

湖北大学2010 版本本科人才培养方案制订说明

为全面贯彻落实《教育部财政部关于实施高等学校本科教学质量与教学改革工程的意见》（教高〔2007〕1号）和《教育部关于进一步深化本科教学改革全面提高教学质量的若干意见》（教高〔2007〕2号）精神和推进我校本科教育教学改革，加强一流本科教育建设，培养“信念执著、品质优良、知识丰富、本领过硬的高素质 and 拔尖创新专门人才”，为此我校启动了与之相配套的2010版本本科人才培养方案的制订工作。2010版本本科人才培养方案是在充分调研国内外相应专业近年来本科人才培养取得相应成功经验的基础上，尤其是吸收了我校2006年以来的教学改革成果，凝聚了各专业教师智慧，经过校内外专家、教授及教学指导委员会成员的充分论证，多次修改而形成，是学校创建一流本科教育的总纲。

一、制订基本原则

1. 坚持一个目标和六结合的基本原则。修订后的培养方案进一步体现创建一流本科教育的主题，以培养“三性两能”人才为目标，坚持人才培养与学科建设相结合、教学与科研相结合、本科教育与研究生教育相结合、课内教育与课外教育相结合、理论教学与实践教学相结合、统一规格要求与促进个性发展相结合的原则，进一步明确教育教学改革方向。

2. 坚持强基础和突出专业教育的基本原则。在本科人才分类培养和因材施教的思想指导下，确立“通识教育基础上的宽口径专业教育”的理念，进一步促进专业教育与通识教育相结合，科学教育与人文教育相融合，突出以专业性为主体“全面性、专业性、创新性”的三性统一教育。

3. 坚持加强学生实践能力培养和深化实践教学体系改革相结合的基本原则。深刻认识实践教学在大学教育和培养“三性两能”人才中的地位和作用，进一步明确实践教学环节的目标，深度整合实践教学内容，构建与专业培养目标相适应的实践教学体系。人文社科类专业建立个案分析、社会调查和社会实习等内容相结合的综合训练性开放实践

教学体系；理工科类专业增加综合设计性、研究创新性的专业实验课和设计课的比例。将分散的实验、实践项目按学科专业进行整合归类，实现实验课课程化。

二、人才培养方案的基本框架与学分（专业分流在前 4 学期完成）

| | | | |
|--------|-----------------------------------|------------------------|--|
| 课程设置方案 | (课内学分控制在 187 学分以内) | 通识教育基础课程 (51~57 学分) | (1) 思想政治理论课模块 (2) 专项教育课程模块, 包括大学英语、大学体育、计算机、大学语文、军事理论等 (3) 公共选修课 |
| | | 学科教育基础课程 (49~55 学分) | 学科大类基础课程(学科大类范围内所有专业的共同学科基础)(含数学、物理) |
| | | | 学科专业基础课程(若干专业的共同学科基础) |
| | | 专业教育课程 (42~45 学分) | 专业核心课程与专业方向选修课程模块 |
| | | 集中性实践教学环节(25~30 学分) | |
| 课外活动方案 | (课外学分为 8 学分, 含形势与政策课程课外实践学分 1 学分) | 科学研究训练 | 参与教师科研及课外科研活动 |
| | | 社会实践活动(含形势与政策课程课外实践活动) | 提交社会调查报告或获社会实践活动校级以上奖励 |
| | | 英语及计算机考试 | 通过英语六级或全国计算机等级资格、水平考试 |
| | | 竞赛 | 获校级、省级、国家级各类竞赛奖 |
| | | 创新活动 | 参与各种创新活动 |
| | | 论文 | 公开发表论文 |

三、2010 版本科人才培养方案的主要特点

一是主题鲜明，以改革促进本科教育全面发展。修订后的培养方案紧扣本科教育发展主题，明确人才培养目标，给各学科专业特点赋予更多的发展与改革空间。如《高等数学》的后续课程《线性代数》与《概率论与数理统计》，学院与学院之间或者学院内专业与专业之间的此类课程设置的学时与学分都有不同的要求，学校定稿时经过多次论证，最后大家一致认为充分尊重学院对此二门后续课程的选定权，在不增学分情况下，增加相关专业的课堂与习题时间，力求做到“够用”。比如，在金融学专业的课程体系中《线性代数》(6 学分/108 学时)与《概率论与数理统计》(4 学分/72 学时)无论是它们的学时或学分都明显高于其它专业的学时学分。同时，各专业根据社会需求确定了各具特色的专业培养目标，将办学优势和特色充分反映到新方案中，专业必修课突出

专业核心课程、专业选修课突出专业方向和专业特色课程，为学生提供更多发展的空间。充分考虑到学生在本科阶段仍以培养专业基础为主，增加专业主干课程学习内容，加重专业必修课的学分比重，全校专业学分平均增幅达 7.1%。

二是抓好通识教育基础课程组建，尤其是校级通识教育选修课的组建。在本科专业人才培养启动时，我们提出基础课程的建设目标是为了实施通识教育基础上的宽口径专业教育，并逐步向按文理大类实施全校性基础教育过渡。基础课程按照基础性、公共性和学术性原则设置，具有完整规范的知识体系，能够使学生获得严格的学科基础训练。经过大家的努力，各学院提供的全校通识教育选修课按 A 人文艺术类、B 政法类、C 经管类、D 数学类、E 自然科学类、F 技术科学（工科）类、G 教师教育类等七大类划分近 200 门次，达到我们预期目标。

三是强化实践教学管理，深化实践教学体系改革。本版培养方案制订时，进一步加大综合性、设计性实验的比例，部分实践教学内容实现量化要求：

1、规范了文、理大类毕业论文（设计）的学分分值设置，文科 10 学分，理科 12 学分；

2、增加专业文、理大类专业实习时间，由原来 6-8 周增至 8-15 周，增幅 33.3%-87.5%；

3、加大实验课程开设比例。将实践教学内容达 16 学时的，实现独立设课，全校实验课程增加近 100 门次；

4、思想政治课时政类课程的实践学时量增幅明显，目前已占总学时的 30%，且其实践教学组织形式、时间安排都赋予任课教师有更多的自主权。

四是分级分类培养，因材施教，推进教师教育专业培养模式改革。在确保人才培养规格的基础上，进一步优化分级、分类教学课程模块的设置，最大限度地满足不同专业、不同学习群体的需要，构建符合多元培养的课程体系，注重个性化教育，积极推进启发式教学和研究性学习，为学生发展各自的兴趣、潜力和特长创造条件，为拔尖人才培养提供良好的平台。继续保持和发展我校教师教育类人才培养的优势，不断深化教师教育类人才培养模式改革，使学科教育与专业教育并重，促进教师教育专门化，建立具有湖北大学特色的开放式的教师教育培养模式。进一步强化教师教育实践环节，着力构建由教学观摩、教学见习、微格教学、教育教学实习、社会实践等组成的教师教育实践教学内容体系。

五是进一步完善教学大纲与人才培养方案的配套工作规范，加强课程规范管理。做好课程的规范建设与管理工 作，起草了《湖北大学全日制普通本科专业课程教学大纲编写要求》，及时规范教学大纲编写工作，明确提出教学大纲与培养方案同步制定要求。所有进入培养方案的课程必须符合课程建设与管理的要求，有与之配套的教学大纲。理顺学校、学科、专业等不同层面课程关系，对性质、目标、内容和要求基本一致的课程实行统一归口管理，课程名称规范统一。教学要求相同的课程统一大纲，不同教学单位可根据统一大纲组织教学，教学大纲按开课学院汇编。

六是遵循教学规律，加强细节控制，为探索拔尖人才培养计划设计与实施以及一校“两制”即是“完全学分制”与“学年学分制”人才培养奠定了良好的基础和构筑了科学的探索平台。如校级部分公共课程已经实现每学期学生都可以选读（可以跨班、跨专业年级）。如《线性代数》已经在 1、2、3 三个学期都安排不同学科专业开设。同时，结合人才培养规律和社会经济发展对人才培养周期的变化，明确规定各学期的课程设置总学分一般不超过 25 学分，且学分达到 25 学分的学期不得超过 4 个学期。课堂理论教学（含独立设置的实验课）文科总学时控制在 2700 学时，理工科控制在 2950 学时内。每学期安排正常教学周原则上不超过 18 周，周学时必须控制在 28 学时以内，含实验课（或语言类课程达 3 门）的周学时可达 30 学时（但课程门数不得超过 10 门）。尤其是在学期学分和周学时上的控制，保证学生能够合理接受教学，保证学习效果和质量。

2010 版人才培养方案在编制过程得到各专业教师、校内外专家、教授及教学指导委员会成员鼎力支撑，各学院教学管理第一线的工作人员付出辛勤的劳动与汗水，在此一一表示衷心的感谢。限于时间、精力、经验和水平不足，本版不妥之处在所难免，敬请各位领导、同仁和广大教师指正。

编 者

二〇一〇年八月二十八日

对外汉语专业本科培养方案

Undergraduate Program for Specialty in Teaching Chinese as a Foreign Language

一、培养目标

I .Educational Objectives

本专业培养德、智、体各方面全面发展，系统掌握对外汉语基本理论、基本技能以及相关学科的基本知识，以双语为基础，有较全面的中外语言文化知识、能力强、素质高，具有创新精神的高层次对外汉语专门人才。毕业生能在国内外中外文化交流相关部门、各级各类学校、企事业单位从事对外汉语教学实践工作及基础理论研究工作。

This program is designed to train students to be all-rounders in terms of morality, cognition and physical health, who master the basic theory, skills and knowledge of Teaching Chinese as a Foreign Language systematically. Students have comprehensive knowledge of Chinese and Foreign Language and culture on a bilingual basis. They're competent, talented and innovative specialties in Teaching Chinese as a Second Language. Graduates are competent to teach and do research at cultural exchange sectors, schools, other enterprises and institutions relating to Teaching Chinese as a Second Language.

二、基本规格要求

II .Skills Profile

经过四年的本科教育，要求本专业学生应具备以下基本素质，并获得以下几方面的知识和能力：

1. 具有爱国主义精神和敬业精神，热爱工作，身心健康，有较好的心理素质和创新能力。
2. 具有较为深厚的文化素养和人文底蕴，在文学和语言学方面打下扎实的专业基础。
3. 全面系统掌握对外汉语教学的基本理论、知识和技能，了解本学科在国内外的现状、发展趋势及理论走向，能够理论联系实际，具备从事对外汉语教学实践活动和基础理论研究的能力。
4. 外语达到大学英语六级水平，在听、说、读、写等方面全面发展，具备较好的英汉翻译能力，掌握一定的外国文化知识，了解国际形势及国情。
5. 有较好的计算机应用能力，能够熟练地操作计算机，在文字处理、表格绘制、课件制作、使用多媒体等方面打下良好的基础，并通过实践，做到得心应手。

Students are required to possess the following quality, knowledge and capacity after four years' undergraduate education:

1. With spirit of patriotism and dedication, love of work, physical and mental health, adequate mental quality and innovative spirit.
2. With profound cultural and humanity knowledge, and solid foundation of literary and linguistic knowledge.
3. Comprehensive and systematic mastery of the basic theory, knowledge and Practice skills in teaching Chinese as foreign language, understanding of the subject's current situation, trends and theories at home and abroad, competent to engage in activities of foreign language teaching practice and basic theoretical research.
4. With English proficiency of cet 6; Overall development of listening, speaking, reading and writing;

With good English translation capability, and adequate knowledge of foreign cultures, international situation and conditions.

5. With good computer skills; laying a good foundation of computer skills, word processing, spreadsheets drawing, courseware, multimedia, and put them into practice.

三、培养特色

III. Program Features

本专业课程由通识教育、学科基础教育、专业教育与实践环节四部分组成，既注重基础教育的广度与深度，又强调专业教育的系统化。学科基础课程的设置，重在使学生形成一个合理的知识结构。专业教育课程的设置，以学科为板块设置专业选修课强化学生的专业理论知识与创新思维能力，为学生的个性发展提供条件，以教师教育方向课程强化教师职业理论与技能。实践环节则包括校内校外两个方面的工作，注重实际技能的训练，使学生能将知识的学习转化为自身具备的能力。因此，本专业培养的学生主要胜任对外汉语教学研究工作及与跨文化交流相关的其他语言文字工作。

The program is composed of general education, discipline foundation education, specialty education and internship and Practice training, focusing on both the width and depth of basic education and systematicity of specialty education. Basic courses in discipline are intended to provide a reasonable knowledge structure for students. Courses in specialty are to consolidate students' specialized theories and knowledge and cultivate their creativity, and optional courses, based on teachers' academic specialty, provide scope for personality development of students, reinforcing professional ethics with teacher education oriented courses. And the internship and Practice training can be on campus or off campus, attaching importance to students' Practice skills, which can make what the students have learned their own. Therefore, graduates can not only do research in Teaching Chinese as a Foreign Language, but also be fit for many jobs relating to cross-cultural communication.

四、主干学科

IV. Major Disciplines

对外汉语教学

五、学制与学位

V. Length of Schooling and Degree

修业年限：四年

Duration: 4 years

授予学位：文学学士

Degree Conferred: Bachelor of Arts

六、学时与学分

VI. Hours/Credits

完成学业最低课内学分（含理论教学与集中性实践教学环节）要求：177

Minimum Credits of Curricular (Comprising theoretical teaching and internship): 177

完成学业最低课外学分要求：8

Minimum Extracurricular Credits: 8

1. 理论教学学时与学分

1. Hours/Credits of theoretical teaching

| 课程类别 Course Type | | 课程性质 Course Nature | 学时/学分 Hrs/Crs | 占总学分比例 (%) Percentage (%) |
|--|---|-----------------------|------------------|------------------------------|
| 通识教育基础课程 Basic Courses in General Education | | 必修 Compulsory | 782/45 | 29.1% |
| | | 选修 Elective | 112/8 | 5.2% |
| 学科基础教育课程 Basic Courses in Discipline | 学科大类基础课程 Basic Courses in General Discipline | 必修 Compulsory | 336/21 | 13.9% |
| | 学科专业基础课程 Basic Courses in Discipline | 必修 Compulsory | 774/43 | 28.4% |
| 专业教育课程 Courses in Specialty | 专业核心课程 Common Core Courses | 必修 Elective | 162/9 | 5.9% |
| | | 选修 Elective | 192/12 | 7.9% |
| | 专业方向课程 Specialty-Oriented Courses | 选修 Elective | 224/14 | 9.2% |
| 合计 Subtotal | | | 2582/151 | 100% |

2. 集中性实践教学环节周数与学分

2. Weeks/Credits of Internship Practice Assemble Training

| 实践教学环节名称 Types of Practice Training | 课程性质 Courses Nature | 周数/学分 Weeks/Credits | 占实践环节总学分的比例 (%) Percentage (%) |
|--|------------------------|------------------------|-----------------------------------|
| 军事训练 Military Training | 必修 Compulsory | 2W/1 | 4% |
| 学年论文 Academic Year Paper | 必修 Compulsory | 4W/4 | 16% |
| 专业实习 Internship Training | 必修 Compulsory | 10W/10 | 40% |
| 毕业设计(论文) Undergraduate Thesis | 必修 Compulsory | 10W/10 | 40% |
| 合计 Subtotal | | 26W/25 | 100% |

3. 课外学分:8

III. extracurricular credits:8

七、主要课程

VII Main Courses

现代汉语、对外汉语语法、对外汉语教学法、应用语言学概论、对外汉语教学概论、中国文化概论、第二外国语、语言学概论、心理学基础、教育学基础等

Modern Chinese Language, The Grammer of Teaching Chinese as a Foreign Language, Teaching Method of Teaching Chinese as a Foreign Language, Outline of Applied Linguistics, Current Situation of Teaching Chinese as Foreign Language, Introduction to Chinese Literature, Second foreign Language, Introduction to Linguistics, Basis of Psychology, Basis of Education, etc.

八、教学进程计划表

VIII Table of Teaching Schedule

学院：文学院

专业：对外汉语

School(Department): Faculty of Arts Specialty: Teaching Chinese as a Foreign Language

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--------------------------------------|-----------------------|---|---------------------|-----------------------------|------------------------------------|-----------------|----------------|---------------|----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Exam-Expt | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| | | | | | | | | | | | | | | | | | | | |
| General Education Courses | 必修 Compulsory | 思想道德修养与法律基础 Cultivation of Ideological Morality and Fundamentals of Law | 0304100103 | 48/3 | 32 | | 16 | | | | | 32 | | | | | | | |
| | | 中国近现代史纲要 Compendium of Chinese Modern History | 0601100202 | 32/2 | 22 | | 10 | | | | | 22 | | | | | | | |
| | | 马克思主义基本原理 Principle of Marxism | 0101100503 | 48/3 | 32 | | 16 | | | | | | 32 | | | | | | |
| | | 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 theoretical system of socialism with Chinese characteristics | 0101100493 | 96/6 | 64 | | 32 | | | | | | | | 64 | | | | |
| | | 形势与政策 Situation and policy | 0703103201 | 16/1 | 16 | | | | | | | 4 | 4 | 4 | 4 | | | | |
| | | 大学英语(1) College English (1) | 0502100604 | 64/4 | 64 | | | | | | | 64 | | | | | | | |
| | | 大学英语(2) College English (2) | 0502100704 | 64/4 | 64 | | | | | | | 64 | | | | | | | |
| | | 大学英语(3) College English (3) | 0502100804 | 64/4 | 64 | | | | | | | | 64 | | | | | | |
| | | 大学英语(4) College English (4) | 0502100904 | 64/4 | 64 | | | | | | | | | 64 | | | | | |
| | | 大学体育(1) Physical Education(1) | 0402101002 | 28/2 | 28 | | | | | | | 28 | | | | | | | |
| | | 大学体育(2) Physical Education(2) | 0402101102 | 28/2 | 28 | | | | | | | | 28 | | | | | | |
| | | 大学体育(3) Physical Education(3) | 0402101202 | 28/2 | 28 | | | | | | | | | 28 | | | | | |
| | | 大学体育(4) Physical Education(4) | 0402101302 | 28/2 | 28 | | | | | | | | | | 28 | | | | |
| | | 大学计算机基础 Introduction to Computer Technology | 0806102402 | 64/2 | 32 | | 32 | | | | | 64 | | | | | | | |
| | | VFP程序设计基础 Basis of VFP programming | 0806102401 | 78/3 | 48 | | 30 | | | | | 78 | | | | | | | |
| | | 军事理论 Military Theory | 1103103101 | 32/1 | 16 | | 16 | | | | | 16 | | | | | | | |
| 小计(含形势与政策课内学分1) Subtotal | | | | 782/45 | | | | | | | 12 | 11 | 4 | 4 | 5 | 8 | 0 | 0 | |
| 通识教育选修课 General Education Courses | | | | 112/8 | 2-7 学期完成 | | | | | | | | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|---|-----------------------|---|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| 学科基础课程 Basic Courses in General Discipline | 必修 Compulsory | 文学概论 Introduction to Literature | 0501300103 | 48/3 | 48 | | | | | | | | 48 | | | | | | |
| | | 语言学概论 Introduction to Linguistics | 0501300202 | 32/2 | 32 | | | | | | | 32 | | | | | | | |
| | | 英语口语(1) Spoken English (1) | 0501200103 | 48/3 | 48 | | | | | | | | 48 | | | | | | |
| | | 英语口语(2) Spoken English (2) | 0501200203 | 48/3 | 48 | | | | | | | | | 48 | | | | | |
| | | 心理学基础 Basis of Psychology | 1102805202 | 32/2 | 32 | | | | | | | | 32 | | | | | | |
| | | 教育学基础 Basis of Education | 0401000192 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 现代教育技术概论 Introduction to Modern Education | 0715211203 | 48/3 | 32 | | 16 | | | | | | | | 48 | | | | |
| | | 语文学科教学论研究 Study of Chinese Teaching | 0501202403 | 48/3 | 48 | | | | | | | | | | | 48 | | | |
| 小计 | | | | 336/21 | | | | | | | 2 | 8 | 5 | 6 | | | | | |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 现代汉语(1) Modern Chinese Language (1) | 0501300503 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | | 现代汉语(2) Modern Chinese Language (2) | 0501300603 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | | 古代汉语(1) Ancient Chinese Language (1) | 0501300703 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | | 古代汉语(2) Ancient Chinese Language (2) | 0501300803 | 54/3 | 54 | | | | | | | | 54 | | | | | | |
| | | 中国古代文学史(1) History of Ancient Chinese Literature (1) | 0501302104 | 54/3 | 54 | | | | | | | | 54 | | | | | | |
| | | 中国古代文学史(2) History of Ancient Chinese Literature (2) | 0501302204 | 54/3 | 54 | | | | | | | | | 54 | | | | | |
| | | 中国现当代文学史(1) History of Modern Chinese Literature (1) | 0501302303 | 54/3 | 54 | | | | | | | | | | 54 | | | | |
| | | 中国现当代文学史(2) History of Modern Chinese Literature (2) | 0501302403 | 54/3 | 54 | | | | | | | | | | | 54 | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|---|-----------------------|--|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|-----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 外国文学 Foreign Literature | 0501302504 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | | 英语精读(1) English Intensive Reading (1) | 0501200302 | 36/2 | 36 | | | | | | | | 36 | | | | | | |
| | | 英语精读(2) English Intensive Reading (2) | 0501200402 | 36/2 | 36 | | | | | | | | | | 36 | | | | |
| | | 应用写作 Applied Composition | 0501201703 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | | 对外汉语语法 The Grammer of Teaching Chinese as a Foreign Language | 0501400302 | 54/3 | 54 | | | | | | | | | 54 | | | | | |
| | | 对外汉语教学法 Teaching Method of Teaching Chinese as a Foreign Language | 0501201003 | 54/3 | 54 | | | | | | | | | | | 54 | | | |
| | | 应用语言学概论 Outline of Applied Linguistics | 0501400203 | 54/3 | 54 | | | | | | | | 54 | | | | | | |
| 小计 Subtotal | | | | 774/43 | | | | | | | 9 | 9 | 9 | 3 | 5 | 8 | | | |
| 专业教育课程 Common Core Courses in Specialty | 必修 Compulsory | 对外汉语教学概论 Introduction to Foreign-related Chinese Education | 0501200903 | 54/3 | 54 | | | | | | | | | 54 | | | | | |
| | | 汉语史 History of Chinese Language | 0501400203 | 54/3 | 54 | | | | | | | | | | 54 | | | | |
| | | 中国文化概论 Introduction to Chinese Literature | 0501502202 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | 选修 Elective | 《论语》讲读 Research of Analects | 0501402902 | 32/2 | 32 | | | | | | | | | | 32 | | | | |
| | | 现代汉语语法研究 Grammar of Modern Chinese language | 0501500402 | 32/2 | 32 | | | | | | | | | | 32 | | | | |
| | | 现代汉字学 Modern Chinese Character | 0501403102 | 32/2 | 32 | | | | | | | | | | 32 | | | | |
| | | 第二外国语(一) Second foreign Language(1) | 0501502002 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 第二外国语(二) Second Foreign Language (2) | 0501502102 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| 禅宗与中国文化 Zen Buddhism and Chinese Culture | 0501506902 | 32/2 | 32 | | | | | | | | | | 32 | | | | | | |
| 小计最低学分 Minimum Credits | | | | 354/21 | | | | | | | 3 | 0 | 2 | 10 | 6 | 0 | 0 | 0 | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|---|---|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiment | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| 基础型课程组 | | | | | | | | | | | | | | | | | | |
| 专业教育课程专业方向 Specialty-Oriented Courses | 选修 Elective | 教师伦理学 Esthetics of Teachers | 010100401 | 16/1 | 16 | | | | | | | | | | 16 | | | |
| | | 心理辅导与咨询 psychological counseling and guiding | 0715001002 | 16/1 | 16 | | | | | | 16 | | | | | | | |
| | | 基础教育改革专题 Reform of Basic Education | 0401001202 | 16/1 | 16 | | | | | | 16 | | | | | | | |
| | | 多媒体课件制作 The design of multimedia course ware | 070211301 | 16/1 | 16 | | | | | | | | | 16 | | | | |
| | | 教师课堂技艺训练 Art of Teaching | 0702011402 | 16/1 | 16 | | | | | | | | | 16 | | | | |
| | | 教育研究方法 Educational Research Method | 0703545601 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| | | 中外教育史专题 Western Educational Theory | 0401510802 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 教师礼仪 Teacher's Etiquette | 0702045601 | 16/1 | 16 | | | | | | | 16 | | | | | | |
| | | 班主任工作 Class master' work | 0401001501 | 16/1 | 16 | | | | | | | | | 16 | | | | |
| | | 语音学 Phonetics | 0501507102 | 32/2 | 32 | | | | | | | 32 | | | | | | |
| | | 词汇学 Vocabulary | 0501506602 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 汉字与文化 Chinese Character and Culture | 0501505102 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 中国人文地理 Chinese Human Geography | 0501501402 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 小计最低学分 Minimum Credits | | | | 224/14 | | | | | | | 2 | 2 | 1 | 4 | 7 | 3 |
| 复合型课程组 | | | | | | | | | | | | | | | | | | |
| 选修 Elective | 对外汉语教学研究现状 Current Situation of Teaching Chinese as Foreign Language | 0501500702 | 32/2 | 32 | | | | | | | | | | | 32 | | | |
| | 文献检索 Literature Retrieval | 0501501902 | 32/2 | 32 | | | | | | | 32 | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | |
|--|-----------------------|--|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|-----------|-----------|----|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | | |
| Specialty-Oriented Course | 选修 Elective | 《论语》讲读 Research of Analects | 0501402902 | 32/2 | 32 | | | | | | | | | 32 | | | | | | |
| | | 修辞学 Rhetorics | 0501500502 | 32/2 | 32 | | | | | | | | | | | | 32 | | | |
| | | 语言学前沿问题研究 Study of Frontier Problems in Linguistics | 0501500602 | 32/2 | 32 | | | | | | | | | | | | | 32 | | |
| | | 逻辑与思维 Logic and Thinking Mode | 0501500802 | 32/2 | 32 | | | | | | | | | | | | | 32 | | |
| | | 影视文学 Film Literature | 0501502502 | 32/2 | 32 | | | | | | | | | | | | | | 32 | |
| | | 比较文学研究 Study of Comparative Literature | 0501501402 | 32/2 | 32 | | | | | | | | | | | | | | 32 | |
| | | 中外文化交流史 History of Chinese Foreign Cultural Exchange | 0501501202 | 32/2 | 32 | | | | | | | | | | | | | | 32 | |
| | | 中西比较文化及跨文化交际 Comparative Study of Chinese and Western Culture and Cross-cultural Exchange | 0501501302 | 32/2 | 32 | | | | | | | | | | | | | | | 32 |
| | | 中国民俗 Chinese Folk Customs | 0501501702 | 32/2 | 32 | | | | | | | | | | | | | | 32 | |
| | | 禅宗与中国文化 Zen Buddhism and Chinese Culture | 0501506902 | 32/2 | 32 | | | | | | | | | | 32 | | | | | |
| 小计最低学分 Subtotal Minimum Credits | | | | 224/14 | | | | | | | | | 2 | 2 | 2 | 8 | 8 | | | |
| 实践环节 Internship and Practice Training | 必修 Compulsory | 军事训练 Military Training | 1301600102 | 2w/1 | | | 2w | | | | | 2w | | | | | | | | |
| | | 学年论文 Academic Year Paper | 0501600403 | 4w/4 | | | 4w | | | | | | | 4w | | | | | | |
| | | 专业实习 Internship Training | 0501600708 | 10w/10 | | | 10w | | | | | | | | | | 10w | | | |
| | | 毕业论文 Undergraduate Thesis | 0501600816 | 10w/10 | | | 10w | | | | | | | | | | | 10w | | |
| | | 小计 Subtotal | | | | 26w/25 | | | | | | | | 1 | | | 4 | 10 | 10 | |

对外汉语教学 第二主修专业培养计划

The Second Program of Bachelor's Degree for Specialty in Teaching Chinese as a Foreign Language

一、培养目标

I .Educational Objectives

在学生第一主修专业的基础上，培养具有对外汉语基本理论、基本技能以及相关学科的基本知识，以双语为基础，能在国内外相关部门、各级各类学校、企事业单位从事对外汉语教学教学实践工作及基础理论研究工作。

二、学位

II .Degree(s) Conferred:

文学学士

Degree Conferred: Bachelor of Arts

三、学分

III.Credits

完成学业最低学分要求：50

Minimum Course Credits:50

其中：

Including:

学科大类基础课程：5

Basic Courses in General Discipline:5

学科（专业）基础课程：35

Basic Courses in Discipline: 35

专业核心课程：

Common Core Courses:

专业方向课程：

Specialty-Oriented Courses:

毕业论文（设计）：10

Undergraduate Thesis:

四、教学进程计划表

IV.Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|---|-----------------------|--|---------------------|-----------------------------|------------------------------------|-----------|----------------|---------------|----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Lab | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| 学科大类基础课程 Basic Courses in General Discipline | 必修 Compulsory | 文学概论 Introduction to Literature | 0501300103 | 48/3 | 48 | | | | | | | | | | | | | | |
| | | 语言学概论 Outline of Linguistics | 0501300202 | 32/2 | 32 | | | | | | | 32 | | | | | | | |
| | | 小计 Subtotal | | 80/5 | | | | | | | | 2 | 3 | | | | | | |
| 学科专业基础课程 Basic Courses in Discipline | 必修 Compulsory | 应用写作 Applied Composition | 0501201703 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | | 现代汉语 Modern Chinese Language | 0501301903 | 72/4 | 72 | | | | | | 72 | | | | | | | | |
| | | 古代汉语 Ancient Chinese Language | 0501302004 | 72/4 | 72 | | | | | | 72 | | | | | | | | |
| | | 中国古代文学史 History of Ancient Chinese | 0501200704 | 72/4 | 72 | | | | | | 54 | | | | | | | | |
| | | 中国现当代文学史 History of Modern and Contemporary Chinese Literature | 0501200803 | 72/4 | 72 | | | | | | 72 | | | | | | | | |
| | | 外国文学 Foreign Literature | 0501302504 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | | 对外汉语语法 The Grammar of Teaching Chinese as a Foreign Language | 0501400302 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | | 对外汉语教学法 Teaching Method of Teaching Chinese as a Foreign Language | 0501201003 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | | 英语口语 Spoken English | 0501304004 | 64/4 | 64 | | | | | | 65 | | | | | | | | |
| | | 中国文化概论 Introduction to Chinese Culture | 0501502202 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | 小计 Subtotal | | 622/35 | | | | | | | | | | | | | | | | |
| 实践环节 Internship and Practice Training | 必修 Compulsory | 毕业论文(设计) Undergraduate Thesis | | 10W/10 | | | | | | | | | | | | | | 10W | |

对外汉语 辅修专业培养计划

Minor Program for Specialty

in Teaching Chinese as a Foreign Language Without Degree

一、培养目标

I. Educational Objectives

在学生第一主修专业的基础上，培养具有初步对外汉语基本理论、基本技能以及相关学科的基本知识，以双语为基础，能在国内外相关部门、各级各类学校、企事业单位从事对外汉语教学教学实践工作及基础理论研究工作。

The Minor program is designed to prepare students with initial theories, knowledge and skills of Chinese language and literature on the foundation of their first specialty. They can teach in middle schools as Chinese teachers.

二、学分

II. Credits

完成学业最低学分要求：24

Minimum Course Credits:24

其中：

Including:

学科基础课程：24

Basic Courses in Discipline:24

专业教育课程：

Courses in Specialty Education:

三、教学进程计划表

III. Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | |
|-----------------------------|------------------|----------------------------------|---------------------|---------------------------------|------------------------------------|------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|--|
| | | | | | 讲授 Lecture | 实验 Labs | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | | |
| Basic Courses in Discipline | 必修 Compulsory | 现代汉语 Modern Chinese Language | 0501301903 | 72/4 | | | | | | | | | | 72 | | | | | | |
| | | 古代汉语 Ancient Chinese Language | 0501302004 | 72/4 | | | | | | | | | | | 72 | | | | | |

广播电视新闻 专业人才培养方案

Undergraduate Program for Specialty in Radio & Television Science

一、培养目标

I .Educational Objectives

培养具备广播电视新闻学基本理论和广博的文化科学知识，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，能在广播电视及党政新闻宣传部门，从事广播电视新闻采编评、节目播音和节目主持、节目策划、制作与管理等工作的新闻传播高级专门人才。

This program is designed to train students as professional talents with the knowledge of the basic theory in radio and television journalism and a broad range of cultural and scientific knowledge .The students should be familiar with the laws and rules of our country in news communication. Graduates of this specialty with high-quality, strong ability and spirit of innovation can work in broadcast television and government's propaganda departments as collector, editor, commentator , announcer, host ,planner , producer and administrator.

二、基本要求

II .Skills Profile

本专业要求学生掌握马克思主义的基本原理和中国特色社会主义理论体系，懂得和掌握有关法律、法规，具有文化学、经济学、传播学、新闻学、媒介管理学等学科的基本知识和基本理论，对国内外广播电视的动态发展，以及我国社会主义市场经济运行的基本特点、行业发展、社会文化生活、文化传播等有比较深入的了解。具有较强的广播电视新闻采访、写作、编辑、编导、节目制作等方面的能力；具有良好的科学文化素质、道德心理素质和身体素质，并具备从事社会活动和科学研究的基本能力。

This major requires the students to master the basic principles of Marxism and the system of theories of socialism with Chinese characteristics and be familiar with the relevant laws and rules of the country. The students must possess the essential theories and knowledge in the subjects of literature, economics, communication, journalism, media management, etc. The students should thoroughly know about the developments of national and international media fields, and the basic characteristics of our country's socialist market economic operation, development of media, social and cultural life and cultural communication, etc. In addition, the students should equip with the ability of radio and television news gathering, writing, news editing and programming. When graduated, the students can engage in all kinds of social activities and scientific research with excellent scientific and cultural qualities, moral and psychological fitness and physical quality .

三、培养特色

III.Program Features

全面掌握广播电视新闻的知识与理论，传播与新闻，广播电视新闻的实务能力强，管理能力强。

As a graduate of this specialty, the students can thoroughly know about the knowledge and the theories in radio and television science, the students should have the ability in management or actual works.

四、主干学科

IV.Major Disciplines

广播电视学

Radio & Television Science

五、学制与学位

V.Length of Schooling and Degree

修业年限：四年

Duration:4 years

授予学位：文学学士

Degree Conferred: Bachelor of Art

六、学时与学分

VI.Hours/Credits

完成学业最低课内学分（含理论教学与集中性实践教学环节）要求：174

Minimum Credits of Curricular (Comprising theoretical teaching and internship Practice assemble training):174

完成学业最低课外学分要求：8

Minimum Extracurricular Credits: 8

1. 理论教学学时与学分

1. Hours/Credits of theoretical teaching

| 课程类别 Courses Classified | | 课程性质 Courses Nature | 学时/学分 Hrs/Crs | 占总学分比例 (%) Percentage (%) |
|---|---|------------------------|------------------|------------------------------|
| 通识教育平台 Platform in General Education | | 必修 Compulsory | 782/45 | 32 |
| | | 选修 Elective | 112/8 | 5 |
| 学科基础平台 Platform in Discipline Foundation | 学科(专业)基础课程 Basic Courses in Discipline | 必修 Compulsory | 852/49 | 33 |
| 专业教育平台 Platform in Specialty Education | 专业核心课程 Common Courses | 必修 Compulsory | 450/25 | 17 |
| | 专业方向课程 Specialty-Oriented Courses | 选修 Elective | 320/20 | 13 |
| 合计 Subtotal | | | 2516/147 | 100 |

2. 集中性实践教学环节周数与学分

2.Weeks/Credits of Internship Practice Assemble Training

| 实践教学环节名称 Types of Practice Training | 课程性质 Courses Nature | 周数/学分 Weeks/Credits | 占实践环节总学分的比例 (%) Percentage (%) |
|--|------------------------|------------------------|-----------------------------------|
| 军事训练 Military Training | 必修 Compulsory | 2w/1 | 4 |
| 学年论文 Academic Year Paper | 必修 Compulsory | 4w/4 | 15 |
| 专业实习 Internship Training | 必修 Compulsory | 12w/12 | 44 |
| 毕业设计(论文) Undergraduate Thesis | 必修 Compulsory | 10w/10 | 37 |
| 合计 Subtotal | | 28w/27 | 100 |

3. 课外学分:8 学分

3.extracurricular credits:8

七、主要课程

VII Main Courses

新闻学概论 Introduction to Journalism、广播电视概论 Introduction to Radio & Television、
电视新闻评论 Television News Review、广播新闻采制 Gathering and Production of Radio News、
电视摄像与采访 Photography and Gathering of Television、电视编辑与制作 Editing and
Programming of Television、主持艺术与技巧 Art and Craft of Host、广播电视史 History of Radio
&Television Science、新闻摄影 News Photography、传播学 Communication

八、教学进程计划表

VIII Table of Teaching Schedule

院(系): 文学院

专业: 广播电视新闻学

School(Department): Faculty of Arts

Specialty: Radio & Television Science

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|---|-----------------------|---|---------------------|-----------------------------------|------------------------------------|------------------|----------------|---------------|----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Experiment | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| | | | | | | | | | | | | | | | | | | | |
| 通识教育基础平台 Platform in General Education | 必修 Compulsory | 思想道德修养与法律基础 Cultivation of Ideological and Fundamentals of Law | 0304100103 | 48/3 | 32 | | 16 | | | | | 32 | | | | | | | |
| | | 中国近现代史纲要 The compendium of Chinese modern History | 0601100202 | 32/2 | 22 | | 10 | | | | | 22 | | | | | | | |
| | | 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 theoretical system of socialism with Chinese characteristics | 0101100493 | 96/6 | 64 | | 32 | | | | | | | | | 64 | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | |
|---|-----------------------|--|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|-----------------|-----------------|---|-----------|----------|----------|----------|----------|-----|-----|--|--|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISES | 讲演 SYMPOSIUM | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 | | |
| | | | | | | | | | | | 1st | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th | | |
| 通识教育基础平台 Platform in General Education | 必修 Compulsory | 马克思主义基本原理 Principle of Marxism | 0101100503 | 48/3 | 32 | | 16 | | | | | | | 32 | | | | | | |
| | | 形势与政策 Current Situation and Policy | 0703103201 | 16/1 | | | | | | | | 4 | 4 | 4 | 4 | | | | | |
| | | 大学英语(一) College English(I) | 0502100604 | 64/4 | 64 | | | | | | | 64 | | | | | | | | |
| | | 大学英语(二) College English(II) | 0502100704 | 64/4 | 64 | | | | | | | 64 | | | | | | | | |
| | | 大学英语(三) College English(III) | 0502100804 | 64/4 | 64 | | | | | | | | 64 | | | | | | | |
| | | 大学英语(四) College English(IV) | 0502100904 | 64/4 | 64 | | | | | | | | | 64 | | | | | | |
| | | 大学体育(一) Physical Education(I) | 0402101002 | 28/2 | 28/2 | | | | | | | 28 | | | | | | | | |
| | | 大学体育(二) Physical Education(II) | 0402101102 | 28/2 | 28/2 | | | | | | | | 28 | | | | | | | |
| | | 大学体育(三) Physical Education(III) | 0402101202 | 28/2 | 28/2 | | | | | | | | | | 28 | | | | | |
| | | 大学体育(四) Physical Education(IV) | 0402101302 | 28/2 | 28/2 | | | | | | | | | | | 28 | | | | |
| | | 大学计算机基础 Introduction to Computer Technology | 0806102402 | 64/2 | 32 | | 32 | | | | | 64 | | | | | | | | |
| | | VFP 程序设计基础 VFP stylized design | 0806102401 | 78/3 | 48 | | 30 | | | | | | 78 | | | | | | | |
| | | 军事理论 Military Theory | 1103103101 | 32/1 | 16 | | 16 | | | | | 16 | | | | | | | | |
| 小计(含形势与政策课内学分1) Subtotal | | | 782/45 | | | | | | | | 12 | 11 | 4 | 4 | 5 | 8 | | | | |
| 通识教育选修课 Courses in University | | | | 112/8 | | | | | | | 2-7 学期完成 | | | | | | | | | |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 中国古代文学作品(一) Ancient Chinese Literature(I) | 0503200104 | 54/3 | 49 | | | | 2 | 3 | 54 | | | | | | | | | |
| | | 中国古代文学作品(二) Ancient Chinese Literature(II) | 0503200204 | 54/3 | 49 | | | | | 2 | 3 | 54 | | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | |
|--|-----------------------|--|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|-----|-----|-----|-----|-----|-----|-----|--|--|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 | | |
| | | | | | | | | | | | 1st | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th | | |
| 学科基础教育课程·学科专业基础 Basic Courses in Discipline | 必修 Compulsory | 新闻学概论 Introduction to Theory of Journalism | 0503200403 | 54/3 | 47 | | | 4 | 3 | | 54 | | | | | | | | | |
| | | 广告学概论 Introduction to Advertising | 0503200503 | 54/3 | 41 | | 6 | 4 | 3 | | 54 | | | | | | | | | |
| | | 中国现当代文学作品 Modern and Contemporary Literature of China | 0503200304 | 54/3 | 49 | | | | 2 | 3 | | 54 | | | | | | | | |
| | | 传播学 Communication | 0503200603 | 54/3 | 47 | | | 4 | 3 | | 54 | | | | | | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | | 2 | 3 | | 54 | | | | | | | | |
| | | 广播电视概论 Introduction to Broadcast and Television | 0503200803 | 54/3 | 47 | | | | 4 | 3 | | 54 | | | | | | | | |
| | | 新闻采访 News Gathering | 0503300103 | 54/3 | 41 | | 6 | 4 | 3 | | 54 | | | | | | | | | |
| | | 新闻写作 News Writing | 0503300203 | 54/3 | 41 | | 6 | 4 | 3 | | 54 | | | | | | | | | |
| | | 中国新闻事业史 History of Chinese Journalism | 0503400404 | 54/3 | 47 | | | | 4 | 3 | | 54 | | | | | | | | |
| | | 中外广告发展史 History of Advertising in China and Abroad | 0503301003 | 54/3 | 47 | | | | 4 | 3 | | 54 | | | | | | | | |
| | | 公共关系 Public relations | 0503800102 | 36/2 | 26 | | 4 | 4 | 2 | | | 36 | | | | | | | | |
| | | 广告文案写作 Advertising copy writing | 0503300503 | 54/3 | 43 | | 6 | 2 | 3 | | | 54 | | | | | | | | |
| | | 社会学导论 Introduction to sociology | 0503301102 | 36/2 | 28 | | 4 | 2 | 2 | | | 36 | | | | | | | | |
| | | 市场营销学 Marketing | 0503800302 | 36/2 | 28 | | 4 | 2 | 2 | | | 36 | | | | | | | | |
| | | 社会科学文献检索 Social Sciences Document Retrieval | 0503800402 | 36/2 | 28 | | 4 | 2 | 2 | | | 36 | | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Cred | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--|------------------------------|---|---------------------|--------------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|-----------|-----------|-----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| | | | | | | | | | | | | | | | | | | | |
| Common Core Courses in Specialty 专业教育课程·专业核心 必修 Compulsory | | 中国文化概论 Introduction to Chinese culture | 0501502202 | 36/2 | 32 | | | | 2 | 2 | | | | 36 | | | | | |
| | 小计 Subtotal | | 852/49 | | | | | | | | | 6 | 12 | 17 | 14 | | | | |
| | | 新闻评论 News Review | 0503400103 | 54/3 | 43 | | 6 | 2 | 3 | | | | | | 54 | | | | |
| | | 新闻摄影 News Photography | 0503300303 | 54/3 | 30 | 24 | | | | | | | | | 54 | | | | |
| | | 电视编辑与制作 Editing and Programming of Television | 0503802704 | 72/4 | 36 | 36 | | | | | | | | | | 72 | | | |
| | | 广播新闻采制 Gathering and Production of Radio News | 0503300604 | 36/2 | 24 | 12 | | | | | | | | | | 36 | | | |
| | | 电视摄像与采访 Photography and Gathering of Television | 0503402804 | 72/4 | 36 | 36 | | | | | | | | | 72 | | | | |
| | | 普通话语音与播音 发音 Voice and pronunciation of Mandarin broadcast | 0503802302 | 36/2 | 32 | | | 2 | 2 | | | | | 36 | | | | | |
| | | 主持艺术与技巧 Art and craft of host | 0503802402 | 36/2 | 22 | | 6 | 2 | 2 | 4 | | | | | 36 | | | | |
| | | 广播电视专题与专栏 Theme and column of TV & Radio | 0503802502 | 36/2 | 30 | | 2 | 2 | 2 | | | | | | | 36 | | | |
| | 广播电视史 &Television Science | 0503401503 | 54/3 | 49 | | | | 2 | 3 | | | | | 54 | | | | | |
| 小计 Subtotal | | | 450/25 | | | | | | | | | | | 2 | 15 | 8 | | | |
| Specialty-Oriented Courses 专业教育课程·专业方向 选修 Elective | 模块 A (基础型课程组) | | | | | | | | | | | | | | | | | | |
| | | 新闻道德与法规 Journalistic Ethic and Journalism Law | 0503500203 | 48/3 | 43 | | | | 2 | 3 | | | | | 48 | | | | |
| | | 中外名记者研究 Study of Chinese and Foreign Famous Reporter | 0503500302 | 32/2 | 28 | | | | | 2 | 2 | | | | 32 | | | | |
| | | 网络传播概论 Introduction to Network Communication | 0503502502 | 32/2 | 28 | | | | | 2 | 2 | | | | | 32 | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|---|-----------------------|--|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 广播电视新闻作品评析 Review and Analysis of Radio and Television News Reports | 0503502002 | 32/2 | 28 | | | 2 | 2 | | | | | | | 32 | | |
| | | 节目主持人概论 Introduction to Anchor of Programs | 0503500703 | 48/3 | 42 | | | 3 | 3 | | | | | | 48 | | | |
| | | 新闻心理学 Journalism Psychology | 0503500602 | 32/2 | 28 | | | 2 | 2 | | | | | | | 32 | | |
| | | 英美报刊选读 Selections of British and American Newspaper | 0503502702 | 32/2 | 30 | | | | 2 | | | | 32 | | | | | |
| | | 电视媒介批评 Review and Analysis on the Media of TV | 0503503102 | 32/2 | 28 | | | 2 | 2 | | | | | | | | 32 | |
| | | 电视纪录片 Television Documentary | 0503802603 | 32/2 | 28 | | | 2 | 2 | | | | | | | | 32 | |
| | 小计 Subtotal | | | | 320/20 | | | | | | | | | | 7 | 7 | 6 | |
| | 模块 B (复合型课程组) | | | | | | | | | | | | | | | | | |
| | 选修 Elective | 国际广告传播 International Advertising Communication | 0503501002 | 32/2 | 28 | | | 2 | 2 | | | | | | | | 32 | |
| | | 广告媒体研究 Advertising Media Research | 0503501402 | 32/2 | 28 | | | 2 | 2 | | | | | | | | 32 | |
| | | 消费行为研究 Consuming Behavior Research | 0503502802 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | |
| | | 影视作品研究 Research on Film Works | 0501502502 | 32/2 | 28 | | | 2 | 2 | | | | | | | | 32 | |
| | | 商务策划 Business planning | 0503501302 | 32/2 | 22 | | 4 | 4 | 2 | | | | | | | | 32 | |
| 广告摄影 Advertising Photography | | 0503501603 | 48/3 | 27 | 20 | | | 3 | | | | | | | | 48 | | |
| 广告案例教程 Course of Advertising cases | | 0503502902 | 32/2 | 16 | | 6 | 8 | 2 | | | | | 32 | | | | | |
| 网络广告设计 Design of Network Advertisement | | 0503500502 | 32/2 | 14 | 16 | | | 2 | | | | | | | | 32 | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|---------------------------|-----------------------|---|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | 必修 | 新媒体与营销传播 New Media and Marketing Communication | 0503503003 | 48/3 | 39 | 6 | | | 3 | | | | | 48 | | | | |
| | | 小计最低学分 Subtotal Minimum Credits | | | 320/20 | | | | | | | | 7 | 13 | | | | |
| 实践环节 Practice Training | 必修 Compulsory | 军事训练 Military Training | 0504601002 | 2w/1 | | | | | | | 2w | | | | | | | |
| | | 学年论文 Academic Year paper | 0503601103 | 4w/4 | | | | | | | | | 4w | | | | | |
| | | 专业实习 Internship | 0503601208 | 12w/12 | | | | | | | | | | | 12w | | | |
| | | 毕业设计(论文) Undergraduate Thesis | 0503601316 | 10w/10 | | | | | | | | | | | | | 10w | |
| | | 小计 Subtotal | | | 28w/27 | | | | | | | 1 | | | 4 | 12 | 10 | |

广播电视新闻学 第二主修专业培养计划

The Second Program of Bachelor's Degree for Specialty in

Radio & Television Science

一、培养目标

I .Educational Objectives

培养具备广播电视新闻学基本理论和广博的文化科学知识，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，能在广播电视及党政新闻宣传部门，从事广播电视新闻采编评、节目播音和节目主持、节目策划、制作与管理等工作的新闻传播高级专门人才。

This program is designed to train students as professional talents with the knowledge of the basic theory in radio and television journalism and a broad range of cultural and scientific knowledge .The students should be familiar with the laws and rules of our country in news communication. Graduates of this specialty with high-quality, strong ability and spirit of innovation can work in broadcast television and government's propaganda departments as collector, editor, commentator , announcer, host ,planner , producer and administrator.

二、学位

II .Degree(s) Conferred

文学学士

Degree Conferred: Bachelor of Art

三、学分

III.Credits

完成学业最低学分要求：50

Minimum Course Credits:50

其中：

Including:

学科（专业）基础课程：18

Basic Courses in Discipline: 18

专业课程：13

Common Courses:13

专业方向课程：9

Specialty-Oriented Courses: 9

毕业论文（设计）：10

Undergraduate Thesis:10

四、教学进程计划表

IV. Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|-----------------------|--|---------------------|-----------------------------|------------------------------------|----------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Lab/Exer | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 新闻学概论 Introduction to Journalism | 0503200403 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |
| | | 传播学 Communication | 0503200603 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | 2 | 3 | | | | 54 | | | | | |
| | | 广播电视概论 Introduction to Broadcast and Television | 0503200803 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |
| | | 新闻写作 News Writing | 0503300203 | 54/3 | 41 | | 6 | 4 | 3 | | | | 54 | | | | | |
| | | 新闻采访 News Gathering | 0503300103 | 54/3 | 41 | | 6 | 4 | 3 | | | | 54 | | | | | |
| 小计 Subtotal | | | | 324/18 | | | | | | | 6 | 12 | | | | | | |
| 专业教育课程 Common Core Courses in Specialty | 必修 Compulsory | 新闻评论 News Review | 0503400103 | 54/3 | 43 | | 6 | 2 | 3 | | | | 54 | | | | | |
| | | 新闻摄影 News Photography | 0503300303 | 54/3 | 30 | 24 | | | | | | | 54 | | | | | |
| | | 电视摄像与采访 Photography and Gathering of Television | 0503402804 | 72/4 | 36 | 36 | | | | | | | 72 | | | | | |
| | | 广播电视史 History of Radio & Television Science | 0503401503 | 54/3 | 49 | | | 2 | 3 | | | | 54 | | | | | |
| 小计 Subtotal | | | | 234/13 | | | | | | | 4 | 6 | 3 | | | | | |
| 专业方向课程 Specialty-Oriented Courses | 选修 Elective | 节目主持人概论 Introduction to Anchor of Programs | 0503500703 | 48/3 | 42 | | | 3 | 3 | | | | 48 | | | | | |
| | | 广播电视新闻作品评析 Review and Analysis of Radio and Television News Reports | 0503500102 | 32/2 | 28 | | 2 | | 2 | | | | | 32 | | | | |
| | | 电视媒介批评 Review and Analysis on the Media of TV | 0503503102 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | |
| | | 新闻心理学 News Psychology | 0503500602 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | |
| 小计最低学分 Subtotal | | | | 144/9 | | | | | | | | 5 | 4 | | | | | |
| 实践环节 and Practice Training | 必修 Compulsory | 毕业论文(设计) Undergraduate Thesis | 0401602212 | 10w/10 | | | 10w | | | | | | | | | | 10w | |

广播电视新闻学 辅修专业培养计划

Minor Program for Specialty in Radio & Television Science Without Degree

一、培养目标

I .Educational Objectives

培养具备广播电视新闻学基本理论和广博的文化科学知识，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，能在广播电视及党政新闻宣传部门，从事广播电视新闻采编评、节目播音和节目主持、节目策划、制作与管理等工作的新闻传播高级专门人才。

This program is designed to train students as professional talents with the knowledge of the basic theory in radio and television journalism and a broad range of cultural and scientific knowledge .The students should be familiar with the laws and rules of our country in news communication. Graduates of this specialty with high-quality, strong ability and spirit of innovation can work in broadcast television and government's propaganda departments as collector, editor, commentator , announcer, host ,planner , producer and administrator.

二、学分

II .Credits

完成学业最低学分要求：27 学分

Minimum Course Credits:27

其中：

Including:

学科基础课程： 15 学分

Basic Courses in Discipline:15

专业教育课程： 12 学分

Courses in Specialty Education:12

三、教学进程计划表

III. Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|-----------------------------|-----------------------|--|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|--------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiment | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Speech | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| Basic Courses in Discipline | 必修 Compulsory | 新闻学概论 Introduction to Journalism | 0503200403 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |
| | | 传播学 Introduction to Communication | 0503200603 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |
| | | 广播电视概论 Introduction to Broadcast and Television | 0503200803 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |

续表：

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--------------------------------|------------------------------------|--|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| Basic Courses in Discipline | 必修 Compulsory | 新闻写作 News Writing | 0503300203 | 54/3 | 48 | | | 4 | 2 | | | | | 54 | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | 2 | 3 | | | | 54 | | | | | |
| | | 小计 Subtotal | | 270/15 | | | | | | | | 6 | 6 | 3 | | | | |
| Courses in Specialty Education | 必修 Compulsory | 新闻评论 News Review | 0503400103 | 54/3 | 43 | | 6 | 2 | 3 | | | | | | 54 | | | |
| | | 广播电视史 History of Radio & Television Science | 0503401503 | 54/3 | 49 | | | 2 | 3 | | | | | | 54 | | | |
| | 选修 Elective | 广播电视新闻作品 评析 Review and Analysis of Radio and Television News Reports | 0503502002 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | |
| | 必修 Compulsory | 电视摄像与采访 Photography and Gathering of Television | 0503402804 | 72/4 | 36 | 36 | | | | | | 72 | | | | | | |
| | 小计最低学分 Subtotal Minimum Credits | | | | 194/12 | | | | | | | 4 | 2 | 6 | | | | |

附注：

分管教学副院长：廖声武

学院教学指导委员会主任：刘川鄂（代）

执笔人：胡远珍

英文翻译人：罗宜虹

校对 人：张慧萍

广告学 专业本科培养方案

Undergraduate Program for Specialty in Advertising

一、培养目标

I .Educational Objectives

本专业培养具有广告学、传播学、新闻学、市场营销学、经济学、社会学、文化学等方面的学科知识和能力，能在政府部门及企事业单位从事广告经营管理和以广告创意、策划为主的各种商务策划等实际工作的应用型专门人才。

This program is designed to train students as professional talents with the knowledge of advertising, communication, journalism, marketing, economics, sociology, and culture studies. Graduates will have the ability to engage in Practice jobs including advertising operation and management and business creative planning in government departments, enterprises and institutions.

二、基本规格要求

II .Skills Profile

要求学生掌握马克思主义的基本原理、毛泽东思想、邓小平理论及“三个代表”重要思想，了解我国现行的有关党的路线、方针、政策，学习和掌握有关法律、法规。具有广告学、传播学、新闻学、市场营销学、经济学、社会学、文化学等人文社会科学的基本知识和基本理论，对国内外广告界的动态发展以及我国社会主义市场经济运行的基本特点、市场变化、产品结构、行业发展等有比较深入的了解。对新技术、新媒体所带来的新的传播环境的一系列变革应有较敏锐的洞察。具有较强的语言表达沟通的能力、市场调研、分析能力、各种商务策划的能力、写作能力以及创新的能力。具备使用计算机、摄影、摄像以及运用广告设计软件等工具的基本技能，英语达到 4 级 ~ 6 级水平。掌握文献检索、资料查询的基本方法，具有初步的科研能力和较强实际工作的能力。采用新闻与传播大学科、宽口径的通识教育培养方式。

Graduates are required to have a good grasp of basic principles of Marxism, Mao Zedong Thought, Theories of Deng Xiaoping and “the Three Represents” as well as policies of China, related laws and regulations. They also have the basic knowledge and theories of advertising, communication, journalism, marketing, economics, sociology, and culture studies, etc; a thorough understanding of dynamic development of advertising at home and abroad, basic characteristics of socialist economy, changes in market, product structure, development of the profession; a keen insight into the revolutions brought by new technology and new media; and strong ability to communicate, market survey and study, analyze, business plan, write, and innovate, with the basic skills of computer , photographing, video recording, using of advertising design software, and an English level of Band Four or Six. A good command of the methods of literature search and enquiry, preliminary scientific research ability and strong Practice ability to work are also developed. General Education is taken under the major disciplines of journalism and communication to achieve the goal.

三、培养特色

III. Program Features

在努力完成国家和学校人才培养目标基本要求的基础上，本专业依托中国语言文学和新闻与传播学科的资源，并根据本专业的具体情况，结合社会对本专业人才的需求状况将本专业的培养特色定位在培养适应能力、自我发展能力强，德、智、体、美全面发展的具有广博的综合知识、较强的专业知识的广告经营管理、广告创意、广告策划的专业人才。培养的基本模式为：立足基础、注重训练、加强实践、重在应用。

Based on achieving the basic demand of personal training goal of the nation and schools, this major is dependent on the resources of Chinese Literature and Journalism and Communication. And according to the specific conditions of the major, which has been combined with the social demanding of professionals, the characteristic training has been put in the position that training professionals of advertising operation and management, advertising creative and advertising planning, who has strong adaptive capacity and high ability of personal development, who can develop morally, intellectually, physically and aesthetically, and who commands a wide-ranging comprehensive knowledge and extensive professional knowledge. The basic academic model is that focusing on basis, paying more attention to practice, strengthening the practice, and emphasizing on the application.

四、主干学科

IV. Major Disciplines

传播学

Communication

五、学制与学位

V. Length of Schooling and Degree

修业年限：四年

Duration: 4 years

授予学位：文学学士

Degree Conferred: Bachelor of Art

六、学时与学分

VI. Hours/Credits

完成学业最低课内学分（含理论教学与集中性实践教学环节）要求：173

Minimum Credits of Curricular (Comprising theoretical teaching and internship Practice assemble training): 173

完成学业最低课外学分要求：8

Minimum Extracurricular Credits: 8

1. 理论教学学时与学分

1. Hours/Credits of theoretical teaching

| 课程类别 Course Type | | 课程性质 Course Nature | 学时/学分 Hrs/Crs | 占总学分比例 (%) Percentage (%) |
|--|---|-----------------------|------------------|------------------------------|
| 通识教育基础课程 Basic Courses in General Education | | 必修 Compulsory | 782/44 | 31 |
| | | 选修 Elective | 112/8 | 5 |
| 学科基础教育课程 Basic Courses in Discipline | 学科专业基础课程 Basic Courses in Discipline | 必修 Compulsory | 852/49 | 34 |
| 专业教育课程 Courses in Specialty | 专业核心课程 Common Core Courses | 必修 Compulsory | 432/24 | 16 |
| | 专业方向课程 Specialty-Oriented Courses | 选修 Elective | 320/20 | 14 |
| 合计 Subtotal | | | 2484/145 | 100 |

2. 集中性实践教学环节周数与学分

2. Weeks/Credits of Internship Practice Assemble Training

| 实践教学环节名称 Types of Practice Training | 课程性质 Courses Nature | 周数/学分 Weeks/Credits | 占实践环节总学分的比例 (%) Percentage (%) |
|---|------------------------|------------------------|-----------------------------------|
| 军事训练 Military Training | 必修 Compulsory | 2w / 1 | 4 |
| 学年论文 Academic Year Paper | 必修 Compulsory | 4w / 4 | 15 |
| 专业实习 Internship Training | 必修 Compulsory | 12w / 12 | 44 |
| 调查(策划)报告 Investigation (Planning) Report | 必修 Compulsory | 10w / 10 | 37 |
| 合计 Subtotal | | 28w/27 | 100 |

3. 课外学分:

III. extracurricular credits:

七、主要课程

VII Main Courses

广告学概论、传播学、广告文案写作、广告经营与管理、广告心理学、广告调查、广告创意与策划、广播电视广告、广告平面设计、影视广告设计、品牌学。

Introduction to Advertising、Communication、Advertising copy writing、Advertising Operation and Management、Psychology of Advertising、Psychology of Advertising、Advertising Research、Originality and Plan of Advertising、Television and Radio Commercials、Graphic Design of Advertising、Film and TV Advertising Design、Branding Management

八、教学进程计划表

VIII Table of Teaching Schedule

学院: 文学院

专业: 广告学

School(Department): Faculty of Art

Specialty: Advertising

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时 (周数) / 学分 Hours (Weeks) / Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时 (周数) Hours Distribution in a Semester | | | | | | | |
|---|---|---------------------|---------------------|--|------------------------------------|-----------------|----------------|---------------|-----------------|---------------|--|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Labs/Exer | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| Platform in General Education 必修 Compulsory | 思想道德修养与法律基础 Cultivation of Ideological and Fundamentals of Law | 0304100103 | 48/3 | 32 | | 16 | | | | | 32 | | | | | | | |
| | 中国近现代史纲要 The compendium of Chinese modern History | 0601100202 | 32/2 | 22 | | 10 | | | | 22 | | | | | | | | |
| | 马克思主义基本原理 Principle of Marxism | 0101100503 | 48/3 | 32 | | 16 | | | | | | 32 | | | | | | |
| | 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 theoretical system of socialism with Chinese characteristics | 0101100493 | 96/6 | 64 | | | 32 | | | | | | | 64 | | | | |
| | 形势与政策 Situation and Policy | 0703103201 | 16/1 | 16 | | | | | | | 4 | 4 | 4 | 4 | | | | |
| | 大学英语(一) College English(I) | 0502100604 | 64/4 | 64 | | | | | 64 | | | | | | | | | |
| | 大学英语(二) College English(II) | 0502100704 | 64/4 | 64 | | | | | | 64 | | | | | | | | |
| | 大学英语(三) College English(III) | 0502100804 | 64/4 | 64 | | | | | | | 64 | | | | | | | |
| | 大学英语(四) College English(IV) | 0502100904 | 64/4 | 64 | | | | | | | | 64 | | | | | | |
| | 大学体育(一) Physical Education(I) | 0402101002 | 28/2 | 28 | | | | | 28 | | | | | | | | | |
| | 大学体育(二) Physical Education(II) | 0402101102 | 28/2 | 28 | | | | | | 28 | | | | | | | | |
| | 大学体育(三) Physical Education(III) | 0402101202 | 28/2 | 28 | | | | | | | | 28 | | | | | | |
| | 大学体育(四) Physical Education(IV) | 0402101302 | 28/2 | 28 | | | | | | | | | 28 | | | | | |
| | 大学计算机基础 Introduction to Computer Technology | 0806102402 | 64/2 | 32 | | 32 | | | 64 | | | | | | | | | |
| | VFP 程序设计基础 VFP stylized Design | 0806102401 | 78/3 | 48 | | 30 | | | | 78 | | | | | | | | |
| | 军事理论 Military Theory | 1103103101 | 32/1 | 16 | | 16 | | | 16 | | | | | | | | | |
| 小计 (含形势与政策课内学分 1) Subtotal | | | 782/45 | | | | | | | 12 | 11 | 4 | 4 | 5 | 8 | | | |
| 通识教育选修课 Courses in University | | | 112/8 | | | | | | | 2-7 学期完成 | | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|---|-----------------------|--|---------------------|-------------------------------|------------------------------------|-----------|----------------|---------------|----------------|---------------|---|-----------|-----------|-----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Lab | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| 学科基础课程 Basic Courses in General Discipline | 必修 Compulsory | 中国古代文学作品(一) Ancient Chinese Literature(I) | 0503200104 | 54/3 | 49 | | | | 2 | 3 | | 54 | | | | | | | |
| | | 中国古代文学作品(二) Ancient Chinese Literature(II) | 0503200204 | 54/3 | 49 | | | | 2 | 3 | | | 54 | | | | | | |
| | | 中国现当代文学作品 Modern and Contemporary Literature of China | 0503200304 | 54/3 | 49 | | | | 2 | 3 | | | 54 | | | | | | |
| | | 新闻学概论 Introduction to Theory of Journalism | 0503200403 | 54/3 | 47 | | | | 4 | 3 | | 54 | | | | | | | |
| | | 广告学概论 Introduction to Advertising | 0503200503 | 54/3 | 41 | | 6 | | 4 | 3 | | | 54 | | | | | | |
| | | 传播学 Communication | 0503200603 | 54/3 | 47 | | | | 4 | 3 | | | 54 | | | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | | 2 | 3 | | | | 54 | | | | | |
| | | 广播电视概论 Introduction to Broadcast and Television | 0503200803 | 54/3 | 47 | | | | 4 | 3 | | | 54 | | | | | | |
| | | 新闻采访 News Gathering | 0503300103 | 54/3 | 41 | | 6 | | 4 | 3 | | | 54 | | | | | | |
| | | 新闻写作 News Writing | 0503300103 | 54/3 | 41 | | 6 | | 4 | 3 | | | 54 | | | | | | |
| | | 中国新闻事业史 History of Chinese Journalism | 0503400404 | 54/3 | 47 | | | | 4 | 3 | | | 54 | | | | | | |
| | | 中外广告发展史 History of Advertising in China and Foreign Countries | 0503301003 | 54/3 | 47 | | | | 4 | 3 | | | 54 | | | | | | |
| | | 公共关系 Public relations | 0503800102 | 36/2 | 26 | | 4 | | 4 | 2 | | | | 36 | | | | | |
| | | 广告文案写作 Advertising copy writing | 0503300503 | 54/3 | 43 | | 6 | | 2 | 3 | | | | 54 | | | | | |
| | | 社会学导论 Introduction to sociology | 0503301102 | 36/2 | 28 | | 4 | | 2 | 2 | | | | 36 | | | | | |
| | | 市场营销学 Marketing | 0503800302 | 36/2 | 28 | | 4 | | 2 | 2 | | | | 36 | | | | | |
| | | 社会科学文献检索 Social Sciences Document Retrieval | 0503800402 | 36/2 | 28 | | 4 | | 2 | 2 | | | | 36 | | | | | |
| 中国文化概论 Introduction to Chinese culture | 0501502202 | 36/2 | 32 | | | | 2 | 2 | | | | 36 | | | | | | | |
| 小计 Subtotal | | | | 852/49 | | | | | | | 6 | 12 | 17 | 14 | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|----------------------------------|-----------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|----------------|---------------|---|-----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| Common Core Courses in Specialty | 必修 Compulsory | 广告经营与管理 Advertising Operation and Management | 0503400702 | 36/2 | 30 | | | 3 | 3 | | | | | | | 36 | | |
| | | 广告创意与策划 Originality and Plan of Advertising | 0503401104 | 72/4 | 54 | | 10 | 4 | 4 | | | | 72 | | | | | |
| | | 广告心理学 Psychology of Advertising | 0503401002 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |
| | | 广播电视广告 Television and Radio Commercials | 0503401203 | 54/3 | 24 | 24 | | 3 | 3 | | | | | 54 | | | | |
| | | 广告调查 Advertising Research | 0503400803 | 36/2 | 23 | | 8 | 2 | 3 | | | | 54 | | | | | |
| | | 平面广告设计 Graphic Design of Advertising | 0503400904 | 72/4 | 34 | 32 | | 3 | 3 | | | | 72 | | | | | |
| | | 影视广告设计 Film and TV Advertising Design | 0503501103 | 72/4 | 34 | 32 | | 3 | 3 | | | | | 72 | | | | |
| | | 品牌学 Branding Management | 0503402002 | 36/2 | 32 | | | 2 | 2 | | | | 32 | | | | | |
| 小计 Subtotal | | | 432/24 | | | | | | | | | 15 | 9 | | | | | |
| 模块 A (基础型课程组) | | | | | | | | | | | | | | | | | | |
| Specialty-Oriented Courses | 选修 Elective | 国际广告传播 International Advertising Communication | 0503501002 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | |
| | | 广告媒体研究 Advertising Media Research | 0503501402 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | |
| | | 消费行为研究 Consuming Behavior Research | 0503502802 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | |
| | | 影视作品研究 Research on Film Works | 0501502502 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | |
| | | 商务策划 Business planning | 0503501302 | 32/2 | 22 | | 4 | 4 | 2 | | | | | | 32 | | | |
| | | 广告摄影 Advertising Photography | 0503501603 | 48/3 | 27 | 20 | | | 3 | | | | | | 48 | | | |
| | | 广告案例教程 Course of Advertising cases | 0503502902 | 32/2 | 16 | | 6 | 8 | 2 | | | | | 32 | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|--|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|-----------|-----|-----|-----|-----|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 |
| | | | | | | | | | | | 1st | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 网络广告设计 Design of Network Advertisement | 0503500502 | 32/2 | 14 | 16 | | | 2 | | | | | 32 | | | | |
| | | 新媒体与营销传播 New Media and Marketing Communication | 0503503003 | 48/3 | | | | | 3 | | | 48 | | | | | | |
| | 小计最低学分 Subtotal Minimum Credits | | | | 320/20 | | | | | | | | 7 | 13 | | | | |
| | (复合型课程组) | | | | | | | | | | | | | | | | | |
| | 选修 Elective | 新闻作品评析 Review and Analysis of News Work | 0503500102 | 32/2 | 28 | | | | 2 | 2 | | | | | | 32 | | |
| | | 新闻道德与法规 Journalistic Ethic and Journalism Law | 0503500203 | 48/3 | 44 | | | | 2 | 2 | | | 48 | | | | | |
| | | 中外名记者研究 Study of Chinese and Foreign Famous Reporter | 0503500302 | 32/2 | 28 | | | | 2 | 2 | | | | | 32 | | | |
| | | 网络传播概论 Introduction to Network Communication | 0503502502 | 32/2 | 28 | | | | 2 | 2 | | | | | 32 | | | |
| | | 新闻心理学 Journalism Psychology | 0503500602 | 32/2 | 28 | | | | 2 | 2 | | | | | 32 | | | |
| | | 节目主持人概论 Introduction to Anchor of Program | 0503500703 | 48/3 | 42 | | | | 4 | 2 | | | | | 48 | | | |
| 新闻美学 Journalism Aesthetics | | 0503500802 | 32/2 | 28 | | | | 2 | 2 | | | 32 | | | | | | |
| 英美报刊选读 Selections of British and American Newspaper | | 0503502702 | 32/2 | 30 | | | | | 2 | | | | 32 | | | | | |
| 现代汉语 Modern Chinese Language | | 0503502002 | 32/2 | 28 | | | | 2 | 2 | | | | | 32 | | | | |
| 小计最低学分 Subtotal Minimum Credits | | | | 320/20 | | | | | | | 2 | 7 | 9 | 2 | | | | |

续表：

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Cs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--|-----------------------|--|---------------------|----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|-----|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| Internship and Practice Training 实践环节 | 必修 Compulsory | 军事训练 Military Training | 1301600102 | 2W/1 | | | 2W | | | | | 2W | | | | | | | |
| | | 学年论文 Academic Year Paper | 0503600403 | 4w/4 | | | 4w | | | | | | | | 4w | | | | |
| | | 专业实习 Internship | 0503600708 | 12w/12 | | | 12w | | | | | | | | | | | 12w | |
| | | 调查(策划)报告 Investigation (Planning) Report | 0503601410 | 10w/10 | | | 10w | | | | | | | | | | | | 10w |
| | | 小计 Subtotal | | | 28w/27 | | | | | | | | | 1 | | | | 4 | 12 |

广告学 第二主修专业培养计划

The Second Program of Bachelor's Degree for Specialty in Advertising

一、培养目标

I .Educational Objectives

本专业培养具有从事第一主修专业工作的人才，又掌握广告学基本理论、基础知识和技能并具有新闻学、传播学等相关学科基础知识的，能够在企事业单位及政府部门从事与广告传播相关的实际工作的专门应用型人才。

This program trains the talented person who can be engaged in the work of major special field of study, also posses the basic theories and knowledge and control the foundation knowledge of Journalism, Communication etc. The training make the students have the ability to do the work concerning advertising and communication suiting to the governmental departments, enterprise units and institutions.

二、学位

II .Degree(s) Conferred:

文学学士

Bachelor of Art

三、学分

III.Credits

完成学业最低学分要求：49

Minimum Course Credits:49

其中：

Including:

学科（专业）基础课程：19

Basic Courses in Discipline：19

专业核心课程：22

Common Core Courses:22

专业方向课程：8

Specialty-Oriented Courses：8

毕业论文（设计）：10

Undergraduate Thesis:10

四、教学进程计划表

IV.Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|-----------------------|---|---------------------|-----------------------------|------------------------------------|----------------|----------------|---------------|----------------|--------------|---|----------|----------|-----------|-----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Lab/Expt | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Speech | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| Basic Courses in Discipline 学科专业基础课程 必修 Compulsory | | 传播学 Communication | 0503200603 | 54/3 | 47 | | | | 4 | 3 | | | | 54 | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | | | 2 | 3 | | | 54 | | | | |
| | | 公共关系 Public relations | 0503800102 | 36/2 | 26 | | | 4 | 2 | 2 | | | | 36 | | | | |
| | | 市场营销学 Marketing | 0503800302 | 36/2 | 28 | | | 4 | 4 | 2 | | | | 36 | | | | |
| | | 广告学概论 Introduction to Advertising | 0503200503 | 54/3 | 41 | | | 6 | 4 | 3 | | | 54 | | | | | |
| | | 广告文案写作 Advertising copy writing | 0503300503 | 54/3 | 43 | | | 6 | 2 | 3 | | | | 54 | | | | |
| | | 中外广告发展史 History of Advertising in China and Foreign Countries | 0503301003 | 54/3 | 47 | | | | | | 4 | 3 | | | 54 | | | |
| | | 小计 Subtotal | | | 344/19 | | | | | | | | 3 | 6 | 10 | | | |
| Common Core Courses 专业核心课程 必修 Compulsory | | 广告经营与管理 Advertising Operation and Management | 0503400702 | 36/2 | 30 | | | | | 4 | 2 | | | | | 36 | | |
| | | 广告创意与策划 Originality and Plan of Advertising | 0503401104 | 72/4 | 54 | | 10 | | 4 | 4 | | | | 72 | | | | |
| | | 广告心理学 Psychology of Advertising | 0503401002 | 54/3 | 47 | | | | | 4 | 3 | | | 54 | | | | |
| | | 广播电视广告 Television and Radio Commercials | 0503401203 | 54/3 | 24 | 24 | | | 3 | 3 | | | | | 54 | | | |
| | | 平面广告设计 Graphic Design of Advertising | 0503400904 | 72/4 | 34 | 32 | | | | 3 | 3 | | | 72 | | | | |
| | | 影视广告电脑设计 Computer Aided Design of Film and video advertisement | 0503501103 | 72/4 | 34 | 32 | | | | 3 | 3 | | | | 72 | | | |
| | | 品牌学 Branding Management | 0503402002 | 36/2 | 32 | | | | | 2 | 2 | | | | 36 | | | |
| | | 小计 Subtotal | | | 396/22 | | | | | | | | | 13 | 10 | | | |

续表：

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|----------------------------|-----------------------|---------------------------------------|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 Practice | 讨论 Seminar | 习题 EXERCISE | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| Specialty-Oriented Courses | 选修 Elective | 广告媒体研究 Advertising Media Research | 0503501402 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | |
| | | 消费行为研究 Consuming Behavior Research | 0503502802 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | |
| | | 商务策划 Business planning | 0503501302 | 32/2 | 22 | | 4 | 4 | 2 | | | | | 32 | | | | |
| | | 广告案例教程 Course of Advertising cases | 0503502902 | 32/2 | 16 | | 6 | 8 | 2 | | | | 32 | | | | | |
| | | 小计最低学分 Subtotal Minimum Credits | | | 144/8 | | | | | | | | 6 | 4 | | | | |
| 实践环节 Practice Training | 必修 Compulsory | 毕业论文(设计) Undergraduate Thesis | 0401602212 | 10w/10 | | | 10w | | | | | | | | | | 10w | |

广告学 辅修专业培养计划

Minor Program for Specialty in Advertising Without Degree

一、培养目标

I. Educational Objectives

本专业培养具有广告学基本理论、基础知识和技能，能够在企事业单位及政府部门从事与广告传播相关的实际工作的专门应用型人才。

This profession trains the talented person who can be engaged in the work of major special field of study, Journalism, Communication etc. The training make the students to have the ability to do the work concerning advertising and communication suiting to the governmental departments, enterprise units and institutions.

二、学分

II. Credits

完成学业最低学分要求：29

Minimum Course Credits:29

其中：

Including:

学科基础课程： 12

Basic Courses in Discipline:12

专业教育课程： 17

Courses in Specialty Education:17

三、教学进程计划表

III. Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|---------------------------------------|-----------------------|--|---------------------|-----------------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 EXPERIMENT | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| Basic Courses in Discipline 学科基础课程 | 必修 Compulsory | 传播学 Communication | 0503200603 | 54/3 | 47 | | | 4 | 3 | | | | 54 | | | | | |
| | | 广告学概论 Introduction to Advertising | 0503200503 | 54/3 | 41 | | 6 | 4 | 3 | | 54 | | | | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | | 2 | 3 | | | 54 | | | | | |
| | | 广告文案写作 Advertising copy writing | 0503300503 | 54/3 | 43 | | 6 | 2 | 3 | | | 54 | | | | | | |
| | 小计 | | | | 216/12 | | | | | | | 3 | 3 | 6 | | | | |

续表：

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|-----------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| 专业教育课程 Courses in Specialty Education | 必修 Compulsory | 广告经营与管理 Advertising Operation and Management | 0503400702 | 36/2 | 30 | | | 4 | 2 | | | | | | 36 | | | |
| | | 广告创意与策划 Originality and Plan of Advertising | 0503401104 | 72/4 | 54 | | 10 | 4 | 4 | | | 72 | | | | | | |
| | | 广播电视广告 Television and Radio Commercials | 0503401203 | 54/3 | 24 | 24 | | | 3 | 3 | | | | 54 | | | | |
| | | 平面广告设计 Graphic Design of Advertising | 0503400904 | 72/4 | 34 | 32 | | | 3 | 3 | | | 72 | | | | | |
| | | 影视广告电脑设计 Computer Aided Design of Film and video advertisement | 0503501103 | 72/4 | 34 | 32 | | | 3 | 3 | | | | | 72 | | | |
| | | 小计 | | 306/17 | | | | | | | | | 8 | 9 | | | | |

附注：

分管教学副院长：廖声武

学院教学指导委员会主任：刘川鄂（代）

执笔人：胡远珍

英文翻译人：熊瑛

校对 人：张慧萍

汉语言文学 专业本科培养方案

Undergraduate Program for Specialty in Chinese Language & Literature

一、培养目标

I.Educational Objectives

本专业培养具有汉语言文学基本理论、基础知识和基本技能，能够在中等学校进行汉语言文学教学和教学研究的教师、教学研究人员及适应文化宣传、新闻出版行业工作的复合型人才。

This program is designed to arm students with basic theories, knowledge and skills of Chinese language and literature. Graduates can be middle school teachers and researchers in Chinese language, as well as compound talents in fields of press and cultural publicity.

二、基本规格要求

II.Skills Profile

经过四年的本科教育，要求学生掌握马克思主义的基本原理和关于语言、文学的基本理论；熟悉国家关于语言、文学的方针政策和教育法规，具有良好的人文素养和教师职业素养；具有本专业的基本理论、基础知识以及与专业有关的专门知识和相关学科知识；具有较高的文学修养和鉴赏能力、良好的口语和书面表达能力；具有运用教育学、心理学、汉语言文学教学基本理论和现代教育技术从事汉语言文学教学和教学研究工作的基本能力。

Graduates are required to grasp the basic principles of Marxism; basic theories about Chinese language and literature; be familiarized with national policies on language and literature and educational law; become cultured and qualified teachers; master basic theories and knowledge about this specialty and related fields; be able to appreciate literature; be capable of lecturing and writing in Chinese language; be able to apply theories of pedagogy, psychology, Chinese language and literature and modern educational technology to teaching of and research on Chinese language and literature.

三、培养特色

III.Program Features

本专业课程由通识教育、学科基础教育、专业教育与实践环节四部分组成，既注重基础教育的广度与深度，又强调专业教育的系统化。学科基础课程的设置，重在使学生形成一个合理的知识结构。专业教育课程的设置，以学科为板块设置专业选修课强化学生的专业理论知识与创新思维能力，为学生的个性发展提供条件，以教师教育方向课程强化教师职业理论与技能。实践环节则包括校内校外两个方面的工作，注重实际技能的训练，使学生能将知识的学习转化为自身具备的能力。因此，本专业培养的学生主要胜任中等学校汉语言文学教学研究工作及与汉语言文学相关的其他工作。

The program is composed of general education, discipline foundation education, specialty education and internship and Practice training, focusing on both the width and depth of basic education and systematicity of specialty education. Basic courses in discipline are intended to provide a reasonable knowledge structure for students. Courses in specialty are to consolidate students' specialized theories and knowledge and cultivate their creativity, and optional courses, based on teachers' academic specialty,

provide scope for personality development of students, reinforcing professional ethics with teacher education oriented courses. And the internship and Practice training can be on campus or off campus, attaching importance to students' Practice skills, which can make what the students have learned their own. Therefore, graduates can not only study further as postgraduates, but also be fit for many jobs in modern society.

四、主干学科

IV. Major Disciplines

中国语言文学

Chinese Language & Literature

五、学制与学位

V. Length of Schooling and Degree

修业年限：四年

Duration: 4 years

授予学位：文学学士

Degree Conferred: Bachelor of Arts

六、学时与学分

VI. Hours/Credits

完成学业最低课内学分（含理论教学与集中性实践教学环节）要求：178

Minimum Curricular Credits (Comprising theoretical teaching and internship Practice assemble training):178

完成学业最低课外学分要求：8

Minimum Extracurricular Credits:8

1. 理论教学学时与学分

1. Hours/Credits of theoretical teaching

| 课程类别 Course Type | | 课程性质 Course Nature | 学时/学分 Hrs/Crs | 占总学分比例 (%) Percentage (%) |
|--|---|-----------------------|------------------|------------------------------|
| 通识教育基础课程 Basic Courses in General Education | | 必修 Compulsory | 782/45 | 29.4% |
| | | 选修 Elective | 112/8 | 5.2% |
| 学科基础教育课程 Basic Courses in Discipline | 学科大类基础课程 Basic Courses in General Discipline | 必修 Compulsory | 336/21 | 13.7% |
| | 学科专业基础课程 Basic Courses in Discipline | 必修 Compulsory | 792/44 | 28.8% |
| 专业教育课程 Courses in Specialty | 专业核心课程 Common Core Courses | 必修 Elective | 162/9 | 5.9% |
| | | 选修 Elective | 160/10 | 6.5% |
| | 专业方向课程 Specialty-Oriented Courses | 选修 Elective | 256/16 | 10.5% |
| 合计 Subtotal | | | 2600/153 | 100 |

2. 集中性实践教学环节周数与学分

2.Weeks/Credits of Internship Practice Assemble Training

| 实践教学环节名称 Types of Practice Training | 课程性质 Courses Nature | 周数/学分 Weeks/Credits | 占实践环节总学分的比例 (%) Percentage (%) |
|--|------------------------|------------------------|-----------------------------------|
| 军事训练 Military Training | 必修 Compulsory | 2W/1 | 4% |
| 学年论文 Academic Year Paper | 必修 Compulsory | 4W/4 | 16% |
| 专业实习 Internship Training | 必修 Compulsory | 10W/10 | 40% |
| 毕业设计(论文) Undergraduate Thesis | 必修 Compulsory | 10W/10 | 40% |
| 合计 Subtotal | | 26W/25 | 100% |

3. 课外学分:8

III.extracurricular credits:8

七、主要课程

VII Main Courses

文学概论、语言学概论、写作、现代汉语、古代汉语、中国古代文学史、中国现代文学史、中国当代文学史、外国文学、语文学科教学论研究等。

Introduction to Literature, Introduction to Linguistics, Writting, Modern Chinese Language, Ancient Chinese Language, History of Ancient Chinese Literature, History of Modern Chinese Literature, History of Contemporary Chinese Literature, Foreign Literature, Study of Chinese Teaching, etc.

八、教学进程计划表

VIII Table of Teaching Schedule

学院: 文学院

专业: 汉语言文学

School(Department): Faculty of Arts

Specialty: Chinese Language & Literature

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | |
|---------------------------|-----------------------|--|---------------------|-----------------------------|------------------------------------|-----------------------|----------------|---------------|----------------|--------------|---|----------|----------|----------|----------|----------|----------|----------|--|--|
| | | | | | 讲授 Lecture | 实验 Experi- ence | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Speech | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | | |
| General Education Courses | 必修 Compulsory | 思想道德修养与法律基础 Cultivation of Ideological Morality and Fundamentals of Law | 0304100103 | 48/3 | 32 | | 16 | | | | | 32 | | | | | | | | |
| | | 中国近现代史纲要 Compendium of Chinese Modern History | 0601100202 | 32/2 | 22 | | 10 | | | | | 22 | | | | | | | | |
| | | 马克思主义基本原理 Principle of Marxism | 0101100503 | 48/3 | 32 | | 16 | | | | | | | | 32 | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | | |
|---|-----------------------|---|---------------------|-----------------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|--|--|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | | | |
| General Education Courses | 必修 Compulsory | 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 theoretical system of socialism with Chinese characteristics | 0101100493 | 96/6 | 64 | | 32 | | | | | | | | 64 | | | | | | |
| | | 形势与政策 press and publication | 0703103201 | 16/1 | 16 | | | | | | 4 | 4 | 4 | 4 | | | | | | | |
| | | 大学英语(1) College English (1) | 0502100604 | 64/4 | 64 | | | | | | 64 | | | | | | | | | | |
| | | 大学英语(2) College English (2) | 0502100704 | 64/4 | 64 | | | | | | | 64 | | | | | | | | | |
| | | 大学英语(3) College English (3) | 0502100804 | 64/4 | 64 | | | | | | | | 64 | | | | | | | | |
| | | 大学英语(4) College English (4) | 0502100904 | 64/4 | 64 | | | | | | | | | 64 | | | | | | | |
| | | 大学体育(1) Physical Education(1) | 0402101002 | 28/2 | 64 | | | | | | 28 | | | | | | | | | | |
| | | 大学体育(2) Physical Education(2) | 0402101102 | 28/2 | 28 | | | | | | | 28 | | | | | | | | | |
| | | 大学体育(3) Physical Education(3) | 0402101202 | 28/2 | 28 | | | | | | | | | 28 | | | | | | | |
| | | 大学体育(4) Physical Education(4) | 0402101302 | 28/2 | 28 | | | | | | | | | | | 28 | | | | | |
| | | 大学计算机基础 Introduction to Computer Technology | 0806102402 | 64/2 | 32 | | 32 | | | | 64 | | | | | | | | | | |
| | | VFP程序设计基础 Basis of VFP programming | 0806102401 | 78/3 | 48 | | 30 | | | | | 78 | | | | | | | | | |
| | | 军事理论 Military Theory | 1103103101 | 32/1 | 16 | | 16 | | | | 16 | | | | | | | | | | |
| 小计(含形势与政策课内学分1) Subtotal | | | | 782/45 | | | | | | 12 | 11 | 4 | 4 | 5 | 8 | | | | | | |
| 通识教育选修课 Courses in University | | | | 112/8 | 2-7 学期完成 | | | | | | | | | | | | | | | | |
| Basic Courses in General Discipline | 必修 Compulsory | 文学概论 Introduction to Literature | 0501300103 | 48/3 | 48 | | | | | | | 48 | | | | | | | | | |
| | | 语言学概论 Introduction to Linguistics | 0501300202 | 32/2 | 32 | | | | | | | 32 | | | | | | | | | |
| | | 写作(1) Writing (1) | 0501300303 | 48/3 | 48 | | | | | | 48 | | | | | | | | | | |
| | | 写作(2) Writing (2) | 0501300403 | 48/3 | 48 | | | | | | | 48 | | | | | | | | | |
| | | 心理学基础 Basis of Psychology | 1102805202 | 32/2 | 32 | | | | | | | | 32 | | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | |
|---|-----------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|-----------|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | | |
| 学科基础课程 Basic Courses in General Discipline | 必修 Compulsory | 教育学基础 Basis of Education | 0401000102 | 32/2 | 32 | | | | | | | | | | | | | | | |
| | | 现代教育技术概论 Introduction to Modern Education | 0401000602 | 48/3 | 48 | | | | | | | | | 48 | | | | | | |
| | | 语文学科教学论研究 Study of Chinese Teaching | 0501202403 | 48/3 | 48 | | | | | | | | | 48 | | | | | | |
| | | 小计 Subtotal | | 336/21 | | | | | | | | 3 | 5 | 5 | 2 | 6 | 0 | 0 | 0 | 0 |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 现代汉语(1) Modern Chinese Language (1) | 0501300503 | 54/3 | 54 | | | | | | | 54 | | | | | | | | |
| | | 现代汉语(2) Modern Chinese Language (2) | 0501300603 | 54/3 | 54 | | | | | | | 54 | | | | | | | | |
| | | 古代汉语(1) Ancient Chinese Language (1) | 0501300703 | 54/3 | 54 | | | | | | | 54 | | | | | | | | |
| | | 古代汉语(2) Ancient Chinese Language (2) | 0501300803 | 54/3 | 54 | | | | | | | | 54 | | | | | | | |
| | | 中国古代文学史(1) History of Ancient Chinese Literature (1) | 0501300904 | 72/4 | 72 | | | | | | | | | 72 | | | | | | |
| | | 中国古代文学史(2) History of Ancient Chinese Literature (2) | 0501301004 | 72/4 | 72 | | | | | | | | | | 72 | | | | | |
| | | 中国古代文学史(3) History of Ancient Chinese Literature (3) | 0501301104 | 72/4 | 72 | | | | | | | | | | | 72 | | | | |
| | | 中国古代文学史(4) History of Ancient Chinese Literature (4) | 0501301204 | 72/4 | 72 | | | | | | | | | | | | 72 | | | |
| | | 中国现代文学史(1) History of Modern Chinese Literature (1) | 0501301303 | 54/3 | 54 | | | | | | | | 54 | | | | | | | |
| | | 中国现代文学史(2) History of Modern Chinese Literature (2) | 0501301403 | 54/3 | 54 | | | | | | | | | 54 | | | | | | |
| | | 中国当代文学史 History of Contemporary Chinese Literature | 0501301504 | 72/4 | 72 | | | | | | | | | | 72 | | | | | |
| | | 外国文学(1) Foreign Literature (1) | 0501301603 | 54/3 | 54 | | | | | | | | | | 54 | | | | | |
| | | 外国文学(2) Foreign Literature (2) | 0501301703 | 54/3 | 54 | | | | | | | | | | | 54 | | | | |
| 小计 Subtotal | | 792/44 | | | | | | | | 6 | 9 | 14 | 7 | 4 | 4 | 0 | 0 | 0 | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|----------------------------------|-----------------------------------|--|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| | | | | | | | | | | | | | | | | | | | |
| Common Core Courses in Specialty | 必修 Compulsory | 中国古典文学史 Philology | 0501400102 | 36/2 | 36 | | | | | | | | 36 | | | | | | |
| | | 汉语史 History of Chinese Language | 0501400203 | 54/3 | 54 | | | | | | | | 54 | | | | | | |
| | | 美学 Aesthetics | 0501400302 | 36/2 | 36 | | | | | | | | 36 | | | | | | |
| | | 西方文论 Western Literary Theory | 0501501002 | 36/2 | 36 | | | | | | | | | | 36 | | | | |
| | 选修 Elective | 《论语》讲读 Research of <i>Analects</i> | 0501402902 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 现代汉语语法研究 Grammar of Modern Chinese language | 0501500402 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 唐宋诗词研究 Research of Poetry in Tang and Song Dynasty | 0501402802 | 32/2 | 32 | | | | | | | | | | 32 | | | | |
| | | 中国古代小说研究 Research of Ancient Chinese Novel | 0501502102 | 32/2 | 32 | | | | | | | | | | | | 32 | | |
| | | 当代文学前沿问题研究 Research of Frontier Problems in contemporary Literature | 0501502702 | 32/2 | 32 | | | | | | | | | | | | 32 | | |
| | 小计最低学分 Minimum Credits | | | | 322/19 | | | | | | | | | 2 | 7 | 2 | 4 | 4 | 0 |
| | Specialty-Oriented Courses | 基础型课程组 | | | | | | | | | | | | | | | | | |
| 选修 Elective | | 多媒体课件制作 The design of multimedia courseware | 0702011301 | 16/1 | 16 | | | | | | | | | | | | 16 | | |
| | | 教师伦理学 Esthetics of Teachers | 0101000401 | 16/1 | 16 | | | | | | | | | | | | | 16 | |
| | | 心理辅导与咨询 psychological counseling and guiding | 0715001002 | 16/1 | 16 | | | | | | | | 16 | | | | | | |
| | | 基础教育改革专题 Reform of Basic Education | 0401001202 | 16/1 | 16 | | | | | | | | | 16 | | | | | |
| | | 教师课堂教学技艺训练 Art of Teaching | 0702011402 | 16/1 | 16 | | | | | | | | | | | | 16 | | |
| | | 教育研究方法 Educational Research Method | 0703545601 | 32/2 | 32 | | | | | | | | | | | | | | 32 |
| | | 中外教育史专题 Western Educational Theory | 0401510802 | 32/2 | 32 | | | | | | | | | | 32 | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--------------------------------------|-----------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 | |
| | | | | | | | | | | | 1st | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th | |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 班主任工作 Class mater'work | 0401001501 | 16/1 | 16 | | | | | | | | | 16 | | | | | |
| | | 教师礼仪 Teacher's Etiquette | 0702045601 | 16/1 | 16 | | | | | | | 16 | | | | | | | |
| | | 训诂学 exegetics | 0501500102 | 32/2 | 32 | | | | | | | | | | | 32 | | | |
| | | 禅宗与中国文化 Zen Buddhism and Chinese Culture | 0501506902 | 32/2 | 32 | | | | | | | | 32 | | | | | | |
| | | 语汇学 Vocabulary | 0501506602 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 20 世纪中国文学理论批评 Critics of Chinese Literary Theory in the 20 th Century | 0501502802 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 古代文论 Ancient Literary Critics | 0501501102 | 32/2 | 32 | | | | | | | | | | 32 | | | | |
| | | 马列文论 The Marxist Literary Theory | 0501500902 | 32/2 | 32 | | | | | | | | 32 | | | | | | |
| | | 文学评论 Literary Criticism | 0501501202 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 中国文化概论 Introduction to Chinese Literature | 0501502202 | 32/2 | 32 | | | | | | | | 32 | | | | | | |
| | | 秦汉散文研究 Research of Prose in Qin and Han Dynasty | 0501506702 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 唐宋散文研究 Research of Prose in Tang and Song Dynasty | 0501506802 | 32/2 | 32 | | | | | | | | | | 32 | | | | |
| | | 中国古代戏曲研究 Research of Ancient Chinese Drama | 0501502002 | 32/2 | 32 | | | | | | | | | | | | 32 | | |
| | | 20 世纪都市文学研究 Research of Urban Literature in the 20 th Century | 0501502402 | 32/2 | 32 | | | | | | | | | | | 32 | | | |
| 小计最低学分 Minimum Credits | | | | 160/16 | | | | | | | | 1 | 1 | 4 | 7 | 7 | 4 | 0 | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|-----------------------|--|---------------------|-----------------------------------|------------------------------------|------------------|----------------|---------------|----------------|---------------|---|----------|----------|-----------|-----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiment | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| 复合型课程组 | | | | | | | | | | | | | | | | | | |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 音韵学 Phonology | 0501500202 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 古代白话文献选读 Selected Reading of Ancient Vernacular Literature | 0501503102 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 文字学 Philology | 0501500302 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| | | 汉字文化学 Culture of Chinese Character | 0501507002 | 32/2 | 32 | | | | | | | 32 | | | | | | |
| | | 语音学 Phonetics | 0501507102 | 32/2 | 32 | | | | | | 32 | | | | | | | |
| | | 语言应用研究 Pragmatics | 0501500702 | 32/2 | 32 | | | | | | | 32 | | | | | | |
| | | 方言学 Dialectology | 0501500602 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 逻辑与思维 Logic and Thinking Mode | 0501500802 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| | | 魏晋南北朝文学研究 Research of Literature in Wei, Jin, Southern and Northern Dynasty | 0501501702 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 现代经典作家研究 Research of Classic Modern Writers | 0501502302 | 32/2 | 32 | | | | | | | 32 | | | | | | |
| | | 影视文学 Film Literature | 0501502502 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 新诗研究 Research of New Poetry | 0501502902 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 中国现代文学思潮 Chinese Modern Literary Trends | 0501507202 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 中国当代文学思潮 Chinese Contemporary Literary Trends | 0501507302 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| | | 比较文学研究 Research of Comparative Literature | 0501501402 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| 英美文学原著选讲 Selected Reading of Original British and American Literature | 0501501502 | 32/2 | 32 | | | | | | | | | | | 32 | | | | |
| 民间文学 Folk Literature | 0501501302 | 32/2 | 32 | | | | | | | | | | | | 32 | | | |
| 小计最低学分 Minimum Credits | | | | 160/16 | | | | | | | | 4 | 8 | 10 | 10 | 2 | | |

续表：

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--|-----------------------|------------------------------|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|-----------|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| Internship and Practice Training 实践环节 | 必修 Compulsory | 军事训练 Military Training | 1301600102 | 2w/1 | | | | | | | 2w | | | | | | | | |
| | | 学年论文 Academic Year Paper | 0501600403 | 4w/4 | | | | | | | | | | 4w | | | | | |
| | | 专业实习 Internship Training | 0501600708 | 10w/10 | | | | | | | | | | | | | 10w | | |
| | | 毕业论文 Undergraduate Thesis | 0501600816 | 10w/10 | | | | | | | | | | | | | | 10w | |
| | | 小计 Subtotal | | | 26w/25 | | | | | | | | 1 | | | | 4 | | 10 |

汉语言文学 第二主修专业培养计划

The Second Program of Bachelor's Degree for Specialty in Chinese Language & Literature

一、培养目标

I .Educational Objectives

在学生第一主修专业的基础上，培养具有汉语言文学基本理论、基础知识和基本技能，能够在中等学校进行汉语言文学教学和教学研究的教师、教学研究人员及其他教育工作者。

The second program is designed to arm students with basic theories, knowledge and skills of Chinese language and literature, based on their first specialty. They can be engaged in teaching of and research on Chinese language and literature as teachers, researchers or other educational workers in middle school.

二、学位

II .Degree(s) Conferred:

文学学士

Degree Conferred: Bachelor of Arts

三、学分

III.Credits

完成学业最低学分要求：50

Minimum Course Credits:50

其中：

Including:

学科大类基础课程：11

Basic Courses in General Discipline:11

学科（专业）基础课程：29

Basic Courses in Discipline: 29

专业核心课程：

Common Core Courses:

专业方向课程：

Specialty-Oriented Courses:

毕业论文（设计）：10

Undergraduate Thesis:10

四、教学进程计划表

IV.Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时 (周数) / 学分 Hrs (Weeks) / Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时 (周数) Hours Distribution in a Semester | | | | | | | |
|-------------------------------------|-----------------------|--|---------------------|--------------------------------------|------------------------------------|----------------|----------------|---------------|----------------|---------------|--|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Lab/Exam | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| Basic Courses in General Discipline | 必修 Compulsory | 文学概论 Introduction to Literature | 0501300103 | 48/3 | | | | | | | | | | 48 | | | | |
| | | 语言学概论 Introduction to Linguistics | 0501300202 | 32/2 | | | | | | | | | 32 | | | | | |
| | | 写作 (1) Writing (1) | 0501300303 | 48/3 | | | | | | | | | 48 | | | | | |
| | | 写作 (2) Writing (2) | 0501300403 | 48/3 | | | | | | | | | | 48 | | | | |
| | | 小计 Subtotal | | | 176/11 | | | | | | | | | 5 | 6 | | | |
| Basic Courses in Discipline | 必修 Compulsory | 现代汉语 Modern Chinese Language | 0501301903 | 54/3 | | | | | | | | | 54 | | | | | |
| | | 古代汉语 Ancient Chinese Language | 0501302004 | 72/4 | | | | | | | | | 72 | | | | | |
| | | 中国古代文学史 (1) History of Ancient Chinese Literature (1) | 0501302104 | 72/4 | | | | | | | | | | 72 | | | | |
| | | 中国古代文学史 (2) History of Ancient Chinese Literature (2) | 0501302204 | 72/4 | | | | | | | | | | | 72 | | | |
| | | 中国现代文学史 (1) History of Modern Chinese Literature (1) | 0501301303 | 54/3 | | | | | | | | | | 54 | | | | |
| | | 中国现代文学史 (2) History of Modern Chinese Literature (2) | 0501301403 | 54/3 | | | | | | | | | | | 54 | | | |
| | | 中国当代文学史 History of Contemporary Chinese Literature | 0501301504 | 72/4 | | | | | | | | | | | | 72 | | |
| | | 外国文学 Foreign Literature | 0501302504 | 72/4 | | | | | | | | | | | 72 | | | |
| | | 小计 Subtotal | | | 522/29 | | | | | | | | | 7 | 3 | 11 | 8 | |
| 实践环节 Practice Training | 必修 Compulsory | 毕业论文 (设计) Undergraduate Thesis (Design) | 0501600816 | 10W/10 | | | | | | | | | | | | | | 10W |

汉语言文学 辅修专业培养计划

Minor Program for Specialty in Chinese Language & Literature Without Degree

一、培养目标

I. Educational Objectives

在学生第一主修专业的基础上，培养具有初步汉语言文学基本理论、基础知识和基本技能，能够在中等学校进行汉语言文学教学的教师及其他教育工作者。

The minor program is designed to acquaint students with basic theories, knowledge and skills of Chinese language and literature, based on their first specialty. They can teach in middle schools as teachers of Chinese.

二、学分

II. Credits

完成学业最低学分要求：25

Minimum Course Credits:25

其中：

Including:

学科基础课程：25

Basic Courses in Discipline:25

专业教育课程：

Courses in Specialty Education:

三、教学进程计划表

III. Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数) / 学分 Hrs(Weeks) / Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|---------------------------------------|-----------------------|--|---------------------|---------------------------------|------------------------------------|-----------------|----------------|---------------|----------------|--------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Lab/Pract | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Speech | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 写作 Writing | 0501301804 | 64/4 | | | | | | | | | 64 | | | | | |
| | | 现代汉语 Modern Chinese Language | 0501301903 | 54/3 | | | | | | | | 54 | | | | | | |
| | | 古代汉语 Ancient Chinese Language | 0501302004 | 72/4 | | | | | | | | | 72 | | | | | |
| | | 中国古代文学史(1) History of Ancient Chinese Literature(1) | 0501302104 | 72/4 | | | | | | | | 72 | | | | | | |

续表：

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | | |
|---------------------------------------|-----------------------|--|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|-----------------|---|----------|----------|----------|----------|----------|----------|----------|--|--|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 SEMINAR | 习题 EXERCISE | 讲演 SYMPOSIUM | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | | |
| Basic Courses in Discipline 学科基础课程 | 必修 Compulsory | 中国古代文学史(2) History of Ancient Chinese Literature(2) | 0501302204 | 72/4 | | | | | | | | | | | | | | | | |
| | | 中国现当代文学史(1) History of Modern Chinese Literature(1) | 0501302303 | 54/3 | | | | | | | | | | | | | | | | |
| | | 中国现当代文学史(2) History of Modern Chinese Literature(2) | 0501302403 | 54/3 | | | | | | | | | | | | | | | | |
| | | 小计 Subtotal | | 442/25 | | | | | | | | | | 11 | 11 | 3 | | | | |

附注：

分管教学副院长：廖声武

学院教学指导委员会主任：刘川鄂（代）

执笔人：金克中，刘川鄂

英文翻译人：谈玉婷

校对 人：薛梅

汉语言文学（国家文科基地）专业本科培养方案

Undergraduate Program for Specialty in

Chinese Language & Literature (National Base of Liberal Arts)

一、培养目标

I .Educational Objectives

本学科以培养德、智、体全面发展的能从事汉语言文学教学与研究工作的研究型人才为重点。培养学生能系统掌握汉语言文学专业的基本理论和专业知识，具备扎实的理论功底、较强的创新思维能力和较好的表达能力。毕业的学生具有较高的汉语言文学的专业水平，能适应广泛的教学科研和社会工作的需要。优秀的毕业生能直接进入研究生阶段学习。

This program is designed to train students to be all-rounders in terms of morality, cognition and physical health, who are competent at teaching of and research on Chinese language and literature. It aims at the students' systematic mastery of general theories and specialized knowledge, solid theoretical knowledge, ability of innovative thinking, and ability of good lecturing and writing in Chinese language. Graduates of this specialty are competent enough to be engaged in teaching of and research on Chinese language and literature or other kinds of social work. The excellent graduates can go further study in graduate schools.

二、基本规格要求

II .Skills Profile

经过四年的本科教育，要求学生掌握马克思主义的基本原理和关于语言、文学的基本理论；熟悉国家关于语言、文学的方针政策；具有本专业的基本理论、基础知识以及与专业有关的专门知识和相关学科知识；具有较高的文学修养和鉴赏能力、较强的文字表达能力、计算机应用操作能力、语言文学方面的实际工作能力；掌握一门外语，可以阅读专业外文书刊，可以进行口头与书面的表达与交流；能够阅读古典文献，掌握中国语言文学学科的研究方法，初步具有从事汉语言文学学科教学与研究的能力。

Graduates are required to grasp the basic principles of Marxism, basic theories about language and literature; be familiarized with policies on Chinese language and literature; master basic theories and knowledge of their specialty and other related fields; be capable of literary appreciation; be able to lecture and write in Chinese language; be skilled at using computer; can work in language and literature related jobs; have a good command of a foreign language so as to read specialized literature and carry out both spoken and written communication; be able to read classical Chinese masterpieces; be acquainted with research methodology of this specialty so as to conduct teaching of and research on Chinese language and literature.

三、培养特色

III .Program Features

本专业课程由通识教育、学科基础教育、专业教育与实践环节四部分组成，既注重基础教育的广度与深度，又强调专业教育的系统化。学科基础课程的设置，重在使学生形成一个合理的知识结构。专业教育课程的设置，以专业课程强化学生的专业理论知识与创新思维能力，同时以学科为板块、以教师的学术专长设置选修课，为学生的个性发展提供条件，引导其兴趣与爱好向专、精、深的学术方向发展。实践环节则包括校内校外两个方面的工作，注重实际技能的训练，使学生能将知识的学习转化为自身具备的能力。因此，本专业培养的学生应能直接适应研究生阶段的专业学习，也能以其较高水平的专业素质胜任社会的各种工作。

The program is composed of general education, discipline foundation education, specialty education and internship and Practice training, focusing on both the width and depth of basic education and systematicity of specialty education. Basic courses in discipline are intended to provide a reasonable knowledge structure for students. Courses in specialty are to consolidate students' specialized theories and knowledge and cultivate their creativity, and optional courses, based on teachers' academic specialty, provide scope for personality development of students, stimulating their interest and improving their academic studies in terms of specialization, excellence and depth. And the internship and Practice training can be on campus or off campus, attaching importance to students' Practice skills, which can make what the students have learned their own. Therefore, graduates of this specialty can not only study further as postgraduates, but also be fit for many jobs in modern society.

四、主干学科

IV. Major Disciplines

中国语言文学

Chinese Language & Literature

五、学制与学位

V. Length of Schooling and Degree

修业年限：四年

Duration: 4 years

授予学位：文学学士

Degree Conferred: Bachelor of Arts

六、学时与学分

VI. Hours/Credits

完成学业最低课内学分（含理论教学与集中性实践教学环节）要求：178

Minimum Curricular Credits (Comprising theoretical teaching and internship Practice assemble training): 178

完成学业最低课外学分要求：8

Minimum Extracurricular Credits: 8

1. 理论教学学时与学分

1. Hours/Credits of theoretical teaching

| 课程类别 Course Type | | 课程性质 Course Nature | 学时/学分 Hrs/Crs | 占总学分比例 (%) Percentage (%) |
|--|---|-----------------------|------------------|------------------------------|
| 通识教育基础课程 Basic Courses in General Education | | 必修 Compulsory | 782/45 | 29.4% |
| | | 选修 Elective | 112/8 | 5.2% |
| 学科基础教育课程 Basic Courses in Discipline | 学科大类基础课程 Basic Courses in General Discipline | 必修 Compulsory | 336/21 | 13.7% |
| | 学科专业基础课程 Basic Courses in Discipline | 必修 Compulsory | 792/44 | 28.8% |
| 专业教育课程 Courses in Specialty | 专业核心课程 Common Core Courses | 必修 Elective | 162/9 | 5.9% |
| | | 选修 Elective | 160/10 | 6.5% |
| | 专业方向课程 Specialty-Oriented Courses | 选修 Elective | 256/16 | 10.5% |
| 合计 Subtotal | | | 2600/153 | 100% |

2. 集中性实践教学环节周数与学分

2. Weeks/Credits of Internship Practice Assemble Training

| 实践教学环节名称 Types of Practice Training | 课程性质 Courses Nature | 周数/学分 Weeks/Credits | 占实践环节总学分的比例 (%) Percentage (%) |
|--|------------------------|------------------------|-----------------------------------|
| 军事训练 Military Training | 必修 Compulsory | 2W/1 | 4% |
| 学年论文 Academic Year Paper | 必修 Compulsory | 4W/4 | 16% |
| 专业实习 Internship Training | 必修 Compulsory | 10W/10 | 40% |
| 毕业设计(论文) Undergraduate Thesis | 必修 Compulsory | 10W/10 | 40% |
| 合计 Subtotal | | 26W/25 | 100% |

3. 课外学分:

III. extracurricular credits:

七、主要课程

VII Main Courses

文学概论、语言学概论、写作、现代汉语、古代汉语、中国古代文学史、中国现代文学史、中国当代文学史、外国文学、语文学科教学论研究等

Introduction to Literature, Introduction to Linguistics, Writting, Modern Chinese Language, Ancient Chinese Language, History of Ancient Chinese Literature, History of Modern Chinese Literature, History of Contemporary Chinese Literature, Foreign Literature, Study of Chinese Teaching etc.

八、教学进程计划表

VIII Table of Teaching Schedule

学院: 文学院

专业: 汉语言文学(国家文科基地)

School(Department): Faculty of Atrs Specialty: Chiese Language & Literature (National Base of Liberal Arts)

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时 (周数) / 学分 Hrs (Weeks) / Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时 (周数) Hours Distribution in a Semester | | | | | | | | |
|-------------------------------|---------------------------------------|---|---------------------|--------------------------------------|------------------------------------|-----------------|----------------|---------------|-----------------|---------------|--|-----|-----------|-----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Labs/Exer | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 | |
| | | | | | | | | | | | 1st | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th | |
| 必修 Compulsory | 通识教育基础课程 General Education Courses | 思想道德修养与法律基础 Cultivation of Ideological Morality and Fundamentals of Law | 0304100103 | 48/3 | 32 | | 16 | | | | | 32 | | | | | | | |
| | | 中国近现代史纲要 Compendium of Chinese Modern History | 0601100202 | 32/2 | 22 | | 10 | | | | 22 | | | | | | | | |
| | | 马克思主义基本原理 Principle of Marxism | 0101100503 | 48/3 | 32 | | 16 | | | | | | 32 | | | | | | |
| | | 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 theoretical system of socialism with Chinese characteristics | 0101100493 | 96/6 | 64 | | 32 | | | | | | | | | 64 | | | |
| | | 形势与政策 press and publication | 0703103201 | 16/1 | 16 | | | | | | 4 | 4 | 4 | 4 | | | | | |
| | | 大学英语(1) College English (1) | 0502100604 | 64/4 | 64 | | | | | | 64 | | | | | | | | |
| | | 大学英语(2) College English (2) | 0502100704 | 64/4 | 64 | | | | | | 64 | | | | | | | | |
| | | 大学英语(3) College English (3) | 0502100804 | 64/4 | 64 | | | | | | | 64 | | | | | | | |
| | | 大学英语(4) College English (4) | 0502100904 | 64/4 | 64 | | | | | | | | 64 | | | | | | |
| | | 大学体育(1) Physical Education(1) | 0402101002 | 28/2 | 28 | | | | | | 28 | | | | | | | | |
| | | 大学体育(2) Physical Education(2) | 0402101102 | 28/2 | 28 | | | | | | | 28 | | | | | | | |
| | | 大学体育(3) Physical Education(3) | 0402101202 | 28/2 | 28 | | | | | | | | 28 | | | | | | |
| | | 大学体育(4) Physical Education(4) | 0402101302 | 28/2 | 28 | | | | | | | | | 28 | | | | | |
| | | 大学计算机基础 Introduction to Computer Technology | 0806102402 | 64/2 | 32 | | 32 | | | | | 64 | | | | | | | |
| | | VFP程序设计基础 Basis of VFP programming | 0806102401 | 78/3 | 48 | | 30 | | | | | 78 | | | | | | | |
| | | 军事理论 Military Theory | 1103103101 | 32/1 | 16 | | 16 | | | | | 16 | | | | | | | |
| | | 小计 (含形势与政策课内学分 1) Subtotal | | | | 782/45 | | | | | | | 12 | 11 | 4 | 4 | 5 | 8 | |
| 通识教育选修课 Courses in University | | | | 112/8 | 2-7 学期完成 | | | | | | | | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--|-----------------------|---|---------------------|-----------------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| 学科基础课程 Basic Courses in General Discipline | 必修 Compulsory | 文学概论 Introduction to Literature | 0501300103 | 48/3 | 48 | | | | | | | | 48 | | | | | | |
| | | 语言学概论 Introduction to Linguistics | 0501300202 | 32/2 | 32 | | | | | | | 32 | | | | | | | |
| | | 写作(1) Writing (1) | 0501300303 | 48/3 | 32 | | | | | | | 48 | | | | | | | |
| | | 写作(2) Writing (2) | 0501300403 | 48/3 | 48 | | | | | | | 48 | | | | | | | |
| | | 心理学基础 Basis of Psychology | 0715000202 | 32/2 | 32 | | | | | | | | 32 | | | | | | |
| | | 教育学基础 Basis of Education | 0401000102 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 现代教育技术概论 Introduction to Modern Education | 0401000602 | 48/3 | 48 | | | | | | | | | | 48 | | | | |
| | | 语文学科教学论研究 Study of Chinese Teaching | 0501202403 | 48/3 | 48 | | | | | | | | | | 48 | | | | |
| 小计 Subtotal | | | | 336/21 | | | | | | | 3 | 5 | 5 | 2 | 6 | | | | |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 现代汉语(1) Modern Chinese Language (1) | 0501300503 | 54/3 | 54 | | | | | | 54 | | | | | | | | |
| | | 现代汉语(2) Modern Chinese Language (2) | 0501300603 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | | 古代汉语(1) Ancient Chinese Language (1) | 0501300703 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | | 古代汉语(2) Ancient Chinese Language (2) | 0501300803 | 54/3 | 54 | | | | | | | | 54 | | | | | | |
| | | 中国古代文学史(1) History of Ancient Chinese Literature (1) | 0501300904 | 72/4 | 72 | | | | | | | | | 72 | | | | | |
| | | 中国古代文学史(2) History of Ancient Chinese Literature (2) | 0501301004 | 72/4 | 72 | | | | | | | | | | 72 | | | | |
| | | 中国古代文学史(3) History of Ancient Chinese Literature (3) | 0501301104 | 72/4 | 72 | | | | | | | | | | | 72 | | | |
| | | 中国古代文学史(4) History of Ancient Chinese Literature (4) | 0501301204 | 72/4 | 72 | | | | | | | | | | | | 72 | | |
| 中国现代文学史(1) History of Modern Chinese Literature (1) | 0501301303 | 54/3 | 54 | | | | | | | 54 | | | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--|-----------------------|--|---------------------|-------------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|-----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| 学科基础教育课程 Basic Courses in Discipline | 必修 Compulsory | 中国现代文学史(2) History of Modern Chinese Literature (2) | 0501301403 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | | 中国当代文学史 History of Contemporary Chinese Literature | 0501301504 | 72/4 | 72 | | | | | | | 72 | | | | | | | |
| | | 外国文学(1) Foreign Literature (1) | 0501301603 | 54/3 | 54 | | | | | | | 54 | | | | | | | |
| | | 外国文学(2) Foreign Literature (2) | 0501301703 | 54/3 | 54 | | | | | | | | 54 | | | | | | |
| | | 小计 Subtotal | | | 792/44 | | | | | | | 6 | 9 | 14 | 7 | 4 | 4 | 0 | 0 |
| 专业教育课程 Common Core Courses in Specialty | 必修 Compulsory | 中国古典文献学 Philology | 0501400102 | 36/2 | 36 | | | | | | | 36 | | | | | | | |
| | | 汉语史 History of Chinese Language | 0501400203 | 54/3 | 54 | | | | | | | | 54 | | | | | | |
| | | 美学 Aesthetics | 0501400302 | 36/2 | 36 | | | | | | | | 36 | | | | | | |
| | | 西方文论 Western Literary Theory | 0501501002 | 36/2 | 36 | | | | | | | | | | 36 | | | | |
| | 选修 Elective | 《论语》讲读 Research of <i>Analects</i> | 0501402902 | 32/2 | 32 | | | | | | | | 32 | | | | | | |
| | | 现代汉语语法研究 Grammar of Modern Chinese language | 0501500402 | 32/2 | 32 | | | | | | | | | 32 | | | | | |
| | | 唐宋诗词研究 Research of Poetry in Tang and Song Dynasty | 0501402802 | 32/2 | 32 | | | | | | | | | | | 32 | | | |
| | | 中国古代小说研究 Research of Ancient Chinese Novel | 0501502102 | 32/2 | 32 | | | | | | | | | | | | 32 | | |
| | | 当代文学前沿问题研究 Research of Frontier Problems in contemporary Literature | 0501502702 | 32/2 | 32 | | | | | | | | | | | | | 32 | |
| | | 小计最低学分 Minimum Credits | | | 322/19 | | | | | | | | | 2 | 7 | 2 | 4 | 4 | 0 |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|--|--|---------------------|-----------------------------|------------------------------------|-----------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Expt-lect | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| 基础型课程组 | | | | | | | | | | | | | | | | | | |
| 专业教育课程专业方向 Specialty-Oriented Courses | | 教师伦理学 Esthetics of Teachers | 0101000401 | 16/1 | 16 | | | | | | | | | | 16 | | | |
| | | 多媒体课件制作 The design of multimedia course ware | 0702011301 | 16/1 | 16 | | | | | | | | | | 16 | | | |
| | | 心理辅导与咨询 psychological counseling and guiding | 0715001002 | 16/1 | 16 | | | | | | 16 | | | | | | | |
| | | 基础教育改革专题 Reform of Basic Education | 0401001202 | 16/1 | 16 | | | | | | | 16 | | | | | | |
| | | 教师课堂教学技艺 训练 Art of Teaching | 070211402 | 16/1 | 16 | | | | | | | | | | 16 | | | |
| | | 教育研究方法 Educational Research Method | 0703545601 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 中外教育史专题 Western Educational Theory | 0401510802 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 教师礼仪 Teacher's Etiquette | 0702045601 | 16/1 | 16 | | | | | | | 16 | | | | | | |
| | | 训诂学 Exegetics | 0501500102 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 禅宗与中国文化 Zen Buddhism and Chinese Culture | 0501506902 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 语汇学 Vocabulary | 0501506602 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 20 世纪中国文学理论 批评 Critics of Chinese Literary Theory in the 20 th Century | 0501502802 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 古代文论 Ancient Literary Critics | 0501501102 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 马列文论 The Marxist Literary Theory | 0501500902 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | | 文学评论 Literary Criticism | 0501501202 | 32/2 | 32 | | | | | | | | 32 | | | | | |
| | 中国文化概论 Introduction to Chinese Literature | 0501502202 | 32/2 | 32 | | | | | | | | 32 | | | | | | |
| | 秦汉散文研究 Research of Prose in Qin and Han Dynasty | 0501506702 | 32/2 | 32 | | | | | | | | 32 | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|-----------------------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|-----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experi-ence | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 唐宋散文研究 Research of Prose in Tang and Song Dynasty | 0501506802 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| | | 中国古代戏曲研究 Research of Ancient Chinese Drama | 0501502002 | 32/2 | 32 | | | | | | | | | | | | | 32 |
| | | 20 世纪都市文学研究 Research of Urban Literature in the 20 th Century | 0501502802 | 32/2 | 32 | | | | | | | | | | | | 32 | |
| | | 班主任工作 Class master' work | 0401001501 | 16/1 | 16 | | | | | | | | | | | | 16 | |
| | 小计最低学分 Minimum Credits | | | | 256/16 | | | | | | | 1 | 1 | 5 | 10 | 9 | 5 | |
| | 复合型课程组 | | | | | | | | | | | | | | | | | |
| | 选修 Elective | 音韵学 Phonology | 0501500202 | 32/2 | 32 | | | | | | | | | | | | 32 | |
| | | 汉字文化学 Culture of Chinese Character | 0501507002 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 文字学 Philology | 0501500302 | 32/2 | 32 | | | | | | | | | | | | 32 | |
| | | 古代白话文献选读 Selected Reading of Ancient Vernacular Literature | 0501503102 | 32/2 | 32 | | | | | | | | | | | | 32 | |
| | | 语音学 Phonetics | 0501507102 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 语言应用研究 Pragmatics | 0501500702 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 方言学 Dialectology | 0501500602 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| | | 逻辑与思维 Logic and Thinking Mode | 0501500802 | 32/2 | 32 | | | | | | | | | | | | 32 | |
| | | 现代语言学 Modern Linguistics | 0501503302 | 32/2 | 32 | | | | | | | | | | | | | 32 |
| 诗骚研究 Research of the Poetry | | 0501504602 | 32/2 | 32 | | | | | | | | | | 32 | | | | |
| 《世说新语》研读 Study of <i>New Anecdotes of Social Talk</i> | | 0501504502 | 32/2 | 32 | | | | | | | | | | | 32 | | | |
| 现代经典作家研究 Research of Classic Modern Writers | 0501502302 | 32/2 | 32 | | | | | | | | | | 32 | | | | | |
| 新诗研究 Research of New Poetry | 0501502902 | 32/2 | 32 | | | | | | | | | | | 32 | | | | |
| 影视文学 Film Literature | 0501502502 | 32/2 | 32 | | | | | | | | | | | | 32 | | | |
| 最新作品研读 Research of the Latest Works | 0501504702 | 32/2 | 32 | | | | | | | | | | | | | 32 | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|-----------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|-----------|-----------|-----------|-----------|-----------|-----|-----|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 | 二 | 三 | 四 | 五 | 六 | 七 | 八 |
| | | | | | | | | | | | 1st | 2nd | 3rd | 4th | 5th | 6th | 7th | 8th |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 中国现代文学思潮 Chinese Modern Literary Trends | 0501507202 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 中国当代文学思潮 Chinese Contemporary Literary Trends | 0501507302 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 文学创作研究 Research Of Literary Creation | 0501503902 | 32/2 | 32 | | | | | | | 32 | | | | | | |
| | | 文艺创作心理研究 Research of Psychology of Literary Creation | 0501503902 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 20 世纪西方文论研究 Research of 20 th Century Western Literary Theory | 0501507402 | 32/2 | 32 | | | | | | | | | 32 | | | | |
| | | 20 世纪西方文学 Western Literature of the 20 th century | 0501503602 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 女性文学研究 Research of Feminist Literature | 0501503802 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 比较文学研究 Research of Comparative Literature | 0501501402 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 大众文化研究 Research of Popular Culture | 0501504102 | 32/2 | 32 | | | | | | | | | | 32 | | | |
| | | 希腊文艺思想研究 Research of Greek Art Theory | 0501503702 | 32/2 | 32 | | | | | | | | | | | 32 | | |
| 小计最低学分 Minimum Credits | | | | 256/16 | | | | | | | 6 | 10 | 12 | 18 | 4 | | | |
| 实践环节 Internship and Practice Training | 必修 Compulsory | 军事训练 Military Training | 1301600102 | 2w/1 | | | 2w | | | | 2w | | | | | | | |
| | | 学年论文 Academic Year Paper | 0501600403 | 4w/4 | | | 4w | | | | | 4w | | | | | | |
| | | 专业实习 Internship Training | 0501600708 | 10w/10 | | | 10w | | | | | | | 10w | | | | |
| | | 毕业论文 Undergraduate Thesis | 0501600816 | 10w/10 | | | 10w | | | | | | | | 10w | | | |
| | | 小计 Subtotal | | | | 26w/25 | | | | | | 1 | | 4 | 10 | 10 | | |

附注: 分管教学副院长: 廖声武 学院教学指导委员会主任: 刘川鄂(代) 执笔人: 金克中, 刘川鄂

英文翻译人: 谈玉婷 校对入: 薛梅

新闻学 专业本科培养方案

Undergraduate Program for Specialty in Journalism

一、培养目标

I.Educational Objectives

本专业培养具有新闻学、传播学、广告学、市场学、经济学等方面的科学知识和能力，能在新闻媒体、党政部门、企事业单位从事新闻报道，文化宣传，媒介经营管理等实际工作的高级专门人才。

This program is designed to train students as professional talents with the knowledge of journalism, communication, advertising, marketing and economics, etc. Graduates of this specialty can work in media, government departments, enterprises or institutions as the reporter, cultural diffuser, manager or administrator.

二、基本规格要求

II.Skills Profile

通过四年的本科学习，掌握马克思主义的基本原理、毛泽东思想和中国特色社会主义理论体系。全面了解我国现行的有关党的路线、方针、政策，学习和掌握有关法律、法规，具有新闻学、传播学、广告学、市场学、经济学、社会学、文化学等学科的基本知识和基本理论，对国内外新闻界的动态发展，我国大众媒体现行的管理机制、媒介市场的变化，媒体技术的创新有比较深入的了解。具有新闻采访、写作及新闻编辑的能力，具有较强的语言表达和公关能力，能具备使用计算机、摄影、摄像等工具的基本技能，能掌握文献检索、资料查询的基本方法。英语达到四至六级水平，具有初步的科研能力，具有较好的实际工作能力。

本专业采取新闻与传播大学科宽口径的通识知识和理论体系教育培养。

As a graduate of this major, the students are requested to grasp the basic principles of Marxism, Theory of Chinese Socialism, understand the policies of the Chinese Communist Party; and be familiar with the laws and rules of the country. The students must understand the essential theories of the disciplines of journalism, communication, advertising, marketing, economics, sociology, literature, etc. The students should thoroughly know about the developments of national and international media fields, and basic characteristics of our country's media management mechanism, change of the media market and the media technology, etc.; Except all these, the students should be equipped with the ability of news gathering, ability of writing, ability of news editing and ability of language using. They also can skillfully use the computer, the instruments of photograph, grasp the basic skills in documents and data searching. The ability of English attains 4-6 class levels. When graduated, the students can have the preliminary research ability and the actual working ability.

三、培养特色

III.Program Features

全面掌握新闻与传播的知识与理论，新闻与传播的实务能力强，管理能力强。

As a graduate of this specialty, the students can thoroughly know about the knowledge and the theories in journalism and communication, the students should have the ability in management or actual works.

四、主干学科

IV.Major Disciplines

新闻学

Journalism

五、学制与学位

V.Length of Schooling and Degree

修业年限：四年

Duration:4 years

授予学位：文学学士

Degree Conferred: Bachelor of Art

六、学时与学分

VI.Hours/Credits

完成学业最低课内学分（含理论教学与集中性实践教学环节）要求：174

Minimum Credits of Curricular (Comprising theoretical teaching and internship Practice assemble training):174

完成学业最低课外学分要求：8

Minimum Extracurricular Credits: 8

1. 理论教学学时与学分

1. Hours/Credits of theoretical teaching

| 课程类别 Courses Classified | | 课程性质 Courses Nature | 学时/学分 Hrs/Crs | 占总学分比例 (%) Percentage (%) |
|--|---|------------------------|------------------|------------------------------|
| 通识教育基础课程 Basic Courses in General Education | | 必修 Compulsory | 782/45 | 31 |
| | | 选修 Elective | 112/8 | 5 |
| 学科基础教育课程 Basic Courses in Discipline | 学科专业基础课程 Basic Courses in Discipline | 必修 Compulsory | 852/49 | 33 |
| 专业教育课程 Courses in Specialty | 专业核心课程 Common Core Courses | 必修 Compulsory | 450/25 | 17 |
| | 专业方向课程 Specialty-Oriented Courses | 选修 Elective | 320/20 | 14 |
| 合计 Subtotal | | | 2518/147 | 100 |

2. 集中性实践教学环节周数与学分

2. Weeks/Credits of Internship Practice Assemble Training

| 实践教学环节名称 Types of Practice Training | 课程性质 Courses Nature | 周数/学分 Weeks/Credits | 占实践环节总学分的比例 (%) Percentage (%) |
|--|------------------------|------------------------|-----------------------------------|
| 军事训练 Military Training | 必修 Compulsory | 2w/1 | 4 |
| 学年论文 Academic Year Paper | 必修 Compulsory | 4w/4 | 15 |
| 专业实习 Internship Training | 必修 Compulsory | 12w/12 | 44 |
| 毕业设计（论文） Undergraduate Thesis | 必修 Compulsory | 10w/10 | 37 |
| 合计 Subtotal | | 28w/27 | 100 |

3. 课外学分:8 学分

3.extracurricular credits:8

七、主要课程

VII Main Courses

新闻学概论 Introduction to Journalism、传播学 Communication、新闻采访 News Gathering、新闻写作 News Writing、新闻评论 News Review、新闻编辑 News Editing、中国新闻事业史 History of Chinese Journalism、外国新闻史 History of Foreign Journalism、媒介经营与管理 Media Operation and Management、新闻道德与法规 Journalistic Ethics and Journalistic Law。

八、教学进程计划表

VIII Table of Teaching Schedule

院(系): 文学院

专业: 新闻学

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hours(Weeks)/Credits | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|-------------------------------|-----------------------|---|---------------------|-----------------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|--------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Experi-ment | 实践 Practice | 讨论 Seminar | 习题 Exer-cise | 讲演 Speech | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| | | | | | | | | | | | | | | | | | | | |
| Platform in General Education | 必修 Compulsory | 思想道德修养与法律基础 Cultivation of Ideological and Fundamentals of Law | 0304100103 | 48/3 | 32 | | | 16 | | | | 32 | | | | | | | |
| | | 中国近现代史纲要 The compendium of Chinese modern History | 0601100202 | 32/2 | 22 | | | 10 | | | | 22 | | | | | | | |
| | | 马克思主义基本原理 Principle of Marxism | 0101100503 | 48/3 | 32 | | | 16 | | | | | 32 | | | | | | |
| | | 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 theoretical system of socialism with Chinese characteristics | 0101100403 | 96/6 | 64 | | | 32 | | | | | | | 64 | | | | |
| | | 形势与政策 Current Situation and Policy | 0703103201 | 16/1 | | | | | | | | 4 | 4 | 4 | 4 | | | | |
| | | 大学英语(一) College English(I) | 0502100604 | 64/4 | 64 | | | | | | | 64 | | | | | | | |
| | | 大学英语(二) College English(II) | 0502100704 | 64/4 | 64 | | | | | | | 64 | | | | | | | |
| | | 大学英语(三) College English(III) | 0502100804 | 64/4 | 64 | | | | | | | | 64 | | | | | | |
| | | 大学英语(四) College English(IV) | 0502100904 | 64/4 | 64 | | | | | | | | | 64 | | | | | |
| | | 大学体育(一) Physical Education(I) | 0402101002 | 28/2 | 28 | | | | | | | 28 | | | | | | | |
| | | 大学体育(二) Physical Education(II) | 0402101102 | 28/2 | 28 | | | | | | | | 28 | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|-------------------------------|---|--|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| Platform in General Education | 必修 Compulsory | 大学体育(三) Physical Education(III) | 0402101202 | 28/2 | 28 | | | | | | | | 28 | | | | | |
| | | 大学体育(四) Physical Education(IV) | 0402101302 | 28/2 | 28 | | | | | | | | 28 | | | | | |
| | | 大学计算机基础 Introduction to Computer Technology | 0806102402 | 64/2 | 32 | | 32 | | | 64 | | | | | | | | |
| | | VFP 程序设计基础 Basis of VFP programming | 0806102401 | 78/3 | 48 | | 30 | | | 78 | | | | | | | | |
| | | 军事理论 Military Theory | 1103103101 | 32/1 | 16 | | 16 | | | 16 | | | | | | | | |
| | 小计(含形势与政策课内学分1) Subtotal | | 782/44 | | | | | | 12 | 11 | 4 | 4 | 5 | 8 | | | | |
| | 通识教育选修课 Courses in University | | 112/8 | 2-7 学期完成 | | | | | | | | | | | | | | |
| Basic Courses in Discipline | 必修 Compulsory | 中国古代文学作品(一) Ancient Chinese Literature(I) | 0503200104 | 54/3 | 49 | | | 2 | 3 | | 54 | | | | | | | |
| | | 中国古代文学作品(二) Ancient Chinese Literature(II) | 0503200204 | 54/3 | 49 | | | 2 | 3 | | 54 | | | | | | | |
| | | 中国现当代文学作品 Modern and Contemporary Literature of China | 0503200304 | 54/3 | 49 | | | 2 | 3 | | 54 | | | | | | | |
| | | 新闻学概论 Introduction to Theory of Journalism | 0503200403 | 54/3 | 47 | | | 4 | 3 | | 54 | | | | | | | |
| | | 广告学概论 Introduction to Advertising | 0503200503 | 54/3 | 41 | | 6 | 4 | 3 | | 54 | | | | | | | |
| | | 传播学 Communication | 0503200603 | 54/3 | 47 | | | 4 | 3 | | 54 | | | | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | 2 | 3 | | 54 | | | | | | | |
| | | 广播电视概论 Introduction to Broadcast and Television | 0503200803 | 54/3 | 47 | | | 4 | 3 | | 54 | | | | | | | |
| | | 新闻采访 News Gathering | 0503300103 | 54/3 | 41 | | 6 | 4 | 3 | | 54 | | | | | | | |
| | | 新闻写作 News Writing | 0503300203 | 54/3 | 41 | | 6 | 4 | 3 | | 54 | | | | | | | |
| | | 中国新闻事业史 History of Chinese Journalism | 0503400404 | 54/3 | 47 | | | 4 | 3 | | 54 | | | | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|---|-----------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|-----------|-----------|-----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 中外广告发展史 History of Advertising in China and Abroad | 0503301003 | 54/3 | 47 | | | 4 | 3 | | | 54 | | | | | | |
| | | 公共关系 Public relations | 0503800102 | 36/2 | 26 | | 4 | 4 | 2 | | | 36 | | | | | | |
| | | 广告文案写作 Advertising copy writing | 0503300503 | 54/3 | 43 | | 6 | 2 | 3 | | | 54 | | | | | | |
| | | 社会学导论 Introduction to sociology | 0503301102 | 36/2 | 28 | | 4 | 2 | 2 | | | 36 | | | | | | |
| | | 市场营销学 Marketing | 0503800302 | 36/2 | 28 | | 4 | 2 | 2 | | | 36 | | | | | | |
| | | 社会科学文献检索 Social Sciences Document Retrieval | 0503800402 | 36/2 | 28 | | 4 | 2 | 2 | | | 36 | | | | | | |
| | | 中国文化概论 Introduction to Chinese culture | 0501502202 | 36/2 | 32 | | | 2 | 2 | | | 36 | | | | | | |
| 小计 Subtotal | | | | 852/49 | | | | | | | 6 | 12 | 17 | 14 | | | | |
| 专业教育课程·专业核心 Common Core Courses in Specialty | 必修 Compulsory | 新闻评论 News Review | 0503400103 | 54/3 | 43 | | 6 | 2 | 3 | | | 54 | | | | | | |
| | | 新闻摄影 News Photography | 0503300303 | 54/3 | 30 | 24 | | | | | 54 | | | | | | | |
| | | 电视新闻 Tv News | 0503300403 | 72/4 | 36 | 36 | | | | | | 72 | | | | | | |
| | | 广播新闻 Radio News | 0503400202 | 36/2 | 32 | | | 2 | 2 | | | 36 | | | | | | |
| | | 新闻编辑 News Editing | 0503400303 | 54/3 | 48 | | 3 | | 3 | | | | 54 | | | | | |
| | | 舆论学 Study of Public Opinion | 0503800202 | 36/2 | 32 | | | 2 | 2 | | | 36 | | | | | | |
| | | 影视文学研究 Film and Television Literature | 0501502502 | 36/2 | 32 | | | 2 | 2 | | | | | | 36 | | | |
| | | 外国新闻事业史 History of Foreign Journalism | 0503400503 | 54/3 | 49 | | | 2 | 3 | | | | | 54 | | | | |
| | | 马克思主义新闻论著选读 Selections of Marx's works on Journalism | 0503400602 | 54/3 | 49 | | | 2 | 3 | | | | | 54 | | | | |
| 小计 Subtotal | | | | 450/25 | | | | | | | | | 10 | 13 | 2 | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--------------------------------------|---|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| | | | | | | | | | | | | | | | | | | |
| (基础型课程组) | | | | | | | | | | | | | | | | | | |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 新闻作品评析 Review and Analysis of News Work | 0503500102 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | |
| | | 新闻道德与法规 Journalistic Ethic and Journalism Law | 0503500203 | 48/3 | 43 | | | 2 | 3 | | | | 48 | | | | | |
| | | 中外名记者研究 Study of Chinese and Foreign Famous Reporter | 0503500302 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | |
| | | 网络传播概论 Introduction to Network Communication | 0503502502 | 32/2 | 28 | | | 2 | 2 | | | | | 32 | | | | |
| | | 新闻心理学 Journalism Psychology | 0503500602 | 32/2 | 28 | | | 2 | 2 | | | | | 32 | | | | |
| | | 节目主持人概论 Introduction to Anchor of Programs | 0503500703 | 48/3 | 42 | | | 3 | 3 | | | | | 48 | | | | |
| | | 新闻美学 Journalism Aesthetics | 0503500802 | 32/2 | 28 | | | 2 | 2 | | | 32 | | | | | | |
| | | 英美报刊选读 Selections of British and American Newspaper | 0503502702 | 32/2 | 30 | | | | 2 | | | | 32 | | | | | |
| | | 现代汉语 Modern Chinese Language | 0503502002 | 32/2 | 28 | | | 2 | 2 | | | | | 32 | | | | |
| | | 小计最低学分 Subtotal Minimum Credits | | | | 320/20 | | | | | | | 4 | 7 | 7 | 2 | | |
| (复合型课程组) | | | | | | | | | | | | | | | | | | |
| 选修 Elective | 国际广告传播 International Advertising Communication | 0503501002 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | | |
| | 广告媒体研究 Advertising Media Research | 0503501402 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | | |
| | 消费行为研究 Consuming Behavior Research | 0503502802 | 32/2 | 28 | | | 2 | 2 | | | | 32 | | | | | | |
| | 影视作品研究 Research on Film Works | 0501502502 | 32/2 | 28 | | | 2 | 2 | | | | | | 32 | | | | |
| | 商务策划 Business planning | 0503501302 | 32/2 | 22 | | 4 | 4 | 2 | | | | | | 32 | | | | |
| | 广告摄影 Advertising Photography | 0503501603 | 48/3 | 25 | 20 | | | 3 | | | | | | 48 | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--|-----------------------|---|---------------------|-----------------------------|------------------------------------|-------------------|----------------|---------------|----------------|---------------|---|----------|----------|----------|----------|-----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Experiments | 实践 Practice | 讨论 Seminar | 习题 Exercise | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| 专业教育课程 Specialty-Oriented Courses | 选修 Elective | 广告案例教程 Course of Advertising cases | 0503502902 | 32/2 | 16 | | 6 | 8 | 2 | | | | | 32 | | | | | |
| | | 网络广告设计 Design of Network Advertisement | 0503500502 | 32/2 | 14 | 16 | | | 2 | | | | | | 32 | | | | |
| | | 新媒体与营销传播 New Media and Marketing Communication | 0503503003 | 48/3 | 39 | 6 | | | 3 | | | | | 48 | | | | | |
| | | 小计最低学分 Subtotal Minimum Credits | | | 320/20 | | | | | | | | | | 7 | 13 | | | |
| 实践环节 Internship and Practice Training | 必修 Compulsory | 军事训练 Military Training | 1301600102 | 2w/1 | | | 2w | | | | 2w | | | | | | | | |
| | | 学年论文 Academic Year Paper | 0503600403 | 4w/4 | | | 4w | | | | | | 4w | | | | | | |
| | | 专业实习 Internship | 0503600708 | 12w/12 | | | 12w | | | | | | | | | 12w | | | |
| | | 毕业设计(论文) Undergraduate Thesis | 0503600816 | 10w/10 | | | 10w | | | | | | | | | | | 10w | |
| | | 小计 | | | 28w/27 | | | | | | | 1 | | | 4 | | 12 | 10 | |

新闻学 第二主修专业培养计划

The Second Program of Bachelor's Degree for Specialty in Journalism

一、培养目标

I .Educational Objectives

培养具有新闻学方面的知识能力，能在新闻媒体、党政部门、企事业单位从事新闻报道、文化宣传、媒介经营与管理等工作的专门高级人才。

The Second program is designed to train students as professional talents with the knowledge of journalism. The students can work in media, government departments, enterprises or institutions as the reporter, cultural diffuser , manager or administrator .

二、学位

II .Degree(s) Conferred

文学学士

Degree Conferred: Bachelor of Art

三、学分

III. Credits

完成学业最低学分要求：50

Minimum Course Credits:50

其中：

Including:

学科（专业）基础课程：19

Basic Courses in Discipline: 19

专业课程：12

Common Courses:12

专业方向课程：9

Specialty-Oriented Courses: 9

毕业论文（设计）：10

Undergraduate Thesis:10

四、教学进程计划表

IV. Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | |
|--|--|--|---------------------|-----------------------------|------------------------------------|-----------------|----------------|---------------|-----------------|---------------|---|----------|----------|-----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 Labs/Exer | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| 学科基础课程 Basic Courses in Discipline | 必修 Compulsory | 新闻学概论 Introduction to Journalism | 0503200403 | 54/3 | 48 | | | | 4 | 2 | | | | 54 | | | | |
| | | 传播学 Communication | 0503200603 | 54/3 | 48 | | | | 4 | 2 | | | | 54 | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | | 2 | 3 | | | | 54 | | | | |
| | | 新闻采访 News Gathering | 0503300103 | 54/3 | 41 | | | 6 | 4 | 3 | | | | 54 | | | | |
| | | 新闻写作 News Writing | 0503300203 | 54/3 | 41 | | | 6 | 4 | 3 | | | | 54 | | | | |
| | | 电视新闻 TV News | 0503300403 | 72/4 | 36 | 36 | | | | | | | | 72 | | | | |
| | | 小计 Subtotal | | 342/19 | | | | | | | | | 6 | 13 | | | | |
| 专业教育课程 Common Core Courses in Specialty | 必修 Compulsory | 新闻编辑 News Editing | 0503400303 | 54/3 | 48 | | 3 | | 3 | | | | | | | 54 | | |
| | | 中国新闻事业史 History of Chinese Journalism | 0503400404 | 54/3 | 47 | | | | 4 | 3 | | | | | | 54 | | |
| | | 外国新闻事业史 History of Foreign Journalism | 0503400503 | 54/3 | 49 | | | | 2 | 3 | | | | 54 | | | | |
| | | 新闻评论 News Review | 0503400103 | 54/3 | 50 | | | | 2 | 2 | | | | 54 | | | | |
| | | | 小计 Subtotal | | 252/12 | | | | | | | | | 6 | 6 | | | |
| 必修 Compulsory | 新闻道德与法规 Journalistic Ethic and Journalistic Law | 0503500203 | 48/3 | 43 | | | | 2 | 3 | | | | 48 | | | | | |
| | 新闻作品评析 Review and Analysis of News Works | 0503500102 | 32/2 | 28 | | | 2 | | 2 | | | | | | 32 | | | |
| | 中外名记者研究 Study of Chinese and Foreign Famous Reporters | 0503500302 | 32/2 | 28 | | | | 2 | 2 | | | | 32 | | | | | |
| | 新闻心理学 News Psychology | 0503500602 | 32/2 | 28 | | | | 2 | 2 | | | | | | 32 | | | |
| | | 小计 Subtotal | | 128/9 | | | | | | | | | 5 | 4 | | | | |
| 实践环节 Internship and Practice Training | 必修 Compulsory | 毕业论文(设计) Undergraduate Thesis | | 10w/10 | | | 10w | | | | | | | | | | 10w | |

新闻学 辅修专业培养计划

Minor Program for Specialty in Journalism Without Degree

一、培养目标

I. Educational Objectives

培养在新闻学方面具有基本知识和理论，能从事新闻报道和文化 宣传工作的专门人才。

The program is designed to train students with basic knowledge and theory in journalism, the students can work in media as news reporter or in other walks engaging in cultural work.

二、学分

II. Credits

完成学业最低学分要求：26 学分

Minimum Course Credits:26

其中：

Including:

学科基础课程： 15 学分

Basic Courses in Discipline:15

专业教育课程： 11 学分

Courses in Specialty Education:11

三、教学进程计划表

III. Table of Teaching Schedule

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数) / 学分 Hrs(Weeks) / Crs | 学时分配 Proportion of Course Hours | | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|-----------------------------|-----------------------|--|---------------------|---------------------------------|------------------------------------|---------------------|----------------|---------------|-----------------|---------------|---|----------|----------|----------|----------|----------|----------|----------|--|
| | | | | | 讲授 Lecture | 实验 Lab/Work-Shop | 实践 Practice | 讨论 Seminar | 习题 Exercises | 讲演 Seminar | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th | |
| Basic Courses in Discipline | 必修 Compulsory | 新闻学概论 Introduction to Journalism | 0503200403 | 54/3 | 48 | | | | 4 | 2 | | | | 54 | | | | | |
| | | 传播学 Introduction to Communication | 0503200603 | 54/3 | 48 | | | | 4 | 2 | | | | 54 | | | | | |
| | | 新闻采访 News Gathering | 0503300103 | 54/3 | 41 | | 6 | 4 | 3 | | | | | 54 | | | | | |
| | | 新闻写作 News Writing | 0503300203 | 54/3 | 41 | | 6 | 4 | 3 | | | | | 54 | | | | | |
| | | 媒介经营管理 Media Operation and Management | 0503200703 | 54/3 | 49 | | | | 2 | 3 | | | | 54 | | | | | |
| 小计 subtotal | | | | 270/15 | | | | | | | | | 6 | 6 | 3 | | | | |

续表:

| 课程类别 Course Type | 课程性质 Course Nature | 课程名称 Course Name | 课程编码 Course Code | 学时(周数)/学分 Hrs(Weeks)/Crs | 学时分配 Proportion of Course Hours | | | | | 各学期学时(周数) Hours Distribution in a Semester | | | | | | | | |
|--|-----------------------|--|---------------------|-----------------------------|------------------------------------|------------------|----------------|---------------|----------------|---|----------|----------|----------|----------|----------|----------|----------|----------|
| | | | | | 讲授 Lecture | 实验 EXPERIENCE | 实践 PRACTICE | 讨论 Seminar | 习题 EXERCISE | 讲演 SPEECH | 一 1st | 二 2nd | 三 3rd | 四 4th | 五 5th | 六 6th | 七 7th | 八 8th |
| 专业教育课程 Courses in Specialty Education | 必修 Compulsory | 新闻评论 News Review | 0503400103 | 54/3 | 43 | | 6 | 2 | 3 | | | | | | | 54 | | |
| | | 新闻编辑 News Editing | 0503400303 | 54/3 | 48 | | 3 | | 3 | | | | | | | 54 | | |
| | | 新闻作品评析 Review and Analysis of News Works | 0503500102 | 32/2 | 28 | | | | 2 | 2 | | | | 32 | | | | |
| | | 中国新闻事业史 History of Chinese Journalism | 0503400404 | 54/3 | 47 | | | | 4 | 3 | | | | | | 54 | | |
| | | 小计 subtotal | | | 194/11 | | | | | | | | | | 2 | 9 | | |

附注:

分管教学副院长: 廖声武

学院教学指导委员会主任: 刘川鄂(代)

执笔人: 胡远珍

英文翻译人: 罗宜虹

校对 人: 张慧萍

湖北大学奖励学分实施管理办法

为加强对学生创新意识、创业精神和实践能力的培养，激发学生参与实践创新的热情，促进学生素质的全面发展，特设立奖励学分，并制定本办法以规范奖励学分的认定工作。

奖励学分是指全日制本、专科生在校期间，根据自己的特长和爱好，从事超出本专业培养计划要求的科研和实践活动而取得具有一定创新意义的智力劳动成果或其他优秀成果，经社会专业机构和学校组织相关专家评审认定后给予的学分。

一、奖励学分认定的范围及内容

1. 校级及以上各类学科竞赛奖励；
2. 公开发表的作品；
3. 科技成果与发明创造；
4. 科技立项项目；
5. 等级考试证书与职业技能资格证书。

二、奖励学分的申请与认定程序

1. 学校于每学年的 9 月 5 日 - 15 日受理奖励学分的申报工作。对毕业班学生的申请在毕业当年的 5 月 8 日 - 15 日单独受理一次，成果截止时间为当年的 4 月 30 日。

2. 申请奖励学分者须填写《湖北大学奖励学分申请表》（见附件）一式两份，经指导教师或活动组织负责人推荐后，与有关证书和相关证明材料的复印件一并交所在学院（系）审核、公示，公示无异议后由学院（系）统一报教务处。

3. 学生的奖励学分申请经学校审核（评审）认定后予以公布，并记入学生学籍档案。

4. 学生在申请奖励学分中弄虚作假的，一经查实取消该成果所得学分，并以舞弊论处。对帮助申请人弄虚作假的有关人员，学校将按有关规章制度予以处理。

三、奖励学分的评定标准

1. 参加校级及以上学科竞赛活动的获奖者，根据《各类学科竞赛活动奖励学分评定标准》，可获得相应的奖励学分。

学科竞赛活动主要包括大学生数学建模竞赛、大学生电子设计竞赛、大学生英语竞赛、ACM/ICPC(国际大学生程序设计竞赛)、大学生物理实验竞赛、大学生化学实验竞赛、计算机程序设计竞赛、“挑战杯”大学生课外学术科技作品竞赛、“挑战杯”大学生创业计划竞赛和文化、艺术、体育类竞赛等。

学科竞赛活动奖励学分评定标准

| 项目 | 级别 | 获奖等级 | 奖励学分值 | |
|------|-----|---|-------|-----|
| | | | 个人 | 集体 |
| 学科竞赛 | 国际级 | 特等奖或第 1 名 | 7 | 6 |
| | | 一等奖、单项奖或第 2-5 名 | 6 | 5 |
| | | 二等奖或第 6-10 名 | 5 | 4 |
| | | 三等奖或第 11-18 名 | 4 | 3.5 |
| | | 优胜奖或鼓励奖 | 3.5 | 3 |
| | 国家级 | 特等奖或第 1 名 | 6 | 5 |
| | | 一等奖、单项奖或第 2-5 名 | 5 | 4 |
| | | 二等奖或第 6-10 名 | 4 | 3 |
| | | 三等奖或第 11-18 名 | 2.5 | 2 |
| | | 优胜奖或鼓励奖 | 2 | 1.5 |
| | 省部级 | 特等奖或第 1 名 | 5 | 4 |
| | | 一等奖、单项奖或第 2-5 名 | 4 | 3 |
| | | 二等奖或第 6-10 名 | 2.5 | 2 |
| | | 三等奖或第 11-18 名 | 2 | 1.5 |
| | | 优胜奖或鼓励奖 | 1.5 | 1 |
| | 校级 | 特等奖或第 1 名 | 2.5 | 2 |
| | | 一等奖、单项奖或第 2-5 名 | 2 | 1.5 |
| | | 二等奖或第 6-10 名 | 1.5 | 1 |
| | | 三等奖或第 11-18 名 | 1 | 0.5 |
| | 备注 | ①集体项目按主要参与者或主力队员计，不同排名以第一排名得分为基点，依次递减 1 学分计算，不分名次顺序的均以主要参与者标准计学分。 ②艺术、体育（艺术、体育特长生除外）、文化类竞赛奖励学分只奖励获得省级以上（含省级）奖，获校级奖不奖励学分。 ③所获奖项以相关证明、证书为准。 | | |

2. 公开发表作品（冠名为湖北大学）的学生，根据《公开发表的作品奖励学分评定标准》，可获得相应的奖励学分。

作品形式主要包括论文、文学作品、书评、调查报告、读书心得等。

公开发表的作品奖励学分评定标准

| 项目 | 刊物 | 署名 | 奖励学分值 |
|----|---|------|-------|
| 作品 | 被 SCI 、 SSCI 、 EI 检索 | 第一作者 | 6 |
| | 国际、国内权威期刊 | 第一作者 | 5 |
| | 全国中文核心期刊 | 第一作者 | 4 |
| | 其它公开出版的正式刊物（不含增刊、论文集） | 第一作者 | 2 |
| | 全国学术会议论文集 | 第一作者 | 3 |
| | 省级学术会议论文集 | 第一作者 | 2 |
| 备注 | ①作品发表以正式出版或刊发为准。 ②其他参加者的学分（教师不计排名），以第一作者得分为基点，依次递减 0.5 学分计算。 | | |

3. 在校期间，有科技成果（产品、软件、课件等）和发明创造（设计、商标、专利等）研制、转让的学生，根据《科技成果和发明创造奖励学分评定标准》，可获得相应的奖励学分。

科技成果和发明创造奖励学分评定标准

| 项目 | 类型 | 成果贡献 | 奖励学分值 |
|--------------|---|-------|-------|
| 产品、软件、 课件 | 技术转让 | 第一转让人 | 4 |
| | 开发推广 | 第一开发人 | 3 |
| | 技术鉴定 | 第一研制人 | 2 |
| 专利 | 发明专利 | 第一专利人 | 5 |
| | 实用新型专利 | 第一专利人 | 4.5 |
| | 专利转让 | 第一专利人 | 4.5 |
| 备注 | ①技术成果转让以转让合同书和学校到帐转让费为准；技术成果的开发推广以学校或个人的应到经费为准；技术成果鉴定以省级（含）以上的科技成果鉴定文件为准。 ②专利以正式的国家专利证书为准。 ③其他参与人的学分，以第一负责人得分为基点，依次递减 1 学分计算。 | | |

4. 学生参加并完成湖北大学学生科技立项的项目，根据《科研项目奖励学分评定标准》，可获得相应的奖励学分。

科研项目奖励学分评定标准

| 项目 | 完成情况 | 排名 | 奖励学分值 |
|------|--|-------|-------|
| 科研项目 | 项目结题，并验收通过（或通过答辩） | 项目负责人 | 2 |
| 备注 | ①其他参加者的学分，以第一负责人得分为基点，依次递减 0.5 学分计算。 ②以相关证明、证书为准。 | | |

5. 在校期间，学生通过外语、计算机等级考试或取得国家级或省级行政主管部门颁发的职业技能资格证书，根据《等级考试证书和职业技能资格证书奖励学分评定标准》，可获得相应的奖励学分。

职业技能资格证书主要包括：教师资格证、计算机软件专业技术资格证、会计资格证、电子商务师资格证、市场营销师资格证、人力资源管理师资格证、项目管理师资格证、秘书资格证等。

等级考试证书和职业技能资格证书奖励学分评定标准

| 项目 | 级别 | 通过等级 | 奖励学分值 |
|-----------|--|--------|-------|
| 外语等级考试证书 | | 大学外语六级 | 1 |
| | | 外语专业八级 | 1 |
| | | 口语合格证 | 1 |
| 计算机等级考试证书 | 国家级 | 三级 | 2 |
| | | 二级 | 1 |
| 职业技能资格证书 | 国家级 | 高级 | 5 |
| | | 中级 | 4 |
| | | 初级 | 3 |
| | 省部级 | 高级 | 3 |
| | | 中级 | 2 |
| | | 初级 | 1 |
| 备注 | ①获教师资格证奖励 1 学分（教师教育专业的学生除外）。 ②计算机相关专业（如计算机科学与技术、信息与计算科学）的学生通过计算机等级考试或获得计算机软件专业技术初级资格证书不奖励学分。 ③以相关的证明、证书为准。 | | |

6. 同一学生同一学年同一项目不累加得分，只记最高奖励学分分值；集体奖项与个人奖项有重复的，取最高值计奖励学分，不重复计算。同一项目分年获奖，按最高奖励学分档次计补差值。

四、奖励学分的作用

经学校审核认定的奖励学分记入学生学籍档案，并可用于：

1. 记为课外活动学分。

2. 申请冲抵公共选修课的学分（不能冲抵文科学生必须选修的自然科学类课程学分及理工科学生必须选修的人文科学类课程学分），但冲抵学分一般不超过规定应修学分的 2/3。

3. 奖励学分的指标列入奖学金评定、三好学生评比和推荐免试研究生的有关条款。

五、附则

1. 奖励学分的实施，对于深化教学改革、促进创新型人才的培养具有重要意义。各学院（系）应认真组织，并制定落实本学院（系）奖励学分实施的具体措施。

2. 本办法自颁布之日起施行，由教务处负责解释。原《湖北大学创新学分实施办法》（校教字〔2004〕58号）同时废止。

附件

湖北大学奖励学分申请表

| | | | | | | | |
|---------------------|------|-----------------------------------|-------|-----------|---|--------|--|
| 申请人 | | 院(系) | | 专业年级 | | 学号 | |
| 本次奖励学分用途 | | 1. 计算课外活动学分 <input type="text"/> | | | | | |
| | | 2. 冲抵公共选修课学分 <input type="text"/> | | | | | |
| | | 3. 记载奖励学分 <input type="text"/> | | | | | |
| 项目类别 | 项目名称 | 等级 | 申请学分数 | 是否申请过奖励学分 | | | |
| | | | | 否 | 是 | 申请时间: | |
| | | | | | | 申请学分数: | |
| 指导教师或活动组织负责人的评价及意见: | | | | | | | |
| 核准学分数: | | | | | | | |
| 签字: 年 月 日 | | | | | | | |
| 学院(系)意见: | | | | | | | |
| 核准学分数: | | | | | | | |
| 签字: 年 月 日 | | | | | | | |
| 教务处审核意见: | | | | | | | |
| 核准学分数: | | | | | | | |
| 签字: 年 月 日 | | | | | | | |
| 申请材料清单: | | | | | | | |

注: 本表一式两份, 一份由学院(系)保存, 一份由教务处保存。

2010 版通识教育选修课课程设置计划一览表

(以学院上报的课程为基础, 按照课程标准遴选确定)

| 课程名称 | 总学分 | 总学时 | 适用专业年级 | 所属模块 | 提供课程学院 | 备注 |
|----------------|-----|-----|-----------|-----------|------------|----|
| ASP.NET 程序设计 | 2 | 28 | 适用二、三、四年级 | 技术科学(工科)类 | 数学与计算机科学学院 | |
| 材料防护与资源效益 | 2 | 28 | 理工科三年级 | 技术科学(工科)类 | 材料科学与工程学院 | |
| 多媒体制作 | 2 | 28 | 适用二、三、四年级 | 技术科学(工科)类 | 数学与计算机科学学院 | |
| 高分子材料 | 2 | 28 | 理工科三年级 | 技术科学(工科)类 | 材料科学与工程学院 | |
| 今日新材料 | 2 | 28 | 理工科三年级 | 技术科学(工科)类 | 材料科学与工程学院 | |
| 纳米材料 | 2 | 28 | 理工科三年级 | 技术科学(工科)类 | 材料科学与工程学院 | |
| 图像处理 | 2 | 28 | 适用二、三、四年级 | 技术科学(工科)类 | 数学与计算机科学学院 | |
| 网页设计 | 2 | 28 | 适用二、三、四年级 | 技术科学(工科)类 | 数学与计算机科学学院 | |
| 信息技术导论 | 1 | 14 | 大一所有专业 | 技术科学(工科)类 | 物理学与电子技术学院 | |
| 移动通信 | 2 | 28 | 理工科三四年级 | 技术科学(工科)类 | 物理学与电子技术学院 | |
| 应用统计 | 2 | 28 | 适用二、三、四年级 | 技术科学(工科)类 | 数学与计算机科学学院 | |
| 比较高等教育专题 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 大学学习理论与方法 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 当代教育思潮 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 多媒体制作 | 2 | 28 | 适用二、三、四年级 | 教师教育类 | 数学与计算机科学学院 | |
| 基础教育改革专题 | 2 | 28 | 师范专业 | 教师教育类 | 教育学院 | |
| 计算机软件在人文学科中的应用 | 2 | 28 | 文科专业 | 教师教育类 | 教育学院 | |
| 家庭教育专题 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 人的行为与组织管理 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 应用统计 | 2 | 28 | 适用二、三、四年级 | 教师教育类 | 数学与计算机科学学院 | |
| 中华人民共和国教育史 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 中外著名大学选讲 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 中外著名教育家讲座 | 2 | 28 | 各专业 | 教师教育类 | 教育学院 | |
| 创业管理 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |

文学院 2010 版本科人才培养方案

| 课程名称 | 总学分 | 总学时 | 适用专业年级 | 所属模块 | 提供课程学院 | 备注 |
|------------------|-----|-----|--------------|-------|------------|----|
| 电子商务概论 | 3 | 42 | 所有年级 | 经管类 | 商学院 | |
| 房地产开发与经营 | 3 | 42 | 适用二、三年级 | 经管类 | 商学院 | |
| 公关与礼仪 | 2 | 28 | 大一 | 经管类 | 商学院 | |
| 公司理财 | 3 | 42 | 非经管类适用二、三年级 | 经管类 | 商学院 | |
| 管理思维 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 国际经济法 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 国际市场营销 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 宏观经济学 | 3 | 42 | 适用二、三年级 | 经管类 | 商学院 | |
| 基础会计学 | 3 | 42 | 非经管类适用二、三年级 | 经管类 | 商学院 | |
| 金融学概论 | 3 | 42 | 适用二、三年级 | 经管类 | 商学院 | |
| 领导学 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 旅游美学 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 旅游文化学 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 世界经济 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 市场调研 | 2 | 28 | 所有年级 | 经管类 | 商学院 | |
| 市场营销学 | 3 | 42 | 所有年级 | 经管类 | 商学院 | |
| 投资管理 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 土地资源管理 | 3 | 42 | 适用二、三年级 | 经管类 | 商学院 | |
| 微观经济学 | 3 | 42 | 适用二、三年级 | 经管类 | 商学院 | |
| 消费者行为学 | 2 | 28 | 所有年级 | 经管类 | 商学院 | |
| 销售管理 | 2 | 28 | 所有年级 | 经管类 | 商学院 | |
| 信息检索 | 2 | 28 | 所有年级 | 经管类 | 商学院 | |
| 休闲学 | 2 | 28 | 适用二、三年级 | 经管类 | 商学院 | |
| 证券投资分析 | 3 | 42 | 适用二、三年级 | 经管类 | 商学院 | |
| 职业生涯规划与设计 | 2 | 28 | 大一 | 经管类 | 商学院 | |
| 中国经济问题 | 3 | 42 | 不限 | 经管类 | 商学院 | |
| 大学生 KAB 创业基础 | 2 | 28 | 不限 | 经管类 | 商学院 | |
| 20 世纪中国文学经典 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| Flash 多媒体课件制作 | 2 | 28 | 适用三年级 | 人文体艺类 | 教育学院 | |
| NBA 篮球经典技战术鉴赏及应用 | 2 | 28 | 所有专业年级 | 人文体艺类 | 体育学院 | |
| 插花技艺 | 2 | 28 | 全校 | 人文体艺类 | 生命科学学院 | |
| 楚文化 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 传统社会的婚姻家庭 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 大学生影视艺术鉴赏 | 2 | 28 | 适用三年级 | 人文体艺类 | 教育学院 | |
| 求职策略与技巧 | 2 | 28 | 全校 | 人文体艺类 | 教育学院 | |
| 鹏辈心理辅导 | 2 | 28 | 全校 | 人文体艺类 | 教育学院 | |
| 大学音乐 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 多媒体制作 | 2 | 28 | 适用二、三、四年级 | 人文体艺类 | 数学与计算机科学学院 | |
| 法国文化专题 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 高级英语 | 2 | 28 | 全校各专业经管类自然科学 | 人文体艺类 | 外国语学院 | |

文学院 2010 版本科人才培养方案

| 课程名称 | 总学分 | 总学时 | 适用专业年级 | 所属模块 | 提供课程学院 | 备注 |
|--------------------|-----|-----|--|-------|-----------|----|
| | | | 类 T4 成绩在 550 分 (含 550 分) 以上 | | | |
| 高级英语视听说 | 2 | 28 | 全校各专业经管类自然科学 类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 古代诗词鉴赏 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 国共名将 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 国学系列讲座 | 3 | 42 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 湖北地方文化系列讲座 | 3 | 42 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 剪纸艺术 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 近代中日关系 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 京剧欣赏 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 军事与战略 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 科技英语 | 2 | 28 | 全校各专业经管类自然科学 类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 跨文化交际 | 2 | 28 | 全校各专业经管类自然科学 类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 拉丁美洲史 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 论语讲读 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 漫画基础 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 人文地理学 | 2 | 28 | 全部 | 人文体艺类 | 资源环境学院 | |
| 人文科学通识导论 | 3 | 42 | 所有专业年级 | 人文体艺类 | 哲学学院 | |
| 人文社会科学基础 | 3 | 42 | | 人文体艺类 | 历史文化学院 | |
| 日本文化 | 2 | 28 | 非历史专业 | 人文体艺类 | 历史文化学院 | |
| 柔道与摔跤 | 2 | 28 | 所有专业年级 | 人文体艺类 | 体育学院 | |
| 儒学与中国文化 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 商务英语 | 2 | 28 | 全校各专业经管类自然科学 类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 社会学与生活 | 2 | 28 | 全校所有专业年级 | 人文体艺类 | 政法与公共管理学院 | |
| 考古探险与世界古代文明的 再现 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 诗经名篇欣赏 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 世界环境史 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 世界历史文化名城 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 世界名著名篇赏析 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 世界文明概论 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 世界著名哲学家的哲学人生 | 2 | 28 | 所有专业年级 | 人文体艺类 | 哲学学院 | |
| 数码摄影 | 2 | 28 | 适用三年级 | 人文体艺类 | 教育学院 | |

文学院 2010 版本科人才培养方案

| 课程名称 | 总学分 | 总学时 | 适用专业年级 | 所属模块 | 提供课程学院 | 备注 |
|-----------|-----|-----|---------------------------------------|-------|------------|----|
| 唐代边塞诗研究 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 唐代科举与文化 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 体育舞蹈 | 2 | 28 | 除体育专业 | 人文体艺类 | 体育学院 | |
| 文化冲突与国际热点 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 文学名著与电影 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 西方美学概述 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 西方哲学史 | 2 | 28 | 除哲学专业外 | 人文体艺类 | 哲学学院 | |
| 戏曲鉴赏 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 新诗欣赏 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 新闻英语 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |
| 学术交流英语 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |
| 学术文献选读与回顾 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |
| 学术研究与论文写作 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |
| 艺术导论 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 艺术的故事 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 艺术概论 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 音乐鉴赏 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 应用伦理学 | 2 | 28 | 所有专业年级 | 人文体艺类 | 哲学学院 | |
| 应用书法 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 应用统计 | 2 | 28 | 适用二、三、四年级 | 人文体艺类 | 数学与计算机科学学院 | |
| 应用文写作 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |
| 英汉翻译 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |
| 英汉口译 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |
| 英美报刊文摘选读 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分（含 550 分）以上 | 人文体艺类 | 外国语学院 | |

文学院 2010 版本科人才培养方案

| 课程名称 | 总学分 | 总学时 | 适用专业年级 | 所属模块 | 提供课程学院 | 备注 |
|-----------|-----|-----|---|-------|-----------|----|
| 英美大众传媒 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英美文学名篇赏析 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英语辩论 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英语测试与技巧 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英语国家社会与文化 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英语教学法 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英语经典影视欣赏 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英语口语 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 英语演讲 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 影视精品研究 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 瑜伽 | 2 | 28 | 所有专业年级 | 人文体艺类 | 体育学院 | |
| 脚斗士 | 2 | 28 | 非体育专业 | 人文体艺类 | 体育学院 | |
| 语言学习策略 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 运动创伤 | 2 | 28 | 所有专业年级 | 人文体艺类 | 体育学院 | |
| 运动急救知识 | 2 | 28 | 所有专业年级 | 人文体艺类 | 体育学院 | |
| 正说清朝十二帝 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 知识产权法 | 2 | 28 | 非法学专业 | 人文体艺类 | 政法与公共管理学院 | |
| 政府管制 | 2 | 28 | 非行政管理和公共事业管理专业 | 人文体艺类 | 政法与公共管理学院 | |
| 职场学 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 中国传统文化专题 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |

文学院 2010 版本科人才培养方案

| 课程名称 | 总学分 | 总学时 | 适用专业年级 | 所属模块 | 提供课程学院 | 备注 |
|--------------------|-----|-----|---|-------|------------|----|
| 中国古代小说名著讲析 | 2 | 28 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 中国古典小说名著导读 | 3 | 42 | 所有专业年级 | 人文体艺类 | 文学院 | |
| 中国历史地理学 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 中国历史文化名城 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 武汉纵横谈 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 武汉城市史 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 中国书法 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 中国文化概论 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 中国思想文化专题 | 2 | 28 | | 人文体艺类 | 历史文化学院 | |
| 中国文化面面观 | 2 | 28 | 全校各专业经管类自然科学类 T4 成绩在 550 分 (含 550 分) 以上 | 人文体艺类 | 外国语学院 | |
| 中国哲学史 | 2 | 28 | 除哲学专业外 | 人文体艺类 | 哲学学院 | |
| 情爱论 | 2 | 28 | 全部 | 人文体艺类 | 哲学学院 | |
| 刑事辩护举要 | 2 | 28 | 全部 | 人文体艺类 | 哲学学院 | |
| 家庭教育学 | 2 | 28 | 全部 | 人文体艺类 | 哲学学院 | |
| 中外歌剧经典赏析 | 2 | 28 | 全部 | 人文体艺类 | 艺术学院 | |
| 数学建模 | 2 | 28 | 适用二、三、四年级 | 数学类 | 数学与计算机科学学院 | |
| Authorware 多媒体技术基础 | 2 | 28 | 全校学生 | 自然科学类 | 化学化工学院 | |
| 大学生心理健康 | 2 | 28 | 全校 | 自然科学类 | 教育学院 | |
| 大学生心理素质拓展 | 2 | 28 | 全校 | 自然科学类 | 教育学院 | |
| 当代科学技术进展 | 3 | 42 | 所有专业年级 | 自然科学类 | 化学化工学院 | |
| 地震减灾漫谈 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 花文化与家族养花 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 化学与社会 | 2 | 28 | 全校学生 | 自然科学类 | 化学化工学院 | |
| 化学与现代生活 | 2 | 28 | 全校学生 | 自然科学类 | 化学化工学院 | |
| 化妆品科学 | 2 | 28 | 全校学生 | 自然科学类 | 化学化工学院 | |
| 环境与人类健康 | 2 | 28 | 全校学生 | 自然科学类 | 化学化工学院 | |
| 科学思想与科学方法 | 2 | 28 | 理工科三四年级 | 自然科学类 | 物理学与电子技术学院 | |
| 纳米电子学 | 2 | 28 | 适用三年级 | 自然科学类 | 物理学与电子技术学院 | |
| 普通生态学 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |
| 普通生物学 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |
| 趣味果树盆栽艺术概论 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 性科学与文化 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 走近真实一人, 环境, 未来 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 中国西部风情旅游 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 生活与磁学 | 2 | 28 | 适用三年级 | 自然科学类 | 物理学与电子技术学院 | |
| 生物技术概论 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |

文学院 2010 版本科人才培养方案

| 课程名称 | 总学分 | 总学时 | 适用专业年级 | 所属模块 | 提供课程学院 | 备注 |
|-----------|-----|-----|--------|-------|--------|----|
| 生物进化论 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |
| 食品化学 | 2 | 28 | 全校学生 | 自然科学类 | 化学化工学院 | |
| 食品营养学 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |
| 药物与健康 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |
| 医学基础 | 2 | 28 | 全校 | 自然科学类 | 教育学院 | |
| 园艺植物与健康概论 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 中国民俗 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |
| 中式烹饪与健康 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |
| 中医药保健 | 2 | 28 | 全校 | 自然科学类 | 生命科学学院 | |
| 自然科学通识导论 | 3 | 42 | 所有专业年级 | 自然科学类 | 化学化工学院 | |
| 自然遗产与文化 | 2 | 28 | 全部 | 自然科学类 | 资源环境学院 | |