

Course Title	LAS301 World Ethnography	Instructor(s)	D Occhi, PhD
		E-mail	docchi@miu.ac.jp
Class Style	Lecture	Office Hours	M 13:00 - 14:30 or by appointment; W 13:00 – 14:30 please email me
Track	Social Sciences	Mode of Instruction	Solo taught
Credits	2	Allocated Year	2025
Active Learning	Category 4 – (1): Interactive Lectures Category 4 – (7): Spoken and written summaries / paraphrases Category 3- (2): Pause for reflection Category 1 – (1): Self-assessment Category 4 – (9): Pair and group work Category 1 – (5): Journals	Compulsory or Elective	Elective
Overview	Examines the concept of culture and anthropological approaches to understanding other cultures. Compares different ethnographies in diverse cultures, with special attention to research methodologies, data analysis, and academic writing.		
Objectives	Ethnography is a valuable method of social science research that yields insights into various cultures and into the concept of culture itself. We will investigate ethnography and its relevance to society, especially as it is used in business and public policy contexts, in contrast to classic ethnographies. We will use a mix of reading, videos, discussion, and writing to analyze the processes involved from data collection to presentation, to strengthen students' academic skills.		
Prerequisite			
Schedule	No	Contents	Homework
	1	Introduction of course, syllabus, Moodle, and journal work	Review and write journal entry
	2	Case studies: Participant Observation (MIT video/reading)	Review and write journal entry
	3	Ethics in Anthropology & MIU senior thesis ethics framework	Complete form & journal
	4	Theory of Cultural Roles: Goffman's dramaturgical approach	Review and write journal entry
	5	Application of Goffman: Ethnography of Inemuri	Review and write journal entry
	6	Midterm #1 and Nonverbal Language/Behavior introduction	Review and write journal entry
	7	Methodologies: Cultural Narratives of Nonverbal Behavior	Review and write journal entry
	8	Methodologies: Hymes' SPEAKING model with examples	Review and write journal entry
	9	Methodologies: Focus Groups design & implementation	Review and write journal entry
	10	Application of Focus Groups: Small Group Practice	Review and write journal entry
	11	Midterm #2 and Feedback on Small Group Practice	Review and write journal entry
	12	Case studies: Ethnography in Corporate Contexts 1 (UX)	Review and write journal entry
	13	Case studies: Ethnography in Corporate Contexts 2 (Branding)	Review and write journal entry
	14	Methodologies: Netnography and Digital Ethnography	Review and write journal entry
	15	Case studies; Netnography of Social Movements	Review and write journal entry
	Final Exam		
Grading	In-class participation 15%, Homework 15%, In-class quizzes 30%, Service learning 15%, Comprehensive final examination 25%		
Textbooks	Course materials and resources will be distributed in class or accessed via Moodle.		
References			
NOTES	<p>A B5 notebook and pencil or pen are required for note taking along with a two-ring binder to store papers. Readings are stored on the course Moodle; students will need internet access and a PC. A charged cell phone is necessary; students may use Quizlet in class and for study. The instructor reserves the right to make changes to this syllabus as needed. Plagiarism and/or use of AI will earn an F grade.</p> <p>An English-English dictionary and Japanese-English, English-Japanese (or English-your home language) dictionary are recommended.</p> <p>Course materials and resources will be accessed via Moodle.</p>		

STUDENT RESPONSIBILITIES:

- If you do not attend a class during add/drop week for unexcused reasons, your place may be given to a waitlisted student.
- You must do your own work. Copying from classmates, use of AI, translation software, etc. will earn an F grade.
- You are expected to inform the instructor in advance if you must miss a class. If you miss a class, you are expected to obtain missing materials and catch up by talking to other students and the instructor as soon as possible.
- Excused absence from class (in case of illness or family emergency) requires a written notice from Student Affairs within 7 days. All other absences from class will be considered “unexcused”. Missed quizzes/tests require excused absence for makeup.
- If you are not in the classroom when the instructor takes attendance, you will be marked as late. 3 late attendances = 1 absence. 30 min late = 1 absence. 4 or more unexcused absences can earn a grade of F (Fail).
- Assignments completion: It is your responsibility to attend all classes, to participate actively as a member of the class, and to complete and hand in all assigned work as required to pass this course.

LEARNING ENVIRONMENT:

- I will make efforts to address the different learning styles of students in the class. There will be a combination of whole-class activities, individually based activities, small group work, and lecture.
- Students and instructors will work together to create a safe learning environment for everyone. Harassment or bullying will not be tolerated.
- This course will aim to follow the OECD Learning Compass 2030.

REASONABLE ACCOMMODATIONS:

- It is our goal that all students have an effective learning environment. Please let me know all necessary accommodations needed to make the class fully accessible as soon as possible so needs can be met.

The instructor reserves the right to make changes to this syllabus at any time.