

科目コード／科目名 (Course Code / Course Title)	DM401／Introduction to Media Communication		
担当者名 (Instructor)	潘 夢斐(PAN MENGFEI)		
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)	ICC2361	言語 (Language)	英語 (English)
備考 (Notes)	基礎科目(DLP/PEACE/TBP)		

授業の目標(Course Objectives)

This course aims to explore media and communication from theoretical, historical, and practical perspectives to enhance students' understanding of media phenomenon.

授業の内容(Course Contents)

This course first introduces important theories including those by Marshall McLuhan, Stuart Hall, Walter Benjamin. Throughout the course, we will discuss over the varying perspectives to study media and communication and tackle with key issues regarding the roles of technology, social impact of media, and how we can understand the relationship between media and place. In addition to introducing the theories and historical background, it incorporates in cross-cultural comparisons and invites the students to consider "Ikebukuro" as media. The course encourages the students not only to explore through the academic readings but also to develop their own critical thinking about the media and communication phenomenon close to their life. The course is composed of nine sessions of lectures, three sessions of student presentations, and one in-class final test (essay type). The students are required to give one short presentation on a given topic and mid-term project including one presentation and one paper on "Ikebukuro and Media".

授業計画(Course Schedule)

1. Introduction
2. Code/Message: Discovering the Audience
3. "Aura" and "Authenticity": On Reproduction
4. Media and Events: Ideology and Mega-Events
5. Media and Place: Spatializing Media and Experience
6. Lecture by Guest Speaker
7. City as Media and Ikebukuro as Media
8. Mid-term Project (Student Presentations 1)
9. Mid-term Project (Student Presentations 2)
10. Mid-term Project (Student Presentations 3)
11. On Objects and Sites: Rethinking the Methods
12. Participatory Culture and beyond
13. Globalization: Global and Local
14. Final Test

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

Readings distributed before each class and fieldwork.

成績評価方法・基準(Evaluation)

Attendance and participation in class(30%)/Mid-Term Project (Presentation and Report)(40%)/Final Test(30%)

テキスト(Textbooks)

Printouts of lecture slides.

参考文献(Readings)

McLuhan, Marshall, Quentin Fiore, Jerome Agel. *The Medium is the Massage: An Inventory of Effects*, Gingko Press, 2001.

Hall, Stuart. "Encoding/decoding", in *Culture, Media, Language*. Stuart Hall, Dorothy Hobson, Andrew Lowe, et.al., eds, London: Hutchinson, 1980, 128–38.

その他(HP等)(Others(e.g.HP))

This course uses Blackboard for sharing course materials.

We will meet online using Zoom for the following five classes, 6th, 8th–10th, and 14th. Other classes will be conducted face-to-face.

注意事項(Notice)