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科目名 Course Title	共創文化論演習[Cocreation and Culture]		
講義題目 Subtitle	□		
責任教員 Instructor	AKMATBEKOVA Gulzat [AKMATBEKOVA Gulzat] (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	2023	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	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		
キーワード Key Words			
Tourism geography, Tourist regions			
授業の目標 Course Objectives			
In this course, you can understand the diversity and regional differences of the nature and culture of the tourist region, the individuality of tourism areas from the perspective of tourism geography. Thereby, we will discover the charm of the area, draw it out, and make a great step forward in area tourism developing.			
到達目標 Course Goals			
In this course, the theory and method of geography will be applied in the study of tourism. Specifically, what is there, why is it there (location), how it was made (regional formation and transformation), where and why (tourism zone and tourism behavior), what kind of person and where the tourists come from (customer base and area of attraction). Upon successful completion of this course, you will be able to deepen your thinking and understand the questions related to the region, society, communication, culture and tourism co-creation from multifaceted and interdisciplinary perspective.			
授業計画 Course Schedule			
1. Orientation lesson 2-15 lessons: Through papers and case studies on tourism geography, students will gain a multifaceted and interdisciplinary understanding and deepen their thinking on various issues related to region, society, exchange, culture, and tourism co-creation.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students actively participate in classes, read literature/papers on tourism areas and themes of interest, and discuss with other members.			
成績評価の基準と方法 Grading System			
Presentation(50%) and discussion (50%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
観光地理学—観光地域の形成と課題—第2版／山村順次:同文館出版株式会社, 2012 現代観光地理学への誘い—観光地を読み解く視座と実践／泉森本, 理佳山本, 孝治神田:ナカニシヤ出版, 2021			
講義指定図書 Reading List			
参照ホームページ Websites			
https://www.jstage.jst.go.jp/browse/-char/ja/			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			
Students can also pick up academic papers on topics of interest. In addition, due to the corona situation, there is a possibility			

of schedule change and some online classes.

科目名 Course Title	観光地理学演習Ⅱ		
講義題目 Subtitle	Ⅱ		
責任教員 Instructor	AKMATBEKOVA Gulzat [AKMATBEKOVA Gulzat] (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	2023	時間割番号 Course Number	083285
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Tourism geography, Tourist regions			
授業の目標 Course Objectives			
In this course, you can understand the diversity and regional differences of the nature and culture of the tourist region, the individuality of tourism areas from the perspective of tourism geography. Thereby, we will discover the charm of the area, draw it out, and make a great step forward in area tourism developing.			
到達目標 Course Goals			
In this course, the theory and method of geography will be applied in the study of tourism. Specifically, what is there, why is it there (location), how it was made (regional formation and transformation), where and why (tourism zone and tourism behavior), what kind of person and where the tourists come from (customer base and area of attraction). Upon successful completion of this course, you will be able to deepen your thinking and understand the questions related to the region, society, communication, culture and tourism co-creation from multifaceted and interdisciplinary perspective.			
授業計画 Course Schedule			
1. Orientation lesson 2-15 lessons: Through papers and case studies on tourism geography, students will gain a multifaceted and interdisciplinary understanding and deepen their thinking on various issues related to region, society, exchange, culture, and tourism co-creation.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students actively participate in classes, read literature/papers on tourism areas and themes of interest, and discuss with other members.			
成績評価の基準と方法 Grading System			
Presentation(50%) and discussion (50%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
観光地理学―観光地域の形成と課題―第2版／山村順次:同文館出版株式会社, 2012 現代観光地理学への誘い―観光地を読み解く視座と実践／泉森本, 理佳山本, 孝治神田:ナカニシヤ出版, 2021			
講義指定図書 Reading List			
参照ホームページ Websites			
https://www.jstage.jst.go.jp/browse/-char/ja/			
研究室のホームページ Websites of Laboratory			

備考 Additional Information

Students can also pick up academic papers on topics of interest. In addition, due to the corona situation, there is a possibility of schedule change and some online classes.

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	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	2023	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		
キーワード Key Words			
授業の目標 Course Objectives			
Any language student needs to develop both receptive and productive skills in the target language; for research students in International Media, Communication and Tourism Studies, as well as using language skills to gather data, communicating the purposes and outputs of their work is essential, in order 1) to engage with the academic community of their target language area, and 2) to develop opportunities for further research and collaboration at the next stage of their careers. Therefore, language training activity should simultaneously develop and further the students' contacts with members of the academy in their target topic and area.			
The course will be based on the TANDEM learning method, wherein students from Hokudai and overseas universities work together on a project to correct each other's linguistic errors and develop each other's language skills. Each pair would be expected to commit to a certain number of hours of collaboration work before the course. The method of contact between them initially will be 1) on-line through email, 2) via Skype, or 3) some other VOIP system. First, students would start the project by producing an outline of their research in the target language followed by producing a formal piece of academic writing on their research topic, along with an accompanying research presentation. During the course, students will deliver their research presentations in their target language.			
到達目標 Course Goals			
到達目標 Course Goals			
By the end of this course you will be able to			
1. develop transferable skills in the target language.			
2. increase students' familiarity with the productive use of more complex and sophisticated forms of writing, and also with the norms of academic discourse and rhetoric in the target language.			
3. build academic networks in their subject areas.			
4. get benefit from a wider range of experience, and also begin to be able to see who the scholars of their own age working in their subject areas are.			
授業計画 Course Schedule			
Tandem Language Learning Program 2023 will be held at Hokkaido University. Dates for the course are not decided yet.			
1. Introduction of course contents			
2. - 5. Lectures and workshops on various topics by staff			
6. - 7. Students' presentations followed by comments from staff and students			
8. Discussion			
準備学習 (予習・復習)等の内容と分量 Homework			

<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>
<p>成績評価の基準と方法 Grading System</p> <p>Student's grades will be determined by how well they demonstrate their achievement of the course goals through</p> <ol style="list-style-type: none"> 1. participation: 50% 2. giving a presentation in their target language: 40% 3. actively partaking in discussion of issues provided by staffs' lectures on their current research: 10%
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>No textbook required.</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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	2023	時間割番号 Course Number	083236
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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: https://rstudio.com/products/rstudio/download/			
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	2023	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 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	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Computer-Assisted Language learning (CALL), digital literacy, development of communicative competence			
授業の目標 Course Objectives			
To provide an overview of the field of CALL to understand key concepts and research methods, and to apply them to issues of literacy learning, teaching, and acquisition in digital communication.			
到達目標 Course Goals			
The goal is to be able to decide on a topic, conduct a literature review, summarize what the consensus is in the field and what is missing, analyze the L2 data to which you have access, summarize the results in relation to previous research, and discuss them in English.			
授業計画 Course Schedule			
The class will consist of lectures, group and individual presentations by the students, and discussions between the students and the instructor.			
The class will be divided into three major blocks:			
Weeks 1-5: Lectures on basic CALL concepts, followed by class discussion.			
Weeks 6-12: Students present an outline of their CALL research paper, followed by class discussion.			
Week 13-15: Students present their mini-research projects, which are discussed in class.			
準備学習 (予習・復習)等の内容と分量 Homework			
Read 1-3 research papers or book chapters each week.			
成績評価の基準と方法 Grading System			
Class participation (including student presentations in each class, participation in discussions, and forum posts if there is an on-demand week) 40%; Quiz on CALL key concepts (to be given in the first half of the semester) 10%; Mini-research project proposal (due at the end of December) 10%. Mini-research project final report 40% (due at the end of January)			
他学部履修の条件 Other Faculty Requirements			
Basic knowledge of linguistics and applied linguistics is desirable.			
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	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	2023	時間割番号 Course Number	083284
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		
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	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	2023	時間割番号 Course Number	083299
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		
キーワード Key Words			
Inbound Tourism to Japan, Tourism Policy, International Tourism, Destination Marketing, and Destination Management			
授業の目標 Course Objectives			
Japanese Government has been focusing on the promotion of inbound tourism to Japan in these 15 years and local governments, private sector and academia have been following this trend. as well. Inbound tourism is becoming a major theme for almost all the destinations in Japan. This subject allows students to be introduced to the both side of inbound tourism to Japan, the theory and practical especially from policy perspective. It provides a general overview of the latest trend of international tourism market and inbound tourism to Japan in order to understand the positioning of Japan as an international destination. In addition, the course is designed to understand systematically the challenges and the current situation in actual local destinations in Japan, by understanding basic theory and the process to modify it.			
到達目標 Course Goals			
It is expected that the students gain the practical skills and knowledges about the following points: 1. Japan's position as an international destination based on the global market trend. 2. Understanding features of Japan's international tourism policy by comparing to other countries 3. Finding challenges and solutions in inbound tourism for a specific destination in japan, based on the basic theory and multilateral viewpoint			
授業計画 Course Schedule			
The course consists of 3 parts: introduction, case study and practice through group work. The detail is as follows. ＜Introduction＞ Week 1: Lecture guidance, sharing subject matter and problem awareness in the lecture Week 2: International tourism market trends and Japan's inbound tourism policy Week 3: Characteristics of inbound tourism in tourism ＜case study＞ Week 4: Destination life cycle and diversification Week 5: Destination life cycle and diversification (Case Study: Takayama City) Week 6: Destination Image formation Week 7: Destination Image formation (Case Study: Yudanaka-onsen/Snow Monkey, Naoshima and Yamazaki) Week 8: Urban Destination (Case Study: Tokyo and Fukuoka) Week 9: Destination and sustainability Week 10: Inbound tourism to Japan and natural heritages (Guest lecturer) Week 11: Inbound tourism to Japan and cultural heritages (Guest lecturer)			

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

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	2023	時間割番号 Course Number	083415
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		
キーワード Key Words			
Inbound Tourism to Japan, Tourism Policy, International Tourism, Destination Marketing, and Destination Management			
授業の目標 Course Objectives			
<p>Japanese Government has been focusing on the promotion of inbound tourism to Japan in these 15 years and local governments, private sector and academia have been following this trend. as well. Inbound tourism is becoming a major theme for almost all the destinations in Japan.</p> <p>This subject allows students to be introduced to the both side of inbound tourism to Japan, the theory and practical especially from policy perspective. It provides a general overview of the latest trend of international tourism market and inbound tourism to Japan in order to understand the positioning of Japan as an international destination. In addition, the course is designed to understand systematically the challenges and the current situation in actual local destinations in Japan, by understanding basic theory and the process to modify it.</p>			
到達目標 Course Goals			
<p>It is expected that the students gain the practical skills and knowledges about the following points:</p> <ol style="list-style-type: none"> 1. Japan's position as an international destination based on the global market trend. 2. Understanding features of Japan's international tourism policy by comparing to other countries 3. Finding challenges and solutions in inbound tourism for a specific destination in japan, based on the basic theory and multilateral viewpoint 			
授業計画 Course Schedule			
<p>The course consists of 3 parts: introduction, case study and practice through group work. The detail is as follows.</p> <p><Introduction></p> <p>Week 1: Lecture guidance, sharing subject matter and problem awareness in the lecture</p> <p>Week 2: International tourism market trends and Japan's inbound tourism policy</p> <p>Week 3: Characteristics of inbound tourism in tourism</p> <p><case study></p> <p>Week 4: Destination life cycle and diversification</p> <p>Week 5: Destination life cycle and diversification (Case Study: Takayama City)</p> <p>Week 6: Destination Image formation</p> <p>Week 7: Destination Image formation (Case Study: Yudanaka-onsen/Snow Monkey, Naoshima and Yamazaki)</p> <p>Week 8: Urban Destination (Case Study: Tokyo and Fukuoka)</p> <p>Week 9: Destination and sustainability</p> <p>Week 10: Inbound tourism to Japan and natural heritages (Guest lecturer)</p> <p>Week 11: Inbound tourism to Japan and cultural heritages (Guest lecturer)</p> <p><Group work></p>			

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

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	2023	時間割番号 Course Number	083274
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
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% Presentation: 20% Report: 50%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
Will be introduced in the class.			

講義指定図書 Reading List くずし字解読辞典／児玉幸多:東京堂出版
参照ホームページ Websites http://rnavi.ndl.go.jp/researchguide/entry/post-198.php , https://www.gsi.go.jp/bousaichiri/denshouhi.html
研究室のホームページ Websites of Laboratory
備考 Additional Information <ul style="list-style-type: none"> •This course will be taught in Japanese. •This course will evaluate those who have an attendance rate of more than 70%. •The first and second classes will be conducted in a combination of face-to-face and online classes. After the enrollment is confirmed, all classes may be conducted in person, depending on the enrollment status. •All classes will be conducted in a combination of face-to-face and online classes. •Please note that this syllabus may be subject to change.

科目名 Course Title	情報戦略論演習[Information Strategy]		
講義題目 Subtitle	□		
責任教員 Instructor	伊藤 直哉 [ITO Naoya] (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	2023	時間割番号 Course Number	083224
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		
キーワード Key Words			
Information and Media, Tourism Information, eWOM, Consumer Behavior, Attitude Change, Trust Structure, SNS, Risk, Social Capital			
授業の目標 Course Objectives			
This course will help you to understand and clarify consumer attitude change, process of consumer behavior, with concept of Risk and Trust, in actual information society changing day by day.			
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 manage effective information strategy applying knowledge of consumer cognitive process.			
授業計画 Course Schedule			
This course will be prepared the following 3 steps to help you to understand the course Goal.			
1. eWOM Information and Attitude Change			
2. Theory and Model			
3. Application for Practice			
準備学習(予習・復習)等の内容と分量 Homework			
This course would ask you to prepare to read reading list articles.			
成績評価の基準と方法 Grading System			
Response paper 20%			
Motivation 20%			
Presentation 60%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
※特になし。講義ごとに資料や PDF が指示もしくは配布される。			
講義指定図書 Reading List			
授業中に随時紹介される。			
参照ホームページ Websites			

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

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	2023	時間割番号 Course Number	083247
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		
キーワード Key Words			
International Relations, Realism, Liberalism, Constructivism, Security Studies, Indo-Pacific			
授業の目標 Course Objectives			
This is an advanced course on theories and practice of International Relations. This course provides students with theoretical discussions together with practical case studies of International Relations. It explores the roles of state actors in the Indo-Pacific region and beyond, international organisations such as the United Nations, and non-state actors such as international non-governmental organisations in the international community.			
Please note that an advanced level of English reading, writing and speaking skills are required to take this course.			
到達目標 Course Goals			
At the end of the course, students should be able to: 1. Explain the main concepts and theories of International Relations 2. Describe the nature and exercise of power within the global community 3. Discuss the dimensions and function of International Relations and the influence of globalisation 4. Examine International Relations issues using case studies			
授業計画 Course Schedule			
1. Introduction 2. Theories of International Relations I 3. Theories of International Relations II 4. Theories of International Relations III 5. Theoretical discussion 6. State Actors: Sovereign States and Power 7. International Organisations 8. Non-governmental Organisations 9. International Security 10. Diplomacy and Foreign Policy 11. United Nations 12. Academic and Research Skills 13. Presentation I 14. Presentation II 15. Theories and Practics of International Relations: Wrapping up Please note that this lecture schedule is subject to change.			
準備学習 (予習・復習)等の内容と分量 Homework			
Compulsory readings will be provided each week.			

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

科目名 Course Title	中国メディア論演習[Chinese Media Studies]		
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	2023	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	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Quantitative text analysis, Chinese media, Content analysis, Newspapers, Social Media			
授業の目標 Course Objectives			
The course aims to cultivate the empirical analytical skills necessary for media and journalism studies while taking into account research trends both in Japan and abroad. In recent years, the emergence of new media, typified by the internet, has greatly changed the way information is conveyed. Chinese media studies require new analytical frameworks and methods. In this class, we will explain the basics of techniques for quantitatively analyzing text as data.			
到達目標 Course Goals			
This course aims to provide participants with the methodology for empirical analysis of 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 Chinese text data (newspaper articles, SNS data), and analyze data systematically and quantitatively, (3) Be able to apply quantitative text analysis methods to Chinese media studies.			
授業計画 Course Schedule			
The course will be divided into 15 lessons, each of which will cover a specific topic related to quantitative text analysis. In the first few lessons, we will discuss the theoretical background of quantitative text analysis and introduce the tools and methods used in the field. We will then move on to more practical lessons that cover how to collect and prepare data for analysis, as well as how to use specific software and programs to conduct the analysis. Throughout the course, we will also cover examples of research that has used quantitative text analysis to study Chinese media and discuss how the findings of these studies can be applied to other areas of media studies. Lesson 1: Guidance and Introduction Lesson 2: What is quantitative text analysis? Lesson 3: What is content analysis? Lesson 4: Coding and Reliability Lesson 5: Examples of research conducting content analysis Lesson 6: Analysis using KHCoder Lesson 7: Examples of research using KHCoder Lesson 8: Basics of R (1) Lesson 9: Basics of R (2) Lesson 10: Morphological analysis using R Lesson 11: Analysis using quanteda (1) Lesson 12: Analysis using quanteda (2) Lesson 13: Analysis using quanteda (3) Examples Lesson 14: How to write a report? Lesson 15: Final project presentations and discussion.			

準備学習(予習・復習)等の内容と分量 Homework The course requires participants to read the assigned materials before each class and prepare accordingly. Homework assignments will be given for each lecture and must be submitted before the deadline.
成績評価の基準と方法 Grading System The course grade will be determined by two factors: (1) Class participation and homework (40%): Attendance, contributions to class discussions, and performance on homework assignments will be taken into account. (2) Final report(60%): At the end of the course, participants will submit a short report, in which they will apply the quantitative text analysis methods learned in class to a topic of their choice. The report will be evaluated based on the participant's ability to conduct the analysis appropriately.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 特になし。講義ごとに資料が指定ないし配布される。
講義指定図書 Reading List 『内容分析の方法』／有馬明恵:ナカニシヤ出版, 2007 『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 『メッセージ分析の技法―「内容分析」への招待』／クラウス・クリッペンドルフ(三上他訳):勁草書房, 1989 『創造の方法学』／高根正昭:講談社, 1979 『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 『社会調査のための量的テキスト分析―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 『Rによるテキストマイニング』/石田基広:森北出版,2020
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information This course will be conducted in Japanese. All participants must have excellent Japanese proficiency. The lectures will generally consist of a theoretical explanation and methodologies in the first half, followed by discussion and computer-based practices in the second half. The practices will utilize the free software "KHCoder" and "R".

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	2023	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			
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		
キーワード Key Words			
Social construction, Mediatisation, Reality, Identity, Tourism, Film / Movies, Videography			
授業の目標 Course Objectives			
Tourism and film are in this course analysed as texts, actions, and experiences that are surprisingly similar to one another. The objective of the course is to explore how films have an influence on individuals' identity construction and an understanding of roles and norms in society. The course will also examine how both fiction, and non-fiction films, create perceptions of realities that influence individuals in their personal decisions. Students will acquire practical experience of film-making, and frameworks necessary for examining factors and elements that contribute to what societies imagine that tourism does or is.			
到達目標 Course Goals			
By the end of this course, you will be able to:			
1. Analyse how films and other media channels create 'beings', 'truths', and 'values' of tourism. 2. Contrast methodological tools to interpret socially constructed understandings of reality. 3. Examine why tourism acts as a worldmaking agency in a hyper-mediatised society.			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with viewing of films. In the end of the course, students are required to make a reflective mini-film where acquired knowledge is visualised.			
1. Introduction; Assignments, and Paradigms 2. Social construction / constructivism of mediatised tourism 3. Travel and Ontology, The Art of Travel (55 min) 4. Multi-modal academic reflections; Making mini-films as assessments; Idea/script/storyboard 5. Heritage and construction of rurality, Only yesterday - おもひでぼろぼろ (118 min) 6. Epistemology and knowledge creation within social groups; 7. Social construction of the 'Other', My Long Neck (53 min) 8. Workshop for assignment - aid where needed (if needed) 9. Axiology as a foundational principle; what is it that we value in tourism? 10. Identity construction - backpackers, The Beach (119 min) 11. Workshop for assignment - aid where needed (if needed) 12. The future of tourism - are we travelling just for the memory?, Total Recall (113 min) 13. Workshop for assignment - aid where needed (if needed) 14. Tourism and worldmaking - opportunities for reflective professionals 15. Students' reflective film presentations + Discussion and summary			
準備学習 (予習・復習)等の内容と分量 Homework			
You are required to participate in classes, and hand in short (500 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.
成績評価の基準と方法 Grading System Your grade will be determined by how well you demonstrate your achievement of the course goals through three assessable items. These items are further divided into smaller components so that you are actively applying all your learning throughout the course. 1. 5 film reflections – maximum 500 words each, handed in after every film viewing: 10% each = 50% (Course Goals 1 and 2) 2. film idea, script, and storyboard: 5%+5%+10% = 20% (Course Goals 2 and 3) 3. individual reflective mini film (max 5 min): 30% (Course Goals 2 and 3)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks No textbook is designated. Handouts will be distributed.
講義指定図書 Reading List Book of readings (articles and book chapters) will be provided at beginning of course
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Note, some of the five 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.

科目名 Course Title	Tourism Attractions[Tourism 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	2023	時間割番号 Course Number	083418
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class	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	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		
キーワード Key Words			
Tourist Attractions, Narrative Analysis, Phenomenology, Culture, Media			
授業の目標 Course Objectives			
The objective of this course is to introduce 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.			
到達目標 Course Goals			
By the end of this course, you will be able to:			
1. analyse diverse (and at times surprising) tourist attractions. 2. appraise and reflect on new trends of tourism. 3. examine tourism practices using qualitative methodologies in a socio-cultural context.			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with case studies from Japan and other areas. Throughout the course, you are required to take part of four field visits and apply chosen theories on your analysis of those visits.			
1. Introduction, Categories and typologies of tourist attractions 2. Defining attractions – what are they [not]? Tourist attraction systems 3. Tourist attractions as narratives 1 – Markers/Texts; Diegesis; Diachronic and Synchronic details 4. Fieldwork 1 - visit at TBA 5. Cross-cultural and Cultural peculiarities of Attractions 6. Tourist attractions as narratives 2 – Voice; Focalisation; Tempo – Anachronisms 7. Fieldwork 2 - visit at TBA 8. The attraction management paradox; Success factors, and ‘white elephants’ 9. Tourist attractions as experiences 1 – Phenomenological triad; Essential themes; Hermeneutics 10. Fieldwork 3 - visit at TBA 11. Workshop about critical appraisal of tourist attraction 12. Tourist attractions as experiences 2 – Elements of experiences; Linguistic phenomenology; Noesis and Noema 13. Fieldwork 4 - visit at TBA 14. Expectations, planning, design, management, and quality assurance of tourist attractions 15. Students critical appraisal presentations and summary			
準備学習 (予習・復習)等の内容と分量 Homework			

<p>You are required to participate actively in the class activities, i.e. read given texts before class, be ready to explain and discuss your understandings of the texts. You will also take part in all fieldwork, submit short journals from each field visit, and discuss your separate findings afterwards with your peers.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Your grade will be determined by how well you demonstrate your achievement of the course goals through:</p> <ol style="list-style-type: none"> 1. Field visit journals from attractions: 40% (Course Goals 1 and 2) 2. Literature review: 30% (Course Goal 2) 3. Critical appraisal of selected tourist attraction – format to be pre-approved: 30% (Course Goals 1, 2 and 3)
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>Tourist Attractions – From Object to Narrative／Edelheim, Johan:Channel View Publications, 2015</p>
<p>講義指定図書 Reading List</p> <p>Book of readings (articles and book chapters) will be provided at beginning of course</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>This course uses different attraction themes each year. We have in earlier years examined: 'food', 'animals', and 'water' as attractions, and will again this year take on a new theme. Exactly what attractions we will visit will be determined based on the season, and wishes amongst participants.</p>

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	2023	時間割番号 Course Number	083244
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
tourism, media, audience, thought, selfhood, otherness, temporality			
授業の目標 Course Objectives			
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. 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. 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.			
到達目標 Course Goals			
After successful completion of this course, you will be able to:			
1. Apply the core concepts of Selfhood and Otherness in different mediated tourism contexts. 2. Analyse why tourism and media can be effective or ineffective means of audience engagement. 3. Reflectively evaluate how understandings of Temporality, Self, and Other(s) underpin research of mediated tourism studies.			
授業計画 Course Schedule			
The course is organised as a seminar-style reading circle. We will collectively select appropriate reading materials according to participants' interests, and value presentations by each student and discussions among participants. Tentatively, we are planning to read articles and book chapters connecting tourism, media, and philosophical thoughts to personhood (self/other), being, and temporality. Students are expected to share recommendations of some reading materials on the related area in this class. Therefore, the course will be made up by all participants, the orientation and content of the course will change and be adjusted flexibly according to participants, but this is precisely where the essence of 'travel/tourism' resides (perhaps).			
準備学習 (予習・復習)等の内容と分量 Homework			
This course includes presentations and discussions based on the reading materials. You will have to read them and prepare for the discussion before classes. In preparation for presentations, participants are required to create a summary of assigned texts, with original comments, so as to evoke class discussion. Students are also required to actively participate in the class activities including discussions to respond to comments from each other.			
成績評価の基準と方法 Grading System			
Your grade is made up of two larger assessment items, each valued at 50%:			
1. Chairing, and actively participating in the reading circles.			

<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>
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
<p>講義指定図書 Reading List</p> <p>References and reading materials will be introduced by the instructor.</p>
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
<p>備考 Additional Information</p> <p>NOTICE: The course content and reading requirements changes each year, more or less, according to participants.</p>

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	2023	時間割番号 Course Number	083288
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 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		
キーワード Key Words			
Tourist Attractions, Narrative Analysis, Phenomenology, Culture, Media			
授業の目標 Course Objectives			
The objective of this course is to introduce 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.			
到達目標 Course Goals			
By the end of this course, you will be able to:			
1. analyse diverse (and at times surprising) tourist attractions.			
2. appraise and reflect on new trends of tourism.			
3. examine tourism practices using qualitative methodologies in a socio-cultural context.			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with case studies from Japan and other areas. Throughout the course, you are required to take part of four field visits and apply chosen theories on your analysis of those visits.			
1. Introduction, Categories and typologies of tourist attractions			
2. Defining attractions – what are they [not]? Tourist attraction systems			
3. Tourist attractions as narratives 1 – Markers/Texts; Diegesis; Diachronic and Synchronic details			
4. Fieldwork 1 - visit at TBA			
5. Cross-cultural and Cultural peculiarities of Attractions			
6. Tourist attractions as narratives 2 – Voice; Focalisation; Tempo – Anachronisms			
7. Fieldwork 2 - visit at TBA			
8. The attraction management paradox; Success factors, and ‘white elephants’			
9. Tourist attractions as experiences 1 – Phenomenological triad; Essential themes; Hermeneutics			
10. Fieldwork 3 - visit at TBA			
11. Workshop about critical appraisal of tourist attraction			
12. Tourist attractions as experiences 2 – Elements of experiences; Linguistic phenomenology; Noesis and Noema			
13. Fieldwork 4 - visit at TBA			
14. Expectations, planning, design, management, and quality assurance of tourist attractions			

15. Students critical appraisal presentations and summary
準備学習 (予習・復習)等の内容と分量 Homework 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.
成績評価の基準と方法 Grading System Your grade will be determined by how well you demonstrate your achievement of the course goals through: <ol style="list-style-type: none"> 1. Field visit journals from attractions: 40% (Course Goals 1 and 2) 2. Literature review: 30% (Course Goal 2) 3. Critical appraisal of selected tourist attraction – format to be pre-approved: 30% (Course Goals 1, 2 and 3)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks Tourist Attractions – From Object to Narrative／Edelheim, Johan:Channel View Publications, 2015
講義指定図書 Reading List Book of readings (articles and book chapters) will be provided at beginning of course
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information This course uses different attraction themes each year. We have in earlier years examined: 'food', 'animals', and 'water' as attractions, and will again this year take on a new theme. Exactly what attractions we will visit will be determined based on the season, and wishes amongst participants.

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	王 冰 [BING Wang] (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	2023	時間割番号 Course Number	083263
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
キーワード Key Words			
Social Media, Media Technology, journalism, public opinion, publicity, media literacy			
授業の目標 Course Objectives			
The aim of this seminar focuses on Social Media as the most noteworthy media in the digital age with the characteristics of technology that allow anyone to transmit information to an unspecified number of people in the global space. And also this seminar aims to understand the relationship with Social Media from various perspectives such as public opinion formation and public sphere construction, social capital (social connection), rumors, the spread of rumors, and the flaming Internet.			
到達目標 Course Goals			
・In today's risk society, where corona disasters, terrorism, and nuclear accidents occur frequently, social media develops the ability to live in a risk society for complex phenomena such as the connection between oneself and society or the division of society.			
・We can focus on various phenomena such as fake news, hoaxes, burning, and accusation in the "social media society", which can lead to improvement of media literacy.			
授業計画 Course Schedule			
This seminar will be divided in three sections as follows:			
1. Introduction to Social media's history, technology and Law/ institutional system.			
2. Reading(1): Social media and journalism, social media and politics, social media and public opinion, social media and publicity, social media and internet culture.			
3. Reading(2): Social media and Information ethics, news ethics, media literacy, privacy.			
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			
ソーシャルメディア論・改訂版／藤代裕之: 青弓社, 2019			
ソーシャルメディアと世論形成／遠藤薫: 東京電機大学出版局, 2018			
ソーシャルメディアと公共性／遠藤薫: 東京大学出版会, 2018			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			

科目名 Course Title	観光事業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	大岩 直美 [OIWA Naomi] (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	2023	時間割番号 Course Number	083401
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		
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	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	2023	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 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		
キーワード Key Words			
sociolinguistics, sociology of language, bilingualism, multilingualism, language ideology, language policy			
授業の目標 Course Objectives			
This course aims to			
(1) enhance the students' understanding of some of the basic assumptions of sociolinguistics			
(2) develop the students' critical awareness of and insights into the relationship between language and society			
到達目標 Course Goals			
By the end of the course, I hope that you will have:			
(1) gained basic knowledge and concepts developed in sociolinguistics			
(2) learned and understood about qualitative approach in sociolinguistics			
(3) acquired basic academic reading and writing skills in the English language			
授業計画 Course Schedule			
This course introduces the field of sociolinguistics, a study of language in social context. By using comprehensive textbooks, it focuses on some classic and cutting-edge concepts and related issues. The following topics will be covered in class: language variation and change, language and identity, bi/multilingualism, language attitude, language policy, and language death and revitalization.			
The course is organized in two modes: Reading & Lecture and Writing workshop/seminar			
(1) Reading & Lecture			
The students are firstly tasked to read the assigned chapter of the textbook. 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 reflect on the lesson after each class (Reaction paper).			
(2) Writing workshop/seminar			
The students are required to present their own ideas, thoughts and critical analysis about the assigned readings and relevant issues in a written form. Therefore, these sessions are designed to assist such activities. They includes an academic writing workshop and a seminar in which the students will make constructive comments about and present critical analysis about the other students' draft essays.			
－ Course outline －			
Week 1: Course introduction			
Week 2-12: Reading and Lecture			
Week 13-15: Writing workshop/semina			
準備学習 (予習・復習)等の内容と分量 Homework			
To be instructed in Week 1			

成績評価の基準と方法 Grading System Your grade to be determined by: (1) Writing assignments (70%) (2) Reaction papers and participation in discussion (30%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks To be provided by the lecturer
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://otomo.imc.hokudai.ac.jp/en.html
備考 Additional Information

科目名 Course Title	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	2023	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			
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		
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, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of community through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. While CBT projects are initiated across Japan, framework of CBT is also applied to means for poverty alleviation in the developing world. In this course, students will learn the basic theory and methodology of CBT, and then acquire knowledge and frameworks necessary to understand the role and current issues regarding CBT and Indigenous Tourism through literature review and field work.			
到達目標 Course Goals			
By the end of this course, students will be able to: (1)obtain the basic knowledge to understand 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 significance and current issue regarding CBT and Indigenous Tourism.			
授業計画 Course Schedule			
Section 1 (week on to seven): Introduction to Community based Tourism. The first section gives you introductive lectures. This section aims to understand the basic theory and methodology of Community based Tourism(CBT).			
Section 2 (week eight to twelve): Leaning Indigenous Tourism initiatives in Hokkaido and the world. The second section provides you more specific knowledge and frameworks necessary to understand Indigenous Tourism within Japan through literature work and field work. Field work is to be planned at Akan-cho, Kushiro city, Hokkaido. At the first two classes in this section, students will learn the general knowledge regarding Ainu people and Hokkaido Tourism prior to the field work. The rest of course in this section will be delivered intensively as we are going to field work at Akan (3 days trip).			
*1 Additional cost(travel costs and program fee) will be incurred for the field trip. *2 Contents of field work might be changed.			
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 provided materials and collect indicated information before classes. Before and after the field work, students are expected to collect information regarding the visiting site and summarize the data you obtain from the field work.			
成績評価の基準と方法 Grading System			

<p>Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> 1. participation in debates and class work: 60% 2. final report and presentation: 40%
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks , 2010</p>
<p>講義指定図書 Reading List The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications／Edited by Sandeep Kumar Walia:Routledge, 2021 The 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 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>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information •Please note, teaching method(online or classroom lecture) and course contents may be modified due to BCP level of Hokkaido University. •Since this course will addresses field work activities, students are required to take out Personal Accident Insurance for Students pursuing Education and Research (PAS) prior to the fieldwork. •Additional cost will be incurred for the field trip. The details will be delivered in the introduction class.</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] (アイス共生推進本部)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	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		
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, community owned and operated, and managed or coordinated at the community level that contributes to the well-being of community through supporting sustainable livelihoods and protecting valued socio-cultural traditions and natural and cultural heritage resources. While CBT projects are initiated across Japan, framework of CBT is also applied to means for poverty alleviation in the developing world. In this course, students will learn the basic theory and methodology of CBT, and then acquire knowledge and frameworks necessary to understand the role and current issues regarding CBT and Indigenous Tourism through literature review and field work.		
到達目標 Course Goals	By the end of this course, students will be able to: (1)obtain the basic knowledge to understand 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 significance and current issue regarding CBT and Indigenous Tourism.		
授業計画 Course Schedule	Section 1 (week on to seven): Introduction to Community based Tourism. The first section gives you introductive lectures. This section aims to understand the basic theory and methodology of Community based Tourism(CBT). Section 2 (week eight to twelve): Leaning Indigenous Tourism initiatives in Hokkaido and the world. The second section provides you more specific knowledge and frameworks necessary to understand Indigenous Tourism within Japan through literature work and field work. Field work is to be planned at Akan-cho, Kushiro city, Hokkaido. At the first two classes in this section, students will learn the general knowledge regarding Ainu people and Hokkaido Tourism prior to the field work. The rest of course in this section will be delivered intensively as we are going to field work at Akan (3 days trip). *1 Additional cost(travel costs and program fee) will be incurred for the field trip. *2 Contents of field work might be changed.		
準備学習 (予習・復習)等の内容と分量 Homework	Students are strongly encouraged to read provided materials and collect indicated information before classes. Before and after the field work, students are expected to collect information regarding the visiting site and summarize the data you obtain from the field work.		
成績評価の基準と方法 Grading System	Your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in debates and class work: 60%		

2. final report and presentation: 40%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks , 2010
講義指定図書 Reading List The Routledge Handbook of Community-Based Tourism Management: Concepts, Issues, Implications／Edited by Sandeep Kumar Walia:Routledge, 2021 The 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 各授業に必要な参考文献等は事前に配布する。 授業内容によって指定図書の一部が変更になる場合もある。 Book of readings (articles and book chapters) will be provided in advance. Reading list might be modified due to kinds of students' interests.
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information •Please note, teaching method(online or classroom lecture) and course contents may be modified due to BCP level of Hokkaido University. •Since this course will addresses field work activities, students are required to take out Personal Accident Insurance for Students pursuing Education and Research (PAS) prior to the fieldwork. •Additional cost will be incurred for the field trip. The details will be delivered in the introduction class.

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	2023	時間割番号 Course Number	083298
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		
キーワード Key Words			
Tourism Development, International Tourism, Developing World, International Cooperation, ODA (Official Development Assistance), Sustainability			
授業の目標 Course Objectives			
In the developing world, there has been a rise in recognition of promoting international tourism as effective means for acquisition of foreign currency as well as driving force for employment opportunity, industrial development, improvement in living standard. Therefore, there are increasing demands from the developing countries, which regards of multiple supports in sustainable tourism development. In this course, student will learn the basic theory of tourism development in the developing world, and then acquire knowledge and frameworks necessary to understand the role and current issues regarding tourism development in the developing world as an international cooperation.			
到達目標 Course Goals			
By the end of this course, students will be able to: (1)understand the potential of international tourism developmentas economic and social development tools in the developing world. (2)explain the roles of advanced economies including Japan on poverty reduction and community empowerment through tourism development. (3)obtain the knowledge of essential factors for tourism development as an international cooperation project.			
授業計画 Course Schedule			
Section 1 (week on to nine): Introduction to basic theory of international tourism development. The first section gives you introductive 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 ten to twelve): 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 tthe 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 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 provided materials and collect indicated information before classes. Also students are asked to prepare the resume of book chapter of the indicated textbooks or paper.			
成績評価の基準と方法 Grading System			
Your grade will be determined by how well you demonstrate your achievement of the course goals through			

1. participation in debates and class work: 40%
2. literature review and presentation: 30%
3. final report and presentation: 30%
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 発展途上世界の観光と開発／D.J.テルファー, 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.
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information This course will be basically given in person.

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	2023	時間割番号 Course Number	083405
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		
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 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.			
到達目標 Course Goals 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			
授業計画 Course Schedule 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. <ol style="list-style-type: none"> Media Culture and Tourism (Okamoto) Tourism Informatics for Destination Marketing (Ito) New Media Art and Museum Design (Qu) Augmented Reality (AR) and Interactive Aesthetic Experiences (Qu) Digital Tourism Marketing (Kamiyama) Historical Tourism and Media (Amada) Hospitality and Service (Uchida) Tourism Informatics for Service Innovation (Uchida) 			

準備学習(予習・復習)等の内容と分量 Homework Students are required to take the course actively. Preparation and the tasks for each class meeting is explained by each instructor.
成績評価の基準と方法 Grading System Your grade to be determined by: (1) Reaction paper to each class meeting (80%) (2) Discussion participation and other requirements (20%) The final grades are determined by all the instructors. Each instructor explains the tasks for each class.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 教科書は使用せず、資料を必要に応じ配布する。 No textbook required. Handouts will be distributed.
講義指定図書 Reading List 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.
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	観光社会学演習[Sociology of Tourism]		
講義題目 Subtitle	□		
責任教員 Instructor	岡本 亮輔 [OKAMOTO Ryosuke] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083283
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
キーワード Key Words			
Tourism cultures, Authenticity, Tradition, Media, Sociology, Anthropology			
授業の目標 Course Objectives			
In contemporary society, tourism and media are closely related and transform.			
In this course, we aim to acquire basic knowledge and theory of tourism, sociology and cultural anthropology indispensable in analyzing contemporary tourism and media.			
到達目標 Course Goals			
By the end of this course, a successful learner will			
1. understand previous researches in your research area			
2. understand the position of your academic methodology			
3. explain the academic significance of your research			
授業計画 Course Schedule			
You will read one or two academic papers about tourism study			
準備学習(予習・復習)等の内容と分量 Homework			
Students will read the texts beforehand and the reporter will prepare the resume.			
成績評価の基準と方法 Grading System			
You will be evaluated by In-class work (80%) and Report (20%).			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
フィールドから読み解く観光文化学——「体験」を「研究」にする 16 章／西川克之ほか:ミネルヴァ書房, 2019			
:亜紀書房			
講義指定図書 Reading List			
いま私たちをつなぐもの——拡張現実時代の観光とメディア／山田義裕・岡本亮輔:弘文堂, 2021			
参照ホームページ Websites			
https://gendai.ismedia.jp/list/author/ryosukeokamoto ,			
https://president.jp/list/author/%E5%B2%A1%E6%9C%AC%20%E4%BA%AE%E8%BC%94 ,			
https://news.yahoo.co.jp/byline/okamotoryosuke			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			
Depending on the number of students enrolled, online classes and face-to-face classes may be conducted together.			

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	KAMIYAMA Hiroyuki[KAMIYAMA Hiroyuki](メディア・コミュニケーション), AMADA Akinori[AMADA Akinori](メディア・コミュニケーション), Qu Meng[Qu Meng](観光学高等研究センター), UCHIDA Junichi[UCHIDA Junichi](小樽商科大学), ITO Naoya[ITO Naoya](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2023	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	1		
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			
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.			
到達目標 Course Goals			
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			
授業計画 Course Schedule			
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. Tourism Informatics for Destination Marketing (Ito)			
3. New Media Art and Museum Design (Qu)			
4. Augmented Reality (AR) and Interactive Aesthetic Experiences (Qu)			
5. Digital Tourism Marketing (Kamiyama)			
6. Historical Tourism and Media (Amada)			
7. Hospitality and Service (Uchida)			

8. Tourism Informatics for Service Innovation (Uchida)
準備学習(予習・復習)等の内容と分量 Homework Students are required to take the course actively. Preparation and the tasks for each class meeting is explained by each instructor.
成績評価の基準と方法 Grading System Your grade to be determined by: (1) Reaction paper to each class meeting (80%) (2) Discussion participation and other requirements (20%) The final grades are determined by all the instructors. Each instructor explains the tasks for each class.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 教科書は使用せず、資料を必要に応じ配布する。 No textbook required. Handouts will be distributed.
講義指定図書 Reading List 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.
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			
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083220
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	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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			
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:			
(1) April/10 (Mon): Guidance (15:00～, Media 407 room)			
(2) April/10 - May/29: preparation for presentation, having advice from supporting instructors			
(3) May/29: Submission of the abstract			
(4) June/02 (Fri)- 03 (Sat): Ling Camp: presentation and discussion			
(5) by June/16: submission of comments on each presentation			
(6) mid-July: deadline of the research proposal paper (first draft)			
(7) late July: deadline of the research proposal paper (final draft)			
* Progress Report Meeting for M2 students will be held on July 11th (Tue)～13th (Thur)			
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.			
成績評価の基準と方法 Grading System			
Evaluation is based on: contribution to presentation and discussion (25%), critical review paper (25%), final research proposal paper (50%).			
他学部履修の条件 Other Faculty Requirements			

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

科目名 Course Title	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	2023	時間割番号 Course Number	083235
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6201		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
theoretical linguistics, methodology, knowledge of language, language acquisition, generative grammar			
授業の目標 Course Objectives			
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. 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.			
到達目標 Course Goals			
This course has two other practical purposes as well. First, the students will have specific training of thinking logically that is essential in any academic research. Second, the students will have substantial practical training in oral presentation and discussion in English.			
授業計画 Course Schedule			
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.			
【Schedule】			
Week 1 Introduction: Importance of a scientific approach to language.			
Week 2-3			
Section 1: Morphology (study of the structure of words)			
Week 4-7			
Section 2: Phonology (study of sound structure)			
Week 8-12			

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

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), SAKAMA Hiroshi[SAKAMA Hiroshi](メディア・コミュニケーション), ASANO Yuki[ASANO Yuki](メディア・コミュニケーション), HARA Yurie[HARA Yurie](メディア・コミュニケーション), HIRATA Miki[HIRATA Miki](高等教育推進機構)		
科目種別 Course Type			
開講年度 Year	2023	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		
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			
Taking this course, students will learn 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/08			
Day2 : Phonetics and Phonology : Characteristics and Systems of language (Hiroshi Sakama) June/15			
Day3 : Meanings of what is said and what is not said (Yurie Hara) June/22			
Day4 : Language in interaction (Miki Hirata) June/29			
Day5 : Native listening and the acquisition of second language Phonetics and Phonology (Yuki Asano) July/06			
Day6 : Psycholinguistics and first and second language acquisition (Yuki Asano) July/13			
Day7 : Technology and language learning (Makoto Abe) July/20			
Day8 : How to Understand Language Learning (Yoshiko Kobayashi) July/27			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are required to take the course actively and seriously. Preparation for each class meeting is explained on the first day, and each instructor also explains the tasks for each class.			
成績評価の基準と方法 Grading System			
Each instructor gives assignment. The results are evaluated and final grades are determined by all the instructors. Plagiarism is strictly prohibited.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

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

科目名 Course Title	比較文化論演習[Comparative Culture Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	小椋 彩 [OGURA Hikaru] (大学院文学研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	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	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words	Environment, Ecocriticism, Nature, Animal, Anthropocentrism, the Earth		
授業の目標 Course Objectives	In this class, we will focus on the representation of the “environment” in Art within the framework of ecocriticism. Ecocriticism has its origins in Anglo-American literary criticism, and was originally meant to show the importance of the natural environment through literary criticism. However, given that “environment” has now been interpreted broadly to encompass not only “nature” but also “society,” and that there is a tendency to deviate from the traditional unilateralist and Anglo-American-centered framework to newly introduce multiculturalist perspectives, ecocriticism is certainly gaining presence in Asian and European cultural criticism in general. With this in mind, we will read literature and participate in discussions based on their understanding of the relevant historical and cultural context. Through these activities, students will deepen their understanding of representations of the “environment” and ultimately develop the ability to discuss cultural and environmental issues from academic and critical perspectives based on their own interests.		
到達目標 Course Goals	By the end of the course, a successful leaner will be able to (1) discuss the possibility of the role of literature and culture in environmental issues. (2) make a presentation from academic and critical perspectives based on their own interests.		
授業計画 Course Schedule	1st section Week 1 Guidance and Introduction to Ecocriticism Week2-3 Positions 2nd section Week 4-6 Wilderness 3rd section Week 7-9 Apocalypse 4th section		

<p>Week 10-12 Animals</p> <p>5th section Week 13-15 the Earth</p>
<p>準備学習(予習・復習)等の内容と分量 Homework</p> <p>Students are expected to read given materials in advance and get prepared to discuss them before class.</p>
<p>成績評価の基準と方法 Grading System</p> <p>(1)Participation in class discussion(30%) (2)Presentation(30%) (3)Final report(40%)</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>初回に指示する。</p>
<p>講義指定図書 Reading List</p> <p>Ecocriticism, 2nd ed./Greg Garrard:Routledge, 2012 交感と表象：ネイチャーライティングとは何か／野田研一:松柏社, 2003 「場所」の詩学：環境文学とは何か／生田省悟, 村上清敏, 結城正美編；高銀ほか:藤原書店, 2008 動物の解放(改訂版)／ピーター・シンガー著；戸田清訳:人文書院, 2011 動物に魂はあるのか：生命を見つめる哲学／金森修:中公新書, 2012 文学から環境を考えるエコクリティシズムガイドブック／小谷一明 [ほか] 編:勉誠出版, 2014 講義指定図書 7: 野田研一ほか編『環境人文学 II 他者としての自然』勉誠出版、2017 年。</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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	2023	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		
キーワード Key Words			
copy right, free speech, privacy right, entertainment, fashion industry, contents, show business			
授業の目標 Course Objectives			
Modern creative work is protected by sort of legal institutions such as Copy Right, Free Speech Principle and Privacy Right. Meanwhile, compliance is increasingly important function in companies all over the world. The issues of how necessary practicing law to protect entertainment business also get rise. This course will introduce the nature of entertainment law, to make students understood the interactions in legal practices between media, market, nation and creator.			
到達目標 Course Goals			
1. Participants are able to learn the general knowledge of entertainment law, and the process of practices. 2. Participants are able to understand the functions and significates of entertainment law, on current real issues.			
授業計画 Course Schedule			
This course focuses on a core issue that how legal works support creative works and considers the nature, functions and practices with real issues of entertainment law. 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 entertainment law The issues cover entertainment law`s history, basic principles, prior restraint and Architectural design.			
Session 2 Contents and entertainment law Focusing to the practice of copy right, the cases about music, film, and game will be discussed.			
Session 3 Show business and entertainment law In this session, we will study legal issues in show business. i.e., art exhibition, live event.			
Session 4 Organization and entertainment law The legal issues in the media or fashion industry, involving fan culture and agency-labor problem.			
Session 5 Discussion			
準備学習 (予習・復習)等の内容と分量 Homework			
1. All participants are assumed to read the required materials, and try to comment on the content. 2. All participants are encouraged to describe their own opinion in class and discuss with others in advance. 3. In preparation for presentation, participants are required to make a summary of assigned texts, with original comments.			

成績評価の基準と方法 Grading System 1. Students are required to attend more than 70% of the course, and to be graded by following contributions to the class. (1)preparatory assignment, (2)class discussion, (3)presentation. Grading ratio: (1)=20%, (2)=40%, (3)=40%. 2. Getting the basic views of entertainment law(C), understanding the practice of entertainment law in real cases(B), using the view of entertainment law to investigate the relevance in real social issues(A), and if all three are in excellent level (E).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 教科書は使用せず、資料を必要に応じ配布する。 No textbook required. Handouts will be distributed.
講義指定図書 Reading List あたらしい表現活動と法／志田陽子(編)；志田陽子・比良友佳理(著):武蔵野美術大学出版局, 2018 法のデザイン:創造性とイノベーションは法によって加速する／水野祐:フィルムアート社, 2017 エンタテインメント法実務／骨董通り法律事務所(編)；福井健策 編著・小林利明 編著:弘文堂, 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	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	2023	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		
キーワード Key Words International Media, Communication, and Tourism Studies, master thesis			
授業の目標 Course Objectives In this course, your supervisor will teach you individually, focusing on the writing of your master thesis or specialized research report. The goal of this course is to gain necessary understanding of a subject matter of your interest and complete your master's thesis or specialized research report.			
到達目標 Course Goals 1. You will gain and strengthen the basic ability to write your master's thesis or your specialized research report. 2. You will understand how to organize knowledge and learn about methodology, etc. which are required to complete each research project.			
授業計画 Course Schedule The supervisor will teach you how to organize the master thesis or the specialized research report, collect and use literature, apply theory, develop research questions or hypotheses, collect, analyze, and interpret data, write reports, and make quotations and annotations, etc. The supervisor will advise you individually so that the instructions will suit your goals and abilities.			
準備学習（予習・復習）等の内容と分量 Homework The Instructions will be given by your supervisor.			
成績評価の基準と方法 Grading System Your grade will be either Excellent, Good, Satisfactory, or Pass, depending on the quality of your master's thesis or specialized research report.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	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	2023	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		
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			
テキストブック NPO ―非営利組織の制度、活動、マネジメント―第3版／雨森孝悦: 東洋経済新報社, 2020 NPO・NGO の世界／大橋正明・利根川佳子: 放送大学教育振興会, 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	パブリックセクター広報論演習[Strategic Public Relations in the Public Sector]		
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	2023	時間割番号 Course Number	083254
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	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		
キーワード Key Words			
public relations, public communication, PR, local government public relations, public relations in the public sector, policy PR, tourism PR, industrial PR			
授業の目標 Course Objectives			
This course will help you to learn basic knowledge and know-how to perform strategic planning and effective management for public sector including local governments and public institutions.			
到達目標 Course Goals			
After successful completion of this course, you will be able to: 1. understand theories and the framework of public relation in the public sector 2. learn the key success factors and the issues about contents and skills of local government public relations, from the actual examples of activities in the advanced countries including Japan. 3. learn the framework of both planning and management of the "strategic public relations" in local governments, through the study of theories and practices. 4. make a prototype model of "the strategic public relations and communication plan" of a certain assumed local government by personal work or group work.			
授業計画 Course Schedule			
In the first half of this course, firstly you learn the outline about the basic theories and practices of government public relations in the local governments of Japan and then other advanced nations. Secondly you learn the key success factors and issues of local government public relations through a case study of some domestic and foreign examples. Thirdly you can learn the framework of the strategic public relations. You learn the above through lectures, class discussion, reading of reference materials and observation of website contents including PR video. In the latter half of this course, you make a prototype model of "the strategic public relations and communication plan" that the local government should hopefully devise. The prototype model of the plan will be made by personal work or group work based on the knowledge learned in the first half of the course. In the final session of the course, you make a presentation about plan you made.			
The details of the course are as follows. 1. The first section: lectures about theories and practices both in Japan and the other advanced countries, in terms of strategic public relations including excellent websites, SNS, PR magazine and PR video 2. The second section: lectures of the framework of the strategic public relations in terms of management including mission management, system management, media management and process management 3. The third section: practice to make a prototype model of "the strategic relations and communication plan" and make a presentation of it in the final session			
準備学習(予習・復習)等の内容と分量 Homework			

It is necessary for you to prepare by reading the lecture documents or the reference materials, both of which will be handed out at the time of the lectures. In addition, you must review the lecture contents as needed.
成績評価の基準と方法 Grading System You will be evaluated by the following aspects. No examination is required. 1. Comprehension of applying theories and the framework of public relation in the public sector. (20%) 2. Comprehension of key success factors and the issues about contents and skills of local government public relations. (20%) 3. Comprehension of the framework relevant to planning and management of the "strategic public relations" in local governments. (30%) 4. Skills of developing a prototype model of "the strategic public relations and communication plan" of a certain assumed local government. (30%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 演習時に指示を行う。To be announced at the class room.
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[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	2023	時間割番号 Course Number	083229
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
destination marketing, tourism marketing, digital marketing, experiential marketing, luxury marketing, gastronomy marketing, local branding, destination marketing plan, tourism marketing plan			
授業の目標 Course Objectives			
This course will help you to learn basic knowledge and know-how to perform the strategic planning of tourism destination marketing and the effective management of it. In addition, this course will give you an opportunity to make a destination marketing plan as a prototype model.			
到達目標 Course Goals			
After successful completion of this course, you will be able to: 1. apply basic knowledge about marketing theories and methods to marketing in the tourism field. 2. understand the framework and contents of destination marketing based on a typical marketing theory and apply it to practice. 3. understand the contents and characteristics of actual cases of destination marketing plan formulated in tourism developed countries and develop them for planning in Japan. 4. obtain the skills of developing model case of a tourism destination marketing plan.			
授業計画 Course Schedule			
In the first half of this course, firstly you learn theories and models of both marketing. Secondly you study actual cases of the destination marketing plan and the tourism marketing plan which are made in advanced tourism countries. In the latter half of this course, you make a prototype model of a destination marketing plan of a certain assumed destination by personal work or group work, and you make a presentation of the plan you made in the final session of this course. The details of the course schedule are as follows. 1. The first section: lectures about the theories and models of both marketing and destination marketing. (1) trend of marketing theories and models such as service marketing, digital marketing, experiential marketing, contents marketing, influencer marketing and so on. (2) the framework of destination marketing such as goal setting (destination brand), research on external and internal environment, marketing strategy, marketing mix, implementation and evaluation. 2.The second section: lectures bout actual cases of the destination marketing plan and the tourism marketing plan (1) case study of the destination marketing plan in the advanced tourism countries. (2) case study of the tourism marketing plan in the advanced tourism countries 3. The third section: practice to make a model of a tourism (destination) plan and make a presentation of it (1) practice to make a prototype model of a tourism (destination) marketing plan (2) practice to make a presentation of the plan you made in the final session			
準備学習 (予習・復習)等の内容と分量 Homework			

It is necessary for you to prepare by reading the lecture documents or the reference materials, both of which will be handed out at the time of the lectures. In addition, you must review the lecture contents as needed.
成績評価の基準と方法 Grading System You will be evaluated by the following aspects. No examination is required. <ol style="list-style-type: none"> 1. Comprehension of applying basic knowledge about marketing theories and methods to marketing in the tourism field.(20%) 2. Comprehension of the framework and contents of destination marketing based on a typical marketing theory and apply it to practice (20%) 3. Comprehension of actual cases of destination marketing plan formulated in tourism developed countries and ability of applying context of those for planning in Japan. (30%) 4. Skills of developing a tourism destination marketing plan. (30%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 演習時に指示を行う。To be announced at the class room.
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	2023	時間割番号 Course Number	083409
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words destination marketing, tourism marketing, digital marketing, experiential marketing, luxury marketing, gastronomy marketing, local branding, destination marketing plan, tourism marketing plan			
授業の目標 Course Objectives This course will help you to learn basic knowledge and know-how to perform the strategic planning of tourism destination marketing and the effective management of it. In addition, this course will give you an opportunity to make a destination marketing plan as a prototype model.			
到達目標 Course Goals After successful completion of this course, you will be able to: 1. apply basic knowledge about marketing theories and methods to marketing in the tourism field. 2. understand the framework and contents of destination marketing based on a typical marketing theory and apply it to practice. 3. understand the contents and characteristics of actual cases of destination marketing plan formulated in tourism developed countries and develop them for planning in Japan. 4. obtain the skills of developing model case of a tourism destination marketing plan.			
授業計画 Course Schedule In the first half of this course, firstly you learn theories and models of both marketing. Secondly you study actual cases of the destination marketing plan and the tourism marketing plan which are made in advanced tourism countries. In the latter half of this course, you make a prototype model of a destination marketing plan of a certain assumed destination by personal work or group work, and you make a presentation of the plan you made in the final session of this course. The details of the course schedule are as follows. 1. The first section: lectures about the theories and models of both marketing and destination marketing. (1) trend of marketing theories and models such as service marketing, digital marketing, experiential marketing, contents marketing, influencer marketing and so on. (2) the framework of destination marketing such as goal setting (destination brand), research on external and internal environment, marketing strategy, marketing mix, implementation and evaluation. 2. The second section: lectures about actual cases of the destination marketing plan and the tourism marketing plan (1) case study of the destination marketing plan in the advanced tourism countries. (2) case study of the tourism marketing plan in the advanced tourism countries 3. The third section: practice to make a model of a tourism (destination) plan and make a presentation of it (1) practice to make a prototype model of a tourism (destination) marketing plan (2) practice to make a presentation of the plan you made in the final session			
準備学習 (予習・復習)等の内容と分量 Homework It is necessary for you to prepare by reading the lecture documents or the reference materials, both of which will be handed out at the time of the lectures. In addition, you must review the lecture contents as needed.			

成績評価の基準と方法 Grading System You will be evaluated by the following aspects. No examination is required. 1. Comprehension of applying basic knowledge about marketing theories and methods to marketing in the tourism field.(20%) 2. Comprehension of the framework and contents of destination marketing based on a typical marketing theory and apply it to practice (20%) 3. Comprehension of actual cases of destination marketing plan formulated in tourism developed countries and ability of applying context of those for planning in Japan. (30%) 4. Skills of developing a tourism destination marketing plan. (30%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 演習時に指示を行う。To be announced at the class room.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	言語習得論演習 I [Language Acquisition I]		
講義題目 Subtitle	□		
責任教員 Instructor	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	2023	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		
キーワード Key Words			
second language acquisition, individual differences, applied linguistics			
授業の目標 Course Objectives			
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.			
到達目標 Course Goals			
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.			
授業計画 Course Schedule			
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>準備学習 (予習・復習)等の内容と分量 Homework</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>成績評価の基準と方法 Grading System</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>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</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>講義指定図書 Reading List</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>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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	2023	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		
キーワード Key Words			
digital communication, logical communication, digital transformation, corporate communication, public relations, media relation, corporate branding, investor relation (IR), CSR, corporate governance, compliance, internal communication, WEB, media, SNS, recruiting communication, strategic communication			
授業の目標 Course Objectives			
This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute. In this course, you will learn BASIC CORPORATE COMMUNICATION with respect to DIGITALIZATION or DIGITAL TRANSFORMATION, through real examples of companies. The lecture covers the wide domains, such as corporate management, flow of money and information, structure of related industries, and the impact of digitalization, etc.. The lecturer integrates these and explain it intelligibly. All contents of the lecture have practical applications which you can easily apply to your daily undertakings. Moreover, you will also improve and acquire your logical communication skills through the workshops. The lecturer will provide one on one feedback about your documents, presentations, questions etc.			
到達目標 Course Goals			
After a successful completion of this course, you will be able to : 1)Have your basic knowledge of corporate communications, and to realize the impacts of digital transformation which many corporations are facing for. 2)Devise a methodology on how you will improve your personal logical communication skills (thinking, writing, presentation, etc.).			
授業計画 Course Schedule			
<Method of the class> This is an intensive lecture in 5 days. We will practice by doing some group activities, having a discussion and presentation based on a lecture to get the basic knowledge, and picture a concrete example, and realize our theme. The lecturer will give advice to the outputs of the workshops and also will give advice to improve skills of the individuals.			
<Course Schedule> ◇Day 1 : Public relations and digital transformation(introduction) (1) Company's activities, Public relations and Digital transformation (2) Logical communication workshop① (logical thinking) ◇Day 2 : Digital communication of the company (case study 1)			

<p>(1) Media relations, Marketing communication</p> <p>(2) Logical communication workshop② (logical writing)</p> <p>◇Day 3 : Digital communication of the company (case study 2)</p> <p>(1)National branding in practice (Olympics as a case study)</p> <p>※Special lecture by guest speaker (former Japanese Olympic Committee Marketing Committee member) scheduled</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>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Review report for each lecture</p> <p>Preparation time: 1-2 hours.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Each student's performance will be weighed as follows:</p> <p>(1) Review reports</p> <p>(2) Contribution to a class e.g. participation, group work (engagement, remark contents, etc.)</p> <p>(3) Assessment of student's communication skills e.g. thinking skill, presentation skill, writing skill etc.</p> <p>※The ratio of each evaluation assumes (1) =40%, (2) = 20%, (3)=40%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>講義指定図書 Reading List</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>参照ホームページ Websites</p> <p>なし None.</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	デジタル・コミュニケーション論演習【履修証明プログラム】[Strategic Digital Communication]		
講義題目 Subtitle	□		
責任教員 Instructor	川越 慶太 [KAWAGOE Keita] ((株)野村総合研究所)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083407
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		
キーワード Key Words			
digital communication, logical communication, digital transformation, corporate communication, public relations, media relation, corporate branding, investor relation (IR), CSR, corporate governance, compliance, internal communication, WEB, media, SNS, recruiting communication, strategic communication			
授業の目標 Course Objectives			
This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute. In this course, you will learn BASIC CORPORATE COMMUNICATION with respect to DIGITALIZATION or DIGITAL TRANSFORMATION, through real examples of companies. The lecture covers the wide domains, such as corporate management, flow of money and information, structure of related industries, and the impact of digitalization, etc.. The lecturer integrates these and explain it intelligibly. All contents of the lecture have practical applications which you can easily apply to your daily undertakings. Moreover, you will also improve and acquire your logical communication skills through the workshops. The lecturer will provide one on one feedback about your documents, presentations, questions etc.			
到達目標 Course Goals			
After a successful completion of this course, you will be able to : 1)Have your basic knowledge of corporate communications, and to realize the impacts of digital transformation which many corporations are facing for. 2)Devise a methodology on how you will improve your personal logical communication skills (thinking, writing, presentation, etc.).			
授業計画 Course Schedule			
<Method of the class> This is an intensive lecture in 5 days. We will practice by doing some group activities, having a discussion and presentation based on a lecture to get the basic knowledge, and picture a concrete example, and realize our theme. The lecturer will give advice to the outputs of the workshops and also will give advice to improve skills of the individuals.			
<Course Schedule> ◇Day 1 : Public relations and digital transformation(introduction) (1) Company’s activities, Public relations and Digital transformation (2) Logical communication workshop① (logical thinking) ◇Day 2 : Digital communication of the company (case study 1) (1) Media relations, Marketing communication			

<p>(2) Logical communication workshop② (logical writing)</p> <p>◇Day 3 : Digital communication of the company (case study 2) (1)National branding in practice (Olympics as a case study) ※Special lecture by guest speaker (former Japanese Olympic Committee Marketing Committee member) scheduled</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>準備学習 (予習・復習)等の内容と分量 Homework Review report for each lecture Preparation time: 1-2 hours.</p>
<p>成績評価の基準と方法 Grading System Each student's performance will be weighed as follows: (1) Review reports (2) Contribution to a class e.g. participation, group work (engagement, 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>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks 特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>講義指定図書 Reading List 特に無し。履修者の習熟度にあわせて講義の中で紹介する。None.</p>
<p>参照ホームページ Websites なし None.</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</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	2023	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	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		
キーワード Key Words			
Socially Engaged Art (SEA), Art Tourism, Art Festivals, Rural Revitalization, Creative Geographies, Creative Enhancement/destruction, Rural Studies, Island Studies			
授業の目標 Course Objectives			
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.			
・ The knowledge and comprehension to fully appreciate the interdependencies and significance of academic subjects.			
・ The ability and abilities to create a research philosophy, theoretical framework, and apply mixed-methods techniques in fieldworks.			
・ 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.			
This course requires a sufficient level of English reading, communication and presentation skills.			
到達目標 Course Goals			
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’			
授業計画 Course Schedule			
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			

10 Evaluate art intervention – Relational Art Site, Art Islandness, and creative rurality 11 Evaluate tourism impacts – art & tourism gentrification, partnerships and social enterprise 12 Evaluate community outcome – from rural development to neo-endogenous revitalization 13 An interdisciplinary framework for Rural Creative Tourism Geography (RCTG) 14–15 Final presentation (theory from previously reviewed papers combined with a case study) Please note that this schedule is subject to change depending on the number of participants and the schedule.
準備学習 (予習・復習)等の内容と分量 Homework 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.
成績評価の基準と方法 Grading System Active participation in class (30%), in-class group works and interaction (30%), individual reports and presentations (40%)
他学部履修の条件 Other Faculty Requirements Basic English communication, reading and writing skills are required.
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 Center for Advanced Tourism Studies https://www.cats.hokudai.ac.jp/
研究室のホームページ Websites of Laboratory Details will be provided in the introductory session.
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	2023	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 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		
キーワード Key Words			
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			
授業の目標 Course Objectives			
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. 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. This course requires a sufficient level of English reading, communication and presentation skills.			
到達目標 Course Goals			
1) Creative Tourism Understand the development of cultural tourism, creative tourism and their future projection. Develop professional input and output capabilities with academic literature.			
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.			
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)			
授業計画 Course Schedule			
1. Introduction of culture tourism 1.0 to 3.0., creative tourism, tourism geography, cultural sustainability and creative methods in tourism			
2. Culture, sustainability, and place			
3. Sustainable tourism and socio-cultural indicators			
4. Creative tourism theory – from cultural tourism to creative tourism, authenticity, co-creation (co-makershhip) and learning experience			
5. Creative tourism in Europe			
6. Creative tourism in Japan and creative rural entrepreneurship and lifestyle in-migrants			
7-8. Individual creative tourism presentation case study and journal articles (based each own research interest)			
9. Creative research methods 1 – action research, service learning and Meta-facilitation (problem-solving, practice-based research approach)			
10. Creative research methods 2 – filmmaking for fieldwork and research documentaries			

11. Creative research methods 3 – deep mapping and multimedia methodologies to investigate the creative tourism geographies 12. Creative workshop 1 – (Backcasting + ABCD method) Future creative tourism development 13. Creative workshop 2 – Idea mining workshop (base on the results from previous class) 14. Creative workshop 3 – Deep mapping with the artists’ book (artistic creative tourism visual presentation outcomes) 15. Students’ group presentation based on the result of workshop 1-3 (class 12-14) Please note that this schedule is subject to change depending on the number of participants and the schedule.
準備学習 (予習・復習)等の内容と分量 Homework 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.
成績評価の基準と方法 Grading System Active participation in class (30%), in-class group works and interaction (30%), individual reports and presentations (40%)
他学部履修の条件 Other Faculty Requirements Basic English communication, reading and writing skills are required.
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 Center for Advanced Tourism Studies https://www.cats.hokudai.ac.jp/
研究室のホームページ Websites of Laboratory Details will be provided in the introductory session.
備考 Additional Information

科目名 Course Title	ポピュラー文化論演習[Popular Culture Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	金 ソンミン [KIM Sungmin] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083242
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words	Popular Culture, Cultural Theory, Cultural Studies, Media, Globalization		
授業の目標 Course Objectives	In the class, students learn about the history, major concepts, and possibilities of study of popular culture using various textbooks, and think more deeply about topics of interest to each student.		
到達目標 Course Goals	(1) Understand the theory of popular culture. (2) Develop skills of expression with appropriate concepts. (3) Communicate orally and in writing your perspective and knowledge.		
授業計画 Course Schedule	Part 1 Introduction to the Study of Popular Culture Week 1 Introduction Week 2 What is the Study of Popular Culture? (1) Week 3 What is the Study of Popular Culture? (2) Part 2 Understanding Cultural Theory and Popular Culture Week 4 The History of Popular Culture (1) Week 5 The History of Popular Culture (2) Week 6 Basic Theories and Concepts of Popular Culture(1) Week 7 Basic Theories and Concepts of Popular Culture(2) Week 8 Presentation for Term Paper Proposal Part 3 Performing the Study of Popular Culture Week 9 Popular Culture and Media Week 10 Popular Culture and Globalization Week 11 Popular Culture and Politics Week 12 Popular Culture and East Asia Week 13 Popular Culture and People Week 14 Final Presentation and Discussion (1) Week 15 Final Presentation and Discussion (2)		
準備学習 (予習・復習)等の内容と分量 Homework	Reading: You are asked to read selected an academic journal article or a book chapter. Readings will be posted. A term paper proposal: You are asked to write a paper to decide your research topic.		

Term paper/presentation: Your term paper and presentation may be on any topic that interests you relevant to popular culture.
成績評価の基準と方法 Grading System Attendance and Participation at Class, A Term Paper Proposal, Final Term Paper and Presentation.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks テキストや指定図書は、授業中に適宜紹介する。Readings will be posted.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory https://www.kimsungmin.net/
備考 Additional Information

科目名 Course Title	音楽ツーリズム演習[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	2023	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		
キーワード Key Words			
tourism, music, soundscape, musicking, space, mobility, communication, nation			
授業の目標 Course Objectives			
This course explores the following two questions: (1) What is the function of tourism in music?, and (2) What is the function of music in tourism? Through our classes, we focus on phenomena of individual interest (such as rock festivals or music city tourism), while exploring theoretical perspectives and methodologies to answer these two questions.			
到達目標 Course Goals			
(1) Understand the theory of music and tourism.			
(2) Develop skills of expression with appropriate concepts.			
(3) Communicate orally and in writing your perspective and knowledge.			
授業計画 Course Schedule			
Week 1 Introduction			
Week 2 National Music and Tourism (1)			
Week 3 National Music and Tourism (2)			
Week 4 National Music and Tourism (3)			
Week 5 Musicking and Tourism (1)			
Week 6 Musicking and Tourism (2)			
Week 7 Musicking and Tourism (3)			
Week 8 Musical Space and Tourism (1)			
Week 9 Musical Space and Tourism (2)			
Week 10 Musical Space and Tourism (3)			
Week 11 Soundscape and Tourism (1)			
Week 12 Soundscape and Tourism (2)			
Week 13 Soundscape and Tourism (3)			
Week 14 Final Presentation and Discussion (1)			
Week 15 Final Presentation and Discussion (2)			
準備学習 (予習・復習)等の内容と分量 Homework			
Reading: You are asked to read selected an academic journal article or a book chapter. Readings will be posted.			
A term paper proposal: You are asked to write a paper to decide your research topic.			
Term paper/presentation: Your term paper and presentation may be on any topic that interests you relevant to popular culture.			

成績評価の基準と方法 Grading System
Attendance and participation at class (30%), a term paper proposal, final term paper and presentation.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
テキストや指定図書は、授業中に適宜紹介する。Readings will be posted.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
https://www.kimsungmin.net/
備考 Additional Information

科目名 Course Title	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	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	2023	時間割番号 Course Number	083402
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		
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	観光地域マネジメント論演習[Destination Management Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	木村 宏 [KIMURA Hiroshi] (観光学高等研究センター)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	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	1		
キーワード Key Words			
Community based tourism, experience program, green tourism, new tourism, environmental conservation, long trail, michi-no-eki, tourist information center, tourism area management, DMO			
授業の目標 Course Objectives			
The aim of this course is to consider students to how manage the area by tourism through lectures and site visits. Students will acquire basic knowledge and various perspectives for finding solutions for problems in areas. This course is also given as a mandatory course for the destination manager training program.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand various perspective on area development by tourism through cases 2. obtain skills to exam area management by tourism			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with some case studies from Hokkaido, and other areas. In the end of the course, students are required to make a group presentation based on acquired knowledge and field work during the course. 1. Introduction 2-4. Lectures on area management by tourism 5-8. Site visit and conduct field work on tourism creation 9-13. Site visit and conduct field work on tourism development 14-15. 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, less than 10,000 yen.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are required to actively participate in the class activities including group discussion and presentation. They are also asked to read provided materials and collect indicated information before site visit and field work. Besides, students should submit a short report after field work. Detailed information will be given at each lecture. This lecture is based on group activities.			
成績評価の基準と方法 Grading System			
Students are required to attend more than 70 % of the course. Then, your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in group discussion: 40%			

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

科目名 Course Title	観光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	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	2023	時間割番号 Course Number	083413
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		
キーワード Key Words			
Community based tourism, experience program, green tourism, new tourism, environmental conservation, long trail, michi-no-eki, tourist information center, tourism area management, DMO			
授業の目標 Course Objectives			
The aim of this course is to consider students to how manage the area by tourism through lectures and site visits. Students will acquire basic knowledge and various perspectives for finding solutions for problems in areas. This course is also given as a mandatory course for the destination manager training program.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand various perspective on area development by tourism through cases 2. obtain skills to exam area management by tourism			
授業計画 Course Schedule			
Lectures are given to provide requisite theoretical perspectives mixed with some case studies from Hokkaido, and other areas. In the end of the course, students are required to make a group presentation based on acquired knowledge and field work during the course. 1. Introduction 2-4. Lectures on area management by tourism 5-8. Site visit and conduct field work on tourism creation 9-13. Site visit and conduct field work on tourism development 14-15. 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, less than 10,000 yen.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are required to actively participate in the class activities including group discussion and presentation. They are also asked to read provided materials and collect indicated information before site visit and field work. Besides, students should submit a short report after field work. Detailed information will be given at each lecture. This lecture is based on group activities.			
成績評価の基準と方法 Grading System			
Students are required to attend more than 70 % of the course. Then, your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in group discussion: 40% 2. participation in field work: 30%			

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

科目名 Course Title	北海道観光研究[Tourism Studies in Hokkaido]		
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	ISHIGURO Yusuke[ISHIGURO Yusuke](メディア・コミュニケーション), OKADA Mayumi[OKADA Mayumi], TASHIRO Akiko[TASHIRO Akiko](メディア・コミュニケーション), PAICHADZE SVETLANA[PAICHADZE SVETLANA](メディア・コミュニケーション), 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), NAKAO Fumiko[NAKAO Fumiko](公共政策学研究センター)		
科目種別 Course Type			
開講年度 Year	2023	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		
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			
Understand the importance and process of Hokkaido tourism from the three perspectives of "value co-creation," "regional collaboration," and "inbound policy."			
授業計画 Course Schedule			
6/5 Hiroshi kimura			
Overview of Tourism in Hokkaido			
Focusing on Hokkaido tourism after the postwar reconstruction of the country and its rapid economic growth, this lecture will explain the transition and characteristics of tourism in Hokkaido and provide an overview of how tourism has grown to become a key industry in Hokkaido, as well as learn about future prospects.			
6/12 Noriaki Nishiyama			
A Journey into the History and Culture of Hokkaido			
How would you describe the history and culture of Hokkaido in Japan to domestic and foreign visitors? As an example of "value co-creation" and "inbound policy", this class will introduce "a trip around 7 stories and cultural heritage groups that serve as evidence".			

<p>6/19 Yusuke Ishiguro The Today's Issue of DMO in Hokkaido> Reviewing the results of an exhaustive survey of more than 170 DMOs in Hokkaido, the students will understand their local political situation, structural characteristics, and main challenges on their business activities.</p> <p>6/26 Mayumi Okada Past, Present and Future in Ainu people and Hokkaido Tourism Student will situate the contemporary relationship between the Ainu community and tourism in Hokkaido within a broader historical context and then discuss ongoing issues and future improvements based upon the concept of Indigenous Tourism.</p> <p>7/3 Naoki Yamamoto Regional development and tourism Learn about tourism in depopulated areas as a regional development from the perspective of regional collaboration. While focusing on Yamato Town, located at the foot of Mt. Aso in Kumamoto Prefecture, as a case study, we will consider tourism in depopulated areas in Hokkaido.</p> <p>7/10 Humiko Nakao Implementation of Environmental and Tourism Policies in Hokkaido Learn about situation of environmental and tourism policy implementation in Hokkaido, including national park system, world heritages, Ramsar wetlands, wildlife and eco-tourism.</p> <p>7/24 Akiko Tashiro Hokkaido Heritage and Tourism 74 Hokkaido Heritage have been registered since 2001. The lecture will introduce a system of "Hokkaido Heritage" and give an opportunity to discuss relationship between 'Heritage' and 'Tourism' through cases of Hokkaido Heritage.</p> <p>7/31 Paichadze Svetlana Hokkaido as a Border Area. In Hokkaido, a border region, the movement of people has taken place in various forms over time. Using Hokkaido as a case study, this lecture will consider how international crises and their resolution have affected people living in border areas.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework Read books, related HPs, pre-distributed prints to instruct. Since the contents are all instructed in the first lecture, it is unnecessary before that.</p>
<p>成績評価の基準と方法 Grading System Evaluate by small report conducted in each lecture. We do not charge the term-end report.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	地域と観光[Community Based Tourism]		
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	ISHIGURO Yusuke[ISHIGURO Yusuke](メディア・コミュニケーション), OKADA Mayumi[OKADA Mayumi], TASHIRO Akiko[TASHIRO Akiko](メディア・コミュニケーション), PAICHADZE SVETLANA[PAICHADZE SVETLANA](メディア・コミュニケーション), 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), NAKAO Fumiko[NAKAO Fumiko](公共政策学研究センター)		
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083419
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	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		
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			
Understand the importance and process of Hokkaido tourism from the three perspectives of “value co-creation,” “regional collaboration,” and “inbound policy.			
授業計画 Course Schedule			
6/5 Hiroshi kimura Overview of Tourism in Hokkaido Focusing on Hokkaido tourism after the postwar reconstruction of the country and its rapid economic growth, this lecture will explain the transition and characteristics of tourism in Hokkaido and provide an overview of how tourism has grown to become a key industry in Hokkaido, as well as learn about future prospects.			
6/12 Noriaki Nishiyama A Journey into the History and Culture of Hokkaido How would you describe the history and culture of Hokkaido in Japan to domestic and foreign visitors? As an example of “value co-creation” and “inbound policy”, this class will introduce “a trip around 7 stories and cultural heritage groups that serve as evidence”.			
6/19 Yusuke Ishiguro The Today’s Issue of DMO in Hokkaido>			

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

6/26 Mayumi Okada

Past, Present and Future in Ainu people and Hokkaido Tourism

Student will situate the contemporary relationship between the Ainu community and tourism in Hokkaido within a broader historical context and then discuss ongoing issues and future improvements based upon the concept of Indigenous Tourism.

7/3 Naoki Yamamoto

Regional development and tourism

Learn about tourism in depopulated areas as a regional development from the perspective of regional collaboration. While focusing on Yamato Town, located at the foot of Mt. Aso in Kumamoto Prefecture, as a case study, we will consider tourism in depopulated areas in Hokkaido.

7/10 Humiko Nakao

Implementation of Environmental and Tourism Policies in Hokkaido

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

7/24 Akiko Tashiro

Hokkaido Heritage and Tourism

74 Hokkaido Heritage have been registered since 2001. The lecture will introduce a system of “Hokkaido Heritage” and give an opportunity to discuss relationship between ‘Heritage’ and ‘Tourism’ through cases of Hokkaido Heritage.

7/31 Paichadze Svetlana

Hokkaido as a Border Area.

In Hokkaido, a border region, the movement of people has taken place in various forms over time. Using Hokkaido as a case study, this lecture will consider how international crises and their resolution have affected people living in border areas.

準備学習 (予習・復習)等の内容と分量 Homework

Read books, related HPs, pre-distributed prints to instruct.

Since the contents are all instructed in the first lecture, it is unnecessary before that.

成績評価の基準と方法 Grading System

Evaluate by small report conducted in each lecture.

We do not charge the term-end report.

他学部履修の条件 Other Faculty Requirements

テキスト・教科書 Textbooks

講義指定図書 Reading List

参照ホームページ Websites

研究室のホームページ Websites of Laboratory

備考 Additional Information

科目名 Course Title	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	2023	時間割番号 Course Number	083280
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		
キーワード Key Words			
Body, Gender, Sexuality, Japan			
授業の目標 Course Objectives			
The purpose of this intensive course is to give a theoretical and empirical overview of gender, the body, sexuality and society, mainly in contemporary Japan. We will consider “body” and “gender” as historical and cultural categories and ask: “What is the body?” “What is gender?” “What is sexuality?” “How does ‘culture’ shape bodies and gender? We will explore a variety of ethnographic and theoretical materials on how gender, sexuality and the body has been culturally constructed and experienced in the socio-historical context of postwar Japan.			
Please note that an advanced level of English reading, writing and speaking skills are needed to take this course.			
到達目標 Course Goals			
To learn an advanced understanding of theories of the body, gender and sexuality, with a focus on the Japanese context			
授業計画 Course Schedule			
1. Introduction 2. Body I: Theories 3. Body II: Theories 4. Body III: Japanese context 5. Essay Week 6. Gender and the Body I: Theories 7. Gender and the Body II: Theories 8. Gender and the Body III: Japanese context 9. Gender and the Body IV: Japanese context 10. Essay Week 11. Sexuality and the Body I: Theories 12. Sexuality and the Body II: Theories 13. Sexuality and the Body III: Japanese context 14. Peer reviews 15. Body, Gender and Sexuality: Wrapping up.			
準備学習 (予習・復習)等の内容と分量 Homework			
Please note that this is a very reading intensive course. Students are expected to read approximately 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.			
成績評価の基準と方法 Grading System			
20% Discussion Questions 20% Reading/Discussion Lead			

60% Reading Responses
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 Depending on university policy this class may be conducted online. 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	高度実践英語演習Ⅱ [Advanced Practical English Ⅱ]		
講義題目 Subtitle	□		
責任教員 Instructor	Klassen Marshall Drolet [Marshall Drolet Klassen] (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	2023	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		
キーワード Key Words			
Academic English, Abstract Writing, Poster Presentations			
授業の目標 Course Objectives			
The purpose of this Advanced Practical English seminar is to prepare students to engage in their own field of expertise, read academic papers (in their own area), and actively participate in and lead academic discussions, mock-round table discussions, and present their research in front of their peers. This course will focus on building a foundation of academic research skills in English, prepare students to participate and present research, and how to present their research at an academic conference. Assignments will be designed to be relevant to all students, regardless of research area.			
到達目標 Course Goals			
At the end of this course, students will be able to –			
*Read research papers in their own areas			
*Identify relevant areas of research			
*How to write an abstract for academic conferences			
*How to participate in an academic discussion and roundtable discussion			
*How to present research in an academic conference (poster or presentation)			
授業計画 Course Schedule			
Week 1: Course Introduction: Introduction to Academic English and Student Needs Analysis			
Week 2 – 4: Researching journal articles and analyze language usage			
Week 5 – 7: Planning your academic conference abstract			
Week 8 – 11: Leading a classroom discussion on a chosen topic			
Week 12 – 15: Present your research (poster presentations)			
準備学習 (予習・復習)等の内容と分量 Homework			
Homework will be assigned each week. Each assignment will be part of the total completion of the course, so students are expected to keep up with the weekly assignments and prepare before class in order to actively engage in lessons.			
成績評価の基準と方法 Grading System			
Participation (20%): Students are expected to actively participate in class discussions and activities.			
Assignments (20%): Students are expected to complete in-class activities, homework, and readings in order to prepare for class.			
Annotated Bibliography (30%): Students are expected to compile a annotated			
Poster Presentation (30%): Students will create an academic poster based on their research topic and present it as if in a conference.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
Course materials will be provided in class.			

講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information *This course is highly recommended to students who have intermediate to upper-intermediate levels of the English language. This is to ensure that students are in the same level of language competency which will make the teaching and learning commendable. Native speakers are discouraged to take this course since this will only be an easy way to get credits.

科目名 Course Title	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	2023	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		
キーワード Key Words			
Language learning, Cognitive psychology, Learning science, Psychological research method, Empirical research			
授業の目標 Course Objectives			
This seminar aims :			
1) to realize psychological theory (meta cognition, motivation and leaning strategy so on) and methodology (quantitative study such as ANOVA, factor analysis, correlation analysis and path analysis and so on / qualitative study) for practice and study of learning support .			
2) to apply the theories and methodologies to the students' own practice and study.			
到達目標 Course Goals			
1) To realize learning process from the point of view of cogunitive psychology			
2) To realize research method of psychology			
3) To be able to read papers of empirical research accurately			
4) To be able to discuss about relation psychological issues and research of learning support			
5) To be able to utilize psychological issues for practice and research of language learning / teaching			
授業計画 Course Schedule			
1st session :			
Guidance of the seminar and introduction of cognitive psychology, learning science and methodology for learning support			
2nd session :			
Psychological theory and methodology, reading papers of empirical study in the field of educational psychology and language learning			
3rd session:			
Presentation and discussion about the students' own study or practice based on the seminar			
準備学習 (予習・復習)等の内容と分量 Homework			
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.			
成績評価の基準と方法 Grading System			
Report & discussion (including preparation) in 2nd session 40%			
Report in 3rd session 20%			
Final paper 40%			
他学部履修の条件 Other Faculty Requirements			

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

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	2023	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		
キーワード Key Words			
Public Relations, Corporate Communications, Media Relations, Internal Communications, Investor Relations, Corporate Branding, Corporate Value, CSR, ESG, CSV, Corporate Governance, Risk Management, Crisis Management			
授業の目標 Course Objectives			
This course will be presented by the General Manager / Senior Consultant of Nomura Research Institute.Activities of corporate communications are multifaceted, and various ideas are required for how to proceed with communication depending on the objects and purposes. These activities also have important roles for the survival of the companies. On the other hand, the environment surrounding corporate communications have been changing rapidly by new services and communication systems.In this course, we will focus on the Impact of changes in economy, society, technology, etc. on the relationship between companies and stakeholders, and corporate management. And we will discuss the way of corporate communications and systematically analyze them from theories and practices using actual cases.This course will help you to improve your communications by re-observing communications in our society.			
到達目標 Course Goals			
After a successful completion of this course, you will be able to: -Comprehend the communication practices in organizations such as companies -Recognize how to communicate with various stakeholders surrounding companies -Understand and correctly interpret the intent of information sent by companies that you see and hear everyday			
授業計画 Course Schedule			
【Method of class】			
This course is an intensive lecture of 5 times in total once a month. It is consisted of lectures about basic knowledges, and we will have class discussion and report presentations additionally. Except for the first section, you gather and organize information about the related theme and submit reports. After the last section, you submit the final report instead of the exam.			
【Lesson Plan / Contents】			
Section 1: Public Relations and Corporate Communications (1) Basic of Public Relations (2) Corporate Communications in Corporate Management (3) Practice of Media Relations			
Section 2: Environmental Changes and Communications (1) Environmental Changes surrounding Corporate Communications (2) Changes in Corporate Communications			

<p>Section 3: External Communications</p> <p>(1) Corporate Branding and Corporate Value</p> <p>(2) Practice of Investors Relations</p> <p>(3) Communications in Sustainability Management</p> <p>Section 4: Internal Communications</p> <p>(1) Communications between Corporate and Employee</p> <p>(2) Practice of Internal Communications</p> <p>Section 5: Risk Management in Corporate Communications</p> <p>(1) Diversification of Risk</p> <p>(2) Practice of Risk Management and Crisis Management</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Review: For each section, select one theme taken up in the lecture and draw up a report (A4, about 2 to 3 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>成績評価の基準と方法 Grading System</p> <p>Each student's performance will be weighed as follows:</p> <p>(1) Contribution to a class e.g. participation in discussions</p> <p>(2) Reports on each section theme</p> <p>(3) Report on the final issues</p> <p>※The ratio of each evaluation assumes (1)=30%, (2)=40%, (3)=30%</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None</p>
<p>講義指定図書 Reading List</p> <p>特に無し。履修者の習熟度にあわせて講義の中で紹介する。None</p>
<p>参照ホームページ Websites</p> <p>なし None</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>None</p>
<p>備考 Additional Information</p> <p>なし None</p>

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	2023	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		
キーワード Key Words			
Civil Society, Mass Media, Social Media, Democracy, Political Representation, Decision Making			
授業の目標 Course Objectives			
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. 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.			
到達目標 Course Goals			
1. Gain knowledge of primary currents in civil society studies. 2. Gain knowledge of primary currents in the theory of political representation. 3. Develop critical perspectives on these studies/theories. 4. Develop skills in analytical thinking and reading and presentation. 5. Learn how to apply these to participant's own research fields.			
授業計画 Course Schedule			
This course comprises a series of fifteen seminars. It is subdivided into three main subjects, each comprised of 5 modules with accompanying readings.			
I. Civil Society Theory 1) Concepts of civil society 2) Civil society organization 3) Norms and consensus in civil society 4) The public sphere 5) Civil society and democracy			
II. Representation 6) Historical development of political representation 7) Public opinion 8) Deliberative democracy and representation 9) Concepts of representation 10) Ideas of representative democracy			
III. Criticism of representation and the role of civil society			

11) Forms of direct democracy and media 12) Deliberative systems 13) Representation and decision making 14) Participation and mobilization 15) (In)possibility of representation
準備学習 (予習・復習)等の内容と分量 Homework Since this course includes presentation and discussion based on the reading materials, you will have to read them and prepare for the discussion.
成績評価の基準と方法 Grading System You will be evaluated by presentations (50% of final grade) and discussion (50% of final grade) during the course.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 開講時に説明します。
講義指定図書 Reading List 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 代表制という思想／早川誠:風行社, 2014 代表の概念／ハンナ・ピトキン:名古屋大学出版会, 2017 公共性の構造転換／ユルゲン・ハーバマス:未来社, 1994 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 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
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	2023	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		
キーワード Key Words			
Global Corporate Management, Business Strategy, Global Strategy, Alliances, M&A, Corporate Governance, Public Relations Strategy, Media Strategy, Investor Relations, Geopolitical Risk, Carbon Neutral, Nature Positive, ESG, Sustainability, Global Contractor			
授業の目標 Course Objectives			
Understand the methodology for creating a highly reliable future outlook in an era of increasing volatility, uncertainty, complexity, and ambiguity. In addition, students will understand trends in sustainable management sought by investors, such as carbon-neutral and nature-positive. On top of that, students will understand the global management strategy that should be in the future and the public relations strategy that is required in the VUCA era, using global contractors as subjects. In addition, based on the practical experience as a consultant of the instructor, I will explain logical thinking methods and various frameworks. Learn basic skills that will be effective when you play an active role as a businessman in the future while utilizing it in group discussions and individual work.			
到達目標 Course Goals			
Deepen your understanding of the outlook for the global economy in the VUCA era and trends in sustainable management, and develop your own views. In addition, with the theme of global contractors, etc., through concrete examples of practical management strategy, business strategy, global strategy, alliance / M&A strategy, public relations strategy, why such strategies are taken, their market characteristics and industry characteristics, Be able to explain perspectives and methodologies for planning international management strategies, such as the competitive environment and related legal systems.			
授業計画 Course Schedule			
The first day: Kick-off (introduction of this course, self-introduction), basics of management strategy, business model －Aim of this course, self-introduction of lecturers and students －What is a strategy? (Strategic structure) －Management strategy review workshop －Strategic thinking and framework The second day: Global Economic Outlook Based on Geopolitical Risks and Demographics －Presentation and discussion of reports －What are geopolitics and geopolitical risks? －Demographics and their impact on the global economy －Public relations strategy in the VUCA era The third day: Trends in Sustainability Management －Presentation and discussion of report －International trends in climate change and biodiversity			

<ul style="list-style-type: none"> — Impact of Nature Positive on Corporate Management — Examples of companies' efforts in nature positive <p>The fourth day: Management strategy of global contractor</p> <ul style="list-style-type: none"> — Presentation and discussion of reports — Overview of the construction industry — Management strategy analysis of Japanese contractors (Kajima, Obayashi, Taisei, Shimizu, etc.) — Management strategy analysis of global contractors (VINCI, ACS, BOUYGUES, HOCHTIEF AG, etc.) <p>The fifth day: Individual presentation (company research), comment, summary of this course</p> <ul style="list-style-type: none"> — 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 — Since the class will give a lecture on the framework of a general global management strategy, the subject of corporate research is not limited to the above companies, and students can freely choose.
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Creating reports (after each lecture, until the next lecture): Specific themes, writing styles, etc. will be explained in the lecture.</p> <p>However, it is desirable to investigate related theories and cases as necessary.</p>
<p>成績評価の基準と方法 Grading System</p> <ul style="list-style-type: none"> — Attendance and contribution to class (active participation in discussions and content of remarks): 60% — Submission status and content of assignment report: 40% <p>(No test will be conducted.)</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p> <p>特に無し(必要に応じて、授業内で紹介)Nothing in particular (introduced in class if necessary)</p>
<p>講義指定図書 Reading List</p> <p>特に無し(必要に応じて、授業内で紹介)Nothing in particular (introduced in class if necessary)</p>
<p>参照ホームページ Websites</p> <p>特に無し(必要に応じて、授業内で紹介)Nothing in particular (introduced in class if necessary)</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</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	坂間 博 [SAKAMA Hiroshi] (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	2023	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	3 条件付き可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Intorduction to Phonetics and Phonology			
授業の目標 Course Objectives			
This course is offered for beginners of Phonetics/Phonology. The aim of this course is to understand in parallel basic mechanism and analysis technics of speechsounds and develop report writing skills			
到達目標 Course Goals			
Students acquire interests and knowledge about the mechanism or -processes how sounds of languages are produced (Physical process), what kind of physical or acoustic characters the sounds have or get, and understand acoustic technics of speech sounds analysis. In the end students should be able to debate phonetic and phonological issues.			
授業計画 Course Schedule			
1. Introduction 2-10. Lectures on Phonetics and Phonology. After that, each participant decides the phenomenon to be analyzed, and conducts a report and discussion. 11-15. Presentation and Discussion			
準備学習(予習・復習)等の内容と分量 Homework			
You need no special preparation for the course in 1st to 3d lecture, but you need to bring your own PC to class in order to use an acoustic analysis software, in order to learn the relationship between physical and acoustic structure or aspects of speech sounds.			
成績評価の基準と方法 Grading System			
Your grade will be determined by how well you demonstrate your achievement of the course goals through 1. participation in discussion: 20 % 2. performance on presentations and discussions 30 % 3. final report: 50 %			
他学部履修の条件 Other Faculty Requirements			
Student from another Faculties are needed Informal consent of the Instructor.			
テキスト・教科書 Textbooks			
開講時および授業の進行に応じて適宜指示します。			
講義指定図書 Reading List			
開講時および授業の進行に応じて適宜指示します。			
参照ホームページ Websites			
Downloading Praat for Windows: https://www.fon.hum.uva.nl/praat/download_win.html , Downloading Praat for Mac: https://www.fon.hum.uva.nl/praat/download_mac.html			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

Students need to bring their own PC in the classes, when acoustic analysis becomes a main topics.

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	2023	時間割番号 Course Number	083246
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
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			
1. Guidance 2. What is public policy? 3. Policy formation and implementation in comparison 4. Policy formation and implementation in Japan (1) 5. Policy formation and implementation in Japan (2) 6. Industrial policy 7. Industrial policy 8. Class discussion 9. Agricultural policy 10. Trade policy 11. Security policy 12 Security policy 13. Class discussion 14. Foreign aid policy 15. Foreign aid policy			
準備学習 (予習・復習)等の内容と分量 Homework			
Finish reading assignments before each session.			
成績評価の基準と方法 Grading System			
Class participation: 40% Presentations: 30% Final report: 30%			
他学部履修の条件 Other Faculty Requirements			
Students of other faculties/schools who wish to take this course must consult with the professor and receive permission before			

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

科目名 Course Title	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	2023	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		
キーワード Key Words			
Ethnic Media, Sinophone, Internet Media, Censorship, Civil Society			
授業の目標 Course Objectives			
This course focuses on how political change and technological innovation make the Sinophone media, such as Taiwan, Hong Kong, Macau, and Malaysia become a kind of border-crossing ethnic media, and will discuss how border-crossing journalism is possible.			
To understand the practice of journalists, students will present a feature article and an article proposal.			
This course also 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.			
到達目標 Course Goals			
1. Understanding the history and practice of Sinophone media and being able to discuss it from various perspectives.			
2. Able to analyze how political and technological factors affect media.			
3. Able to edit a feature article and propose an article proposal to present own viewpoint.			
授業計画 Course Schedule			
This course includes lectures and discussions. The instructor will introduce weekly references and cases in the first part of the course. After the lecture, the appointed student will provide discussion questions and lead the class discussion.			
Introduction: What is border-crossing Sinophone media?			
Traditional ethnic media is perceived as the media of minorities in mainstream society. Both the writer and the reader were internally consummated and served to protect minority identities. However, the Internet has already unlocked the potential of ethnic media to cross borders. The same written language, “Chinese,” can be used to communicate through “Sinophone Media,” even if the location of the newspaper or the spoken language of the reporter and the reader differ. The worldview of the Sinophone Media is not concentrated on a specific political center but is truly diverse and rich.			
Week1:Introduction: What is the Sinophone?			
Week 2: Introduction: What is ethnic media?			
First Section: Political change and Sinophone media: Taiwan and Hong Kong			
With the democratization of Taiwan in the 1980s came the marketization of the media. And the Taiwanese media has always been in the middle of controversy due to international politics, social movements, and nationalist agendas. Meanwhile, in Hong Kong, once expected to be the center of “Sinophone Media,” press freedom is now in jeopardy. Various new media have			

emerged from social movements in recent years to counter this. This Section provides an insight into the politics and media in Taiwan and Hong Kong, two of the world's epicenters.

Week3: Democratization of Taiwan and Taiwanese media

Week4: Media and civil society in Taiwan

Week5: Politics and media in Hong Kong

Week6: The collapse of journalism in Hong Kong

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.

Week7: Politics and media in Macau

Week8: The front line of journalism in Macau (guest speaker)

Week9: Politics and media in Malaysia

Week10: The front line of journalism in Malaysia (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.

Week11: Border-crossing Investigative journalism: International solidarity

Week12: Multiculturalism and ethnic media

Week13: Beyond the words: nonfiction comics and journalism(guest speaker)

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.Attendance (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	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	2023	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		
キーワード Key Words			
Modern Japanese History, diplomatic history, history of international law, military history			
授業の目標 Course Objectives			
Japan’s experience with modernity was ridden with conflicts, outright wars, and the continuous threat to the nation’s survival in a voracious, Hobbesian world. This introductory course outlines the international dimensions of that experience, and demonstrates the ways in which this experience inexorably shaped the contours of the policy debates with regards to the country’s international positioning. Concretely, we study the dynamics behind and meaning of the ambition to ‘leave Asia’ (脱亜論 datsu-a ron), become the ‘Great-Britain of the East’; and yet later, to return to Asia as the region’s savior (the ‘yellow burden’).			
到達目標 Course Goals			
The important hallmark of this course is its explicitly anti-humanist or sociological stance. Rather than focusing on key historical figures and their decisions, we will identify social forces that extend far beyond the limited scope of human agency. Instead, we focus on the ways in which technologies (of warfare, telecommunications, transport, finance etc.) possess a self-propelling dynamic: they reinforce their importance, so to speak, and become both tools and objectives of modern development. Taken together, they demonstrate the inherently international outlook of modern society, while paradoxically employing a vocabulary of segregation: the semantics of the ‘nation state’ and ‘national culture’. How the latter relates to and interacts with internationalization, and how this interaction produces regimes of rewards and punishment are core themes in all sessions. In this course, a truly international perspective on Japanese history (‘Japan in Asia’ / ‘Japan and the West’) is paramount. As a reference guide to existing debates in a host of interdisciplinary fields (medium theory, systems theory, and so on), each session provides links to broader secondary sources.			
授業計画 Course Schedule			
1. Wake-up call: the Opium wars			
2. Gunboat diplomacy and the ‘imperialism of free trade’			
3. The threat of irrelevance and annihilation: the bakumatsu currency crisis			
4. Rebellion and its aftermath: inflation and induced deflation			
5. The Sino-Japanese War			
6. The Boxer rebellion: victory of Western technologies			
7. The Anglo-Japanese alliance: Japan as a linchpin in the Great-Britain led world order			
8. The Russo-Japanese War as World War Zero			
9. Japan in World War I			
10. The Siberian Intervention			
11. Japan returns to Asia			
12. The Manchurian incident			
13. Militarism and Japanese Lebensraum in Manchuria			
14. ‘Use the war to feed the war’: the road to World War II			
15. The total defeat of blocism and the Pax Americana			

<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>From session 2 on, small student groups may be assigned to introduce topics to be discussed. This may include both historical matter and/or their contemporary implications.</p> <p>Students are expected to:</p> <ol style="list-style-type: none"> 1. to participate in the course as a whole: doing the essential reading for each week's topic, and coming prepared to question and intervene. 2. To provide written and oral comments. 3. To Research, write, present, and defend your argument and choice of topic to be discussed. 4. 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)
<p>成績評価の基準と方法 Grading System</p> <p>Evaluation will be based on: reading notes, class discussions (other means of evaluation may be discussed with the students). There is no paper to be written; instead, students are asked to make 'smart', elaborate and interactive presentations (these are a must). 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 pertains to different material and a different session), here are some simple rules:</p> <ul style="list-style-type: none"> - students presenting on several occasions will receive a higher grade - students making elaborate presentations (including audiovisual material, links to primary sources etc.) will be rewarded for the extra effort - showing that you mastered the readings by partaking actively in the discussions is a plus. <p>As this class is an example of problem-based learning and the 'flipped classroom', it strongly encourages and rewards participation; vice versa, it penalizes a passive or absent behavior. **Concretely, 80 percent of your grade is based on reading notes; the remaining 20 percent is reserved for class discussion.**</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>https://github.com/michaelschiltz/Japanese_History_1/blob/master/README.md</p>
<p>備考 Additional Information</p> <p>**This class is, at least for now, an in-person class that uses Google classroom for assignments and news (お知らせ). For the classroom code, see the ELMS system.**</p> <p>Introductory reading:</p> <p>Gordon, Andrew. 2013. A Modern History of Japan: From Tokugawa Times to the Present. 3 edition. New York: Oxford University Press.</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>

科目名 Course Title	マスメディア論演習[Mass 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	2023	時間割番号 Course Number	083257
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		
キーワード Key Words			
Mass media, SNS, Journalism, Investigative journalism, Democracy, Authoritarianism			
授業の目標 Course Objectives			
The "mass media" is sometimes ridiculed as "Massgomi" and the distrust of the public is increasing.Young people are declining to read newspapers. It fails to fulfill the role of journalism that monitors power, and is criticized for its collusion with power. Can the mass media be trusted? We consider the role and problems faced by the mass media in democracy as SNS tends to divide society.			
到達目標 Course Goals			
1. Consider the problems and issues faced by the mass media in the SNS Times. 2. Understand the importance of "journalism" and "Investigative journalism" practiced by the mass media. 3. Discuss how democracy is affected by the decline of mass media.			
授業計画 Course Schedule			
Week 1 Mass media and journalism Week 2 Media history since modern times in Japan Week 3 Research on Japanese-style media structure Week 4 Is the "crisis of newspapers" a "crisis of journalism"? Week 5: Capturing the significance of journalism from "Bungeishunju" Week 6 "Pentagon Papers" coverage Week 7 Thinking about "The news in China" Week 8 History of investigative journalism in Japan Week 9 The times of Data Journalism Week 10 What is "Academic Journalism"? Week 11: The Future of "Problem-solving Journalism" Week 12 "Methods of Historical Journalism" Week 13 What would happen to democracy without newspapers? Week 14 Weapons against "disinformation" Week 15 Democracy vs. authoritarianism			
準備学習 (予習・復習)等の内容と分量 Homework			
I will provide Moodle with the materials to be used in the next week's lecture, please read it and attend the lecture.			
成績評価の基準と方法 Grading System			
Active remarks in class (30%), reports on reading literature (30%), reviewing one book selected from "References" (40%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

『浸食される民主主義』(上・下)／ラリー・ダイヤモンド(市原麻衣子監訳):勁草書房, 2022
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

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	2023	時間割番号 Course Number	083245
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
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		
キーワード Key Words	tourism business, tourism marketing, regional management, DMO, regional design		
授業の目標 Course Objectives	"Toward to creation of sustainable tourism business in the region"		
The Japan Tourism Agency has positioned the tourism industry as an important growth sector, and is taking various initiatives to tap into global tourism demand, particularly from Asia. The 'travel industry', which plays a core role in this sector, has been identified as a structural challenge facing the tourism industry, such as the shrinking domestic market due to the ageing of the population, changes in purchasing behaviour due to technological advances and the slow pace of digitalisation, and low productivity. In this class, the business model of the traditional 'travel industry' will be discussed from an industrial and distribution perspective, and the sustainable business required by 'the times' and 'society' will be explored.			
到達目標 Course Goals	By the end of this course, students will be able to: (1) explain the history and structure of the travel industry (2) explain business models in the travel industry. (3) identify the direction of future business models, identify issues from a business development perspective and design hypotheses.		
授業計画 Course Schedule	This course consists of three parts of lecture and discussion by professors who are from JTB group and involved members, field work and the presentation of concrete activation plan. Details of schedule, lectures and fieldwork are announced at the first guidance. 1. Lectures ・ Understanding the history, industry structure and business model of the travel industry. 2. Fieldwork ・ Visualisation and sharing of issues in the travel industry. 3. Planning & Presentation ・ Proposals on necessary elements for the future of the travel industry.		
準備学習 (予習・復習)等の内容と分量 Homework	The contents of preparation to be learned are instructed in the classes. Preparation for a presentation such as collecting materials, analyzing and planning is required beyond lectures.		

成績評価の基準と方法 Grading System You will be evaluated by positive attitude in classes (40%), aggressiveness in discussion and content of remarks (30%) and presentation of tourism business plan (30%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks JTB グループの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.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Students who are interested in creation of new tourism business will be encouraged. The contents of lectures and presentation will be changed depending on Covid-19 situation.

科目名 Course Title	観光地域ビジネス論演習【履修証明プログラム】[Tourism Destination Business and Marketing]		
講義題目 Subtitle	□		
責任教員 Instructor	JTBグループ企業派遣講師（国際広報メディア・観光学院）		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	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	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words tourism business, tourism marketing, regional management, DMO, regional design			
授業の目標 Course Objectives "Toward to creation of sustainable tourism business in the region" The Japan Tourism Agency has positioned the tourism industry as an important growth sector, and is taking various initiatives to tap into global tourism demand, particularly from Asia. The 'travel industry', which plays a core role in this sector, has been identified as a structural challenge facing the tourism industry, such as the shrinking domestic market due to the ageing of the population, changes in purchasing behaviour due to technological advances and the slow pace of digitalisation, and low productivity. In this class, the business model of the traditional 'travel industry' will be discussed from an industrial and distribution perspective, and the sustainable business required by 'the times' and 'society' will be explored.			
到達目標 Course Goals By the end of this course, students will be able to: (1) explain the history and structure of the travel industry (2) explain business models in the travel industry. (3) identify the direction of future business models, identify issues from a business development perspective and design hypotheses.			
授業計画 Course Schedule This course consists of three parts of lecture and discussion by professors who are from JTB group and involved members, field work and the presentation of concrete activation plan. Details of schedule, lectures and fieldwork are announced at the first guidance. 1. Lectures ・ Understanding the history, industry structure and business model of the travel industry. 2. Fieldwork ・ Visualisation and sharing of issues in the travel industry. 3. Planning & Presentation ・ Proposals on necessary elements for the future of the travel industry.			
準備学習（予習・復習）等の内容と分量 Homework The contents of preparation to be learned are instructed in the classes. Preparation for a presentation such as collecting materials, analyzing and planning is required beyond lectures.			

成績評価の基準と方法 Grading System You will be evaluated by positive attitude in classes (40%), aggressiveness in discussion and content of remarks (30%) and presentation of tourism business plan (30%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks JTB グループの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.
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information Students who are interested in creation of new tourism business will be encouraged. The contents of lectures and presentation will be changed depending on Covid-19 situation.

科目名 Course Title	サービス産業広報論演習[Public relations in the Service Industry]		
講義題目 Subtitle	□		
責任教員 Instructor	張 ジュヒョク [JANG Juhyeok] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083225
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Service Marketing, Quantitative Research Method			
授業の目標 Course Objectives			
Since the service quality has strong experiential attributes, its evaluating is definitely not easy before trying it directly. Therefore, when collecting information, customers tend to rely on reviews from existing customers, which is said to be more reliable than advertisements from companies. Like this, considering its great influence in the service industry, it is very important for service companies to manage these reviews. In the first half of this class, you will learn the methods (regression analysis, factor analysis, structural equation modeling) necessary for quantitative research through SPSS, AMOS, and SmartPLS. In the second half, you will report the results of creating a research model, collecting data, and analyzing it.			
* It is strongly recommended that students have taken "Social Research Methods : Quantative, Data Mining" in advance.			
到達目標 Course Goals			
・ Understanding the concept of service quality and quantitative research method expecially for tourism industries.			
授業計画 Course Schedule			
In the first half, students will learn quantitative analysis methods and service theory, and in the second half, they will design and implement their own quantitative surveys.			
1. Moderation effect and mediation effect 2. Exploratory factor analysis 3. Structural equation modeling: Measurement model 4. Structural equation modeling: Structural model 5. PLS-SEM 6. Survey design 7. Service theory① 8. Service theory② 9. Service theory③ 10. Survey design report ① 11. Survey design report ② 12. Self-study week (data analysis) 13. Self-study week (data analysis) 14. Analysis report ① 15. Analysis report ②			
準備学習 (予習・復習)等の内容と分量 Homework			
・ Students should have taken the "Social Research Methods : Quantative, Data Mining" in advance or have learned the equivalent knowledge.			

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

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)		
科目種別 Course Type			
開講年度 Year	2023	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		
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	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	2023	時間割番号 Course Number	083296
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6421		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	1 Classes are in English.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Depopulation, sustainability, community, tourism development			
授業の目標 Course Objectives			
This course will explore a variety of themes pertaining to tourism and rural revitalization in a variety of contexts from an anthropological perspective. Participants will require a (near) native level of English language skills as regular readings will be required and the course is highly interactive and discussion-based. Students will hone their skills to analyze the coherence of academic texts.			
到達目標 Course Goals			
1. Understand a variety of themes pertaining to contemporary tourism and rural revitalization by reading larger academic text material and critically question the arguments made by different authors. 2. Develop your academic reading and discussion skills 3. Improve your presentation skills			
授業計画 Course Schedule			
1. Introduction 2. Definitions 3. Sociology of Tourism 4. Tourism and sustainable community development 5. Tourism, power and space 6. Ethics of tourism development 7. Tourism and Postcolonialism 8. Mid-term 9. Disruptive Tourism 10. Cultural/Heritage Tourism 11. Volunteer Tourism 12. Island Tourism 13. Tourism, Creativity and Development 14. The Future of Tourism 15. Lifestyle Tourism 16. Final exam Note that this schedule may be subject to change.			
準備学習 (予習・復習)等の内容と分量 Homework			
Regular readings in advance of the course will be required as students will be expected to participate actively in class discussions. For each session, 1-2 text rapporteurs will be appointed who will present a concise summary of the reading and its main arguments to the class and are responsible for providing input for the discussion. Regular presentations will also be a feature of this course.			

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

科目名 Course Title	Modern Japanese Studies[Modern Japanese Studies]		
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	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)		
科目種別 Course Type			
開講年度 Year	2023	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	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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 research.			
授業計画 Course Schedule			
Week 1 (4/6): Guidance			
Week 2 (4/13): Jonathan Bull			
Week 3 (4/20): Tadashi Iwami			
Week 4 (4/27): Michael Schlitz			
Week 5 (5/11): Emma Cook			
Week 6 (5/18): Takayuki Ito			
Week 7 (5/25): Susanne Klien			
Week 8 (6/1): Michael Schiltz			
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 [r3mhyi2].			
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

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	2023	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		
キーワード Key Words			
communication studies, research methods in communication studies			
授業の目標 Course Objectives			
This course will help you: (1) understand communication studies in different contexts and (2) learn research methods in communication studies.			
到達目標 Course Goals			
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.			
授業計画 Course Schedule			
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			
準備学習 (予習・復習)等の内容と分量 Homework			
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.
成績評価の基準と方法 Grading System You will be evaluated on the basis of: group discussion (20%), presentation (20%), assignments (20%), and final examination (40%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 教科書は使用せず、資料を必要に応じ配布します。
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	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	2023	時間割番号 Course Number	083230
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	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		
キーワード Key Words			
Public sphere, pseudo-environment, communication, social systems, nation-state, media, community			
授業の目標 Course Objectives			
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.			
1. Correct understanding of those thinker's problem setting and methodology.			
2. Understanding of the thoughts which spread secondarily by those influence.			
3. Original consideration about those validities in the present-day public society based on a case in detail.			
到達目標 Course Goals			
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.			
1. Understand problem setting in the 20th century social history of thought and get methodology of approach to those.			
2. Grasp of typical media theory and public social theory.			
3. The discovery of "problem and the validity" when applying a theoretical study to an individual case study.			
授業計画 Course Schedule			
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 Richard O’Gorman 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)			
Régis Debray(1940－):Cours de médiologie générale (1991)			
準備学習 (予習・復習)等の内容と分量 Homework			
Reading materials and practice for the presentation and to express the own idea in words outside the classroom.			
成績評価の基準と方法 Grading System			
You will be evaluated by presentations (50%) and report (50%).			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List
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	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	NAGASHIMA Miori[NAGASHIMA Miori](メディア・コミュニケーション), KANEYAMA Jun[KANEYAMA Jun](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), WATANABE Masahito[WATANABE Masahito](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)		
科目種別 Course Type			
開講年度 Year	2023	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	1		
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			
●You will grasp a solid foundational knowledge of public communications. ●At the same time, you will be able to understand and to discuss about the basic history of social thoughts. ●Last but not least, you will deepen more understanding for concrete phenomena in today's world together with the background.			
授業計画 Course Schedule			
Section 1 and 2: This lecture aims to provide a historical and theoretical overview of the concept of publicness. (Jun KANEYAMA) 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) 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) 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) Section 7: This lecture reviews the key issues of election campaigns focusing on how the media matters in the context of comparative politics. (Masahito WATANABE) Section 8: This lecture deals with some issues relating to public communication in the context of multi-cultural and multi-lingual environments. (Takashi TSUCHINAGA)			
準備学習 (予習・復習)等の内容と分量 Homework			
Participants read reference books or materials beforehand. And they will be required to submit a report or a short essay after each lecture.			
成績評価の基準と方法 Grading System			

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

科目名 Course Title	国際交流論演習[International Exchange Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	高橋 彩 [TAKAHASHI Aya] (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	2023	時間割番号 Course Number	083231
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information	R5 年度は開講しない		
授業実施方式 Class Method	1		
キーワード Key Words			
international exchange, intercultural education, intercultural understanding, multiculturalism			
授業の目標 Course Objectives			
‘International exchange’ occurs in various situations in society, such as in diplomacy, economic relations, education, social arrangements, and thoughts, which are elaborately intertwined. The course explores historical as well as present issues in international exchanges in the field of education. Students are expected to understand a variety of approaches to the theme and acquire the academic skills to be able to sort out and discuss issues in the field of intercultural education.			
到達目標 Course Goals			
Participants can: ・ understand and explain the main issues of international exchange in the field of education based on readings required in the course. ・ find issues in the educational settings and explain them with one’s opinions. ・ propose a plan to solve an issue related to international education and exchange as an exercise.			
授業計画 Course Schedule			
● I. Thinking Intercultural Education Session 1: Course guidance Session 2: The situation of international educational exchanges Session 3: Exchanges between different cultures Session 4: Intercultural education ● II. Understanding theoretical issues: reading the textbook Session 5: What is culture? Session 6: Multiculturalism Sessions 7–8: Research and discussions over ‘inter-culture’ Session 9: A few issues regarding intercultural education Session 10: Re-thinking being ‘cross-cultural’ Session 11: Wrap up the discussion ● III. Practical approach and examination Session 12: Planning an educational activity Session 13: Consulting the plan Session 14: Students’ presentation Session 15: Conclusion and reflection			
準備学習 (予習・復習)等の内容と分量 Homework			
1. A summary and presentation on a book chapter (1 or 2 times) 2. A short essay (1,200 Japanese letters) (regarding sections I&II) 3. A proposal (section III) 4. Other homework instructed during the course			

成績評価の基準と方法 Grading System 1. A summary and presentation (20%) 2. A short essay (30%) 3. A proposal and presentation (40%) 3. Active participation in the course work (contribution to group and class discussions and other tasks instructed in the course)(10%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 異文化間教育／マルティーン・アブダラ＝プレッツェイユ(西山教行訳):白水社, 2021
講義指定図書 Reading List 異文化間教育－文化間移動と子どもの教育／佐藤郡衛:明石書店, 2010 その他授業中に適宜提示する。
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	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	2023	時間割番号 Course Number	083302
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	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		
キーワード Key Words	Heritage, Cultural Heritage, International Cooperation, Tourism, World Heritage		
授業の目標 Course Objectives	What is 'heritage'? The aim of this course is to apply analyses to new currents of heritage studies from some academic points of view including architecture, archaeology, politics, cultural anthropology, sociology and history. Students will acquire knowledge and framework necessary for examining social and cultural factors and elements behind mechanisms and structures for international cooperation for cultural heritage.		
到達目標 Course Goals	By the end of this course, students will be able to: 1. understand several past discussion on heritage and nation. 2. acquire knowledge about international society, nation, and heritage. 3. graps implementation and its problems of international cooperation for cultural heritage. 4. obtain skills to examine balance between conservation of cultural heritage and tourism.		
授業計画 Course Schedule	1. Introduction 2.-14. Review on books and academic papers on heritage. Examples) Benedict Anderson, Imagined Community, Eric Hobsbawm and Terence Ranger (eds.) The Invention of Tradition 塩路有子『英国カントリーサイドの民族誌ーイングリッシュネスの創造と文化遺産』 田中英資『文化遺産はだれのものかートルコ・アナトリア諸文明の遺物をめぐる所有と保護』 荻野昌弘編『文化遺産の社会学』 三浦恵子 『アンコール遺産と共に生きる』 Keiko Miura "A dilemma of World Heritage ideals and challenges in Southeast Asia" Aike P. Rots and Mark Teeuwen (eds.) Sacred Heritage in Japan 講読 * Depend on student's research topic who participate, reading list will be changed accordingly. 15. Discussion and summary		
準備学習 (予習・復習)等の内容と分量 Homework	Student will be required to read text, make a summary in advance, and then discuss in class. Reading list will be provided at the first class of the course.		
成績評価の基準と方法 Grading System			

<p>Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> 1. participation in discussion: 20% 2. review on the text at each lecture: 80%
他学部履修の条件 Other Faculty Requirements
<p>テキスト・教科書 Textbooks</p> <p>詳しい講読文献情報は、授業時に指示する。手に入りにくいものは、教員が用意する。また、受講者決定後に受講者の専門性に考慮して、文献が変更される可能性もある。</p> <p>No textbook required. Handouts will be distributed.</p>
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	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	2023	時間割番号 Course Number	083300
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
キーワード Key Words			
Heritage, Heritagization, Critical approaches, Construction of the Past, Creation of the Future, Affect, Materiality, Memory			
授業の目標 Course Objectives			
Recent studies on heritage have discussed that heritage is not something to be protected but is a social process in which something is regarded as ‘heritage,’ i.e. ‘heritagization’ (Walsh, 1992). Their focus is on how heritage emerges in the relationships between people, things and places. In this regard, the process of heritagization is a form of communication in a broader sense. The seminar aims to explore the role of heritage as an element of interaction between people, things and places in the context of tourism. Through the overview of recent trends in heritage studies, students will acquire the knowledge and theoretical framework necessary for examining social and cultural factors and elements behind the relationship between tourism and heritagization.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand recent research trends in heritage studies, 2. grasp the relationship between tourism and heritage from the perspective of heritage as a social process, 3. apply the theories learned in the course to their research.			
授業計画 Course Schedule			
1. Introduction 2.-8. Review and discussion on “Heritage: Critical Approaches” (R. Harrison) 7.-11. Review and discussion on “Cultural Heritage and the Future” (C. Holtorf & A. Högborg eds.) 12.-14. Review and discussion on “Heritage, Affect and Emotion” (D. P. Tolia-Kelly, E. Waterton, & S. Watson eds.) 15. Discussion and summary *The first half of the seminar series focuses on reviewing “Heritage: Critical Approaches” (R. Harrison). The reading materials for the latter half of the seminar series depend on students’ research topics. The reading list will be changed accordingly.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be required to read text in advance and discuss in class. Reading list will be provided at the first class of the course.			
成績評価の基準と方法 Grading System			
The grade will be determined by how well the students demonstrate their achievement of the course goals through participation in class discussion (40%), presentations (40%), and the term paper (20%).			
他学部履修の条件 Other Faculty Requirements			

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

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

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

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	2023	時間割番号 Course Number	083238
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		
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			
Formulate a working definition of interactive multimedia;.			
Use basic multimedia design principles in the creation of presentation.			
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	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	2023	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		
キーワード Key Words			
contrastive linguistics, linguistic structure, phonemes, vocabulary, grammar			
授業の目標 Course Objectives			
In this class, students reconsider the Japanese language from various viewpoints based on contrastive linguistics. Its objective is to notice both universal and distinctive elements of the Japanese language and to improve the ability of language analysis by contrasting Japanese and other languages including Korean.			
到達目標 Course Goals			
(1) to understand the universality and distinctiveness of Japanese as a foreign language			
(2) to acquire the fundamental knowledge of contrastive linguistics and to understand various research method			
授業計画 Course Schedule			
1st week: guidance			
2nd to 5th week: contrastive linguistics overview and brainstorming			
6th to 14th week: thesis reading and discussion			
15th week: wrap-up			
準備学習 (予習・復習)等の内容と分量 Homework			
(1) All students have to read papers beforehand and to post an opinion or information to the class stream on Google Classroom.			
(2) Each speaker has to prepare the handout beforehand and to raise an issue on the related field or papers.			
成績評価の基準と方法 Grading System			
Participation in the class (discussion, question-answer, and posting on Google Classroom): 40%			
Presentation (preparing the handout and raising an issue): 40%			
Final report: 20%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
必要な資料は授業で配布します。			
講義指定図書 Reading List			
日本語と外国語との対照研究Ⅹ 対照研究と日本語教育／国立国語研究所:くろしお出版, 2002			
世界の言語と日本語 : 言語類型論から見た日本語 改訂版／角田太作:くろしお出版, 2009			
シリーズ言語科学4 対照言語学／生越直樹:東京大学出版会, 2002			
ヴォイスの対照研究—東アジア諸語からの視点／生越直樹・木村英樹・鷲尾龍一(編著):くろしお出版, 2008			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

This class may be held via Zoom and Google Classroom.

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	2023	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		
キーワード Key Words			
Internal Communication of "e-kuchi-komi"			
授業の目標 Course Objectives			
This course objects will be realized by learning the relationship of "e-kuchi-komi" which is attracting the attentions these days and consumer's behaviors by reading related books.			
到達目標 Course Goals			
This course goals will be realized by understanding properly the essential meanings of following "e-kuchi-komi" concepts. 1) The reason why the people "tweet" 2) The reason why the people "retweet" 3) The information overload which caused by "tweet" and its network 4) The era of SUMAHO's popularization and the visual communication 5) "disappearing", "exaggerating", "live" as the new trend 6) From "Googling" to "# pulling in", that's the new encountering information 7) The structure of the mind desiring "sharing" and information spreading 8) The case studies of using SNS (analysis of the campaign cases)			
授業計画 Course Schedule			
・Week 1: Class orientation: How we learn this theme, how the students would be graded ・Week 2-3: The abstract of the <e-kuchi-komi> of SNS and its modern values ・Week 4-9:Presentation of text 1 by students + discussion. (Every student should make the one presentation to be graded) ・Week 10-14: Presentation of text 2 by students + discussion. (Every student should make the one presentation to be graded) ・Week 15: Preliminary(summarizing) day			
準備学習(予習・復習)等の内容と分量 Homework			
Students would be highly appreciated if they learn the topics repeatedly which they learned.			
成績評価の基準と方法 Grading System			
The students who attended more than 10 times at the class (all classes consist of 15 times) are to be graded by following contributions to the class. (1) Group discussion, behaviors (2) Presentation of the text Grading ratio: (1)=40%,(2)=60%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

<p>ツイッターの心理学 ―情報環境と利用者行動―／北村智、佐々木裕一、河井大介:誠信書房, 2016</p> <p>#シェアしたがる心理 ―#SNS の情報環境を読み解く7つの視点／天野彬:宣伝会議, 2019</p>
講義指定図書 Reading List
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
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	2023	時間割番号 Course Number	083404
期間 Semester	2学期	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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	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	2023	時間割番号 Course Number	083232
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media, Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words	Disability Studies, social model of disability, individual model of disability, reasonable accommodation, minority		
授業の目標 Course Objectives	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		
到達目標 Course Goals	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		
授業計画 Course Schedule	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.		
準備学習 (予習・復習)等の内容と分量 Homework	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.		
成績評価の基準と方法 Grading System	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.		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	「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。
講義指定図書 Reading List
参照ホームページ Websites http://www.ne.jp/asahi/tuti/tuti/jugyo/2023_1/minority2023/
研究室のホームページ Websites of Laboratory http://www.ne.jp/asahi/tuti/tuti/
備考 Additional Information Be sure to let me know your student ID and name by sending email to tuti@imc.hokudai.ac.jp before the 1st Week class.

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	2023	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		
キーワード Key Words			
Advertisement, Public relations, Advertising industry, Public relations industry, Ad agency, PR agency, Management strategy, Marketing, CSR, Risk management, Mass communication, Internet, Degital media, Social media, Event, Sorts event, License, Global, Creative, Consumer behavior, Brand experience			
授業の目標 Course Objectives			
In this course, you can learn about the activity of advertisement industry and public relations industry through creative, research, event project and so on.			
到達目標 Course Goals			
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.			
Section1 Ad industry			
Section2 Public relations			
Section3 Advetisement and event			
Section4 Ad creative			
Section5 Digital brand experience			
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 スポーツ経済効果で元気になった街と国／上條典夫:講談社, 2002 実践マーケティング・コミュニケーションズ／内藤俊夫責任編集:電通, 2005 The Dentsu way／K.Sugiyama, T.Andree: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: WATANABE Kohei 706-5283, koheiw@imc.hokudai.ac.jp Research faculty of media and communication Open to other faculties. Contact me before the course begins.

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	2023	時間割番号 Course Number	083408
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		
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. Section1 Ad industry Section2 Public relations Section3 Advertisement and event Section4 Ad creative Section5 Digital brand experience			
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 スポーツ経済効果で元気になった街と国／上條典夫:講談社, 2002 実践マーケティング・コミュニケーションズ／内藤俊夫責任編集:電通, 2005 The Dentsu way／K.Sugiyama, T.Andree: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: WATANABE Kohei 706-5283, koheiw@imc.hokudai.ac.jp Research faculty of media and communication Open to other faculties. Contact me before the course begins.

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	2023	時間割番号 Course Number	083241
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
キーワード Key Words			
discourse analysis, text analysis			
授業の目標 Course Objectives			
This course will give you an overview of discourse analysis, which is an interdisciplinary area including linguistics and sociology. It will help you to learn theories and methods in discourse analysis and understand the relationship between language and society.			
到達目標 Course Goals			
By the end of this course, a successful learner will understand theories and analytical methods in discourse analysis and be able to analyze texts and discuss and present its findings.			
授業計画 Course Schedule			
Contents of the course may change according to the number of students and their interests.			
1. Orientation, what is discourse? 2. Overview of discourse analysis 3. Constructionism and discourse analysis 4. Case study of discourse analysis (1) 5. Case study of discourse analysis (2) 6. Case study of discourse analysis (3) 7. Critical discourse studies (1) 8. Critical discourse studies (2) 9. Presentation on English article (1) 10. Presentation on English article (2) 11. Analytical methods (1) Social actor 12. Analytical methods (2) Argumentation theory 13. Analytical methods (3) Multimodality 14. Presentation (1) 15. Presentation (2)			
準備学習 (予習・復習)等の内容と分量 Homework			
You need to read handouts beforehand.			
成績評価の基準と方法 Grading System			
Presentations (30%) and an essay (70%) will be assessed.			
他学部履修の条件 Other Faculty Requirements			

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

科目名 Course Title	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	2023	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		
キーワード Key Words			
Globalization of Japanese Companies, Case Studies, Global Companies, Global Marketing, Innovation			
授業の目標 Course Objectives			
In this course, you can understand practical knowledge of management strategy, global strategy, and innovative business through group discussion, documentation, presentation, and lecturer’s review.			
1. Learn from global expansion of Japanese companies,			
2. Learn from global expansion of global companies,			
3. Learn from innovative business.			
到達目標 Course Goals			
After successful completion of this course, you will be able to			
1. understand how to make and execute a corporate strategy,			
2. acquire the knowledge of issues for globalization and strategy difference between Japanese and global companies,			
3. recognize how to make a success innovative business			
授業計画 Course Schedule			
【Method of class】			
Mainly through the success or failure of Japanese companies, you will study global strategies. At the same time, discussing success stories for the global marketing, or studying new innovative business, you can deepen the knowledge of methodology for the global expansion.			
*Discussion topics are subject to change depending on the understanding of the students.			
【Class Schedule】			
For each section as follows, we will discuss the topics on one or two classes. Through the presentation and evaluation each other, you can acquire the knowledge of global strategy.			
– Success/Failure Factors of Global Expansion of the Japanese Companies			
”Why IKINARI Stake withdrew from New York market suddenly after going into the market?”			
– Success/Failure Factors of Global Expansion of the Japanese Companies			
”Why Hitachino Nest Beer acquires the position of high-class Japanese brand, in spite of almost no penetration for Japanese consumers?”			
– Success/Failure Factors of Global Expansion of the Japanese Companies			
”Why UNIQLO achieves a fair degree of success in the global market?”			
– Success/Failure Factors of Global Expansion of the Chinese Companies			
”Discuss the brand strategy and global strategy of MINSO–Japanese style Chinese company.”			

<p>- Global Marketing "Why diamond is so expensive all over the world?"</p> <p>- Global Marketing "Why Romanée-Conti is beyond 1 million JPY per bottle?"</p> <p>- Innovation penetration to Japanese market "How can Electric kickboard make a success in Japanese market? How?"</p> <p>- Innovation expanding for the world "How can unmanned-operated Convenience Stores make a success? In which country?"</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework 1) Preparation for the Class in Advance(Approximately one hour) 2) Group work for Presentation 3) Individual Assignment: Proposal for the strategy go into or go out for Japanese market. A4, 2 or 3 pages, MS Word or Powerpoint)</p>
<p>成績評価の基準と方法 Grading System -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. -You have to send an e-mail to evaluate the most contributed participant every after class until the day after the class. -No written examination is done.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites Zoom URL: 履修登録者は Moodle を参照のこと</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information -Japanese writing and speaking skills are required for the group discussion, documentation, and presentation. -Required to bring your own Note PC to every class for sharing documentations by the Zoom. -Please don't hesitate to contact me if you have any questions. nakagawa@imc.hokudai.ac.jp</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	2023	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		
キーワード Key Words			
internship, work experience, career development, career planning, career choice, occupational choice, communication skill, presentation skill			
授業の目標 Course Objectives			
This course will help you to learn the ability to discover, analyze and solve problems in such organizations as enterprise, local government, NGO, public institution through the internship (business work experience) you participated in. In this course, you can also learn social common sense, communication and presentation skills.			
到達目標 Course Goals			
After successful completion of this course, you will be able to:			
1. handle practical business work given in the internship at the enterprise or local government, etc. and get good evaluation from them.			
2. acquire the basic ability to discover, analyze and solve the problems in the organization through the internship.			
3. learn social common sense, sense of responsibility, communication and presentation skills.			
授業計画 Course Schedule			
In this course, you must participate in an internship (business work experience) at enterprise, local government, NGO, public institution and so on, and report the result of the internship in the following steps.			
1.You look for opportunities of an internship by yourself.			
2.You submit application to and negotiate with the organization which you select, and if you get the internship acceptance, do taking the registration procedure until 3 weeks before the start date of the internship in principle.			
3.You make and submit an internship plan in case of the registration procedure.			
4.You participate in the internship program.			
5.You submit a report within two weeks after the internship has ended.			
6.Finally you make a presentation about your internship experience at the reporting session.			
準備学習 (予習・復習)等の内容と分量 Homework			
You are expected to have awareness that you must behave aggressively as mental preparation.			
成績評価の基準と方法 Grading System			
You will be evaluated by the following aspects.			
1. You participated in an internship for more than 5 days and less than 10 days.			
2.You could get relatively high evaluation from the organization that offered the internship program to you.			
3. You were able to write a high-quality report that indicates concrete results and values you obtained.			
4.You were able to make a good presentation about your internship experience at the reporting session.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			

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

科目名 Course Title	実践演習Ⅱ (インターンシップ)[Internship Program Ⅱ]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	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		
キーワード Key Words			
internship, business work experience, career development, career planning, career choice, occupational choice, communication skill, presentation skill			
授業の目標 Course Objectives			
This course will help you to learn the ability to discover, analyze and solve problems in such organizations as enterprise, local government, NGO, public institution through the internship (business work experience) you participated in. In this course, you can also learn social common sense, communication and presentation skills.			
到達目標 Course Goals			
After successful completion of this course, you will be able to: 1. handle practical business work given in the internship at the enterprise or local government, etc. and get good evaluation from them. 2. acquire the basic ability to discover, analyze and solve the problems in the organization through the internship. 3. learn social common sense, sense of responsibility, communication and presentation skills.			
授業計画 Course Schedule			
In this course, you must participate in an internship (business work experience) at enterprise, local government, NGO, public institution and so on, and report the result of the internship in the following steps. 1.You look for opportunities of an internship by yourself. 2.You submit application to and negotiate with the organization which you select, and if you get the internship acceptance, do taking the registration procedure until 3 weeks before the start date of the internship in principle. 3.You make and submit an internship plan in case of the registration procedure. 4.You participate in the internship program. 5.You submit a report within two weeks after the internship has ended. 6.Finally you make a presentation about your internship experience at the reporting session.			
準備学習 (予習・復習)等の内容と分量 Homework			
You are expected to have awareness that you must behave aggressively as mental preparation.			
成績評価の基準と方法 Grading System			
You will be evaluated by the following aspects. 1.You participated in an internship for more than 10 days. 2.You could get relatively high evaluation from the organization that offered the internship program to you. 3.You were able to write a high-quality report that indicates concrete results and values you obtained. 4.You were able to make a good presentation about your internship experience at the reporting session.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

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

科目名 Course Title	キャリア開発演習[Career Development]		
講義題目 Subtitle	□		
責任教員 Instructor	中川 理 [NAKAGAWA Satoru] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors	NISHIYAMA Noriaki[NISHIYAMA Noriaki](観光学高等研究センター)		
科目種別 Course Type			
開講年度 Year	2023	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		
キーワード Key Words			
career planning, career choice, occupational choice			
授業の目標 Course Objectives			
This course will help you to be able to practice the career planning consisting of such as career choice, occupational choice and career development.			
到達目標 Course Goals			
After successful completion of this course, you will be able to:			
1. recognize your self-concept (interest, competence, sense of values) that is indispensable for career choice.			
2. acquire the basic knowledge and skills to make a career plan.			
授業計画 Course Schedule			
This course offers the following programs to assist your career development.			
1. Guidance for Career Development Programs 4/7			
2. Orientation for Career Aptitude Assessment 6/30(Tentative)			
3. Implementation for Career Aptitude Assessment 6/30-7/10(Tentative)			
4. Briefing for Career Aptitude Assessment 7/28(Tentative)			
5. Guidance for Job Hunting for International Students 10/27(Tentative)			
6. Training for Job Hunting (Entry Sheet Writing) 12/1(Tentative)			
7. Training for Job Hunting (Interview) 12/8(Tentative)			
8. Workshop for Career Development 1/15(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.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are required to carry on the Career Aptitude Assessment, turn in three reflection papers and the career plans (pre and revised).			
成績評価の基準と方法 Grading System			
Students are evaluated by the following factors.			
1. Understanding of the program contents (20%)			
2. Reflection papers (60%)			
3. Career planning (20%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
テキスト、参考資料等は、必要に応じて、演習の中で適宜配布または指示する。			
講義指定図書 Reading List			
参照ホームページ Websites			

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

科目名 Course Title	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	2023	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	1		
キーワード Key Words			
environmental problems, environmental risks, health risks, SDGs, stakeholder			
授業の目標 Course Objectives			
These days, it is not only industry that needs to consider environmental issues but any kind of social activity. The goal of this course is to become acquainted with various aspects of environmental issues, theoretically and empirically. We will look at various cases of environmental issues from the perspective of risk communication, science study, and modernization theories and analyze them using notions such as stakeholders and socially vulnerable groups. You will be expected to work on real issues through various academic or journalistic readings, investigate the empirical background of various environmental issues, and prepare in class presentations.			
到達目標 Course Goals			
By the end of this course, a successful learner will			
1. be able to explain one or more theoretical points of view with respect to environmental issues.			
2. be able to identify how a certain environmental issue is embedded in social problems.			
3. be able to explain how international society has dealt with environmental problems in chronological order.			
授業計画 Course Schedule			
1. Guidance and Introduction to environmental sociology			
2. What are environmental problems?			
3. Classical cases of environmental pollution.			
4. Theories related to classical cases of environmental pollution.			
5. Epoch-making UN conferences and various examples of long-term prediction research on world environments.			
6. Close reading/discussion session on selected papers.			
7. What is sustainability?			
8. Various debates on the notion of sustainability.			
9. SDGs vs MDGs			
10. More on SDGs.			
11. Preparation for the presentation (deciding on the theme).			
12. Presentations and discussions.			
13. Thinking about features of modernity from sociological risk theories.			
14. Interactions between various types of modernization and environmental issues.			
15. Wrap up.			
準備学習 (予習・復習)等の内容と分量 Homework			
Pre-class reading is mandatory. Also, gathering materials and practice for the presentation must be done outside the classroom. At the end of the semester, students will need to submit a final report which must be written outside of class.			

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

科目名 Course Title	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	2023	時間割番号 Course Number	083282
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6400		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words	tourism / culture / society / authenticity / performance		
授業の目標 Course Objectives	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		
到達目標 Course Goals	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		
授業計画 Course Schedule	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.		
準備学習 (予習・復習)等の内容と分量 Homework	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.		
成績評価の基準と方法 Grading System	Presentation and participation in discussion in each session and, in addition, the final presentation in the last session.		
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks	使用するテキストはすべて担当教員が用意する。		
講義指定図書 Reading List			
参照ホームページ Websites			

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

科目名 Course Title	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), OTOMO Ruriko[OTOMO Ruriko](メディア・コミュニケーション), WATANABE Satoko[WATANABE Satoko](メディア・コミュニケーション), AKMATBEKOVA Gulzat[AKMATBEKOVA Gulzat](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)		
科目種別 Course Type			
開講年度 Year	2023	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	1		
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			
授業の目標 Course Objectives			
In present day globalizing society, international exchange is one important activity and aspect of society when regional cultures are explored. The course is designed for the participants to understand that regional cultures can be explored from different perspectives, as social organizations, ethnic cultures, and languages. Through case studies, the participants are expected to gain an understanding of important issues for particular regions, to acquire basic knowledge, critical thinking skills, and multi-faceted views of the issues. The course will also allow the participants to develop their abilities to conduct a scientific analysis of social phenomena.			
到達目標 Course Goals			
Participants can: ・ discuss and express own opinions on the contents of each lecture. ・ explain logically and clearly own analysis of phenomena or points of discussion on international exchange.			
授業計画 Course Schedule			
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)			
Session 2 We are to consider the embellishment and transformation of regional culture staged by international tourism, citing some illustrating examples. (Katsuyuki Nishikawa)			
Session 3 This lecture presents students with opportunities to critically examine language-related issues such as language variation and language (education) policy from the angle of human mobility and interaction. (Ruriko Otomo)			
Session 4 This lecture presents various forms of political participation and volunteer activities within local and global communities. (Satoko Watanabe)			

Session 5
From the case of international exchange in Central Asia, the attitude toward one's own and other cultures changing due to the influx of immigrants (AKMATBEKOVA Gulzat)
Session 6
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)
Session 7
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)
Session 8
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)
準備学習 (予習・復習)等の内容と分量 Homework
Participants will be required to submit a report or a short essay to every instructor.
成績評価の基準と方法 Grading System
The final grade is based on the average score of the 6 scores by the instructors. Each score is based on a submitted report/essay and a student's class performance.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
なし
講義指定図書 Reading List
授業中に適宜提示する。
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	現代メディア文化論演習[Modern Media and Culture]		
講義題目 Subtitle	□		
責任教員 Instructor	西村 龍一 [NISHIMURA Ryuichi] (大学院メディア・コミュニケーション研究院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083275
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Metaverse, VR, SNS, VTuber			
授業の目標 Course Objectives			
You will read in this course some texts on Metaverse and understand aspects of media thoughts and media sociology.			
到達目標 Course Goals			
You will be able to interpret changes in society and communication which media technologies cause not from the perspective of utility but from the perspective of the thinking and expressive style of human.			
授業計画 Course Schedule			
1.Introduction: You will overview metaverse from the three genealogies, VR, SNS and blockchain. 2. Presence of metaverse: You will philosophically understand metaverse through the difference between presence and reality. 3. Metaverse as technology: You will technologically understand metaverse metaverse as commnucation of teleexistence or cultural technology. 4. Avatar and identity: You will understand identities of avatar or VTuber as another body. 5. Metaverse and gender: You will understand problems of gender and politics of the bodies which move in ad out metaverse. 6. You will think about the relationship between your research theme and media technologies and present its results.			
準備学習 (予習・復習)等の内容と分量 Homework			
Each student is required to read texts before every lecture. Reporter of the lecture needs to analyze the text and explain it.			
成績評価の基準と方法 Grading System			
Participation in class discussion(20%) and report(30%), the term paper(50%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

科目名 Course Title	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), 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	2023	時間割番号 Course Number	083205
期間 Semester	1 学期 (春ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 5100		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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	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. 2. 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. 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. 4. 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 researcher, to explain the scope of ethical issues involving the practice of research. 5. Introduction to Qualitative Research Methods (Sungmin KIM)		

<p>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>6. Citationality: Practice and Theory (Shunsuke NOZAWA) This lecture 1) reviews concrete methods and formula of proper citation in academic writing, and 2) explores theoretical significance of citational practice, drawing on several key analytic concepts (dialogue, voicing, etc.).</p> <p>7. Methods and Ethics in Quantitative Analysis (Haichun YU) In this session, we will introduce the basics of quantitative analysis methods in the social sciences and focus on the most important and necessary ethical issues. Specifically, we will introduce ethical concerns in the research design, analysis, and interpretation of results.</p> <p>8. Close reading: Methods for applications to academic papers and its purposes (Miori NAGASHIMA) In this lecture, students will 1) learn about methods for reading academic papers accurately and critically, and 2) apply concepts of paradigm to think about the purposes of close reading classic papers which are often complex and hard to understand.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework You must every time prepare the lecture by documents on moodle, take notes of the expected points of the lecture and questions about them in order to understand them in the lecture. After it, you must review what you didn't understand at the quiz.</p>
<p>成績評価の基準と方法 Grading System Evaluation is based on participation in class activities(60%) and on short tests, reports, etc.(40%)which examine the abilities of the participants to observe research ethics and to select research methods.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks 授業開始前に moodle 上で指示する。</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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	2023	時間割番号 Course Number	083303
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
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		
キーワード Key Words			
Heritage creation cocept, UNESCO World Heritage Convention, OUV=(outstanding) universal value, integrity, authenticity, cultural landscape, living heritage			
授業の目標 Course Objectives			
The main goal of this course is to develop the ability to convey the charm and value of the heritage (or tourism resources) that you have found to others objectively and persuasively (to acquire the methodology). In this lecture, (1) first of all learn about various international discussions and documents related to the World Heritage, and explain the importance and necessity of explaining "OUV= (outstanding) universal value" and its value explanation, and about the meaning and explanation method of "integrity" and "authenticity". ② Next, students themselves actually understand the application documents (nomination documents) of the case actually applied to the World Heritage site and registered (Meiji Japan's Industrial Revolution Heritage, Nagasaki Churches, Mt. Fuji etc.), assembling and learning how to select and select constituent assets. ③ And finally, presentationwill be conducted on a trial basis to explain the universal value, completeness, and authenticity of the new heritage that the student himself found value. The deliverables shall be the application document and the power point at the time of presentation.			
到達目標 Course Goals			
Each student learns about the following points and acquires "the ability to create heritage = the ability to persuade others with the ability to explain to others the value found by themselves in real field". ① What is the essential value of the target heritage (heritage)? ② What are the challenges for realizing the heritage creation? ③ How should an entity and methodology realize heritage creation?			
授業計画 Course Schedule			
【Class Structure】 1st Guidance, Introduction 2nd Outstanding Universal Values, Authenticity and Integrity (Northern Jomon) 3rd Operational Guidelines for the Implementation of the World Heritage Convention 4th Commentary on Examples (Sites of the Industrial Revolution in Meiji Japan, Iwami Silver Mine) 5th Lecture on Examples (Mt. Fuji, Chachapoya: Peru) 6th Nomination Document (Iwakuni Kintai Bridge) 7th Nomination Document (Aso) 8th Presentation of the results of the analysis of Nomination Document -1 9th Presentation of the results of the analysis of Nomination Document -2 10th, 11th, 12th draft consultation (intensive lecture or individual tutoring, 30 minutes per person ×2 or more) 13th, 14th, 15th Presentation of Results (Intensive Lecture)			
This lecture will be divided into four main sessions, as follows. ●Session 1: Lecture			

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

科目名 Course Title	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	2023	時間割番号 Course Number	083416
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words Heritage creation cocept, UNESCO World Heritage Convention, OUV=(outstanding) universal value, integrity, authenticity, cultural landscape, living heritage			
授業の目標 Course Objectives The main goal of this course is to develop the ability to convey the charm and value of the heritage (or tourism resources) that you have found to others objectively and persuasively (to acquire the methodology). In this lecture, (1) first of all learn about various international discussions and documents related to the World Heritage, and explain the importance and necessity of explaining "OUV= (outstanding) universal value" and its value explanation, and about the meaning and explanation method of "integrity" and "authenticity". ② Next, students themselves actually understand the application documents (nomination documents) of the case actually applied to the World Heritage site and registered (Meiji Japan's Industrial Revolution Heritage, Nagasaki Churches, Mt. Fuji etc.), assembling and learning how to select and select constituent assets. ③ And finally, 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. The deliverables shall be the application document and the power point at the time of presentation.			
到達目標 Course Goals Each student learns about the following points and acquires "the ability to create heritage = the ability to persuade others with the ability to explain to others the value found by themselves in real field". ① What is the essential value of the target heritage (heritage)? ② What are the challenges for realizing the heritage creation? ③ How should an entity and methodology realize heritage creation?			
授業計画 Course Schedule 【Class Structure】 1st Guidance, Introduction 2nd Outstanding Universal Values, Authenticity and Integrity (Northern Jomon) 3rd Operational Guidelines for the Implementation of the World Heritage Convention 4th Commentary on Examples (Sites of the Industrial Revolution in Meiji Japan, Iwami Silver Mine) 5th Lecture on Examples (Mt. Fuji, Chachapoya: Peru) 6th Nomination Document (Iwakuni Kintai Bridge) 7th Nomination Document (Aso) 8th Presentation of the results of the analysis of Nomination Document -1 9th Presentation of the results of the analysis of Nomination Document -2 10th, 11th, 12th draft consultation (intensive lecture or individual tutoring, 30 minutes per person ×2 or more) 13th, 14th, 15th Presentation of Results (Intensive Lecture) This lecture will be divided into four main sessions, as follows. ●Session 1: Lecture (1) Changes in the concept of heritage centered on discussions at UNESCO and ICOMOS (2) Preservation and conservation of cultural heritage (cultural properties) as an act of heritage creation			

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

科目名 Course Title	観光デザイン論演習【履修証明プログラム】[Creative Tourism Design]		
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	2023	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	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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>		
授業計画 Course Schedule			

1st (4/11) Guidance
2nd (4/18) What is Tourism Creation? (Scheduled to invite Shuzo Ishimori, Specially Appointed Professor of CATS) Learn the background and philosophy behind the establishment of CATS and the Graduate School of Tourism Creation at Hokkaido University
3rd (4/25) Origin of Tourism Creativity and Destination Management(DM) Tourism as a global force in the 21st century/ Mission of DM
4th (5/16) DM as planning studies "Problems" and "Challenge" / "Planning" and "Design" (Case of Ouchi-juku in Minami-aizu)
5th (5/23) Heritage Creation and Tourism Creation The concept of heritage creation / The genealogy of heritage management in Japan
6th (5/30) Cultural Landscape and Living Heritage Trends in cultural heritage management in Japan/world heritage sites
7th (6/6) Case study-1: DM for World Heritage Shirakawa-go Creating value as a cultural landscape and managing world heritage sites
8th (6/13) Case study-2: DM in Taketomi Island, Okinawa Prefecture Cultural landscape and tourism management/resort development
9th (6/20) Living Heritage and Ecomuseum Guaranteed access to heritage values (ecotourism and the ICOMOS Cultural Tourism Charter)
11th (7/4) Case study-3: Hagi Machiju Museum/Jordan DM by Ecomuseum
12th (7/11) Reconstruction of cultural property protection: Dazaifu Citizen Heritage World Heritage, Japan Heritage, Citizen Heritage, Historical and Cultural Basic Concepts, Regional Plans for the Preservation and Utilization of Cultural Properties
13th (7/18) Model culture and theme parks Host & Guest Theory, TDR, Nagasaki Holland Village and Huis Ten Bosch
14th (7/25) PPP (public-private partnership) PFI=Private Finance Initiative/PPP/CBT=Community based tourism/DMO
15th (8/1) International Cooperation in Tourism Development Universities and international cooperation/CBT, PPP, SCC=Strategic Carrying Capacity (Peru, Jordan, Fiji, Ethiopia)
準備学習 (予習・復習)等の内容と分量 Homework Read books, related HPs, pre-distributed prints to instruct. Since the contents are all instructed in the first lecture, it is unnecessary before that.
成績評価の基準と方法 Grading System Evaluate 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.
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 http://whc.unesco.org , http://www.bunka.go.jp
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	観光創造論演習[Tourism and Innovation]		
講義題目 Subtitle	□		
責任教員 Instructor	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	2023	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			
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		
キーワード Key Words			
tourism creation studies, DM = destination management, planning and design, cultural heritage, ecotourism, ecomuseum, landscape, international cooperation in tourism development, model culture, theme park, resort development, PPP (public-private partnership), CBT=community-based tourism, living heritage, UNESCO world heritage, regional planning for the preservation and utilization of cultural properties, Citizen heritage, heritage creation			
授業の目標 Course Objectives			
In this class, in order to understand the discussions aimed at systematizing and deepening tourism creation studies being developed at Hokkaido University's Center for Advanced Tourism Studies (CATS) and the Tourism Creation Research Course at the School of International Communication, Media and Tourism, Of the two pillars that make up Tourism Creativity Studies, tourism innovation research and destination management (=DM) research, the latter will be lectured in particular. DM research refers to research activities for solving problems by using existing models or applying hypothetical models in the actual field. Methods and models obtained through trial and error in problem solving in the real field are verified in tourism innovation research through theorization and generalization work, and are used as a paradigm representing the times, or by regions, companies, NPOs, etc. It will be returned to society as a methodology or policy that induces innovation in various organizations.			
In particular, the following points are the features of this lecture.			
(1) To understand the basic concept of tourism creation at Hokkaido University, which has continued to consider "What is tourism for humans?"			
(2) After investigating the essence of tourism as a phenomenon of cross-cultural exchange and sorting out various theories and types of tourism that lead DM, UNESCO will examine recent changes in the paradigm of tourism and heritage protection in Japan and the international community. Understand based on the World Heritage Convention and ICOMOS declarations and charters.			
(3) In order to understand the goal of building a sustainable relationship between heritage and tourism in the modern world, the role and effects of tourism development in heritage management, as well as the problems and challenges, will be examined through examples of natural, cultural and intangible heritage in Japan and overseas. Understand through various policies (Law for the Protection of Cultural Properties, Landscape Law, Historic Town Development Law, etc.).			
到達目標 Course Goals			
Students will be able to set their own perspectives on the following issues and study how destination management should be in the real world.			
(1) What does it mean to manage tourism that is essentially cross-cultural exchange in the region?			
(2) What are the philosophies of the World Heritage Convention and various cultural heritage management systems?			
(3) What is fieldwork in the region from the perspective of research and practice?			

授業計画 Course Schedule 1st (4/11) Guidance 2nd (4/18) What is Tourism Creation? (Scheduled to invite Shuzo Ishimori, Specially Appointed Professor of CATS) Learn the background and philosophy behind the establishment of CATS and the Graduate School of Tourism Creation at Hokkaido University 3rd (4/25) Origin of Tourism Creativity and Destination Management(DM) Tourism as a global force in the 21st century/ Mission of DM 4th (5/16) DM as planning studies "Problems" and "Challenge" / "Planning" and "Design" (Case of Ouchi-juku in Minami-aizu) 5th (5/23) Heritage Creation and Tourism Creation The concept of heritage creation / The genealogy of heritage management in Japan 6th (5/30) Cultural Landscape and Living Heritage Trends in cultural heritage management in Japan/world heritage sites 7th (6/6) Case study-1: DM for World Heritage Shirakawa-go Creating value as a cultural landscape and managing world heritage sites 8th (6/13) Case study-2: DM in Taketomi Island, Okinawa Prefecture Cultural landscape and tourism management/resort development 9th (6/20) Living Heritage and Ecomuseum Guaranteed access to heritage values (ecotourism and the ICOMOS Cultural Tourism Charter) 11th (7/4) Case study-3: Hagi Machiju Museum/Jordan DM by Ecomuseum 12th (7/11) Reconstruction of cultural property protection: Dazaifu Citizen Heritage World Heritage, Japan Heritage, Citizen Heritage, Historical and Cultural Basic Concepts, Regional Plans for the Preservation and Utilization of Cultural Properties 13th (7/18) Model culture and theme parks Host & Guest Theory, TDR, Nagasaki Holland Village and Huis Ten Bosch 14th (7/25) PPP (public-private partnership) PFI=Private Finance Initiative/PPP/CBT=Community based tourism/DMO 15th (8/1) International Cooperation in Tourism Development Universities and international cooperation/CBT, PPP, SCC=Strategic Carrying Capacity (Peru, Jordan, Fiji, Ethiopia)
準備学習 (予習・復習)等の内容と分量 Homework Read books, related HPs, pre-distributed prints to instruct. Since the contents are all instructed in the first lecture, it is unnecessary before that.
成績評価の基準と方法 Grading System Evaluate 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.
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 http://whc.unesco.org , http://www.bunka.go.jp
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	2023	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		
キーワード Key Words			
Linguistic anthropology, social semiotics, indexicality, ethnography of communication, language ideology			
授業の目標 Course Objectives			
In this class we aim to deepen our understanding of basic analytic concepts in linguistic anthropology and social semiotics. Readings draw on the Japanese ethnolinguistic context as well as other sociocultural contexts; some of them are English-language materials. Class participants may be asked to suggest discussion items as well.			
This semester, we organize our discussion around the concept of “indexicality.” We aim to broaden our analytic perspective to consider power relations, institutional norms, identity construction, sociotechnical conditions, and other factors that emerge in and through concrete events of communication. Class participants explore how to connect linguistic anthropological concepts and methods to their own research agenda.			
到達目標 Course Goals			
After taking this course, students will be able to: 1) understand and use basic concepts in linguistic anthropology and social semiotics 2) understand methodological issues in studies of language and communication 3) deploy linguistic anthropological knowledge to enrich their own research project			
授業計画 Course Schedule			
I: (Case Study) Read various 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			
[1] Introduction; on studying events [2] Indexicality; social semiotics; Peirce [3] Linguistic anthropological perspectives; Jakobson + Peirce [4] Case studies (1) [5] Case studies (2) [6] Case studies (3) [7] Language ideology and reflexivity; metapragmatics [8] Case studies (4) [9] Case studies (5) [10] Case studies (6) [11] Case studies (7) [12] Studying events; Goffman [13] Student presentations (1)			

[14] Student presentations (2)
[15] Wrap up
準備学習 (予習・復習)等の内容と分量 Homework For specified weeks students are required to read assigned readings and submit a short report before the session in question to share commentary and suggest questions they wish to be discussed in class (400 characters/ 200 words).
成績評価の基準と方法 Grading System 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
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 "Course Schedule," "Homework," and "Grading System" are subject to change. This class will be offered face-to-face but online participation may be considered depending on factors such as the University's BCP level and the general condition of the COVID-19 pandemic.

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	2023	時間割番号 Course Number	083403
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	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
授業の目標 Course Objectives			
到達目標 Course Goals			
授業計画 Course Schedule			
準備学習（予習・復習）等の内容と分量 Homework			
成績評価の基準と方法 Grading System			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites	https://www.nomurakougei.co.jp/ （乃村工藝社 HP）, https://www.nomlab.jp/jp/nomlog/ （乃村工藝社オウンドメディア「ノムログ」）		
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	2023	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	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Ethnicity, Race/Racism, Nation/Nationalism, Multiculturalim, 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 weak 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			

準備学習(予習・復習)等の内容と分量 Homework 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.
成績評価の基準と方法 Grading System Evaluation will be based on 1. class participation (50%), 2. class presentations and written assignments (50%).
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 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
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	メディア文化と表象[Media Culture and Representation]		
講義題目 Subtitle	□		
責任教員 Instructor	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), OGURA Hikaru[OGURA Hikaru](文学研究院), TANAKA Eisuke[TANAKA Eisuke](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2023	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		
キーワード Key Words			
media, representation, adaptation, culture, image, gender, minority, transnationalism, heritage			
授業の目標 Course Objectives			
The aim of this course is to introduce students to basic concepts/theories they need to understand various aspects of media culture and representation.			
到達目標 Course Goals			
By the end of the course, students will be able to			
1. understand various approaches to media culture studies.			
2. acquire knowledge of basic concepts/theories to understand different aspects of media culture and representation.			
授業計画 Course Schedule			
This course consists of eight lectures on different topics. The order of lectures is subject to change.			
“Introduction” (Hikaru Ogura):			
This lecture will introduce students to several key concepts to know various aspects of “Media culture and Representation” and to understand basic approaches to media cultural studies.			
“Media and Adaptation” (Hikaru Ogura)			
This lecture will introduce specific cases of “Adaptation” that replaces a certain piece of work with a different or a similar media, with references to adaptation studies, translation studies and film studies.			
“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.			
“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.			
“Media and Migration” (Yumiko Hamai):			
This lecture considers how media representation of cultural/racial “others”—immigrants, refugees, ethnic minorities—helps form xenophobic nationalism.			

<p>“Media and Gender” (Mami Harada):</p> <p>This lecture introduces students to basic concepts of gender and representation and discusses how to analyze media from the viewpoint of gender.</p> <p>“Narrative and Media” (Hyun Mooam):</p> <p>This lecture considers how senders and receivers construct narratives represented through various media with reference to narratology.</p> <p>“Media and Heritage” (Eisuke Tanaka):</p> <p>Based on the recent discussions on heritage, this seminar explores the politics of representation relating to the past, by focusing on the issues concerning who owns cultural heritage.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>References will be specified in class. When specific reading materials are given in advance, students are expected to read and get prepared for discussion before class starts. Students also need to submit assignments (mini-reports) after class.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Evaluation will be based on assignments, participation in class discussion (40%), and the term paper (60%).</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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	2023	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	1		
キーワード Key Words			
formal semantics, compositional semantics, expressives, conventional implicatures, particles, intonation			
授業の目標 Course Objectives			
We focus on the semantic analysis of Conventional Implicatures. Since H. P. Grice first classified conversational and conventional implicatures, the formal treatment of conventional implicatures has been much neglected compared to that of conversational implicatures. Recently, however, Christopher Potts reidentified the category of conventional implicatures and provided a formal and compositional semantics to expressives. This course aims to apply the theory to other lexical items in non-English languages that induce similar secondary meanings.			
到達目標 Course Goals			
This course aims to build students’ knowledge of linguistic theory, and to develop students’ research ability through examining various issues in semantics, with emphases put on the following respects: (i) learning current issues in compositional semantics and their methodologies (ii) critical assessment of previous literature, (iii) formulation of falsifiable hypotheses, and (iv) academic writing.			
授業計画 Course Schedule			
Lessons 1&2: Redefining Conventional Implicatures Lessons 3–6: Compositional Semantics Lesson 7: Quiz 1 Lessons 8–10: Formal Language for Conventional Implicatures Lessons 11–12: Semantic Computation of Expressives Lessons 13–14: Student Presentations Lesson 15: Quiz 2			
準備学習 (予習・復習)等の内容と分量 Homework			
For each lesson, there will be individual assignments which consist of simple comprehension questions/exercises. The quizzes are based on the questions given as individual assignments, thus reviewing these assignments is the best way to prepare for the tests.			
成績評価の基準と方法 Grading System			
Preparation & Participation: 25% Quiz 1: 25% Quiz 2: 25% Student Project: 25%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
The Logic of Conventional Implicatures.／Potts, Christopher:PhD thesis, UC Santa Cruz., 2003 Logic For Linguists. Lecture materials given at LSA Institute 2007, Stanford, July 1–3.／Potts, Christopher:UMass Amherst, 2007 ※以下からダウンロード可能 (Available at the following) :			

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

科目名 Course Title	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	2023	時間割番号 Course Number	083276
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6330		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	3		
小分類コード・名 Small Category Code, Title	3		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
gender, femininity, masculinity, media, essay writing			
授業の目標 Course Objectives			
Thorough intensively reading various essays on female / male representations or gender bias in media, we aim to make out the meaning of gender structure there. We also aim to gain a broader perspective on society.			
到達目標 Course Goals			
At the end of the course, students will be able to:			
1) distinguish and explain the characteristics of femininity and those of masculinity			
2) interpret the social meaning behind gender representations in media			
3) read articles critically and write short critical essays			
授業計画 Course Schedule			
1st section,			
---As an introduction, we will look at the basic concepts of gender, femininities and masculinities.			
2nd section:			
---We will read essays on gender issues and learn various approaches to gender.			
3rd section:			
---We will read some more articles on gender representations in specific kinds of media, such as magazines, TV dramas and official bulletins.			
4th section:			
--- Students are to write a mini-review of some given articles and present it to the class. Class discussion follows after each presentation.			
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)- 30%, Article review in the 4th section-30%, Final Report-40%			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
ジェンダーで学ぶ社会学／伊藤公雄、牟田和恵 編:世界思想社, 2006			
ジェンダーの語られ方、メディアのつくられ方／諸橋泰樹:現代書館, 2002			
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	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	2023	時間割番号 Course Number	083291
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
Multinational and multicultural coexistence, empire, nation-state, multicultural policy			
授業の目標 Course Objectives			
In this course, we will learn about the state of multicultural symbiosis and how multicultural coexistence is managed in each region and each historical period. We will consider the historical background of each type of state: Empire, nation-state and multiethnic state. Also, we will discuss the state borders and ethnic migration, issues of deportation and repatriation policy.			
到達目標 Course Goals			
1) Deepen understanding of multiethnic and multicultural society. 2) Acquire the ability to examine contemporary society through analysis of national multiethnic policy and analysis of its historical change.			
授業計画 Course Schedule			
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.			
準備学習 (予習・復習)等の内容と分量 Homework			
You read the distributed texts, participate in the discussion, make your presentation, and write the final report on the topic of your presentation.			
成績評価の基準と方法 Grading System			
Your grade will be determined by how well you demonstrate your achievement of the course goals through 1. Reading the text and participating in the discussion. 2. Making your presentation. 3. Writing the final report (based on your presentation)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			

<p>Language Rights and Political Theory／Will Kymlicka and Alan Patten:Oxford Univ Press, 2003</p> <p>辺境から眺める—アイヌが経験する近代／テッサ・モーリス=鈴木:みすず書房, 2000</p> <p>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</p> <p>The Age of Migration／Stephen Castles, Hein de Haas and Mark J. Miller:Palgrav, 2013</p> <p>受講者決定後に文献を変更する可能性もある。初回の授業で提示する。</p>
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information

科目名 Course Title	地域経済論演習[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	2023	時間割番号 Course Number	083297
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6420		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	2		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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、文献を配布する。			
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	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	2023	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 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		
キーワード Key Words	border, trans-border, human mobility, transnationalism, postcolonialsim, diaspora		
授業の目標 Course Objectives	From the center, “border” is nothing but the frontline of political space mutually opposed to each other. However, for the periphery, it is a contact zone where people, goods and culture interact passing through political relations. In that kind of meaning, “border” is not necessarily a dividing line where a wall is built up, as an ambiguous place of struggle that intertwines naturally. This exercise explores the possibility of political, social and cultural thinking as cross-border from the transnational development of human mobility, culture and thinking which transform its aspect largely by construction and change of “border”.		
到達目標 Course Goals	The border studies such as politics of border, transnational culture, transnational literature, border tourism has attracted attention in various field in recent year. In this exercise, through the approach of trans-border, we critically grasp the totality and homogeneity of groups and its attribute that have been self-evident, and cultivate the eyes to analysis of the politics of cultural hegemony related to the interior and exterior, groups and individuals, and center and periphery.		
授業計画 Course Schedule	This exercise consists of following four session. Session 1 Border: construction / change/ deconstruction Nation state have firmly established the “border” of politic, economy and culture to become a sovereign state. At the same time, the fluidizing “border” due to in the globalization represent the cultural dynamism where “border” overlap. This session regards the issues that people’s thoughts and behaviors constantly make an objection against the “border” and rethink the meaning of “border” from political theory. Session 2 People: movement / settlement / returning home This session rethink the significance of “border” in East Asia in the post-war international politics, calcifying the historical and political dynamics in the field where people cross the border against newly redrawn border line. Focusing on such “border” politics, by clarifying important points in “border construction,” the aspects of dynamic political process that go beyond the historical problems of East Asia will clearly appear. Session 3 Culture: media / memory / history 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		

<p>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 4 Ideas: imperialism / Cold War/ solidarity</p> <p>Postwar decolonization in East Asia is involved in a chain of violence in which the Cold War structure overlaps with imperialism. With the dismantling of the Cold War, these nations have faced the challenge of overcoming the era of national violence, restoring justice, and achieving reconciliation. 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>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Students are expected to read given material in advance and get prepared to discuss them before class.</p>
<p>成績評価の基準と方法 Grading System</p> <p>To comprehensively evaluate based on assignments, presentation and participation in class discussion.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p> <p>境界線の政治学／杉田敦:岩波書店, 2005</p> <p>「帰郷」の物語／「移動」の語りー戦後日本におけるポストコロニアルの想像力／伊豫谷登士翁, テッサ・モーリス=スズキ, 吉原直樹 編:平凡社, 2014</p> <p>境界と暴力の政治学ー安全保障国家の論理を超えて／土佐弘之:岩波書店, 2016</p> <p>人間の領域性ー空間を管理する戦略の理論と歴史／ロバート・デヴィッド・サック(山崎孝史監訳):明石書店, 2022</p> <p>ひきこもりの国民主義／酒井直樹:岩波書店, 2020</p> <p>〈ポスト帝国〉の東アジアー言説・表象・記憶／玄武岩:青土社, 2022</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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), PAICHADZE SVETLANA[PAICHADZE SVETLANA](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), BING Wang[BING Wang](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2023	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		
キーワード Key Words			
Area Studies, Methodology, Southeast Asia, Israel and Palestine, Russia, Spain, New Zealand, Britain, Northeast Asia, China			
授業の目標 Course Objectives			
The aim of this course is to introduce students to various types of approach in Area Studies through lectures on different areas and global issues by lecturers. Students will acquire knowledge and framework necessary for examining social and cultural factors and elements behind mechanisms and structures for area studies.			
到達目標 Course Goals			
By the end of this course, students will be able to: 1. understand the diversity of areas and its complexity 2. acquire knowledge about methodologies of Area Studies and a comparative understanding among areas. 3. obtain skills to examine global issues by an interdisciplinary approach			
授業計画 Course Schedule			
The order of lectures may change.			
Section 1: Introduction of Area Studies (Akiko TASHIRO) The session is divided into two parts; Introduction of Area Studies, and Area Studies for Southeast Asia. Basic reading list for Area Studies will be distributed.			
Section 2: Israel and Palestine (Mayumi OKADA) This session 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 3: Russia (Svetlana PAICHADZE) This section is divided into 2 session. The first session considers the process of creation of living and cultural space of Chinese, Korean and Japanese immigrants in Russian Far East.The second session considers cultural heritage left by Russian immigrants in Japan.			
Section 4: 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 5: 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.</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: 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>Section 8: China (Bing WANG) This section considers the “Civil Society” in contemporary China, which focus on the transformation of State-Society relationship since the reforms.</p>
<p>準備学習（予習・復習）等の内容と分量 Homework No textbook required. Handouts will be distributed.</p>
<p>成績評価の基準と方法 Grading System Your grade will be determined by how well you demonstrate your achievement of the course goals through</p> <ol style="list-style-type: none"> 1. participation and submission of a short report in each session: 40% 2. Final report: 60%
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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	2023	時間割番号 Course Number	083237
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 6200		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master’s Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	2		
小分類コード・名 Small Category Code, Title	0		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
daily conversation, interaction, gesture, body movement, data analysis			
授業の目標 Course Objectives			
In traditional linguistics, daily conversation was not considered worth studying since it was not thought of as well-ordered or systematized. In recent years, however, due to developments in the analytical framework and instruments, interest in our daily conversations and interactions has skyrocketed. Recent analysis goes beyond the words uttered by conversation participants to include their gestures, body movements, and even the influence of the surrounding environment. This work has expanded past the world of linguistics to be applied in a wide range of fields, including Language Education, Cognitive Science, Robotics, and Design Engineering. In this course, you will learn how daily conversation became a topic of study in the field of linguistics, then you will acquire basic methods of analyzing conversations and interactions. Finally, you select a situation of interest in which to record and analyze actual interactions. Throughout the entire course, we will acquire basic knowledge of and methods for analyzing conversation and interaction, consider the factors that affect interpersonal interaction, and look at the new ‘shape’ of language that emerges from actual conversation. In addition, we will consider the potential impact of conversation analysis on society while reviewing several cases of its real application.			
到達目標 Course Goals			
By the end of the course, (1) You will be able to explain the theoretical framework to analyze daily conversation and interaction. (2) You will acquire basic methods to analyze daily conversation and interaction under certain circumstances and conduct data analyses. (3) You will be able to communicate the results of the analysis to others. (4) You will be able to make useful comments and add depth to others’ analyses.			
授業計画 Course Schedule			
First section (week 1-5) Instructor’s introduction and summary writing: -Review the historical context of linguistics that deals with the daily conversation. -Read interdisciplinary references which apply the methodology of conversation analysis.			
Second section (week 6-10) Acquire methods to analyze conversation through practical experience: -Using actual conversations, develop techniques for the analysis of conversation and interaction. (Construct transcripts for analysis, use ELAN, conduct data sessions)			
Third session (week 11-15)			

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

科目名 Course Title	基礎経営学[Introduction to Management]		
講義題目 Subtitle	□		
責任教員 Instructor	平本 健太 [HIRAMOTO Kenta] (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	2023	時間割番号 Course Number	083216
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 5110		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	5 Specialized Subjects (basics) in graduate level (Master's Course and Professional Course), Inter-Graduate School Classes		
中分類コード・名 Middle Category Code, Title	1		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
business strategy, strategy formulation, strategy implementation			
授業の目標 Course Objectives			
This course aims:			
* to aim at the basic understanding of the business strategy theory at the master's level.			
到達目標 Course Goals			
Course goals are:			
to understand the basic concepts of management strategy theory.			
to be able to describe and analyze management phenomena using these concepts.			
to be able to explain the theory of management strategy using actual cases and examples.			
授業計画 Course Schedule			
Week 1: Introduction			
What 2: What is Management Strategy?			
Week 3: Four Perspectives on Competitive Strategy			
Week 4: Positioning Approach 1			
Week 5: The Positioning Approach 2			
Week 6: Resource Approach 1			
Week 7: Resource Approach 2			
Week 8: Game Approach 1			
Week 9: Game Approach 2			
Week 10: Learning Approach 1			
Week 11: Learning Approach 2			
Week 12: Applying the Four Approaches			
Week 13: Corporate Strategy			
Week 14: Wrapping-up 1			
Week 15: Wrapping-up 2			
準備学習 (予習・復習)等の内容と分量 Homework			
Preparation: Upload your resume to ELMS by the day before the class. The amount of the resume is about 16 PowerPoint slides. Please read through it carefully and think about your questions.			
Review: Instructions will be given as needed. You may be required to write a review report if necessary.			
成績評価の基準と方法 Grading System			
Assignments (50%) and final report scores (50%) will be used for evaluation. However, depending on the number of students, there may be a possibility that only assignments will be evaluated.			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 日本語の翻訳版を標準とするが、英語版の使用も可能。 Japanese translation version is standard, but original English version may also be used.
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 •Communication regarding this class will be done through ELMS. Please check ELMS frequently.

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	2023	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		
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, media presentation, final report, and presentation.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
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	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	2023	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		
キーワード Key Words			
Fieldwork, ethnography, materiality, affect			
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			
モノとメディアの人類学／藤野陽平、奈良雅史、近藤社秋編：ナカニシヤ出版, 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	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), UEDA Hirofumi[UEDA Hirofumi](メディア・コミュニケーション), AMADA Akinori[AMADA Akinori](メディア・コミュニケーション), AKMATBEKOVA Gulzat[AKMATBEKOVA Gulzat](メディア・コミュニケーション)		
科目種別 Course Type			
開講年度 Year	2023	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		
キーワード Key Words			
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			
授業の目標 Course Objectives			
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.			
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 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.			
授業計画 Course Schedule			
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. 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>3. Japanese Folklore research Method (Akinori Amada)</p> <p>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> <p>4. What will be our research materials?(Akinori Amada)</p> <p>Considering ways to use non-litera media as sources, with reference to Public History research.</p> <p>5. Social survey in hometown: life history survey in Kyrgyz Republic (Gulzat AKMATBEKOVA)</p> <p>In this class, you will learn various ideas for practicing fieldwork in your hometown and the verbalization of survey results, using survey methods such as questionnaires and life history as examples.</p> <p>6. Innovations and limitations of social research using SNS. (Gulzat AKMATBEKOVA)</p> <p>From the experience of researching Russian immigrants flowing into Central Asia.</p> <p>7. Social research in companies (Peter Firkola)</p> <p>This class will introduce approaches for conducting research in companies.</p> <p>8. Social research using internet technology (Tetsu Tanabe)</p> <p>This class will introduce the collection, use and preservation of qualitative data with a view to changing Internet technology and multimedia technology.</p>
<p>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>If instructors in charge of classes have instructions such as books to be read before attendance, follow them</p>
<p>成績評価の基準と方法 Grading System</p> <p>You will be comprehensively evaluated by attitude to participate in class (20%) and small report (80%) in each class.</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p>

科目名 Course Title	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	2023	時間割番号 Course Number	083289
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
キーワード Key Words	tourism, museums, historical memory, local politics, public history, Japanese colonialism, international relations in East Asia		
授業の目標 Course Objectives	Through a variety of readings the class will examine how tourism interacts with historical memory in Japan. We will begin by considering the relationship between tourism and national identity. In particular, we will think about how a sense of national identity is constructed through tourism. Next, we will examine examples of how tourism has influenced historical memory in Japan in relation to the Asia-Pacific War and the Japanese Empire. Finally, the class will explore how tourism in North-east China is related to Chinese and Japanese historical memory. We will also consider some of the implications of tourism and historical memory for local politics in different parts of East Asia.		
到達目標 Course Goals	By the end of the course you should be able to: - Evaluate how tourism can impact upon historical memory and vice-versa - Analyse how local politics influences what can/cannot be included in tourism - Be able to read academic texts in English more efficiently and to use what you read in discussion - Be comfortable giving short presentations in English about academic topics		
授業計画 Course Schedule	Week 1 – Introductions Week 2 – Reading – 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 1 – Tourism and National identities This reading will provide us with an analytical framework to examine how tourism and national identity construction inter-relate. Week 3 – Reading – 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 2 – Tourism and national identity in the United States How does tourism in Washington D.C. shape an American sense of national identity? Week 4 – Reading – 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 5 – Wizards everywhere? film tourism and the imagining of national identity in New Zealand The film Lord of the Rings had a huge impact on tourism to New Zealand – what are tourists seeking (and what do they miss) when they partake in film-induced tourism to NZ based on Lord of the Rings? Week 5 – Reading – 'Tourism and National Identities', Elspeth Frew and Leanne White (eds.) Chapter 8 – The 2008 Beijing Olympic Games and China's national identity		

This week we think about what kind of impact the Beijing Olympics in 2008 had on national identity construction in China.	
<p>Week 6 – Reading – ‘Tourism and National Identities’, Elspeth Frew and Leanne White (eds.) Chapter 16 – Dark tourism and national identity in the Australian history curriculum</p> <p>The connections between tourism (in particular, ‘dark tourism’) and a national education system are the subject of this week’s reading.</p> <p>Week 7 – Reading – Japan Review 33 – War, Tourism, and Modern Japan, ‘War, Firsthand, at a Distance: Battlefield Tourism and conflicts of memory in the multiethnic Japanese Empire</p> <p>The Russo-Japanese War (1904–1905) has been described as ‘World War Zero’. It was also an important moment in the history of tourism in Japan as we will discover in this week’s reading.</p> <p>Week 8 – Review week – we will use this week to bring together important themes from the previous classes and to discuss what will come next.</p> <p>Week 9 – Reading – Japan Review – ‘Hiroshima castle and the long shadow of militarism in Postwar Japan’</p> <p>Castles are enormously popular tourist sites in Japan and yet they have a history connected to war. How do castle tourist sites manage their controversial pasts?</p> <p>Week 10 – Reading – Japan Review – ‘Selling the Naval Ports: Modern-day Maizuru and tourism</p> <p>Maizuru is a port city in Kyoto prefecture. The city was one of Imperial Japan’s most important naval bases before becoming a ‘peace city’ after the Second World War – how did the city make this transformation and how is the city being challenged by Japan’s changing politics in the 21st century?</p> <p>Week 11 – Reading – ‘Inheritance of Loss’, Yukiko Koga, Chapter 1 – Colonial inheritance and the topography of after empire</p> <p>Koga’s important book will help us to think about the legacy of the Japanese empire for contemporary China-Japan relations.</p> <p>Week 12 – Reading – ‘Inheritance of Loss’, Yukiko Koga, Chapter 2 – Historical preservation and colonial nostalgia in Harbin</p> <p>Koga examines how the city of Harbin uses its ‘colonial inheritance’ to attract tourists.</p> <p>Week 13 – Reading – ‘Inheritance of Loss’, Yukiko Koga, Chapter 3 – Postimperial topography of guilt in Changchun</p> <p>What do Japanese tourists ‘want’ when they visit the city that was at the heart of Japan’s imperial project in Northeast China? How do local people respond?</p> <p>Week 14 – Reading – ‘Kamikaze museums and contents tourism’, Philip Seaton, Journal of War & Culture Studies vol.12</p> <p>What is ‘contents tourism’ and how does it use the imagery of Japan’s ‘kamikaze’ special attack forces?</p> <p>Week 15 – End of course review</p> <p>PLEASE NOTE THIS SCHEDULE IS PROVISIONAL AND WILL BE CONFIRMED ONCE I KNOW THE MAKE-UP OF THE CLASS.</p>	
準備学習 (予習・復習)等の内容と分量 Homework	Each week one person will prepare a summary of that week’s reading and discussion questions. Those who aren’t leading the discussion for that week will be expected to prepare reading questions.
成績評価の基準と方法 Grading System	<p>Presentation (preparation of reading summary and discussion questions) = 50%</p> <p>Participation in class (submission of reading questions and reflection comments) = 50%</p>
他学部履修の条件 Other Faculty Requirements	
テキスト・教科書 Textbooks	All readings will be provided by the instructor.
講義指定図書 Reading List	
参照ホームページ Websites	
研究室のホームページ Websites of Laboratory	
備考 Additional Information	Please note that this syllabus is provisional and could change once I know who is taking the course. The readings can also be

changed if students have alternatives that they would like to use in class.

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	2023	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	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
授業の目標 Course Objectives			
This course considers the production, reception, appreciation, consumption and critique of art as social phenomena. In other words, rather than viewing 'art' as an independent domain that exists in its own right, it is viewed and examined within a variety of social and historical contexts. This year's theme is 'Aesthetics and Gender'. Aesthetics as an academic discipline was systematised by the philosophers of the Enlightenment in the 18th century. The premise for the establishment of aesthetics as a discipline was the image of the human being as having the capacity to appreciate the beauty of an object without the interference of practical-economic, political or physical-interests. And those capable of this indifferent aesthetic contemplation were considered to be the 'modern subject', knowledgeable, educated, capable of rational judgement and members of a modern civil society. Of course, this modern subject is gendered as male. This conceptual device of 'indifferent contemplation' also allowed art to exist as an autonomous domain, independent of politics, society and the economy. In this course, we will consider how the illusion of the 'aesthetic subject' or 'modern subject' was created in the aesthetic discourse of its formative period. We will also consider how this affects not only the gender system, but also the real social system, which encompasses various inequalities.			
到達目標 Course Goals			
This course will provide students with a basic understanding of modern aesthetics, its origins, limitations and problems. By the end of the course, students will be able to read texts on art and cultural studies with great precision and to summarise their content appropriately.			
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			
Class participation 30%, presentation 40% and final paper 30%.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
美学とジェンダー：女性の旅行記と美の言説／エリザベス・A・ボールズ:ありな書房, 2004 美学：ジェンダーの視点から／キャロリン・コースマイヤー:三元社, 2009 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 Classes are held in person.

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	2023	時間割番号 Course Number	083273
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class	国際広報メディア・観光学専攻		
ナンバリングコード Numbering Code	IMC_MCTS 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		
キーワード Key Words			
Culture, English as a Lingua Franca (ELF), Intercultural Communication, Language Rights, Yasashii Nihongo (plain Japanese)			
授業の目標 Course Objectives			
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.			
到達目標 Course Goals			
-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.			
授業計画 Course Schedule			
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).			
1. Introduction 2. Culture and Language 3. Intercultural Communication and Intercultural Communicative Competence 4. Language and Power 5. Language Policies 6. Presentation 1 (Linguistic Dominance) 7. Follow-up Discussion on Presentation 1 8. English Issues in a Globalized World 9. English as a Lingua Franca (ELF) 10. Language Education 11. Comprehensive Test			

12. Language Issues of Tourism in Japan/Yasashii Nihongo 13. Language Issues of Foreign Residents in Japan/Yasashii Nihongo 14. Presentation 2 (Language Education) 15. Follow-up Discussion on Presentation 2
準備学習 (予習・復習)等の内容と分量 Homework Students will be expected to read assigned reading materials after each session.
成績評価の基準と方法 Grading System Comprehensive Test (40%), Presentation 1 & Essay 1 (20%), Presentation 2 & Essay 2 (20 %), Reflection Journal (15 %), Extra Merits (5%) Detailed assessment criteria of each item will be explained in the course. The purpose of comprehensive test is to make sure the students' comprehension of the academic concepts introduced in the sessions. In presentations and essays assigned, students need to develop original ideas based on the academic concepts and new perspectives gained. Reflection journal will be required after each session to record about their learnings and later develop them into presentation and essay assignments.
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks Handouts will be provided in the course.
講義指定図書 Reading List Global Englishes A resource book for students/Jenkins, Jennifer:Routledge, 2015 The SAGE handbook of intercultural competence/Deardorff, D. K.:SAGE Publications, 2009 Routledge Encyclopedia of Language Teaching and Learning Second Edition/Byram, Michael & Hu, Adelheid:Routledge, 2017
参照ホームページ Websites
研究室のホームページ Websites of Laboratory
備考 Additional Information <ul style="list-style-type: none"> - This course will be conducted in English and code-shared with Arts and Science Courses in English for international exchange students, as it is important for participants to have diverse and active discussions and a practical English as a Lingua Franca context. - For non-native speakers of English, advanced-level command of oral English and ACTIVE participation are essential for discussions and activities. - For international students (non-native speakers of Japanese), a lower-beginners level of Japanese language will be useful in some activities. - A re-take of assessment will be considered only when the reason is understandable and necessary procedure (eg. submission of a proof) is properly followed. - See Moodle (ELMS) for updates.

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	2023	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 6410		
大分類コード・名 Major Category Code, Title	IMC_MCTS International Media, Communication_Media,Communication and Tourism Studies		
開講部局	国際広報メディア・観光学院(国際広報メディア・観光学専攻)		
レベルコード・レベル Level Code, Level	6 Specialized Subjects (advanced) in graduate level (Master's Course and Professional Course)		
中分類コード・名 Middle Category Code, Title	4		
小分類コード・名 Small Category Code, Title	1		
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
contents tourism, cultural resources, cultural diversity, cultural exchange, media, popular culture, subculture, pilgrimage to sacred sites			
授業の目標 Course Objectives			
This course has the following three purposes:			
1) To introduce the latest academic discussions on 'contents tourism' and trends in domestic and international contents tourism development.			
2) To understand the relationship among related actors and the process of contents tourism development.			
3) To discuss the potentials and challenges of contents tourism development in local communities, especially in Hokkaido.			
到達目標 Course Goals			
The goals of this course are:			
1) To understand the national policies related to contents tourism in Japan and the relationship between pop culture and tourism.			
2) To understand the process of contents tourism planning and management in Japan, especially in Hokkaido.			
3) To gain a better understanding of transnational contents tourism and cross cultural communication.			
授業計画 Course Schedule			
Week 1. guidance and introduction to academic framework of contents tourism.			
Section 1 (week 2-6): media contents as cultural resources (literature review, lecture and discussion on methodology, case studies)			
Section 2 (week 7-12): contents tourism as a tool of community development (lecture and discussion on the 'collaboration model for contents tourism', field survey in Sapporo city or Otaru city, research paper writing)			
Section 3 (week 13-15): potentials and challenges (presentation and discussion)			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be expected to read textbooks and materials as necessary.			
In addition, they will prepare a essay and a presentation on a specific case of contents tourism.			
成績評価の基準と方法 Grading System			
mini essay (10%)			
final research paper (essay) (30%)			
oral presentations (30%)			
discussions and debates (30%)			
他学部履修の条件 Other Faculty Requirements			

<p>テキスト・教科書 Textbooks</p> <p>湯涌ぼんぼり祭り 2011-2021～アニメ「花咲くいろは」と歩んだ 10 年～／湯涌ぼんぼり祭り実行委員会・間野山研究学会編：parubooks, 2021</p> <p>普及版 アニメ・マンガで地域振興 ～まちのファンを生むコンテンツツーリズム開発法～（電子版）／山村高淑：PARUBOOKS, 2018</p> <p>コンテンツツーリズム：メディアを横断するコンテンツと 越境するファンダム／山村高淑・フィリップシートン編著：北海道大学出版会, 2021</p>
<p>講義指定図書 Reading List</p> <p>Contents Tourism in Japan: Pilgrimages to “Sacred Sites” of Popular Culture／Philip Seaton, Takayoshi Yamamura, Akiko Sugawa-Shimada, and Kyungjae Jang: Cambria press, 2017</p> <p>Mediating the Tourist Experience: From Brochures to Virtual Encounters／Jo-Anne Lester and Caroline Scarles: Ashgate, 2013</p> <p>Japanese Popular Culture and Contents Tourism／Philip Seaton and Takayoshi Yamamura: Routledge, 2017</p> <p>コンテンツが拓く地域の可能性：コンテンツ製作者・地域社会・ファンの三方良しをかなえるアニメ聖地巡礼／大谷尚之，松本淳，山村高淑著：同文館出版，2018</p> <p>Contents Tourism and Pop Culture fandom: Transnational Tourist Experiences.／Yamamura, Takayoshi and Seaton, Philip. (Eds.): Channel View Publications, 2020</p>
<p>参照ホームページ Websites</p> <p>IJCT: International Journal of Contents Tourism: https://contents-tourism.press/</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>http://yamamuratakayoshi.com/</p>
<p>備考 Additional Information</p> <p>This course will consist of classroom lectures and fieldwork. Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom.</p> <p>In the case of fieldwork, we may use the time before and after the class to travel for fieldwork.</p> <p>However, if the level of COVID-19 Health Alert is raised, we will cancel the field work and conduct online seminar alternatively.</p>

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	2023	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	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words contents tourism, cultural resources, cultural diversity, cultural exchange, media, popular culture, subculture, pilgrimage to sacred sites			
授業の目標 Course Objectives This course has the following three purposes: 1) To introduce the latest academic discussions on 'contents tourism' and trends in domestic and international contents tourism development. 2) To understand the relationship among related actors and the process of contents tourism development. 3) To discuss the potentials and challenges of contents tourism development in local communities, especially in Hokkaido.			
到達目標 Course Goals The goals of this course are: 1) To understand the national policies related to contents tourism in Japan and the relationship between pop culture and tourism. 2) To understand the process of contents tourism planning and management in Japan, especially in Hokkaido. 3) To gain a better understanding of transnational contents tourism and cross cultural communication.			
授業計画 Course Schedule Week 1. guidance and introduction to academic framework of contents tourism. Section 1 (week 2-6): media contents as cultural resources (literature review, lecture and discussion on methodology, case studies) Section 2 (week 7-12): contents tourism as a tool of community development (lecture and discussion on the 'collaboration model for contents tourism', field survey in Sapporo city or Otaru city, research paper writing) Section 3 (week 13-15): potentials and challenges (presentation and discussion)			
準備学習 (予習・復習)等の内容と分量 Homework Students will be expected to read textbooks and materials as necessary. In addition, they will prepare a essay and a presentation on a specific case of contents tourism.			
成績評価の基準と方法 Grading System mini essay (10%) final research paper (essay) (30%) oral presentations (30%) discussions and debates (30%)			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

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
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
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

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

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.

However, if the level of COVID-19 Health Alert is raised, we will cancel the field work and conduct online seminar alternatively.

科目名 Course Title	北海道文化資源論演習Ⅱ		
講義題目 Subtitle	Ⅱ		
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	2023	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	1		
キーワード Key Words			
fieldwork, cultural heritage, CRM (cultural resource management), Hokkaido, Indigenous culture, history, pop culture, cultural landscape, tourism resources, heritage tourism, contents tourism, Yamada Hidezo			
授業の目標 Course Objectives			
This course has the following three purposes: 1) to understand Hokkaido is a land with long history and rich cultural heritages of Indigenous people thorough fieldwork. 2) to understand that history and culture of Hokkaido consists of mainly three layers such as (a) prehistoric age, (b) Ainu culture period, and (c) after the Meiji period (the cultivation of Hokkaido). 3) to discuss how we should plan and manage the heritage tourism in Hokkaido with respect for Indigenous people and their culture.			
到達目標 Course Goals			
The goals of this course are: 1) To understand the international frameworks for cultural resource management such as 'International Cultural Tourism Charter'and to be able to use appropriately the relevant words and phrases such as heritage, pop culture, indigenous culture, etc.. 2) To have an ability to clearly define 'cultural resources' and explain the potentials and future challenges of 'Cultural Resource Management'. 3) To set a research question on one's own based on previous studies. 4) To understand the methodology of fieldwork and design a fieldwork plan. 5) To conduct a fieldwork to collect related information and data. 6) To analyze the data and draw a certain conclusion, and to present it.			
授業計画 Course Schedule			
Section 1 (week one to four): lecture and discussion on the definitions, socio-cultural background of indigenous issues, history of Hokkaido and Japan, methodologies for field survey.			
Section 2 (week five to eight): fieldwork in and around the campus and the botanic garden of Hokkaido University, in order to understand the history of Sapporo and place names of Ainu origin.			
Section 3 (week nine to thirteen): fieldwork in Sapporo city area in order to understand the relationship between place names of Ainu origin and geographical environment.			
Section 4 (week fourteen and fifteen): presentation and discussion.			
準備学習 (予習・復習)等の内容と分量 Homework			
Students will be expected to read materials and submit short reports before the fieldwork.			

成績評価の基準と方法 Grading System attitudes toward fieldwork (20%) mini reports and final report (40%) presentation (20%) discussions (20%)
他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks
講義指定図書 Reading List 北海道の地名～アイヌ語地名の研究別巻／山田秀三:草風館, 2000 世界遺産と地域振興／山村高淑・張天新・藤木庸介:世界思想社, 2007 北大歴史散歩／岩沢健蔵:北海道大学図書刊行会, 1986 アイヌ語地名を歩く／山田秀三:北海道新聞社, 1986 麗江フィールドノート／山村高淑:ぶんしけん出版 (Kindle 版), 2019
参照ホームページ Websites 『先住民文化遺産とツーリズム:アイヌ民族における文化遺産活用の理論と実践』 http://eprints.lib.hokudai.ac.jp/dspace/handle/2115/49181
研究室のホームページ Websites of Laboratory http://yamamuratakayoshi.com/
備考 Additional Information [IMPORTANT]This course will consist of classroom lectures and fieldwork.Since we actively use digital tools and databases, some classroom lectures will be conducted online via zoom. In the case of fieldwork, we may use the time before and after the class to travel for fieldwork. However, if the level of COVID-19 Health Alert is raised, we will cancel the field work and conduct online seminar alternatively.

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	2023	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		
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, mediatisation of sites and tourist experiences			
授業の目標 Course Objectives			
In this class, for the purpose of students’ acquiring fundamental viewpoints of multidirectionally understanding the relationships between media cultures and tourism in the modern society where the mobility of people and information has been increasingly promoted, omnibus lectures are to be delivered by six professors engaging in cross-sectional studies. Specifically, the goal of this class is for students, by reexamining tourism phenomena in the context of cultural phenomena, or media cultures, to obtain a skill to interpret today’s situations under which the borderless communications and cross-border cultures have been advancing while being bound up with specific places.			
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. Tourist Sensations (Kim) Considering the consumption of placeness created by augmented sensations through media based on a case of sound tourism.			

<p>4. Place and Representation (Okamoto)</p> <p>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)</p> <p>Based on recent discussions on heritage as a social process, this seminar explores how heritage connects the past, the present and the future in the context of tourism.</p>
<p>6. 7. Display, interpretation, and tourist art (Yamasaki)</p> <p>Looking at displays and interpretations regarding a museum, etc. being one of the important contents in tourism in terms of relationships between media and tourism; Discussing objects and the phenomena to be generated through them from the viewpoint of media with focusing on gifts and souvenirs at tourist sites (tourist arts).</p>
<p>8. Mediatization of sites/tourist experience (Yamamura)</p> <p>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>準備学習 (予習・復習)等の内容と分量 Homework</p> <p>Students are required to prepare for and review the class as necessary based on the reference documents/materials they should read to be notified when needed according to the theme of respective lectures.</p>
<p>成績評価の基準と方法 Grading System</p> <p>Your grade to be determined by:</p> <p>(1) Reaction paper to each class meeting (80%)</p> <p>(2) Discussion participation and other requirements (20%)</p> <p>The final grades are determined by all the instructors. Each instructor explains the tasks for each class.</p>
<p>他学部履修の条件 Other Faculty Requirements</p> <p>Those students who belong to other faculty / school and would like to take this course must get the consent of the instructor of the course in advance.</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p> <p>Research Faculty of Media and Communication, Hokkaido University: https://www.imc.hokudai.ac.jp/rfmc/</p> <p>Center for Advanced Tourism Studies, Hokkaido University: https://www.cats.hokudai.ac.jp/</p> <p>Center for Ainu and Indigenous Studies, Hokkaido University: https://www.cais.hokudai.ac.jp/</p>
<p>備考 Additional Information</p> <p>[IMPORTANT] The first lecture will be conducted in person. If there are many students enrolled, the second and subsequent lectures may be conducted online to reduce the risk of infection.</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	2023	時間割番号 Course Number	083264
期間 Semester	1学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
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		
キーワード Key Words			
Journalism, Investigative journalism, Political journalism, international journalism,Public opinion, Monitoring of power,documentary,China			
授業の目標 Course Objectives			
Intensive course that is held in partnership with the Yomiuri Shimbun for a total of 5 times (3 consecutive frames). With journalists who are active in the forefront of journalism, mainly in the Yomiuri Shimbun, as instructors, each time they will choose a different theme, they have a two-way dialogue with the students. In addition to political journalism, international journalism, opinion polls, advocacy journalism, issues of sovereignty education, through watching documentaries on the theme of China, we will understand from various viewpoints how journalism offers a way to solve the problems of Japan and the world, how the media monitors power and whether it is from a national perspective. Regardless of the academy or graduate school, we would like to invite those who want to enter the world of journalism, those who are interested, those who want to acquire media literacy, and those who are increasing distrust of the media. We strongly recommend that master's students who belong to Public Journalism course and an International Communication course among Graduate School of International Media,Communication,and Tourism Studies.We also welcome undergraduate students who want to become journalists.			
到達目標 Course Goals			
(1)Explain the problems and possibilities of journalism by accumulating two-way dialogues between instructors and students and challenging practical issues submitted by instructors. (2) Present your own views on how journalism can be more activated, fulfill its power monitoring function, present judgment criteria to citizens, and raise national debate on solving social issues. (3) Based on the knowledge gained from the classes, enhance the insight into the news sent by the media and acquire the ability to read the essence and background of the news.			
授業計画 Course Schedule			
Intensive course 5 times in total, all 3-5 classes on Friday(5/12,5/26,6/2,7/7,7/21)			
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 (50%), and term-end report (50%).			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

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

科目名 Course Title	調査報道事例演習[Case studies:Investigative Journalism]		
講義題目 Subtitle	□		
責任教員 Instructor	読売新聞社 [YOMIURISHINBUNSHA] (国際広報メディア・観光学院)		
担当教員 Other Instructors			
科目種別 Course Type			
開講年度 Year	2023	時間割番号 Course Number	083265
期間 Semester	2学期	単位数 Number of Credits	2
授業形態 Type of Class		対象年次 Year of Eligible Student	1～
対象学科・クラス Eligible Department/Class			
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		
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			
Intensive course that is held in partnership with the Yomiuri Shimbun for a total of 5 times (3 consecutive frames). We will approach with a different perspective on how to create Investigative journalism that would remain buried forever if journalists did not find that fact. We invite veteran journalists who actually worked on investigative journalism and experts in the information disclosure system as lecturers, hold two-way dialogues with students, understand the significance of investigative journalism, and how to learn the method.The themes will be investigative journalism using open data, digital journalism, investigative journalism in the disaster and international field and iin the video field. 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. We strongly recommend that master's students who belong to Public Journalism course and an International Communication course among Graduate School of International Media,Communication,and Tourism Studies.We also welcome undergraduate students who want to become journalists.			
到達目標 Course Goals			
(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. (2) Discuss investigative journalism methods that dig up buried facts, monitor power, and guide the solution and reform of social issues. (3) Refer or apply the investigative journalism method to your own research.			
授業計画 Course Schedule			
Intensive course 5 times in total, all 3-5 classes on Friday(10/13,10/20,11/17,12/15,1/19)			
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 (50%), and term-end report (50%).			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			

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

科目名 Course Title	高度実践英語演習 I [Advanced Practical English I]		
講義題目 Subtitle	□		
責任教員 Instructor	レジー・カパシオ・フィガー [Reggy Capacio Figer] (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	2023	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	2 不可		
補足事項 Other Information			
授業実施方式 Class Method	1		
キーワード Key Words			
授業の目標 Course Objectives			
This course centers on oral and written productions by asking students to write essays/reports as well as discuss issues/topics based on different media presented in class. Students are also necessitated to present their own academic subjects in class. It is hoped that through this course, students will gain confidence in their presentation as well as in their writing skills which will help them carry out their current studies and future careers satisfactorily.			
到達目標 Course Goals			
To learn the process method of planning, organizing, composing, revising, and editing English written text. To carry out vocabulary and grammar tasks that they can use for their writing. To compose essays with coherence and unity To develop grammar skills, and build confidence in their academic writing To understand the rudiments of doing presentations in English. To present academic paper with confidence and ease.			
授業計画 Course Schedule			
This schedule is tentative and topics may change based on student needs. Any changes as well as the most current information on activities, assignments, and due dates will be discussed in class. Readings and assignments must be completed prior to the class period.			
Week 1 Course orientation and students' introductions			
Week 2 Academic Writing (Essay)			
Week 3 Pictography (Analysis through a Reaction Paper)			
Week 4 How to analyze a film			
Week 5 Short film viewing and discussion			
Week 6 Film viewing (Output: Film Review)			
Week 7 Continuation of Film viewing (Output: Film Review)			
Week 8 Social media analysis and discussion			
Week 9 Reflection paper writing and group work presentation			
Week 10 Preparing a presentation			
Week 11 Nonverbal communication in presentation			
Week 12 Guidelines on how to create PowerPoint slides			
Week 13 Presentation (Batch 1)			
Week 14 Presentation (Batch 2)			
Week 15 Final examination			

<p>準備学習(予習・復習)等の内容と分量 Homework</p> <p>積極的かつ主体的な準備学習(予習・復習)が求められる。準備学習への取り組み方全般については、学期はじめに担当教員から説明があるほか、各回の授業で求められる準備学習の具体的内容については、学期中随時教員から指示がある。また履修者が自ら主体的に計画と目標を立て、自律的に準備学習に取り組むことも強く期待される。準備学習を十分に行わなければ、身につけるべき内容を消化できず、単位も取得できなくなる可能性があるため、真剣かつ計画的に取り組んでほしい。</p> <p>Students are required to read and understand the readings before the class. They are also expected to hand-in assignments/reports/projects on the due date</p>
<p>成績評価の基準と方法 Grading System</p> <p>30% Class Participation (Discussions will take a lot of bulk in each session. Students are expected to engage in these class dynamics.)</p> <p>10% Personal Reflection Paper</p> <p>30% Presentation</p> <p>30% Writing outputs</p>
<p>他学部履修の条件 Other Faculty Requirements</p>
<p>テキスト・教科書 Textbooks</p>
<p>講義指定図書 Reading List</p>
<p>参照ホームページ Websites</p>
<p>研究室のホームページ Websites of Laboratory</p>
<p>備考 Additional Information</p> <p>*This course is highly recommended to students who have intermediate to upper-intermediate levels of the English language. This is to ensure that students are in the same level of language competency which will make the teaching and learning commendable. Native speakers are discouraged to take this course since this will only be an easy way to get credits.</p>

科目名 Course Title	メディア観光表象論演習[Media and Tourism Studies]		
講義題目 Subtitle	□		
責任教員 Instructor	渡邊 浩平 [WATANABE Kohei] (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	2023	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		
キーワード Key Words			
media, tourism, history, memory, war			
授業の目標 Course Objectives			
In this course, you will learn about phenomena about media and tourism through war remains and war memory.			
到達目標 Course Goals			
You will visit war remains in Sapporo and read papers and books about war memory. By the end of this class, a learner wii be able to think about several problems betwewn media and tourism deeply.			
授業計画 Course Schedule			
1-3, Guidance and introduction to Media and Tourism Studies.			
4-6			
Section2 War memory in Hokkaido			
You will think about war memory in Hokkaido visiting war remains in Sapporo.			
7-9			
Section3 The history and memory in Hiroshima and Kure.			
Hiroshima(広島) used to be a large military city. kure(呉) where is close to Hiroshima also used to be a big naval port. But both war memories are quite different. We will analyze complicated war memory through the history of Hiroshima and Kure.			
10-14			
Section4 Battleship Yamato, YOSHIDA Mitsuru and SENGO			
Yamato(戦艦大和)was a biggest battleship in JAPAN. It was sunk in KYUSHU offing on 7 April 1945. YOSHIDA Mitsuru(吉田満) was one of a few suvivors of Battleship Yamato. He wrote SENKAN YAMATO NO SAIGO(『戦艦大和ノ最期』、"Requiem for Battleship Yamato") after the return. SENKAN YAMATO NO SAIGO has been read as a masterpiece of war novel in JAPAN. We will consider the war memory in SENGO(戦後、the postwar period) through the history of Yamato and the works of YOSHIDA mitsuru.			
15, Dissscussion and generalization			
準備学習 (予習・復習)等の内容と分量 Homework			
SENKAN YAMATO NO SAIGO was written by BUNGO(文語、classical Japanese language). The ability of reading BUNGO and reading a lot of related papers and books will be required.			
成績評価の基準と方法 Grading System			
You will be evaluated by debate(30%) and presentation(70%) .			

他学部履修の条件 Other Faculty Requirements
テキスト・教科書 Textbooks 戦艦大和ノ最期／吉田満:講談社(文庫)
講義指定図書 Reading List 地域の中の軍隊 1－6:吉川弘文館 敗戦後論／加藤典洋:筑摩書店(ちくま学芸文庫) 第七師団と戦争の時代／渡辺浩平:白水社, 2021 吉田満 戦艦大和学徒兵の五十六年／渡辺浩平:白水社, 2018 戦中派の死生観／吉田満:文藝春秋(文春学芸ライブラリー)
参照ホームページ Websites なし None
研究室のホームページ Websites of Laboratory None
備考 Additional Information None

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	渡邊 浩平 [WATANABE Kohei] (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	2023	時間割番号 Course Number	083406
期間 Semester	1 学期 (夏ターム)	単位数 Number of Credits	1
授業形態 Type of Class		対象年次 Year of Eligible Student	～
対象学科・クラス Eligible Department/Class			
ナンバリングコード Numbering Code			
大分類コード・名 Major Category Code, Title			
開講部局			
レベルコード・レベル Level Code, Level			
中分類コード・名 Middle Category Code, Title			
小分類コード・名 Small Category Code, Title			
言語コード・言語 Language Code, Language Type	0 Classes are in Japanese.		
他学部履修等の可否 Availability of other faculties	1 可		
補足事項 Other Information			
授業実施方式 Class Method	1		
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 3 teachers in this course. By the end of this class, a succesful learner will be able to apply content knowledge of real business.			
授業計画 Course Schedule			
Section 1 NAKAGAWA Satoru			
You can get basic knowledge of corporate identity, such as Mission, Vision, Value through many examples in not only the Japanese companies but also the foreign entities.			
Section2 HIRAMOTO Kenta			
You can learn about basic theory of marketing and marketing strategy through the examples of tourism and media.			
SectionKI3 WATANABE kohei			
How should we arrive at an advertisement strategy from a marketing strategy? You will be able to learn about advertisement strategy through past typical works.			
準備学習 (予習・復習)等の内容と分量 Homework			
You will have to wright a report in each section. Reading relavant papers and books must be done at home.			
成績評価の基準と方法 Grading System			
You will be evaluated by each report(80%) and debate(20%) at calss.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			



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	渡邊 浩平 [WATANABE Kohei] (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), HIRAMOTO Kenta[HIRAMOTO Kenta](経済学研究院)		
科目種別 Course Type			
開講年度 Year	2023	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		
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 3 teachers in this course. By the end of this class, a succesful learner will be able to apply content knowledge of real business.			
授業計画 Course Schedule			
Section 1 NAKAGAWA Satoru			
You can get basic knowledge of corporate identity, such as Mission, Vision, Value through many examples in not only the Japanese companies but also the foreign entities.			
Section2 HIRAMOTO Kenta			
You can learn about basic theory of marketing and marketing strategy through the examples of tourism and media.			
SectionKI3 WATANABE kohei			
How should we arrive at an advertisement strategy from a marketing strategy? You will be able to learn about advertisement strategy through past typical works.			
準備学習 (予習・復習)等の内容と分量 Homework			
You will have to wright a report in each section. Reading relavant papers and books must be done at home.			
成績評価の基準と方法 Grading System			
You will be evaluated by each report(80%) and debate(20%) at calss.			
他学部履修の条件 Other Faculty Requirements			
テキスト・教科書 Textbooks			
講義指定図書 Reading List			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			

備考 Additional Information

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	2023	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		
キーワード Key Words			
Political Participation, Civil Society, Volunteer Activities, Social Movement, Democracy, Germany			
授業の目標 Course Objectives			
Political participation tends to be focused on activities related to voting and elections, but in this course, we will understand it in a broader sense. For example, this includes volunteer activities in local and global communities, or social movements for climate crises or LGBTQ.			
There are three requirements for political participation: First, there must be an environment in which people can freely express their opinions and discuss politics. Second, they must be well informed about policy decisions and processes. Third, political participation must be accepted and understood by society.			
In this course, policies and educational practices related to political participation in Germany will be explained. The course objectives are to think about the relationship between politics and citizens, and to discuss democracy.			
到達目標 Course Goals			
(1) to explain the role of political participation, based on the basic theory of participatory democracy			
(2) to compare various forms of political participation in the context or student's research area			
(3) based on the above (1) and (2), to verbalize the student's case study in presentation, discussion, and final report			
授業計画 Course Schedule			
Section 1: overview of the basic theories of political participation and participatory democracy			
Section 2: education for democratic citizenship in and out of school, historical development mainly in Germany			
Section 3: social movements and non-profit organizations			
Section 4: social recognition of political participation, policies to support volunteer activities as social inclusion			
Section 5: presentation of case studies based on students' interests, final discussion			
準備学習 (予習・復習)等の内容と分量 Homework			
Students are expected to read through the relevant literature specified beforehand, and to actively participate in discussions. They are required to submit a short comment sheet after each lecture and a final report at the end.			
成績評価の基準と方法 Grading System			
Comment sheets after each lecture (20%), presentation of case studies (40%), final report (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	米国政治メディア論演習[The Media and American Politics]		
講義題目 Subtitle	□		
責任教員 Instructor	渡辺 将人 [WATANABE Masahito] (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	2023	時間割番号 Course Number	083261
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	1		
キーワード Key Words			
Conservative, Liberal, Election, Social Media, Outreach, Campaign, Party, Politics			
授業の目標 Course Objectives			
This course teaches relationship between the media and politics, with a focus on American politics and the media. Since the 1970s, television has been the primary means of communication for candidate and consultant-centered campaigns in the U.S. However, by 2004, both the Democratic and Republican Parties returned to a voter mobilization approach once again. By 2012, online social networking technology was integrated with grassroots mobilization. On the other hand, since the 2016 election cycle resulting in the Trump presidency, social media has become a convenient platform for “fake news”. The negative campaign advertising from opposition candidates which happened in the past was replaced with a form of anonymous online attacks, such as “fake news”. Therefore, in this course, we will examine the influences of media and politics from comparative and critical perspectives.			
到達目標 Course Goals			
Its objective is to empower students to understand politics and the media in a political, cultural and historical context.			
授業計画 Course Schedule			
This course will be conducted in Japanese. All students must have excellent Japanese proficiency.			
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			
開講初回に指示する。			
講義指定図書 Reading List			
開講初回に指示する。			
参照ホームページ Websites			
研究室のホームページ Websites of Laboratory			
備考 Additional Information			

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	渡辺 将人 [WATANABE Masahito] (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	OTOMO Ruriko[OTOMO Ruriko](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), 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), SHIROYAMA Hidemi[SHIROYAMA Hidemi](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)		
科目種別 Course Type			
開講年度 Year	2023	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		
キーワード Key Words			
comparative politics, journalism, media, open data, disinformation, information war, fake news, collective memory, equipment, service, information and users, linguistic properties visual media, intentional variation, media texts, social issues, identities, literacy, media distrust, newspaper, policies and guidelines for language,			
授業の目標 Course Objectives			
In the modern world with a complicated media system it is essential to know, how to use and to understand it. The purpose of this course is to analyze various aspects of the notion of media literacy.			
到達目標 Course Goals			
(1) to understand and to discuss about various aspects of media literacy			
(2) to obtain basic understanding for concrete media phenomena together with the background and to discuss about it			
(3) to find out a possible relation of your own research topic to media literacy			
授業計画 Course Schedule			
This course offers opportunities to analyze concrete examples and to learn methods in the following order:			
1. Reviews leading themes in the comparative study of politics and journalism by discussing how politics and cultures define the media.			
2. Learn how to identify "facts" using open data.			
3. Consider the situation of "disinformation" and "information war".			
4. 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.			
5. The lesson introduces the role and significance of media in the formation of collective memory in modern societies.			
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. This lesson examines the impact of (new) media on language policy, as well as the policies and guidelines for language use adopted by traditional mass media organizations.			
準備学習 (予習・復習)等の内容と分量 Homework			
The participants will be instructed at the start of the course about the preparation and homework.			

成績評価の基準と方法 Grading System Participants write a report after each lecture (at least 5 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