

# 传播学

## Communication Studies

专业代码: 050304

学制: 4年

Program Code:050304

Duration: 4years

### 培养目标:

本专业培养适应 ICT (Information Communication Technology), 信息传播技术发展需要, 突破传统媒体与新媒体的领域界限, 能够胜任企事业单位 (大众传媒、影视行业、出版社、传播公司和新媒体等) 和政府相关部门从事视听节目以及其他形态的数字内容产品设计、策划、撰稿、拍摄、剪辑和融合制作以及企划营销、网络推广、项目管理等传播理论与技术方面的高级大众传播和网络传播专业人才。

### Educational Objectives:

This program trains students to become advanced professionals in the field of mass communication and online communication who can adapt to the need of ICT (Information Communication Technology) development and break through the boundaries of traditional and online media. Graduates are qualified to work in enterprises and public institutions (mass media, film industry, publishing firms, communication companies, new media, etc.) and related government departments. They are able to produce visual-audio programs; work on the design, planning, writing, filming, editing and convergent media production of digital content products in other forms; engage in corporate planning and marketing, online promoting, project management, and other aspects of communication theories and technologies.

### 毕业要求:

№1.专业知识: 应以新闻传播为核心, 掌握扎实的基础知识、专业基本原理、方法和手段, 并掌握相关的人文社科理论和知识, 并专业性地分析和解决实际问题。

№2.专业技能: 掌握扎实的采写、摄录、视听节目制作、信息采集与处理、数据分析与可视化以及视听报道、网络传播等专业技能以及相关的社交、公关能力。

№3.设计/开发解决方案: 能够设计针对网络与新媒体平台的融合视听、图文、交互等多种形式数字内容生产方案, 设计满足特定需求的视听节目以及其他形式的数字内容、传播流程, 并能够在设计环节中体现创新意识, 考虑社会、健康、安全、法律、文化以及环境等因素。

№4.研究: 能够基于传播学原理并采用有效的传播手段和方法对网络与新媒体复杂问题进行研究, 包括设计实验、分析与解释各种数据、并通过信息综合得到合理有效的结论。

№5.使用现代工具: 能够针对视听以及网络与新媒体传播中的复杂问题, 开发、选择与使用恰当的资源、工具和传播技术工具, 包括对视听以及网络与新媒体传播复杂问题的预测与模拟, 并能够理解其局限性。

№6.社会：能够基于视听以及网络与新媒体相关背景知识进行合理分析，评价视听以及网络与新媒体内容和平台的传播效果，设计复杂问题传播方案，评估对社会、健康、安全、法律以及文化的影响，并理解应承担的责任。

№7.环境和可持续发展：能够理解和评价针对视听以及网络与新媒体复杂问题的传播实践对环境、社会可持续发展的影响。

№8.职业规范：具有人文社会科学素养、社会责任感，能够在传播实践中理解并遵守媒体传播职业道德和规范，履行责任。

№9.个人和团队：能够在多学科背景下的团队中承担个体、团队成员以及负责人的角色。

№10.沟通：能够就视听以及网络与新媒体复杂问题与业界同行及社会公众进行有效沟通和交流，包括编写剧本、撰写报告和设计文稿、陈述发言、清晰表达或评论视听节目。并具备一定的国际视野，能够在跨文化背景下进行沟通和交流。

№11.项目管理：理解并掌握视听以及网络与新媒体传播原理与传播方法，并能在多学科环境中应用。

№12.终身学习：具有自主学习和终身学习的意识，有不断学习和适应发展的能力。

### **Student Outcomes:**

№1. Professional Knowledge: An ability to master solid basic knowledge, fundamentals and methods in journalism and communication as well as theories and knowledge in humanities and social sciences, and to professionally analyze and solve practical problems.

No2. Professional skills: An ability to master profound professional skills in interviewing and reporting, filming and video recording, audio-visual program production, information collection and processing, data analysis and visualization, audio-visual reporting, online communication as well as related skills in social networking and public relations.

№2.Problem Analysis: An ability to identify, formulate and analyze complex problems of digital content production and communication, reaching to substantiated conclusions using basic principles of literature, history, philosophy, art, social science research methods to solve the problems in audio-visual and new media fundamentals and specialization.

№3.Design / Development Solutions: An ability to design content production solutions for integration of audio-visual, graphic, interactive and other forms of digital content .The design should consider the novelty, and meet specific needs with societal, public health, safety, legal, cultural and environmental considerations.

№4.Research: An ability to conduct effective communication methods to investigate the complex new media communication problems based on communication science principals and adopting scientific methods including design of experiments, analysis and interpretation of data and synthesis of information to provide valid conclusions.

№5.Applying Modern Tools: An ability to create, select and apply appropriate techniques, resources, and

modern ICT(Information Communication Technology)tools to prediction and modelling, to complex audio-visual , network and new media activities, with an understanding of the limitations.

№6.Engineering and Society: An ability to apply reasoning informed by contextual knowledge to assess societal, health, safety, legal and cultural issues and the consequent responsibilities relevant to professional engineering practice.

№7.Environment and Sustainable Development: An ability to understand and evaluate the impact of audio-visual, network and new media communication solutions in environmental and societal contexts and demonstrate knowledge of and need for sustainable development.

№8.Professional Standards: An understanding of humanity science and social responsibility, being able to understand and abide by professional ethics and standards responsibly in communication practice.

№9.Individual and Teams: An ability to function effectively as an individual, and as a member or leader in diverse teams and in multi-disciplinary settings.

№10.Communication: An ability to communicate effectively on complex audio-visual and network communication problems with the communication community and with society at large, such as being able to comprehend and write effective reports and design documentation, make effective presentations, give and receive clear instructions, and communicate in cross-cultural contexts with international perspective.

№11.Project Management: Demonstrate knowledge and understanding of audio-visual, network and new media operation principles and methods of economic decision-making to function in multidisciplinary environments.

№12.Lifelong Learning: A recognition of the need for, and an ability to engage in independent and life-long learning with the ability to learn continuously and adapt to new developments.

## **专业简介：**

传播学专业于 2003 年设置并开始招生。由于基于数字技术的媒介的交叉和融合正在从传输渠道、传播理念、内容生产、商业形态乃至传媒体制等各个层面逐渐改变着大众传播的整体风貌，所以传统的新闻传播专业人才培养方式已经无法适应现代社会、经济、文化和科技发展的需求。因此，2015 年，根据社会需求的变化，新闻与传播学院对系一级教学单位以及相应的教学计划作了较大幅度的调整和修订，在传播学专业下设了视听传播方向和网络与新媒体方向。这两个专业方向均是文理工交叉的新兴学科。

本专业复合性要求学生具有相对宽泛的知识基础，在学科基础课中为学生开设了新闻学、传播学、文学、哲学、艺术学以及相关社会科学等领域的基础课程，在专业基础课则分为三个板块：视听节目以及数字内容产品设计与制作、视听节目以及数据新闻策划与制作、视听节目评论以及网络媒体运营，在这三大方向的基础上，分别为学生开设多门相关课程。

本专业方向的培养方式是理论与实践并重，签订了大量的实习基地，学生有着广泛的实践机会，就业前景十分广阔。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、新媒体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:**

本专业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。该专业着眼于行业变化，适应性强，适应面宽。

## **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：**

视听传播专业方向：新闻学基础、传播学概论、基础写作（含新闻采写）、摄像基础、非线性编辑、视听节目策划与编导、视听传播简史、视听语言。

网络与新媒体专业方向：新闻学基础、传播学概论、基础写作（含新闻采写）、摄像基础、数据库技术及应用、数据新闻理论与实践、数据分析基础、网络营销学。

**Core Courses:**

Fundamentals of Journalism; Introduction to Communication; Basic Writing; Basics of Videography; Database Technology and Application; Non-linear Editing; Web Design and Production; Audio-Visual Programming and Directing; Brief History of Audio-Visual Communication; Audio-Visual Language; Data Journalism Theory and Practice; Foundations of Data Analysis; Design and Production of Information Charts; Online Marketing, etc.

New Media Arts; Audio-visual Language; The technology and application of Database; Data journalism theory and practice; Non-linear editing; Network audio-visual program analysis; Web design and production; Website construction and operation; Network editing software application; Network marketing; Data analysis; Audio-visual program planning and directing; Information table design and production and so on.

**特色课程：**

视听传播专业方向：

研究型课程：视听语言、视听传播简史、影视编剧学

讨论型课程（含新生研讨课、专题研讨课）：电影分析、网络视听节目分析

创新实践课程：视听节目策划与编导、视听节目主持、非线性编辑

创业教育课程：动漫文化与产业发展概论、文化创意产业概论

**Featured Courses:**

Research Courses: Audio-visual Language; Brief History of Audio-visual Communication; Screenwriting Seminar (including freshmen seminars and thematic seminars): Film Analysis, Analysis of Online Audio-Visual Programs

Innovation Practice Courses: Audio-Visual Programming and Directing, Audio-Visual Program Hosting, Non-linear Editing

Entrepreneurship Education Courses: Seminar Series on Starting a Business

网络与新媒体专业方向：

研究型课程：数据新闻理论与实践、新媒体文化与伦理

讨论型课程（含新生研讨课、专题研讨课）：网络媒体设计

创新实践课程：网络编校软件应用、全媒体发布实训

创业教育课程：动漫文化与产业发展概论、文化创意产业概论

### **Featured Courses:**

Research Courses: Data Journalism theory and practice; audio - visual language; New media culture and ethics

Seminar (including freshmen seminars and thematic seminars): Network media design; Network audio-visual program analysis; data analysis; film analysis

Innovation Practice Courses: Audio visual program planning and directing; the design and production of information charts; audio-visual program hosting; network editing software applications; web design and production; Integrated media release training

Entrepreneurship Education Courses: Seminar Series on Starting a Business



## 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
2108	1532	576	1780	328	167	131	36	35	121	11	20

### 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-ai ded 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	2	No8	
	143091	中国近现代史纲要 Skeleton of Chinese Modern History		(32) 24				2.0	1	No8	
	143106	毛泽东思想和中国特色社会主义理论体系概论 Thought of Mao ZeDong and Theory of Socialism with Chinese Characteristics		(80) 48				5.0	4	No8	
	143090	马克思主义基本原理 Fundamentals of Marxism Principle		(40) 36				2.5	3	No8	
	143094	形势与政策 Analysis of the Situation & Policy		(128)				2.0	1-8	No8	
	144001	大学英语 (一) College English(1)		64				4.0	1	No10	
	144002	大学英语 (二) College English(2)		64				4.0	2	No10	
	145223	大学计算机基础 Foundations of Computer		32				2.0	1	No5	
	145125	多媒体技术及应用 Multimedia Technology and Application		48				3.0	2	No5	
	140194	微积分基础 Calculus Basic		64				4.0	1	No5	
	152001	体育 (一) Physical Education (1)		32			32	1.0	1	No12	
	152002	体育 (二) Physical Education (2)		32			32	1.0	2	No12	
	152003	体育 (三) Physical Education (3)		32			32	1.0	3	No12	
	152004	体育 (四) Physical Education (4)		32			32	1.0	4	No12	
	106001	军事理论 Military Principle		(16)				1.0	2	No9	
		人文科学领域 Humanities		32	通识课 E				2.0		No8
		社会科学领域 Social Science		32					2.0		No8
		科学技术领域 Science and Technology		96					6.0		No8
	<b>合计 Total</b>				668			128	46.0		

### 三、专业教学计划表（续）（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-ai ded 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	No1
	171003	传播学概论 Fundamentals of Communication	必 C	48				3.0	1	No1
	171348	基础摄影 Fundamentals of Photography	必 C	64		32		3.0	1	No5
	171006	广告学原理 The Principle of Advertising	必 C	48				3.0	2	No1
	171007	新闻学基础 Theories of Journalism	必 C	48				3.0	2	No1
	171349	摄像基础 Video Basics	必 C	40		24		2.0	2	No5
	171426	传播学研究方法 Research Method of Communication	必 C	32				2.0	3	No2
	171038	经济学原理III Principles of Economics III	必 C	48				3.0	3	No1
	171010	社会学 Sociology	必 C	32				2.0	3	No8
	171403	网络传播学 Internet Communication	必 C	32				2.0	3	No6
	171462	新媒介素养 New Media Literacies	必 C	32				2.0	4	No6
	171117	公共关系学 study on Public Relations	必 C	32				2.0	4	No10
	171466	媒介伦理与法规 Media Ethics and Media Law	必 C	32				2.0	4	No6
	171019	调查统计与分析 Survey Statistics and Analysis	必 C	32				2.0	4	No2
	171467	传播技术应用前沿 Advanced Communication Technology Application	必 C	32				2.0	5	No6
	171468	马克思主义新闻思想 Marxist news concept	必 C	32				2.0	5	No8
	171469	西方思想史 History of Western Thoughts	选 E	32				2.0	3	No8
	171108	中国文学 Chinese literature	选 E	32				2.0	3	No8
	171470	中国文化史 History of Chinese Culture	选 E	32				2.0	3	No8

	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		24		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
	171471	公共政策与社会治理 Public policy and social governance	选 E	32				2.0	4	№8
	171472	英语新闻写作 English News Writing	选 E	32				2.0	5	№2
	171432	研究设计与论文写作 Research design and thesis writing	选 E	32				2.0	5	№10
	171020	策划学 Planning	选 E	32				2.0	5	№10
	171428	社会心理学 Social Psychology	选 E	32				2.0	5	№8
	171194	国际传播 International Communication	选 E	32				2.0	6	№6
	171402	动漫文化与产业发展概论 Generality of comic's culture and development of industry	选 E	32				2.0	6	№10
	171345	文化创意产业概论 The Outline of cultural and Creative Industry	选 E	32				2.0	6	№8
	合 计 Total			必 C  选 E	632		80		38.0	
			选修课修读最低要求 17.0 学分 minimum elective course credits required: 17							
专业领域课 Specialty-related Courses	网络与新媒体方向									
	171457	新媒体艺术学 New Media Art	必 C	32				2.0	3	№12
	171431	网络营销学 Network Marketing	必 C	32				2.0	3	№1
	171479	信息图形设计 Infographic Design	必 C	56			24	3.0	3	№3
	171365	网络编校软件应用 Network editing software application	必 C	56			24	3.0	4	№5
	171395	网页设计基础 Fundamentals of Web Design	必 C	56			24	3.0	4	№5

171480	数据库技术及应用 Database Technology and Application	必 C	56			24	3.0	4	№5
171481	数据分析基础 Data Analysis Foundation	必 C	56			24	3.0	4	№2
171482	数据新闻理论与实践 Data Theory and Practice	必 C	48				3.0	5	№6
171384	网络媒体设计 Network media design	选 E	32				2.0	3	№11
171350	网络信息检索与利用 Network Information Retrieval and Utilization	选 E	32				2.0	4	№6
171456	数据挖掘理论与技术 Data Mining Theory and Technology	选 E	32				2.0	5	№5
171483	新媒体与全球化 New Media and Globalization	选 E	32				2.0	5	№7
171484	全媒体发布实训 All media Release Training	选 E	32				2.0	6	№11
171366	数字出版导论 Introduction to Digital Publishing	选 E	32				2.0	6	№4
171485	新媒体文化与伦理 New Media Culture and Ethics	选 E	32				2.0	6	№8
120003	创新研究训练 Innovation Research Training	选 E	32				2.0		№2,9,12
120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0		№2,9,12
120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0		№2,9,12
120006	创业实践 Entrepreneurial Practice	选 E	32				2.0		№8,9,11, 12
<b>合 计</b> <b>Total</b>		必 C	392			120	22.0		
		选 E	选修课修读最低要求 9.0 学分 minimum elective course credits required:9						
视听传播方向									
171424	视听语言 audio-visual language	必 C	48				3.0	1	№1
171486	非线性编辑 Non - linear Editing	必 C	32				2.0	2	№3
171487	视听传播简史 A Brief History of Audiovisual Communication	必 C	48				3.0	2	№1
171461	影视编剧学 Screenwriting	必 C	48				3.0	3	№3

171446	视听文本写作 Audiovisual Writing	必 C	48				3.0	3	№3
171378	纪录片赏析 Documentary Appreciation	必 C	32				2.0	4	№1
171488	网络视听节目分析 Analysis of Network Audio - Visual Programs	必 C	32				2.0	5	№1
171489	视听节目策划与编导 Audiovisual Programming and Director	必 C	64				4.0	6	№3
171490	电影分析* Film Analysis	选 E	32				2.0	3	№1
171431	网络营销学 Network Marketing	选 E	32				2.0	3	№11
171476	广告文案与内容创新* Advertising Copy and Content Innovation	选 E	32				3.0	3	№5
171449	电视新闻采写 TV news writing	选 E	32				2.0	4	№3
171447	视听节目主持 the anchor of the audio-visual show	选 E	32				2.0	4	№1
171473	创意与视觉传达 Creativity and visual communication	选 E	56			24	3.0	4	№5
171482	数据新闻理论与实践 Data Theory and Practice	选 E	48				3.0	5	№6
171445	地域文化与视听传播 Regional culture and audiovisual communication	选 E	32				2.0	5	№1
171492	无人机及航拍 UAV and Aerial	选 E	40			24	2.0	6	№1
171493	新媒体策划与运营 New Media Planning and Operations	选 E	32				2.0	6	№1
171494	全媒体发布实训 All media release training	选 E	32				2.0	6	№11
120003	创新研究训练 Innovation Research Training	选 E	32				2.0		№2,9,12
120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0		№2,9,12
120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0		№2,9,12
120006	创业实践 Entrepreneurial Practice	选 E	32				2.0		№8,9,11,12
<b>合 计</b> <b>Total</b>		必 C	352				22.0		
		选 E	选修课修读最低要求 9.0 学分 minimum elective course credits required:9						

备注 1: 学生根据自己开展科研训练项目、学科竞赛、发表论文、获得专利和自主创业等情况申请折算为一定的专业

选修课学分（创新研究训练、创新研究实践 I、创新研究实践 II、创业实践等创新创业课程）。每个学生累计申请为专业选修课总学分不超过 4 个学分。经学校批准认定为选修课学分的项目、竞赛等不再获得对应第二课堂的创新学分。

#### 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 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	No9
143197	马克思主义理论与实践 Marxism Theory and Practice	必 C	2 周		2.0	假期	No8
171049	毕业实习 Practice on Diploma Project	必 C	12 周		12.0	7	No,7,8,9,10
171050	毕业设计（论文） Diploma Project	必 C	15 周		15.0	8	No1,2,3,4,5,6,7,8,9,10,11,12
171478	学生专业综合实践 Student Professional Practice	必 C	3 周		3.0	7	No,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.