COMMUNICATION with respect to DIGITALIZATION or DIGITAL TRANSFORMATION, through real examples of companies.</p> <p>The lecture covers the wide domains, such as corporate management, flow of money and information, structure of related industries, and the impact of digitalization, etc..</p> <p>The lecturer integrates these and explain it intelligibly. All contents of the lecture have practical applications which you can easily apply to your daily undertakings.</p> <p>Moreover, you will also improve and acquire your logical communication skills through the workshops. The lecturer will provide one on one feedback about your documents, presentations, questions etc.</p>		
<b>到達目標 Course Goals</b>			
到達目標 Course Goals	<p>After a successful completion of this course, you will be able to :</p> <p>1)Have your basic knowledge of corporate communications, and to realize the impacts of digital transformation which many corporations are facing for.</p> <p>2)Devise a methodology on how you will improve your personal logical communication skills (thinking, writing, presentation, discussion etc.)</p>		
<b>授業計画 Course Schedule</b>			
授業計画 Course Schedule	<p>&lt;Method of the class&gt;</p> <p>This is an intensive lecture in 5 days.</p> <p>We will practice by doing some group activities, having a discussion and presentation based on a lecture to get the basic knowledge, and picture a concrete example, and realize our theme.</p> <p>The lecturer will give advice to the outputs of the workshops and also will give advice to improve skills of the individuals.</p> <p>&lt;Course Schedule&gt;</p> <p>◇Day 1 : Public relations and digital transformation(introduction)</p> <p>(1) Company's activities, Public relations and Digital transformation</p> <p>(2) Logical communication workshop① (logical thinking)</p>		

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

科目名 Course Title	広報・広告産業論演習[PR Service Industry Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	電通 [ DENTSU] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083227
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, 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	By the end of this class, a learner will have basic knowledge of advertisement and PR business.		
授業計画 Course Schedule	This course will be held almost once a month.  Section 1: Overview of the Telecommunications and Advertising Industry (4/26)  Section 2: Public Relations (5/24)  Section 3: Regional Social Issues in Hokkaido and the Coexistence of Regional Economy (6/14)  Section 4: Recent Trends in Creativity (7/5)  Section 5: New Communication and Brand Experience (7/26)		
準備学習(予習・復習)等の内容と分量 Homework	You will have to watch a lot of advertisement in TV and newspaper and review the contents after the seminar. At the term end, you have to submit a report.		
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**

course administrator:

TSUJIMOTO Atushi 706-5361, tsujimoto@imc.hokudai.ac.jp

JANG Juhyeok 706-5379, jang.juhyeok@imc.hokudai.ac.jp

Research faculty of media and communication

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	2024	時間割番号 Course Number	083228
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	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, Archive		
授業の目標 Course Objectives	This course is covers multimedia concepts and applications utilizing text, graphics, animation, sound, video, Web, and various multimedia applications in the life.		
到達目標 Course Goals	To be able to summarize and communicate one's thoughts to others on various themes regarding specific examples of "digital technology impacting culture and society".		
授業計画 Course Schedule	1. Multimedia Overview Definition  2. Concepts of Information design and ubiquitous computing  3. Makers Community and multimedia technology  4. Conclusion		
準備学習(予習・復習)等の内容と分量 Homework	Refer to the Website introduced in lecture.		
成績評価の基準と方法 Grading System	Discussion, Presentation, Creation		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	教科書は用いない。		
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			



科目名 Course Title	Tourism, Media and Thought[Tourism, Media and Thought]		
講義題目 Subtitle	□		
責任教員 Instructor	エデルヘイム ヨハン [EDELHEIM Johan] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083230
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	tourism, media, thought, selfhood, otherness, temporality		
授業の目標 Course Objectives	<p>The objectives of this seminar-style course is for participants to read, think, discuss, and write about selected theories connected to tourism, media, and philosophy.</p> <p>In the light of an impending climate crisis, and a global pandemic that has allowed people to re-evaluate their priorities, this course aims to investigate some key factors that constitute how we collectively and personally understand tourism and media. Tourism experiences and media productions stem from the same root: a person's understanding of their selfhood, and the relation of that self to human and more-than-human others. Ambitions, wishes, fantasies, and perceptions of a self determines how all tourism stakeholders communicate their contingent being with diverse audiences.</p> <p>The course provides you with knowledge and skills to analyse underlying thought-patterns that influence popular media, advertisements, Web 2.0, but also national and regional tourism policies.</p>		
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"> <li>1. Apply the core concepts of Selfhood and Otherness in different mediated tourism contexts.</li> <li>2. Analyse why tourism and media are always limited by time, and how temporality underpins all our lives.</li> <li>3. Evaluate how creators balance the Aristotelean triangle: Logos, Ethos, and Pathos for effective communication.</li> </ol>		
授業計画 Course Schedule	<p>The course is organised as a seminar-style reading circle. We will collectively select appropriate reading materials according to participants' interests, and value presentations by each student and discussions among participants.</p> <p>Tentatively, we are planning to read articles and book chapters connecting tourism, media, and philosophical thoughts to personhood (self/other), being, and temporality.</p> <p>Students are expected to share recommendations of some reading materials on the related area in this class.</p> <p>Therefore, the course will be made up by all participants, the orientation and content of the course will change and be adjusted flexibly according to participants, but this is precisely where the essence of 'travel/tourism' resides (perhaps).</p>		
準備学習(予習・復習)等の内容と分量 Homework	<p>This course includes presentations and discussions based on the reading materials. You will have to read them and prepare for the discussion before classes. In preparation for presentations, participants are required to create a summary of assigned texts, with original comments, so as to evoke class discussion. Students are also required to actively participate in the class activities including discussions to respond to comments from each other.</p>		
成績評価の基準と方法 Grading System	<p>Your grade is made up of two larger assessment items, each valued at 50%:</p> <ol style="list-style-type: none"> <li>1. Chairing, and actively participating in the reading circles.</li> </ol>		

<p>This incorporates selecting and sharing suitable readings, creating learning objectives, chairing according to given reading circle roles, self-evaluation, and peer evaluation.</p> <p>2. Writing blog texts, and commenting on peers' texts connected to a chosen course theme.</p> <p>This incorporates textual and visual academic blog writing in which readings and joint discussions are reflected upon.</p> <p>These larger assessment items are subdivided into three elements each. Detailed marking guides will be presented in the first meeting.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b> References and reading materials will be introduced by the instructor.</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b> NOTICE: The course content and reading requirements changes each year, more or less, according to participants.</p>

科目名 Course Title	観光マーケティング論演習[Tourism Destination Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	神山 裕之 [KAMIYAMA Hiroyuki] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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			
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, experiential marketing, local branding, destination marketing plan, tourism marketing plan, marketing framework		
授業の目標 Course Objectives	<p>In this exercise, you will learn the fundamental theories, methods, and frameworks of marketing related to tourism, which is evolving worldwide, and understand the system and content of tourism (destination) marketing management based on this. Based on these, students will create and present tourism (destination) marketing plans by groups and individuals. Through the above, students will be able to acquire the basic knowledge and know-how for planning and managing tourism (regional) marketing.</p>		
到達目標 Course Goals	<p>The goals that students will achieve in this exercise are as follows.</p> <p>(1)To acquire basic knowledge of various marketing theories and methods for marketers in the tourism field.</p> <p>(2)Understand the framework and content of tourism (destination) marketing based on marketing theory and be able to apply it in practice.</p> <p>(3)Be able to formulate a template for a tourism (destination) marketing plan for a specific tourist area.</p>		
授業計画 Course Schedule	<p>In the first half of the session, students will learn marketing theories, methods, and frameworks through exercises. In the second half of the session, based on this knowledge and knowledge, students create and present a tourism (destination) marketing plan for optional tourist areas in Japan.</p> <p>1st session: Learn tourism marketing theory and methods (1-7 weeks) Learn practically through exercises by applying the definition of marketing, 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 utilize theoretical frameworks in practice.</p> <p>2nd session: Creating a destination marketing plan through group work (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 knowledge on the items and methods necessary for constructing a marketing plan. The created tourism (destination) marketing plan will be presented at the classroom, followed by questions and discussion.</p>		
準備学習(予習・復習)等の内容と分量 Homework	Students must review the materials presented during exercises and the content lectured on.		

<p><b>成績評価の基準と方法 Grading System</b></p> <p>As a result of the exercise, students will create and present a tourism (destination) marketing plan through group work. They will evaluate it based on the degree to which each perspective of the goal is reflected. In addition, reports prepared by individuals are also subject to evaluation.</p> <p>(1) Group work report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and apply quantitative analysis of tourism statistics, etc.)</p> <p>(2) Personal report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and apply quantitative analysis of tourism statistics, etc.)</p> <p>The evaluation criteria are as follows. The evaluation ratio for the above items is (1)=50%, (2)=50%</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b> 演習時に指示を行う。To be announced at the class room.</p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	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			
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"> <li>・ Understanding the history, industry structure and business model of the travel industry.</li> </ul> <p>2. Discussion</p> <ul style="list-style-type: none"> <li>・ Visualisation and sharing of issues in the travel industry.</li> </ul> <p>3. Presentation</p> <ul style="list-style-type: none"> <li>・ Proposals on necessary elements for the future of the travel industry.</li> </ul>		
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>		

<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b> JTB グループの観光地域活性化と事例等を紹介。 JTB group's destination revitalization and case examples will be distributed.
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> 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	2024	時間割番号 Course Number	083233
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	border, Zainichi, postcolonialism, "PACHINKO", diaspora, 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 exercise consists of following four session.</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</p>		

<p>released in 2024. The drama ‘PACHINKO’, which depicts the turbulent days of a Korean family living in Japan from the 1910s to the 1980s, has received high praised by viewers around the world. As global content production and distribution becomes commonplace, we focus on the styles in which these representations are consumed, and interpret the drama which goes beyond conventional regulations and urges us to reconsider identity.</p> <p>Session 4</p> <p>This section discusses how East Asia can go beyond the antagonistic structure of “perpetration” and “victimization” and build a history/narrative that can empathize with each other.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>Students are expected to read given material in advance and get prepared to discuss them before class.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>To comprehensively evaluate based on assignments, presentation and participation in class discussion.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>グローバルな物語の時代と歴史表象 『PACHINKO パチンコ』が紡ぐ植民地主義の記憶／玄武岩/金敬黙 /李美淑/松井理恵 (編著):青弓社, 2024</p>
<p><b>講義指定図書 Reading List</b></p> <p>境界線の政治学／杉田敦:岩波書店, 2005</p> <p>「帰郷」の物語／「移動」の語りー戦後日本におけるポストコロニアルの想像力／伊豫谷登士翁, テッサ・モーリス=スズキ, 吉原直樹 編:平凡社, 2014</p> <p>反日ー東アジアにおける感情の政治／レオ・チン(倉橋耕平監訳):人文書院, 2021</p> <p>〈ポスト帝国〉の東アジアー言説・表象・記憶／玄武岩:青土社, 2022</p> <p>アステイオン(特集:境界を往還する芸術家たち)／公益財団法人サントリー文化財団・アステイオン編集委員会 (編集):CCC メディアハウス, 2023</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

科目名 Course Title	ポピュラー文化論演習[Popular Culture Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	金 ソンミン [KIM Sungmin] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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	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.
<b>成績評価の基準と方法 Grading System</b> Attendance and Participation at Class, A Term Paper Proposal, Final Term Paper and Presentation.
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b> 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
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b> <a href="https://www.kimsungmin.net/">https://www.kimsungmin.net/</a>
<b>備考 Additional Information</b>

科目名 Course Title	メディア人類学演習[Media Anthropology]		
講義題目 Subtitle	□		
責任教員 Instructor	藤野 陽平 [FUJINO Yohei] (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	2024	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 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	Fieldwork, ethnography, materiality, affect, food		
授業の目標 Course Objectives	We consider relation between the social and the media through understanding materiality.		
到達目標 Course Goals	Understanding recent arguments of studies of materiality.		
授業計画 Course Schedule	We read some books about anthropology of materiality.		
準備学習(予習・復習)等の内容と分量 Homework	Read text the books, and prepare discussion.		
成績評価の基準と方法 Grading System	Judgment is based on presentations (60%), class initiatives (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	公共社会論演習[Public Society]		
講義題目 Subtitle	□		
責任教員 Instructor	鈴木 純一 [SUZUKI Junichi] (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	2024	時間割番号 Course Number	083236
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>			
Public sphere, pseudo-environment, communication, social systems, nation-state, media, community			
<b>授業の目標 Course Objectives</b>			
You'll read thinker's several text about "public and media" at this session. The purpose is here to grasp their thought correctly and look for those modern significance and possibility. It's to achieve three next points that it's expected of you in the case.			
<ol style="list-style-type: none"> <li>1. Correct understanding of those thinker's problem setting and methodology.</li> <li>2. Understanding of the thoughts which spread secondarily by those influence.</li> <li>3. Original consideration about those validities in the present-day public society based on a case in detail.</li> </ol>			
<b>到達目標 Course Goals</b>			
You'd survey the 20th century social thought about "public and media" by attending this session. In the case, the arrival target is the following three.			
<ol style="list-style-type: none"> <li>1. Understand problem setting in the 20th century social history of thought and get methodology of approach to those.</li> <li>2. Grasp of typical media theory and public social theory.</li> <li>3. The discovery of "problem and the validity" when applying a theoretical study to an individual case study.</li> </ol>			
<b>授業計画 Course Schedule</b>			
Basis concepts about thoughts and technical terms of "public society and media" are introduced by the first time as guidance. The person in charge will report on "the thinker's text made a problem" from the 2nd time. It's discussed by participant all the members continuously. The report is considered multilaterally. Thinkers' list is planning to be this stage and be as follows.			
Walter Lippmann(1889－1974):Public Opinion(1922)			
Walter Benjamin (1892-1940):Das Kunstwerk im Zeitalter seiner technischen Reproduzierbarkeit (1936)			
Herbert Marshall McLuhan(1911－1980):Understanding Media(1964)			
Benedict Anderson(1936－2015):Imagined Communities(1983)			
Hannah Arendt (1906－1975):The Human Condition(1958)			
Jürgen Habermas (1929－):Strukturwandel der Öffentlichkeit (1962)			
Niklas Luhmann(1927－1998):Soziale Systeme(1984)			
Charles Taylor(1940－):Modern Social Imaginaries (2004)			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
Reading materials and practice for the presentation and to express the own idea in words outside the classroom.			
<b>成績評価の基準と方法 Grading System</b>			
You will be evaluated by presentations (50%) and report (50%).			
<b>他学部履修の条件 Other Faculty Requirements</b>			

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	マイノリティ論演習[Minority Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	土永 孝 [TSUCHINAGA Takashi] (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	2024	時間割番号 Course Number	083238
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>	Disability Studies, social model of disability, individual model of disability, reasonable accommodation, minority		
<b>授業の目標 Course Objectives</b>	This course aims to deal with the following: 1. the basics of the "social model of disability" 2. how the concept has been misunderstood, misused and confused, and 3. what needs to be done to correct the problems above		
<b>到達目標 Course Goals</b>	After finishing this course, you will be able to:  1. understand how the social model of disability differs from the individual model of disability, and criticize the society from the social model point of view 2. discuss what needs to be done to correct the confusions arising from misunderstanding the concept and mismanagement in putting it into practice, and  3. read critically the textbook and academic Japanese texts in general and discuss their arguments		
<b>授業計画 Course Schedule</b>	Week 1: I will give you detailed description of the course and introduce you to the concept of "the social model of disability." Also, I will give instructions on how to use the ELMS group and Google Classroom from the Week 2 on.  Week 2 to 15: You are required to read the assigned portion of the textbook and prepare your questions and comments before each class. In the class hour, you will participate in discussion about the assigned text. You are going to use the textbook I will lend to each of you.  Every week, you will be required to submit online feedback (via Google Forms) after the class.		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	For each class, you must read the assigned part of the textbook to prepare questions to ask and comments to make. Also online submission of feedback is required after each class.		
<b>成績評価の基準と方法 Grading System</b>	You will be graded according to your participation and contribution to the class discussion and your feedback submission. Written reports might be assigned in case too many students take this course.		
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>	「社会」を扱う新たなモード:「障害の社会モデル」の使い方／飯野由里子、星加良司、西倉実季:生活書院, 2022		



教科書は貸し出すので購入の必要はない。
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> Be sure to let me know your student ID and name by sending email to <a href="mailto:tuti@imc.hokudai.ac.jp">tuti@imc.hokudai.ac.jp</a> before the 1st Week class. Those who took Minority Studies course in 2023 cannot take this course.

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	2024	時間割番号 Course Number	083239
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	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》		
<b>キーワード Key Words</b>			
sociolinguistics, sociology of language, bilingualism, multilingualism, language ideology, language policy			
<b>授業の目標 Course Objectives</b>			
This course aims to			
(1) enhance the students' understanding of some of the basic assumptions of sociolinguistics			
(2) develop the students' critical awareness of and insights into the relationship between language and society			
<b>到達目標 Course Goals</b>			
By the end of the course, I hope that you will have:			
(1) gained basic knowledge and concepts developed in sociolinguistics			
(2) learned and understood about qualitative approach in sociolinguistics			
(3) acquired basic academic reading and writing skills in the English language			
<b>授業計画 Course Schedule</b>			
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 variation and change, language and identity, bi/multilingualism, language attitude, language policy, and language death and revitalization.			
In the "Reading & Lecture" mode, the students are tasked to read the assigned chapter of the textbook before each lesson. We will then review and discuss issues raised by the reading in the lesson. Each lesson also provides an opportunity to organize and polish your own ideas and to improve your critical thoughts on the covered topic and issues. Therefore, you will have time to reflect on the lesson and write quietly during each class (reaction paper).			
- Course outline -			
Week 1: Course introduction			
Week 2-11: Reading and Lecture			
Week 12: Final exam			
Week 13: Sociolinguistic through the media			
Week 14: Research seminar			
Week 15: Review			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
To be instructed in Week 1			
<b>成績評価の基準と方法 Grading System</b>			
Your grade to be determined by:			
(1) Exam (60%)			
(2) Reaction paper and discussion participation (40%)			

<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b> To be provided by the lecturer
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b> <a href="https://otomo.imc.hokudai.ac.jp/en.html">https://otomo.imc.hokudai.ac.jp/en.html</a>
<b>備考 Additional Information</b>

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	鈴木 志のぶ [SUZUKI Shinobu] (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	2024	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》		
<b>キーワード Key Words</b>			
communication studies, research methods in communication studies			
<b>授業の目標 Course Objectives</b>			
This course will help you: (1) understand communication studies in different contexts and (2) learn research methods in communication studies.			
<b>到達目標 Course Goals</b>			
After successful completion of this course, you will be able to: (1) understand communication studies in different contexts, (2) understand communication research papers, and (3) learn the basics of research methods in communication studies.			
<b>授業計画 Course Schedule</b>			
In the first section of this course, you will learn communication studies in different contexts such as verbal, nonverbal, interpersonal, intercultural, and media. In the second section, you will learn the basics of different quantitative research methods, such as questionnaire and interview survey, experiments, and text/content analysis. You will also review research papers using these methods. In this course, you will receive lectures, and participate in presentations and class discussions.			
Section 1			
1st week: introduction to this course and communication studies			
2nd week: verbal communication			
3rd week: nonverbal communication			
4th week: interpersonal communication			
5th week: intercultural communication			
6th week: media and communication			
Section 2			
7th week: literature review, basics of quantitative research methods, questionnaire survey			
8th week: critical review 1 (questionnaire survey)			
9th week: interview survey, research ethics, concepts and variables, defining variables, roles of theory			
10th week: critical review 2 (interview survey)			
11thweek: experimental research, different approaches to communication research, research questions and hypotheses			
12thweek: critical review 3 (experiments)			
13th week: text/content analysis, communication research as science			
14th week: critical review 4 (text/content analysis)			
15th week final examination			
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>			
Every week, the instructor will distribute handouts for the next class. You are expected to read and understand them prior to each class and get prepared to ask questions in class. The handouts will be written either in Japanese or English. Those of you			

who have a lot of difficulty in reading them (if you receive many pages of them per week) should consult the instructor about taking this course.
<b>成績評価の基準と方法 Grading System</b> You will be evaluated on the basis of: group discussion (20%), presentation (20%), assignments (20%), and final examination (40%).
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b> 教科書は使用せず、資料を必要に応じ配布します。
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>

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	2024	時間割番号 Course Number	083241
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》		
<b>キーワード Key Words</b>			
theoretical linguistics, methodology, knowledge of language, language acquisition, generative grammar			
<b>授業の目標 Course Objectives</b>			
<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>			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
<p>The entire course will be conducted in English (lectures, discussions, student presentations, assignments, and term papers). After the introduction, the course is divided into four sections: morphology, phonology, syntax, and semantics. In each section, the instructor first introduces basic concepts and principles, and demonstrates how to analyze actual languages (mainly English) and how to construct theoretical arguments. The students are then required to make an oral presentation, reporting their analysis of assignments. The assignments include analysis of sample data taken from various world languages (including the students' native languages) using the methodology the students have learned. The presentation of the proposed analysis will be discussed and evaluated.</p>			
<b>【Schedule】</b>			
Week 1 Introduction: Importance of a scientific approach to language.			
Week 2-3			
Section 1: Morphology (study of the structure of words)			
Week 4-7			
Section 2: Phonology (study of sound structure)			
Week 8-12			

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

科目名 Course Title	言語データ分析論演習[Computational Linguistics]		
講義題目 Subtitle	□		
責任教員 Instructor	浅野 友紀 [ASANO Yuki] (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	2024	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 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	R6 年度は開講しない		
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	Psycholinguistic experimental methods, statistical linguistic data analyses using R		
授業の目標 Course Objectives	In this course, students will learn how to plan and conduct linguistic experiments, and to analyze data statistically. Phonetics and Phonology will be focused mainly.		
到達目標 Course Goals	By the end of the course, students will have learned: theoretical knowledge about experimental linguistics and psycholinguistic experimental knowledge statistical basis and programming skills using R		
授業計画 Course Schedule	Statistical parts: 1. Introduction to R, R as a calculator, average, median etc. (basic descriptive statistics) 2. Data visualization, 3. T-test, ANOVA, 4. correlation, regression, lmer, 5. lmer: Theoretical parts:1 Introduction to experimental methods, 2 reading psycholinguistic journal papers, understanding statistical results, 3 how to plan and conduct an experiment in Linguistics, 4. Some research methods (Eye-tracking experiments, EEG, fMRI, behavioral studies)		
準備学習(予習・復習)等の内容と分量 Homework	Homework Please install R-Studio upon the first session and please bring your own laptop to the course. Website: <a href="https://rstudio.com/products/rstudio/download/">https://rstudio.com/products/rstudio/download/</a>		
成績評価の基準と方法 Grading System	Regular attendance to the course (max. 2 absences are allowed without doctoral certificates) and final project report or exam (to be discussed)		
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	2024	時間割番号 Course Number	083243
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》		
<b>キーワード Key Words</b>			
discourse analysis, text analysis			
<b>授業の目標 Course Objectives</b>			
This course will give you an overview of discourse analysis, which is an interdisciplinary area including linguistics and sociology. It will help you to learn theories and methods in discourse analysis and understand the relationship between language and society.			
<b>到達目標 Course Goals</b>			
By the end of this course, a successful learner will understand theories and analytical methods in discourse analysis and be able to analyze texts and discuss and present its findings.			
<b>授業計画 Course Schedule</b>			
Contents of the course may change according to the number of students and their interests.			
<ol style="list-style-type: none"> <li>1. Orientation, what is discourse?</li> <li>2. Overview of discourse analysis</li> <li>3. Constructionism and discourse analysis</li> <li>4. Case study of discourse analysis (1)</li> <li>5. Case study of discourse analysis (2)</li> <li>6. Case study of discourse analysis (3)</li> <li>7. Critical discourse studies (1)</li> <li>8. Critical discourse studies (2)</li> <li>9. Presentation on English article (1)</li> <li>10. Presentation on English article (2)</li> <li>11. Analytical methods (1)</li> <li>12. Analytical methods (2)</li> <li>13. Analytical methods (3)</li> <li>14. Presentation (1)</li> <li>15. Presentation (2)</li> </ol>			
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>			
You need to read handouts beforehand.			
<b>成績評価の基準と方法 Grading System</b>			
Presentations (30%) and an essay (70%) will be assessed.			
<b>他学部履修の条件 Other Faculty Requirements</b>			

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

科目名 Course Title	Public Policy in Japan[Public Policy in Japan]		
講義題目 Subtitle	□		
責任教員 Instructor	佐々田 博教 [SASADA Hironori] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083244
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Japan, public policy, policymaking, policy implementation, political science		
授業の目標 Course Objectives	This course is designed to further students' understanding of public policy formation and implementation focusing primarily on the cases of Japan. Through discussions on such issue areas as industry, trade, security, and foreign aid, it sheds light on the processes in which policies are being made and implemented in those areas.		
到達目標 Course Goals	Students are expected to develop the following skills in this course: (1) to have basic understanding of the literature on Japanese public policy, (2) to discuss various issues concerning public policy from different points of view, (3) to communicate and collaborate with the rest of the class through class discussions.		
授業計画 Course Schedule	<ol style="list-style-type: none"> <li>1. Guidance</li> <li>2. What is public policy?</li> <li>3. Policy formation and implementation in comparison</li> <li>4. Policy formation and implementation in Japan (1)</li> <li>5. Policy formation and implementation in Japan (2)</li> <li>6. Industrial policy</li> <li>7. Industrial policy</li> <li>8. Class discussion</li> <li>9. Agricultural policy</li> <li>10. Trade policy</li> <li>11. Class discussion</li> <li>12 Security policy</li> <li>13. Class discussion</li> <li>14. Foreign aid policy</li> <li>15. Class discussion</li> </ol>		
準備学習(予習・復習)等の内容と分量 Homework	Finish reading assignments before each session.		
成績評価の基準と方法 Grading System	Class participation: 40% Presentations: 30% Final report: 30%		
他学部履修の条件 Other Faculty Requirements	Students of other faculties/schools who wish to take this course must consult with the professor and receive permission before		

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

科目名 Course Title	言語応用論演習[Applied Linguistics]		
講義題目 Subtitle	□		
責任教員 Instructor	平田 未季 [HIRATA Miki] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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 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》		
<b>キーワード Key Words</b>			
daily conversation, interaction, gesture, body movement, data analysis			
<b>授業の目標 Course Objectives</b>			
<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.</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>			
<b>到達目標 Course Goals</b>			
<p>By the end of the course,</p> <p>(1) You will be able to explain the theoretical framework to analyze daily conversation and interaction.</p> <p>(2) You will acquire basic methods to analyze daily conversation and interaction under certain circumstances and conduct data analyses.</p> <p>(3) You will be able to communicate the results of the analysis to others.</p> <p>(4) You will be able to make useful comments and add depth to others' analyses.</p>			
<b>授業計画 Course Schedule</b>			
<p>First section (week 1-5)</p> <p>Instructor's introduction and summary writing:</p> <p>-Review the historical context of linguistics that deals with the daily conversation.</p> <p>-Read interdisciplinary references which apply the methodology of conversation analysis.</p> <p>Second section (week 6-10)</p> <p>Acquire methods to analyze conversation through practical experience:</p> <p>-Using actual conversations, develop techniques for the analysis of conversation and interaction. (Construct transcripts for analysis, use ELAN, conduct data sessions)</p> <p>Third session (week 11-15)</p>			

<p>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).</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b>          First section: Read academic literature          Second section: 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)</p>
<p><b>成績評価の基準と方法 Grading System</b>          Assignments (50%), presentation in the data session (30%), active participation (20%)</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

科目名 Course Title	Search Strategies, Resource Organization, Management & Sustainability[Search Strategies, Resource Organization, Management & Sustainability]		
講義題目 Subtitle	□		
責任教員 Instructor	シルツ ミハエル [SCHILTZ MICHAEL] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083246
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	digital methods, software for research, hacking		
授業の目標 Course Objectives	<p>Thanks to the groundbreaking works of historians, anthropologists, sociologists and researchers in related interdisciplinary fields (medium theory, cybernetics), it has by now become accepted wisdom that not only the amount, but also the nature of scientific knowledge is a function of the constraints and opportunities that are hard-wired into the communication technologies that contain it. We are nowadays experiencing yet another sea change in information production and dissemination, conveniently summarized as the 'digital revolution'.</p> <p>Exploring the disruptive impact of the latter on the production of scientific knowledge is the mainstay of this course and project. As this course does not believe in the usefulness of the traditional lecture (and neither should you), the approach is 'hands-on': through the concrete manipulation of a wide range of (scholarly) tools, students will gradually be made aware of how conceptual domains and knowledge categories are shifting and emerging, and what types of attention will be indispensable when doing research in the aftermath (and mirror) of the 'Gutenberg Galaxy'....</p>		
到達目標 Course Goals	This course will take students on a digital journey which includes the management of bibliographic sources, alternative methods of writing and publication, tools for integrating writing and data analysis, etcetera. We also look into contemporary debates on preservation, data visualization, the relevance of academic debate in modern society, and what else. At all times will we be reminded of the fact that the medium is the message. Eventually –and thereby even going against Marshall McLuhan's famous dictum, we discover that what we refer to as 'man' may well be the extension of technologies and communication media, rather than the other way around.		
授業計画 Course Schedule	<p>Session 1: bibliographic management</p> <p>Session 2: more research within the browser window</p> <p>Session 3: the science of search</p> <p>Session 4: collaborative work and reproducible research (1)</p> <p>Session 5: collaborative work and reproducible research (2)</p> <p>Session 6: collaborative work and reproducible research (3)</p> <p>Session 7: organizing knowledge and classification systems</p> <p>Session 8: about OpenAccess</p> <p>Session 9: sustainable writing –publishing – preservation</p> <p>Session 10: licensing your work</p> <p>Session 11: data and data visualization</p> <p>Session 12: big data &amp; social network analysis</p> <p>Session 13: encryption – anonymity – safety – whistleblowing (1)</p> <p>Session 14: encryption – anonymity – safety – whistleblowing (2)</p>		



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

科目名 Course Title	Film and Tourism[Film and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	エデルヘイム ヨハン [EDELHEIM Johan] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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			
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Social construction, Mediatiation, Reality, Identity, Tourism, Film / Movies, Videography		
授業の目標 Course Objectives	<p>In this course you will go beyond surface understandings of films, and will explore how media influence the way we jointly construct and understand tourism in society.</p> <p>The key to understand the interplay between media and tourism, is realising that tourism does not exist as a tangible object, rather, it exists as a “shared societal mediatiation of a phenomenon”.</p> <p>Learning in this course will be divided in two: we will jointly watch several films, after which you will examine how both fiction, and non-fiction films, create perceptions that shape what you consider to be real, truthful, and valuable when analysing tourism. You will also acquire practical experiences of videography by creating your own mini films.</p>		
到達目標 Course Goals	<p>By the end of this course, you will be able to:</p> <ol style="list-style-type: none"> <li>1. Analyse how films and other media channels create 'beings', 'truths', and 'values' of tourism.</li> <li>2. Contrast foundational philosophies to interpret socially constructed understandings of reality.</li> <li>3. Examine why tourism acts as a worldmaking agency in a hyper-mediatiated society.</li> </ol>		
授業計画 Course Schedule	<p>Lectures are given to provide requisite theoretical perspectives mixed with viewing of films. In the end of the course, students are required to make a reflective mini-film where acquired knowledge is visualised.</p> <ol style="list-style-type: none"> <li>1. Introduction: Assignments, paradigms, social construction, and worldmaking</li> <li>2. Tourism and Ontology + The Art of Travel (55 min)</li> <li>3. Tourism and Ontology: What is the being and the meaning of tourism?</li> <li>4. Workshop 1 - Filming together at a tourist spot in Sapporo</li> <li>5. Workshop 2 - Editing together film shots + Making mini-films as assessments; Idea/script/storyboard</li> <li>6. Axiology: what is good? + Only yesterday - おもひでぼろぼろ (118 min)</li> <li>7. Axiology as a foundational principle; what is it that we value in tourism?</li> <li>8. Workshop 3 - Videography and tourism</li> <li>9. Worldmaking in tourism - power and influence</li> <li>10. Epistemology: truth and knowledge + My Long Neck (53 min)</li> <li>11. Epistemology and knowledge creation within social groups, who do we trust?</li> <li>12. Workshop 4 - reflections and aid where needed (if needed)</li> <li>13. The future of tourism - are we travelling just for the memory?, Total Recall (113 min)</li> <li>14. The future of tourism - Hyper-mediatiation and spatial phantasmagoria</li> </ol>		

15. Students' reflective film presentations + Discussion and summary
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>You are required to participate in classes, and hand in short (800 words) reflections about each film / theory. You will create your own mini-films in which you are to reflect on a tourism-related event in society using theories from the course. It is an expectation that you read provided material before classes and participate in class discussions.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Your grade will be determined by how well you demonstrate your achievement of the course goals through three assessable items. These items are further divided into smaller components so that you are actively applying all your learning throughout the course.</p> <ol style="list-style-type: none"> <li>1. 4 film reflections - maximum 800 words each, handed in after every film viewing: 12.5% each = 50% (Course Goals 1 and 2)</li> <li>2. film idea, script, and storyboard: 5%+5%+10% = 20% (Course Goals 2 and 3)</li> <li>3. individual reflective mini film (max 5 min): 30% (Course Goals 2 and 3)</li> </ol>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>No textbook is designated. Handouts will be distributed.</p>
<p><b>講義指定図書 Reading List</b></p> <p>Book of readings (articles and book chapters) will be provided at beginning of course</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p> <p>Note, some of the four films that are viewed as part of this course are longer than the 90 minutes assigned for the class. In order for the whole film to be viewed in one go, suitable times will be negotiated in the class.</p>

科目名 Course Title	International Relations from Global Perspectives[International Relations from Global Perspectives]		
講義題目 Subtitle	□		
責任教員 Instructor	石見 禎 [IWAMI Tadashi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083248
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	International Relations, Realism, Liberalism, Constructivism, Security Studies, Indo-Pacific		
授業の目標 Course Objectives	<p>This is an advanced course on theories and practice of International Relations. This course provides students with theoretical discussions together with practical case studies of International Relations. It explores the roles of state actors in the Indo-Pacific region and beyond, international organisations such as the United Nations, and non-state actors such as international non-governmental organisations in the international community.</p> <p>Please note that an advanced level of English reading, writing and speaking skills are required to take this course.</p>		
到達目標 Course Goals	<p>At the end of the course, students should be able to:</p> <ol style="list-style-type: none"> <li>1. Explain the main concepts and theories of International Relations</li> <li>2. Describe the nature and exercise of power within the global community</li> <li>3. Discuss the dimensions and function of International Relations and the influence of globalisation</li> <li>4. Examine International Relations issues using case studies</li> </ol>		
授業計画 Course Schedule	<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Theories of International Relations I</li> <li>3. Theories of International Relations II</li> <li>4. Theories of International Relations III</li> <li>5. Theoretical discussion</li> <li>6. State Actors: Sovereign States and Power</li> <li>7. International Organisations</li> <li>8. Non-governmental Organisations</li> <li>9. International Security</li> <li>10. Diplomacy and Foreign Policy</li> <li>11. United Nations</li> <li>12. Academic and Research Skills</li> <li>13. Presentation I</li> <li>14. Presentation II</li> <li>15. Theories and Practics of International Relations: Wrapping up</li> </ol> <p>Please note that this lecture schedule is subject to change.</p>		
準備学習 (予習・復習)等の内容と分量 Homework	Compulsory readings will be provided each week.		

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

科目名 Course Title	国際経営論演習 I (経営戦略)[International Business Management (Development Strategies)]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083249
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"> <li>1. Learn from global expansion of Japanese companies,</li> <li>2. Learn from global expansion of global companies,</li> <li>3. Learn from innovative business.</li> </ol>		
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"> <li>1. understand how to make and execute a corporate strategy,</li> <li>2. acquire the knowledge of issues for globalization and strategy difference between Japanese and global companies,</li> <li>3. recognize how to make a success innovative business</li> </ol>		
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 Stake 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 MINSO-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><b>準備学習(予習・復習)等の内容と分量 Homework</b></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><b>成績評価の基準と方法 Grading System</b></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><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b> Zoom URL: 履修登録者は Moodle を参照のこと</p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	国際経営論演習Ⅱ(組織)[International Management (Organizational Trends)]		
講義題目 Subtitle	□		
責任教員 Instructor	FIRKOLA PETER [Peter FIRKOLA] (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	2024	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 6301		
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	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	Japanese Management, International Management Trends, HRM		
授業の目標 Course Objectives	The objective of this course is to provide students with a basic understanding of Japanese management practices.		
到達目標 Course Goals	Enable students to gain an understanding of Japanese management practices. Assist students in developing critical thinking skills necessary for working in an international business environment.		
授業計画 Course Schedule	First, Japanese management will be examined from a historical and cultural perspective. The characteristics of traditional and modern management practices in Japan will then be discussed. In the second half of the course, there will be an examination of current and international management practices and emerging management trends in Japan.		
準備学習(予習・復習)等の内容と分量 Homework	Students will be required to work outside of class between one and two hours per week.		
成績評価の基準と方法 Grading System	The course grade will be based on active class participation, presentation, and final 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	A detailed reading list will be provided on the first day of 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	国際経営戦略広報論演習[International Management and Corporate Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	榊原 渉 [SAKAKIBARA Wataru] ((株)野村総合研究所)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083251
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》		
<b>キーワード Key Words</b>	Global Corporate Management, Global Strategy, Business Strategy, Alliances, M&A, Corporate Governance, Public Relations Strategy, Media Strategy, Investor Relations, Geopolitical Risk, Carbon Neutral, Nature Positive, ESG, SDGs, Sustainability, Global Contractor		
<b>授業の目標 Course Objectives</b>	Understand the methodology for creating a highly reliable future outlook in an era of increasing volatility, uncertainty, complexity, and ambiguity. In addition, students will understand trends in sustainable management sought by investors, such as carbon-neutral and nature-positive. On top of that, students will understand the global management strategy that should be in the future and the public relations strategy that is required in the VUCA era, using global contractors as subjects. In addition, based on the practical experience as a consultant of the instructor, I will explain logical thinking methods and various frameworks. Learn basic skills that will be effective when you play an active role as a businessman in the future while utilizing it in group discussions and individual work.		
<b>到達目標 Course Goals</b>	Deepen your understanding of the outlook for the global economy in the VUCA era and trends in sustainable management, and develop your own views. In addition, with the theme of global contractors, etc., through concrete examples of practical management strategy, business strategy, global strategy, alliance / M&A strategy, public relations strategy, why such strategies are taken, their market characteristics and industry characteristics, Be able to explain perspectives and methodologies for planning international management strategies, such as the competitive environment and related legal systems.		
<b>授業計画 Course Schedule</b>	<p>The first day: Kick-off (introduction of this course, self-introduction), basics of management strategy, business model</p> <ul style="list-style-type: none"> <li>– Aim of this course, self-introduction of lecturers and students</li> <li>– What is a strategy? (Strategic structure)</li> <li>– Management strategy review workshop</li> <li>– Strategic thinking and framework</li> </ul> <p>The second day: Global Economic Outlook Based on Geopolitical Risks and Demographics</p> <ul style="list-style-type: none"> <li>– Presentation and discussion of reports</li> <li>– What are geopolitics and geopolitical risks?</li> <li>– Demographics and their impact on the global economy</li> <li>– Public relations strategy in the VUCA era</li> </ul> <p>The third day: Trends in Sustainability Management</p> <ul style="list-style-type: none"> <li>– Presentation and discussion of report</li> <li>– International trends in climate change and biodiversity</li> <li>– Advanced examples of nature positivity</li> </ul>		

<p>– Corporate transformation triggered by nature positivity</p> <p>The fourth day: Management strategy of global contractor</p> <ul style="list-style-type: none"> <li>– Presentation and discussion of reports</li> <li>– Overview of the construction industry</li> <li>– Management strategy analysis of Japanese contractors (Kajima, Obayashi, Taisei, Shimizu, etc.)</li> <li>– Management strategy analysis of global contractors (VINCI, ACS, BOUYGUES, HOCHTIEF AG, etc.)</li> </ul> <p>The fifth day: Individual presentation (company research), comment, summary of this course</p> <ul style="list-style-type: none"> <li>– After taking up a specific company and evaluating the company in your own way (competitive advantage in the market, strengths, weaknesses, opportunities, threats, benchmarks of other companies), about the company's management issues and growth strategy hypotheses, Summarize and present your own opinions and thoughts in assignment reports</li> <li>– Since the class will give a lecture on the framework of a general global management strategy, the subject of corporate research is not limited to the above companies, and students can freely choose.</li> </ul>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>Creating reports (after each lecture, until the next lecture): Specific themes, writing styles, etc. will be explained in the lecture.</p> <p>However, it is desirable to investigate related theories and cases as necessary.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <ul style="list-style-type: none"> <li>– Attendance and contribution to class (active participation in discussions and content of remarks): 60%</li> <li>– Submission status and content of assignment report: 40%</li> </ul> <p>(No test will be conducted.)</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></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><b>講義指定図書 Reading List</b></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><b>参照ホームページ Websites</b></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><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	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 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》		
<b>キーワード Key Words</b>	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 Managemen		
<b>授業の目標 Course Objectives</b>	<p>This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute. Activities of corporate communications have significant impacts on the corporate management. They are multifaceted interactions with many stakeholders, and various ideas are required for how to proceed with communication depending on the objects and purposes.</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>		
<b>到達目標 Course Goals</b>	<p>After a successful completion of this course, you will be able to:</p> <ul style="list-style-type: none"> <li>-Comprehend the communication practices in organizations such as companies</li> <li>-Recognize how to communicate with various stakeholders surrounding companies</li> <li>-Understand and correctly interpret the intent of information sent by companies that you see and hear everyday</li> </ul>		
<b>授業計画 Course Schedule</b>	<p><b>【Method of class】</b>  This course is an intensive lecture of 5 times in total once a month.  It is consisted of lectures about basic knowledges, and we will have class discussion and report presentations additionally.  Except for the first section, you gather and organize information about the related theme and submit reports. After the last section, you submit the final report instead of the exam.</p> <p><b>【Lesson Plan / Contents】</b></p> <p>Section 1: Public Relations and Corporate Communications  (1) Basic of Public Relations  (2) Corporate Communications in Corporate Management  (3) Practice of Media Relations</p>		

<p>Section 2: Environmental Changes and Communications</p> <p>(1) Environmental Changes surrounding Corporate Communications</p> <p>(2) Changes in Communications</p> <p>Section 3: External Communications</p> <p>(1) Corporate Branding and Corporate Value</p> <p>(2) Practice of Investors Relations</p> <p>(3) Communications in Sustainability Management</p> <p>Section 4: Internal Communications</p> <p>(1) Communications between Corporate and Employee</p> <p>(2) Practice of Internal Communications</p> <p>Section 5: Risk Management in Corporate Communications</p> <p>(1) Diversification of Risk</p> <p>(2) Practice of Risk Management and Crisis Management</p>
<p><b>準備学習(予習・復習)等の内容と分量 Homework</b></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).</p> <p>Final Review: After the last section, draw up a report of the issue that will be presented in the lecture.</p>
<p><b>成績評価の基準と方法 Grading System</b></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><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。</p> <p>None</p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	時間割番号 Course Number	083253
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>			
Internal Communication of "e-kuchi-komi"			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
This course goals will be realized by understanding properly the essential meanings of following "e-kuchi-komi" concepts.			
<ol style="list-style-type: none"> <li>1) The reason why the people "tweet"</li> <li>2) The reason why the people "retweet"</li> <li>3) The information overload which caused by "tweet" and its network</li> <li>4) The era of SUMAHO's popularization and the visual communication</li> <li>5) "disappearing", "exaggerating", "live" as the new trend</li> <li>6) From "Googling" to "# pulling in", that's the new encountering information</li> <li>7) The structure of the mind desiring "sharing" and information spreading</li> <li>8) The case studies of using SNS (analysis of the campaign cases)</li> </ol>			
<b>授業計画 Course Schedule</b>			
<ul style="list-style-type: none"> <li>•Week 1: Class orientation: How we learn this theme, how the students would be graded</li> <li>•Week 2-3: The abstract of the &lt;e-kuchi-komi&gt; of SNS and its modern values</li> <li>•Week 4-9: Presentation of text 1 by students + discussion. (Every student should make the one presentation to be graded)</li> <li>•Week 10-14: Presentation of text 2 by students + discussion. (Every student should make the one presentation to be graded)</li> <li>•Week 15: Preliminary(summarizing) day</li> </ul>			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
Students would be highly appreciated if they learn the topics repeatedly which they learned.			
<b>成績評価の基準と方法 Grading System</b>			
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.			
<ol style="list-style-type: none"> <li>(1) Group discussion, behaviors</li> <li>(2) Presentation of the text</li> </ol> Grading ratio: (1)=40%,(2)=60%			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			

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

#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

**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	公共文化論演習[Cultural Diversity and Communication]		
講義題目 Subtitle	アメリカ・メディア史と公共メディア[The History of American Media and Public Broadcasting]		
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	2024	時間割番号 Course Number	083254
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6312		
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	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	Media History, Journalism, America, Public Media, Media and Society, Public Nature of Broadcasting, Regulation of Broadcasting and Telecommunications, Fairness in Reporting, Community Media, Educational Function of Media, Digitalization of Information		
授業の目標 Course Objectives	<p>・This course aims to provide students with the opportunity to deepen their understanding of American media history, with a particular focus on the history of broadcasting, especially public broadcasting. It also intends to offer insights into the common challenges faced by media industries and media historians in different countries, thereby facilitating a deeper understanding of media history in students' own nations as well as other countries.</p> <p>・Public media significantly affects the quality and quantity of information available to people within a society, yet its form and the principles it strives to uphold vary from country to country, often involving a process of trial and error. Through this course, students are expected to gain a deeper understanding of public media.</p> <p>・The course will offer students the opportunity to learn the essential elements crucial for understanding digitalization, including the differences between print and electronic media, Japanese regulatory term difference of telecommunication and broadcasting, and wireless versus wired networks. It also aims to deepen understanding of fundamental ethical and legal concepts such as fairness in reporting, governmental regulation of broadcasting and telecommunications.</p> <p>・The course will provide students with the opportunity to understand the changes brought about by the digitalization of information and how it affects information acquisition.</p> <p>・It aims to offer students an opportunity to deepen their understanding of media history research methods.</p> <p>・Through this course, students will have the opportunity to engage deeply with the historical and societal aspects of media and journalism, and to reflect upon the contemporary challenges and future possibilities of modern media.</p>		
到達目標 Course Goals	<p>・Students will be able to contextualize and understand the past, present, and future of media within history, and articulate this perspective.</p> <p>・Students will be able to visualize the history of American media within the context of American history and explain its development.</p> <p>・Students will grasp the fundamental concepts of print and electronic media, the Japanese regulatory term difference between telecommunication and broadcasting, and wireless versus wired networks, and will be able to describe the characteristics of the ongoing digitalization of information.</p> <p>・Students will understand the characteristics and functions of public broadcasting and be able to explain them.</p> <p>・Students will comprehend the role and current state of regulatory functions in broadcasting and be able to articulate this knowledge.</p> <p>・Students will understand the concept of fairness in reporting and be able to explain its importance and application.</p> <p>・Students will be able to understand and describe the potential changes in broadcast media amidst the progression of digitalization.</p> <p>・Students will be able to compare and contrast the case of American media history with that of their own country, understanding and articulating the distinctive features of each.</p>		

<p>·Students will be able to compare historical examples with contemporary issues and understand and explain the evolution of media and journalism.</p> <p>·Students will comprehend how technological advancements in media have influenced information sharing and be able to explain this impact</p>
<p><b>授業計画 Course Schedule</b></p> <ol style="list-style-type: none"> <li>1. Session 1: American History and Media: An Overview, Defining and Redefining Journalism and Mass Communication</li> <li>2. Session 2: Fundamental Concepts of Electronic Media: Comparing Print and Electronic Media, the regulatory term of telecommunication and Broadcasting, Wireless vs. Wired networks</li> <li>3. Session 3: The Origins of Radio Broadcasting and its Relationship with Universities: Understanding the Meaning of Broadcasting</li> <li>4. Session 4: Commercial vs. Non-profit Broadcasting: Who Pays for Media Operations?</li> <li>5. Session 5: The Structure of American Public Broadcasting: NPR and PBS</li> <li>6. Session 6: Broadcasting, Telecommunications, and Regulation: The Origins and Functions of the FCC, Regulation and Deregulation</li> <li>7. Session 7: The Principle of Fairness in Reporting: Public Interest and Fairness</li> <li>8. Session 8: Community Media: Information Transmission within Local Communities</li> <li>9. Session 9: The Educational Function of Mass Media: Broadcasting as Education</li> <li>10. Session 10: The Digitalization of Information: Continuity and Change</li> <li>11. Session 11: Explanatory Journalism: The Potential Fusion of Reporting and Education</li> <li>12. Session 12: Comparative Case Studies I: Japan (Conducted by the Instructor or Students)</li> <li>13. Session 13: Comparative Case Studies II: Students' Home Countries (Presentations by Students)</li> <li>14. Session 14: Comparative Case Studies III: Students' Home Countries (Presentations by Students)</li> <li>15. Session 15: Comparative Case Studies IV: Students' Home Countries (Presentations by Students)</li> </ol>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>·Prior to each class, access and understand the explanations and related materials for each session's theme available on the course-specific website. Also, organize any questions you may have.</p> <p>·Record your reflections and questions after each class on the portfolio site prepared for this course.</p> <p>·Gather materials for comparative analysis of your home country's media with each session's theme.</p> <p>·For the last three classes, choose a topic related to American case studies covered in this course, compare it with cases from your home country, and prepare to present your findings. Throughout the course, narrow down your presentation topic, and gather and analyze the necessary materials for your presentation. Note that students from the United States should compare with Japanese cases. Presentation guidelines will be provided on the course website.</p> <p>·Generally, one academic credit is presumed to require 45 hours of study. Since this course grants 2 credits over 15 classes, this amounts to 6 hours of study per session on average. Given that each class session is 1.5 hours long, 4.5 hours of preparation and review are expected for each class.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>·Portfolio Site Recordings: 60% of your grade will be based on the following two criteria: adherence to the recording requirements and understanding of the course content. Specifically, 20% will be allocated for adherence to the recording requirements and 40% for demonstrating an understanding of the course content.</p> <p>·Presentations on Comparative Case Studies: 40% of your grade will be based on presentations comparing American case studies with those from your home country. This will be assessed on two criteria: compliance with the presentation guidelines and understanding of the course content. Of this portion, 30% will be for the presentation on the case study from your home country, and 10% will be for demonstrating an understanding of the course content.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>教科書はない。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。</p> <p>There is no prescribed text. I will utilize and share class materials/youtube links via a website specifically built for this course.</p>
<p><b>講義指定図書 Reading List</b></p> <p>アメリカ公共放送の歴史／志柿浩一郎：明石書店，2020</p> <p>メディアの生成 - アメリカ・ラジオの動態史／水越伸：筑摩書房，2023</p> <p>The Press and America: An Interpretive History of the Mass Media 9th Edition／Melvin Ember, Edwin Emery, &amp; Nancy Roberts:Pearson: NY, 1997</p> <p>The Element of Journalism Revised and Updated 4th Edition: What Newspeople Should Know and the Public Should Expect (English Edition) Kindle version／Bill Kovach and Tom Rosenstiel:New York, NY:Crown, 2021</p> <p>*The Press and America: An Interpretive History of the Mass Media の翻訳本: 大井眞二、他 (訳)『アメリカ報道史: ジャーナリストの視点から見た米国史』松柏社、2016 年; The Element of Journalism の翻訳本: ビル・コヴァッチ、トム・ローゼンスティール 著 ; 加藤岳文, 斎藤邦泰訳『ジャーナリズムの原則』(日本経済評論社、2002/2011) 翻訳は古いものしかない</p>



**参照ホームページ Websites****研究室のホームページ Websites of Laboratory**

A website for this course will be set up. Links to the website will not be posted in the syllabus but will instead be shared with students prior to the first-class session of the current academic year, as the website is still under preparation for its inaugural year.

**備考 Additional Information**

·The instructor will create discussion friendly environment. Students are expected to prepare & participate in each session.  
·If you have any physical conditions or other issues that might make it difficult to attend class, please contact the instructor. We will work together to accommodate your needs.  
·This course uses digital resources as much as possible, so it is mandatory for students to bring a laptop or tablet to class.  
·For the learning portfolio, we will use the web application/app called Notion. Instructions will be provided in the first session.  
·This course does not follow the chronological history of American media. Instead, it addresses how to grasp universal issues in the current media environment shaped by digitalization, using history as a tool. By studying historical examples, the course is designed to encourage deep thinking about the challenges and future possibilities of media. Students are encouraged to apply this understanding to their research.

科目名 Course Title	環境社会論演習[Environmental Sociology]		
講義題目 Subtitle	□		
責任教員 Instructor	長島 美織 [NAGASHIMA Miori] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083255
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	4 遠隔授業科目《遠隔のみ》		
<b>キーワード Key Words</b>			
environmental problems, environmental risks, health risks, SDGs, stakeholder			
<b>授業の目標 Course Objectives</b>			
These days, it is not only industry that needs to consider environmental issues but any kind of social activity. The goal of this course is to become acquainted with various aspects of environmental issues, theoretically and empirically. We will look at various cases of environmental issues from the perspective of risk communication, science study, and modernization theories and analyze them using notions such as stakeholders and socially vulnerable groups. You will be expected to work on real issues through various academic or journalistic readings, investigate the empirical background of various environmental issues, and prepare in class presentations.			
<b>到達目標 Course Goals</b>			
By the end of this course, a successful learner will			
1. be able to explain one or more theoretical points of view with respect to environmental issues.			
2. be able to identify how a certain environmental issue is embedded in social problems.			
3. be able to explain how international society has dealt with environmental problems in chronological order.			
<b>授業計画 Course Schedule</b>			
1. Guidance and Introduction to environmental sociology			
2. What are environmental problems?			
3. Classical cases of environmental pollution.			
4. Theories related to classical cases of environmental pollution.			
5. Epoch-making UN conferences and various examples of long-term prediction research on world environments.			
6. Close reading/discussion session on selected papers.			
7. What is sustainability?			
8. Various debates on the notion of sustainability.			
9. SDGs vs MDGs			
10. More on SDGs.			
11. Preparation for the presentation (deciding on the theme).			
12. Presentations and discussions.			
13. Thinking about features of modernity from sociological risk theories.			
14. Interactions between various types of modernization and environmental issues.			
15. Wrap up.			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
Pre-class reading is mandatory. Also, gathering materials and practice for the presentation must be done outside the classroom. At the end of the semester, students will need to submit a final report which must be written outside of class.			

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

科目名 Course Title	市民社会論演習[Civil Society Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	金山 準 [KANEYAMA Jun] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083256
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	cooperation, association, NGO, NPO		
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	現代日本のNPO 政治: 市民社会の新局面/辻中豊, 坂本治也, 山本英弘編著: 木鐸社, 2012 「ボランティア」の誕生と終焉: 「贈与のパラドックス」の知識社会学/仁平典宏: 名古屋大学出版会, 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	メディア社会論演習[Media and 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	2024	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 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》		
<b>キーワード Key Words</b>			
Civil Society, Mass Media, Social Media, Democracy, Political Representation, Decision Making			
<b>授業の目標 Course Objectives</b>			
<p>This seminar explores the relationship and interaction between civil society and media, with particular attention to forms of political representation. We consider different ways of thinking about the actual working of civil societies, explore challenges which democratic theory faces and discuss how it might respond to these challenges. Specific topics such as civil society organization, the public sphere, deliberation, citizenship, and political representation are included.</p> <p>Combining sophisticated theory with the material essential for basic understanding, this seminar should be of use to wide range of students interested in exploring the social world we live in, students of journalism and media studies, tourism studies, political or social thought, philosophy and jurisprudence.</p>			
<b>到達目標 Course Goals</b>			
<ol style="list-style-type: none"> <li>1. Gain knowledge of primary currents in civil society studies.</li> <li>2. Gain knowledge of primary currents in the theory of political representation.</li> <li>3. Develop critical perspectives on these studies/theories.</li> <li>4. Develop skills in analytical thinking and reading and presentation.</li> <li>5. Learn how to apply these to participant's own research fields.</li> </ol>			
<b>授業計画 Course Schedule</b>			
<p>This course comprises a series of fifteen seminars.</p> <p>It is subdivided into three main subjects, each comprised of 5 modules with accompanying readings.</p> <p>I. Civil Society Theory</p> <ol style="list-style-type: none"> <li>1) Concepts of civil society</li> <li>2) Civil society organization</li> <li>3) Norms and consensus in civil society</li> <li>4) The public sphere</li> <li>5) Civil society and democracy</li> </ol> <p>II. Representation</p> <ol style="list-style-type: none"> <li>6) Historical development of political representation</li> <li>7) Public opinion</li> <li>8) Deliberative democracy and representation</li> <li>9) Concepts of representation</li> <li>10) Ideas of representative democracy</li> </ol> <p>III. Criticism of representation and the role of civil society</p>			

<p>11) Forms of direct democracy and media</p> <p>12) Deliberative systems</p> <p>13) Representation and decision making</p> <p>14) Participation and mobilization</p> <p>15) (In)possibility of representation</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>Since this course includes presentation and discussion based on the reading materials, you will have to read them and prepare for the discussion.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>You will be evaluated by presentations (50% of final grade) and discussion (50% of final grade) during the course.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>開講時に説明します。</p>
<p><b>講義指定図書 Reading List</b></p> <p>市民社会論—理論と実証の最前線／坂本治也(編):法律文化社, 2017</p> <p>代表制という思想／早川誠:風行社, 2014</p> <p>代表の概念／ハンナ・ピトキン:名古屋大学出版会, 2017</p> <p>公共性の構造転換／ユルゲン・ハーバマス:未来社, 1994</p> <p>ポスト代表制の政治学／山崎望・山本圭(編):ナカニシヤ出版, 2015</p> <p>ポピュリズムとは何か／ヤン＝ヴェルナー・ミュラー:岩波書店, 2017</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

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	2024	時間割番号 Course Number	083259
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	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			
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	2024	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 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, Censorship, Civil Society		
授業の目標 Course Objectives	<p>This course focuses on how political change and technological innovation make the Sinophone media, such as Taiwan, Hong Kong, Macau, and Malaysia, become border-crossing ethnic media and will discuss how border-crossing journalism is possible. To understand the practice of border-crossing journalists, students will present a feature article and an article proposal. This course encourages students to cross borders and discover new horizons through media studies. Students who do not speak Chinese are welcome. All lecture and reading material will be in Japanese or English.</p>		
到達目標 Course Goals	<ol style="list-style-type: none"> <li>1. Understanding the history and practice of Sinophone media and being able to discuss it from various perspectives.</li> <li>2. Able to analyze how political and technological factors affect media.</li> <li>3. Able to edit a feature article and propose an article proposal to present own viewpoint.</li> </ol>		
授業計画 Course Schedule	<p>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.</p> <p>Introduction: What is border-crossing Sinophone media?</p> <p>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.</p> <p>Week1: Introduction: What is the Sinophone?  Week2: Introduction: What is ethnic media?  Week3: Cross the border: Multimedia franchise and journalism. (guest speaker)</p> <p>First Section: Political change and Sinophone media: Taiwan and Hong Kong</p> <p>With the democratization of Taiwan in the 1980s came the marketization of the media. And the Taiwanese media has always</p>		

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: Sports, Identity, and Media in Hong Kong (guest speaker)

Second Section: Voice of minority: Macau and Malaysia

Macau, which appears quieter than Hong Kong, has also raised its voice for political reform. A new media outlet was launched as the "voice" of Macau's citizens. 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 cases of Macau and Malaysia, 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 Macau

Week10: Politics and media in Malaysia

Week11: The overseas community and communication space for Southern East Asians (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 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: Border-crossing Investigative journalism: International solidarity

Week13: Multiculturalism and ethnic media

Week14: Final Presentation

Week15: Final Presentation

Mid-term report: Feature article

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

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

Final Report: Proposal of a news article

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

1. What kind of media will you submit the article to
2. The theme and title
3. Why readers will read this article

4. Why are you writing at this time
5. New perspectives and significance of the article
6. What specific issues will be examined
7. Who to interview and how

**準備学習(予習・復習)等の内容と分量 Homework**

Students are expected to read the assigned chapters in advance and engage in class discussions. The assigned student should read all references and prepare a short presentation and chair the discussion on the course.

**成績評価の基準と方法 Grading System**

Grading System

1. Assigned presentation (20%)
2. Participation of Discussion (20%)
3. Feature article (30%)
4. Article proposal (30%)

**他学部履修の条件 Other Faculty Requirements****テキスト・教科書 Textbooks**

参考文献や参照すべきテキストは、授業で適宜配布する。

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

The instructor will introduce the detail of grading, reference, and report in week 1.

The course schedule might change due to the schedule of guest speakers.

All lecture and reading material will be in Japanese or English.

科目名 Course Title	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	2024	時間割番号 Course Number	083262
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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	2 対面授業科目《一部遠隔》		
<b>キーワード Key Words</b>			
Social Media, Quantitative text analysis, Content analysis			
<b>授業の目標 Course Objectives</b>			
In recent years, the emergence of new media, typified by the internet, has greatly changed the way information is conveyed. The course aims to cultivate the empirical analytical skills necessary for media studies while taking into account research trends both in Japan and abroad. In this class, we will explain the basics of techniques for quantitatively analyzing text as data.			
<b>到達目標 Course Goals</b>			
This course aims to provide participants with the methodology for empirical analysis of social media data. By the end of this course, a successful learner will:			
(1) Understand the technical and theoretical background of quantitative text analysis,			
(2) Understand how to collect SNS data, and analyze data systematically and quantitatively,			
(3) Be able to apply quantitative text analysis methods to social media studies.			
<b>授業計画 Course Schedule</b>			
Session 1: Introduction to the Course			
Session 2: Designing Social Media Analysis (Part 1)			
Session 3: Designing Social Media Analysis (Part 2)			
Session 4: Case Studies in Social Media Analysis (Part 1)			
Session 5: Case Studies in Social Media Analysis (Part 2)			
Session 6: Case Studies in Social Media Analysis (Part 3)			
Session 7: Case Studies in Social Media Analysis (Part 4)			
Session 8: Social Media Data Collection			
Session 9: R Basics for Social Media Analysis			
Session 10: Morphological Analysis			
Session 11: Frequency Analysis			
Session 12: Scaling in Social Media Analysis			
Session 13: Topic Extraction			
Session 14: Report Writing Techniques			
Session 15: Presenting and Reporting Analysis Results			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
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.			
<b>成績評価の基準と方法 Grading System</b>			
The course grade will be determined by two factors:			

<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><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b>          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</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b>          This course will be conducted in Japanese. All participants must have excellent Japanese proficiency.          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	2024	時間割番号 Course Number	083263
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, Political journalism, Gender journalism,international journalism,Public opinion, Monitoring of power,documentary,Open data (public information)		
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.In addition to political and public opinion journalism, investigative and advocacy journalism, gender journalism, and international journalism, a practical course dealing with investigative journalism using open data (public information) is also prepared.</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	Intensive course 5 times in total, all 3 classes on Friday(4/19,5/17,6/2,6/7,6/28,7/19)		
準備学習(予習・復習)等の内容と分量 Homework	The participants should read daily print media as newspapers or magazines and become aware of news and social events. We will expect your active contribution to discussions.		
成績評価の基準と方法 Grading System	Evaluation is based on the submission of comment sheets each time (5 times in total), active participation in class (60%), and term-end report (40%).		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

<b>講義指定図書 Reading List</b> 毎回授業で講師が資料を提示する。
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> Responsible for Hidemi Shiroyama, journalism course:shiroyama@imc.hokudai.ac.jp

科目名 Course Title	調査報道事例演習[Case studies:Investigative Journalism]		
講義題目 Subtitle	□		
責任教員 Instructor	読売新聞社 [ YOMIURISHINBUNSHA] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083264
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6310		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Investigative journalism, Journalism, Open data, Digital journalism,Disaster/International journalism, Training journalist,Documentary		
授業の目標 Course Objectives	<p>Intensive course that is held in partnership with the Yomiuri Shimbun for a total of 5 times (3 consecutive frames). We will approach with a different perspective on how to create Investigative journalism that would remain buried forever if journalists did not find that fact. We invite veteran journalists who actually worked on investigative journalism and experts in the information disclosure system as lecturers, hold two-way dialogues with students, understand the significance of investigative journalism, and how to learn the method.In addition to digital journalism, international investigative journalism, and journalism in the field of video, investigative journalism from local newspapers that conveyed the weight of the case record will also be discussed.</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 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	Intensive course 5 times in total, all 3 classes on Friday(10/11,11/1,11/15,12/6,1/17)		
準備学習(予習・復習)等の内容と分量 Homework	The participants should read daily print media as newspapers or magazines and become aware of news and social events. We will expect your active contribution to discussions.		
成績評価の基準と方法 Grading System	Evaluation is based on the submission of comment sheets each time (5 times in total), active participation in class (60%), and term-end report (40%).		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			



毎回授業で講師が資料を提示する。
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> Responsible for Hidemi Shiroyama, journalism course:shiroyama@imc.hokudai.ac.jp

科目名 Course Title	中国メディア論演習[Chinese Media Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	城山 英巳 [SHIROYAMA Hidemi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083265
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》		
<b>キーワード Key Words</b>			
Propaganda and Journalism, Investigative journalism, Discourse Space, Narrative, Discourse Power, International Communication, Sino-Japanese Relations			
<b>授業の目標 Course Objectives</b>			
This lecture will provide an understanding of China's media and communication policies, which have been developed in order to achieve domestic stability and international influence. In recent years, media policy has been focused on "control," but after Reform and Opening up, the Communist Party's media adjustment policy, which interweaves "control" and "liberalization," has contributed to the strengthening and flexibility of the authoritarian regime. We would also like to examine the international communication strategy led by the Communist Party, including the SNS discourse space. At the same time, we will address how Japanese media coverage of China is shaped and discuss the difficulties and possibilities for mutual understanding between Japan and China through the media.			
<b>到達目標 Course Goals</b>			
<ol style="list-style-type: none"> <li>1. Grasp the Chinese authoritarian regime through the media</li> <li>2. Discuss the reality of Chinese investigative journalism</li> <li>3. Understand China's international communication strategy.</li> <li>4. Present issues and possibilities for reporting on China and Japan to their counterparts.</li> </ol>			
<b>授業計画 Course Schedule</b>			
授業計画 Course Schedule			
The course will consist of 15 lectures in total, interweaving the following three sections: 【Lecture】, 【Reporting】, and 【Guest Speaker Section】.			
<b>【Lecture】</b> Lectures + Discussions Introduction: Perspectives on Contemporary China Part 2: The Japanese Media's Coverage of China” Part 3: Media Policy History of the Chinese Communist Party (CCP) Part 4: Investigative Reporting in China Part 5: China's International Communication Strategy			
<b>【Reporting Section】</b> Reporting + Discussion 《1st - 7th》 In the first part of the lecture, the instructor (Shiroyama) will present selected articles. Students will select one of these articles of interest and give an oral presentation. For non-native speakers of Chinese, a Japanese paper on Chinese media theory will be provided from the "Reading List" listed below, and an oral presentation will be given in the same manner.			
<b>【Guest Speaker Section】</b> 《1st to 3rd》 Three guest speakers will be invited to give lectures (both in person and online) out of the 15 lectures.			

<p><b>準備学習(予習・復習)等の内容と分量 Homework</b></p> <p>All students will be required to give oral presentations. Students will also read papers reported by others and submit a comment sheet each time.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Evaluating active comments in class (30%), oral presentation (20%), comment sheet (20%), and final report (30%)</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>初回講義にて、口頭発表のための論文を提示する。</p>
<p><b>講義指定図書 Reading List</b></p> <p>『中国消し去られた記録:北京特派員が見た大国の闇』/城山英巳:白水社, 2016  『中国のメディア統制』/于海春:勁草書房, 2023  『中国の経済体制改革とメディア』/西茹:集広舎, 2008  『中国における報道の自由』/孫旭培(高井潔司他訳):桜美林大学北東アジア総合研究所, 2013  『習近平政権の言論統制』/美根慶樹編著:蒼蒼社, 2014</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

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	河合 靖 [KAWAI Yasushi] (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	2024	時間割番号 Course Number	083266
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6320		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>			
second language acquisition, individual differences, applied linguistics			
<b>授業の目標 Course Objectives</b>			
Language acquisition has become increasingly significant in the current society in which multi-layered language environment is gradually being developed due to advancement of transportation and information technology. In this seminar, paying attention to methodologies of language learning and teaching in the applied linguistics, we will gain understanding of key concepts and the shift of interests in L2 acquisition theories, and then investigate how we can contribute to solving problems in language policies in the modern society from a view point of language studies.			
<b>到達目標 Course Goals</b>			
After taking this class, students will achieve the following three objectives: 1) They will be able to define social environment surrounding L2 acquisition studies. 2) They will be able to identify key concepts in L2 acquisition studies and describe main issues. 3) They will be able to describe an overview of studies on individual differences in L2 acquisition research. Specifically, they will be able to explain interlanguage, fossilization, critical/sensitive period, input/interaction/output hypotheses, language learning strategies, L2 learning motivation, etc. Also they will be able to examine the merit of direct method in a form of debate.			
<b>授業計画 Course Schedule</b>			
This seminar will adopt a variety of active learning such as group discussions, presentations, and simple forum discussion, as well as, mini lectures, individual presentation and classroom discussions. By doing so, students are expected to form problem consciousness and gain constructive understanding of the problems. Assignments and quizzes will be given every week. The class schedule and evaluation method will be explained in detail in the first class; thus, students are expected to attend the first class without fail.			
First, I will discuss the social environment and historical circumstances surrounding the second language education, especially English education in Japan, outline issues and highlight the controversial point of conflict. After that, using the method of forum discussion, develop opposing arguments concerning those controversial points. Next, we will see studies on the second language acquisition from the process, input, and output perspectives and understand key concepts. After that, we will focus on the individual variables in second language acquisition, and overview the research so far from the perspective of motivation, learning strategy, and learning style.			
Section 1: "SLA Research and Teaching Method"			
In this section, first, as an orientation, we outline the foreign language teaching methods from audio lingual method to communicative approach; then, we will overview L2 acquisition model supporting those teaching methods. The class will proceed using mini lectures, group discussion and presentation with the help of handouts. After that, we will make observation of the historical transition on English education in Japan and the current social demands. We will discuss in forum discussion what to do with intercultural communication and L2 learning in East Asia.			

<p>Section 2: "Issues of Second Language Acquisition Research"</p> <p>We will take a look at second language acquisition studies focusing on process, input and output using handouts, in addition to chapter 2 to chapter 4 of "Mechanism of English Learning" by Tomohito Hiromori, Taishukan Shoten (2015).</p>
<p>Section 3: "Individual Difference Studies"</p> <p>We will discuss learner factor research using Chapters 5 through 7 of Hiromori (2015). After that, students will give presentations regarding 3 chapters from Kojima, Ozeki, and Hiromori (eds.) "Growing English Learners: Learner Factors and Autonomous Learning," Taishukan Shoten (2010).</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>In this seminar, assignments will be given every week. The details will be presented in the first class. Students will read one chapter of the textbook and answer questions given in the study guide. For those assignments, students are expected to spend the amount of time equivalent to class period. The length of the whole study in the semester will be 90 hours in total.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>For each learning objective, students will be evaluated based on a variety of sources: Paper tests for key concepts of SLA and individual variables; forum discussion performance for recognition of social environments surrounding L2 acquisition research; term papers for understanding of individual variables. Specifically, daily evaluation regarding class assignments, quizzes, group activities and presentations as well as mid-term exam (multiple-choice 50 questions), final exam (essay) and term paper (10 pages in A4) will be selectively used. Students will be granted their proposed grades when the quality and quantity of their learning satisfy expected standards of graduate students. Attendance will not be a part of semester points, but three absences or more may result in the grade of F.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>英語学習のメカニズムー第二言語習得研究にもとづく効果的な勉強法／廣森友人:大修館書店, 2015 この他使用する文献は授業内で指示する。</p>
<p><b>講義指定図書 Reading List</b></p> <p>成長する英語学習者ー学習者要因と自律学習／小嶋英夫・尾関直子・廣森友人(編):大修館書店, 2010 Lessons from Good Language Learners／Carol Griffiths (Ed.):Cambridge University Press, 2008 Teaching and Researching Language Learning Strategies／Rebecca L. Oxford:Longman, 2011</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

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	2024	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 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》		
<b>キーワード Key Words</b>			
Syntax, Semantics, Contrastive Linguistics, Russian			
<b>授業の目標 Course Objectives</b>			
<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 addressed by taking up four topics: noun phrase structure, nominalization, case alternation, and premise maximization. By comparing and contrasting several languages, we will pay particular attention to what is common to all languages and what is different between languages, aiming to grasp the differences between languages from the typological viewpoint offered by syntactic and semantic theories.</p> <p>The course will be given in Japanese and articles will be read in English, so students are expected to have proficiency in these languages. The articles will include examples in various languages such as Turkish, Greek, and Russian, and the instructor will mainly present examples in Russian and other Slavic languages, but students are not required to study any of these languages. Students are expected to participate actively in the class, as there will be plenty of time for discussion.</p>			
<b>到達目標 Course Goals</b>			
<p>The goal of this course is to provide students with a basic knowledge of the mechanisms of sentence and phrase structure and correspondence between structure and meaning, and to enable them to discuss the question of what is common to all languages and what differs from one language to another, by comparing and contrasting several languages. In addition, students will also aim to improve the following more general skills:</p> <ul style="list-style-type: none"> <li>• Reading articles critically</li> <li>• Presenting research results to others (orally and in writing) in a clear manner</li> <li>• Asking questions and making comments constructively on others' research and analysis</li> </ul>			
<b>授業計画 Course Schedule</b>			
<p>This class consists of three parts for each of the four topics: "Explanation," "Discussion," and "Report". In the Explanation part, the instructor explains the basic knowledge related to the article. In the Discussion part, participants critically discuss the phenomena and proposals dealt with in the article. In the Report part, students will present the contents of a short report prepared in advance and will discuss the differences and similarities between the languages discussed in the article and other languages. The articles will be selected from the journal "Language and Linguistics Compass" (but not limited to it if requested by the students).</p> <p>Finally, students are required to write a final report discussing the similarities and differences of any phenomena covered in the class 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: Explanation 1 (Noun phrase structure)</p> <p>Week 3: Discussion 1 (Köylü, Yılmaz. 2021. An overview of the NP versus DP debate)</p>			

<p>Week 4: Report 1</p> <p>Week 5: Explanation 2 (Nominalization)</p> <p>Week 6: Discussion 2 (Alexiadou, Artemis. 2010. Nominalizations: A probe into the architecture of grammar part I: The nominalization puzzle)</p> <p>Week 7: Report 2</p> <p>Week 8: Explanation 3 (Case alternation, in particular Genitive of negation in Russian)</p> <p>Week 9: Discussion 3 (Harves, Stephanie. 2013. The genitive of negation in Russian)</p> <p>Week 10: Report 3</p> <p>Week 11: Explanation 4 (Maximize presupposition)</p> <p>Week 12: Discussion 4 (Bade, Nadine. 2021. On the scope and nature of Maximise Presupposition)</p> <p>Week 13: Report 4</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><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>Students are required to study the following according to each part. Before the Explanation part, students are expected to read through the article and clarify the questions they have. Before the Discussion part, students are expected to read the article carefully and to prepare comments on the phenomena and proposals discussed in the article. Before the Report part, students are expected to collect examples regarding the phenomena discussed in the article in the language of their interest and prepare a short report based on collected examples.</p> <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><b>成績評価の基準と方法 Grading System</b></p> <p>Grading will be based on the following percentages:</p> <p>Contribution to the class 25%</p> <p>Short report 25%</p> <p>Final report 50%</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>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) :</p> <p>Köylü, Yılmaz. 2021. An overview of the NP versus DP debate. <i>Language and Linguistics Compass</i> 15 (3): e12406.</p> <p>Alexiadou, Artemis. 2010. Nominalizations: A probe into the architecture of grammar part I: The nominalization puzzle. <i>Language and Linguistics Compass</i> 4 (7): 496-511.</p> <p>Harves, Stephanie. 2013. The genitive of negation in Russian. <i>Language and Linguistics Compass</i> 7 (12): 647-662.</p> <p>Bade, Nadine. 2021. On the scope and nature of Maximise Presupposition. <i>Language and Linguistics Compass</i> 15 (6): e12416.</p>
<p><b>講義指定図書 Reading List</b></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><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	時間割番号 Course Number	083268
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>	formal semantics, compositional semantics, expressives, conventional implicatures, particles, intonation		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	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.		
<b>授業計画 Course Schedule</b>	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		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	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.		
<b>成績評価の基準と方法 Grading System</b>	Preparation & Participation: 25% Quiz 1: 25% Quiz 2: 25% Student Project: 25%		
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>	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	2024	時間割番号 Course Number	083269
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6322		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	2 Classes are in Japanese and English (bilingual, or language is decided once the student composition has been finalized).		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	technology and language learning, digital literacy, communicative competence, interaction, pragmatics, second language writing, computer-mediated communication, research methods, action research		
授業の目標 Course Objectives	The course provides a broad overview of research on technology and language learning, from positivist to social constructionist and anthropological approaches, and deepens understanding of research topics, concepts, and methods.		
到達目標 Course Goals	To be able to understand the structure of a research paper and be able to summarize and critique its content. To be able to decide on their own topic, conduct a literature review, summarize what is the consensus in the field and what is missing, collecting data, and write a mini-research paper or a position paper without taking data.		
授業計画 Course Schedule	Weeks 1-6: Reading books (in Japanese), presentations, discussions, lectures Weeks 7-12: Reading articles (in Japanese and English), presentations, discussions, lectures Week 13-15: Students presentations for their mini-research projects, discussions		
準備学習(予習・復習)等の内容と分量 Homework	During the semester, we will read two books (Japanese) on technology research and a few Japanese and English research papers on technology and language learning.		
成績評価の基準と方法 Grading System	Class participation (participation in discussions) 20%; Presentations 40%, Final report 40% (due at the end of January)		
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	No textbook		
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	日本語学習論演習[Japanese Language Learning Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	小林 由子 [KOBAYASHI Yoshiko] (高等教育推進機構)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083270
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》		
<b>キーワード Key Words</b>			
Language learning, Cognitive psychology, Learning science, Psychological research method, Empirical research			
<b>授業の目標 Course Objectives</b>			
This seminar aims :			
1) to realize psychological theory (meta cognition, motivation and leaning strategy so on ) and methodology (quantitative study such as ANOVA, factor analysis, correlation analysis and path analysis and so on / qualitative study) for practice and study of learning support .			
2) to apply the theories and methodologies to the students' own practice and study.			
<b>到達目標 Course Goals</b>			
1) To realize learning process from the point of view of cogognitive psychology			
2) To realize research method of psychology			
3) To be able to read papers of empirical research accurately			
4) To be able to discuss about relation psychological issues and research of learning support			
5) To be able to utilize psychological issues for practice and research of language learning / teaching			
<b>授業計画 Course Schedule</b>			
1st session :			
Guidance of the seminar and introduction of cognitive psychology, learning science and methodology for learning support			
2nd session :			
Psychological theory and methodology, reading papers of empirical study in the field of educational psychology and language learning			
3rd session:			
Presentation and discussion about the students' own study or practice based on the seminar			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
In this seminar, every students are required to prepare for every classes, reading assignment papers, looking over the contents, submit the abstract and preparing for discussion.			
In the 3rd session, every students must present their study or practice on the base of the seminar and submit fine paper before the deadline.			
<b>成績評価の基準と方法 Grading System</b>			
Report & discussion (including preparation) in 2nd session 40%			
Report in 3rd session 20%			
Final paper 40%			
<b>他学部履修の条件 Other Faculty Requirements</b>			

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

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	2024	時間割番号 Course Number	083271
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>			
contrastive linguistics, linguistic structure, phonemes, vocabulary, grammar			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
(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			
<b>授業計画 Course Schedule</b>			
1st week: guidance 2nd to 5th week: contrastive linguistics overview and brainstorming 6th to 14th week: thesis reading and discussion 15th week: wrap-up			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
(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.			
<b>成績評価の基準と方法 Grading System</b>			
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%			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
必要な資料は授業で配布します。			
<b>講義指定図書 Reading List</b>			
日本語と外国語との対照研究Ⅹ 対照研究と日本語教育／国立国語研究所:くろしお出版, 2002 世界の言語と日本語 : 言語類型論から見た日本語 改訂版／角田太作:くろしお出版, 2009 シリーズ言語科学4 対照言語学／生越直樹:東京大学出版会, 2002 ヴォイスの対照研究—東アジア諸語からの視点／生越直樹・木村英樹・鷲尾龍一(編著):くろしお出版, 2008			
<b>参照ホームページ Websites</b>			
<b>研究室のホームページ Websites of Laboratory</b>			
<b>備考 Additional Information</b>			

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	2024	時間割番号 Course Number	083272
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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>		
到達目標 Course Goals	<p>After taking this course, students will be able to:</p> <ol style="list-style-type: none"> <li>1) understand and use basic concepts in linguistic anthropology and social semiotics</li> <li>2) understand methodological issues in studies of language and communication</li> <li>3) deploy linguistic anthropological knowledge to enrich their own research project</li> </ol>		
授業計画 Course Schedule	<p>I: (Case Study) Read various scholarly works on specific cases  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"> <li>[1] Introduction; on studying events</li> <li>[2] Indexicality; social semiotics; Peirce</li> <li>[3] Linguistic anthropological perspectives; Jakobson + Peirce</li> <li>[4] Case studies (1)</li> <li>[5] Case studies (2)</li> <li>[6] Case studies (3)</li> <li>[7] Language ideology and reflexivity; metapragmatics</li> <li>[8] Case studies (4)</li> <li>[9] Case studies (5)</li> <li>[10] Case studies (6)</li> <li>[11] Case studies (7)</li> <li>[12] Studying events; Goffman</li> <li>[13] Student presentations (1)</li> </ol>		

[14] Student presentations (2)
[15] Wrap up
<b>準備学習 (予習・復習)等の内容と分量 Homework</b> 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).
<b>成績評価の基準と方法 Grading System</b> Students are assessed on their fulfillment of Course Goals based on the following criteria:  Weekly reports: 30 points Discussion contribution 30: points Student presentation: 10 points Final assignment: 30 points
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> "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.



科目名 Course Title	近現代日本語学演習[Modern Japanese Language]		
講義題目 Subtitle	□		
責任教員 Instructor	伊藤 孝行 [ITO Takayuki] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083273
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6320		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Modern Japanese language		
授業の目標 Course Objectives	This course deals with Japanese history.		
到達目標 Course Goals	At the end of the course, participants are expected to: (1) search references relating to Modern Japanese language, (2) choose references relating to Modern Japanese language, (3) write an essay connecting to their own research project.		
授業計画 Course Schedule	1.Orientation 2.Search techniques 3.Reference management application 4.Searching references relating to Modern Japanese language 5.Managing research papers 6.Reading ancient documents 7.Reading ancient documents 8.Reading ancient documents 9.Reading ancient documents 10.Reading ancient documents 11.Reading ancient documents 12.Presentation preparation 13.Presentation 1 14.Presentation 2 15.Presentation 3		
準備学習(予習・復習)等の内容と分量 Homework	Read the textbook before coming to the lecture every week. Please note that you need to have a high level of Japanese language skills to take this course.		
成績評価の基準と方法 Grading System	Your overall grade in the class will be decided based on the following: Class Participation: 30% Quiz: 50% Report: 20%		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	Will be introduced in the class.		

**講義指定図書 Reading List**

くずし字解読辞典／児玉幸多:東京堂出版

**参照ホームページ Websites**

<http://rnavi.ndl.go.jp/researchguide/entry/post-198.php>, <https://www.gsi.go.jp/bousaichiri/denshouhi.html>

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

- This course will be taught in Japanese.
- This course will evaluate those who have an attendance rate of more than 70%.
- If you wish to record, photograph, or take video during class, please contact the instructor in charge of the lecture by e-mail in advance.
- If the warning is not lifted by 10:00 a.m., the lecture will be changed from face-to-face to online. Details will be posted on Google Classroom, so please be sure to check there.
- Please note that this syllabus may be subject to change.

科目名 Course Title	異文化間コミュニケーション論演習[Intercultural Communication and Language Issues]		
講義題目 Subtitle	□		
責任教員 Instructor	山田 悦子 [YAMADA Etsuko] (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	2024	時間割番号 Course Number	083274
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 6321		
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	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》		
<b>キーワード Key Words</b>			
Culture, English as a Lingua Franca, Intercultural Communication, Language Rights, Yasashii Nihongo			
<b>授業の目標 Course Objectives</b>			
This course aims to explore the intercultural communication of today's multicultural settings from sociocultural perspectives rather than from linguistic point of view. In the course, we investigate how the speakers with various proficiency levels and different cultural backgrounds can communicate effectively and understand mutually. In English case, the number of non-native speakers of English far outnumbers that of native speakers. In Japan, most foreign residents need to use Japanese for daily communication. The native speaker standard is often challenged and needs to be accommodated for non-native speakers. We will also look at the issues related to the language use of multicultural settings such as language rights and equal participation.			
<b>到達目標 Course Goals</b>			
-To gain knowledge of intercultural communication. -To investigate the concept of co-construction of a common language through the cases of English as a Lingua Franca (ELF) and Yasashii Nihongo (plain Japanese). -To raise awareness to the surrounding social issues related to language matters in a globalizing society.			
<b>授業計画 Course Schedule</b>			
In the sessions, topics will be introduced from the practical aspects of daily-level language use and explored from various points of views through discussions. Therefore, students do not need much preparation, but will be expected to read assigned reading materials after each session in order to consolidate the academic knowledge gained in the class.  The schedule is subject to change depending on conditions (eg. student enrolment).			
<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Culture and Language</li> <li>3. Intercultural Communication and Intercultural Communicative Competence</li> <li>4. Language and Power</li> <li>5. Language Policies</li> <li>6. Presentation 1</li> <li>7. Follow-up Discussion on Presentation 1</li> <li>8. English Issues in a Globalized World</li> <li>9. English as a Lingua Franca (ELF)</li> <li>10. Language Education</li> <li>11. Comprehensive Test</li> </ol>			

<p>12. Language Issues of Tourism in Japan/Yasashii Nihongo</p> <p>13. Language Issues of Foreign Residents in Japan/Yasashii Nihongo</p> <p>14. Presentation 2</p> <p>15. Follow-up Discussion on Presentation 2</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>Students will be expected to read assigned reading materials after each session.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Comprehensive Test (40 %), Presentation 1 &amp; Essay 1 (15 %), Presentation 2 &amp; Essay 2 (15 %), Reflection Journal (30 %)</p> <p>Detailed assessment criteria of each item will be explained in the course.</p> <p>The purpose of comprehensive test is to make sure the students' comprehension of the academic concepts introduced in the sessions.</p> <p>In presentations and essays assigned, students need to develop original ideas based on the academic concepts and new perspectives gained.</p> <p>Reflection journal will be required after each session to record about their learnings and later develop them into presentation and essay assignments.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>Handouts will be provided in the course.</p>
<p><b>講義指定図書 Reading List</b></p> <p>Global Englishes A resource book for students/Jenkins, Jennifer:Routledge, 2015</p> <p>The SAGE Handbook of Intercultural Competence/Deardorff, D. K.:SAGE Publications, 2009</p> <p>Routledge Encyclopedia of Language Teaching and Learning Second Edition/Byram, Michael &amp; Hu, Adelheid:Routledge, 2017</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p> <ul style="list-style-type: none"> <li>- Classroom (N234, Institute for the Advancement of Higher Education E building) location: <a href="https://drive.google.com/file/d/1lwZeJJYXWgsiC2_yoK5R49V_tJFikyXv/view?usp=drive_link">https://drive.google.com/file/d/1lwZeJJYXWgsiC2_yoK5R49V_tJFikyXv/view?usp=drive_link</a></li> <li>- This course will be code-shared with Graduate School of International Media, Communication, and Tourism Studies.</li> <li>- For non-native speakers of English, an advanced level of English is necessary for discussions and activities.</li> </ul>

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	2024	時間割番号 Course Number	083275
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～1
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code			
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》		
<b>キーワード Key Words</b>	Japanese Language Education Research, Theory-based research, Narrative Approach, Interview Surveys, Narrative Analysis		
<b>授業の目標 Course Objectives</b>	<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>		
<b>到達目標 Course Goals</b>	<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>		
<b>授業計画 Course Schedule</b>	<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"> <li>-What is Japanese language education research?</li> <li>-Positivism and constructionism</li> <li>-Quantitative and qualitative research</li> <li>-Fieldwork and Narrative Approach</li> <li>-Narrative Approach in Japanese Language Education Research</li> </ul> <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"> <li>-To deepen students' understanding of the types and characteristics of research and analysis methods that focus on narratives.</li> <li>-To deepen understanding of the role of narrative approaches in Japanese language education research.</li> </ul> <p>Section 3: Interview Survey and Analysis Practice (11th-15th)</p> <ul style="list-style-type: none"> <li>-Students will select the research and analysis methods they will use from the methods covered in Section 2.</li> <li>-Conduct an interview survey on a theme of interest to each student.</li> <li>-Data obtained from the interviews will be converted into text and analyzed.</li> <li>-Present the results of the research and analysis.</li> <li>-Deepen the analysis through discussion.</li> </ul>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></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><b>成績評価の基準と方法 Grading System</b></p> <p>Class participation (discussion, Q&amp;A, preparatory study, class summary, etc.) 40</p> <p>Report on literature survey in the second section: 10%.</p> <p>Presentation in section 3: 30%.</p> <p>Final report: 20%.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	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 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	feminism, feminist issues		
授業の目標 Course Objectives	How should feminism approach social issues? Through intensive reading various essays on feminist issues and discussion, this class aims to deepen students' understanding of feminism.		
到達目標 Course Goals	At the end of the course, students will: 1) be familiar with various points of views on feminist issues and thus be able to obtain a deeper understanding of feminism. 2) be able to read articles critically and express their own opinions in discussion/writing.		
授業計画 Course Schedule	1st section: ---As an introduction, we will survey the history of feminism and feminist issues.  2nd section: ---We will read articles on feminist issues and discuss "classic" themes such as commodification of sex or beauty contests, through which we try to understand pitfalls as well as possibilities of feminist approach.  3rd section: ---We will read some more essays on feminist phenomenology.  4th section: ---Students are to write a mini essay on feminist issues and present it to the class.		
準備学習(予習・復習)等の内容と分量 Homework	Students are required to read and examine assigned articles in advance in order to prepare for the discussion in the class.		
成績評価の基準と方法 Grading System	Contribution to the class (through providing the class with resumes and joining the discussion)- 50%, Essay writing in the 4th section-40%, Final Presentation-10%		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	フェミニズムの主張／江原由美子 編:勁草書房, 1992 フェミニスト現象学入門:経験から「普通」を問い直す／稲原美苗・川崎唯史・中澤瞳・宮原優 編:ナカニシヤ出版, 2020		

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	エスニック文化社会論演習[Ethnicity, Culture and Society]		
講義題目 Subtitle	□		
責任教員 Instructor	濱井 祐三子 [HAMAI Yumiko] (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	2024	時間割番号 Course Number	083278
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	Ethnicity, Race/Racism, Nation/Nationalism, Multiculturalism, Migration		
授業の目標 Course Objectives	In today's increasingly globalized world, issues surrounding migration, nationalism, "race" and ethnicity are becoming more and more salient. The media, on the other hand, have a significant influence on who we think we are and how we perceive social groups. This course aims to get students prepared to identify and academically analyze these issues and their relationship with the media (both journalism and culture).		
到達目標 Course Goals	By the end of the course, students will be able to 1. understand current academic discussions on concepts/terms such as ethnicity, race/racism, nation/nationalism, and multiculturalism 2. identify and analyze the issues surrounding migration, ethnicity, race and the media in different social contexts		
授業計画 Course Schedule	This course is discussion-based, meaning that students are expected to read each week's reading material(s) before class starts and join in a discussion with other participants. The tentative topic of each week will be as follows, and the class schedule and each week's reading material(s) will be finalized and distributed to students after the semester starts. In the last week(s), each participant will give a presentation on a topic concerning race/ethnicity/multiculturalism based on what they learned in the course.  Week 1 Course orientation Week 2 What is ethnicity? Week 3 What is nation/nationalism? Week 4 What is "race"/racism? Week 5 What is multiculturalism (or has multiculturalism failed)? Week 6 Ethnicity, "race" and media culture Week 7 Ethnicity, "race" and media culture --continued Week 8 Case Study 1 Media representation of immigrants/ethnic minorities 1 Week 9 Case Study 2 Media representation of immigrants/ethnic minorities 2 Week 10 Case Study 3 Media stereotype in popular culture 1 Week 11 Case Study 4 Media stereotype in popular culture 2 Week 12 Case Study 5 Ethnic media 1 Week 13 Case Study 6 Ethnic media 2 (Case studies will be selected considering participants' interests.) Week 14 Final Presentation (Research on a topic of their choice) 1 Week 15 Final Presentation (Research on a topic of their choice) 2		

<p><b>準備学習(予習・復習)等の内容と分量 Homework</b></p> <p>All students are expected to read references (reading materials) for preparation and participate in a discussion. Every week one or two students are required to be discussion leaders who summarize the content of the material and raise points for discussion at the beginning of each class.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Evaluation will be based on 1. class participation (50%), 2. class presentations and written assignments (50%).</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p> <p>Representing Race: Racism, Ethnicity and the Media / John Downing and Charles Husband: Sage Publications Ltd., 2005  メディア文化研究への招待 / ポール・ホドキンソン: ミネルヴァ書房, 2016</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

科目名 Course Title	比較文化論演習[Comparative Culture Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	寺尾 恵仁 [TERAO Ehito] (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	2024	時間割番号 Course Number	083279
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>			
Contemporary theater, Performance studies, German-speaking world, Transculturality			
<b>授業の目標 Course Objectives</b>			
In theater, there is a duality of representation and presence: the performer reproduces or represents some role, but questions this representation by presenting his or her own reality. These media characteristics of theater can be seen as a transcultural experience in which the audience also encounters the other in the self and the self in the other.			
<b>到達目標 Course Goals</b>			
Students will be able to consider theater/performance from both objective/public and subjective/private perspectives. They will be able to consider and express their opinions about the society and nation to which they themselves belong through theater.			
<b>授業計画 Course Schedule</b>			
Introduction to Contemporary Theater - Students will learn about the media characteristics of theater arts based on actual cases.			
What is a performance analysis? - Students will learn about the methods of performance analysis based on different examples.			
Practical Analysis of Performances - Students will watch a work based on their own interests, analyze it in their own way, and discuss it with all members of the class.			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
Students should read the required literature and be able to summarize and present his/her thoughts on it. Presenters in Section 3 should be prepared to view and lead a discussion on the subject work.			
<b>成績評価の基準と方法 Grading System</b>			
Class participation including mini-reports (20%), presentation (30%), and end-of-term report (50%).			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
<b>講義指定図書 Reading List</b>			
在と不在のパラドックス／平田栄一朗：三元社，2016			
演劇学へのいざない／エリカ・フィッシャー＝リヒテ(山下純照他訳)：国書刊行会，2013			
<b>参照ホームページ Websites</b>			
<b>研究室のホームページ Websites of Laboratory</b>			
<b>備考 Additional Information</b>			

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	2024	時間割番号 Course Number	083280
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>			
visual culture, film, photography, image, media			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
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			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
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.			
<b>成績評価の基準と方法 Grading System</b>			
Class participation: 30% Presentation: 40% Final paper: 30%			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			

Practices of looking: an introduction to visual culture, 3rd ed./Marita Sturken & Lisa Cartwright:Oxford University Press, 2018

なお、テキストの入手方法については初回の授業で指示します。

**講義指定図書 Reading List**

**参照ホームページ Websites**

**研究室のホームページ Websites of Laboratory**

**備考 Additional Information**

科目名 Course Title	イメージ論演習[Image Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	西村 龍一 [NISHIMURA Ryuichi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083281
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, media, body, culture, memory, place, anthropology		
授業の目標 Course Objectives	The aim of this course is to introduce students to basic concepts of image studies, to consider the mutual relations between image and medium, image and living body, examining various images - pictures in the museum, photographs in the album or various images in our mind, -- which are produced, circulated and destructed in our mind and in our society.		
到達目標 Course Goals	By the end of the course students will be able to gain basic knowledge and concepts of image studies and to acquire basic academic reading, discussion and presentation skills in the Japanese.		
授業計画 Course Schedule	Students are tasked to read first two chapters of Hans Belting's "An Anthropology of Images: Picture, Medium, Body": Chapter 1: An Anthropology of Images: Picture, Medium, Body. Chapter 2: The Locus of Images: The Living Body.		
準備学習(予習・復習)等の内容と分量 Homework	To be instructed in Week		
成績評価の基準と方法 Grading System	Evaluation is based on assignments, presentation and participation in class discussion (70%), and the term paper (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	イメージ人類学/ハンス・バルティンク:平凡社, 2014		
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	The Body and Gender[The Body and Gender]		
講義題目 Subtitle	□		
責任教員 Instructor	クック エマ [Emma Cook] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083282
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》		
<b>キーワード Key Words</b>			
Body, Gender, Sexuality, Japan			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
To learn an advanced understanding of theories of the body, gender and sexuality, with a focus on the Japanese context			
<b>授業計画 Course Schedule</b>			
<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Body I: Theories</li> <li>3. Body II: Theories</li> <li>4. Body III: Japanese context</li> <li>5. Essay Week</li> <li>6. Gender and the Body I: Theories</li> <li>7. Gender and the Body II: Theories</li> <li>8. Gender and the Body III: Japanese context</li> <li>9. Gender and the Body IV: Japanese context</li> <li>10. Essay Week</li> <li>11. Sexuality and the Body I: Theories</li> <li>12. Sexuality and the Body II: Theories</li> <li>13. Sexuality and the Body III: Japanese context</li> <li>14. Essay Week</li> <li>15. Body, Gender and Sexuality: Wrapping up.</li> </ol>			
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>			
Please note that this is a very reading intensive course. Students are expected to read approximately 40-60 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.			
<b>成績評価の基準と方法 Grading System</b>			
20% Discussion Questions			
20% Reading/Discussion Lead			

60% Essays
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> An advanced level of English reading, writing and speaking skills are needed to take this course. Please note that the syllabus is subject to change.



科目名 Course Title	観光文化論演習[Tourism and Culture]		
講義題目 Subtitle	□		
責任教員 Instructor	西川 克之 [NISHIKAWA Katsuyuki] (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	2024	時間割番号 Course Number	083283
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》		
<b>キーワード Key Words</b>	tourism / culture / society / authenticity / performance		
<b>授業の目標 Course Objectives</b>	To build bases for academic discussion on tourism studies To understand notions of front region and back region, performance and audience, and authenticity and inauthenticity To accumulate skills in reading precisely English literature related with cultural studies and sociology of tourism		
<b>到達目標 Course Goals</b>	By the end of this course, students will be able to: 1. Identify basic viewpoints and topics necessary for socio-cultural studies of tourism 2. Critically analyze the diversified cultural aspects of tourism in modern society		
<b>授業計画 Course Schedule</b>	Session in the first week: A lecture on the significance of analyzing touristic phenomena in modern society from the viewpoints of cultural studies, sociology, communication theories, etc.  Sessions from the second week: Reading, summarizing, and discussing several English articles from some academic journals and books such as Annals of tourism research, Tourist Studies, etc. especially focusing on problematics on authenticity, performance, subject, place/site. Selection of articles to be read will be customized according to the needs and interests of students.  Last session: Students are required to make a brief presentation on their own research topic and how the knowledge and framework acquired in this course can be related to it.		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	Students are required to read and make a summary of each adopted article in advance and to give a presentation on topics related with the argument of the article in the classroom.		
<b>成績評価の基準と方法 Grading System</b>	Presentation and participation in discussion in each session and, in addition, the final presentation in the last session.		
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>	使用するテキストはすべて担当教員が用意する。		
<b>講義指定図書 Reading List</b>			
<b>参照ホームページ Websites</b>			

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	2024	時間割番号 Course Number	083284
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	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》		
<b>キーワード Key Words</b>	Tourism cultures, Authenticity, Tradition, Media, Sociology, Anthropology		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	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		
<b>授業計画 Course Schedule</b>	You will read one or two academic papers about tourism study		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	Students will read the texts beforehand and the reporter will prepare the resume.		
<b>成績評価の基準と方法 Grading System</b>	You will be evaluated by In-class work (80%) and Report (20%).		
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>	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 :亜紀書房		
<b>講義指定図書 Reading List</b>	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		
<b>参照ホームページ Websites</b>	<a href="https://gendai.ismedia.jp/list/author/ryosukeokamoto">https://gendai.ismedia.jp/list/author/ryosukeokamoto</a> , <a href="https://president.jp/list/author/%E5%B2%A1%E6%9C%AC%20%E4%BA%AE%E8%BC%94">https://president.jp/list/author/%E5%B2%A1%E6%9C%AC%20%E4%BA%AE%E8%BC%94</a> , <a href="https://news.yahoo.co.jp/byline/okamatoryosuke">https://news.yahoo.co.jp/byline/okamatoryosuke</a>		
<b>研究室のホームページ Websites of Laboratory</b>			
<b>備考 Additional Information</b>			

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	2024	時間割番号 Course Number	083285
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	2024	時間割番号 Course Number	083286
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
<b>キーワード Key Words</b>			
fieldwork, cultural heritage, CRM (cultural resource management), Hokkaido, Indigenous culture, history, pop culture, cultural landscape, tourism resources, heritage tourism, contents tourism, Yamada Hidezo			
<b>授業の目標 Course Objectives</b>			
This course has the following three purposes:			
1) to understand Hokkaido is a land with long history and rich cultural heritages of Indigenous people thorough fieldwork.			
2) to understand that history and culture of Hokkaido consists of mainly three layers such as (a) prehistoric age, (b) Ainu culture period, and (c) after the Meiji period (the cultivation of Hokkaido).			
3) to discuss how we should plan and manage the heritage tourism in Hokkaido with respect for Indigenous people and their culture.			
<b>到達目標 Course Goals</b>			
The goals of this course are:			
1) To understand the international frameworks for cultural resource management such as 'International Cultural Tourism Charter' and to be able to use appropriately the relevant words and phrases such as heritage, pop culture, indigenous culture, etc..			
2) To have an ability to clearly define 'cultural resources' and explain the potentials and future challenges of 'Cultural Resource Management'.			
3) To set a research question on one's own based on previous studies.			
4) To understand the methodology of fieldwork and design a fieldwork plan.			
5) To conduct a fieldwork to collect related information and data.			
6) To analyze the data and draw a certain conclusion, and to present it.			
<b>授業計画 Course Schedule</b>			
Section 1 (week one to four): lecture and discussion on the definitions, socio-cultural background of indigenous issues, history of Hokkaido and Japan, methodologies for field survey.			
Section 2 (week five to eight): fieldwork in and around the campus and the botanic garden of Hokkaido University, in order to understand the history of Sapporo and place names of Ainu origin.			
Section 3 (week nine to thirteen): fieldwork in Sapporo city area in order to understand the relationship between place names of Ainu origin and geographical environment.			
Section 4 (week fourteen and fifteen): presentation and discussion.			
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>			
Students will be required to submit a weekly report of approximately 2,000 words 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.
<b>成績評価の基準と方法 Grading System</b> attitudes toward fieldwork (20%) mini reports and final report (40%) presentation (20%) discussions (20%)
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b> 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
<b>参照ホームページ Websites</b> 『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』 <a href="http://eprints.lib.hokudai.ac.jp/dspace/handle/2115/49181">http://eprints.lib.hokudai.ac.jp/dspace/handle/2115/49181</a>
<b>研究室のホームページ Websites of Laboratory</b> <a href="http://yamamuratakayoshi.com/">http://yamamuratakayoshi.com/</a>
<b>備考 Additional Information</b> [IMPORTANT]This course will consist of classroom lectures and fieldwork.Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom. In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.

科目名 Course Title	音楽ツーリズム論演習[Music and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	金 ソンミン [KIM Sungmin] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083287
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>			
tourism, music, soundscape, musicking, space, mobility, communication, nation			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
(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.			
<b>授業計画 Course Schedule</b>			
Week 1 Introduction			
Week 2 National Music and Tourism (1)			
Week 3 National Music and Tourism (2)			
Week 4 National Music and Tourism (3)			
Week 5 Musicking and Tourism (1)			
Week 6 Musicking and Tourism (2)			
Week 7 Musicking and Tourism (3)			
Week 8 Musical Space and Tourism (1)			
Week 9 Musical Space and Tourism (2)			
Week 10 Musical Space and Tourism (3)			
Week 11 Soundscape and Tourism (1)			
Week 12 Soundscape and Tourism (2)			
Week 13 Soundscape and Tourism (3)			
Week 14 Final Presentation and Discussion (1)			
Week 15 Final Presentation and Discussion (2)			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
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.			

<p><b>成績評価の基準と方法 Grading System</b></p> <p>Attendance and participation at class (30%), a term paper proposal, final term paper and presentation.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></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><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p> <p><a href="https://www.kimsungmin.net/">https://www.kimsungmin.net/</a></p>
<p><b>備考 Additional Information</b></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] (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	2024	時間割番号 Course Number	083288
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	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》		
<b>キーワード Key Words</b>			
tourism, museums, historical memory, local politics, public history, Japanese colonialism, international relations in East Asia			
<b>授業の目標 Course Objectives</b>			
Why do 'history wars' remain a characteristic of international relations in East Asia? What role do museums have in debates over the past? These questions and many more will be addressed in this class. The class will focus on how historical memory operates in a Japanese context. It will introduce some of the latest theory on how 'cultures of memory' work and it will apply that theory to museums and other sites of memory in Japan. After taking this course you should be able to analyse different 'memory frames' and to evaluate the effectiveness of museum displays.			
<b>到達目標 Course Goals</b>			
By the end of the course you should be able to:			
<ul style="list-style-type: none"> <li>- Evaluate how tourism can impact upon historical memory and vice-versa</li> <li>- Analyse how local politics influences what can/cannot be included in tourism</li> <li>- Be able to read academic texts in English more efficiently and to use what you read in discussion</li> <li>- Be comfortable giving short presentations in English about academic topics</li> </ul>			
<b>授業計画 Course Schedule</b>			
Week 1 - Guidance			
Week 2 - Cultures of memory - an overview			
Week 3 - A history of memory in Japan			
Weeks 4 and 5 - Applying 'antagonistic memory' to Japanese migration museums			
Week 6 and 7 - Using 'cosmopolitan memory' to understand a monument about migration			
Week 8 - A migration museum in Germany			
Weeks 9 to 14 - weekly reading and discussion to be agreed in consultation with students based on interests/dissertation research plans			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
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.			
<b>成績評価の基準と方法 Grading System</b>			
Presentation (preparation of reading summary and discussion questions) = 50%			
Participation in class (submission of reading questions and reflection comments) = 50%			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
<b>講義指定図書 Reading List</b>			

**参照ホームページ Websites**

**研究室のホームページ Websites of Laboratory**

**備考 Additional Information**

PLEASE NOTE THIS SCHEDULE IS PROVISIONAL AND WILL BE CONFIRMED ONCE I KNOW WHO IS TAKING THE CLASS.

科目名 Course Title	Tourist Attractions[Tourist Attractions]		
講義題目 Subtitle	□		
責任教員 Instructor	エデルヘイム ヨハン [EDELHEIM Johan] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083289
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6401		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Tourist Attractions, Narrative Analysis, Phenomenology, Culture, Media		
授業の目標 Course Objectives	<p>This course introduces two qualitative methodologies that will allow you to investigate socially reified entities anew. The topic of these investigations is tourist attractions, because they are the <i>raison d'être</i> for tourism – if there would not be anything that attracts tourists, then journeys would be pointless. However, what attracts tourists is not always evident – and surprisingly little research has been done of the “being” of attractions. This course departs from a common impression of attractions as tangible entities or “objects” that always can be “managed”, towards a more complex understanding of the “texts” that make up the way tourists understand attractions, and the “experiences” they have at attractions. Several field visits at different attractions will serve as the empirics based on which theories will be applied.</p>		
到達目標 Course Goals	<p>By the end of this course, you will be able to:</p> <ol style="list-style-type: none"> <li>1. analyse diverse (and at times surprising) tourist attractions.</li> <li>2. appraise and reflect on new trends of tourism.</li> <li>3. examine tourism practices using qualitative methodologies in a socio-cultural context.</li> </ol>		
授業計画 Course Schedule	<p>Lectures are given to provide requisite theoretical perspectives mixed with case studies from Japan and other areas. Throughout the course, you are required to take part of four field visits and apply chosen theories on your analysis of those visits.</p> <ol style="list-style-type: none"> <li>1. Introduction, Categories and typologies of tourist attractions</li> <li>2. Defining attractions – what are they [not]? Tourist attraction systems</li> <li>3. Tourist attractions as narratives 1 – Markers/Texts; Diegesis; Diachronic and Synchronic details</li> <li>4. Fieldwork 1 – visit at TBA</li> <li>5. Cross-cultural and Cultural peculiarities of Attractions</li> <li>6. Tourist attractions as narratives 2 – Voice; Focalisation; Tempo – Anachronisms</li> <li>7. Fieldwork 2 – visit at TBA</li> <li>8. The attraction management paradox; Success factors, and ‘white elephants’</li> <li>9. Tourist attractions as experiences 1 – Phenomenological triad; Essential themes; Hermeneutics</li> <li>10. Fieldwork 3 – visit at TBA</li> <li>11. Workshop about critical appraisal of tourist attraction</li> <li>12. Tourist attractions as experiences 2 – Elements of experiences; Linguistic phenomenology; Noesis and Noema</li> <li>13. Fieldwork 4 – visit at TBA</li> <li>14. Expectations, planning, design, management, and quality assurance of tourist attractions</li> <li>15. Students critical appraisal presentations and summary</li> </ol>		

<p><b>準備学習(予習・復習)等の内容と分量 Homework</b></p> <p>You are required to participate actively in the class activities, i.e. read given texts before class, be ready to explain and discuss your understandings of the texts. You will also take part in all fieldwork, submit short journals from each field visit, and discuss your separate findings afterwards with your peers.</p>
<p><b>成績評価の基準と方法 Grading System</b></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"> <li>1. Field visit journals from attractions: 40% (Course Goals 1 and 2)</li> <li>2. Literature review: 30% (Course Goal 2)</li> <li>3. Critical appraisal of selected tourist attraction – format to be pre-approved: 30% (Course Goals 1, 2 and 3)</li> </ol>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>Tourist Attractions – From Object to Narrative / Edenheim, Johan: Channel View Publications, 2015</p>
<p><b>講義指定図書 Reading List</b></p> <p>Book of readings (articles and book chapters) will be provided at beginning of course</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p> <p>This course uses different attraction themes each year. We have in earlier years examined: 'food', 'animals', 'transport', and 'water' as attractions, and will again this year take on a new theme: year 2024 it will be 'olfactory attractions'. Exactly what attractions we will visit will be determined based on the season, and wishes amongst participants.</p>

科目名 Course Title	観光創造論演習[Tourism and Innovation]		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083290
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	<p>tourism creation studies, DM = destination management, planning and design, cultural heritage, ecotourism, ecomuseum, landscape, international cooperation in tourism development, model culture, theme park, resort development, PPP (public-private partnership), CBT=community-based tourism, living heritage, UNESCO world heritage, regional planning for the preservation and utilization of cultural properties, Citizen heritage, heritage creation</p>		
授業の目標 Course Objectives	<p>In this class, in order to understand the discussions aimed at systematizing and deepening tourism creation studies being developed at Hokkaido University's Center for Advanced Tourism Studies (CATS) and the Tourism Creation Research Course at the School of International Communication, Media and Tourism, Of the two pillars that make up Tourism Creativity Studies, tourism innovation research and destination management (=DM) research, the latter will be lectured in particular. DM research refers to research activities for solving problems by using existing models or applying hypothetical models in the actual field. Methods and models obtained through trial and error in problem solving in the real field are verified in tourism innovation research through theorization and generalization work, and are used as a paradigm representing the times, or by regions, companies, NPOs, etc. It will be returned to society as a methodology or policy that induces innovation in various organizations.</p> <p>In particular, the following points are the features of this lecture.</p> <p>(1) To understand the basic concept of tourism creation at Hokkaido University, which has continued to consider "What is tourism for humans?"</p> <p>(2) After investigating the essence of tourism as a phenomenon of cross-cultural exchange and sorting out various theories and types of tourism that lead DM, UNESCO will examine recent changes in the paradigm of tourism and heritage protection in Japan and the international community. Understand based on the World Heritage Convention and ICOMOS declarations and charters.</p> <p>(3) In order to understand the goal of building a sustainable relationship between heritage and tourism in the modern world, the role and effects of tourism development in heritage management, as well as the problems and challenges, will be examined through examples of natural, cultural and intangible heritage in Japan and overseas. Understand through various policies (Law for the Protection of Cultural Properties, Landscape Law, Historic Town Development Law, etc.).</p>		
到達目標 Course Goals	<p>Students will be able to set their own perspectives on the following issues and study how destination management should be in the real world.</p> <p>(1) What does it mean to manage tourism that is essentially cross-cultural exchange in the region?</p> <p>(2) What are the philosophies of the World Heritage Convention and various cultural heritage management systems?</p> <p>(3) What is fieldwork in the region from the perspective of research and practice?</p>		

<p><b>授業計画 Course Schedule</b></p> <p>Session 1 (4/10) Guidance/Origin of Tourism Creation Studies and Destination Management (DM) How to proceed with the class, response paper, pre-study video, etc./The mission of tourism/DM as a global force in the 21st century</p> <p>Session 2 (4/17) What is Tourism Creation ? -1(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the background of the establishment of CATS and the Graduate School of Tourism Creation at Hokkaido University.</p> <p>Session 3 (4/24) What is Tourism Creation ? -2(Shuzo Ishimori, CATS Special Invited Professor, scheduled) Learn the basic principles of Tourism Creation.</p> <p>Session 4 (5/8) DM as a Planning Study -1 Problems and Challenges / Planning and Design</p> <p>Session 5 (5/15) DM as Planning Studies-2: Heritage Creation and Tourism Creation Planning and design (case study of Minami Aizu Ouchi-juku)</p> <p>Session 6 (5/22) Resource Management and Interpretation Concept of Heritage Creation / Cultural Resource Management</p> <p>Session 7 (5/29) Management of Cultural Landscape Case Study-1: Shirakawa-go, a World Heritage Site Value creation as a cultural landscape and management of World Heritage sites</p> <p>Session 8 (6/5) Management of Cultural Landscape Case Study-2: Taketomi Island, Okinawa Prefecture Management of Cultural Landscape and Tourism / Resort Development</p> <p>Session 9 (6/12) Examples of ecomuseums: Europe, Hagi, India Guaranteed Access to Heritage Values (Ecotourism and the ICOMOS Charter on Culture and Tourism)</p> <p>Session 10 (6/19) Model Culture and Theme Park Host &amp; Guest Theory, TDR, Nagasaki Holland Village and Huis Ten Bosch</p> <p>Session 11 (6/26) Reconstruction of Cultural Heritage Protection: World Heritage, Japanese Heritage, and Citizen's Heritage</p> <p>Session 12 (7/3) Restructuring of Cultural Properties Protection: Basic Concept of History and Culture, Regional Plan for Conservation and Utilization of Cultural Properties</p> <p>Session 13 (7/10) PPP (Public-Private Partnership) PFI/PPP/CBT/DMO</p> <p>Session 14 (7/17) International Cooperation for Tourism Development -1 University and International Cooperation / CBT, PPP, SCC (Jordan)</p> <p>Session 15 (7/24) International Cooperation for Tourism Development-2 Ethiopia</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>Read books, related HPs, pre-distributed prints to instruct. Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Evaluate based on the small report (80%) given in each class and the attitude / remarks (20%) of participation in the class. No term-end report is imposed.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b> <a href="http://whc.unesco.org">http://whc.unesco.org</a>, <a href="http://www.bunka.go.jp">http://www.bunka.go.jp</a></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></p>

科目名 Course Title	観光地理学演習Ⅱ		
講義題目 Subtitle	Ⅱ		
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	2024	時間割番号 Course Number	083291
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》		
<b>キーワード Key Words</b>			
Tourism geography, Tourist destination, Resorts, Sustainable transition, Ski tourism			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
Students will understand the contemporary issue and challenges of various tourist destinations and contemplate the transition to sustainable forms of tourism.			
<b>授業計画 Course Schedule</b>			
Week 1: Lecture guidance and issue			
Week 2: Spatial and organizational structure of tourist destinations			
Week 3: Perspective and analytical framework of tourist destinations			
Week 4: Destination structure at the national scale			
Week 5: Destination structure at the regional scale			
Week 6: Destination structure in cities			
Week 7: Destination structure of coastal resorts			
Week 8: Destination structure of spa resorts			
Week 9: Destination structure of rural tourism			
Week 10: Ski resorts in Japan (Before WW II – development period)			
Week 11: Ski resorts in Japan (Decline – International Period)			
Week 12: Ski Resorts in foreign countries (Europe)			
Week 13: Ski Resorts in foreign countries (North America and China)			
Week 14: Ski Resorts and climate change			
Week 15: Sustainable Transition of Tourism			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
Students actively participate in classes, read literature/papers on tourism areas and themes of interest, and discuss with other members.			
<b>成績評価の基準と方法 Grading System</b>			
Presentation (50%) and discussion (50%)			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
Tourist Destinations: Structure and Synthesis/Douglas G. Pearce:CABI, 2020			

Winter Tourism: Trends and Challenges / Ulrike Prbstl-haider, Harold Richins, and Stefan Trk: CABI, 2019  
スキーリゾートの発展プロセス: 日本とオーストリアの比較研究 / 呉羽正昭: 二宮書店, 2017

**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	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	2024	時間割番号 Course Number	083292
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》		
<b>キーワード Key Words</b>			
Multinational and multicultural coexistence, empire, nation-state, multicultural policy			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
The course is divided into three sections. The first section (1st - 5th) This section discusses the typology of multicultural and multilingual policies of the multiethnic societies of the world. The 1st and 2nd classes will be organized as an introduction. In the 3rd -5th classes, we will read literature about the topic and discuss it. The second section (6th - 12th) The 6th - 7th class will be organized as a lecture. This section considers Japanese multi-ethnic symbiosis from the era of the Japanese Empire to the present. Then we will read the literature about the topic and discuss it. Third Section (13th - 15th) Students make personal presentations about areas related to their research topics.			
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>			
You read the distributed texts, participate in the discussion, make your presentation, and write the final report on the topic of your presentation.			
<b>成績評価の基準と方法 Grading System</b>			
Your grade will be determined by how well you demonstrate your achievement of the course goals through 1. Reading the text and participating in the discussion. 2. Making your presentation. 3. Writing the final report (based on your presentation)			
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
<b>講義指定図書 Reading List</b>			

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的可能性もある。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	2024	時間割番号 Course Number	083293
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words	contents tourism, cultural resources, cultural diversity, cultural exchange, media, popular culture, subculture, pilgrimage to sacred sites		
授業の目標 Course Objectives	<p>This course has the following three purposes:</p> <ol style="list-style-type: none"> <li>1) To introduce the latest academic discussions on 'contents tourism' and trends in domestic and international contents tourism development.</li> <li>2) To understand the relationship among related actors and the process of contents tourism development.</li> <li>3) To discuss the potentials and challenges of contents tourism development in local communities, especially in Hokkaido.</li> </ol>		
到達目標 Course Goals	<p>The goals of this course are:</p> <ol style="list-style-type: none"> <li>1) To understand the national policies related to contents tourism in Japan and the relationship between pop culture and tourism.</li> <li>2) To understand the process of contents tourism planning and management in Japan, especially in Hokkaido.</li> <li>3) To gain a better understanding of transnational contents tourism and cross cultural communication.</li> </ol>		
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. Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom.

In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.

科目名 Course Title	エンタテインメント法社会論演習[Entertainment Law and Society]		
講義題目 Subtitle	□		
責任教員 Instructor	郭 薇 [Wei Guo] (大学院法学研究科)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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	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》		
<b>キーワード Key Words</b>			
Law, copy right, free speech, entertainment, contents, show business			
<b>授業の目標 Course Objectives</b>			
Modern creative work is protected by sort of legal institutions such as Copy Right, Free Speech Principle. Meanwhile, compliance is increasingly important function in companies all over the world. The issues of how necessary practicing law to protect entertainment business also get rise. This course will introduce the nature of entertainment law, to make students understood the interactions in legal practices between media, market, nation and creator.			
<b>到達目標 Course Goals</b>			
1. Participants are able to learn the general knowledge of entertainment law, and the process of practices. 2. Participants are able to understand the functions and significates of entertainment law, on current real issues.			
<b>授業計画 Course Schedule</b>			
This course focuses on a core issue that how legal works support creative works and considers the nature, functions and practices with real issues of entertainment law. The following sessions are designed to consider with participants the challenges of recent entertainment activities by combining a basic lecture introducing background knowledge with applied exercise analyzing actual cases. No prior knowledge of law is to be required for participants. A guest speaker invited from an institution or a company of related field will make a special lecture for this class. The detailed schedule will be announced in Lesson 1.			
Session 1 General theory of law In order to understand the principles of entertainment law and its application, the lecture first introduces the basic structure of modern law, specifically the legal definitions, types of law and the process of applying the law. Based on this, the purpose and structure of entertainment law will be reviewed.			
Session 2 Content and entertainment law Much of entertainments uses some kind of expression to convey a message. The way in which laws and regulations relating to expressive activities is a core theme of entertainment law. This session will introduce the content and application of legislation on 'freedom of expression' and 'defamation'.			
Session 3 Business and entertainment law This section provides an overview of the legal system surrounding the production and distribution of content, with a focus on copyright law, and examines the actual operation of the system in line with specific issues such as music and video.			
Session 4 Organization, Individual and entertainment law Review legal issues in the management of the entertainment industry. It refers to the legal status of entertainers and their relationship with their agencies and consumers (fans).			

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

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	2024	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 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	2 対面授業科目《一部遠隔》		
キーワード Key Words	Ecotourism, Natural resource management, Local community, Landscape planning		
授業の目標 Course Objectives	Ecotourism is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. you will understand ecotourism as an example of sustainable tourism and acquire the ability to make plans by yourself.		
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 and the necessity of ecotourism and explain the way of sustainable tourism. 2. You can analyze and evaluate the current situation and the problems of ecotourism practice areas in Japan and overseas. 3. You can draft the whole concept of promoting ecotourism which is necessary to solve regional problems and you can make persuasive presentation.		
授業計画 Course Schedule	<p>This course is divided into three sections.</p> <p>The first section: We will deepen our understanding of ecotourism concepts, history and present situation and examine the way of resource management in local society from commons theory. 1. Guidance and introduction to mass tourism and sustainable tourism 2. Ecotourism concept and history 3~4. Review and discussion about Ecotourism practices in various regions</p> <p>The second section: Through fieldwork training on ecotourism, we will study regional planning methods such as current situation surveys, analysis and evaluation on living environment and deepen their understanding of local communities. 5~9. Field tour: two days' excursion</p> <p>The third section: Based on the present situation analysis of the research area selected by the student, we will plan the whole ecotourism promotion concept and make a presentation. 10. Group work: proposal of the ecotourism promotion overall concept 11~13. Guest speakers' lecture about case studies 14~15. Final presentation: Proposal of the ecotourism promotion overall concept</p>		
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%).		

<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b> はじめて学ぶ生物文化多様性／敷田 麻実ほか：講談社，2020 エコツーリズムと持続可能な開発楽園はだれのもの？／マーサ・ハニー：くんぷる，2016
<b>参照ホームページ Websites</b> 環境省エコツーリズムのすすめ： <a href="https://www.env.go.jp/nature/ecotourism/try-ecotourism/">https://www.env.go.jp/nature/ecotourism/try-ecotourism/</a>
<b>研究室のホームページ Websites of Laboratory</b> <a href="https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html">https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html</a>
<b>備考 Additional Information</b> This course includes field work(one night and two days). The date and time of implementation will be determined in consultation with the student.



科目名 Course Title	コミュニティ・ベースド・ツーリズム論演習[Community Based Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	岡田 真弓 [OKADA Mayumi] (アイヌ共生推進本部)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083296
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
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	Community based Tourism (CBT), Indigenous Tourism, Heritage Management, Participatory Community Building through tourism development		
授業の目標 Course Objectives	Community Based Tourism (CBT) is a tourism activity owned and operated by the community and managed or coordinated at the community level that contributes to the well-being of the community by supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. While CBT projects are being initiated throughout Japan, the framework of CBT is also being applied to means of poverty alleviation in developing countries. In this course, students will learn the basic theory and methodology of CBT and then acquire the knowledge and framework necessary to understand the role and current issues regarding CBT and Indigenous Tourism through literature review and fieldwork.		
到達目標 Course Goals	At the end of this course, students will be able to: (1) Gain the basic knowledge to understand the concepts, interaction with other alternative tourism and methodology of Community Based Tourism (CBT). (2) Understand the role and potential of natural/cultural heritage management within CBT. (3) Explain the importance and current issues related to CBT and Indigenous Tourism.		
授業計画 Course Schedule	Section 1 (week one through seven): Introduction to Community-Based Tourism. The first section gives you introductory lectures. This section aims to understand the basic theory and methodology of Community Based Tourism (CBT).  Section 2 (week eight to twelve): 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 field work will be scheduled in Akan-cho, Kushiro City, Hokkaido. In the first two classes of this section, students will learn general knowledge about 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 cost (travel cost and program fee) for the fieldwork. *2 Contents of field work may 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 collect 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			

<p>Your grade will be determined by how well you demonstrate achievement of the course objectives through</p> <ol style="list-style-type: none"> <li>1. participation in class discussions and assignments: 60%</li> <li>2. final report and presentation: 40%</li> </ol>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b>  , 2010</p>
<p><b>講義指定図書 Reading List</b>  The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications / Edited by Sandeep Kumar Walia: Routledge, 2021  The Community Tourism Guide / Mark Mann: Earth Scan Publication Ltd., 2000  コミュニティ・ベースド・ツーリズム事例研究 (CATS 叢書3号) / 山村高淑、小林英俊、小川弘孝、石森秀三編著, 2010  Sustainable Tourism and Indigenous Peoples / Ann Carr: Routledge, 2019  エコツーリズムの民族誌: 北タイ山地民カレンの生活世界 / 須永和博: 春風社, 2012  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><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b>  Since this course deals with field work activities, students are required to obtain Personal Accident Insurance for Students pursuing Education and Research (PAS) prior to field work.   There is an additional fee for the field trip. Details will be provided in the introductory course.</p>

科目名 Course Title	Art Tourism[Art Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	渠 蒙 [Qu Meng] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083297
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6411		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>			
Socially Engaged Art (SEA), Art Tourism, Art Festivals, Rural Revitalization, Creative Geographies, Creative Enhancement/destruction, Rural Studies, Island Studies			
<b>授業の目標 Course Objectives</b>			
In places with unfavorable conditions such as rural areas and islands, art tourism and creative geographies are interdependent. The destinations and availability of artistic and cultural attractions can influence the development of a region's creative industries as well as the establishment of community social enterprises, and, in turn, the growth of these industries can drive art tourism development and regional revitalization.			
Students are guided via the process of inter-disciplinary research through the integration of mixed theories such as art theories, art tourism, creative geography, rural, and island studies. The instructor will work with students to co-discover distinct research horizons and gaps between the humanities, social sciences, and applied sciences (rural planning), providing them with the critical thinking skills necessary to conduct research across disciplines.			
<ul style="list-style-type: none"> <li>・ The knowledge and comprehension to fully appreciate the interdependencies and significance of academic subjects.</li> <li>・ The ability and abilities to create a research philosophy, theoretical framework, and apply mixed-methods techniques in fieldworks.</li> <li>・ The overall ability to identify problems based on research ethics and subjective intellectual interests, plan to resolve them, or incorporate the knowledge into one's own study.</li> </ul>			
This course requires a sufficient level of English reading, communication and presentation skills.			
<b>到達目標 Course Goals</b>			
1) Art and tourism Understand the history of contemporary art, land art/earth art, environmental art, public art, relational aesthetics, site-specific art, and revitalization engaged art			
2) Art and Creative Geographies A comprehensive understanding of art tourism, festival tourism, and the mechanisms of art tourism revitalization/gentrification in urban/rural communities, creative and relational geographies			
3) Rural, island studies, and creative revitalization A geographic perspective on rural and island studies, understanding the basic concepts of island culture studies, creative ruralites, islandness and the creation and transformation of 'art islands'			
<b>授業計画 Course Schedule</b>			
1 Introduction of art (festival) tourism, art & creative geographies, and island studies			
2 History of contemporary art and its social practice, socially-engaged/revitalization-engaged art tourism			
3 Creative geographies, rural & island studies, trans-disciplinary fields between arts & social sciences			
4 Relational geography and urban-rural in-migrants			
5 Art tourism in oversea			
6 large-scale revitalization-engaged art (festival/triennale) tourism in rural Japan			
7 Small-scale revitalization-engaged art (festival) tourism in rural Japan			
8-9 Individual presentation from selected journal articles or book chapters			

<p>10 Evaluate art intervention – Relational Art Site, Art Islandness, and creative rurality</p> <p>11 Evaluate tourism impacts – art &amp; tourism gentrification, partnerships and social enterprise</p> <p>12 Evaluate community outcome – from rural development to neo-endogenous revitalization</p> <p>13 An interdisciplinary framework for Rural Creative Tourism Geography (RCTG)</p> <p>14-15 Final presentation (theory from previously reviewed papers combined with a case study)</p> <p>Please note that this schedule is subject to change depending on the number of participants and the schedule.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>There will be distribution of relevant reference materials to all students. Students are supposed to study them before the following week and to summarize the outcomes of the literature in class the upcoming week. Students are allowed to choose their favorite themes among the topics between “Art in society,” “Cultural Tourism,” and “Island/Rural Studies” due to the multidisciplinary nature of the study. Each student will be required to complete their respective research case sharing, literature sharing (new books and academic journals published within the last 5 years). In addition to regular group discussions, this course will also involve academic presentations.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Active participation in class (30%), in-class group works and interaction (30%), individual reports and presentations (40%)</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p> <p>Basic English communication, reading and writing skills are required.</p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p> <p>Center for Advanced Tourism Studies <a href="https://www.cats.hokudai.ac.jp/">https://www.cats.hokudai.ac.jp/</a></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p> <p>Details will be provided in the introductory session.</p>
<p><b>備考 Additional Information</b></p>

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	2024	時間割番号 Course Number	083299
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>	Community based tourism, experience program, green tourism, new tourism, environmental conservation, long trail, michi-no-eki, tourist information center, tourism area management, DMO		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	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		
<b>授業計画 Course Schedule</b>	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 2.7-9 Lectures on area management by tourism 3-6. Site visit and conduct field work on tourism creation 10-12. 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.		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	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.		
<b>成績評価の基準と方法 Grading System</b>	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%
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>

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	2024	時間割番号 Course Number	083300
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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》		
<b>キーワード Key Words</b>			
landscape, design, planning, garden, town development, regional environmental management			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
(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.			
<b>授業計画 Course Schedule</b>			
This class consists of 2 sessions: theory and practice.			
1st session: theory and technique of landscape design			
1. Guidance and introduction to landscape 2. Gardens in the world and Japanese garden 3. Field Study in Nakajima park 4. Landscape design in tourism town development 5. Guidance and introduction to design 6,7 Exercise of service design 8. Group presentation and discussion			
2nd session: exercise of landscape design on a site in Hokkaido			
9. Preparation for fieldworks 10, 11. Site survey and site analysis 12, 13 design and develop landscape plans 14 Preparation for group presentation 15 Group presentation and discussion			

<b>準備学習(予習・復習)等の内容と分量 Homework</b> Gathering materials and practice for the presentation must be done outside the classroom.
<b>成績評価の基準と方法 Grading System</b> 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.
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b> 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
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b> <a href="https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html">https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html</a>
<b>備考 Additional Information</b> Schedule for fieldtrip to design site will be arranged with class members.



科目名 Course Title	Tourism and Regional Revitalization[Tourism and Regional Revitalization]		
講義題目 Subtitle	□		
責任教員 Instructor	Susanne Klien [SUSANNE Klien] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083301
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》		
<b>キーワード Key Words</b>			
Depopulation, sustainability, community, tourism development			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
<ol style="list-style-type: none"> <li>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.</li> <li>2. Develop your academic reading and discussion skills</li> <li>3. Improve your presentation skills</li> </ol>			
<b>授業計画 Course Schedule</b>			
<ol style="list-style-type: none"> <li>1. Introduction</li> <li>2. Definitions</li> <li>3. Sociology of Tourism</li> <li>4. Tourism and sustainable community development</li> <li>5. Tourism, power and space</li> <li>6. Ethics of tourism development</li> <li>7. Tourism and Postcolonialism</li> <li>8. Mid-term</li> <li>9. Disruptive Tourism</li> <li>10. Cultural/Heritage Tourism</li> <li>11. Volunteer Tourism</li> <li>12. Island Tourism</li> <li>13. Tourism, Creativity and Development</li> <li>14. The Future of Tourism</li> <li>15. Lifestyle Tourism</li> <li>16. Final exam</li> </ol>			
Note that this schedule may be subject to change.			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
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.			

<p><b>成績評価の基準と方法 Grading System</b></p> <p>You will be evaluated as follows:  Active participation 30% (text rapporteur)  Presentations 30%  Mid-term and final exam 40%</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p> <p>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><b>備考 Additional Information</b></p> <p>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	2024	時間割番号 Course Number	083302
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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(2 class hours), Problems and challenges of marginal communities in Japan(4 class hours), Counter-urbanization movement in Japan(4 class hours), Challenges of rural development in Japan(4 class hours), 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 新しい地域をつくる:持続的農村発展論／小田切徳美:岩波書店, 2022		
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

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	2024	時間割番号 Course Number	083303
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"> <li>1. Japan's position as an international destination based on the global market trend.</li> <li>2. Understanding features of Japan's international tourism policy by comparing to other countries</li> <li>3. Finding challenges and solutions in inbound tourism for a specific destination in japan, based on the basic theory and multilateral viewpoint</li> </ol>		
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>&lt;Introduction&gt;  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>&lt;case study&gt;  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>&lt;Group work&gt;  Week 12-13: Group work(at Biei town)  Weeks 14 to 15: Final presentation</p> <p>* Students are required to participate in field study at Biei town. Approximately 15,000 yen will be incurred as travel expenses.  ** Schedule and field may be changed due to the Covid-19.  Since the academic schedule of the Graduate School of International Media, Communication, and Tourism Studies (IMCTS) may differ from other faculties/schools. Please confirm the date of the class with the IMCTS Academic Affairs Department or the lecturer if considering taking the course.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b>  Students are required to make a report.</p>
<p><b>成績評価の基準と方法 Grading System</b>  Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> <li>1. paper: 30%</li> <li>2. Final presentation : 50%</li> <li>3. class discussions and participation : 20%</li> </ol>
<p><b>他学部履修の条件 Other Faculty Requirements</b>  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><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b>  Since English literature and materials may be used, lectures will be given on the premise of a certain level of English proficiency.  The order and structure of the lectures may change depending on the number of students.  The fieldwork is scheduled for 2 days on June 22-23.</p>

科目名 Course Title	世界遺産マネジメント論演習[World Heritage Management]		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083304
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Heritage creation concept, UNESCO World Heritage Convention, OUV=(outstanding) universal value, integrity, authenticity, cultural landscape, living heritage		
授業の目標 Course Objectives	<p>The main goal of this course is to develop the ability to convey the charm and value of the heritage (or tourism resources) that you have found to others objectively and persuasively (to acquire the methodology).</p> <p>In this lecture, (1) first of all learn about various international discussions and documents related to the World Heritage, and explain the importance and necessity of explaining "OUV= (outstanding) universal value" and its value explanation, and about the meaning and explanation method of "integrity" and "authenticity". ② Next, students themselves actually understand the application documents (nomination documents) of the case actually applied to the World Heritage site and registered (Meiji Japan's Industrial Revolution Heritage, Nagasaki Churches, Mt. Fuji etc.), assembling and learning how to select and select constituent assets. ③ And finally, presentation will be conducted on a trial basis to explain the universal value, completeness, and authenticity of the new heritage that the student himself found value.</p> <p>The deliverables shall be the application document and the power point at the time of presentation.</p>		
到達目標 Course Goals	<p>Each student learns about the following points and acquires "the ability to create heritage = the ability to persuade others with the ability to explain to others the value found by themselves in real field".</p> <p>① What is the essential value of the target heritage (heritage)?</p> <p>② What are the challenges for realizing the heritage creation?</p> <p>③ How should an entity and methodology realize heritage creation?</p>		
授業計画 Course Schedule	<p>【Class Structure】</p> <p>1st Guidance, Introduction</p> <p>2nd Outstanding Universal Values, Authenticity and Integrity (Northern Jomon)</p> <p>3rd Operational Guidelines for the Implementation of the World Heritage Convention</p> <p>4th Commentary on Examples (Sites of the Industrial Revolution in Meiji Japan, Iwami Silver Mine)</p> <p>5th Lecture on Examples (Mt. Fuji, Chachapoya: Peru)</p> <p>6th Nomination Document (Iwakuni Kintai Bridge)</p> <p>7th Nomination Document (Aso)</p> <p>8th Presentation of the results of the analysis of Nomination Document -1</p> <p>9th Presentation of the results of the analysis of Nomination Document -2</p> <p>10th, 11th, 12th draft consultation (intensive lecture or individual tutoring, 30 minutes per person ×2 or more)</p> <p>13th, 14th, 15th Presentation of Results (Intensive Lecture)</p> <p>This lecture will be divided into four main sessions, as follows.</p> <p>●Session 1: Lecture</p>		

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

科目名 Course Title	国際開発論演習[International Development]		
講義題目 Subtitle	□		
責任教員 Instructor	岡田 真弓 [OKADA Mayumi] (アイヌ共生推進本部)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083305
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>			
Tourism Development, International Tourism, Developing World, International Cooperation, ODA (Official Development Assistance), Sustainability			
<b>授業の目標 Course Objectives</b>			
In the developing countries, there has been a growing recognition of the promotion of international tourism as an effective means of acquiring foreign exchange as well as a driving force for employment opportunities, industrial development, improvement of living standards. Therefore, there are increasing demands from the developing countries regarding the multiple supports in sustainable tourism development. In this course, students will learn the basic theory of tourism development in developing countries, and then acquire knowledge and framework necessary to understand the role and current issues regarding tourism development in developing countries as an international cooperation.			
<b>到達目標 Course Goals</b>			
At the end of this course, students will be able to:			
(1) Understand the potential of international tourism development as a tool for economic and social development in developing countries.			
(2) Explain the role of advanced economies, including Japan, in poverty alleviation and community empowerment through tourism development.			
(3) Gain knowledge of the essential factors for tourism development as an international cooperation project.			
<b>授業計画 Course Schedule</b>			
Section 1 (week on to ten): Introduction to basic theory of international tourism development. The first section gives you introductory lectures. This section aims to understand the basic theory regarding international tourism development, following the text book as “Tourism and Development in the Developing World” by Telfer, D. J. and Sharpley, R. and “Tourism for Pro-Poor” by Takatera, K.			
Section 2 (week eleven to thirteen): Understanding case studies of international tourism development and international cooperation The second section provides you more specific knowledge and frameworks necessary to understand international tourism development in the developing countries. The course will invite guest lecturers specializing tourism anthropology and Japanese international cooperation projects . More details on schedule and topics will be delivered when class starts.			
Section 3 (week fourteen and fifteen): Group discussion and Final Presentation			
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>			
Students are strongly encouraged to read the provided materials and collect the indicated information before class. Students are also asked to prepare the summary of book chapters of the indicated textbooks or papers.			
<b>成績評価の基準と方法 Grading System</b>			
Your grade will be determined by how well you demonstrate achievement of the course objectives through			



1. participation in class discussions and assignments: 40%
2. literature review and presentation: 30%
3. final paper and presentation: 30%
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b> 発展途上世界の観光と開発／D.J.テルファー, R.シャープリー:古今書院, 2011 貧困克服のためのツーリズム :Pro-Poor Tourism／高寺奎一郎:古今書院, 2004 各授業に必要な参考文献等は事前に配布する。 Book of readings (articles and book chapters) will be provided in advance.
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>

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	2024	時間割番号 Course Number	083306
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>			
Heritage, Cultural Heritage, International Cooperation, Tourism, World Heritage			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
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』			
Masahiro Ogino, "Sociology of world heritage : an Asian perspective"			
* Depend on student's research topic who participate, reading list will be changed accordingly.			
15. Discussion and summary			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
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.			
<b>成績評価の基準と方法 Grading System</b>			
Your grade will be determined by how well you demonstrate your achievement of the course goals through			
1. participation in discussion: 20%			

2. review on the text at each lecture: 80%
<b>他学部履修の条件 Other Faculty Requirements</b>
<p><b>テキスト・教科書 Textbooks</b></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><b>講義指定図書 Reading List</b></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  創られた伝統／E・ホブズボウム, T・レンジャー編；前川啓治, 梶原景昭他訳：紀伊國屋書店, 1992  英国カントリーサイドの民族誌：イングリッシュネスの創造と文化遺産／塩路有子著：明石書店, 2003  アンコール遺産と共に生きる／三浦恵子著：めこん, 2011  文化遺産の社会学：ルーヴル美術館から原爆ドームまで／荻野昌弘編：新曜社, 2002  Sociology of world heritage : an Asian perspective／Masahiro Ogino:Routledge, 2022</p>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b>

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	2024	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	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6430		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>			
Heritage, Heritagization, Critical Approaches, Construction of the Past, Creation of the Future, Affect, Materiality, Memory			
<b>授業の目標 Course Objectives</b>			
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.			
<b>到達目標 Course Goals</b>			
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.			
<b>授業計画 Course Schedule</b>			
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.			
<b>準備学習(予習・復習)等の内容と分量 Homework</b>			
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.			
<b>成績評価の基準と方法 Grading System</b>			
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%).			
<b>他学部履修の条件 Other Faculty Requirements</b>			

**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―「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

**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	Creative Tourism[Creative Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	渠 蒙 [Qu Meng] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083308
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6431		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>	Cultural Tourism 1.0-3.0, Creative Tourism, Sustainable Tourism, Cultural Sustainability, Creative Research Methods (action research, filmmaking for fieldwork, Meta-facilitation, deep mapping…), Creative Rural Entrepreneurship, Creative Tourists, Co-creation, Relational Tourism		
<b>授業の目標 Course Objectives</b>	<p>Creative tourism and cultural sustainability are interdependent. Creative tourism can contribute to cultural sustainability by providing economic benefits to local communities, which can help to preserve cultural heritage and support cultural initiatives. At the same time, cultural sustainability can help to attract creative tourists, who are seeking authentic and meaningful experiences rooted in local culture and traditions.</p> <p>This course introduces how creative experiences, interactions, and place-specific dynamics and contexts combine to give shape to the expanding field of creative tourism across the globe as well as in Japan. This course introduces some key creative tourism concepts: co-creation, experiential tourism, relational tourism, sustainable cultural tourism, community controllability, how to measure creative tourism, etc.</p> <p>This course requires a sufficient level of English reading, communication and presentation skills.</p>		
<b>到達目標 Course Goals</b>	<p>1) Creative Tourism Understand the development of cultural tourism, creative tourism and their future projection. Develop professional input and output capabilities with academic literature.</p> <p>2) Cultural Sustainability A comprehensive understanding of sustainable tourism, sustainable cultural tourism as well as creative tourism in a more sustainable way. Mastering the use of cultural indicators and methods in your own research.</p> <p>3) Creative methods in creative tourism studies Understand the research methods such as action research, service learning, film-making, deep mapping, and idea mining workshops in fieldwork (advance level of research methods)</p>		
<b>授業計画 Course Schedule</b>	<p>1. Introduction of culture tourism 1.0 to 3.0., creative tourism, tourism geography, cultural sustainability and creative methods in tourism</p> <p>2. Culture, sustainability, and place</p> <p>3. Sustainable tourism and socio-cultural indicators</p> <p>4. Creative tourism theory - from cultural tourism to creative tourism, authenticity, co-creation (co-makership) and learning experience</p> <p>5. Creative tourism in Europe</p> <p>6. Creative tourism in Japan and creative rural entrepreneurship and lifestyle in-migrants</p> <p>7-8. Individual creative tourism presentation case study and journal articles (based each own research interest)</p> <p>9. Creative research methods 1 - action research, service learning and Meta-facilitation (problem-solving, practice-based research approach)</p> <p>10. Creative research methods 2 - filmmaking for fieldwork and research documentaries</p>		

<p>11. Creative research methods 3 - deep mapping and multimedia methodologies to investigate the creative tourism geographies</p> <p>12. Creative workshop 1 - (Backcasting + ABCD method) Future creative tourism development</p> <p>13. Creative workshop 2 - Idea mining workshop (base on the results from previous class)</p> <p>14. Creative workshop 3 - Deep mapping with the artists' book (artistic creative tourism visual presentation outcomes)</p> <p>15. Students' group presentation based on the result of workshop 1-3 (class 12-14)</p> <p>Please note that this schedule is subject to change depending on the number of participants and the schedule.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b></p> <p>There will be distribution of relevant reference materials to all students. Students are supposed to study them before to the following week and to summarize the outcomes of the literature in class the upcoming week. Each student will be required to complete their literature sharing (new books and academic journals published within the last 5 years). In addition to regular group discussions, this course will also involve creative workshops, DIY hands-on art creation and academic presentations.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Active participation in class (30%), in-class group works and interaction (30%), individual reports and presentations (40%)</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p> <p>Basic English communication, reading and writing skills are required.</p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p> <p>Center for Advanced Tourism Studies <a href="https://www.cats.hokudai.ac.jp/">https://www.cats.hokudai.ac.jp/</a></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p> <p>Details will be provided in the introductory session.</p>
<p><b>備考 Additional Information</b></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	2024	時間割番号 Course Number	083401
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>	Community based tourism, experience program, green tourism, new tourism, environmental conservation, long trail, michi-no-eki, tourist information center, tourism area management, DMO		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	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		
<b>授業計画 Course Schedule</b>	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 2.7-9 Lectures on area management by tourism 3-6. Site visit and conduct field work on tourism creation 10-12. 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.		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	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.		
<b>成績評価の基準と方法 Grading System</b>	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	2024	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》		
<b>キーワード Key Words</b>	destination marketing, tourism marketing, digital marketing, experiential marketing, local branding, destination marketing plan, tourism marketing plan, marketing framework		
<b>授業の目標 Course Objectives</b>	<p>In this exercise, you will learn the fundamental theories, methods, and frameworks of marketing related to tourism, which is evolving worldwide, and understand the system and content of tourism (destination) marketing management based on this. Based on these, students will create and present tourism (destination) marketing plans by groups and individuals. Through the above, students will be able to acquire the basic knowledge and know-how for planning and managing tourism (regional) marketing.</p>		
<b>到達目標 Course Goals</b>	<p>The goals that students will achieve in this exercise are as follows.</p> <p>(1)To acquire basic knowledge of various marketing theories and methods for marketers in the tourism field.</p> <p>(2)Understand the framework and content of tourism (destination) marketing based on marketing theory and be able to apply it in practice.</p> <p>(3)Be able to formulate a template for a tourism (destination) marketing plan for a specific tourist area.</p>		
<b>授業計画 Course Schedule</b>	<p>In the first half of the session, students will learn marketing theories, methods, and frameworks through exercises.</p> <p>In the second half of the session, based on this knowledge and knowledge, students create and present a tourism (destination) marketing plan for optional tourist areas in Japan.</p> <p>1st session: Learn tourism marketing theory and methods (1-7 weeks) Learn practically through exercises by applying the definition of marketing, various marketing methods, and frameworks to the tourism field.</p> <p>In addition, students will learn about tourism statistics, frameworks, and ways of thinking for strategy formulation and understand how to utilize theoretical frameworks in practice.</p> <p>2nd session: Creating a destination marketing plan through group work (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.</p> <p>Students will be provided knowledge on the items and methods necessary for constructing a marketing plan.</p> <p>The created tourism (destination) marketing plan will be presented at the classroom, followed by questions and discussion.</p>		
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>	Students must review the materials presented during exercises and the content lectured on.		
<b>成績評価の基準と方法 Grading System</b>			

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 apply quantitative analysis of tourism statistics, etc.)

(2) Personal report (ability to understand and apply marketing and strategy planning frameworks, ability to comprehend and apply quantitative analysis of tourism statistics, etc.)

The evaluation criteria are as follows.

The evaluation ratio for the above items is (1)=50%, (2)=50%

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**他学部履修の条件 Other Faculty Requirements**

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**テキスト・教科書 Textbooks**

演習時に指示を行う。To be announced at the class room.

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**講義指定図書 Reading List**

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**参照ホームページ Websites**

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**研究室のホームページ Websites of Laboratory**

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**備考 Additional Information**

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科目名 Course Title	アドベンチャーツーリズム実践講習【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	2024	時間割番号 Course Number	083403
期間 Semester	2学期	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習(予習・復習)等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	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	2024	時間割番号 Course Number	083404
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習(予習・復習)等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	観光ファシリティマネジメント実践講習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	乃村工藝社（観光学高等研究センター）		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083405
期間 Semester	1学期	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習（予習・復習）等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites	<a href="https://www.nomurakougei.co.jp/">https://www.nomurakougei.co.jp/</a> （乃村工藝社 HP）, <a href="https://www.nomlab.jp/jp/nomlog/">https://www.nomlab.jp/jp/nomlog/</a> （乃村工藝社オウンドメディア「ノムログ」）		
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	MICE・イベントマネジメント実践講習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	土田 史郎 [TSUCHIDA Shiro] (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	2024	時間割番号 Course Number	083406
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	3 遠隔授業科目《一部対面》		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習(予習・復習)等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	北海道観光研究【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	小泉 大輔 [KOIZUMI Daisuke] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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	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, Ecotourism, national park, Ramsar sites, wildlife, sustainable tourism		
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			
授業計画 Course Schedule			
準備学習(予習・復習)等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			



科目名 Course Title	情報メディアと観光【履修証明プログラム】[Information Media and Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	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	2024	時間割番号 Course Number	083408
期間 Semester	1学期(夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
<b>キーワード Key Words</b>	information media, tourism, tourism informatics, Web 2.0, digital marketing, big data, artificial intelligence(AI), service innovation, map		
<b>授業の目標 Course Objectives</b>	The aim of this course is to gain some basic knowledge and comprehend arguments on the new style of adaptation of media to tourism, which is suitable for the information media circumstance in the era of increasing digitization and cyber-socialization. Students will acquire related knowledge and frameworks through examining wide range of theoretical background and technical issues, or practical examples and their challenges, especially in this highly information-oriented society in different contexts and from multi-dimensional viewpoints. Also, the goal of this course is to provide students with essential foundations for further related fields as well.		
<b>到達目標 Course Goals</b>	By the end of the course, we hope that you will have: (1) gained basic comprehension about various tourism phenomena in the context of information media (2) gained ability to explain clearly the relationships between information media and tourism through the specific examples (3) been able to use various concepts introduced in the lectures of this course, and to discuss the challenges and future perspectives of the synapsed areas between information media and tourism		
<b>授業計画 Course Schedule</b>	This is an omnibus course, which six instructors teach one or two class meetings as below. NOTICE: The schedule is subject to change on account of the instructors.  1. Media Culture and Tourism (Okamoto)  2. Social Media and Destination Marketing (Ong)  3. Social Media and Destination Image (Ong)  4. Historical Tourism and Media (Amada)  5. Augmented Reality (AR) and Interactive Aesthetic Experiences (Qu)  6. New Media Art and Museum Design (Qu)  7. Changes in the Concepts of Tourism Studies and Its Relationship to the Media (1) (Hirai)  8. Changes in the Concepts of Tourism Studies and Its Relationship to the Media (2) (Hirai)		

<p><b>準備学習(予習・復習)等の内容と分量 Homework</b></p> <p>Students are required to take the course actively. Preparation and the tasks for each class meeting is explained by each instructor.</p>
<p><b>成績評価の基準と方法 Grading System</b></p> <p>Your grade to be determined by:</p> <p>(1) Reaction paper to each class meeting (80%)</p> <p>(2) Discussion participation and other requirements (20%)</p> <p>The final grades are determined by all the instructors. Each instructor explains the tasks for each class.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p> <p>教科書は使用せず、資料を必要に応じ配布する。</p> <p>No textbook required. Handouts will be distributed.</p>
<p><b>講義指定図書 Reading List</b></p> <p>参考文献その他の資料は、各講師が担当する回に紹介・配布する。</p> <p>References and materials necessary will be introduced and/or delivered by each instructor.</p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	時間割番号 Course Number	083409
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》		
<b>キーワード Key Words</b>	public relations, marketing, advertisement		
<b>授業の目標 Course Objectives</b>	In this course, you can get basic knowledge about public relations and marketing through typical examples.		
<b>到達目標 Course Goals</b>	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.		
<b>授業計画 Course Schedule</b>	<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>		
<b>準備学習(予習・復習)等の内容と分量 Homework</b>	You will have to write a report in each section. Reading relevant papers and books must be done at home.		
<b>成績評価の基準と方法 Grading System</b>	You will be evaluated by each report(80%) and debate(20%) at class.		
<b>他学部履修の条件 Other Faculty Requirements</b>			
<b>テキスト・教科書 Textbooks</b>			
<b>講義指定図書 Reading List</b>			
<b>参照ホームページ Websites</b>			

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【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	2024	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》		
<b>キーワード Key Words</b>			
Inbound Tourism to Japan, Tourism Policy, International Tourism, Destination Marketing, and Destination Management			
<b>授業の目標 Course Objectives</b>			
<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>			
<b>到達目標 Course Goals</b>			
<p>It is expected that the students gain the practical skills and knowledges about the following points:</p> <ol style="list-style-type: none"> <li>1. Japan's position as an international destination based on the global market trend.</li> <li>2. Understanding features of Japan's international tourism policy by comparing to other countries</li> <li>3. Finding challenges and solutions in inbound tourism for a specific destination in japan, based on the basic theory and multilateral viewpoint</li> </ol>			
<b>授業計画 Course Schedule</b>			
<p>The course consists of 3 parts: introduction, case study and practice through group work. The detail is as follows.</p> <p>&lt;Introduction&gt;</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>&lt;case study&gt;</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>&lt;Group work&gt;</p>			

<p>Week 12-13: Group work(at Biei town) Weeks 14 to 15: Final presentation</p> <p>* Students are required to participate in field study at Biei town. Approximately 15,000 yen will be incurred as travel expenses. ** Schedule and field may be changed due to the Covid-19. Since the academic schedule of the Graduate School of International Media, Communication, and Tourism Studies (IMCTS) may differ from other faculties/schools. Please confirm the date of the class with the IMCTS Academic Affairs Department or the lecturer if considering taking the course.</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b> Students are required to make a report.</p>
<p><b>成績評価の基準と方法 Grading System</b> Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> <li>1. paper: 30%</li> <li>2. Final presentation : 50%</li> <li>3. class discussions and participation : 20%</li> </ol>
<p><b>他学部履修の条件 Other Faculty Requirements</b> 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><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b> 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	観光創造論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	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》		
<b>キーワード Key Words</b>	<p>tourism creation studies, DM = destination management, planning and design, cultural heritage, ecotourism, ecomuseum, landscape, international cooperation in tourism development, model culture, theme park, resort development, PPP (public-private partnership), CBT=community-based tourism, living heritage, UNESCO world heritage, regional planning for the preservation and utilization of cultural properties, Citizen heritage, heritage creation</p>		
<b>授業の目標 Course Objectives</b>	<p>In this class, in order to understand the discussions aimed at systematizing and deepening tourism creation studies being developed at Hokkaido University's Center for Advanced Tourism Studies (CATS) and the Tourism Creation Research Course at the School of International Communication, Media and Tourism, Of the two pillars that make up Tourism Creativity Studies, tourism innovation research and destination management (=DM) research, the latter will be lectured in particular. DM research refers to research activities for solving problems by using existing models or applying hypothetical models in the actual field. Methods and models obtained through trial and error in problem solving in the real field are verified in tourism innovation research through theorization and generalization work, and are used as a paradigm representing the times, or by regions, companies, NPOs, etc. It will be returned to society as a methodology or policy that induces innovation in various organizations.</p> <p>In particular, the following points are the features of this lecture.</p> <p>(1) To understand the basic concept of tourism creation at Hokkaido University, which has continued to consider "What is tourism for humans?"</p> <p>(2) After investigating the essence of tourism as a phenomenon of cross-cultural exchange and sorting out various theories and types of tourism that lead DM, UNESCO will examine recent changes in the paradigm of tourism and heritage protection in Japan and the international community. Understand based on the World Heritage Convention and ICOMOS declarations and charters.</p> <p>(3) In order to understand the goal of building a sustainable relationship between heritage and tourism in the modern world, the role and effects of tourism development in heritage management, as well as the problems and challenges, will be examined through examples of natural, cultural and intangible heritage in Japan and overseas. Understand through various policies (Law for the Protection of Cultural Properties, Landscape Law, Historic Town Development Law, etc.).</p>		
<b>到達目標 Course Goals</b>	<p>Students will be able to set their own perspectives on the following issues and study how destination management should be in the real world.</p> <p>(1) What does it mean to manage tourism that is essentially cross-cultural exchange in the region?</p> <p>(2) What are the philosophies of the World Heritage Convention and various cultural heritage management systems?</p> <p>(3) What is fieldwork in the region from the perspective of research and practice?</p>		
<b>授業計画 Course Schedule</b>			

<p>Session 1 (4/10) Guidance/Origin of Tourism Creation Studies and Destination Management (DM)  How to proceed with the class, response paper, pre-study video, etc./The mission of tourism/DM as a global force in the 21st century</p> <p>Session 2 (4/17) What is Tourism Creation ? -1(Shuzo Ishimori, CATS Special Invited Professor, scheduled)  Learn the background of the establishment of CATS and the Graduate School of Tourism Creation at Hokkaido University.</p> <p>Session 3 (4/24) What is Tourism Creation ? -2(Shuzo Ishimori, CATS Special Invited Professor, scheduled)  Learn the basic principles of Tourism Creation.</p> <p>Session 4 (5/8) DM as a Planning Study -1  Problems and Challenges / Planning and Design</p> <p>Session 5 (5/15) DM as Planning Studies-2: Heritage Creation and Tourism Creation  Planning and design (case study of Minami Aizu Ouchi-juku)</p> <p>Session 6 (5/22) Resource Management and Interpretation  Concept of Heritage Creation / Cultural Resource Management</p> <p>Session 7 (5/29) Management of Cultural Landscape  Case Study-1: Shirakawa-go, a World Heritage Site  Value creation as a cultural landscape and management of World Heritage sites</p> <p>Session 8 (6/5) Management of Cultural Landscape  Case Study-2: Taketomi Island, Okinawa Prefecture  Management of Cultural Landscape and Tourism / Resort Development</p> <p>Session 9 (6/12) Examples of ecomuseums: Europe, Hagi, India  Guaranteed Access to Heritage Values (Ecotourism and the ICOMOS Charter on Culture and Tourism)</p> <p>Session 10 (6/19) Model Culture and Theme Park  Host &amp; Guest Theory, TDR, Nagasaki Holland Village and Huis Ten Bosch</p> <p>Session 11 (6/26) Reconstruction of Cultural Heritage Protection: World Heritage, Japanese Heritage, and Citizen's Heritage</p> <p>Session 12 (7/3) Restructuring of Cultural Properties Protection: Basic Concept of History and Culture, Regional Plan for Conservation and Utilization of Cultural Properties</p> <p>Session 13 (7/10) PPP (Public-Private Partnership)  PFI/PPP/CBT/DMO</p> <p>Session 14 (7/17) International Cooperation for Tourism Development -1  University and International Cooperation / CBT, PPP, SCC (Jordan)</p> <p>Session 15 (7/24) International Cooperation for Tourism Development-2  Ethiopia</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b>  Read books, related HPs, pre-distributed prints to instruct.  Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p><b>成績評価の基準と方法 Grading System</b>  Evaluate based on the small report (80%) given in each class and the attitude / remarks (20%) of participation in the class.  No term-end report is imposed.</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b></p>
<p><b>講義指定図書 Reading List</b></p>
<p><b>参照ホームページ Websites</b>  <a href="http://whc.unesco.org">http://whc.unesco.org</a>, <a href="http://www.bunka.go.jp">http://www.bunka.go.jp</a></p>
<p><b>研究室のホームページ Websites of Laboratory</b></p>
<p><b>備考 Additional Information</b></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	2024	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	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》		
<b>キーワード Key Words</b>	Community based Tourism (CBT), Indigenous Tourism, Heritage Management, Participatory Community Building through tourism development		
<b>授業の目標 Course Objectives</b>	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.		
<b>到達目標 Course Goals</b>	At the end of this course, students will be able to: (1) Gain the basic knowledge to understand the concepts, interaction with other alternative tourism and methodology of Community Based Tourism (CBT). (2) Understand the role and potential of natural/cultural heritage management within CBT. (3) Explain the importance and current issues related to CBT and Indigenous Tourism.		
<b>授業計画 Course Schedule</b>	<p>Section 1 (week one through seven): Introduction to Community-Based Tourism. The first section gives you introductory lectures. This section aims to understand the basic theory and methodology of Community Based Tourism (CBT).</p> <p>Section 2 (week eight to twelve): 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 field work will be scheduled in Akan-cho, Kushiro City, Hokkaido. In the first two classes of this section, students will learn general knowledge about 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).</p> <p>*1 There will be additional cost (travel cost and program fee) for the fieldwork. *2 Contents of field work may change.</p> <p>Section 3 (Week thirteen to fifteen): Group Discussion and Final Presentation</p>		
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>	Students are strongly encouraged to read the materials provided and collect 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.		
<b>成績評価の基準と方法 Grading System</b>	Your grade will be determined by how well you demonstrate achievement of the course objectives through 1. participation in class discussions and assignments: 60%		

2. final report and presentation: 40%
<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b> , 2010
<b>講義指定図書 Reading List</b> The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications/Edited by Sandeep Kumar Walia:Routledge, 2021 The Community Tourism Guide/Mark Mann:Earth Scan Publication Ltd., 2000 コミュニティ・ベースド・ツーリズム事例研究(CATS 叢書3号)/山村高淑、小林英俊、小川弘孝、石森秀三編著, 2010 Sustainable Tourism and Indigenous Peoples/Ann Carr:Routledge, 2019 エコツーリズムの民族誌:北タイ山地民カレンの生活世界/須永和博:春風社, 2012 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.
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> Since this course deals with field work activities, students are required to obtain Personal Accident Insurance for Students pursuing Education and Research (PAS) prior to field work.  There is an additional fee for the field trip. Details will be provided in the introductory course.

科目名 Course Title	観光地域ビジネス論演習【履修証明プログラム】[Tourism Destination Business and Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	JTJ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	2024	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 ・ Understanding the history, industry structure and business model of the travel industry.</p> <p>2. Discussion ・ Visualisation and sharing of issues in the travel industry.</p> <p>3. Presentation ・ Proposals on necessary elements for the future of the travel industry.</p>		
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>		

<b>他学部履修の条件 Other Faculty Requirements</b>
<b>テキスト・教科書 Textbooks</b> JTB グループの観光地域活性化と事例等を紹介。 JTB group's destination revitalization and case examples will be distributed.
<b>講義指定図書 Reading List</b>
<b>参照ホームページ Websites</b>
<b>研究室のホームページ Websites of Laboratory</b>
<b>備考 Additional Information</b> 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	2024	時間割番号 Course Number	083414
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
キーワード Key Words	contents tourism, cultural resources, cultural diversity, cultural exchange, media, popular culture, subculture, pilgrimage to sacred sites		
授業の目標 Course Objectives	<p>This course has the following three purposes:</p> <ol style="list-style-type: none"> <li>1) To introduce the latest academic discussions on 'contents tourism' and trends in domestic and international contents tourism development.</li> <li>2) To understand the relationship among related actors and the process of contents tourism development.</li> <li>3) To discuss the potentials and challenges of contents tourism development in local communities, especially in Hokkaido.</li> </ol>		
到達目標 Course Goals	<p>The goals of this course are:</p> <ol style="list-style-type: none"> <li>1) To understand the national policies related to contents tourism in Japan and the relationship between pop culture and tourism.</li> <li>2) To understand the process of contents tourism planning and management in Japan, especially in Hokkaido.</li> <li>3) To gain a better understanding of transnational contents tourism and cross cultural communication.</li> </ol>		
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. Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom.

In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.

科目名 Course Title	世界遺産マネジメント論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	西山 徳明 [NISHIYAMA Noriaki] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083415
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>	Heritage creation concept, UNESCO World Heritage Convention, OUV=(outstanding) universal value, integrity, authenticity, cultural landscape, living heritage		
<b>授業の目標 Course Objectives</b>	<p>The main goal of this course is to develop the ability to convey the charm and value of the heritage (or tourism resources) that you have found to others objectively and persuasively (to acquire the methodology).</p> <p>In this lecture, (1) first of all learn about various international discussions and documents related to the World Heritage, and explain the importance and necessity of explaining "OUV= (outstanding) universal value" and its value explanation, and about the meaning and explanation method of "integrity" and "authenticity". (2) Next, students themselves actually understand the application documents (nomination documents) of the case actually applied to the World Heritage site and registered (Meiji Japan's Industrial Revolution Heritage, Nagasaki Churches, Mt. Fuji etc.), assembling and learning how to select and select constituent assets. (3) And finally, presentation will be conducted on a trial basis to explain the universal value, completeness, and authenticity of the new heritage that the student himself found value.</p> <p>The deliverables shall be the application document and the power point at the time of presentation.</p>		
<b>到達目標 Course Goals</b>	<p>Each student learns about the following points and acquires "the ability to create heritage = the ability to persuade others with the ability to explain to others the value found by themselves in real field".</p> <p>① What is the essential value of the target heritage (heritage)?</p> <p>② What are the challenges for realizing the heritage creation?</p> <p>③ How should an entity and methodology realize heritage creation?</p>		
<b>授業計画 Course Schedule</b>	<p>【Class Structure】</p> <p>1st Guidance, Introduction</p> <p>2nd Outstanding Universal Values, Authenticity and Integrity (Northern Jomon)</p> <p>3rd Operational Guidelines for the Implementation of the World Heritage Convention</p> <p>4th Commentary on Examples (Sites of the Industrial Revolution in Meiji Japan, Iwami Silver Mine)</p> <p>5th Lecture on Examples (Mt. Fuji, Chachapoya: Peru)</p> <p>6th Nomination Document (Iwakuni Kintai Bridge)</p> <p>7th Nomination Document (Aso)</p> <p>8th Presentation of the results of the analysis of Nomination Document -1</p> <p>9th Presentation of the results of the analysis of Nomination Document -2</p> <p>10th, 11th, 12th draft consultation (intensive lecture or individual tutoring, 30 minutes per person ×2 or more)</p> <p>13th, 14th, 15th Presentation of Results (Intensive Lecture)</p> <p>This lecture will be divided into four main sessions, as follows.</p> <p>●Session 1: Lecture</p> <p>(1) Changes in the concept of heritage centered on discussions at UNESCO and ICOMOS</p> <p>(2) Preservation and conservation of cultural heritage (cultural properties) as an act of heritage creation</p>		

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



科目名 Course Title	エコツーリズム論演習【履修証明プログラム】□		
講義題目 Subtitle	□		
責任教員 Instructor	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	2024	時間割番号 Course Number	083416
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	2 対面授業科目《一部遠隔》		
<b>キーワード Key Words</b>			
Ecotourism, Natural resource management, Local community, Landscape planning			
<b>授業の目標 Course Objectives</b>			
Ecotourism is responsible travel to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. you will understand ecotourism as an example of sustainable tourism and acquire the ability to make plans by yourself.			
<b>到達目標 Course Goals</b>			
After successful completion of this course, you are expected to reach the following learning objectives.			
1. You can understand the concept and the necessity of ecotourism and explain the way of sustainable tourism.			
2. You can analyze and evaluate the current situation and the problems of ecotourism practice areas in Japan and overseas.			
3. You can draft the whole concept of promoting ecotourism which is necessary to solve regional problems and you can make persuasive presentation.			
<b>授業計画 Course Schedule</b>			
This course is divided into three sections.			
The first section: We will deepen our understanding of ecotourism concepts, history and present situation and examine the way of resource management in local society from commons theory.			
1. Guidance and introduction to mass tourism and sustainable tourism			
2. Ecotourism concept and history			
3~4. Review and discussion about Ecotourism practices in various regions			
The second section: Through fieldwork training on ecotourism, we will study regional planning methods such as current situation surveys, analysis and evaluation on living environment and deepen their understanding of local communities.			
5~9. Field tour: two days' excursion			
The third section: Based on the present situation analysis of the research area selected by the student, we will plan the whole ecotourism promotion concept and make a presentation.			
10. Group work: proposal of the ecotourism promotion overall concept			
11~13. Guest speakers' lecture about case studies			
14~15. Final presentation: Proposal of the ecotourism promotion overall concept			
<b>準備学習 (予習・復習)等の内容と分量 Homework</b>			
Literature review, preparation of field tour, gathering materials and practice for the presentation must be done outside the classroom.			
<b>成績評価の基準と方法 Grading System</b>			
You will be evaluated by aggressive approach to discussion and fieldwork attitude (30%), report assignment (20%) and final presentation (50%).			
<b>他学部履修の条件 Other Faculty Requirements</b>			

<b>テキスト・教科書 Textbooks</b>
<b>講義指定図書 Reading List</b> はじめて学ぶ生物文化多様性／敷田 麻実ほか：講談社，2020 エコツーリズムと持続可能な開発楽園はだれのもの？／マーサ・ハニー：くんぷる，2016
<b>参照ホームページ Websites</b> 環境省エコツーリズムのすすめ： <a href="https://www.env.go.jp/nature/ecotourism/try-ecotourism/">https://www.env.go.jp/nature/ecotourism/try-ecotourism/</a>
<b>研究室のホームページ Websites of Laboratory</b> <a href="https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html">https://www.imc.hokudai.ac.jp/imcts/teacher/001170.html</a>
<b>備考 Additional Information</b> This course includes field work(one night and two days). The date and time of implementation will be determined in consultation with the student.

科目名 Course Title	広報・広告産業論演習【履修証明プログラム】[PR Service Industry Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	電通 [DENTSU] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083417
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
キーワード Key Words	Advertisement, Public relations, Advertising industry, Public relations industry, Ad agency, PR agency, Management strategy, Marketing, CSR, Risk management, Mass communication, Internet, 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	By the end of this class, a learner will have basic knowledge of advertisement and PR business.		
授業計画 Course Schedule	This course will be held almost once a month.  Section 1: Overview of the Telecommunications and Advertising Industry (4/26)  Section 2: Public Relations (5/24)  Section 3: Regional Social Issues in Hokkaido and the Coexistence of Regional Economy (6/14)  Section 4: Recent Trends in Creativity (7/5)  Section 5: New Communication and Brand Experience (7/26)		
準備学習(予習・復習)等の内容と分量 Homework	You will have to watch a lot of advertisement in TV and newspaper and review the contents after the seminar. At the term end, you have to submit a report.		
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	<a href="http://www.dentsu.co.jp/">http://www.dentsu.co.jp/</a>		

**研究室のホームページ Websites of Laboratory**

**備考 Additional Information**

course administrator:

TSUJIMOTO Atushi 706-5361, tsujimoto@imc.hokudai.ac.jp

JANG Juhyeok 706-5379, jang.juhyeok@imc.hokudai.ac.jp

Research faculty of media and communication

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	川越 慶太 [KAWAGOE Keita] ((株)野村総合研究所)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2024	時間割番号 Course Number	083418
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1 対面授業科目《対面のみ》		
<b>キーワード Key Words</b>			
<p>キーワード Key Words</p> <p>digital communication, logical communication, digital transformation(DX), AI, corporate communication, public relations, media relation, corporate branding, investor relation (IR), CSR, corporate governance, compliance, internal communication, recruiting communication, WEB, media, SNS, strategic communication</p>			
<b>授業の目標 Course Objectives</b>			
<p>This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute.</p> <p>In this course, you will learn BASIC CORPORATE COMMUNICATION with respect to DIGITALIZATION or DIGITAL TRANSFORMATION, through real examples of companies.</p> <p>The lecture covers the wide domains, such as corporate management, flow of money and information, structure of related industries, and the impact of digitalization, etc..</p> <p>The lecturer integrates these and explain it intelligibly. All contents of the lecture have practical applications which you can easily apply to your daily undertakings.</p> <p>Moreover, you will also improve and acquire your logical communication skills through the workshops. The lecturer will provide one on one feedback about your documents, presentations, questions etc.</p>			
<b>到達目標 Course Goals</b>			
<p>After a successful completion of this course, you will be able to :</p> <p>1)Have your basic knowledge of corporate communications, and to realize the impacts of digital transformation which many corporations are facing for.</p> <p>2)Devise a methodology on how you will improve your personal logical communication skills (thinking, writing, presentation, discussion etc.)</p>			
<b>授業計画 Course Schedule</b>			
<p>&lt;Method of the class&gt;</p> <p>This is an intensive lecture in 5 days.</p> <p>We will practice by doing some group activities, having a discussion and presentation based on a lecture to get the basic knowledge, and picture a concrete example, and realize our theme.</p> <p>The lecturer will give advice to the outputs of the workshops and also will give advice to improve skills of the individuals.</p>			
<p>&lt;Course Schedule&gt;</p> <p>◇Day 1 : Public relations and digital transformation(introduction)</p> <p>(1) Company's activities, Public relations and Digital transformation</p> <p>(2) Logical communication workshop① (logical thinking)</p> <p>◇Day 2 : Digital communication of the company (case study 1)</p>			

<p>(1) Media relations  (2) Logical communication workshop② (logical writing, presentation-1)</p> <p>◇Day 3 : Digital communication of the company (case study 2)  (1) Marketing communication  (2) Logical communication workshop③ (presentation-2)  ※This lecture might be changed to a special lecture by guest speaker</p> <p>◇Day 4 : Digital communication of the company (case study 3)  (1) Investor relations (IR) , Internal communication, Recruiting communication, Corporate branding,  (2) Logical communication workshop③ (presentation)</p> <p>◇Day 5 : Digital communication practice (wrap up)  (1) Company's activities, Public relations and Digital transformation (wrap up)  (2) Logical communication workshop (wrap up)</p>
<p><b>準備学習 (予習・復習)等の内容と分量 Homework</b>  Self introduction sheet, Review report for each lecture (Preparation time: 0.5-1 hours.)  Final Report (Preparation time:1-2 hours.)</p>
<p><b>成績評価の基準と方法 Grading System</b>  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 skill, presentation skill, writing skill etc.  ※The ratio of each evaluation assumes (1) =40%, (2) = 20%, (3)=40%</p>
<p><b>他学部履修の条件 Other Faculty Requirements</b></p>
<p><b>テキスト・教科書 Textbooks</b>  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><b>講義指定図書 Reading List</b>  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><b>参照ホームページ Websites</b>  なし None.</p>
<p><b>研究室のホームページ Websites of Laboratory</b>  None.</p>
<p><b>備考 Additional Information</b>  None.</p>