

新闻学专业人才培养方案

Program for Specialty of Journalism

一、培养目标

I Educational Objectives

本专业培养德、智、体、美全面发展，掌握系统的新闻学理论知识，具有厚实的人文科学基础知识和较强的采、写、编、评等新闻业务能力，面向各类媒体、党政机关、企事业单位等从事新闻传播、宣传策划、广告公关等工作的高素质应用型新闻学专业人才。

This specialty aims at cultivating application-oriented professional talents who are well developed morally, intellectually, physically and aesthetically. Students of our specialty will have a solid theoretic foundation of journalism with rich and broader humanistic and social sciences knowledge. They are supposed to have good ability of interviewing, writing, editing, and commenting, so that they can be qualified for the jobs of news transmitting, promotion planning, public relation and advertising in the departments of mass media, Party and government institutions, enterprises and institutions.

二、培养要求

II Training Requirements

本专业学生主要学习人文与社会科学的基本知识，掌握新闻传播历史和基本理论，接受新闻传播实践的训练，具备利用多种传播媒介从事新闻传播活动的能力。

毕业生应获得以下几个方面的知识和能力：

- 1、良好的思想政治素质、人文情怀、道德品质、协作意识、文化修养以及健康的体魄；
- 2、宽厚的人文社会科学基础，具备多学科知识背景与综合思维能力；
- 3、掌握新闻传播学基本理论，熟悉中外新闻事业的历史，了解中国国情及新闻传播相关的法律和政策，坚守职业伦理道德；
- 4、具有优良的口头与文字表达能力，娴熟的新闻采访、写作、编辑、评论、摄影摄像及节目制作等新闻业务能力；
- 5、具有较强的网络新闻采编、文化传播、广告创意与策划等技能；
- 6、具有良好的英语会话、阅读、写作等能力。

The basic humanistic and social science knowledge, the theory and history development of journalism are the major subjects for the students of journalism. They are expected to receive training practice of journalism, capable of news-transmitting activities by means of all kinds of mass media.

The graduates of this specialty are expected to acquire the following knowledge and capabilities:

1. Having a good ideological, political and moral quality, a good cultural cultivation and humanistic feelings; a strong sense of collaboration and a sound healthy body;
2. Having a broader humanistic and social science and knowledge, capable of multi-disciplinary background knowledge and comprehensive thinking ability;
3. Mastering the basic theory of journalism and communication, familiar with the history development of domestic and foreign journalism; knowing well the country's basic conditions of China and relevant laws and policies; and well adhere to professional work ethics;
4. Having a good speech ability of both verbal and written languages, skilled professional

- proficiency of news interviewing, writing, editing, commenting, filming and programming;
5. Having well-developed skills of network news editing, cultural communication management, advertising creativity and making;
 6. Having a good ability of English speaking, reading and writing.

三、主干学科

III Major Disciplines

主干学科：新闻传播学

Major Disciplines: Journalism

四、主干课程

IV Major Courses

主干课程：马克思主义新闻思想、中外新闻史、新闻学原理、新闻采访与写作、新闻编辑、新闻评论、新闻摄影、传播学原理、媒介经营与管理、媒介伦理与法规。

Major Courses: Introduction to Marxism on Journalism; History of Chinese Journalism; History of World Journalism and Communication; Journalism; News Interview and Writing; News Editing; Introduction to Mass Communication; Media Operation and Management; Media Ethics and Regulations.

五、学制与学位

V Duration of Program and Degree

学制：四年

Duration: Four years

学位：符合《洛阳理工学院学士学位授予工作细则》规定的毕业生授予文学学士学位。

Awarded Degree: The graduate whoever meets with the provisions of 'Bachelor's Degree Granting Regulations of Luoyang Institute of Science and Technology' will be conferred the Bachelor's Degree of Arts.

六、最低毕业学分要求

VI Graduation Credit Criteria

通识教育学分 Credit for General Education Courses		专业基础课程学分 Credit for Basic Disciplinary Courses		专业方向课程学分 Credit for Courses of Professional Emphasis		实践教学学分 Practice Training Credit		总学分 Total
必修学分 Required Credit	通识教育 选修学分 Credit for General Education Course	专业基础 必修课学分 Credit for Required Basic Disciplinary Courses	专业基础 选修课学分 Credit for Elective Basic Disciplinary Courses	专业方向 必修课学分 Credit for Required Courses of Professional Emphasis	专业方向 选修课学分 Credit for Elective Courses of Professional Emphasis	集中实践 必修学分 Required Credit for Collective practice	课外素质 拓展学分 Extra-curriculum Credit for quality-Educatio n Programs	175
38	9	54	4	27	6	33	4	

七、教学进程计划表

VII Training Course Schedule

课程类别 Course Classification	课程性质 Course Nature	课程名称 Course Title	学分 Credit	学时分配 Hours Distribution				课程代码 Course Code	建议修读学期 Suggested Term	开课单位 Course-Offering Department
				总学时 Tot hrs	理论 Taught	实验 Exp.	实践 Practice			
通 识 课 程 General Education Courses	必修 Required Courses	大学英语(1) College English (1)	3.5	56	56			120005	1	外语
		大学英语(2) College English (2)	4	64	64			120006	2	外语
		大学英语(3) College English (3)	4	64	64			120007	3	外语
		大学英语(4) College English (4)	4	64	64			120008	4	外语
		体育(1) Physical Education (1)	1	32	32			180005	1	体育
		体育(2) Physical Education (2)	1	32	32			180006	2	体育
		体育(3) Physical Education (3)	1	32	32			180007	3	体育
		体育(4) Physical Education (4)	1	32	32			180008	4	体育
		思想道德修养与法律基础 Morals, Ethics and Fundamentals of Law	3	48	32		16	140023	1	思政
		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 Socialism with Chinese Characteristics	4	64	48		16	140024	4	思政
	军事理论 Military Theory	2	32	32				3	武装	
	马克思主义基本原理 Marxism Philosophy	3	48	40		8	010351	3	思政	
	中国近现代史纲要 Outline of Contemporary and Modern Chinese History	2	32	32			140026	2	思政	
	专业导论 Introduction to specialty	0.5	8	8			130166	1	中文	
	计算机文化基础 Foundation of Computer Culture	1	16	16			050130	1	现教	
	计算机文化基础实践 Experiment of Computer Culture	1	16		16		200008	1	现教	
	形势与政策 Situation and Policy	2	128	64		64	140005	1-8	思政	
	小 计 Subtotal		38	768	648	16	104			
	课内素质教育 General Education Course	全校公选课 Public Elective Courses	9	要求每位学生至少取得9学分，艺术类课程及就业指导类课程至少各选2学分。 All students are required to achieve at least nine credits, of which at least two credits are required in Art (Employment Guidance) .						
		小 计 Subtotal	9							

课程类别 Course Classification	课程性质 Course Nature	课程名称 Course Title	学分 Credit	学时分配 Hours Distribution				课程代码 Course Code	建议修读学期 Suggested Term	开课单位 Course-Offering Department
				总学时 Totals	理论 Taught	实验 Exp.	实践 Practice			
专业基础课程 Basic Disciplinary Courses	必修课 Required Courses	现代汉语 Modern Chinese	3	48	48			130194	1	中文
		新闻学原理 Introduction to Journalism	4	64	64			130167	1	中文
		中国现当代文学作品选讲 Selected Readings of Modern and Contemporary Chinese Literature	3	48	48			139130	2	中文
		马克思主义新闻思想 Marx's News Thoughts	2	32	16		16	130195	2	中文
		广告学概论 Introduction to Advertising	2	32	32			130196	2	中文
		新闻采访与写作（1） News Interview and Writing（1）	4	64	56		8	130197	2	中文
		新闻采访与写作（2） News Interview and Writing（2）	4	64	56		8	130198	3	中文
		中外新闻史（1） The History of Chinese and Foreign News（1）	3	48	48			130199	2	中文
		中外新闻史（2） The History of Chinese and Foreign News（2）	3	48	48			130200	3	中文
		古代汉语 Ancient Chinese	3	48	48			130093	3	中文
	中国古代文学作品选讲（1） Selected Readings of Ancient Chinese Literature（1）	3	48	48			139077	3	中文	
	中国古代文学作品选讲（2） Selected Readings of Ancient Chinese Literature（2）	3	48	48			139078	4	中文	
	新闻编辑 News Editing	4	64	56		8	130201	4	中文	
	新闻摄影 News Photography	2	32			32	130202	4	中文	
	新闻评论 News Commentary	4	64	64			130102	5	中文	
	传播学原理 Introduction to Communication	4	64	64			130203	5	中文	
	外国文学作品选讲 Selected Works of Foreign Literature	3	48	48			139112	5	中文	
	小计 Subtotal		54	864	792	32	40			
	选修课 Elective Courses	口语表达基础 Basic Oral Chinese Expression	2	32	32			130168	2	中文
		社会学 Sociology	2	32	32			130204	5	中文
速录 Stenography		2	32			32	130181	5	中文	
社会调查与统计 Social Survey and Statistics		2	32	24		8	130205	6	中文	
文化产业导论 Introduction to Culture Industry		2	32	32			130086	6	中文	
小计 Subtotal			10							每位学生至少取得4学分 All students are required to achieve at least four credits.

课程性质 Course Nature	课程名称 Course Title	学分 Credit	学时分配 Hours Distribution				课程代码 Course Code	建议修读学期 Suggested Term	开课单位 Course-Offering Department
			总学时 Tot.hrs.	理论 Taught	实验 Exp.	实践 Practice			
课程类别 Course Classification	广播电视新闻学 Radio and Television Journalism	3	48	48			130206	4	中文
	多媒体技术与应用 Multimedia Technology and Application	2	32		32		130207	4	中文
	电视文艺学 Study of TV Literature	3	48	48			130115	5	中文
	音视频节目制作 Audio and Video Program Production	2	32		32		130208	5	中文
	公共关系概论 Introduction to Public Relations	2	32	32			130209	5	中文
	媒介经营与管理 Media Operation and Management	2	32	32			130117	6	中文
	网络传播学 Network Communication	2	32	32			130210	6	中文
	视听率调查与应用 Media Ratings Measurement and Application	2	32	24		8	130211	6	中文
	媒介伦理与法规 Media Ethics and Regulations	2	32	32			130212	6	中文
	广告策划与创意 Advertising Planning and Creativity	2	32	24		8	130121	6	中文
	网络新闻实务 Network News Editing	3	48	32		16	130122	7	中文
	新媒体导论 Introduction to New Media	2	32	32			130213	7	中文
	小计 Subtotal	27	432	344	64	24			
	专业课 Specialized Course	危机传播管理 Crisis Communication Management	2	32	32			130214	6
舆论学 Study of Public Opinion		2	32	32			130108	6	中文
河洛文化 Introduction to Heluo Culture		2	32	32			139128	7	中文
广告文案写作 Advertising Copy Writing		2	32	24		8	130215	7	中文
洛阳古都文化 Luoyang Culture		2	32	32			130182	7	中文
逻辑学 Logistics		2	32	32			130013	7	中文
新闻语言学 News Language Study		2	32	32			130216	7	中文
小计 Subtotal		14					每位学生至少取得 6 学分 All students are required to achieve at least six credits.		

八、实践教学进程表

VIII Practice Training Schedule

实践环节名称 Practice Courses	内容 Content	学分 Credits	周数 Weeks	建议学期 Suggested Term	开课单位 Course-Offering Department
入学教育与军训 Entrance Education and Military Training	入学教育与军训 Entrance Education and Military Training	2	2	1	武装部
假期社会调查 Social Survey in Vacation	社会调查 Social Survey	2	2	3	中文
实验专用周 Special experimental week	报刊排版 Typesetting	1	1	4	中文
假期社会实践 Social Practice in Vacation	思政课社会实践 Social Practice of Ideological and Political Course	2	2	4	思政
实验专用周 Special experimental week	摄像与编辑制作 Shooting and Editing	1	1	5	中文
实验专用周 Special experimental week	学年论文 Academic Papers	2	2	5	中文
实验专用周 Special experimental week	电视节目制作 TV Program Production	1	1	6	中文
实验专用周 Special experimental week	多媒体技术实践 Practice of Multimedia Technology	1	1	6	中文
假期社会实践 Social Practice in Vacation	新闻业务实践 News Business Practice	4	4	6	中文
实验专用周 Special experimental week	网络新闻实践 Network News Practice	2	2	7	中文
毕业实习 Graduation Practice	毕业实习 Graduation Practice	8	8	8	中文
毕业设计（论文） Graduation Project (Thesis)	毕业论文 Graduation Thesis	7	7	8	中文
课外素质教育 Extra-Curriculum Quality Education			4		团委
小计 Subtotal				37	

九、学时学分统计表.

IX Statistics of Class Hours & Credits

学时数 (学时) Class Hours	总数 Total	其中 Composition					
	2368	必修课 Required Course	选修课 Elective Course	课内教学 Theoretical Teaching	实验教学 Experimental Teaching		
		2064	304	2256	112		
学分数 (学分) Credits	总数 Total	其中 Composition					
	175	必修课 Required Course	选修课 Elective Course	集中实践 教学环节 Collective Practical Teaching	课内教学 Theoretical Teaching	实验教学 Experimental Teaching	课外素质拓展 Extracurricular Quality Education Programs
		119	19	33	131	7	4
实践教学环节学分所占比例 Credit Proportion of Practical Teaching			22.9%				

注：实践教学环节学分所占比例=（集中实践教学环节学分+实验教学学分）/总学分

★ Credit Proportion of Practical Teaching = (Credits of Collective Practical Teaching + Credits of Experimental Teaching) / Total Credits