

广播电视编导

一、培养目标

本专业培养适应国家经济、社会和文化发展需要、具有全媒体视野与广播电视编导制作能力的高级专门人才。毕业生具备先进的文化意识和强烈的社会责任感，具有过硬的广播电视节目策划、创作、制作、编导等方面的专业知识、理论和相应的实践、研究和创新能力，具有比较宽厚的人文社会学科知识背景，胜任广播影视系统、报纸网络媒体、文化企事业单位及其他相关行业的有关专业工作。

二、基本规格要求

（一）素质要求

1. 政治素质：坚持马克思主义新闻观和艺术观，坚持正确的政治立场和方向，弘扬主旋律，传播正能量，维护国家利益，遵纪守法。
2. 道德素质：恪守职业道德规范，敬业奉献，诚实守信，富有社会责任感，具有团结协作精神。
3. 专业素质：具备良好的业务素养，掌握过硬的专业技能。

（二）能力要求

1. 广播电视节目采编制作与包装编排能力。
2. 广播电视节目策划创意与营销推广能力。
3. 广播影视文本写作与读解批评能力。
4. 大众传播媒体运营与公共关系能力。
5. 新媒体与外语运用能力。

（三）知识要求

1. 掌握中国语言文学、新闻传播学、广播电视学、广播电视编导等学科的基本理论和基本知识。
2. 具备与本专业相关的哲学、政治、社会、法律、心理、艺术、美学等多学科知识，具有较全面深厚的人文素养。
3. 了解并掌握党和国家的新闻宣传与文艺工作方针、政策及相关法规。

三、培养特色

1. 设计了多学科、多媒体融合的专业外围的文化教学课程系统，培养学生扎实的文化功底和全面的文化素养，发挥综合性大学影视艺术教育的优势，强调培养学生人文社会科学文化素养。

2. 完整、系统的专业知识教育课程和实践操作能力；设计课程包含了广播电视节目策划创意、文本写作、采编制作、包装编排、经营管理、推广营销等完整生产流程，学生需要在课程教学中掌握专业制作生产流程的知识并且具有一定的实践能力。

3. 建构较高水平的实践教育平台，培养学生较强的实践能力；集中实践包含专业见习、专业汇报、专业实训、专业实习等，并与国家和省级的广播、电视、电影、纸媒、网站等媒体机构建立了稳定高效的合作机制。

四、学制、毕业基本要求及学位授予

1. 本科基本学制4年，弹性学习年限3—6年，按照学分管理制度管理。

2. 广播电视编导专业学生毕业最低学分数为 155 学分, 其中各类别课程及环节要求学分数如下表:

课程类别	通识必修	学门核心	学类核心	专业核心	专业选修	通识选修	集中实践	合计
学分数	27	21	30	22	21	8	26	155

3. 学生修满培养方案规定的必修课、选修课及有关环节, 达到规定的最低毕业学分数, 并修完规定必修但不记学分的所有课程和环节, 德、智、体合格, 即可毕业。满足学位授予相关文件要求的, 授予艺术学学士学位。

五、课程设置及学分分布

(一) 通识教育课程 [必修 27 + (6) 学分 + 选修 8 学分]

通识教育课程包括必修和选修两部分。通识选修课程按《湖南大学通识选修 (文化素质教育) 课程方案》实施, 通识必修课程如下:

编码	课程名称	学分	备注
GE01101	毛泽东思想和中国特色社会主义理论体系概论	3 + (3)	
GE01039	思想道德修养与法律基础	1.5 + (1.5)	
GE01100	形势与政策	0.5 + (1.5)	
GE01102	中国近现代史纲要	2	
GE01103	马克思主义基本原理 (上)	2	
GE01104	马克思主义基本原理 (下)	2	
GE01012 (-15)	大学英语	8	
GE01088	计算机基本能力测试	0.5	
GE01094	计算机导论与程序设计	2.5	
GE01107 (-13)	心理素质与生涯发展	1	
GE01089 (-92)	体育	4	

(二) 学门核心 (21 学分)

编码	课程名称	学分	备注
TF03015	社会学概论	2	
TF03016	传播学概论	2	
TF03017	艺术概论	3	
TF03018	中国文学作品选读	3.5	
TF03019	外国文学作品选读	2.5	
TF03008	音乐基础	2	
TF03006	美学概论	2	
TF03020	文化概论	2	
TF03021	传播伦理与法规	2	

(三) 学类核心 (30 学分)

编码	课程名称	学分	备注
TF04008	广播电视概论	3	
TF04009	基础摄影	3	
TF04011	视听语言	3	
TF04012	电视编导概论	3	
TF04013	中外广播电视史	3	
TF04014	导演基础	3	
TF04010	演讲与论辩	2	

续表

编码	课程名称	学分	备注
TF04015	网络与新媒体概论	2	
TF04016	广播电视作品评析	3	
TF04017	广播电视新闻	3	
TF04018	现代汉语	2	

(四) 专业核心 (22 学分)

编码	课程名称	学分	备注
TF05025	广播编辑	3	
TF05031	电视纪录片创作	3	
TF05032	电视艺术片创作	3	
TF05070	电视综艺节目制作	2	
TF05071	网络编辑	2	
TF05030	电视摄像	3	
TF05072	电视编辑	3	
TF05036	广播电视节目策划	3	

(五) 选修课 (21 学分)

编码	课程名称	学分	备注
TF06060	经典电影读解	2	
TF06061	电视节目导播	2	
TF06062	电视音乐与音响	2	
TF06063	电视娱乐节目制作	2	
TF06064	电视节目类型专题	2	
TF06065	中外电视节目比较	2	
TF06066	录音技术	2	
TF06037	音频节目制作	2	
TF06067	数字化影视制作	2	
TF06068	频道经营与管理	2	
TF06069	电视品牌运营	2	
TF06009	电视节目包装与编排	2	
TF06070	影视编剧	2	
TF06071	广播电视写作	2	
TF06072	文化创意概论	2	
TF06073	电视艺术概论	2	
TF06074	电视剧类型专题	2	
TF06040	影视广告制作	2	
TF06075	媒介与社会	2	
TF06076	中外电影史	2	
TF06077	网页设计与制作	2	
TF06078	中外电视节目比较	2	
TF06079	学术规范与论文写作	1	

注：1. 可跨学院、跨专业选修总学分不超过 10 学的选修课程。

2. 参加学科竞赛获奖可申请学分，经院教学指导委员会评定后按学院相关文件规定给予学分，但不能冲抵本培养方案的各类别课程学分。

(六) 集中实践 (26 学分)

编码	课程名称	学分	备注
GE01040	军事训练 (含军事课程)	0	
GE09030	中文写作实训	1	
GE09002	仿真平台与工具运用实践	1	
TF10020	课程实习 1	1	按课程组进行教学汇报
TF10021	课程实习 2	1	按课程组进行教学汇报
TF10001	专业研讨与见习	1	新生研讨、媒体参观体验
TF10002	社会实践	1	社会调查
TF10022	专业实训 1 (电视文艺作品摄制与制作)	2	电视文艺作品摄制与制作
TF10024	专业实训 2 (电视纪实作品摄制与制作)	2	电视纪实作品摄制与制作
TF10025	毕业实习	10	
TF10026	毕业论文 (设计)	6	

六、课程责任教师一览表

序号	姓名	职称	学历学位	专业特长	课程 (专业核心、专业选修、通识选修)
1	肖 芃	教授	博士	广播电视节目策划	广播电视节目策划、学术规范与论文写作
2	何春耕	教授	博士	电影学、电视艺术研究	中外电视节目比较
3	何祖健	教授	本科	电影学	中外电影史
4	吴伟湘	教授	外聘	电视导播	电视节目导播
5	王 静	一级导演	外聘	电影导演	导演基础
6	崔炼农	教授	博士	新闻史论	文化概论
7	周清平	副教授	博士	影视艺术	电视编导概论、影视编剧、经典电影读解
8	黄学建	副教授	博士	广播电视节目制作	电视纪录片创作、电视艺术概论
9	苏美妮	副教授	博士	影视文化	美学概论、艺术概论、电视剧类型专题
10	廖艳君	副教授	博士	影视文化	中外广播电视史、电视品牌运营
11	刘 琛	讲 师	博士	影视文化	广播电视概论、广播电视作品评析、文化创意概论
12	谢 莹	讲 师	博士在读	影视文化	传播学概论、广播电视写作
13	万 丽	讲 师	博士在读	广播电视节目编辑	电视编辑、广播编辑、网络编辑
14	夏艳艳	讲 师	硕士	影视文化	广播电视新闻、传播伦理与法规
15	杨 莉	讲 师	硕士	广播电视节目制作	电视综艺节目创作、电视娱乐节目、电视艺术片创作
16	祝峻森	讲 师	硕士	广播电视节目制作	基础摄影、电视摄像、视听语言
17	叶思展	讲 师	硕士	广播电视节目制作	音乐基础、电视音乐与音响
18	王立峰	助 教	硕士在读	广播电视节目制作	数字化影视制作、电视节目包装与编排、影视广告制作

七、专业责任教授

序号	姓名	职称	学历学位	专业特长	承担授课课程
1	肖 芃	教授	博士	广播电视节目策划	广播电视节目策划、学术规范与论文写作

Broadcasting and Television Writing and Directing

I . Educational goal

This major aims to cultivate high-level professionals that can meet the needs of the national economic, social and cultural development, and have the all-media vision and broadcasting and television writing and directing abilities. The graduates, with advanced expertise and strong sense of social responsibility, are supposed to master professional knowledge and theories of broadcasting and television program planning, creation, production, writing and directing and develop their practice, research and innovation abilities. Moreover, they should obtain wide and profound humanities and social sciences knowledge, so that they can be competent for professional work in broadcasting and film and television field, newspaper and network media, cultural enterprises and institutions and other related industries.

II . Basic requirements

1. Quality requirements

(1) Political awareness: adhere to the Marxist outlook on journalism and arts, stick to correct political stance and political orientation, carry forward the social theme, spread the positive energy, safeguard national interests and abide by the law.

(2) Moral quality: abide by professional ethics, featuring professional dedication, honesty, strong sense of social responsibility, and solidarity and collaboration.

(3) Professional quality: have good vocational quality and acquire solid professional skills.

2. Capability requirements

(1) Ability of broadcasting and TV program directing and production, and packaging and scheduling.

(2) Ability of broadcasting and TV program planning and marketing.

(3) Ability of broadcasting and film and TV text writing, reading and criticizing.

(4) Mass media operation and public relations skills.

(5) New media application and foreign language skills.

3. Knowledge requirements

(1) Master basic theories and basic knowledge of Chinese language and literature, journalism and communication, broadcasting and television arts, broadcasting and television writing and directing and other disciplines.

(2) Acquire knowledge of philosophy, politics, society, law, psychology, art, aesthetics and other disciplines related to this subject, and have profound humanistic literacy in an all-round way.

3. Understand and grasp the principles, policies and regulations related to journalism and communication and literary and artistic work formulated by the Communist Party of China and Chinese government.

III . Education features

1. A curriculum is designed with multidiscipline and multimedia integration as its basis, in a bid to develop students' solid cultural background and comprehensive cultural quality. Taking the universi-

ty's advantages in film and TV art education, we attach great importance to cultivating students' humanities and social science literacy;

2. A complete and systematic professional knowledge education course and practice course are offered to students. Design courses cover a complete production process, including broadcasting and television program planning, text writing, editing and production, packaging and scheduling, operation and management, promotion and marketing, and so on. The students are required to grasp professional knowledge of the whole production process and gain practical abilities from the courses.

3. A high-level practice education platform has been established to develop students' practice abilities. The centralized practices include professional probation, professional report, professional training, and professional practice. A stable and efficient cooperation mechanism has formed between the university and the national and provincial media organizations related to broadcasting, television, film and websites.

IV. Length of schooling, basic requirements of graduation and degree granting

1. The basic length of undergraduate is 4 years, and the flexible length is 3 to 6 years based on the credit system.

2. The minimum requirement is a total of 155 credits before graduation. The required credits of the courses are as follows:

Courses Type	General Education Compulsory Courses	A-type Core Courses	B-type Core Courses	Major Corecourses	Major Optional Courses	General Education Optional Courses	Centralized Practice Courses	Total
Credits	27	21	30	22	21	8	26	155

3. Before graduation, the students must take the compulsory and optional courses and related links specified in the education scheme, and achieve the minimum graduation credits and complete all the compulsory courses and links without credits, in the context that they are qualified in moral, intellectual and physical development. And meanwhile, they can be granted the Bachelor Degree of Arts if they meet the requirements of related documents.

V. Courses and credits distribution

1. General Education Courses [required 27 + (6) + elective 8 credits]

The general education courses consist of required courses and elective courses. General education electives are designed according to the *Curriculum Design of General Education Electives of Hunan University*. Required general education courses are illustrated in the following table.

Code	Course Title	Credit(s)	Remarks
GE01101	Introduction to Maoism and Theoretical System of Socialism with Chinese Characteristics	3+ (3)	
GE01039	Moral Cultivation and Law Basics	1.5+ (1.5)	
GE01100	Current Situation and Policies	0.5+ (1.5)	
GE01102	Outline of Modern Chinese History	2	
GE01103	Fundamentals of Marxism I	2	
GE01104	Fundamentals of Marxism II	2	
GE01012(-15)	College English	8	
GE01088	Computer Proficiency Test	0.5	
GE01094	Introduction to Computer Science and Programming	2.5	
GE01107(-13)	Psychological Health & Career Planning	1	
GE01089(-92)	Physical Education	4	

2. A-type Core Courses (21 credits)

Code	Courses	Credit(s)	Remarks
TF03015	Introduction to Sociology	2	
TF03016	Introduction to Communication	2	
TF03017	Introduction to Arts	3	
TF03018	Selected Reading of Chinese Literature Works	3.5	
TF03019	Selected Reading of Foreign Literature Works	2.5	
TF03008	Foundation of Music	2	
TF03006	Introduction to Aesthetics	2	
TF03020	Introduction to Culture	2	
TF03021	Ethics and Laws of Communication	2	

3. B-type Core Courses (30 credits)

Code	Courses	Credit(s)	Remarks
TF04008	Introduction to Broadcasting and Television	3	
TF04009	Fundamental Photography	3	
TF04011	Audio-visual Language	3	
TF04012	Introduction to Television Writing and Directing	3	
TF04013	History of Chinese and Foreign Broadcasting and Television	3	
TF04014	Basis of Directing	3	
TF04010	Public Speaking and Debating	2	
TF04015	Introduction to Network and New Media	2	
TF04016	Analysis on Broadcasting and Television Works	3	
TF04017	Broadcasting and Television News	3	
TF04018	Modern Chinese	2	

4. Major Core Courses (22 credits)

Code	Courses	Credit(s)	Remarks
TF05025	Broadcasting Editor	3	
TF05031	TV Documentary Creation	3	
TF05032	TV Art Film Creation	3	
TF05070	Production of TV Variety Shows	2	
TF05071	Web Editor	2	
TF05030	Television Photography	3	
TF05072	TV Editor	3	
TF05036	Broadcasting and Television Program Planning	3	

5. Optional Courses (21 credits)

Code	Courses	Credit(s)	Remarks
TF06060	Analysis of Classic Films	2	
TF06061	TV Program Directing	2	
TF06062	TV Music and Sound	2	
TF06063	TV Entertainment Program Production	2	
TF06064	Types of TV Programs	2	
TF06065	A Comparison between Chinese and Foreign TV Programs	2	
TF06066	Recording Technology	2	
TF06037	Audio Programs Production	2	
TF06067	Digital Film and TV Production	2	
TF06068	Operation and Management of Channel	2	

Cont

Code	Courses	Credit(s)	Remarks
TF06069	TV Brand Operation	2	
TF06009	TV Program Packaging and Scheduling	2	
TF06070	Screenplay Writing	2	
TF06071	for Radio and TV Program Writing	2	
TF06072	Overview of Cultural Creativity	2	
TF06073	Introduction to TV Arts	2	
TF06074	Types of TV Series	2	
TF06040	Film and Television Advertising Production	2	
TF06075	Media and Society	2	
TF06076	History of Chinese and Foreign Films	2	
TF06077	Web Design and Production	2	
TF06078	A Comparison between Chinese and Foreign Television Programs	2	
TF06079	Academic Writing	1	

Note: 1. Students can register for optional courses offered by other colleges and schools of Hunan University, but the total credits thus earned should be not more than 10 credits.

2. Students who win major-related contest prizes can apply for credits, and after the Advisory Committee on the Teaching Affairs of our school reviews and approves of the application, credits will be awarded in accordance with relevant regulations. The credits thus awarded cannot be used to offset those required by the Degree Programs of our school.

6. Centralized Practice (26 credits)

Code	Courses	Credit(s)	Remarks
GE01040	Military Training (including military courses)	0	
GE09030	Chinese Writing Training	1	
GE09002	Practice of Simulation Platform and Tool Application	1	
TF10020	Course Practical Training I	1	Report by course group
TF10021	Course Practical Training II	1	Report by course group
TF10001	Professional Probation	1	Visiting Media
TF10002	Social Practice	2	Social Survey
TF10022	Professional Training I	2	Shooting and production of TV literature and art works
TF10024	Professional Training II	2	Shooting and production of TV on-the-spot reports
TF10025	Graduation Practice	10	
TF10026	Graduation Thesis (design)	6	

VI. Teachers and courses

No.	Name	Title	Degree	Specialty	Courses (Core Major Courses, Optional Major Courses and Optional General education Courses)
1	Xiao Peng	Professor	Doctor	Broadcasting and TV Program Planning	Broadcasting and TV Program Planning, Academic Norms and Essay Writing

Cont

No.	Name	Title	Degree	Specialty	Courses (Core Major Courses, Optional Major Courses and Optional General education Courses)
2	He Chungeng	Professor	Doctor	Filmology, Television Arts Research	A Comparison between Chinese and Foreign
3	He Zujian	Professor	Bachelor	Filmology	History of Chinese and Foreign Films
4	Wu Weixiang	Professor	Part-time	TV Directing	TV Program Directing
5	Wang Jing	First-class director	Part-time	Film Directing	The Foundation of Directing
6	Cui Liannong	Professor	Doctor	History of Journalism	Overview of Culture
7	Zhou Qingping	Associate Professor	Doctor	Film and TV Arts	Introduction to TV Writing and Directing, Film and TV Writers, Analysis of Classic Films
8	Huang Xuejian	Associate Professor	Doctor	Broadcasting and TV Program Production	TV Documentary Creation
9	Su Meini	Associate Professor	Doctor	Film and Television Culture	Introduction to Aesthetics, Introduction to Arts, Types of TV Series
10	Liao Yanjun	Associate Professor	Doctor	Film and Television Culture	History of Chinese and Foreign Broadcasting and Television, TV Brand Operation
11	Liu Chen	Lecturer	Doctor	Film and Television Culture	Introduction to Broadcasting and Television, Analysis of Broadcasting and TV Works, Overview of Cultural Creativity
12	Xie Ying	Lecturer	Ph. D candidate	Film and Television Culture	Introduction to Communication, Broadcasting and TV Writing
13	Wan Li	Lecturer	Ph. D candidate	Broadcasting and Television Show Editing	TV Editor, Broadcasting Editor, Web Editor
14	Xia Yanyan	Lecturer	Master	Film and Television Culture	Broadcasting and Television News, Ethics and Laws of Communication
15	Yang Li	Lecturer	Master	Broadcasting and Television Show Production	TV Variety Show Creation, TV Entertainment Show, TV Art Film Creation
16	Zhu Junsen	Lecturer	Master	Broadcasting and Television Show Production	Fundamental Photography, TV Photography, Audio-visual Language
17	Ye Sizhan	Lecturer	Master	Broadcasting and Television Show Production	Foundation of Music, TV Music and Sound
18	Wang Lifeng	Teaching Assistant	Master candidate	Broadcasting and Television Show Production	Digital Film and TV Production, TV Program Packaging and Scheduling

VII. Responsible professor

No.	Name	Title	Degree	Specialty	Course
1	Xiao Peng	Professor	Doctor	Broadcasting and TV Program Planning	Broadcasting and TV Program Planning, Academic Norms and Essay Writing

(翻译人:张小勇)