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## 文学与新闻传播学院简介

文学与新闻传播学院是中南民族大学最早设立的教学科研单位之一，其办学历史可以追溯到学校 1951 年建校之初的“文化班”。现有中国语言文学 1 个一级学科博士点；中国语言文学、新闻传播学 2 个一级学科硕士点，民俗学（含民间文学）1 个二级学科硕士点；新闻与传播、汉语国际教育 2 个专业硕士学位点；汉语言文学、汉语国际教育（中国语言文学类），新闻学、广告学、广播电视学（新闻传播学类）5 个本科专业，汉语言文学本科专业是国家特色专业、湖北省品牌专业和湖北省专业综合改革试点专业。新闻学专业获批湖北省“荆楚卓越新闻人才协同育人计划”项目。其中汉语国际教育专业还开设了国际班，招收外国留学本科生、研究生。

教职员工 84 人，其中教授 26 人，博士生导师 10 人，硕士生导师 39 人；联合国教科文组织授予“民间工艺美术家”称号 1 人，全国模范教师 1 人，享受国务院政府津贴专家 3 人，湖北省教学名师 1 人，享受湖北省政府津贴专家 3 人，博士学位获得者 47 人，有 17 名教师曾赴美国、俄罗斯、日本、韩国和南非等国从事科学研究或学术交流。近年来，承担国家社科基金重大招标项目 2 项，教育部重大攻关项目 1 项，国家社科基金一般项目和青年项目 24 项；在《中国社会科学》《文学评论》《哲学研究》《文学遗产》《民族研究》《文艺研究》《新闻与传播研究》等权威期刊发表了一批具有影响力的学术论文；获得省部级社会科学优秀成果奖 11 项。

中国语言文学一级学科是湖北省重点学科。中南少数民族审美文化研究中心是湖北省人文社会科学重点研究基地。中南少数民族语言文学研究团队是国家民委重点科学研究团队。中国少数民族语言文学教学团队是国家民委重点教学团队。民族文化影像传播实验教学中心是湖北省重点实验教学示范中心。新闻传播实验教学中心是湖北省实验教学示范中心。学院建有非线性编辑实验室、广播节目编辑实验室、虚拟演播实验室、新闻广告综合实验室和摄影实验室，与政府部门、新闻媒体、企业单位合作建有 30 多个学生实习实训基地。

目前在读本科学学生 2014 人，硕士研究生 242 人，博士研究生 8 人；外国留学本科生 24 人，外国留学研究生 6 人。近些年来学院毕业生出国留学、攻读更高学位的比例逐年上升，毕业生就业率保持在 90%以上，多次荣获中南民族大学“就业工作先进单位”称号，众多毕业生已经成为党政机关、事业单位、大中型企业、媒体、广告公司的中坚力量，获得社会广泛赞誉。

## Introduction to the School of Literature, Journalism & Communication

The School of Literature, Journalism & Communication is one of the earliest teaching and research institutions established by the South-central University for Nationalities. Its history can be traced back to the “Cultural Instruction Class” in 1951 when the university was established. Presently there is 1 first-level doctoral program in Chinese Language and Literature, 2 first-level master programs respectively in Chinese Language and Literature, and Journalism and Communication, 1 second-level master program in Folklore (including folk literature). In addition, there are 2 professional master programs respectively in News and Communication, and Chinese International Education. There are 5 undergraduate programs in Chinese Language and Literature, Teaching Chinese to Speakers of Other Languages (TCSOL) (Chinese language and literature), Journalism, Advertising, and Radio and Television (journalism and communication category). The undergraduate program Chinese Language and Literature is a national featured discipline, a provincial brand discipline, and provincial pilot discipline for comprehensive reform. The undergraduate program Journalism was granted the “Jingchu Excellent News Talent Collaborative Talents Cultivation Program” in Hubei Province. Among them, the Chinese International Education program sets international classes to recruit international undergraduate and graduate students.

There are 84 faculty and staff members, including 26 professors, 10 doctoral tutors and 39 master tutors. 1 teacher was awarded "Folk Artist" by UNESCO. There is 1 national model teacher, 3 experts subsidized by the State Council, 1 "Prominent Educator" of Hubei Province, 3 experts subsidized by the Hubei Provincial Government, and 47 doctoral degree holders. 17 teachers have paid visits to the United States, Russia, Japan, South Korea and South Africa for scientific research or academic exchanges. In recent years, the faculty has undertaken 2 key bidding projects of the National Social Science Fund, 1 key research project of the Ministry of Education, 24 general projects and youth projects funded by the National Social Science Fund. They have published a number of influential academic papers in authoritative journalisms such as “Social Sciences in China”, “Literary Review”, “Philosophical Research”, “Literary Heritage”, “Ethno-national Studies”, “Literature & Art Studies”, and “Journalism & Communication”. Altogether they have been granted 11 awards for outstanding achievements in social science at provincial or ministerial levels.

The first-level discipline, Chinese Language and Literature, is a key discipline in Hubei Province. The Research Center of Aesthetics for Ethnic Minorities in Central and Southern China is a key research base for humanities and social sciences in Hubei Province. The Research Team of Languages and Literature of Ethnic Minorities in Central and Southern China is a key scientific research team of the State Ethnic Affairs Commission. The Teaching Team of Chinese Minority Language and Literature is a key teaching team of the State Ethnic Affairs Commission. The Experimental Teaching Center of Ethnic Culture Image Communication is a key experimental teaching demonstration center in Hubei Province. The Experimental Teaching Center of News and Communication is an experimental teaching demonstration center of Hubei Province. The school has a non-linear editing laboratory, a radio program editing laboratory, a virtual studio laboratory, a news and advertising comprehensive laboratory and a photography laboratory. It has established more than 30 internship bases with government departments, news media and enterprises. .

Currently, the school has an enrollment of 2014 undergraduate students, 242 master candidates and 8 doctoral candidates, 24 international undergraduate students and 6 international master candidates. In recent years, the proportion of graduates studying abroad or studying for higher degrees has increased year by year, and the employment rate of graduates has remained above 90%. The school has been awarded the title of “Advanced Unit for Employment Work” for several times by the university. Many graduates have become backbones in government institutions, public institutions, large and medium-sized enterprises, mass media and advertising companies, winning wide acclaim from the society.

## 汉语言文学专业

汉语言文学专业是我校历史最悠久的专业之一，是我校国家级特色专业建设点、湖北省品牌专业建设点和湖北省专业综合改革试点单位。通过课内外教学，使本专业学生掌握语言文学的基本知识和基本理论，并掌握新闻出版、历史、哲学、艺术等相关学科知识，具备较高的文学修养、鉴赏能力、演说能力和熟练的文字表达能力，适宜在大中专院校、科研机构、新闻出版和机关、企事业单位从事教学、科研、新闻采编、网络编辑等文化宣传和文秘工作。目前本专业在校本科生约 800 人。本科，学制四年，按中国语言文学类招生，毕业时若符合学位授予条件，即授予文学学士学位。

## Chinese Language and Literature

The Chinese Language and Literature specialty is one of the oldest ones in the university. It is a national featured specialty constructed by the university, and a pilot discipline for comprehensive reform in Hubei Province. Through the in-class and out-of-class teaching, the students will master the basic knowledge and basic theories of language and literature, and master the relevant knowledge of journalism, history, philosophy, art, etc., They are competent with high literary accomplishment, appreciation ability, speech competence and skilled writing. They are qualified for jobs of teaching, research, news editing, network editing, and secretarial work, etc. in colleges and universities, scientific research institutions, press and publishing organizations, governments, and enterprises. At present, there are about 800 undergraduate students in this discipline. The schooling period for undergraduates is generally years. Students are enrolled into the disciplinary category Chinese Language and Literature. When they meet the qualifications for graduation, they will be awarded the degree Bachelor of Arts.

## 汉语国际教育专业

中南民族大学汉语国际教育专业创办于 2005 年，于 2007 年正式招收本科生，于 2018 年招收专业硕士研究生。每年有中外本科生和专业硕士研究生近 200 人。本专业以“厚基础、宽口径、重教法、强能力”为培育理念，培养具有扎实的汉语和中国文化基础，具有较高外语水平，能熟练运用对外汉语教学的知识、理论和方法来开展多种层次的汉语教学工作、管理工作和其他有关涉外工作，

能胜任传播汉语和中国文化的专业型、应用型及复合型人才。本专业国际化程度高，重视实践能力和国际视野的培养。每年资助大量学生出国交换，并建有国外美国威斯康星大学孔子学院、哈中语言学院，国内中南财经政法大学、中国地质大学留学生教育学院，武汉实验外国语学校，校内国际教育学院、民族班等 10 余处实习基地，供学子们进行国际化教学实践和文化传播。本专业拥有一支实力雄厚，年龄结构合理，充满活力，具有国际化视野的教学科研队伍。现有教授 6 人，其中享受国务院政府津贴 1 人，博士生导师 2 人，湖北省有突出贡献专家 2 人；副教授 4 人，其中校级学术带头人 2 人，硕士生导师 10 人；讲师 10 人，校级教学标兵 1 人。博士学历达到 90%。有 10 余名教师具有海外教学经历。还聘请了一批中外知名学者、作家为客座教授。近年来，本专业教师承担国家社科基金 6 项，省部级社科项目 10 余项，国家冷门绝学基金项目 1 项，在人民出版社、中国社会科学出版社出版了一批学术专著，在《语言教学与研究》、《汉语学报》、《民族语文》、《语言文字应用》、《语言研究》等刊物发表了一批有影响的学术论文。目前，汉语国际教育专业已培养 600 多名毕业生，就业率达到 95%，考取 985、211 名校及香港地区与国外高校的硕士、博士研究生占比 25%。本专业学生在各级各类大赛中，获得多项大奖，多名本科生毕业论文获得校级、省级优秀。此外，大量毕业生赴海外孔子学院、语言机构从事汉语教学工作，为本专业赢得了声誉。

## Teaching Chinese to Speakers of Other Languages (TCSOL)

The undergraduate program Teaching Chinese to Speakers of Other Languages (TCSOL) of South-Central University for Nationalities was established in 2005. It officially recruited undergraduate students in 2007, and recruited professional graduate students in 2018. There are about 200 undergraduate and postgraduate students both from home and abroad each year. With the educational conception of “solid foundation, wide output, high-quality education and strong ability”, this specialty cultivates professional, practical and versatile talents qualified for spread of Chinese language and culture in Chinese teaching, management and other foreign-related work with their solid foundation in Chinese language and culture, and high level of foreign language, knowledge in TCSOL. The degree of internationalization of this specialty is comparatively high, and the students' development of practical skills and international horizon is emphasized. A large number of students are sponsored to take part in exchange programs abroad each year. More than 10 internship bases have been set up in educational institutions at home and abroad, such as the Confucius Institute at the University of Wisconsin, the Kazakhstan Chinese Language Institute, the International Education School of Zhongnan University of Economics and Law, the China the International

Education School of University of Geosciences, the Wuhan Experimental Foreign Language School, the International Education School of SCUN, and the ethnic minority class of SCUN. Students may conduct international teaching practice and cultural communication at the internship bases. There is a faculty team with strong abilities, reasonable age structure, vitality and international vision. There are 6 professors, 4 associate professors and 1 lecturer. Among them there is 1 expert with subsidy from the State Council, 2 experts with outstanding contributions in Hubei Province, 2 academic leaders at the university level, and 1 Teaching Model of SCUN. Altogether there are 2 doctoral supervisors and 10 master tutors. The doctoral degree holders make up 90% of the faculty team. More than 10 teachers have the experience of overseas teaching. The school also employs a number of well-known Chinese and foreign scholars and writers as visiting professors. In recent years, the faculty members have undertaken 6 projects of National Social Science Fund, more than 10 social science projects at provincial and ministerial levels, and 1 project of national "Less Popular Science" fund. A number of academic monographs have been published by the People's Publishing House and China Social Science Press. A number of influential academic papers have been published by "Language Teaching and Linguistic Studies", "Chinese Linguistics", "Minority Languages of China", "Applied Linguistics" and "Studies in Language and Linguistics", etc. At present, the specialty has cultivated talents amounting over 600, and the employment rate has reached over 95%. The number of students who continue with their masters and doctoral degrees in "985" and "211" universities in mainland China, in Hong Kong or universities abroad make up 25% of the total graduates. The students have won many awards in various competitions at various levels, and many undergraduate thesis papers have been granted excellent grades at the university or provincial levels. In addition, a large number of graduates have worked at the Confucius Institutes or other language institutes engaged in Chinese language teaching, winning reputation for the school.

## 新闻学专业

中南民族大学新闻学专业于 1995 年设立，2009 年获评校级品牌专业，2018 年入选湖北省“荆楚卓越新闻人才协同育人计划”。在 20 余年办学历史中，培养了 2000 余名新闻人才，积累了丰富的人才培养资源和办学经验，4 项成果先后获第六届（2009 年）、第七届（2013 年）和第八届（2018 年）湖北省高等学校教学成果奖。本专业以马克思主义新闻观为指导，坚持立德树人，顺应传媒业

新技术新业态，培养有理想、有本领、有担当的高素质新闻人才，服务国家和民族地区新闻事业发展，建设民族特色鲜明、能够代表全国民族高校新闻人才培养水平的一流本科专业。

## Journalism

The journalism specialty of South-Central University for Nationalities was established in 1995. In 2009, it was awarded the school-level brand specialty. In 2018, it was granted the “Jingchu Excellent News Talent Collaborative Talents Cultivation Program” in Hubei Province. In the history of more than 20 years, over 2,000 journalist talents have been brought up, and a wealth of talent cultivation resources and school experience have been accumulated. Four achievements have been granted awards in the sixth (2009), seventh (2013) and eighth (2018) sessions of Hubei Province Higher Education Teaching Achievement Award. Guided by Marxist journalism ideas, this specialty attaches importance to the virtues of the talents, conforms to the new technology and new development of the media industry, trains high-quality journalists with ideals, skills and responsibilities, serves the development of journalism in the country and ethnic regions. At present it is making every effort to build a national first-class undergraduate program with distinctive ethnic characteristics and capable of representing the high level of journalism talents cultivation nationwide.

## 广告学专业

中南民族大学广告学专业 1995 年获批创办，1996 年开始招生（专科），1999 年正式招生本科专业，学制四年，进校时按新闻传播大类招生，文理兼收，大二时按照学生兴趣自主选择专业（广告、新闻或广播电视）。学生学业成绩合格，授予文学学士学位。

广告学专业下设广告学教研室，是 2010 年湖北省“青年文明号”优秀团队、2014-2015 年度校级优良教风教研室。共有 11 名教师，其中，教授 4 名、副教授 5 名、讲师 2 名；博士 7 位、硕士 3 位、本科 1 位；有国外访学经历的教师 9 人，有业界从业经历的 6 人。入选湖北省名师工作室 1 人，入选全国万名优秀创新创业导师人才库 1 名，校级名师 2 人，校级优秀女教职工 1 名。

广告学专业深耕本科教学和教研。由张贤平教授领衔的《广告学概论》是省级精品课程和省级



精品资源共享课程,由徐红教授领衔的卓越广告专业人才教育培养计划为校级教学创新项目,在2016年本科专业专项评估中被学校评为良好。指导学生团队在全国大学生广告艺术大赛、中国大学生计算机设计大赛、大学生挑战杯等学科专业竞赛中,获得国家等级奖上百项。团队教师获得湖北省优秀教学成果奖1项,二等奖1项,三等奖1项。

广告学专业培养定位于广告策划与创意。创办以来,已经为媒体、广告公司、企事业单位输送了1500多名优秀毕业生,他们在各自工作岗位上做出了卓越成绩。其中有代表性的有中央电视台广告部段广宏、新华社周俊忠、深圳市九宫格广告有限公司兰天鹏等。

## Advertisement

The Advertisement specialty of South-Central University for Nationalities was established in 1995. In 1996, it enrolled the first batch of students (junior college students). In 1999, it enrolled undergraduate students. The schooling period is generally four years. Students are enrolled into the disciplinary category Journalism and Communication (students in both arts and science are acceptable). In the second year they select their own specialties according to their interest from the following three: Advertisement, Journalism, and Radio and Television. When they meet the qualifications for graduation, they will be awarded the degree Bachelor of Arts.

The Teaching and Research Section of Advertisement, is awarded "Excellent Team of 'Youth Civilization' "of Hubei Province in 2010, and "Excellent Teaching and Research Section" of SCUN in 2014-2015. There are 11 teachers, including 4 professors, 5 associate professors and 2 lecturers. Among them there are 7 doctoral degree holders, 3 master degree holders and 1 bachelor degree holder. 9 teachers have the experience of overseas exchange, and 6 have the experience in advertising industry. 1 was selected as a member of Prominent Educator's Studios in Hubei Province, and 1 was selected as one of the national top tutors for talents' innovation and entrepreneurship. There are 2 university-level "Prominent Educators", and 1 "Excellent Female Teacher" of SCUN.

The Advertising specialty attaches great importance to undergraduate teaching and scientific research. The "Introduction to Advertising" led by Professor Zhang Xianping is a provincial-level High-quality Course and a provincial-level High-quality Resource Sharing Course. The program Excellent Advertising

Talents Cultivation led by Professor Xu Hong, is a university-level innovation teaching project which ranked high in the undergraduate programs evaluation of SCUN. The student teams were instructed to take part in the National College Students' Advertising Art Competition, the Chinese University Students' Computer Design Competition, and the Chinese College Students' Challenge Cup Competition, winning hundreds of national awards. Teachers in the specialty have won 1 award for outstanding teaching achievements in Hubei Province, 1 second prize and 1 third prize.

The specialty aims at cultivating talents in advertising planning and creativity. Since its establishment, it has brought up more than 1,500 outstanding graduates to the mass media, advertising companies, enterprises and public institutions, etc. The graduates have made outstanding achievements in their respective jobs. Representatives include Duan Guanghong in Advertising Department of CCTV, Zhou Junzhong in Xinhua News Agency, and Lan Tianpeng in Shenzhen Jiugongge Advertising Co., Ltd..

## 广播电视学专业

广播电视学专业旨在培养未来社会所需要的德、智、体、美全面发展，具备广播电视新闻学基本理论和较宽广的文化科学知识，熟悉我国新闻、宣传政策与法规，素质高、能力强并富有创新精神，能在广播电视及其他新闻宣传部门和企事业单位，从事编辑、采访、节目主持与管理等工作以及其他文化传播工作的复合型高级专门人才。培养过程要求学生，能够系统掌握新闻传播学理论及相关学科的基础理论知识，接受广播电视新闻采访、写作、编导、播音、主持等方面的基本训练，熟知广播电视媒体的传播特性，具备广播电视新闻采编、制作、策划、管理等方面的基本能力。本专业的特色是：“理论、经验、应用融合教育”，围绕这一特色，开设核心课程有，新闻学概论、传播学概论、广播电视学概论、广播新闻报道、电视新闻报道、融合新闻学、中外广播电视发展史、中外电影发展史、电视摄像与编辑、电视节目制作、广播节目编辑与制作、电视主持人研究、广播电视音乐节目编导、虚拟演播技术、纪录片研究、影视文化传播、电视文本写作等。本专业学制四年，最低学分要求 161，在通过大学英语 4 级，通过毕业论文或毕业设计答辩后，授予文学学士学位。

## Radio and Television

The Radio and Television specialty aims at cultivating talents with all-round development in morality, intelligence, physique and aesthetics meeting the needs of the society. The students are to master the basic theories of radio, television and journalism, acquire broad cultural and scientific knowledge, and get familiar with China's policies and regulations in journalism and publicity affairs. Upon graduation, they would be qualified for editing, interviewing, program hosting and management, and other high-level cultural communication work in radio and television departments and other news and publicity departments or enterprises with their high competence, strong abilities and innovative spirits. The students are required to systematically learn basic theories in journalism and communication and related disciplines, accept basic training in radio and television news interviews, writing, editing, broadcasting and hosting, etc., be familiar with the characteristics of radio and television media, and develop abilities in news editing, production, planning and management, etc. The main feature of this specialty is “Integrated Education of Theory, Experience and Application”. Some core courses are provided to highlight this feature: Introduction to Journalism, Introduction to Communication, Introduction to Radio and Television, Broadcast News Report, TV News Report, Integrated News, History of Chinese and Foreign Radio and Television Development, History of Chinese and Foreign Film Development, TV Camera and Editing, TV Program Production, Radio Program Editing and Production, TV Host Research, Music Program Directing on Radio and Television, Virtual Studio Technology, Documentary Films Research, Film and Television Culture Communication, and TV Text Writing, etc. The schooling period is generally four years, and the minimum credit required for graduation is 161. After passing the College English Test -Band 4 and passing the graduation thesis defense or graduation design, the graduates are awarded Bachelor's Degree in Arts.

专业大类构成表

大类名称	专业名称	所属专业门类	大类培养时间
新闻传播大类	新闻学	文学	第 1 学期至 第 2 学期
	广告学		
	广播电视学		
中国语言文学类	汉语言文学	文学	第 1 学期至 第 2 学期
	汉语国际教育		

注：无大类培养的学院可删除此表。

## 汉语言文学专业本科培养方案

### Undergraduate Program for Chinese language and literature

#### 一、培养目标

##### I、Educational Objectives

培养适应 21 世纪社会需要，德、智、体、美、劳全面发展，系统掌握汉语言文学基础理论和基本知识，并掌握相关学科基本知识和技能，初步具备从事语言文学研究的素质和能力，能在高等和中等学校、科研机构、新闻出版部门、企事业单位从事教学、研究、新闻采编、文化宣传和文书秘书工作的复合型实用型高级专门人才。

This program is designed to bring out talents who are all-round developed in morality, intelligence, physics and aesthetics to meet the need of the 21<sup>st</sup> century. The students will master basic theories and fundamental knowledge in Chinese language and literature, and master basic skills and techniques in related subjects. This enables them to do academic researches in Chinese language and literature, and to take jobs of teaching, research, journalism writing, cultural propaganda, secretarial work, etc. in universities, middle school, scientific institutions, publishing offices, and enterprises.

#### 二、培养规格

##### II、Cultivation Standards

###### I) 学制

Length of Schooling

修业年限：4 年

Duration: 4 years

###### II) 学位

Degree

授予学位：文学学士学位

Degrees conferred: Bachelor of arts

###### III) 人才培养基本要求

Basic requirements for Cultivation

1. 接受汉语言文学相关理论、发展历史、研究现状等方面的系统教育和业务能力的基本训练，掌握国外语言文学的基本知识；
2. 具备较全面的语言文学素养、较强的语言表达能力和文学鉴赏、分析能力，了解本学科的前沿成果和发展前景；
3. 掌握新闻、广告、艺术等相关学科的知识，具备较强的计算机操作能力和外语交流能力，具有较强的适应现代社会的能力；

4.具有较强的公关协调、组织管理等实际工作能力。

Students of the program will acquire:

1.mastery of basic theories of Chinese language & literature, fundamental knowledge about its history and current development, and mastery of most important literary theories abroad;

2.mastery of comprehensive skills in language and literature; skills of language expression, literary appreciation and analysis; knowledge of current development and future prospect of the subject;

3.knowledge of journalism, advertising, arts or related subjects; skills of computer operation, and mastery of at least one foreign language; ability to meet with the need of the society;

4.ability of coordinating public relations and management in practice.

### 三、核心课程

#### III、Core Courses

现代汉语 Modern Chinese Language、古代汉语 Ancient Chinese Language、语言学概论 An Introduction to Linguistics、中国古代文学史 History of Chinese Ancient Literature、中国现代文学史 History of Chinese Modern Literature、中国当代文学史 History of Chinese Contemporary Literature、外国文学史 History of Foreign Literature、文学概论 An Introduction to Literature、少数民族语言学概论 Introduction to Minority languages、国学概论 Introduction to Chinese Culture、西方文论 Comments on Western Literature、写作 Writing

### 四、主要实践性教学环节

#### IV、Main Internship and Practical Training

实践活动 Practice Activity 、专业实习 Professional Practice、毕业实习 Graduation Practice

## 五、学时与学分

## V、Hours/Credits

学时学分构成表

Table of Hours and Credits

课程类别 Courses Classified		学时/周数 Period/Weeks	学 分 Credits		学分比例 Proportion of Credits	
			理 论 Theory	实 践 Practice		
通识课程平台 General Courses Platform	通 必 General Compulsory	710	27	10.5	23.0%	
	通 选 General Elective	192	12		7.4%	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	700	43	0.5	26.7%	
	选 修 Elective	212/160	5.5	4.5	6.1%	
专业课程平台 Major Courses Platform	必 修 Compulsory	452	23.5	3.5	16.6%	
	选 修 Elective	160	10		6.1%	
实践教学平台 Practical Teaching Platform	必 修 Compulsory	18w		18	11.0%	
	选 修 Elective					
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits		3		3.0%	
	创业学分 Entrepreneurship Credits		2			
小 计 Amount	必修学分 总数 Compulsory Credits	131	选修学分 总数 Elective Credits	32	选修学分比例 Proportion of Elective Credits	20%
	理论学分 总数 Theory Credits	121	实践学分 总数 Practice Credits	42	实践教学环节比例 Proportion of Internship and Practical Training	20%
最低毕业学分 The Lowest Graduate Credits		163				

学期学分分配表

## Division of Credits of Each Term

各学期学分分配 Division of Credits of Each Term		学期 Term							
		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th
课程类别 Courses Classified									
通识课程平台 General Courses Platform	通 必 General Compulsory	11.5	10	7	8		1		
	通 选 (建议) General Elective (suggestive)		2	2	2	2	2	2	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	9.5	10	9	6	6	3		
	选 修 Elective		2	4	4				
专业课程平台 Major Courses Platform	必 修 Compulsory			9	6	8	4		
	选 修 Elective					4	4	2	
实践教学平台 Practical Teaching Platform	必 修 Compulsory		1	1	2	1	3		10
	选 修 Elective								
小计 Amount		21	25	32	28	21	17	4	10
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits	3							
	创业学分 Entrepreneurship Credits	2							
最低毕业学分 The Lowest Graduate Credits		163							



## 六、教学进程计划表 / VI、Teaching Schedule Form

## 表一：通识课程平台 / Form I:General Course Platform

## 表一(A)：通识必修课程(通选课) / Form I(A):General Compulsory Courses(General Required)

课程编号 Course Code	课程名称 Course Names	学分 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
10910000418	军事理论	2	36	36				2										
10911000318	军事技能训练	/2	36			36		18										
20W10000613	英语 1 English 1	2	32	32				2										
21811000313	体育 1 Physical Education 1	0/1	26			26		/2										
217100012418	思想道德修养与法律基础 Cultivation of Morals and Fundamentals of Law	2.5/0. 5	52	40		12		3 ( 文)										
21710000413	形势与政策 Situation and Policy	2	32	16		16		2										
21710000613	民族理论与民族政策 National Theory and National Policy	1.5/ 0.5	32	24		8		2										
20W10000713	英语 2 English 2	2	32	32				2										
21811000213	体育 2 Physical Education 2	0/1	32			32		/2										
112110010718	劳动教育 Labor Education	0/1	32			32				/2								
20W10000813	英语 3 English 3	2	32	32						2								
21811000413	体育 3 Physical Education 3	0/1	32			32				/2								
2171000122	中国近现代史纲要 Essentials of China Modern and Contemporary History	2.5/ 0.5	52	40		12		3 ( 文)										
217100012318	马克思主义基本原理 Marxist Fundamentals	2.5/0. 5	52	40		12				3 ( 文)								
2171000121	毛泽东思想和中国特色社 会主义理论体系概论 Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4 ( 文)						

课程编号 Course Code	课程名称 Course Names	学分 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th	
	Chinese characteristics															
20W10000913	英语 4 English 4	2	32	32								2				
218110000113	体育 4 Physical Education 4	0/1	32			32						/2				
115100000113	就业指导 Employment Guidance	1	16	16										2		
209100031018	计算机基础 II Basic of Computer II	1/0.5	32	16	16			2								

表一 (B) : 通识选修课程 (通选课) /Form I (B): General Elective Courses

课程类别 Course Classi-fied	学分 Crs.
通识选修课程 (通选课) General Elective Courses	12

表二：学科基础课程平台

Form II. Basic Course Platform

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
学科基础课程 Require Basic Courses	202103001613	古代汉语 1 Ancient Chinese 1	3	48	48					3								
	202103014113	古代汉语 2 Ancient Chinese 2	3	48	48						3							
	202100026813	现代汉语 1 Modern Chinese I	2	32	32				2									
	202100027013	现代汉语 2 Modern Chinese II	2	32	32					2								
	202103019813	语言学概论 Introduction to Linguistics	3	48	48							3						
	202103000913	中国现代文学史 1 History of Modern Chinese Literature 1	2	32	32				2									
	202103013713	中国现代文学史 2 History of Modern Chinese Literature 2	2	32	32					2								
	202103001013	中国古代文学史 1 History of Ancient Chinese Literature 1	3	48	48					3								
	202103013013	中国古代文学史 2 History of Ancient Chinese Literature 2	3	48	48						3							
	202103012913	中国古代文学史 3 History of Ancient Chinese Literature 3	3	48	48							3						
	202103012813	中国古代文学史 4 History of Ancient Chinese Literature 4	3	48	48								3					
	202100027813	外国文学史 1 History of foreign Literature 1	3	48	48							3						

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th	
	202100027913	外国文学史 2 History of foreign Literature 2	3	48	48							3					
	202100025913	外国文学史 3 History of foreign Literature 3	3	48	48								3				
	202100026013	外国文学史 4 History of foreign Literature 4	3	48	48									3			
	202100028318	应用文写作 Practical Writing	1.5/0.5	36	24				12	2							
	202100028618	专业导论 Professional introduction	0.5	8	8					2							
学科基础选修 Elective Basic Courses	202103018213	神话与中国文化 Myth and Chinese Culture	2	32	32					2							
	202103012413	逻辑学 logics	2	32	32							2					
	202100026513	社会学调查方法 Sociology Research Methods	1/1	40	16	24							2				
	202103004113	社会语言学 Sociolinguistics	2	32	32					2							
	202103019213	西方文化概论 Introduction to World Culture	2	32	32					2							
	202103001113	国学概论 Introduction to Chinese Culture	2	32	32					2							
	202100027413	中文编辑、排版与信息处理 Chinese Editing, Publishing and Information Processing	1/1	40	16	24					4						
	202103015413	应用语言学 Applied Linguistics	2	32	32					2							

第2学期8选1, 共2学分

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
	209100030818	程序设计语言 (Python) I Program Design Language (Python) I	1/1	48	16		32			3								
	2101000117	微积分基础 Basis of calculus	4	80	64			16		5								
	202100028718	汉语方言学 Chinese dialectics	1.5/0.5	36	24			12			2							
	202103022213	普通话口语训练 Practical Putonghua Skills	2	32	32						2							
	202103014213	古典文献学 Chinese Ancient Documentation Science	2	32	32						2							
	202103022813	汉字与中国文化 Chinese Character and Culture	2	32	32						2							第3学期8选2, 共4学分
	202103015313	影视文学 Film and Television Literature	2	32	32						2							
	202103015813	文艺心理学 Art and Literary Psychology	2	32	32						2							
	202103003913	美学概论 Introduction to Aesthetics	2	32	32						2							
	202103020013	马克思主义文论 Literature Theory of Marxism	2	32	32						2							
	202103017513	民俗文艺学 Introduction to Folklore	2	32	32							2						
	202103016013	文字学 Philology	2	32	32							2						
	202103019513	词汇学 Lexicology	2	32	32							2						第4学期9选2, 共4学分
	202103005813	摄影基础 Art of Photography	1.5/0.5	40	24	16						4						
	202103013513	中国民间艺术 (剪纸) Chinese Folk Art (Paper-cutting)	1.5/0.5	40	24	16						2						

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
	202103018813	网络文学 Literature on theInternet	2	32	32							2							
	202103015013	少数民族文化审美 Aesthetic Cultures of the Minority Nationalities	2	32	32							2							
学分要求: 学分:53.5      必修 43.5 学分      选修 10 学分 Demand of Credit: Credit: 53.5      Required: 43.5      Elective: 10																			

表三：专业课程平台

Form 3: Major Courses Platform

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
专业必修 Required Courses	202103015713	文学概论 Theory of Literature	3	48	48						3								
	202103013113	中国古代文论 Comments on Chinese Ancient Literature	2	32	32							2							
	202103018913	西方文论 Comments on Western Literature	2	32	32									2					
	202103014813	少数民族语言概论 Introduction to Minority languages	2	32	32								2						
	202100028818	小说写作 Fictioneering	1.5/0.5	36	24				12			2							
	202103013313	中国当代文学史 1 History of Contemporary Chinese Literature 1	2	32	32							2							
	202103013413	中国当代文学史 2 History of Contemporary Chinese Literature 2	2	32	32								2						
	202103017413	民间文学 Folk Literature	2	32	32									2					
	202100026413	少数民族文学 Minority literature	2	32	32									2					
	202100028918	诗歌写作 Writing poetry	1.5/0.5	36	24				12						2				
	202100029018	古典诗词赋联写作 Classical poetry writing	1.5/0.5	36	24				12				2						
	202100029118	剧本写作 Animation Script Writing	1.5/0.5	36	24				12			2							

课程类别 Course s Classi- fied	课程编号 Course Code	课程名称 Courses Names	学分 数 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
					202100029218	散文写作 The prose writing	1.5/0.5	36	24			12							
专业选修 Elective courses	202103020213	非虚构文体研究 Studies of Non fiction style	2	32	32								2						
	202103023513	文学文本细读 Closing Reading to Literary Text	2	32	32									2					
	202103001913	文史经典导读 Selected Readings of Chinese Classics	2	32	32									2					
	202103015913	文学批评学 Study of Literary Criticism	2	32	32									2					
	202100026613	诗词吟唱 Poetry Chanting	2	32	32									2					共选10 学分
	202103013613	中国现代通俗小说研究 Studies of Modern Chinese Popular Novels	2	32	32									2					
	202100029318	新时期文学思潮研究 Research on literary trends in the new era	2	32	32									2					
	202103012213	《诗经》《楚辞》研究 Studies of Ancient Poetry Anthology	2	32	32										2				
	202103019313	语言学史 History of Linguistics	2	32	32										2				
	202103019613	语法学 Grammar	2	32	32										2				
	202103012313	《红楼梦》研究 Studies of A dream of Red Mansions	2	32	32										2				
	202103023713	中国现代小说研究 Chinese modern novel studies	2	32	32										2				



课程类别 Course s Classi- fied	课程编号 Course Code	课程名称 Courses Names	学分 数 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八			
									1st	2nd	3rd	4th	5th	6th	7th	8th			
	202100029418	中国古代文论经典选讲 Selected lectures on classics of ancient Chinese literary theory	2	32	32										2				
	202100028518	西方现代美学思潮 Western modern aesthetics	2	32	32										2				
	202103017613	比较文学 Comparative Literature	2	32	32												2		
	202103017313	汉语言文字规范 Standardization of Chinese Language and Character	2	32	32												2		
	202103020113	鲁迅研究 Studies on Luxun's Works	2	32	32												2		
	202103012513	中国古代散文研究 Study of Chinese Ancient Prose	2	32	32									2					
	202103013213	中国古代诗歌研究 Studies of Ancient Chinese Poetry	2	32	32									2					
	202103016413	新诗研究 Studies of New Poetry	2	32	32												2		
	202103014413	古代诗人研究 Studies of Ancient Poet	2	32	32										2				
	202103012713	中国古代小说研究 Studies of Ancient Chinese Novels	2	32	32												2		
	202103012613	中国古代戏曲研究 Studies of Ancient Chinese Dramas	2	32	32												2		

课程类别 Course s Classi- fied	课程编号 Course Code	课程名称 Courses Names	学分 数 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
					讲 课 Lec.	实 验 Exp.	上 机 Ope.	实 践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th	
	202100029518	中学语文教学法 The didactics of middle school Chinese	1/1	40	16			24								3	
学分要求: 学分:37      必修 27 学分      选修 10 学分 Demand of Credit: Credit:37      Required: 27      Elective:10																	

表四：实践教学平台

Form 4: Practical Teaching Platform

类别 Category	课程编号 Courses Names	实践教学 名称 Practical Teaching Name	学 分 Cr s.	周 数 Total Period	学时类 型 Type of Period	各学期周学时分配 Division of Class-hour in Every Week of Each Term								地点 Place	
						实 习 Pra.	一 1st	二 2nd	三 3rd	四 4 <sup>th</sup>	五 5th	六 6th	七 7th		八 8th
教学实践 Teaching practice	社会实践 Social Practice	202113018113 社会调查 1 Social Investigation1	1	1 周/W	√		√								随机安排省内外 in or out Hubei
		202113018013 社会调查 2 Social Investigation2	1	1 周/W	√					√					
		202113014313 参观考察 Visit and Interview	1	1 周/W	√			√							随机安排省内 in Hubei
	课程设计 Project Design														
	小计 Preliminary			3	3 周/W										
教学实习 Teaching Practice	教学实习 Teaching Practice	202113018413 综合实习 1 Pracitice1	2	2 周/W	√				√					随机安排省内 in Hubei	
		202110029618 综合实习 2 Pracitice2	3	3 周/W	√						√				
	毕业实习 Graduation Practice	202113008813 毕业实习 Graduation Practice	4	4 周/W	√								√	1-4 周/W	
	毕业论文（设计） Graduation Project	202113008713 毕业论文 Graduation Thesis	6	6 周/W	√								√	7-12 周/W	
	小计 Amount			15	15 周/W										
小计 subtotal	学分 Credit 18 学时 Period 18W														
总计 Amount	学分 Credits 18 学时 Period 18W 周 Weeks 18w														

表五：创新创业平台

Form V: Innovation & Entrepreneurship Platform

类别 Category	学分 Crts.
创新学分 Innovation Credits	3
创业学分 Entrepreneurship Credits	2
总计 Amount	5

执笔人： 杨秀芝

审核人：

## 汉语国际教育专业本科培养方案

# Undergraduate Program for Specialty in Teaching Chinese as a Second Language

### 一、培养目标

#### I、Educational Objectives

本专业培养掌握扎实的汉语基础知识，具有较高的人文素养，具备中国文学、中国文化及跨文化交际等方面的专业知识与能力，能在国内外各类学校从事汉语教学，在各职能部门、外贸机构、新闻出版单位及企事业单位从事与语言文化传播交流相关工作的中国语言文学学科应用型专门人才。

Specialty in Teaching Chinese as a Second Language is designed to cultivate excellent talents who are comprehensively proficient and competent in Chinese language and culture and other relevant fields. They will be equipped with high quality of humanistic literacy, knowledgeable in Chinese literature, culture and cross-cultural communication. Graduates will be able to teach Chinese as a second language in various schools home and abroad. They will also be qualified for jobs related with language and culture communication in government departments, companies, publishing organizations home and abroad.

### 二、培养规格

#### II、Cultivation Standards

##### I) 学制

Length of Schooling

修业年限：4 年

Duration: 4 years

##### II) 学位

Degree

授予学位：文学学士学位

Degrees conferred: Bachelor of Art

##### III) 人才培养基本要求

Basic requirements for Cultivation

本专业学生主要学习汉语言及中华历史文化方面的基础知识，接受人文社会科学的基本训练，掌握综合运用所学知识开展语言文字工作、汉语国际教育以及国际文化交流实践的基本能力。

毕业生应获得以下几方面的知识和能力：

- 1、掌握语言学的基础理论和基本知识；
- 2、具备汉语作为第二语言教学的专业技能，有较强的汉语口头表达和写作能力，能讲比较标准

的普通话，能规范地使用汉字；

- 3、熟悉中外文学和文化的基本知识，熟练掌握一门外语，并具有跨文化交流能力；
- 4、熟悉国家有关语言文字及其传播的方针、政策和法规；
- 5、了解本学科的理论前沿及发展动态，具有较宽广的文化视野；
- 6、具有不断获取新知识的能力以及科学研究和实际工作能力，具有批判性思维能力。

Students of this major will lay a good foundation of Chinese linguistics and culture. They will be systematically trained in social science, humanities and science. They will be capable of applying what they have learned to do the job related with language and character, teaching Chinese as a second language and intercultural communication.

Graduates should obtain the following qualities and abilities:

1. master basic theories and knowledge of Chinese language and literature;
2. be competent in teaching Chinese as a second language, be proficient in Chinese speaking and writing, speak standard Chinese, use Chinese characters correctly;
3. lay a good foundation of Chinese and western literature and culture, master a foreign language, be capable of cross-cultural communication;
4. know the relevant policies, regulations and laws of foreign exchanges, be able to deal with basic foreign affairs;
5. have a good access of this major's theoretical development and prospects, have a broad cultural vision;
6. be able to acquire new knowledge without interruption, can do scientific research, can make critical thinking.

### 三、核心课程

#### III、Core Courses

现代汉语 Modern Chinese、古代汉语 Ancient Chinese、语言学概论 Introduction to Linguistics、汉语国际教育概论 Introduction to Chinese International Education、语言教学法 Methods of Teaching Chinese、第二语言习得研究 Theories of Second Language Acquisition、对外汉语课堂教学理论与实践 Classroom Instruction of Teaching Chinese as a Second Language、跨文化交际 Cross-cultural Communication、英汉翻译 Translation from English into Chinese、英语写作 English Writing、英语阅读 English Reading

### 四、主要实践性教学环节

#### IV、Main Internship and Practical Training

对外汉语教学实习、中华才艺训练、汉语语言现象以及对外汉语教学热点问题的研讨，与留学生、少数民族学生举行联谊活动等。

Practice teaching Chinese as a second foreign language, learn and practice Chinese traditional arts,

discuss Chinese language phenomena and hot issues of TCSL, establish friendship with overseas students and students of national minorities.

## 五、学时与学分

## V、Hours/Credits

学时学分构成表

Table of Hours and Credits

课程类别 Courses Classified		学时/周数 Period/Weeks	学 分 Credits		学分比例 Proportion of Credits	
			理 论 Theory	实 践 Practice		
通识课程平台 General Courses Platform	通 必 General Compulsory	710	27	10.5	23.0%	
	通 选 General Elective	192	12		7.4%	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	700	43	0.5	26.7%	
	选 修 Elective	212-160	5.5	4.5	6.1%	
专业课程平台 Major Courses Platform	必 修 Compulsory	456	24	3	16.6%	
	选 修 Elective	160	10		6.1%	
实践教学平台 Practical Teaching Platform	必 修 Compulsory	17W		18	11.0%	
	选 修 Elective					
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits		3		3.0%	
	创业学分 Entrepreneurship Credits		2			
小 计 Amount	必修学分 总数 Compulsory Credits	131	选修学分 总数 Elective Credits	32	选修学分比例 Proportion of Elective Credits	20%
	理论学分 总数 Theory Credits	121.5	实践学分 总数 Practice Credits	41.5	实践教学环节比例 Proportion of Internship and Practical Training	20%
最低毕业学分 The Lowest Graduate Credits		163				



学期学分分配表

Division of Credits of Each Term

各学期学分分配 Division of Credits of Each Term		学期 Term							
		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th
课程类别 Courses Classified									
通识课程平台 General Courses Platform	通 必 General Compulsory	11.5	10	7	8	0	1	0	0
	通 选 (建议) General Elective (suggestive)		2	2	2	2	2	2	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	9.5	10	9	6	6	3		
	选 修 Elective		2	4	4				
专业课程平台 Major Courses Platform	必 修 Compulsory			6	7	10	4		
	选 修 Elective					6/4	2/4	2	
实践教学平台 Practical Teaching Platform	必 修 Compulsory		1	1	2	1	3	0	10
	选 修 Elective								
小计 Amount		21	25	29	29	25	15	4	10
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits	3							
	创业学分 Entrepreneurship Credits	2							
最低毕业学分 The Lowest Graduate Credits		163							

## 六、教学进程计划表 / VI、Teaching Schedule Form

## 表一：通识课程平台 / Form I:General Course Platform

## 表一(A)：通识必修课程(通选课) / Form I(A):General Compulsory Courses(General Required)

课程编号 Course Code	课程名称 Course Names	学分 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
10910000418	军事理论	2	36	36				2									
10911000318	军事技能训练	/2	36			36		18									
20W10000613	英语 1 English 1	2	32	32				2									
21811000313	体育 1 Physical Education 1	0/1	26			26		/2									
217100012418	思想道德修养与法律基础 Cultivation of Morals and Fundamentals of Law	2.5/0. 5	52	40		12		3 ( 文)									
21710000413	形势与政策 Situation and Policy	2	32	16		16		2									
21710000613	民族理论与民族政策 National Theory and National Policy	1.5/ 0.5	32	24		8		2									
20W10000713	英语 2 English 2	2	32	32				2									
21811000213	体育 2 Physical Education 2	0/1	32			32		/2									
112110010718	劳动教育 Labor Education	0/1	32			32				/2							
20W10000813	英语 3 English 3	2	32	32						2							
21811000413	体育 3 Physical Education 3	0/1	32			32				/2							
2171000122	中国近现代史纲要 Essentials of China Modern and Contemporary History	2.5/ 0.5	52	40		12		3 ( 文)									
217100012318	马克思主义基本原理 Marxist Fundamentals	2.5/0. 5	52	40		12				3 ( 文)							
2171000121	毛泽东思想和中国特色社 会主义理论体系概论 Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4 ( 文)					

课程编号 Course Code	课程名称 Course Names	学分 Cr.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
					Chinese characteristics													
20W10000913	英语 4 English 4	2	32	32								2						
218110000113	体育 4 Physical Education 4	0/1	32			32						/2						
115100000113	就业指导 Employment Guidance	1	16	16										2				
209100031018	计算机基础 II Basic of Computer II	1/0.5	32	16	16			2										

表一 (B) : 通识选修课程 (通选课) /Form I (B): General Elective Courses

课程类别 Course Classi-fied	学分 Cr.
通识选修课程 (通选课) General Elective Courses	12

表二：学科基础课程平台

Form II. Basic Course Platform

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
学科基础课程 Require Basic Courses	202103001613	古代汉语 1 Ancient Chinese 1	3	48	48					3								
	202103014113	古代汉语 2 Ancient Chinese 2	3	48	48						3							
	202100026813	现代汉语 1 Modern Chinese I	2	32	32				2									
	202100027013	现代汉语 2 Modern Chinese II	2	32	32					2								
	202103019813	语言学概论 Introduction to Linguistics	3	48	48							3						
	202103000913	中国现代文学史 1 History of Modern Chinese Literature 1	2	32	32				2									
	202103013713	中国现代文学史 2 History of Modern Chinese Literature 2	2	32	32					2								
	202103001013	中国古代文学史 1 History of Ancient Chinese Literature 1	3	48	48					3								
	202103013013	中国古代文学史 2 History of Ancient Chinese Literature 2	3	48	48						3							
	202103012913	中国古代文学史 3 History of Ancient Chinese Literature 3	3	48	48							3						
	202103012813	中国古代文学史 4 History of Ancient Chinese Literature 4	3	48	48								3					
	202100027813	外国文学史 1 History of foreign Literature 1	3	48	48							3						

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th	
	202100027913	外国文学史 2 History of foreign Literature 2	3	48	48							3					
	202100025913	外国文学史 3 History of foreign Literature 3	3	48	48								3				
	202100026013	外国文学史 4 History of foreign Literature 4	3	48	48									3			
	202100028318	应用文写作 Practical Writing	1.5/0.5	36	24				12	2							
	202100028618	专业导论 Professional introduction	0.5	8	8					2							
学科基础选修 Elective Basic Courses	202103018213	神话与中国文化 Myth and Chinese Culture	2	32	32					2							
	202103012413	逻辑学 logics	2	32	32							2					
	202100026513	社会学调查方法 Sociology Research Methods	1/1	40	16	24							2				
	202103004113	社会语言学 Sociolinguistics	2	32	32					2							
	202103019213	西方文化概论 Introduction to World Culture	2	32	32					2							
	202103001113	国学概论 Introduction to Chinese Culture	2	32	32					2							
	202100027413	中文编辑、排版与信息处理 Chinese Editing, Publishing and Information Processing	1/1	40	16	24					4						
	202103015413	应用语言学 Applied Linguistics	2	32	32					2							

第2学期8选1, 共2学分

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
	209100030818	程序设计语言 (Python) I Program Design Language (Python) I	1/1	48	16		32			3								
	2101000117	微积分基础 Basis of calculus	4	80	64			16		5								
	202100028718	汉语方言学 Chinese dialectics	1.5/0.5	36	24			12			2							
	202103022213	普通话口语训练 Practical Putonghua Skills	2	32	32						2							
	202103014213	古典文献学 Chinese Ancient Documentation Science	2	32	32						2							
	202103022813	汉字与中国文化 Chinese Character and Culture	2	32	32						2							第3学期8选2, 共4学分
	202103015313	影视文学 Film and Television Literature	2	32	32						2							
	202103015813	文艺心理学 Art and Literary Psychology	2	32	32						2							
	202103003913	美学概论 Introduction to Aesthetics	2	32	32						2							
	202103020013	马克思主义文论 Literature Theory of Marxism	2	32	32						2							
	202103017513	民俗文艺学 Introduction to Folklore	2	32	32							2						
	202103016013	文字学 Philology	2	32	32							2						
	202103019513	词汇学 Lexicology	2	32	32							2						第4学期9选2, 共4学分
	202103005813	摄影基础 Art of Photography	1.5/0.5	40	24	16						4						
	202103013513	中国民间艺术 (剪纸)	1.5/0.5	40	24	16						2						

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
	202103018813	网络文学 Literature on theInternet	2	32	32							2							
	202103015013	少数民族文化审美 Aesthetic Cultures of the Minority Nationalities	2	32	32							2							
学分要求: 学分:53.5      必修 43.5 学分      选修 10 学分 Demand of Credit: Credit: 53.5      Required: 43.5      Elective: 10																			

表三：专业课程平台

Form 3: Major Courses Platform

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crts.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
专业必修 required course	202100029718	汉语国际教育概论 Introduction to Chinese international education	3	48	48							3						
	202100029818	语音与语音教学 Phonetics and phonetics teaching	1.5/0.5	36	24				12			2						
	202100029918	语言教学法 language teaching	2	32	32							2						
	202100030018	汉字与汉字教学 Chinese characters and Chinese character teaching	1.5/0.5	36	24				12			2						
	202100030118	第二语言习得研究 Theories of Second Language Acquisition	2	32	32							2						
	202100030218	词汇与词汇教学 Vocabulary and vocabulary teaching	1.5/0.5	36	24				12			2						
	202100034218	对外汉语课堂教学理论与实践 Classroom Instruction of Teaching Chinese as a Second Language	2/1	56	32				24					3				
	202103022713	跨文化交际 Cross-cultural Communication	3	48	48									3				
	205103027413	英语阅读（文） English Reading	2	32	32									2				
	205103027113	英汉翻译 Translation from English to Chinese	2	32	32											2		



课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crts.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八			
									1st	2nd	3rd	4th	5th	6th	7th	8th			
	202100030318	语法与语法教学 Grammar and grammar teaching	1.5/0.5	36	24			12						2					
	205103027213	英语写作(文) English Writing	2	32	32										2				
专业选修 Elective courses	202103019313	语言学史 History of Linguistics	2	32	32										2				
	202103019613	语法学 Grammar	2	32	32										2				
	202100030418	海外汉语教学研究 Study on Overseas Chinese Education	2		32									2					
	202100027313	训诂学 Critical interpretation of ancient texts	2	32	32									2					
	202100030518	现代教育技术 Modern educational technology	1.5/0.5	36	24	12								2					
	202100030618	中外文化概论 Introduction to Chinese and foreign culture	2	32	32									2					
	202103020613	语用学 Pragmatics	2	32	32									2					
	202103013613	中国现代通俗小说研究 Studies of Modern Chinese Popular Novels	2	32	32									2					
	202103022913	汉语修辞学 Chinese Rhetoric	2	32	32									2					
	205100000513	二外日语1 Japanese as the Second Foreign Language 1	4	64	64										4				

每生共  
选修10  
学分  
Student  
s must  
obtain  
at least  
6credit

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
	205100001313	二外法语 1 French as the Second Foreign Language 1	4	64	64									4				
	205100001113	二外德语 1 German as the Second Foreign Language 1	4	64	64									4				
	205103021513	二外俄语 1 Russian as the Second Foreign Language 1	4	64	64									4				
	205100001413	二外朝鲜语 1 Korean as the Second Foreign Language 1	4	64	64									4				
	202103021713	比较语言学 Comparative Linguistics	2	32	32									2				
	202100026613	诗词吟唱 Poetry Chanting	2	32	32							2						
	202100030718	中华才艺书法 Chinese talent calligraphy	2	32	32									2				
	205103027613	英语高级口语 Advanced Oral English	2	32	32									2				
	205100000913	二外日语 2 Japanese as the Second Foreign Language 2	4	64	64											4		
	205100001613	二外法语 2 French as the Second Foreign Language 2	4	64	64											4		
	205100000613	二外德语 2 German as the Second Foreign Language 2	4	64	64											4		
	205103021413	二外俄语 2 Russian as the Second Foreign Language 2	4	64	64											4		

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八	
									1st	2nd	3rd	4th	5th	6th	7th	8th	
	205100001213	二外朝鲜语 2 Korean as the Second Foreign Language 2	4	64	64											4	
	202103020113	鲁迅研究 Studies on Luxun's Works	2	32	32											2	
	202103012513	中国古代散文研究 Study of Chinese Ancient Prose	2	32	32								2				
	202103013213	中国古代诗歌研究 Studies of Ancient Chinese Poetry	2	32	32								2				
学分要求：学分:37 其中必修 27 学分 选修 10 学分 Demand of Credit:Credit: 37 Required: 27 Elective:10																	

表四：实践教学平台

Form 4: Practical Teaching Platform

类别 Category	课程编号 Courses Names	实践教学 名称 Practical Teaching Name	学 分 Cr s.	周 数 Total Period	学时类型 Type of Period	各学期周学时分配 Division of Class-hour in Every Week of Each Term								地点 Place	
						实 习 Pra.	一 1st	二 2nd	三 3rd	四 4 <sup>th</sup>	五 5th	六 6th	七 7th		八 8th
教学实践 Teaching Practice	202113018113	社会调查 1 Social Investigation1	1	1 周/W	√		√								随机安排省内外 in or out Hubei
	202113018013	社会调查 2 Social Investigation2	1	1 周/W	√					√					
	202113014313	参观考察 Visit and Interview	1	1 周/W	√			√							随机安排省内 in Hubei
	课程设计 Project Design														
	小计 Preliminary			3	3 周/W										
教学实习 Teaching Practice	202113018413	综合实习 1 Pracitice1	2	2 周/W	√				√						随机安排省内 in Hubei
	202110029618	综合实习 2 Pracitice2	3	3 周/W	√						√				
	毕业实习 Graduation Practice	202113008813	毕业实习 Graduation Practice	4	4 周/W	√								√	1-4 周/W
	毕业论文（设计） Graduation Project	202113008713	毕业论文 Graduation Thesis	6	6 周/W	√								√	7-12 周/W
	小计 Amount			15	15 周/W										
小计 subtotal	学分 Credit 18 学时 Period 18W														

表五：创新创业平台

Form V: Innovation & Entrepreneurship Platform

类别 Category	学分 Crs.
创新学分 Innovation Credits	3
创业学分 Entrepreneurship Credits	2
总计 Amount	5

执笔人： 夏耕

审核人：

## 新闻学专业本科培养方案

### Undergraduate Program for Journalism

#### 一、培养目标

##### I、Educational Objectives

本专业旨在培养适应 21 世纪社会需要，德、智、体、美全面发展，具有良好的新闻传播理论素养并掌握相关技能，文化功底扎实，初步具备新闻传播学学科研究工作潜质，胜任新闻传播、新闻教育、新闻管理、新闻研究、出版宣传、机关文秘，以及其他文化传播工作的复合型高级专门人才。

The program is designed to bring out talents who are all-round developed in morality, intelligence, physics and aesthetics to meet the need of the 21st century. The students will master basic theories and skills of journalism, and have solid cultural foundation as well. They will be qualified to work in the fields of news broadcast, journalism education, journalism management, studies of journalism, publishing, secretary work, or take other jobs relevant to cultural transmission.

#### 二、培养规格

##### II、Cultivation Standards

###### I) 学制

Length of Schooling

修业年限：4 年

Duration: 4 years

###### II) 学位

Degree

授予学位：文学学士学位

Degrees conferred: Bachelor of Arts

###### III) 人才培养基本要求

Basic requirements for Cultivation

- 1.学习马克思主义基本原理，系统掌握新闻学基本理论和基础知识。
- 2.掌握新闻采访、写作、编辑、评论、摄影等业务知识与技能。掌握汉语言文学、美术、外语、计算机等相关学科基础知识。
- 3.掌握新闻工作的方针、政策与法规；掌握我国有关民族问题的方针、政策。
- 4.了解中国新闻工作现状与发展趋势；了解外国新闻工作发展状态。
- 5.具有调查研究和社会活动能力；具有开拓创新精神和研究分析问题的能力。
- 6.具备适应现代社会的良好心理素质与个人综合素质。

Students of the program will acquire:

1. Knowledge of the basic theories about Marxism; systematic mastery of basic theories and fundamental knowledge in journalism;
2. Skills of interview, writing, editing, commenting and photographing; knowledge of Chinese literature & language, art, foreign languages and computer operation;
3. Familiarity with principles, policies and rules of journalism in China, and policies concerning ethnic minorities as well;
4. Familiarity with the current situations and future prospects journalism in China and abroad;
5. Capability of social research and social activities; spirits of innovation, and capability of analyzing problems independently;
6. Comprehensive ability to meet the need of the society.

### 三、核心课程

#### III、Core Courses

新闻学概论 Introduction to Journalism Science、传播学概论 Introduction to Communication、网络与新媒体概论 Introduction to Internet and New Media、中国新闻事业史 History of Chinese Journalism、外国新闻事业史 History of Foreign Journalism、新闻采访 News Gathering、新闻写作 News Writing、新闻编辑 News Editing、新闻评论 News Reviewing、新闻摄影 Journalist Photographing、深度报道 In-depth Reporting、公关原理与实务 Public Relations Theory and Practice、广告学概论 Introduction to Advertising、融合新闻学 Convergence Journalism、媒介经营与管理 Media Management、新闻法规与职业道德 Journalistic Regulations and Ethics、马克思主义新闻思想 Marxist News Thought、广播电视学概论 Introduction to Television and Radio、市场营销学 Marketing.

### 四、主要实践性教学环节

#### IV、Main Internship and Practical Training

主要实践性教学包括三个层次：第一层次为实验教学，主要包括新闻摄影，新闻编辑，网络编辑等课程的实验教学；第二层次是短期实践，包括社会调查、参观考察等时间较短的实践教学方式；第三层次是时间较长、规模较大的各类实践教学方式，包括专业实习、毕业实习和毕业论文等。

The main practical training includes three aspects. The first level includes experiment teaching in journalist photographing, news photographing, network editing and so on. The second level is short-term practice mode which including social investigation, onsite visit and so on. The third level is long time, the larger practice mode which including professional practice, graduation practice, graduation thesis and so on.

## 五、学时与学分

## V、Hours/Credits

学时学分构成表

Table of Hours and Credits

课程类别 Courses Classified		学时/周数 Period/Weeks	学 分 Credits		学分比例 Proportion of Credits	
			理 论 Theory	实 践 Practice		
通识课程平台 General Courses Platform	通 必 General Compulsory	718	27.5	10.5	23.45%	
	通 选 General Elective	192	12		7.41%	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	496	29	1	18.52%	
	选 修 Elective	248	12.5	1.5	8.64%	
专业课程平台 Major Courses Platform	必 修 Compulsory	440	26.5	0.5	16.67%	
	选 修 Elective	320	9.5	7.5	10.49%	
实践教学平台 Practical Teaching Platform	必 修 Compulsory	19 周		19	11.73%	
	选 修 Elective	0 周		0		
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits		3		3.10%	
	创业学分 Entrepreneurship Credits		2			
小 计 Amount	必修学分 总数 Compulsory Credits	114	选修学分 总数 Elective Credits	48	选修学分比例 Proportion of Elective Credits	29.63%
	理论学分 总数 Theory Credits	117	实践学分 总数 Practice Credits	45	实践教学环节比例 Proportion of Internship and Practical Training	22.22%
最低毕业学分 The Lowest Graduate Credits		162				



学期学分分配表

## Division of Credits of Each Term

各学期学分分配 Division of Credits of Each Term		学期 Term							
课程类别 Courses Classified		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th
通识课程平台 General Courses Platform	通 必 General compulsory	12	10	7	8		1		
	通 选 (建议) General Elective (suggestive)		2	2	2	2	2	2	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	9	11	5	3	2			
	选 修 Elective		2	4	2	4	2		
专业课程平台 Major Courses Platform	必 修 Compulsory			9	6	8	4		
	选 修 Elective			2	2	6	3	4	
实践教学平台 Practical Teaching Platform	必 修 Compulsory		1	2	2	2	2		10
	选 修 Elective								
小计 Amount		21	26	31	25	24	14	6	10
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits	3							
	创业学分 Entrepreneurship Credits	2							
最低毕业学分 The Lowest Graduate Credits		162							

## 六、教学进程计划表 / VI、Teaching Schedule Form

表一：通识课程平台 / Form I:General Course Platform

表一(A)：通识必修课程(通必修课) / Form I(A):General Compulsory Courses(General Required)

课程编号 Course Code	课程名称 Course Names	学分 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
				109100000418	军事理论	2	36	36				2					
109110000318	军事技能训练	/2	36			36		18									
20W100000613	英语 1 English 1	2	32	32				2									
218110000313	体育 1 Physical Education 1	0/1	26			26		/2									
217100012418	思想道德修养与法律基础 Cultivation of Morals and Fundamentals of Law	2.5/0. 5	52	40		12		3 ( 文)									
217100000413	形势与政策 Situation and Policy	2	32	16		16		2									
217100000613	民族理论与民族政策 National Theory and National Policy	1.5/ 0.5	32	24		8		2									
20W100000713	英语 2 English 2	2	32	32				2									
218110000213	体育 2 Physical Education 2	0/1	32			32		/2									
112110010718	劳动教育 Labor Education	0/1	32			32					/2						
20W100000813	英语 3 English 3	2	32	32							2						
218110000413	体育 3 Physical Education 3	0/1	32			32					/2						
2171000122	中国近现代史纲要 Essentials of China Modern and Contemporary History	2.5/ 0.5	52	40		12		3 ( 文)									
217100012318	马克思主义基本原理 Marxist Fundamentals	2.5/0. 5	52	40		12					3 ( 文)						
2171000121	毛泽东思想和中国特色社 会主义理论体系概论 Introduction to MAO zedong thought and socialist	4/1	88	64		24						4 ( 文)					

课程编号 Course Code	课程名称 Course Names	学分 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th	
	theoretical system with Chinese characteristics															
20W100000913	英语 4 English 4	2	32	32								2				
218110000113	体育 4 Physical Education 4	0/1	32			32						/2				
115100000113	就业指导 Employment Guidance	1	16	16									2			
209100030918	计算机基础 I Basic of Computer I	2	40	24	16			4								

表一 (B) : 通识选修课程 (通选课) /Form I (B): General Elective Courses

课程类别 Course Classi-fied	学分 Crs.
通识选修课程 (通选课) General Elective Courses	12

表二：学科基础课程平台

Form II. Basic Course Platform

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分数 Crns.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
学科基础必修 Require Basic Courses	202103000813	新闻学概论 Introduction to Journalism Science	3	48	48					4								4-15周 4-15W
	202103000713	广告学概论 Introduction to Advertising	3	48	48					4								4-15周 4-15W
	202103001413	广播电视学概论 Introduction to Television Broadcasting Science	3	48	48					4								4-15周 4-15W
	202100030818	网络与新媒体概论 Introduction to Internet and New Media	2	32	32						2							
	202103003013	中国古代文学 Chinese Ancient Literature	3	48	48						3							
	202103005813	摄影基础 Art of Photography	1.5/0.5	40	24	16					4							1-10周
	202103007713	公关原理与实务 Public Relations Theory and Practice	2	32	32						2							
	202100027113	应用文写作 Practical Writing	2	32	32						2							
	202100028418	中国现当代文学 Modern and Contemporary Chinese Literature	3	48	48							3						
	202100030918	马克思主义新闻思想 Marxist News Thought	2	32	32							2						
	202103007813	传播学概论 Introduction to Communication	3	48	48								3					
	202100031018	新闻传播学研究方法 Research Methods of Journalism and Communication	1.5/0.5	24/16	24	16								3				
			小计 Amount	30 (29+1)	496 (464+32)	464	32				12	13	5	3	3			

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crts.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
					学科基础选修模块一：文科及相关学科（4选2，共4学分，第5、6学期各选修1门）													
	208103009213	社会心理学 B Social Psychology	2	32	32								2					
	204103021813	社会学概论 C Introduction to Sociology	2	32	32									2				
	206103025013	经济学原理 principle of economics	2	32	32								2					
	202103003913	美学概论 Introduction to Aesthetics	2	32	32									2				
学科基础选修模块二：专业基础知识（9选3，共6学分，其中第3、4、5学期各选修1门）																		
学科基础选修 Elective Basic Courses	202103008113	公共传播 Public Communication	2	32	32						2							
	202100035518	视听语言 Audio-Visual Language	2	32	32						2							
	202103005413	民族文化传播 National Culture Communication	2	32	32						2							
	202103003513	节目主持人 Studies on Program Masters	2	32	32							2						
	202103007213	媒介集团研究 Research on Media Entertainment Industry	2	32	32							2						
	202103004913	电视文化 Television Culture	2	32	32							2						
	202103019713	跨文化传播 Intercultural Communication	2	32	32								2					
	202100031118	文化创意产业 Cultural Creative Industry Theory and Practice	2	32	32								2					
	202103003613	舆论学 Public Opinion	2	32	32								2					
学科基础选修模块三：专业技能（4选2，共4学分，第2、3学期各选修1门）																		

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crns.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
	202103003813	美术设计基础 1: 色彩构成 Art Design I: Planar formation	1.5/0.5	24/16	24	16				3									
	202103004013	美术设计基础 2: 平面构成 Art Design II: Color Composition	1.5/0.5	24/16	24	16					3								
	209100030818	程序设计语言 (Python) I Program Design Language (Python) I	1/1	48	16		32			4									
	202103005913	摄像基础 Art of Shooting	1.5/0.5	24/16	24	16					3								
		小计 Amount	14 (13+1)	240	208	32				3	6	4	2						
	总学时合计: The Whole Periods: 496/240		学期周学时小计 Oeriods in Each Term						12	16	10	5	7	2					
	总学分合计: The Whole Credits: 30/14		学期学分小计 Credits in Each Term						9	13	9	5	6	2					
学分要求: 学分: 44 Demand of Credit: Credit: 44			其中必修 30 学分, Required: 30						选修 14 学分 Elective: 14										

表三：专业课程平台

Form 3: Major Courses Platform

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crts.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
专业必修	202100031218	新闻采访 News Interview	3	48	48						3							
	202100031318	新闻写作 News Writing	3	48	48						3							
	202103017113	新闻编辑 News Editing	2.5/0.5	56	40	16					4							
	202103016713	新闻评论 News Commentary	3	48	48							3						
	202103011713	中国新闻事业史 History of Chinese Journalism	3	48	48							3						
	202100031418	融合新闻学 Convergence Journalism	2	32	32								2					
	202103011913	外国新闻事业史 History of Foreign Journalism	3	48	48								3					
	202103017013	新闻法规与职业道德 A Journalistic Regulation and Ethics	3	48	48								3					
	202103016513	新闻心理学 Journalism Psychology	2	32	32									4				
	202100031518	媒介经营与管理 Media Management	2	32	32										4			
		小计 Amount	27	440	424	16					10	6	8	8				
专业选修 Elective courses	202100031618	多媒体文本创作与编辑 The Creation and Editing of multimedia Text	0.5/1.5	56	8	48					3							第三学 修2学 分 1-10 周 1-10W
	202103012113	媒介批评 Media Criticism	2	32	32						2							
	202103016613	新闻摄影 News Photographing	1.5/0.5	40	24	16					4							

课程类别 Courses Classi-	课程编号 Course Code	课程名称 Courses Names	学分数 Cr.s.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term												备注 Notes							
专业选修 Elective courses	202103006613	广播编辑与节目制作 Broadcasting Editing and Program Making	1.5/0.5	40	24	16								4														
	202103004813	电视摄像与编辑 Photography and Editing of TV	2/1	32/32	32	32									4											第四学期修2学分		
	202103015213	广播新闻报道 B News Report of Radio B	2	32	32										2													
	202103003713	虚拟演播技术 Techniques of Virtual Studio	1/1	48	16	32																						
	202100031718	网页设计与制作 Webpage Design and Making	1.5/0.5	40	24	16																						
	202100031818	新闻报道框架研究 Studies on News framing	2	32	32																							
	202100031918	中国百年副刊研究 Studies on Supplement of Newspapers in China	2	32	32																							
	202103007913	中外名记者研究 Studies on Famous Journalists in China and Foreign Countries	2	32	32																							
	202100034318	视频新闻报道 Video News	0.5/1.5	56	8	48																						
	202103004313	纪录片研究 Documentary Research	2	32	32																							
	202100032018	数据新闻 Data Journalism	0.5/1.5	56	8	48																						
	202100032118	深度报道 In-depth Reporting	2	32	32																							
	202103010013	市场调查与分析 Market Research and Analysis	1.5/0.5	24/16	24	16																						
	207103017613	市场营销 Marketing	2	32	32																							
	202100032218	西方新闻媒介研究 Western Media Studies	1	16	16																							



课程类别 Courses Classi-	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
专业选修 Elective courses	202100032318	传播与当代社会问题 Communication and Contemporary Social Issues	1	16	16									2				
	202103011813	中国近代传播思想研究 Studies on Modern Chinese Communication Theory	2	32	32												4	
	202103015113	平面广告创意与设计 Planning and Creation in Plane Advertisement	1.5/0.5	40	24	16											4	第七学 期修4 个学 分，第 1-8周
	202103015613	报告文学理论与实践 Theory and Practice of Reportage	2	32	32												4	
	202100032418	媒体行业前沿讲座 Lectures on the Frontier of Media Industry	2	32	32												4	
总学时合计: The Whole Periods:440/376					学期周学时小计 Periods in Each Term						13	9	19	14	8			
总学分合计: The Whole Credits: 27/19					学期学分小计 Credits in Each Term						11	8	14	7	4			
学分要求: 学分: 44      其中必修 27 学分,      选修 17 学分 Demand of Credit: Credit: 44      Required: 27      Elective: 17																		

表四：实践教学平台

Form 4: Practical Teaching Platform

类别 Category	课程编号 Course Code	实践教学 名称 Practical Teaching Name	学分 Crs.	周数 Total Period	学时类型 Type of Period		各学期周学时分配 Division of Class-hour in Every Week of Each Term								地点 Place		
					实验 Exp.	实习 Pra.	一	二	三	四	五	六	七	八			
							1st	2nd	3rd	4th	5th	6th	7th	8th			
教学 实践 Teaching Practice	202113007113	实践活动1 Practical Activity I	1	1周		√		√									市内 local
	202110032518	实践活动2 Practical Activity II	2	2周		√			√								市内 local
	202110032618	实践活动3 Practical Activity III	2	2周		√					√						市内 local
	小计 Preliminary			5	5周												
教学 实 习 Teaching Practice	202113008513	专业实习1 Noviciate1	2	2周		√				√							市内 local
	202113008613	专业实习2 Noviciate2	2	2周		√						√					市内 local
	毕业实习 Graduation Practice	202113008813	毕业实习 Graduation Practice	4	4周		√									√	随机安 排省内 外 in or out of Hubei 1 —4周
	毕业论文 (设计) Graduation Project	202113008713	毕业设计(论 文) Graduation Project	6	6周		√									√	5—10 周
	小计 Amount			14	14周												
总计 Amount			学分 Credits 19 学分		学时 Period 19 周		周 Weeks 19 周										

表五：创新创业平台

Form V: Innovation & Entrepreneurship Platform

类别 Category	学分 Cr.
创新学分 Innovation Credits	3
创业学分 Entrepreneurship Credits	2
总计 Amount	5 学分

执笔人： 郝永华

审核人：

## 广告学专业本科培养方案

### Undergraduate Program for Advertising

#### 一、培养目标

##### I、Educational Objectives

本专业主要培养适应 21 世纪社会需要，知识、能力、品格协调发展，掌握广告学理论知识与实践技能，能在广告公司、媒体、企事业单位、公关公司、市场调查及信息咨询公司工作，胜任广告策划与创意、广告经营管理、广告设计制作、市场营销、公共关系策划、品牌策划、活动策划及市场调研工作的复合型高级专门人才。

The program is designed to bring out talents who are all-round developed in knowledge, ability and morality to meet the need of the 21st century. The students will master basic theories and skills to take jobs of advertising planning and idea, advertising management, advertising design, marketing, public relations, market investigation and analysis, etc.

#### 二、培养规格

##### II、Cultivation Standards

###### I) 学制

Length of Schooling

修业年限：4 年

Duration: 4 years

###### II) 学位

Degree

授予学位：文学学士学位

Degrees conferred: Bachelor of Arts

###### III) 人才培养基本要求

Basic requirements for Cultivation

1.了解中外广告发展历史、现状与未来趋势，掌握现代广告学基本概念与理论，熟悉广告活动运作的相关流程；

2.具备市场营销学基本知识与技能，有较强的市场洞察力，能熟练进行市场调研的方法设计、数据处理与结果分析；

3.具备现代广告的策划、创意、设计、制作、发布、效果评估以及经营管理的基本能力与技巧；

4.具备公共关系学的基本知识，具有较强的公关协调、组织管理等实际工作能力；

5.熟悉有关广告的政策法规，具有较强的执行能力；

6.掌握汉语言文学、新闻学、艺术设计学、社会学、心理学等相关学科的知识，具备较强的计算机操作能力和外语交流能力；

1. Understanding the Chinese and foreign advertising development history, present situation and future prospect, mastery the basic concept and theory of modern advertising, familiar with advertising campaign processes.

2. Have basic knowledge and skills of marketing, has the strong market insight, can carry on expertly research method design, data processing and result analysis.

3. Have modern advertising planning, creative, design, production, distribution, evaluation and management of basic abilities and skills.

4. Have basic knowledge of public relations, has a strong public relations coordination, organization and management, etc. practical work ability

5. Familiar with policies and regulations concerning advertising, has the strong ability of execution .

6. Master the knowledge of relevant subjects such as Chinese language & literature, journalism, art design, sociology, psychology and other related disciplines of knowledge, has the strong ability of computer operation and at least one foreign language.

### 三、核心课程

#### III、Core Courses

传播学概论 Introduction to Communication、市场营销学 Marketing、公关原理与实务 Public Relations Theory and Practice、广告学概论 Introduction to Advertising、中外广告史 History of Advertising、广告心理学 Advertising Psychology、广告策划 Advertising Planning、广告创意 Advertising Idea、广告文案写作 Advertising Copy Writing、广告设计 Advertising Design、广告摄影 Advertising Photography、广告媒体策略 Strategy on Advertising Media、广告经营与管理 Advertisement Management、中外广告法规 Regulation of Advertisements

### 四、主要实践性教学环节

#### IV、Main Internship and Practical Training

实践活动 Practice Activity 、专业实习 Professional Practice、毕业实习 Graduation Practice

## 五、学时与学分

## V、Hours/Credits

学时学分构成表

Table of Hours and Credits

课程类别 Courses Classified		学时/周数 Period/Weeks	学分 Credits		学分比例 Proportion of Credits	
			理论 Theory	实践 Practice		
通识课程平台 General Courses Platform	通 必 General Compulsory	718	27.5	10.5	23.46%	
	通 选 General Elective	192	12		7.41%	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	496	29	1	18.52%	
	选 修 Elective	240	13	1	8.64%	
专业课程平台 Major Courses Platform	必 修 Compulsory	512	24	4	17.28%	
	选 修 Elective	304	14.5	1.5	9.88%	
实践教学平台 Practical Teaching Platform	必 修 Compulsory	19 周		19	11.73%	
	选 修 Elective	0 周		0		
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits		3		3.10%	
	创业学分 Entrepreneurship Credits		2			
小 计 Amount	必修学分 总数 Compulsory Credits	120	选修学分 总数 Elective Credits	42	选修学分比例 Proportion of Elective Credits	25.93%
	理论学分 总数 Theory Credits	120	实践学分 总数 Practice Credits	42	实践教学环节比例 Proportion of Internship and Practical Training	24.38%
最低毕业学分 The Lowest Graduate Credits		161				

学期学分分配表

Division of Credits of Each Term

各学期学分分配 Division of Credits of Each Term		学期 Term							
		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th
课程类别 Courses Classified									
通识课程平台 General Courses Platform	通 必 General compulsory	12	10	7	8		1		
	通 选 (建议) General Elective (suggestive)		2	2	2	2	2	2	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	9	11	5	3	2			
	选 修 Elective		2	4	2	4	2		
专业课程平台 Major Courses Platform	必 修 Compulsory			6	9	9	4		
	选 修 Elective			4	2	4	6		
实践教学平台 Practical Teaching Platform	必 修 Compulsory		1	1	3	1	3	4	6
	选 修 Elective								
小计 Amount		21	26	29	29	22	18	6	6
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits	3							
	创业学分 Entrepreneurship Credits	2							
最低毕业学分 The Lowest Graduate Credits		162							

注① 学分比例：各教学平台或教学环节占最低毕业学分的比例。

②实践教学环节，包括集中性实践教学环节和实验教学（不含体育）。集中性实践教学环节，包括培养方案内集中实施的实践、实习、课程设计、毕业设计、毕业论文、社会调查等；实验教学，包括课内实验和独立开设实验。

③学期学分分配表中，选修课须规定每学期最少修读的学分。

## 六、教学进程计划表 / VI、Teaching Schedule Form

## 表一：通识课程平台 / Form I:General Course Platform

## 表一(A)：通识必修课程(通选课) / Form I(A):General Compulsory Courses(General Required)

课程编号 Course Code	课程名称 Course Names	学分 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
10910000418	军事理论	2	36	36				2									
10911000318	军事技能训练	/2	36			36		18									
20W10000613	英语 1 English 1	2	32	32				2									
21811000313	体育 1 Physical Education 1	0/1	26			26		/2									
217100012418	思想道德修养与法律基础 Cultivation of Morals and Fundamentals of Law	2.5/0. 5	52	40		12		3 ( 文)									
21710000413	形势与政策 Situation and Policy	2	32	16		16			2								
21710000613	民族理论与民族政策 National Theory and National Policy	1.5/ 0.5	32	24		8			2								
20W10000713	英语 2 English 2	2	32	32					2								
21811000213	体育 2 Physical Education 2	0/1	32			32		/2									
112110010718	劳动教育 Labor Education	0/1	32			32				/2							
20W10000813	英语 3 English 3	2	32	32						2							
21811000413	体育 3 Physical Education 3	0/1	32			32				/2							
2171000122	中国近现代史纲要 Essentials of China Modern and Contemporary History	2.5/ 0.5	52	40		12		3 ( 文)									
217100012318	马克思主义基本原理 Marxist Fundamentals	2.5/0. 5	52	40		12				3 ( 文)							
2171000121	毛泽东思想和中国特色社 会主义理论体系概论 Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4 ( 文)					



课程编号 Course Code	课程名称 Course Names	学分 Cr.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
					Chinese characteristics													
20W10000913	英语 4 English 4	2	32	32								2						
218110000113	体育 4 Physical Education 4	0/1	32			32						/2						
115100000113	就业指导 Employment Guidance	1	16	16										2				
209100030918	计算机基础 I Basic of Computer I	2	40	24	16				4									

表一 (B) : 通识选修课程 (通选课) /Form I (B): General Elective Courses

课程类别 Course Classi-fied	学分 Cr.
通识选修课程 (通选课) General Elective Courses	12

表二：学科基础课程平台

Form II. Basic Course Platform

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分数 Crns.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
学科基础必修 Require Basic Courses	202103000813	新闻学概论 Introduction to Journalism Science	3	48	48					4								4-15周 4-15W
	202103000713	广告学概论 Introduction to Advertising	3	48	48					4								4-15周 4-15W
	202103001413	广播电视学概论 Introduction to Television Broadcasting Science	3	48	48					4								4-15周 4-15W
	202100030818	网络与新媒体概论 Introduction to Internet and New Media	2	32	32						2							
	202103003013	中国古代文学 Chinese Ancient Literature	3	48	48						3							
	202103005813	摄影基础 Art of Photography	1.5/0.5	40	24	16					4							1-10周
	202103007713	公关原理与实务 Public Relations Theory and Practice	2	32	32						2							
	202100027113	应用文写作 Practical Writing	2	32	32						2							
	202100028418	中国现当代文学 Modern and Contemporary Chinese Literature	3	48	48							3						
	202100030918	马克思主义新闻思想 Marxist News Thought	2	32	32							2						
	202103007813	传播学概论 Introduction to Communication	3	48	48								3					
	202100031018	新闻传播学研究方法 Research Methods of Journalism and Communication	1.5/0.5	24/16	24	16								3				
			小计 Amount	30 (29+1)	496 (464+32)	464	32				12	13	5	3	3			

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
					学科基础选修模块一：文科及相关学科（4选2，共4学分，第5、6学期各选修1门）													
	208103009213	社会心理学 B Social Psychology	2	32	32								2					
	204103021813	社会学概论 C Introduction to Sociology	2	32	32									2				
	206103025013	经济学原理 principle of economics	2	32	32								2					
	202103003913	美学概论 Introduction to Aesthetics	2	32	32									2				
学科基础选修模块二：专业基础知识（9选3，共6学分，其中第3、4、5学期各选修1门）																		
学科基础选修 Elective Basic Courses	202103008113	公共传播 Public Communication	2	32	32						2							
	202100035518	视听语言 Audio-Visual Language	2	32	32						2							
	202103005413	民族文化传播 National Culture Communication	2	32	32						2							
	202103003513	节目主持人 Studies on Program Masters	2	32	32							2						
	202103007213	媒介集团研究 Research on Media Entertainment Industry	2	32	32							2						
	202103004913	电视文化 Television Culture	2	32	32							2						
	202103019713	跨文化传播 Intercultural Communication	2	32	32								2					
	202100031118	文化创意产业 Cultural Creative Industry Theory and Practice	2	32	32								2					
	202103003613	舆论学 Public Opinion	2	32	32								2					
学科基础选修模块三：专业技能（4选2，共4学分，第2、3学期各选修1门）																		

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crns.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
	202103003813	美术设计基础 1: 色彩构成 Art Design I: Planar formation	1.5/0.5	24/16	24	16				3									
	202103004013	美术设计基础 2: 平面构成 Art Design II: Color Composition	1.5/0.5	24/16	24	16					3								
	209100030818	程序设计语言 (Python) I Program Design Language (Python) I	1/1	48	16		32			4									
	202103005913	摄像基础 Art of Shooting	1.5/0.5	24/16	24	16					3								
		小计 Amount	14 (13+1)	240	208	32				3	6	4	2						
	总学时合计: The Whole Periods: 496/240		学期周学时小计 Oeriods in Each Term						12	16	10	5	7	2					
	总学分合计: The Whole Credits: 30/14		学期学分小计 Credits in Each Term						9	13	9	5	6	2					
学分要求: 学分: 44                      其中必修 30 学分,                      选修 14 学分 Demand of Credit: Credit: 44                      Required: 30                      Elective: 14																			

表三：专业课程平台

Form 3: Major Courses Platform

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th	
专业必修	207103017613	市场营销 Marketing	2	32	32							2					
	202103009113	中外广告史 History of Advertising in China and abroad	2	32	32							2					
	202103010013	市场调查与分析 Market Survey and Analysis	1.5/0.5	24/16	24	16						3					
	202103010813	广告文案写作 Advertising Copy Writing	2	32	32								2				
	202100034418	广告策划与创意 Advertising Planning and Ideas	3	48	48								3				
	202100034818	H5 广告设计制作 H5 advertising design and production	1/1	16/32	16	32							4				第 1-12 周
	202103009013	电视广告实务 TV Advertising Practice	1/1	16/32	16	32							3				
	202103010413	广告心理学 Advertising Psychology	3	48	48									3			
	202103010113	平面广告设计 Design of Print Advertising	1/1	16/32	16	32								4			
	202103010213	广告媒体策略 Strategy on Advertising Media	2	32	32									3			
	202103009213	中外广告法规 Laws and Regulations of Advertising in China and abroad	2	32	32									3			第 1-10 周
	202103009413	企业形象设计 Design of Corporation Image	1.5/0.5	24/16	24	16									3		第 1-11 周
	202103010713	广告经营与管理 Administration and Management of Advertising	2	32	32										3		第 1-10 周

课程类别 Courses	课程编号 Course Code	课程名称 Courses Names	学分数 Crns.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes
									1	2	3	4	5	6	7	8	
		学分小计Amount	28								6	9	9	4			
E lective c o u r s e s  专 业 选 修	202100033418	Corel DRAW 平面设计应用 CorelDraw	2	32	32						4						第三学 期4选2 门,共4 学分
	202100033118	Photoshop 平面设计应用 Photoshop	2	32	32						4						
	202103003113	论文写作 Paper Writing	2	32	32						3						
	202100033518	产品策划与运营实践 Product Planning and Operation Practice	2	32	32						3						
	202103005313	版式设计 Format Design	1/1	16/32	16	32						3					第四学 期2选1 门,共2 学分
	202103009313	互动广告 Interactive Advertising	2	32	32						2						
	202103011113	消费者行为学 Customer Behavior	1.5/0.5	24/16	24	16							3				第五学 期4选2 门,共4 学分
	202103010513	广告摄影 Advertising Photography	1.5/0.5	24/16	24	16							3				
	202100033618	动漫视频广告创意与表现 Animation Video Advertising Creativity and Performance	1.5/0.5	24/16	24	16							3				
	202103011013	新媒体广告专题研究 The Topic of New Media Advertising Research	2	32	32							2					
	202103009613	品牌战略 Brand Stratagem	2	32	32									3			第六学 期6选3 门,共6 学分  选修课 程安排 1—12 周完成
	202103009513	品牌形象设计 Brand Image Design	1.5/0.5	24/16	24	16								3			
	202100033718	国际广告 International Advertising	2	32	32									3			
	202100033818	广告媒体与数字产品开发 Advertising Media and Digital Product Development	2	32	32									3			
202100034518	数字内容生产与运营 Digital Content Production and Operation	2	32	32									3				

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term						备注 Notes	
	202100033918	数字营销 Digital Marketing	2	32	32								3			
		学分小计 Amount	16							4	2	4	6			
总学分合计: The Whole Credits: 26/18			学期学分小计 Credits in Each Term								10	11	13	10		
学分要求: 学分: 44      其中必修 28 学分,      选修 16 学分 Demand of Credit: Credit: 44      Required:28      Elective: 16																

表四：实践教学平台

Form 4: Practical Teaching Platform

类别 Category	课程编号 Course Code	实践教学 名称 Practical Teaching Name	学分 Crs.	周数 Total Period	学时类型 Type of Period		各学期周学时分配 Division of Class-hour in Every Week of Each Term								地点 Place	
					实验 Exp.	实习 Pra.	一	二	三	四	五	六	七	八		
							1st	2nd	3rd	4th	5th	6th	7th	8th		
教学 实践 Teaching Practice	社会实践 Social Practice	202113007113 实践活动1 Practical Activity I	1	1周		√		√								市内 local
		202113006913 实践活动2 Practical Activity II	1	1周		√			√							市内 local
		202113007013 实践活动3 Practical Activity III	1	1周		√					√					市内 local
	小计 Preliminary		3	3周												
教学 实习 Teaching Practice	教学实习 Teaching Practice	202113008513 专业实习1 Noviciate1	3	3周		√				√						学科专业竞赛 Discipline Professional Competition
		202113008613 专业实习2 Noviciate2	3	3周		√						√				学科专业竞赛 Discipline Professional Competition
	毕业实习 Graduation Practice	202113008813 毕业实习 Graduation Practice	4	4周		√								√	随机安排省内外 in or out of Hubei 1-4 周	
	毕业论文 (设计) Graduation Project	202113008713 毕业设计 (论文) Graduation Project	6	6周		√									√	毕业设计或论文 二选一 5-10 周
	小计 Amount		16	16周					1	1	3	1	3	4	6	
总计 Amount		学分 Credits 19 学分		学时 Period 19 周				周 Weeks 19 周								



表五：创新创业平台

Form V: Innovation & Entrepreneurship Platform

类别 Category	学分 Crs.
创新学分 Innovation Credits	3
创业学分 Entrepreneurship Credits	2
总计 Amount	5 学分

执笔人：徐红

审核人：徐红

## 广播电视学专业本科培养方案

### Undergraduate Program for Specialty in Journalism

#### 一、培养目标

##### I、Educational Objectives

本专业旨在培养适应 21 世纪社会需要，德、智、体、美全面发展，具备广播电视新闻学基本理论和较宽广的文化科学知识，熟悉我国新闻、宣传政策与法规，素质高、能力强并富有创新精神，能在广播电视及其他新闻宣传部门和企事业单位，从事编辑、采访、节目主持与管理等工作以及其他文化传播工作的复合型高级专门人才。

This specialty aims at cultivating the advanced comprehensive students who can meet the requirements of 21<sup>st</sup> century with total development in morality, intelligence, physique and art, who are able to master the basic theory of Journalism of broadcast and television and the wide knowledge of culture and science, who know well about our regulations and policies on Journalism, who is so excellent and innovative that can be competent for editing, interviewing, mastering, managing and other culture communicating works in the field of broadcast and television or other Journalism departments and enterprise units.

#### 二、培养规格

##### II、Cultivation Standards

###### I) 学制

Length of Schooling

修业年限：4 年

Duration: 4 years

###### II) 学位

Degree

授予学位：文学学士学位

Degrees Conferred: Bachelor of Art.

###### III) 人才培养基本要求

Basic requirements for Cultivation

本专业学生要求学习马克思主义基本原理，系统掌握新闻传播学理论及相关学科的基础理论知识，受到广播电视新闻采访、写作、编导、播音、主持等方面的基本训练，熟知广播电视媒体的传播特性，具备广播电视新闻采编、制作、策划、管理等方面的基本能力。本专业的主要特色是：“厚基础、宽口径、术理兼备”，即宽广的人文社科知识结构，厚实的新闻采、写、编基础，专业的广

电新闻采编、制播能力。

The students who specialty in Journalism need to study the Fundamentals of Marxism, master the Journalism theory and the theoretical knowledge of relative courses, The students must be trained in interviewing, writing, directing, broadcasting, mastering and so on, and the students also require to know well about the features of the broadcast and television, they have the basic abilities of gathering news, scheming, managing. The main features of this specialty is “profound foundation, wide learning, be good at both practical skill and basic theory”. That’s to say, wide knowledge structure of human culture society science, profound foundation about gathering news, writing, and editing, special ability of interviewing and editing, producing and broadcasting.

### 三、核心课程

#### III、Core Courses

新闻学概论 Introduction to Journalism Science、传播学概论 Introduction to Communication 、广播电视学概论 Introduction to Television News Broadcast、广播新闻报道 News Report of Radio 、电视新闻报道 New Report of Television、融合新闻学 Convergence Journalism、中外广播电视发展史 History of broadcast and television at home and abroad、中外电影发展史 The history of Chinese and foreign film development、电视摄像与编辑 Photography and Editing of TV、电视节目制作 TV program producing、广播节目编辑与制作 Broadcast editing and program producing 、电视主持人研究 The research On TV Program Hosting、广播电视音乐节目编导 Musical Program Editing and Directing of Broadcast and TV 、虚拟演播技术 Techniques of Virtual Studio 、纪录片研究 Studies on Documentary Programs 、出镜记者 Frame-in Reporters 、影视文化传播 Culture communication of movies and TV 、电视文本写作 TV text writing 等。

### 四、主要实践性教学环节

#### IV、Main Internship and Practical Training

实践活动 Practice Activity 、专业实习 Professional Practice、毕业实习 Graduation Practic、主要专业实验 Main Experiment、毕业论文（设计） Graduation Project

## 五、学时与学分

## V、Hours/Credits

学时学分构成表

Table of Hours and Credits

课程类别 Courses Classified		学时/周数 Period/Weeks	学 分 Credit		学分比例 Proportion of Credits	
			理 论 Theory	实 践 Practice		
通识课程平台 General Courses Platform	通 必 General Compulsory	686	27.5	10.5	23.46%	
	通 选 General Elective	192	12		7.41%	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	496	29	1	18.52%	
	选 修 Elective	240	13	1	8.64%	
专业课程平台 Major Courses Platform	必 修 Compulsory	488	25.5	2.5	17.28%	
	选 修 Elective	260	13	1	8.64%	
实践教学平台 Practical Teaching Platform	必 修 Compulsory	21w		21	12.96%	
	选 修 Elective					
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits		3		3.10%	
	创业学分 Entrepreneurship Credits		2			
小 计 Amount	必修学分 总数 Compulsory Credits	122	选修学分总数 Elective Credits	40	选修学分比例 Proportion of Elective Credits	24.69%
	理论学分 总数 Theory Credits	120	实践学分总数 Practice Credits	42	实践教学环节 比例 Proportion of Internship and Practical Training	24.69
最低毕业学分 The Lowest Graduate Credit		162				

学期学分分配表

## Division of Credits of Each Term

各学期学分分配 Division of Credits of Each Term		学期 Term							
		一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th
课程类别 Courses Classified									
通识课程平台 General Courses Platform	通 必 General Compulsory	12	10	7	8		1		
	通 选 (建议) General Elective (suggestive)		2	2	2	2	2	2	
学科基础课程平台 Basic Courses Platform	必 修 Compulsory	9	11	5	3	2			
	选 修 Elective		2	4	2	4	2		
专业课程平台 Major Courses Platform	必 修 Compulsory			9	8	7	4		
	选 修 Elective			2	2	4	4	2	
实践教学平台 Practical Teaching Platform	必 修 Compulsory		1	2	2	2	2		12
	选 修 Elective								
小计 Amount		21	26	31	27	21	15	4	12
创新创业平台 Innovation and Entrepreneurship Platform	创新学分 Innovation Credits	3							
	创业学分 Entrepreneurship Credits	2							
最低毕业学分 The Lowest Graduate Credits		162							

## 六、教学进程计划表 / VI、Teaching Schedule Form

## 表一：通识课程平台 / Form I:General Course Platform

## 表一(A)：通识必修课程(通选课) / Form I(A):General Compulsory Courses(General Required)

课程编号 Course Code	课程名称 Course Names	学分 Crs.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
10910000418	军事理论	2	36	36				2									
10911000318	军事技能训练	/2	36			36		18									
20W10000613	英语 1 English 1	2	32	32				2									
21811000313	体育 1 Physical Education 1	0/1	26			26		/2									
217100012418	思想道德修养与法律基础 Cultivation of Morals and Fundamentals of Law	2.5/0. 5	52	40		12		3 ( 文)									
21710000413	形势与政策 Situation and Policy	2	32	16		16		2									
21710000613	民族理论与民族政策 National Theory and National Policy	1.5/ 0.5	32	24		8		2									
20W10000713	英语 2 English 2	2	32	32				2									
21811000213	体育 2 Physical Education 2	0/1	32			32		/2									
112110010718	劳动教育 Labor Education	0/1	32			32				/2							
20W10000813	英语 3 English 3	2	32	32						2							
21811000413	体育 3 Physical Education 3	0/1	32			32				/2							
2171000122	中国近现代史纲要 Essentials of China Modern and Contemporary History	2.5/ 0.5	52	40		12		3 ( 文)									
217100012318	马克思主义基本原理 Marxist Fundamentals	2.5/0. 5	52	40		12				3 ( 文)							
2171000121	毛泽东思想和中国特色社 会主义理论体系概论 Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4 ( 文)					

课程编号 Course Code	课程名称 Course Names	学分 Cr.	总学 时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
				理论 The.	实验 Exp.	实践 Pra..	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
					Chinese characteristics												
20W10000913	英语 4 English 4	2	32	32								2					
218110000113	体育 4 Physical Education 4	0/1	32			32						/2					
115100000113	就业指导 Employment Guidance	1	16	16										2			
209100030918	计算机基础 I Basic of Computer I	2	40	24	16				4								

表一 (B) : 通识选修课程 (通选课) /Form I (B): General Elective Courses

课程类别 Course Classi-fied	学分 Cr.
通识选修课程 (通选课) General Elective Courses	12

表二：学科基础课程平台

Form II. Basic Course Platform

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分数 Crns.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
学科基础必修 Require Basic Courses	202103000813	新闻学概论 Introduction to Journalism Science	3	48	48					4								4-15周 4-15W
	202103000713	广告学概论 Introduction to Advertising	3	48	48					4								4-15周 4-15W
	202103001413	广播电视学概论 Introduction to Television Broadcasting Science	3	48	48					4								4-15周 4-15W
	202100030818	网络与新媒体概论 Introduction to Internet and New Media	2	32	32						2							
	202103003013	中国古代文学 Chinese Ancient Literature	3	48	48						3							
	202103005813	摄影基础 Art of Photography	1.5/0.5	40	24	16					4							1-10周
	202103007713	公关原理与实务 Public Relations Theory and Practice	2	32	32						2							
	202100027113	应用文写作 Practical Writing	2	32	32						2							
	202100028418	中国现当代文学 Modern and Contemporary Chinese Literature	3	48	48							3						
	202100030918	马克思主义新闻思想 Marxist News Thought	2	32	32							2						
	202103007813	传播学概论 Introduction to Communication	3	48	48								3					
	202100031018	新闻传播学研究方法 Research Methods of Journalism and Communication	1.5/0.5	24/16	24	16								3				
			小计 Amount	30 (29+1)	496 (464+32)	464	32				12	13	5	3	3			



课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th		
					学科基础选修模块一：文科及相关学科（4选2，共4学分，第5、6学期各选修1门）													
	208103009213	社会心理学 B Social Psychology	2	32	32								2					
	204103021813	社会学概论 C Introduction to Sociology	2	32	32									2				
	206103025013	经济学原理 principle of economics	2	32	32								2					
	202103003913	美学概论 Introduction to Aesthetics	2	32	32									2				
学科基础选修模块二：专业基础知识（9选3，共6学分，其中第3、4、5学期各选修1门）																		
学科基础选修 Elective Basic Courses	202103008113	公共传播 Public Communication	2	32	32						2							
	202100035518	视听语言 Audio-Visual Language	2	32	32						2							
	202103005413	民族文化传播 National Culture Communication	2	32	32						2							
	202103003513	节目主持人 Studies on Program Masters	2	32	32							2						
	202103007213	媒介集团研究 Research on Media Entertainment Industry	2	32	32							2						
	202103004913	电视文化 Television Culture	2	32	32							2						
	202103019713	跨文化传播 Intercultural Communication	2	32	32								2					
	202100031118	文化创意产业 Cultural Creative Industry Theory and Practice	2	32	32								2					
	202103003613	舆论学 Public Opinion	2	32	32								2					
学科基础选修模块三：专业技能（4选2，共4学分，第2、3学期各选修1门）																		

课程类别 Courses Classified	课程编号 Numbers of courses	课程名称 Courses Names	学分 Crns.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes		
					讲课 Lec.	实验 Exp.	上机 Ope.	实践 Pra.	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th			
	202103003813	美术设计基础 1: 色彩构成 Art Design I: Planar formation	1.5/0.5	24/16	24	16				3									
	202103004013	美术设计基础 2: 平面构成 Art Design II: Color Composition	1.5/0.5	24/16	24	16					3								
	209100030818	程序设计语言 (Python) I Program Design Language (Python) I	1/1	48	16		32			4									
	202103005913	摄像基础 Art of Shooting	1.5/0.5	24/16	24	16					3								
		小计 Amount	14 (13+1)	240	208	32				3	6	4	2						
	总学时合计: The Whole Periods: 496/240		学期周学时小计 Oeriods in Each Term						12	16	10	5	7	2					
	总学分合计: The Whole Credits: 30/14		学期学分小计 Credits in Each Term						9	13	9	5	6	2					
学分要求: Demand of Credit:			学分: 44 Credit: 44	其中必修 30 学分, Required: 30				选修 14 学分 Elective: 14											

表三：专业课程平台

Form 3: Major Courses Platform

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes			
					讲课 Lec.	实验 Exp.	实践 Pra.	习题 Ueb	一 1st	二 2nd	三 3rd	四 4th	五 5th	六 6th	七 7th	八 8th				
					Compulsory courses 专业必修	202103008213	中外广播电视史 History of broadcast and television at home and abroad	3	48	48								3		
Compulsory courses 专业必修	202103004813	电视摄像与编辑 Photography and Editing of TV	2/1	32/32	32	32						4								
	202103004713	电视新闻报道 New Report of Television	3	48	48							3								
	202103004413	电视节目制作 TV program producing	2/1	32/32	32	32							4							
	202103006713	广播新闻报道 News Report of Radio	3	48	48								3							
	202103006613	广播编辑与节目制作 Broadcast editing and program producing	1.5/0.5	24/16	24	16								4						
	202100032718	中外电影发展史 The history of Chinese and foreign film development	3	48	48										3					
	202100032818	电视文本写作 TV text writing	2	32	32										2					
	202100031418	融合新闻学 Convergence Journalism	2	32	32										2					
	202103005513	新闻法规与职业道德 Journalistic Regulation and Ethics	2	32	32												3			第六学期 1-12 周
	202103006513	广播电视新闻评论 News comment of broadcast and TV	2	32	32												3			
		小计 Amount	28	488	408	80						9	11	8	6					

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	实践 Pra.	习题 Ueb.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
专业选修 Elective courses	202103004513	电视深度报道 Profound report of television	2	32	32							2						第三学期3选1, 共2学分
	202100033018	影视制作技术 Film and television production technology	1/1	48	16	32						3						
	202103006413	广播电视音乐节目编导 Musical Program Editing and Directing of Broadcast and TV	2	32	32							2						
	202100033118	Photoshop 平面设计应用 Photoshop graphic design application	2	32	32								4					第四学期3选1, 共2学分
	202103005213	电视剧研究 Studies on teleplay	2	32	32							2						
	202103003713	虚拟演播技术 Techniques of Virtual Studio	1/1	48	16	32							3					
	202103004313	纪录片研究 Studies on Documentary Programs	2	32	32									2				第五学期5选2, 共4学分
	202103009013	电视广告实务 Video Advertising Production	1/1	16/32	16	32								3				
	202100034618	电视节目编导 Editing and Producing on Television Program	2	32	32									2				
	202100032918	故事片叙事 Narration of feature films	2	32	32									2				
	202103006813	广播生态与节目创新研究 The research On Broadcasting Ecology And Program Innovation	2	32	32									2				

课程类别 Courses Classified	课程编号 Course Code	课程名称 Courses Names	学分数 Crs.	总学时 Hrs.	学时类型 Period Classification				各学期周学时分配 Division of class-hour in Every Week of Each Term								备注 Notes	
					讲课 Lec.	实验 Exp.	实践 Pra.	习题 Ueb.	一	二	三	四	五	六	七	八		
									1st	2nd	3rd	4th	5th	6th	7th	8th		
	202103004613	电视生态与节目创新研究 The research On TV Ecology And Program Innovation	2	32	32									3				
专业选修 Elective courses	202100033218	影视理论与批评 Film theory and criticism	2	32	32									3				六学期 1-12周;5选2, 共4学分
	202103007913	中外名记者研究 Studies on the famous Journalist at home and abroad	2	32	32									3				
	202103008913	电视栏目包装与制作技术 Packaging and Producing Techniques of TV Programmes	1.5/0.5	24/16	24	16								3				
	202103005713	整合营销传播 Integrated Marketing Communication	2	32	32									3				
	202103006313	影视文化传播 Culture communication of movies and TV	2	32	32											3		第七学期3选1, 共2学分, 第1-11周
	202103007613	出镜记者 Frame-in Reporters	2	32	32											3		
	202103003113	论文写作 Paper Writing	2	32	32											3		
		小计 Amount	14	260	196	64					2	3	4	4	3			
总学时合计: The Whole Periods:488/260			学期周学时小计 Periods in Each Term								11	14	12	10	3			
总学分合计: The Whole Credits: 28/14			学期学分小计 Credits in Each Term								11	10	11	8	2			
学分要求: 学分: 42      其中必修 28 学分,      选修 14 学分 Demand of Credit: Credit: 42      Required: 28      Elective: 14																		

表四：实践教学平台

Form 4: Practical Teaching Platform

类别 Category	课程编号 Course Code	实践教学 名称 Practical Teaching Name	学分 Cr.	周数 Total Period	学时类型 Type of Period		各学期周学时分配 Division of Class-hour in Every Week of Each Term								地点 Place	
					实验 Exp.	实习 Pra.	一	二	三	四	五	六	七	八		
							1st	2nd	3rd	4th	5th	6th	7th	8th		
教学 实践 Teaching Practice	202113007113	实践活动1 Practical Activity I	1	1周		√		√								市内 local
	202110032518	实践活动2 Practical Activity II	2	2周		√			√							随机安排省内外 in or out of Hubei
	202110032618	实践活动3 Practical Activity III	2	2周		√					√					随机安排省内外 in or out of Hubei
	小计 Preliminary		5	5												
教学 实 习 Teaching Practice	202113008513	专业实习1 Noviciate1	2	2周		√				√						随机安排省内外 in or out of Hubei
	202113008613	专业实习2 Noviciate2	2	2周		√					√					随机安排省内外 in or out of Hubei
	202113008813	毕业实习 Graduation Practice	4	4周		√									√	1—4周
	202110033318	毕业论文（设计） Graduation Project	8	8周		√									√	5—12周
	小计 Amount		16	16周												
小计 Preliminary		学分 Credit 21				周 Weeks 21周										

表五：创新创业平台

Form V: Innovation & Entrepreneurship Platform

类别 Category	学分 Crts.
创新学分 Innovation Credits	3
创业学分 Entrepreneurship Credits	2
总计 Amount	5

执笔人： 阎春来

审核人：