

# 愛知東邦大学 シラバス

開講年度(Year)	2023年度	開講期(Semester)	後期
授業科目名(Course name)	American Media Culture		
担当者(Instructors)	Jordan Johnson	配当年次(Dividend year)	2
単位数(Credits)	2	必修・選択(Required / selection)	選択必修

<p>■授業の目的と概要(Course purpose/outline)</p> <p>We will work towards gaining a deeper understanding of American culture by consuming, participating in, and analyzing a variety of American media, such as television, film, social media, video games, and online digital communities. We will also consider how American media--and therefore American culture--is imported around the globe and the effect(s) this has, with special emphasis on Japan.</p>
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<p>■授業形態・授業の方法(Class form)</p> <p>授業形態(Class form)</p> <p>授業の方法(Class method)</p>	<p>演習</p> <p>You will be learning about American media and culture while also studying English vocabulary. Each lesson will have a set topic/question which will be explored with theories and real-world examples. Outside of class, you will synthesize what we have learned in class by completing online tasks and review/reflection assignments.</p> <p>In the second half of the class, you will work in small groups to create a final media project. This will include the planning, storyboarding, filming, and editing of a 5-7 minute short film. Groups are able to freely choose the topic/content of their final media project, but it must follow the Hero's Journey narrative structure that we will observe and analyze in Lesson 5, 6, and 7.</p> <p>NOTE: This class is in English only.</p>
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■ 各回のテーマとその内容(Each theme and its contents)			
回数(Num)	テーマ(Theme)	内容(Contents)	メディア区分(Media)
第1回	Class Introduction	Get to know the instructor. Class outline and goals/expectations. How to complete assignments. Explanation of class assignments and grading. Distribution of class materials.	<input type="checkbox"/>
第2回	The Attention Economy	How do we allocate our attention and choose which media to consume?	<input type="checkbox"/>
第3回	Entertainment Television	How have American reality TV shows changed the way that people watch TV around the world?	<input type="checkbox"/>
第4回	Televised News	How have the boundaries between news and entertainment changed over time?	<input type="checkbox"/>
第5回	American Film	How did Hollywood become the film/entertainment capital of the world and what effect did it have on 20th century America?	<input type="checkbox"/>
第6回	The Hero's Journey	What do films such as Star Wars (1977), Harry Potter (2001), and Moana (2016) all have in common?	<input type="checkbox"/>
第7回	Film Screening	Watch and critically analyze an American film. What are the 12 stages of the Hero's Journey?	<input type="checkbox"/>
第8回	Review the Attention Economy & Final Media Projects	Review key concepts, themes, and vocabulary from the first half of the class. Begin the Media Project.	<input type="checkbox"/>
第9回	The Sharing Economy	Who creates, consumes, and distributes new media?	<input type="checkbox"/>
第10回	Social Media & Final Media Projects	What influence has Facebook had on global media and society?	<input type="checkbox"/>
第11回	Shared Cultural Experiences (US, Japan, France) & Final Media Projects	What is the role of American media when we imagine a global transnational media?	<input type="checkbox"/>

第12回	Internet Culture / Memes & Final Media Projects	Can international businesses harness the power of American internet culture and memes?	<input type="checkbox"/>
第13回	Video Games & Final Media Projects	Are there business lessons to be learned from mobile and free-to-play video games?	<input type="checkbox"/>
第14回	Digital Communities & Final Media Projects	What is the 'Metaverse', will it succeed, and how will it work?	<input type="checkbox"/>
第15回	Review the Sharing Economy & Final Media Projects	Review key concepts, themes, and vocabulary from the second half of the class. Screen the final Media Projects.	<input type="checkbox"/>

#### ■授業時間外学習（予習・復習）の内容(Preparation/review details)

① PREPARE for the next lesson by studying key vocabulary and completing assigned readings/videos (about 2 hours). ② REVIEW materials and vocabulary from the previous lesson while completing assigned tasks (about 2 hour).

#### ■課題とフィードバックの方法(Assignments/feedback)

All assigned tasks must be submitted online before the start of the next lesson. All tasks and assessments will be returned with a score, comments, and advice. You should carefully review these comments/feedback and apply them in future lessons and tasks. Email or visit the instructor in his office to get additional help.

#### ■授業の到達目標と評価基準(Course goals)

区分(Division)	DP区分(DP division)	内容(DP contents)
思考力・判断力・表現力	◆ 2021国際ビジネスDP2	◆ Consider the influence and changing role of American media on Japanese society. ◆ Accurately use appropriate media-related vocabulary in English. ◆ Demonstrate a basic understanding of American media by planning and creating a media project.

#### ■成績評価(Evaluation method)

筆記試験(Written exam)	実技試験(Practical exam)	レポート試験(Report exam)	授業内試験 (in-class exam)	その他(Other)
0%	0%	0%	100%	0%

#### 授業内試験等(具体的内容)(Specific contents)

The group final media project will be evaluated on: (1) Preparation and effort leading up to project submission, (2) The quality and creativity of the project's technical aspects and narrative content, and (3) Application of the Hero's Journey and other American media and cultural topics explored in class.

#### ■テキスト(Textbooks)

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	None (all materials will be distributed in class and posted online)	
2		
3		
4		
5		

#### ■参考図書(references books)

No. (No.)	テキスト名など(Text name)	ISBN(ISBN)
1	None (all materials will be distributed in class and posted online)	
2		
3		
4		
5		