

COURSE DETAIL

MEDIA AND COMMUNICATION

Country

Japan

Host Institution

Keio University

Program(s)

Keio University

UCEAP Course Level

Upper Division

UCEAP Subject Area(s)

Communication

UCEAP Course Number

121

UCEAP Course Suffix**UCEAP Official Title**

MEDIA AND COMMUNICATION

UCEAP Transcript Title

MEDIA AND COMM

UCEAP Quarter Units

3.00

UCEAP Semester Units

2.00

Course Description

This course aims to understand the structural "power" of the media through examining how the media, people, and society affect one another. In addition, the course addresses public relations and communications so that students can foster media and digital competency to use "owned media" safely and effectively.

The course addresses the following topics:

1. Media and power: the danger of a single story; case studies
2. Media and gender
3. Media and ethnicity; case studies
4. Discourse analysis
5. Interactive communications in the Digital and SDGs age; case studies
6. Interactive Communications and Global PR campaigns

Language(s) of Instruction

English

Host Institution Course Number

N/A

Host Institution Course Title

MEDIA AND COMMUNICATION

Host Institution Campus

Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department

International Center

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