

Course Title	Lecture & Discussion on Social Issues A
Instructor	FUJIOKA, N.
Credit	2 Credits
Course Number	SOX3131

■ Course Objectives

The final objective of this course is to acquire knowledge of sociology in English and active English language skills. Students will learn widely about Globalization in English, make presentations on the individual topics in English, and cultivate the skills to debate actively.

■ Course Contents

A variety of examples and events will be examined under the topics of Globalization and Corporate Activities. Reading English newspapers and a textbook of sociology, students will think about how cross-border corporate activities are developed and about what types of new opportunities and problems are created. To begin with, an instructor will provide an explanation about examples and events in each lesson, and confirm the validity of the students' approach to the assignment. Secondly, a student in charge will give a brief presentation and ask and answer questions. For the remainder of the class, a discussion will be held all together or in groups. All classes will be conducted in English. I would particularly like to welcome well motivated students, even if it would be difficult for them to make presentations or to discuss in English at the beginning of a semester.

■ Course Schedule

1. Introduction
2. Rebranding Disney Stores
3. Intel's New Ad Campaign
4. Making Consumption "Sustainable"
5. Balancing Growth and Job Stability
6. New Strategies at Starbucks
7. Big Brands and Their Copycats
8. Getting Women into Boardrooms
9. Social Media and Airlines
10. Health Food Prospects in Asia
11. The New Outsourcing Movement
12. Changes in the Expatriate Haven
13. Final presentations (1)
14. Final presentations (2)

■ Study Required Outside of Class

Students will read a textbook on examples and events in each lesson in advance, work on their assignments, and prepare for the discussion. A student in charge in each lesson will prepare for a 10-15 minute presentation and a question and answer session.

■ Evaluation

Attendance, the approach to the assignment, participation in discussions (60%); Final presentation (30%); presentation in the assigned lesson (10%)

■ Textbooks

Materials will be provided by the instructor.

■ Readings

Silver, R. et al.. 2011. *Global Trends in Business*. (Kinseido)
Fulcher, J. and Scott, J.. 2011. *Sociology* (4th edition). (Oxford University Press)

■ Others (e.g.HP)

The class will be conducted in English; however, follow-ups outside of class hours will be carried out flexibly in Japanese as well as English.

Course Title	Lecture & Discussion on Culture A
Instructor	SANEMATSU, K.
Credit	2 Credits
Course Number	SOX3231

■ Course Objectives

The final objective of this course is to acquire knowledge of sociology in English and active English language skills. Students will learn widely about the culture of human society, make presentations on the individual topics in English, and cultivate the skills to debate actively.

■ Course Contents

In order to understand what culture is for human beings, students will learn the basic elements of culture. For the topic scheduled each week (refer to "Course Schedule"), first, an instructor will give a lecture; followed by discussion among students. Reading assignments and short reports will be set as homework. In addition, students will study their topics, make their final presentations, and submit their reports. All classes will be conducted in English.

■ Course Schedule

1. Course outline, Introduction, Orientation
2. What is culture?
3. Aspects of culture
4. What is language?
5. Language and culture
6. Love and marriage
7. Family and society
8. Religion
9. The UK culture
10. American culture
11. Japanese culture
12. Cultural relativism and multi-culturalism
13. Final presentations I
14. Final presentations II / Final report due

■ Study Required Outside of Class

Students will read materials about the topics in advance and prepare for the discussion. In addition, they will prepare a short report for submission.

■ Evaluation

Final Report (20%); Final Presentation (15%); Reading Assignments, Midterm Report (20%); Active Participation in class discussion (15%); Attendance (30%)

■ Textbooks

There is no specific textbook for the course. Reading materials made by the instructor will be distributed. At the lecture, PowerPoint will be used.

■ Readings

Instruction will be given in class as needed.

■ Others (e.g.HP)

Instructor's website:

<http://www.rikkyo.ne.jp/grp/arawak/latina/index.htm>

Course Title	Lecture & Discussion on Media and Communication A
Instructor	SANEMATSU, K.
Credit	2 Credits
Course Number	SOX3331

■ Course Objectives

The final objective of this course is to acquire knowledge of sociology in English and active English language skills. Students will learn widely about issues and challenges about modern society, make presentations on the individual topics in English without any difficulty, and cultivate the skills to debate actively.

■ Course Contents

The textbook *Different Perspectives* (Kinseido, 2014) will be used. For the topic scheduled each week (refer to "Course Schedule"), first, there will be practice focusing on reading of the textbook; subsequently, explanation of the topics will be given by an instructor. And then, students will hold a discussion. Reading assignments and short reports will be set as homework. In addition, students will study their topics, make their final presentations, and submit their reports. All classes will be conducted in English.

■ Course Schedule

1. Course outline, Introduction, Orientation
2. East Japan Great Earthquake
3. Animals and symbiosis
4. Immigrants
5. Islam and women
6. Gender
7. Gun and society
8. Social network
9. Today's Japanese family
10. Environmental protection
11. History and slavery
12. Special class: Islam
13. Final presentations I
14. Final presentations II / Final report due

■ Study Required Outside of Class

Students will read materials in the textbook in advance and prepare for the discussion on the topic. In addition, they will prepare a short report.

■ Evaluation

Final Report (20%); Final Presentation (15%); Reading Assignments, Midterm Report (20%); Active Participation in class discussion (15%); Attendance (30%)

■ Textbooks

2014. *Different Perspectives: Understanding Current World Issues*. (Kinseido)

■ Readings

Instruction will be given in class as needed.

■ Others (e.g. HP)

Instructor's website:

<http://www.rikkyo.ne.jp/grp/arawak/latina/index.htm>

Course Title	Studies of Contemporary Society A <Sociological thinking about life courses>
Instructor	VINKEN, H.
Credit	2 Credits
Course Number	SOX3411

■ Course Objectives

The goal of this course is to introduce basic sociological thinking by looking at the sociological determinants of life courses and by using the life stories of the students themselves. Students will be able to demonstrate that they recognize social determinants of (their) life course and what makes their life course different from youths and generations from other social backgrounds, historical times and cultures.

■ Course Contents

Students engage with the lectures by preparing and presenting their life story in a structured way. Being able to tell your life story is a basic attribute in advanced societies. Being able to discern and reflect on the basic (sociological) determinants of one's life is important in this process. Student will be invited after each class to write shortly (1 A4 max.) about their life from the perspective of the theme of next weeks' class. In the next class they will learn theoretical perspectives of that theme and process this in their written life story. Also they will, again, add reflections in this written life story building on the theme of the next class. This is repeated until the final sessions with student presentations.

■ Course Schedule

1. Class orientation, course guidance, and introducing key concepts
2. Discussing students' life stories based on concepts of last class' on next class theme
3. Sociological determinants of life courses; an emerging choice biography?
4. Discussing students' life stories based on concepts of last class' on next class theme
5. How did you grow up? Life courses and family cultures
6. Discussing students' life stories based on concepts of last class' on next class theme
7. What is your lifestyle? Life courses and your social networks
8. Discussing students' life stories based on concepts of last class' on next class theme
9. Are you part of a youth and generational culture? Life courses in different generations
10. Discussing students' life stories based on concepts of last class' on next class theme
11. Is your life course Japanese? The impact of 'national' culture on life courses
12. Discussing students' life stories based on concepts of last class' on next class theme
13. Student presentations, peer and teachers' feedback
14. Student presentations, peer and teachers' feedback

■ Study Required Outside of Class

Students are required to read a limited number of key journal articles which will be provided by the teachers for each following class. Students are required to write about their life in a structured way (see Course Content). In the final sessions they will reflect on all concepts they acquired during the course, make a final presentation, and hand in a paper about their biography linked to theories they learned. The paper is the outcome of reflections on themes processed during the course. It is written for the whole duration of the course. The final assessment is based on this paper.

■ Evaluation

Attendance / participation (30%); English presentation (30%); Reports in the class (40%)

■ Textbooks

Reading list will be provided in the class

■ Readings

To be announced in each class

Course Title	Studies of Contemporary Society B <Special Topics in Advertising>
Instructor	HONG, Y.
Credit	2 Credits
Course Number	SOX3411

■Course Objectives

The goal of this course is to introduce various hot topics in advertising field to the students. Students are expected to gain professional knowledge from different campaigns (ads) which were executed in traditional media or online media.

■Course Contents

The course will demonstrate the hierarchy effects of advertising (cognitive, affective & conative effects) first, and then introduce various hot issues in advertising fields to the students. Students will read and discuss advertising research papers, as well as draw on personal experience to explore the cognitive, affective and conative effects of different ad appearances.

■Course Schedule

1. Introduction and guidance for the course
2. Advertising Objectives: Cognitive, Affective & Conative
3. Learn-Feel-Do Model vs. Feel-Learn-Do Model vs. Learn-Do-Feel Model vs. Do-Feel-Learn Model
4. The strategy of a successful campaign— “Got Milk”
5. Printed Ads & TV commercials for “Got Milk”
6. Product placement (Embedded marketing)
7. Product placement in Movie vs. in TV News vs. in TV Drama
8. Political advertising—Definition, Effects, & Research
9. Political advertising in the U.S., Japan & Taiwan
10. Midterm Exam
11. Pop-up ads vs. Button ads
12. Creative determinants of viral video viewing
13. Triple H for Viral Marketing
14. Final Presentation : Provide good examples of ads (or campaign) which have cognitive, affective or conative effects on you

■Study Required Outside of Class

Students are required to read the supplemental materials provided by the teacher for the following week’s class in advance. All of them are expected to participate actively in class and express their opinions on the topics being discussed.

■Evaluation

Final Presentation (30%); Midterm Test (40%); Attendance, participation and discussion (30%)

■Textbooks

There is no fixed textbook for the class. The instructor will provide the teaching materials (video clips, PPT files, academic papers, etc.) as references.

■Readings

To be announced in class.

Course Title	Sociology of News 1 < Journalism in the Digital Age >
Instructor	HWANG, S.
Credit	2 Credits
Course Number	CMS3310

■Course Objectives

To learn about the principles of journalism and the sociological theory of the news. Then, to develop the critical analytical skills for journalism and public opinion, referring to the recent discussion about journalism in the digital age when the Internet and social media have become common and about what Public Opinion should be.

■Course Contents

The history and the current state of journalism will be introduced in the light of sociology. Then, the discussion about what Journalism in the digital age should be will be addressed. In parallel with the lectures, students will work on an assignment to do a comparative analysis of the activities of journalism (such as the newspapers and the TV news) not only in Japan but also other countries and prepare a final report.

■Course Schedule

1. Introduction: Reading News in Class
2. What is News in Japan?
3. Is Journalism in Japan Powerful?
4. Workshop for Finding Your Theme
5. Issues in Japanese Journalism Part 1: Political and Organisational Culture, Source etc.
6. Issues in Japanese Journalism Part 1: Narratives,
7. Overview of History of Online Journalism in Japan
8. Critical Issues in Japanese Online Journalism
9. Overview of History of Journalism Principles
10. Journalism Principles in the Digital age Part 1
11. Journalism Principles in the Digital age Part 2
12. Debate: Current Issues in Japanese Media and Public Opinion Part 1
13. Debate: Current Issues in Japanese Media and Public Opinion Part 2
14. Final Presentation: Provide your analysis and thought on the topic.

■Study Required Outside of Class

Students are required to read the course reading materials provided by the teacher. Students are also expected to read newspapers in Japanese and English to be well aware of current issues during the class term.

■Evaluation

Final Report (40%); Mid-Term Report (20%); Attendance and Participation (20%); Oral Presentation (20%)

■Textbooks

Riordan, Kellie. 2014. Accuracy, Independence, and Impartiality: How legacy media and digital natives approach standards in the digital age. Reuters Institute for the Study of Journalism
Course reading materials will be announced in class.

■Readings

Hallin D. & P. Mancini. 2004. *Comparing Media Systems: Three Models of Media and Politics*. (Cambridge University Press)

Hallin D. & P. Mancini. 2011. *Comparing Media Systems Beyond the Western World*. (Cambridge University Press ISBN:1107699541)

マーティン・ファクラー、2012、『「本当のこと」を伝えない日本の新聞』、(双葉社 ISBN:457515394X)

Gamble A. & T. Watanabe. 2004. *A Public Betrayed: An Inside Look at Japanese Media Atrocities and Their Warnings to the West*. (Regnery Pub ISBN:0895260468)

Rausch, Anthony S.. 2014. *Japanese Journalism and the Japanese Newspaper: A Supplemental Reader*. (Teneo Press ISBN:1934844705)

Freeman, Laurie Anne. 2000. *Closing the Shop: Information Cartels and Japan's Mass Media*. Princeton (Univ Pr ISBN:0691059543)

To be announced in class.

■Others (e.g.HP)

Although the language of instruction is Japanese, English is also used in the class. Students who don't have enough Japanese language ability are encouraged to take this course, being allowed to participate in class activities such as in-class discussion and term paper writing etc. in English