

COM200 Media Studies

1st and 2nd quarters, Senior

Instructor	SHIMAOKA HAJIME
Style of Class	Lecture
Number of Credits	2
Day and Period	To be advised

Course Description

In this course, students will gain a basic understanding of the definition of media and its various types (including traditional media such as newspapers and TV, and various new media operated through the Internet), the social functions of media, as well as the effects and influence of media information. They will also look at community-centric media such as regional newspapers, local TV station, cable TV, community radio, and study concrete cases related to the roles and functions in regional communities and the correlation with community development.

Course Objectives

- Gain extensive knowledge on, as well as an understanding of, the subject of media and academic disciplines that analyze the subject.
- Cultivate interdisciplinary and logical thinking ability.
- Using analytical concepts covered in the course, aim to develop the ability to reflect on the world we live in.

Prerequisites

None in particular.

Class Materials

1. Inoue Shun, Hase Masato, *Bunka shakaigaku nyumon* (Introduction to Cultural Sociology), Minerva Shobo.
2. Sato Takumi, *Gendai-media-shi* (History of Modern Media), Iwanami Shoten.
3. Shimaoka Hajime et al., *Popyura TV* (Popular TV), Fujinsha.
4. Sato Takumi (ed.), *Seinen to zasshi no ogon-jidai* (Younger Generations and the Golden Age for Magazines), Iwanami Shoten.

Course Method

The instructor will conduct the course using a lecture format.

Evaluation/Assessment

Students will be evaluated on the basis of a comprehensive assessment of exams that measure the degree of understanding of the lecture content (60%), and “response papers” written at the end of each lecture (40%; taking into account absences).

Grading

40%	Response papers
60%	Regular exams

Course Schedule

The information society is not a recent phenomenon, but rather emerged out of the establishment of various media and a corresponding series of adjustments to the social organization. Accordingly, the course reviews media transformation and its social significance across the modern and contemporary periods, and adopts a structure that highlights the nature of today’s information society while also taking into account problems such as nationalism and globalism.

Week 1:

Is information synonymous with mass media? – A non-common sense approach to media theory

Week 2:

Establishment of the modern nation-state – Elementary schools as a massive, nationalized media institution

Week 3:

Integration/division of citizens – Functions of slide projectors, telegraphy, telephone and radio

Week 4:

Mobilization supported by motion pictures – Germany and Japan during World War II

Week 5:

Memories and history manufactured by the media – Discussion of August 15 and September 2

Week 6:

The rise of TV and the Imperial Household – Rethinking the public opinion concept

Week 7:

Power lurking in everyday life – Definition of subliminal effects

Week 8:

Body and the media – Musical education, media, body, fashion

Week 9:

Media during times of disaster (1) – Great Hanshin earthquake (1995), Sea of Japan Heavy Oil Accident (1997)

Week 10:

Media during times of disaster (2) – Great East Japan Earthquake (2011), Kii Peninsula Heavy Floods (2011)

Week 11:

Community and media (1) – Functions and roles of regional newspapers

Week 12:

Community and media (2) – Functions and roles of local TV and cable TV

Week 13:

Community and media (3) – Functions and roles of community radio

Week 14:

Information wars – Emergence of the surveillance society

Week 15:

Modernity at present – Media research groups in anthropology

Preparation and Follow-up

- Read through the reference literature in preparation for class (approx. 1 hour).
- After attending the lectures, deepen your understanding of lecture content, handouts, and corresponding textbook and reference literature sections (follow-up: approx. 1 hour).