

# 新闻学

## Journalism

专业代码: 050301

学制: 4年

Program Code:050301

Duration: 4years

### 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：**

新闻学是新闻传播学专业下设的一个二级学科，新闻学是研究新闻事业和新闻工作规律的科学。它主要研究新闻事业与社会的关系，各种新闻媒介的特性、功能及其运用，新闻事业的历史、现状及其发展规律，新闻事业的管理等。

华南理工大学新闻与传播学院于 2015 年开设新闻学专业。本专业与南方都市报、广州日报、羊城晚报、广东电视台、21 世纪经济报道、时代周报、广东省出版集团等传统媒体均有密切合作关系，与网易、腾讯、今日头条、有米科技等互联网公司均有合作关系。依托学院创新创业实践中心，以本专业为主体开办有校园媒体：燧石传媒，并参与制作一份报纸：广州青年报大学城事版以及其全媒体形态，在中国高校中是比较罕见突出的。由于本学科具有较强的应用性，所以本专业特别注重通过组织学生开展大型新闻实践活动彰显该系教学的实践性品格。

## **Program Profile:**

Journalism is an applied social science that studies the formation, development and basic rules of all kinds of news and communication activities in human society. In the process of global economic development and the formation of information society, Journalism and Communication is playing a huge role, with the core of news media. In the face of the market of journalism and communication brought by technology empowerment, it's urgent to carry out the training of high-level news and communication talents contrapuntally in China. The major adheres to the party and country's education policy and faces the world

brought by the new scene based on the new technology,cultivating the talents with international competitive ability and level for the prosperity and development of China's modern Journalism and Communication.

Because of the strong application of the subject,we will pay special attention to organizing students to carry out large-scale news practice to highlight its practical character.

### **专业特色：**

本专业结合媒体变革趋势，并依托华南理工大学技术专业背景，将融合媒体新闻作为自己的专业特色。所谓融合媒体新闻，是强调融合媒介：文字、影像、数据、可视化等综合生产与呈现方式的新闻生产与传播。特别是数据、VR、无人机影像等前沿技术带来的新闻变化。

### **Specialty Features:**

The major is based on solid social knowledge and combined with new media technology and theory,meanwhile combined with data mining,technology communication and other dominant courses in science and engineering college,cultivating the compound talents who are familiar with the media laws and media ethics and have professional knowledge and skills,including network content product planning and editing, network operation and promotion, network information monitoring and analysis and so on.

**授予学位：**文学学士学位

**DegreeConferred:** Bachelor of Literature

### **主干课程：**

马克思主义新闻思想、新闻学基础、基础摄影、摄像基础、中外新闻史、数据新闻理论与实践、新闻采访与写作、新闻评论学、全媒体新闻编辑。

### **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：**

双语教学课程：外媒观察、新闻传播学专业英语

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、数据素养

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



## 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
2060	1468	592	1852	208	166	129	37	35	124.5	6.5	9

### 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							(40) (36)		
(32) 24								2.0	2	№8			
(80) 48								5.0	3	№8			
(40) 36								2.5	4	№8			
(128)								2.0	1-8	№8			
64								4.0	1	№10			
64								4.0	2	№10			
32								2.0	1	№5			
48								3.0	2	№5			
64								4.0	1	№5			
32			32					1.0	1	№12			
32			32					1.0	2	№12			
32			32					1.0	3	№12			
32			32					1.0	4	№12			
(16)								1.0	2	№9			
32								2.0		№8			
32								2.0		№8			
96								6.0		№8			
<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-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 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
	171006	广告学原理 The Principle of Advertising	必 C	48				3.0	2	№1
	171007	新闻学基础 Theories 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 Principles of Economics III	必 C	48				3.0	3	№1
	171010	社会学 Sociology	必 C	32				2.0	3	№8
	171403	网络传播学 Internet Communication	必 C	32				2.0	3	№6
	171462	新媒介素养 New Media Literacies	必 C	32				2.0	4	№6
	171117	公共关系学 study on Public Relations	必 C	32				2.0	4	№10
	171466	媒介伦理与法规 Media Ethics and Media Law	必 C	32				2.0	4	№6
	171019	调查统计与分析 Survey Statistics and Analysis	必 C	32				2.0	5	№2
	171467	传播技术应用前沿 Advanced Communication Technology Application	必 C	32				2.0	5	№6
	171468	马克思主义新闻思想 Marxist news concept	必 C	32				2.0	5	№8
	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
	171471	公共政策与社会治理 Public policy and social governance	选 E	32				2.0	5	№2
	171472	英语新闻写作 English News Writing	选 E	32				2.0	5	№10
	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	№8
	171428	社会心理学 Social Psychology	选 E	32				2.0	6	№6
	171194	国际传播 International Communication	选 E	32				2.0	6	№10
	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	№8
	171345	文化创意产业概论 The Outline of cultural and Creative Industry	选 E	32				2.0	6	№8
	<b>合 计 Total</b>		必 C	632		56		38.0		
			选 E	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	171035	新闻采访与写作 News reporting and Writing	必 C	48				3.0	2	№1
	171491	中外新闻史 History of Chinese and Foreign Journalism	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
	171496	全媒体新闻编辑 All-Media News Editing	必 C	56		24		3.0	5	№3
	171493	新媒体策划与运营 New media planning and operations	必 C	32				2.0	6	№1

171482	数据新闻理论与实践 Introduction of Data Journalism	必 C	48				3.0	5	№3
171315	财经新闻 Financial report	必 C	32				2.0	5	№1
171315	新闻传播学专业英语 Professional English of Journalism and Communication	选 E	32				2.0	5	№7
171497	外媒观察 Foreign Media to Observe	选 E	32				2.0	5	№10
171395	网页设计基础 Fundamentals of Web Design	选 E	56			24	3.0	5	№2
171498	出镜记者 On-camera Correspondent and Reporter	选 E	32				2.0	6	№3
171414	优秀新闻作品案例研究（含摄影摄像作 品） Good news work case studies	选 E	32				2.0	5	№1
171499	批判性思维 Critical Thinking	选 E	48				3.0	4	№4
	新闻创意试验 News creative test	选 E	32				2.0	6	№8
171500	新闻视觉设计 News about Visual Design	选 E	32				2.0	5	№2
171501	科技传播 Science and Technology Communication	选 E	32				2.0	6	№9
171502	新闻算法与编程 News Algorithm and Programming	选 E	32				2.0	5	№2
171503	性别公正与传媒 Gender Justice and The Media	选 E	32				2.0	6	№10
	媒体人类学 Anthropology of Media	选 E	32				2.0	5	№9
	非虚构写作与深度报道方法 Non-fiction writing and in-depth reporting methods	选 E	32				2.0	6	№1
171504	数据素养 Data Literacy	选 E	32				2.0	6	№3
120003	创新研究训练 Innovation Research Training	选 E	32				2.0		№8
120004	创新研究实践 I Innovation Research Practice I	选 E	32				2.0		№8
120005	创新研究实践 II Innovation Research Practice II	选 E	32				2.0		№8
120006	创业实践 Entrepreneurial Practice	选 E	32				2.0		№8

	<b>合 计</b> <b>Total</b>	必 C	328		24		20.0	
		选 E	选修课修读最低要求 10.0 学分 minimum elective course credits required:10					

备注：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 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	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	必 C	12 周		12.0	7	No,7,8,9,10
171050	毕业设计（论文）	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 Comprehensive practice of students' specialty	必 C	3 周		3.0	6	No,7,8,9,10
<b>合 计</b> <b>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.