

社会学演習 III

Syllabus Number

SEM-401

Compulsory 2
credit

YOKOTE, Takuji

1. Course Description

I will instruct research activities for graduation. This class focuses on the impact of media communication in modern societies characterized by the Internet, diverse consumer preferences and complicated communication tools. Students will learn various techniques used in media communication that inspire consumers' willingness to buy. Examples of research targets include copy writing or advertisement design.