

Japan Studies VIIA<Introduction to Japanese Mass Media>

担当教員	実施学期	単位数	配当	曜日・時限	教室名	授業コード
池田 伸壹 (いけだ しんいち)	前期	2	全1-4	水 4	遠隔	6870

※この科目は、外国人留学生との合同授業で行う。受講者は、ある程度の英語力があることが望ましい。

授業の内容
<p>This course examines the issues of mass media in Japan. Especially news media and journalism in the modern era. Since the year 2021 will be full of exciting events to exemplify the roles and characteristics of news media in Japanese society, the course will address some specific current affairs as well as historical accounts of mass media in general.</p> <p>The lecturer is a staff writer of a Japanese newspaper and had been covering Japanese politics, The United Nations in New York, and so on. He also had been at the corporate planning section of the same newspaper company to formulate a strategy to cope with drastic changes in the media industry of the world. In those days, he was also sitting as a board member of the local TV and radio stations in Japan.</p>
到達目標
To learn and understand the primary issues and characteristics of Japanese news media and the structure of the media industry. That will be helpful for a person to study, to do research, or enjoy life in this country.
授業の方法
<p>Students are expected to engage in in-class activities, such as discussions.</p> <p>There are plans to invite guest speakers such as the person who works for various fields of old and new media in Japan. Such as advertising agencies, publishing houses, and so on. There could be a change of schedule according to the guests to invite.</p> <p>This course will be conducted remotely, using Zoom.</p>
授業の計画
<ol style="list-style-type: none"> 1. Introduction - Why study media here? 2. Media and humankind: from the past 3. Japan and "modern" media 4. What is "Zenkokushi"? 5. Broadcasting Media in Japan 6. Business of media in Japan: dialogue with a guest 1 7. GAFA coming? Impact of internet 8. Old and New: dialogue with a guest 2 9. Curiosity is killing what? 10. Olympic, sports, and Japan 11. Covering Japan: dialogue with a guest 3 12. Manga? Entertainment and journalism 13. Can news survive? 14. Final presentations and discussions 1 15. Final presentations and discussions 2
授業時間外の学修 (予習・復習等)
I highly evaluate in-class discussion and dialogue. Each time I will show you topics to cover the next session. Students are expected to think about the subject (e.g., Tokyo Olympic Japanese Politics and so on) for the next week.
成績評価の基準と方法
Class participation(30%) In-class tasks(30%) Final presentation(40%)
教科書
No textbook required.
参考文献
<p>著者:Ian Hargreaves 書籍名:『Journalism: A Very Short Introduction』 出版社:Oxford University Press 発行年:2014</p> <p>著者:Walter Lippman 書籍名:『Public Opinion』 出版社:Free Press 発行年:1997</p> <p>著者:Edward W. Said 書籍名:『Covering Islam: how the media and the experts determine how we see the rest of the world』 出版社:Vintage Books 発行年:1997</p>
教員との連絡・相談方法
<p>メールアドレス1: ikeda7[at]gmail.com</p> <p>※ [at]は@に置き換える。</p>