

講座  
A5

京田辺キャンパス 知真館  
2号館102教室

グローバル・  
コミュニケーション学部

開催  
日時

11.11(土) 10:45~12:15

ウチノ クリスタル キミ  
Uchino Crystal Kimi 助教

### Decoding the world around us ※この講義は英語で行われます

In our daily lives, each of us must navigate a complex media landscape. This lecture explores the process in which media messages are created, distributed, and interpreted by audiences. Together we will look at recent media examples to understand various techniques used to create meaning, including visual imagery, language, and sound. From there we will explore the various factors that can influence how audiences interpret media messages, including social and cultural context, personal biases, and the ways in which individuals negotiate their own meaning-making.