

# 传播学（罗格斯 2+2 联合班）

## Communication Studies (Journalism and Media Studies Major)

专业代码：050304

学 制：4 年

Program Code: 050304

Duration: 4 years

### 培养目标：

本专业培养能够适应媒体转型发展方向、从事新闻采访、写作、编辑、评论、摄影摄像实务以及在党政机关、企事业单位从事全媒介新闻宣传的国际复合型人才。本专业毕业生应该具有坚定的政治方向、强烈的社会责任感、科学的思维方法、厚实的人文科学基础知识、宽阔的国际视野和精湛的新闻传播技能。可在新闻媒体、政府和企事业单位、网络和电子商务企业、广告传媒企业从事新闻生产、传播、内容产品策划与制作以及基于网络平台的营销推广等工作，成为未来新闻传媒行业的生力军和领军人才。

### Educational Objectives:

The major meets the requirements of current media transformation and specialized development direction. The graduates can work in government, enterprises, the news publishing industry, the Internet and e-commerce enterprises, enterprise network promotion and advertising companies, engaged in network information collection, editing and analysis, planner and producer of network content product, as well as marketing based on the network platform.

### 毕业要求：

- №1. 学习掌握新闻传播专业基础及核心知识，具备采写编评和传播创意与策划能力；
- №2. 适应新媒体生态、娴熟灵活地使用各类新媒体工具的能力；
- №3. 掌握全媒体内容生产与传播的能力；
- №4. 批判性思考，对新事物保持好奇和探索精神，具备发现、分析和解决问题的能力；
- №5. 关注社会，深切的人文关怀，具备一定的责任意识 and 法律知识，遵守职业道德和职业信仰；
- №6. 团队协作和组织管理能力；
- №7. 至少一种外语的应用能力，善于沟通和表达，培养和谐的人际交往关系；
- №8. 具备开拓创新意识和创新能力；
- №9. 学习掌握经济学、管理学、社会学、历史学等跨学科领域知识，提升综合素养；
- №10. 跨文化知识学习，具有国际化视野；
- №11. 终生学习的能力。

### Student Outcomes:

- №1. Master the basic and core knowledge of Journalism and communication major.

Students are expected to be able to do interviews, to write, edit, and critique professionally. Student should know how to popularize creative ideas and do media planning.

№2. Familiar with the dynamic of new media, savvy at using different kinds of social media as tools.

№3. Use multi-media platforms to produce and promote contents.

№4. Think critically. Preserve the curiosity for new things and the spirit of exploration. Students should have the keen eyes to notice a problem and be able to analyze and solve it.

№5. Have social awareness and strong compassion. Students should realize their responsibilities and duty, as well as have knowledge on law. Students should be committed to the professional ethics and have professional conviction.

№6. Be a good team player who can also take on the leader role to manage people and organize events.

№7. Fluent in at least one foreign language written and spoken. Students should communicate effectively and express ideas fully. Interpersonal networking skills are expected.

№8. Have a creative mind and the talent to advance.

№9. Learn knowledge overlapping difference disciplines such as economics, management, sociology, history so as to lay solid ground for quality works.

№10. Study in cross-culture environment and develop international vision.

№11. Be a lifelong learner.

## **专业简介：**

传播学（罗格斯 2+2 联合班）依托传播学专业于 2012 年设置并招生。该班和美国罗格斯大学新闻学院“2+2”本科双学位联合培养项目，即第一、二学年在华工学习，第三、四学年达到相关要求后在美国罗格斯大学继续完成学业。本专业师资队伍具备良好的专业素质，教学、实践经验丰富，并在视听传播、网络传播、数据新闻、新媒介素养等研究领域取得了一批有富有影响的成果。

## **Program Profile:**

The cross and integration of the media based on digital technology is changing the overall character of mass communication from the aspects of transmission channel, communication concept, content production, business form and media system. The traditional training methods of Journalism and communication professionals have been unable to meet the needs of modern society, economy, culture and science and technology. Therefore, in 2015, according to the change of the social demand, the school of Journalism and communication made great adjustments and amendments to the department level teaching units and the corresponding teaching plan, in the dissemination of professional under the Network and new media and audio-visual communication professional.

The new direction of network and new media is a new subject. Professional composite requirements to the direction of the students with the basic knowledge of relatively broad, basic courses in basic courses for students in journalism, communication, literature, philosophy, art and other related fields of social sciences,

in the professional basic course is divided into three parts: design and production of audio-visual program and other forms of digital content, audio-visual program and digital journalism planning and production, Audiovisual program reviews and network media operations, on the basis of these three directions, respectively, for students to open a number of related courses.

The direction of the training is to pay equal attention to both theory and practice, signed a large number of practice bases, students have a wide range of practical opportunities, employment prospects are very broad. The faculty members of this program have good professional qualities with rich experience in teaching and practice. They have made a number of influential research achievements in the network communication data, news, new media literacy research field.

### **专业特色：**

本 2+2 联合班与美国罗格斯大学联合培养，以新闻传播学为核心，以人文社科为基础，培养学生信息与传播技术操作技能以及视听和网络传播的专业技能，尤其强调新媒体环境下视听和网络内容生产以及基于融合媒体内容的网络运营推广和营销管理实践能力的培养，以满足社会对视听和网络传播人才的广泛需求。

### **Program Features:**

This program is focused on journalism and communication studies on the basis of humanities and social sciences. It trains students to master practical skills in information and communication technologies as well as professional skills in audio-visual and online communication. To meet the society's large demand for audio-visual and online communication talents, it places great emphasis on the training of students' skills in the production of audio-visual and online content in a new media environment and their practical skills in online operation and promotion, marketing and management of convergent media content. Closely following industry changes, this program has strong adaptability and wide application.

**授予学位：**文学学士学位

**Degree Conferred:** Bachelor of Literature

### **主干课程：**

基础写作、新闻学基础、基础摄影、摄像基础、传播学研究方法、中外新闻史、新闻采访与写作、新闻评论学。

### **Core Courses:**

Marxist Journalism、Basic of Journalism、Fundamentals of Photography、Video Basics、The Chinese and foreign history、Data journalism theory and practice、News Interview and Writing、News Commentary、All media news edito、New media planning and operations and so on

## **特色课程：**

全英/双语教学课程：部分通识课、基础课、全英课采用全英语教学

研究型课程：中外新闻史、网络传播学

创新实践课程：学生专业综合实践

创业教育课程：新媒体策划与运营

## **Featured Course:**

Bilingual Courses:: Foreign media to observe、Journalism and communication professional English、

Research Courses: The Chinese and foreign history、Internet Communication、

Innovation Practice: Comprehensive practice of students' specialty、Data quality

Entrepreneurship Courses: New media planning and operations

## 一、教学计划总体安排表 (General Teaching Schedule)

学 年	学 期	教 学 进 度 安 排 (周)																		理 论 教 学	考 试	入 学 教 育	军 训	课 程 设 计	大 作 业	工 程 训 练	电 子 实 习	综 合 实 验	社 会 实 践	生 产 实 习	毕 业 实 习	其 它 实 习	中 外 合 作 项 目	毕 业 设 计	就 业 安 排	机 动	假 期	小 计									
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18																				19	20							
		A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R																												
一	1		C	A	A	A	A	A	A	A	A	A	A	A	A	A	B	D	D	D	14	1	1	3														19									
	2	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2														2	20										
二	3	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2														2	20										
	4	A	A	A	A	A	A	A	A	A	A	A	A	A	A	A	Q	Q	B	B	16	2															2	20									
三	5	第三、第四年在美国罗格斯大学新闻学院学习																		16	2																			20							
	6																			16	2																										
四	7																																					12		20							
	8																																							15		20					
合 计 (周)																				93	12																					12		15		6	159

## 二、各类课程学分登记表 (Registration Form of Curriculum Credits)

### 1. 学分统计表 (Credits Registration Form)

课程类别 Course Category	课程要求 Requirement	学分 Credits	学时 Academic Hours	备注 Remarks
公共基础课 General Basic Courses	必修 Compulsory	36.0	508	华工修读
	通识 General Education	10.0	160	华工修读
学科基础课 Disciplinary Basic Courses	必修 Compulsory	36.0	600	华工修读
	选修 Elective	69.0	1104	RU 修读
专业领域课 Specialty-related Courses	必修 Compulsory	13.0	208	华工修读
合 计 Total		164.0	2580	
集中实践教学环节 (周) Practice Training (Weeks)	必修 Compulsory	5.0	5 周	华工修读
		30.0	30 周	RU 修读 (认定学分)
修读学分	36.0+10.0+36.0+13.0+5.0=100.0			华工修读
	69 (具体课程根据学生在 RU 的选课而定)			RU 修读
毕业学分要求 Credits Required for Graduation	华工: 100.0+69.0=169.0 RU: 54.0 (RU 互认华工学分)+69.0=123.0			

备注: 学生在取得专业教学计划规定学分的同时, 还必须取得第二课堂 2 个人文素质教育学分和 4 个创新能力培养学分。

## 2.类别统计表 (Category Registration Form)

学时 Academic Hours					学分 Credits						
总学时数 Total	其中 Include		其中 Include		总学分数 Total	其中 Include		其中 Include			其中 Include
	必修学时 Compulsory	选修学时 Elective	理论教学学时 Theory Course	实验教学学时 Lab		必修学分 Compulsory	选修学分 Elective	集中实践教学环节学分 Practice-concentrated Training	理论教学学分 Theory Course Credits	实验教学学分 Lab	创新创业教育学分 Innovation and Entrepreneurship Education
2580	1316	1264	2396	184	169	90	79	35	128	6	10

### 三、专业教学计划表 (Teaching Schedule)

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes	
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice Hours				
公共基础课 General Basic Courses	143093	思想道德修养与法律基础 Cultivation of Thought and Morals & Fundamental of Law	必修课 C	(40) (36)				2.5	1	№8	
	143091	中国近现代史纲要 Skeleton of Chinese Modern History		(32) 24				2.0	2	№8	
	143094	形势与政策 Analysis of the Situation & Policy		(128)				2.0	1-8	№8	
	143106	*毛泽东思想 and 中国特色社会主义理论体系概论 (RU4.0) Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48				5.0	3	№8	
	143090	*马克思主义基本原理 (RU3.0) Fundamentals of Marxism Principle		(40) 36				2.5	4	№8	
	144001	大学英语 (一) College English(1)		64				4.0	1	№10	
	144002	大学英语 (二) College English(2)		64				4.0	2	№10	
	145223	大学计算机基础 Foundations of Computer		32				2.0	1	№5	
	145125	多媒体技术及应用 Multimedia Technology and Application		48				3.0	2	№5	
	152001	体育 (一) Physical Education (1)		32			32	1.0	1	№12	
	152002	体育 (二) Physical Education (2)		32			32	1.0	2	№12	
	152003	体育 (三) Physical Education (3)		32			32	1.0	3	№12	
	152004	体育 (四) Physical Education (4)		32			32	1.0	4	№12	
	106001	军事理论 Military Principle		(16)				1.0	2	№9	
	140194	*微积分基础 (RU4.0) Calculus Basis		64				4.0	1	№5	
		人文科学领域 Humanities *171267 西方舞蹈艺术欣赏 Western Dance Appreciation (RU3.0)		48	通识课 E				3.0		№8
		社会科学领域 Social Science		32					2.0		№8
		科学技术领域 Science and Technology *170128 生物技术导论 *170166 生物科学与工程导论 以上两门合并转换 4 学分 *169175 全球气候变化 (3.0) (RU		112					7.0		№8
		<b>合计 Total</b>		700				128	48		

备注：1.“中国近现代史纲要”和“形势与政策”两门合并转换 RU 3 学分；“大学英语 (一)”和“大学英语 (二)” 两门合并转换 RU 3 学分；“大学计算机基础”和“多媒体技术及应用” 两门合并转换 RU 4 学分；2.带\*为对接课程，“生物技术导论”、“生物科学与工程导论”为联合班罗格斯大学方向专门开设的课程；3.以上课程共转换 RU27 学分。

### 三、专业教学计划表（续）（Teaching Schedule）（第一第二年）

类别 Course Category	课程 代码 Course No.	课程名称 Course Title	是否 必修 C/E	学时数 Total Curriculum Hours				学分 数 Credits	开课 学期 Semester	毕业 要求 Student Outcomes
				总学 时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	实践 Practice			
学科基础课 Disciplinary Basic Courses	171008	基础写作 Basic Writing	必 C	48				3.0	1	№1
	171003	*传播学概论（RU3.0） Fundamentals of Communication	必 C	48				3.0	1	№1
	171348	基础摄影 Fundamentals of Photography	必 C	64		32		3.0	1	№5
	171014	*大众传播媒介概论(RU3.0) The Mass Media	必 C	48				3.0	2	№1
	171006	广告学原理 The Principle of Advertising	必 C	48				3.0	2	№1
	171007	新闻学基础 Basic of Journalism	必 C	48				3.0	2	№1
	171349	摄像基础 Video Basics	必 C	40		24		2.0	2	№5
	171426	传播学研究方法 Research Method of Communication	必 C	32				2.0	3	№2
	171038	*经济学原理III（RU3.0） Principles of Economics	必 C	48				3.0	3	№1
	157006	*社会学(RU3.0) Sociology	必 C	48				3.0	4	№8
	171403	网络传播学 Internet Communication	必 C	32				2.0	3	№6
	171462	新媒介素养 New media literacy	必 C	32				2.0	4	№6
	171117	公共关系学 Public Relation	必 C	32				2.0	4	№10
	171466	媒介伦理与法规 Media ethics and laws and regulations	必 C	32				2.0	4	№6
	171469	西方思想史 History of Western Thoughts	选 E	32				2.0	3	№8
	171108	中国文学 Chinese literature	选 E	32				2.0	3	№8
	171470	中国文化史 History of Chinese Culture	选 E	32				2.0	3	№8
	171005	外国文学 Foreign Literature	选 E	32				2.0	3	№8
	171317	媒介文化 Media Culture	选 E	32				2.0	4	№8



	171297	多媒体素材与制作 Multimedia Material Production and Processing	选 E	40				2.0	4	№6
	171374	艺术基础 Basic Aesthetics	选 E	32				2.0	4	№2
	171373	媒介批评 Media criticism	选 E	32				2.0	4	№8
	157004	*英语视听说 (RU3.0) Audio-Visual & Speaking English	选 E	48				3.0	1	№1
	157005	*人际沟通 (RU3.0) Interpersonal Communication	选 E	48				3.0	2	№1
	<b>合 计 Total</b>			必 C	600		56		36.0	
			选 E	选修课修读最低要求 10.0 学分 minimum elective course credits required:10						
专业领域课 Specialty-related Courses	171035	*新闻采访与写作 (RU3.0) News Interview and Writing	必 C	48				3.0	2	№1
	171457	*新媒体艺术学 (RU3.0) New Media Art	必 C	48				3.0	3	№1
	171491	中外新闻史 (RU3.0) The Chinese and foreign history	必 C	48				3.0	3	№1
	171495	传播社会学 Sociology of communication	必 C	32				2.0	4	№9
	171316	新闻评论学 News Commentary	必 C	32				2.0	4	№1
	171499	批判性思维 Critical Thinking	选 E	48				3.0	4	№4
	<b>合 计 Total</b>			必 C	208				13.0	
			选 E	选修课修读最低要求 10.0 学分 (含 RU 修读) minimum elective course credits required:10						

备注: 1.带\*为对接课程,“英语视听说”、“人际沟通”为联合班罗格斯大学方向专门开设的课程; 2.以上课程 RU18+9=27 学分。

### 三、专业教学计划表 (续) (Teaching Schedule) (第三第四年, 共需要完成 69 学分或以上)

课程名称 Course Title	是否必修 C/E	学时数 Total Curriculum Hours			学分 Credits
		总学时 Class Hours	上机 Computer-aided Class Hours	实验 Lab Hours	
基础课 Basic Courses	WCRELECTIVE 写作	必 C			3.0-4.0
	学生自选	必 C			3.0-4.0
	学生自选	必 C			3.0-4.0
	学生自选	必 C			3.0-4.0
	.....				
专业课程部分 Major Requirement	10:762:400 Internship 实习	必 C			3.0
	10: 762: 494 Senior Seminar 高级研修班	必 C			3.0
	300-level professional writing course 专业写作指导	必 C			3.0
	学生自选	必 C			3.0
	学生自选	必 C			3.0

	学生自选	必 C				3.0
	学生自选	必 C				3.0
	学生自选	必 C				3.0
	学生自选	必 C				3.0
	.....					
(基础课程+专业课部分) 合计						69.0

#### 四、集中实践教学环节(Practice-concentrated Training)

课程 代码 Course No	课 程 名 称 Course Title	是否 必修 C/E	学 时 数 Total Curriculum Hours		学 分 数 Credits	开 课 学 期 Semester	毕 业 要 求 Student Outcomes
			实 践 Practice weeks	授 课 Lecture Hours			
106002	军训 Military Training	必 C	3 周		3.0	1	№9
143197	马克思主义理论与实践 Marxism Theory and Practice	必 C	2 周		2.0	假期	№8
171049	毕业实习 Practice on Diploma Project	必 C	12 周		12.0	7	№,7,8,9,10
171050	毕业设计(论文) Diploma Project	必 C	15 周		15.0	8	№1,2,3,4,5,6,7,8,9,10,11,12
171478	学生专业综合实践 Student Professional Practice	必 C	3 周		3.0	7	№,7,8,9,10
<b>合 计 Total</b>		必 C	35 周		35.0		

#### 五、第二课堂

第二课堂由人文素质教育和创新能力培养两部分组成。

##### 1.人文素质教育基本要求

学生在取得专业教学计划规定学分的同时，还应结合自己的兴趣适当参加课外人文素质教育活动，参加活动的学分累计不少于 2 个学分。

##### 2.创新能力培养基本要求

学生在取得本专业教学计划规定学分的同时，还必须参加国家创新创业训练计划或广东省创新创业训练计划或 SRP（学生研究计划）或百步梯攀登计划或一定时间的各类课外创新能力培养活动（如学科竞赛、学术讲座等），参加活动的学分累计不少于 4 个学分。

#### 5.“Second Classroom” Activities

“Second Classroom” Activities are comprised of two parts, Humanities Quality Education and Innovative Ability Cultivation.

##### 1)Basic Requirements of Humanities Quality Education

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to participate in extracurricular activities of Humanities Quality Education based on one’s interest, acquiring no less than two credits.

##### 2)Basic Requirements of Innovative Ability Cultivation

Besides gaining course credits listed in one’s subject teaching curriculum, a student is required to

participate in any one of the following activities: National Undergraduate Training Programs for Innovation and Entrepreneurship, Guangdong Undergraduate Training Programs for Innovation and Entrepreneurship, Student Research Program (SRP), One-hundred-steps Innovative Program, or any other extracurricular activities of Innovative Ability Cultivation that last a certain period of time (e.g. subject contests, academic lectures), acquiring no less than four credits.