

Course Title 科目名	[Special Topic] Organizational Communication and Discourse 【特殊講義】コミュニケーション学演習V			Instructor 担当者	KIYOMIYA, Toru 清宮 徹		
Semester 学期	Fall 2022	Language of Instruction 使用言語	ENG 英	Credits 単位	2	hrs/wks 時間数/週	2

【Course Objectives: 授業の到達目標】

This seminar is designed for graduate students to study organizational communication. Throughout this course, you will learn the basic theories of organizational discourse and how they are applied to marketing from critical perspectives. This class emphasizes practical knowledge and skills which are developed through a variety of assignments linked with real business and organizational problems.

【Course Summary: 授業の概要】

This class focuses on the issues of external organizational communication in terms of organizational discourse. Messages delivered from companies are crucial in contemporary business practices. It is significant to consider how messages are related to power in business and organizations while traditional management focuses mainly on efficiency and profits. This course offers alternative views to study business and organizations.

【Study Required outside Class (Preparation etc): 事前・事後学習】

The students are expected to present a book chapter and a literature review. In addition, the students need to collect and illustrate a specific discourse data as an assignment.

【Class Outline: 授業計画(各回の授業内容)】

Session 1	Orientation: Studying communication from a discourse perspective
Session 2	What is organization? What is discourse?
Session 3	Doing discourse analysis from critical perspectives [Ch. 1]
Session 4	Critical marketing research [Ch. 2]
Session 5	Power / knowledge, governmentality [Ch. 3]
Session 6	Power / knowledge, governmentality [Ch. 3]
Session 7	Study governmental discourse [Ch4]
Session 8	Study governmental discourse [Ch4]
Session 9	Founding the power/knowledge of marketing [Ch. 5]
Session 10	Founding the power/knowledge of marketing [Ch. 5]
Session 11	Consolidating the power/knowledge of marketing [Ch. 6]
Session 12	Consolidating the power/knowledge of marketing [Ch. 6]
Session 13	Elaborating the power/knowledge of marketing [Ch. 7]
Session 14	Elaborating the power/knowledge of marketing [Ch. 7]

【Required Textbooks and Course Materials: 教科書(購入必須)】

Skålén, P. and Fougère, F. "Marketing Discourse: A Critical Perspective" (Routledge, 2007)
Available in the Moodle.

【Recommended Textbooks and Course Materials: 参考図書】

Hoffman, M. F. & Ford, D. J. (2010). Organizational Rhetoric: Situation and Strategies. Sage Publication
Cornelissen, J. (2011). Corporate Communication: A Guide to Theory and Practice. London: Sage.

【Grading Criteria: 成績評価の方法】

Chapter presentation (20%); Literature review paper (30%); Collecting discourse data (50%)

【Note: 履修上の注意】

This is a first year level of the graduate course.