

科目コード／科目名 (Course Code / Course Title)	抽選登録／Seminar in English B		
テーマ／サブタイトル等 (Theme / Subtitle)	Intercultural Communication (ICC) & Social Networking Services (SNS)		
担当者名 (Instructor)	ガービー, K. (GARVEY KEVIN PATRICK)		
学期 (Semester)	秋学期(Fall Semester)	単位 (Credit)	2単位(2 Credits)
科目ナンバリング (Course Number)	ICC2621	言語 (Language)	英語 (English)
備考 (Notes)	定員: 30 名		

授業の目標 (Course Objectives)

Students will learn about intercultural communication's relationship to social networking services (SNS; also referred to as "social media"). Topics will include: the origins of SNS, SNS's influence on slang, theories of 'attention economics', and forms of online labor such as streaming, influencing, and content creation. Through this course, students will gain a deeper understanding of how intercultural communication is occurring on commercial platforms between users from different cultures who develop new "communities of practice" and "third cultures" out of intercultural interaction.

授業の内容 (Course Contents)

Coursework will be divided between individual readings of critical passages with written replies, and group work focused on three short presentations. Group presentations will present and explain an online trend/influencer in depth, using concepts from the course. A final solo presentation will introduce an online laborer (e.g. a YouTuber, Influencer, etc.) and analyze their work through course concepts.

授業計画 (Course Schedule)

1. Overview of course & expectations
2. Unit 1: Origins of SNS
3. Unit 1: The first wave: 2000s-2010s
4. Unit 1: The second wave: 2010s-2020s
5. Unit 2: Language on SNS
6. Unit 2: Online Speech & Community
7. Unit 2: Online Culture Clashes
8. Unit 3: Attention Economics
9. Unit 3: Who pays for SNS?
10. Unit 3: Aspirational, Immaterial, and Play-Labor
11. Unit 4: Intercultural Content Creation
12. Unit 4: Third (Online) Cultures
13. Unit 4: Labor and ICC on SNS
14. Final Presentations

授業時間外(予習・復習等)の学習 (Study Required Outside of Class)

The teacher will share slideshow presentations and readings with students via Google Classroom. Students are expected to review these materials as needed. Students are expected to complete approximately 6 individual readings, 3 group presentations, and 1 solo presentation. Some class time will be given for group work, but groups are expected to meet outside of class to complete projects. Some class time will be given for small group discussion of individual readings, and students are expected to be prepared to participate in and/or lead discussion.

成績評価方法・基準 (Evaluation)

Group presentations(30%)/Final solo presentation(10%)/Individual homework(30%)/Attendance & participation(30%)

テキスト (Textbooks)

Texts will be supplied in class by the teacher.

参考文献 (Readings)

1. Bueno, C. C.. 2016. *The attention economy: labour, time and power in cognitive capitalism*. Rowman & Littlefield
2. boyd, d.. 2014. *It's complicated: The social lives of networked teens..* Yale University Press. (ISBN:9780300166316)
3. Lindholm, C.. 2008. *Culture and authenticity..* Blackwell Pub. (ISBN:9781405124423)
4. Massanari, A. L.. 2015. *Participatory Culture, Community, and Play..* Peter Lang. (ISBN:9781433126789)

5. Phillips, W., Milner, R.. 2017. *The Ambivalent Internet: Mischief, Oddity, and Antagonism Online.* Wiley (ISBN:9781509501274)
6. Ruddock, A.. 2013. *Youth and media.* Sage

その他(HP等)(Others(e.g.HP))

Students are expected to use Google Classroom to access course materials and assignments. In-class group work will be conducted using Google Documents and Slides.

注意事項(Notice)

It is recommended that the student's English level is at or above TOEFL(iBT) 68, TOEFL(PBT) 520, IELTS 5.5, or TOEIC 650.