Stanford Program in Kyoto Course Offerings – Spring Quarter 2027

フィールドトリップが講義時間外（平日、週末含む）にも実施される予定です。フィールドトリップも講義の一環となり、日時の確定は、学期開始後となります。

Exploring Japan's Media Landscape
by Professor James Hamilton
Monday, 3rd (13:10-14:40) & 4th (14:55-16:25)

This course will examine Japanese media through the lenses of economics, politics, and media studies. A key goal: understand the forces that shape the creation of content across different demands that individuals in Japan have for information as consumers, producers, entertainment seekers, and voters. Broad themes include the ways that markets transform information into news, the operation of the marketplace of ideas, the economics of digital entertainment markets, and the operation of social networks. Distinctive features of Japanese media include anime, manga, national newspapers, and the NHK public broadcasting system. (Note: no previous study of economics, politics, or media studies required).

Professor James Hamilton is Vice Provost for Undergraduate Education, Hearst Professor of Communication, and Director of the Journalism Program at Stanford University. His most recent book is You Got In! Now What? 100 Insights into Finding Your Best Life in College (Radius Book Group, 2025). For his accomplishments in research, he has won awards such as the David N Kershaw Award of the Association for Public Policy Analysis and Management, the Goldsmith Book Prize from the Kennedy School's Shorenstein Center (twice), the Frank Luther Mott Research Award (twice), the Tankard Book Award, and a Center for Advanced Study in the Behavioral Sciences Fellowship.