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 STUDIES: ENHANCE MEDIA AND DIGITAL COMPETENCIES IN THE AGE OF INTERACTIVE COMMUNICATIONS

Host Institution Course Details
https://www.ic.keio.ac.jp/en/files/2023/9/8/49b4206046a42a4972dde8e4aef13a14.pdf

Host Institution Campus
Keio University

Host Institution Faculty

Host Institution Degree

Host Institution Department
International Center

Course Last Reviewed
2023-2024

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