

# 新闻学

## 一、培养目标

本专业主要培养坚持马克思主义新闻观，系统掌握新闻传播基础理论和实务技能，具备良好的政治和道德素质、扎实的专业知识功底、较强的实践与创新能力，具有市场意识、国际视野和全媒体传播能力，既熟悉新闻传播业务又懂得媒介经营管理，德、智、体全面发展的应用型、复合型新闻人才。

## 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，坚持正确的政治立场和政治方向，拥护中国共产党的领导。
2. 道德素质：坚守公民基本道德规范，具有服务国家、服务人民、服务中国特色社会主义的社会责任感和职业理想。
3. 专业素质：全面掌握新闻传播的基本原理、专业知识以及职业伦理与法规。
4. 身体素质：具有健康的体魄和心理。

### （二）能力要求

1. 具备与本专业工作相适应的理论学习能力，并掌握持续学习的方法。
2. 具备与新闻传播实践的发展变化相适应的实践动手能力和创新能力。
3. 具备熟练的中外语言文字表达能力与沟通能力。
4. 具备计算机和现代新媒体技术的应用能力。
5. 掌握科学的辩证思维方法和社会科学研究的基本方法，具备初步的社会调查与科学研究能力。

### （三）知识要求

1. 拥有比较广博和扎实的人文社会科学知识。
2. 掌握必要的自然科学知识。
3. 掌握新闻传播学的基本理论知识，了解新闻传播行业的发展动态。
4. 掌握新闻传播学类相关专业的理论知识。
5. 掌握媒介经营管理的基本原理和知识。
6. 了解党和政府关于新闻传播和宣传方面的方针、政策和法规。

## 三、培养特色

本专业深刻把握新闻学作为应用学科的基本特点，贯彻“拓宽基础，加强实践，培养素质，提高能力”的人才培养方针，坚持基础与实践并重，重视素质和能力的培养，强调理论教学与实践教学相结合，注重在专业实验室、校园媒体、新闻媒体等多种实践教学平台对学生进行系统的专业训练，重视综合素质和思维能力、动手能力、创新能力的全面培养。

## 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. 新闻学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	36	16	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,授予文学学士学位。

## 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) 学门核心课程 (21 学分)

编码	课程名称	学分	备注
JM03011	社会学概论	3	法学院
JM03015	政治学原理	2	法学院
JM03014	西方哲学史	3	岳麓书院
JM03002	中国古代文学作品选	3	文学院
JM03003	中国现当代文学作品选	3	文学院
JM03004	外国文学作品选	3	文学院
JM03012	公共关系学	2	新影院
JM03013	社会心理学	2	马列院

### (三) 学类核心课程 (36 学分)

编码	课程名称	学分	备注
JM04011	新闻学概论	3	
JM04013	传播学概论	3	
JM04001	新闻传播史(一)	2	
JM04002	新闻传播史(二)	2	
JM04012	广告学概论	3	
JM04014	广告策划与创意	3	
JM04015	新闻采写(一)	3	

续表

编码	课程名称	学分	备注
JM04016	电视摄像与编辑	3	
JM04017	网络与新媒体概论	2	
JM04018	媒介经营管理	3	
JM04019	媒介经济学	3	
JM04020	新闻传播伦理与法规	3	
JM04021	市场调查与分析	3	

**(四) 专业核心课程 (16 学分)**

编码	课程名称	学分	备注
JM05029	马克思主义新闻思想	2	
JM05030	新闻采写 (二)	3	
JM05031	新闻编辑	3	
JM05032	新闻摄影	3	含基础摄影
JM05033	新闻评论	3	
JM05034	数字媒体技术	2	

**(五) 选修课程 (21 学分)**

A 组: 新闻学方向

编码	课程名称	学分	备注
JM06044	舆论学	2	
JM06017	马列新闻原著选读	2	
JM06045	广播电视新闻	2	
JM06046	新闻报道专题	2	
JM06047	中西新闻报道比较	2	
JM06048	新闻作品评析	2	
JM06049	网络新闻采编	2	
JM06050	新闻报道策划	2	
JM06035	新闻心理学	2	
JM06051	国际新闻与对外传播	2	
JM06052	媒介批评	2	
JM06053	广播电视节目策划	2	
JM06054	电视纪录片创作	2	
JM06055	基础写作	2	
JM07003	专业英语	2	
JM06056	学术规范与论文写作	1	

B 组: 媒介经营管理方向

编码	课程名称	学分	备注
JM06057	媒介人力资源管理	2	
JM06058	媒体资本运作	2	
JM06059	媒介市场营销	2	
JM06060	媒介财务管理	2	
JM06061	报刊业经营	2	
JM06062	图书出版业经营	2	
JM06063	广播电视业经营	2	
JM06064	新媒体经营	2	
JM06065	媒介活动策划	2	

续表

编码	课程名称	学分	备注
JM06066	文化创意产业	2	
JM06067	媒介与社会	2	
JM07003	专业英语	2	
JM06056	学术规范与论文写作	1	

## C组：网络与新媒体方向

编码	课程名称	学分	备注
JM06068	新媒体数据挖掘与分析	2	
JM06069	网络舆情监测与研判	2	
JM06070	公共危机传播管理	2	
JM06071	网页设计与制作	2	
JM06072	新媒体创意与策划	2	
JM06073	新媒体传播效果分析	2	
JM06074	新媒体经营	2	
JM06075	新闻发言人	2	
JM06076	新媒体经典案例评析	2	
JM06077	数字出版	2	
JM06078	应用软件开发基础	2	
JM07003	专业英语	2	
JM06056	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
GE014040	军事训练 (含军事课程)	0	
TF10001	专业研究与见习	1	新生研讨、媒体参观体验
GE09030	中文写作实训	1	
GE09002	仿真平台与工具运用实践	1	
TF10002	社会实践	1	社会调查
JM10016	专业实训1 (融合新闻报道)	2	
JM10017	专业实训2 (数字多媒体作品制作)	2	
JM10015	毕业实习	10	
JM10014	毕业论文 (设计)	8	

## 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	彭祝斌	教授	博士	媒介经营管理	媒介经营管理概论
2	崔炼农	教授	博士	新闻史论	新闻传播史 (二)、学术规范与论文写作、新闻心理学
3	向志强	教授	博士	媒介资本运作	传播学概论、媒介资本运作
4	王国平	教授	博士	媒介经济	媒介经济学
5	雷鸣	教授	硕士	新闻出版	数字出版

续表

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)
6	廖建军	教授	博士	新闻出版	数字出版
7	徐琼	副教授	博士	新闻理论	新闻学概论、新闻传播伦理与法规
8	陶贤都	副教授	博士	科技新闻与科技传播	新闻传播史 (一)、新闻报道专题
9	吴月娥	副教授	学士	新闻实务	新闻采写、新闻报道专题、新闻报道策划
10	唐克农	副教授	博士	新闻实务	舆论学、新闻报道专题
11	梁媛	副教授	博士	新闻实务	新闻编辑
12	王再	副教授	学士	新闻实务	新闻摄影
13	戴松	副教授	硕士	新闻实务	电视摄像与编辑、公共危机传播管理
14	何芳明	主任编辑	博士	新闻实务	新闻采写、网络新闻采编
15	梅文慧	副教授	硕士	网络舆情	新媒体创意与策划、新闻发言人
16	鲁佑文	副教授	博士	新闻实务	新闻评论、媒介批评、新媒体经典案例评析
17	黄学建	副教授	博士	广播电视学	电视纪录片创作
18	廖艳君	副教授	博士	影视文化	新闻作品评析
19	刘社瑞	副教授	学士	媒介经营管理	媒介经营管理概论、媒介人力资源管理、文化创意产业
20	邓向阳	副教授	博士	媒介经济	媒介经济学、媒介与社会、广播电视业经营
21	阳美燕	副教授	博士	网络舆情	报刊业经营、网络舆情监测与研判
22	陈道珍	副教授	硕士	媒介市场营销	媒介市场营销、媒介活动策划
23	孙起	讲师	博士	新闻理论	公共关系学、媒介批评、新闻学概论
24	孙玉玲	讲师	博士	新媒体经营	网络与新媒体概论、新媒体经营、图书出版经营
25	许静	讲师	博士	广播电视学	广播电视新闻、广播电视节目策划
26	王玮	讲师	博士在读	新闻实务	专业英语、中西新闻报道比较、国际新闻与对外传播、新闻传播伦理与法规
27	胡耀华	讲师	博士在读	媒介市场调查	市场调查与分析、媒介财务管理、新媒体传播效果分析
28	向鹏	讲师	博士在读	科技新闻与科技传播	马克思主义新闻思想、马列新闻原著选读、新闻编辑、新闻报道专题
29	谢伟	助教	博士在读	新媒体	数字媒体技术

## 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	彭祝斌	教授	博士	媒介经营管理	媒介经营管理概论

# Journalism and Communication

## I . Educational goal

This major aims to cultivate interdisciplinary professionals who adhere to the Marxist outlook on journalism and systematically master the basic theories and practical skills of journalism, with good political awareness and moral quality, solid professional knowledge, strong ability of practice and innovation, market consciousness, international vision and all-media communication ability. Furthermore, they should be acquainted with journalism and communication business and media operation and management, and develop morally, intellectually and physically as well.

## II . Basic requirements

### 1. Quality requirements

(1) Political awareness; adhere to the Marxist outlook on journalism, stick to correct political stance and political orientation, and support the leadership of the Communist Party of China.

(2) Moral quality; stick to the basic moral standards of Chinese citizens and have the sense of responsibility and professional aspirations to serve the country, service the people, and serve the socialism with Chinese characteristics.

(3) Professional quality; comprehensively grasp the basic principles, professional knowledge, and the ethics and laws and regulations of journalism.

(4) Physical quality; maintain physical and mental health.

### 2. Capability requirements

(1) Have the ability to study theories adapted to professional work, and master the method of continuous learning.

(2) Have practical and innovative capability to cater to the development of journalism and communication practice.

(3) Be skilled in expression and communication with both Chinese and foreign languages.

(4) Be able to use computer and modern new media technology.

(5) Master the scientific dialectical thinking methods and the basic methods of social science research, and initially acquire the ability of social investigation and scientific research.

### 3. Knowledge requirements

(1) Have wide and solid knowledge of humanities and social science.

(2) Acquire necessary knowledge of natural science.

(3) Be acquainted with basic theories of journalism and understand the dynamic development of journalism industry.

(4) Master the theories of specialties related to journalism.

(5) Know the basic principles and knowledge of medium operation and management.

(6) Understand the guidelines, policies, laws and regulations formulated by the CPC and Chinese government on journalism and communication.

### III. Education features

As journalism is an applied subject, we adhere to the talent cultivating principle “widening students’ basic knowledge, strengthening their practice, enhancing their quality, and improving their abilities”, give equal importance to basic knowledge and practice, attach great weight to quality and ability education, emphasize the combination of theories and practice education, carry out professional training for students in many kinds of practical platforms such as professional laboratory, campus media and news media. We also stress comprehensive training of students’ quality and thinking ability, practice ability as well as innovation ability.

### 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	Required General education courses	Introductory Major courses	Major survey core courses	Required core courses	Restricted electives	General education electives	Intensive practice	Total
Credits	27	21	36	16	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 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
JM03011	Introduction to Sociology	3	Law School
JM03015	Principles of Political Science	2	Law School
JM03014	A History of Western Philosophy	3	Yuelu Academy
JM03002	Selected Readings of Ancient Chinese Literary Work	3	College of Chinese Language and Literature
JM03003	Chinese Modern and Contemporary Literary Works	3	College of Chinese Language and Literature
JM03004	Selected Translations of Foreign Literary Works	3	College of Chinese Language and Literature
JM03012	Public Relations	2	College of Journalism and Communication & Film and Television Arts
JM03013	Social Psychology	2	College of Marxism Studies

## 3. B-type Core Courses (36 credits)

Code	Courses	Credit(s)	Remarks
JM04011	Introduction to Journalism	3	
JM04013	Introduction to Communication	3	
JM04001	History of Journalism and Communication (I)	2	
JM04002	History of Journalism and Communication II	2	
JM04012	Introduction to Advertising	3	
JM04014	Advertising Planning and Creation	3	
JM04015	News Collecting and Writing (I)	3	
JM04016	TV Shooting and Editing	3	
JM04017	Introduction to Network and New Media	2	
JM04018	Media Operation and Management	3	
JM04019	Media Economics	3	
JM04020	Ethics and Laws of Journalism and Communication	3	
JM04021	Market Survey and Analysis	3	

## 4. Major Core Courses (16 credits)

Code	Courses	Credit(s)	Remarks
JM05029	Marxism Ideology of Journalism	2	
JM05030	News Collecting and Writing II	3	
JM05031	News Editing	3	
JM05032	News Photography	3	Including photography foundation
JM05033	News Review	3	
JM05034	Digital Media Technology	2	

## 5. Optional Courses (21 credits)

## Group A: Journalism-oriented



Code	Courses	Credit(s)	Remarks
JM06044	Public Opinions	2	
JM06017	Selected Original Marxism-leninism Readings on Journalism	2	
JM06045	Radio and Television News	2	
JM06046	News Special Reports	2	
JM06047	A Comparison between Chinese and Western News	2	
JM06048	Comments and Analysis on News Works	2	
JM06049	Network News Collecting and Editing	2	
JM06050	News and Report Planning	2	
JM06035	News Psychology	2	
JM06051	International News and Communication	2	
JM06052	Medium Criticism	2	
JM06053	Radio and Television Program Planning	2	
JM06054	Television Documentary Creating	2	
JM06055	Fundamental Writing	2	
JM07003	Specialized English	2	
JM06056	Academic Norms and Essay Writing	1	

Group B: Medium Operation and Management — oriented

Code	Courses	Credit(s)	Remarks
JM06057	Media Human Resource Management	2	
JM06058	Media Capital Operation	2	
JM06059	Media Marketing	2	
JM06060	Media Financial Management	2	
JM06061	Newspapers and Periodicals Operation	2	
JM06062	Book Publishing Operation	2	
JM06063	Broadcasting Operation	2	
JM06064	New Media Operation	2	
JM06065	Media Event Planning	2	
JM06066	Cultural Creative Industry	2	
JM06067	Media and Society	2	
JM07003	Specialized English	2	
JM06056	Academic Writing	1	

Group C: Network and New Media-oriented

Code	Courses	Credit(s)	Remarks
JM06068	New Media Data Mining and Analysis	2	
JM06069	Network Public Opinion Monitor and Analysis	2	
JM06070	Public Crisis Communication Management	2	
JM06071	Web Design and Making	2	
JM06072	New Media Creativity and Planning	2	
JM06073	Analysis of Communication Effect of New Media	2	
JM06074	New Media Operation	2	
JM06075	Press Spokesman	2	
JM06076	Analysis of Typical Cases on New Media	2	
JM06077	Digital Publishing	2	
JM06078	Application Software Development Base	2	
JM07003	Specialized English	2	
JM06056	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	Credits	Notes
GE01040	Military Training (including military courses)	0	
TF10001	Professional Trainee	1	Visiting Media
GE09030	Chinese Writing Training	1	
GE09002	Practice of Simulation Platform and Tool Application	1	
TF10002	Social Practice	1	Social Survey
JM10016	Professional Training 1(Integrating News and Reports)	2	
JM10017	Professional Training 2(Digital Multimedia Work)	2	
JM10015	Graduation Practice	10	
JM10014	Graduation Thesis (design)	8	

## VI. Teachers and courses

No.	Name	Title	Degree	Specialty	Courses (Core Major Courses, Optional Major Courses and Optional General Education Courses)
1	Peng Zhubin	Professor	Doctor	Medium Operation and Management	Introduction to Medium Operation and Management
2	Cui Liannong	Professor	Doctor	Journalism History	History of Journalism and Communication II, Academic Norms and Essay Writing, Journalism Psychology
3	Xiang Zhiqiang	Professor	Doctor	Medium Capital Operation	Introduction to Communication, Medium Capital Operation
4	Wang Guoping	Professor	Doctor	Medium Economy	Medium Economics
5	Lei Ming	Professor	Master	Press and Publishing	Digital Publishing
6	Liao Jianjun	Professor	Doctor	Press and Publishing	Digital Publishing
7	Xu Qiong	Associate Professor	Doctor	Journalism Theories	Introduction to Journalism, Journalism and Communication Ethics and Laws
8	Tao Xiandu	Associate Professor	Doctor	Science and Technology News and Science and Technology Communication	History of Journalism and Communication (I), News Special Report
9	Wu Yue'e	Associate Professor	Bachelor	Journalism Practice	News Collecting and Writing, News Special Report, New Report Planning
10	Tang Kenong	Associate Professor	Doctor	Journalism Practice	Public Opinion, News Special Report
11	Liang Yuan	Associate Professor	Doctor	Journalism Practice	News Editing
12	Wang Zai	Associate Professor	Bachelor	Journalism Practice	News Photography

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No.	Name	Title	Degree	Specialty	Courses (Core Major Courses, Optional Major Courses and Optional General Education Courses)
13	Dai Song	Associate Professor	Master	Journalism Practice	TV Shooting and Editing, Public Crisis Communication Management
14	He Fangming	Associate senior editor	Doctor	Journalism Practice	News Collecting and Writing, Online News Collecting and Editing
15	Mei Wenhui	Associate Professor	Master	Online Public Opinion	New Media Creativity and Planning, Press Spokesman
16	Lu Youwen	Associate Professor	Doctor	Journalism Practice	News Commentary, Medium Criticism, Analysis of Typical Cases of New Media
17	Huang Xuejian	Associate Professor	Doctor	Broadcasting and Television Science	Television Documentary Creation
18	Liao Yanjun	Associate Professor	Doctor	Screen Culture	News Work Comment and Analysis
19	Liu Sherui	Associate Professor	Bachelor	Medium Operation and Management	Introduction to Medium Operation and Management, Medium Human Resources Management, Cultural Creative Industry
20	Deng Xiangyang	Associate Professor	Doctor	Medium Economy	Medium Economics, Medium and Society, Operation of Radio-television Industry
21	Yang Meiyan	Associate Professor	Doctor	Online Public Opinions	Operation of Press Industry, Monitor and Analysis of Online Public Opinions
22	Chen Daozhen	Associate Professor	Master	Medium Marketing	Medium Marketing, Medium Events Planning
23	Sun Qi	Lecturer	Doctor	Journalism Theory	Public Relations, Medium Criticism, Introduction to Journalism
24	Sun Yuling	Lecturer	Doctor	New Media Operation	Introduction to Network and New Media, New Media Operation, Book Publishing Operation
25	Xu Jing	Lecturer	Doctor	Broadcasting and Television Science	Broadcasting and Television News, Broadcasting and Television Program Planning
26	Wang Wei	Lecturer	Ph. D Candidate	Journalism Practice	Professional English, A Comparison between Chinese and Western Journalism, International Journalism and Communication, Ethics and Laws of Journalism and Communication
27	Hu Yaohua	Lecturer	Ph. D Candidate	Medium Market Survey	Market Survey and Analysis, Medium Financial Management, Analysis of Communication Effect on New Media

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No.	Name	Title	Degree	Specialty	Courses (Core Major Courses, Optional Major Courses and Optional General Education Courses)
28	Xiang Peng	Lecturer	Ph. D Candidate	Science and Technology News and Science and Technology Communication	Marxism Ideology of Journalism, Selected Original Marxism-leninism Readings on Journalism, News Editing, News Special Report
29	Xie Wei	Teaching Assistant	Ph. D Candidate	New Media	Digital Media Technology

## VII. Responsible professor

No.	Name	Title	Degree	Specialty	Course
1	Peng Zhubin	Professor	Doctor	Media operation and management	Introduction to Medium Operation and Management

(翻译人: 张小勇)