**网络与新媒体 专业2024版本科培养方案**

**Undergraduate Education Plan for Specialty in**

**Materials Physics (2024)**

|  |  |  |  |
| --- | --- | --- | --- |
| 专业名称 | **网络与新媒体** | 主干学科 | **新闻传播学** |
| Major | Network and New Media | Major Disciplines | Journalism and Communication |
| 计划学制 | **四年** | 授予学位 | **文学学士** |
| Duration | 4 Years | Degree Granted | Bachelor of Literature |
| 所属大类 | **新闻传播学类** | 大类培养年限 | **0年** |
| Disciplinary | Journalism and Communication | Duration | 0 years |

**最低毕业学分规定**

**Graduation Credit Criteria**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| 课程分类Course Classification课程性质Course Nature | 通识教育课程Public Courses | 学科基础课程Disciplinary Fundamental Courses | 专业课程Specialty Elective Courses  | 个性课程Personalized Course | 集中性实践教学环节Specialized Practice Schedule | 课外学分Study Credit after Class | 总学分TotalCredits |
| 必修课Required Courses | 38 | 27.5 | 37 | \ | 24.5 | 2 | 175 |
| 选修课Elective Courses | 9 | \ | 23 | 6 | \ | 8 |

**一、专业简介**

**Ⅰ Professional Introduction**

网络与新媒体专业顺应数字化时代传媒产业变革趋势而开设，服务于国家媒体数字化转型与升级战略，培养新媒体产业发展时代所需，具备新媒体意识，熟悉现代信息传播技术，掌握与之相关的基本理论和技能，能在各类媒体和党政机关、企事业单位从事网络与新媒体采编、策划、传播、运营等相关工作的宽口径、复合型的高级专门人才。

The Network and New Media major is established in response to the trend of media industry transformation in the digital era, serving the national media digital transformation and upgrading strategy, cultivating the needs of the new media industry development era, possessing new media awareness, familiar with modern information communication technology, mastering relevant basic theories and skills, and being able to engage in communication technology work such as journalist, editor, director, planning, filming (filming), production, network and new media technology development in various traditional media institutions, party and government agencies, or enterprises and institutions.

**二、培养目标与毕业要求**

**II Educational Objectives &Requirement**

1. **培养目标**

本专业培养适应社会主义现代化建设需要的德、智、体、美、劳全面发展的，具有宽广人文与科学知识，具备网络与新媒体基本知识与网络策划、创意、制作、经营能力，能在网络公司、新闻媒体从事网络产品策划与创意、设计与制作、经营与管理等方面工作的适应能力强、实干精神强、创新意识强，具有卓越追求、卓越能力的新媒体人才。具体包括以下 5 个方面：

本专业期待毕业生五年后能达成下列目标：

（1）身心健康，具备良好的敬业精神、社会责任感和职业道德，关注当代全球和社会问题，具有质量意识、环境意识和安全意识。

（2）具有从事网络产品设计和技术服务等工作所需的数理知识和其它相关自然科学知识，并能将数学和科学工具运用于解决问题。

（3）具有综合运用网络媒体理论和工具策划、设计、制作、发布的能力。

（4）精通策划、设计、制作网络媒体产品的工具和软硬件技术。

（5）具有良好的口头和书面表达和交流沟通能力、良好的团队意识和合作精神，具有终身学习的能力。

Education Objectives

The objective of the course is to cultivate advanced professional advertising talents, who have widely cultural and scientific knowledge, theories and skills of advertising. Graduates will be able to engage in advertising operation and management, advertising strategy and planning, advertising creation design, marketing planning and market research and analysis in advertising agencies, news media sectors, market investigation and information consulting industries, etc. (1) The physical and mental health, having good professional spirit, the sense of social responsibility and occupation moral, compartmentalization global and social issues, with the quality consciousness, environmental awareness and safety awareness. (2) With the science knowledge needed to engaged in network product design and technical service work, and using them to solve problems. (3) Have the capacity of planning, design, production, distributing . (4) Proficient in advertising production tools and software and hardware technology. (5) With good oral and written expression and communication skills, team consciousness and spirit, the ability of lifelong study

Students of this program are expected to achieve the following objectives 5 years after graduation：

（1）The physical and mental health, having good professional spirit, the sense of social responsibility and occupation moral, compartmentalization global and social issues, with the quality consciousness, environmental awareness and safety awareness.

（2）With the science knowledge needed to engaged in network product design and technical service work, and using them to solve problems.

（3）Have the capacity of planning, design, production, distributing .

（4）Proficient in advertising production tools and software and hardware technology.

（5）With good oral and written expression and communication skills, team consciousness and spirit, the ability of lifelong study.

1. **毕业要求**

(1) **学科知识体系**：掌握从事本专业领域所需的专业知识，能够融合新闻传播理论、计算机科学与艺术设计等多学科知识，解决新媒体环境下的复杂传播问题。

(2) **问题诊断能力**：掌握基本的信息搜集和分析的方法，能够准确识别出关键问题，并对问题进行分类和评估。

(3) **创新解决方案**：熟悉数字内容生产、传播与管理全流程规范，掌握AIGC工具应用，能够结合行业趋势和用户需求，提出具有创新性和实用性的方案。

(4) **学术研究能力**：具备运用学科知识和科学方法对新媒体领域的问题或现象进行深入的研究和分析能力，包括设计实验、分析与解释数据、并通过信息综合得到合理有效的结论。

(5) **技术工具应用**：掌握各种新媒体工具和技术，了解基本原理和操作方法，掌握新媒体数据分析方法，并能够在实际工作中灵活运用。

(6) **可持续发展**：具备可持续发展意识，关注新媒体行业最新发展趋势，在网络与新媒体领域中进行有效的技术应用和创新，确保自己的工作符合可持续发展的要求。

(7) **数字伦理素养**: 熟悉新媒体领域相关法律法规，具有人文社会科学素养和社会责任感，在从事网络与新媒体相关工作时，能够遵循道德准则，维护职业声誉，并为社会负责。

(8) **个人和团队**：能够在多样化、多学科背景下的团队中承担个体、团队成员以及负责人的角色；具备良好的团队协作能力，能够与团队成员有效沟通、协作，发挥自己的特长和优势共同完成任务。

(9) **沟通**：能够在网络与新媒体领域与业界同行及社会公众进行有效沟通和交流，包括撰写报告和设计文稿、陈述发言、清晰表达或回应指令；能够在跨文化背景下进行沟通和交流，理解、尊重语言和文化差异。

(10) **项目管理**：理解并掌握项目管理的原理与决策方法，具备全面的项目管理能力，包括项目规划、组织、实施、监控与评估以及跨领域合作等方面的能力。

(11) **终身学习**：具有自主学习和终身学习的意识和能力，能够理解广泛的技术变革对工程和社会的影响，适应新技术变革，具有批判性思维能力。

（英文翻译）

**Graduation Requirement**

(1) **Subject knowledge system**: Master the professional knowledge required for engaging in this field, be able to integrate interdisciplinary knowledge such as news communication theory, computer science, and art design, and solve complex communication problems in the new media environment.

(2) **Problem diagnosis ability**: Master basic methods of information collection and analysis, accurately identify key issues, and classify and evaluate problems.

(3) **Innovative solutions**: Familiar with the full process norms of digital content production, dissemination, and management, proficient in the application of AIGC tools, able to combine industry trends and user needs to propose innovative and practical solutions.

(4) **Academic research ability**: Possess the ability to apply disciplinary knowledge and scientific methods to conduct in-depth research and analysis of problems or phenomena in the field of new media, including designing experiments, analyzing and interpreting data, and obtaining reasonable and effective conclusions through information synthesis.

(5) **Application of technical tools**: Master various new media tools and technologies, understand basic principles and operating methods, master new media data analysis methods, and be able to flexibly apply them in practical work.

(6) **Sustainable development**: Possess awareness of sustainable development, pay attention to the latest trends in the new media industry, effectively apply and innovate technology in the fields of network and new media, and ensure that one's work meets the requirements of sustainable development.

(7) **Digital ethics literacy**: Familiar with relevant laws and regulations in the field of new media, possessing humanities and social science literacy and a sense of social responsibility. When engaged in work related to the internet and new media, able to follow ethical standards, maintain professional reputation, and be responsible to society.

(8) **Individuals and teams**: able to take on the roles of individuals, team members, and leaders in diverse and multidisciplinary teams; Have good teamwork skills, able to effectively communicate and collaborate with team members, and leverage their strengths and advantages to jointly complete tasks.

(9) **Communication**: Able to effectively communicate and interact with industry peers and the general public in the field of online and new media, including writing reports and designing documents, making statements, expressing or responding to instructions clearly; Being able to communicate and interact in a cross-cultural context, understanding and respecting language and cultural differences.

(10) **Project management**: Understand and master the principles and decision-making methods of project management, possess comprehensive project management capabilities, including project planning, organization, implementation, monitoring and evaluation, as well as cross disciplinary cooperation.

(11) **Lifelong learning**: Possess the awareness and ability of self-directed and lifelong learning, be able to understand the impact of extensive technological changes on engineering and society, adapt to new technological changes, and have critical thinking skills.

**表2 培养目标的矩阵关系毕业要求支撑**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **毕业要求** | **培养目标1** | **培养目标2** | **培养目标3** | **培养目标4** | **培养目标5** |
| 毕业要求1 |  | √ |  |  |  |
| 毕业要求2 |  | √ |  |  |  |
| 毕业要求3 | √ |  | √ | √ |  |
| 毕业要求4 |  |  |  | √ |  |
| 毕业要求5 |  |  | √ | √ |  |
| 毕业要求6 | √ |  |  | √ |  |
| 毕业要求7 | √ |  |  |  |  |
| 毕业要求8 |  |  | √ |  | √ |
| 毕业要求9 |  |  |  |  | √ |
| 毕业要求10 |  | √ |  | √ |  |
| 毕业要求11 |  |  |  |  | √ |

毕业要求的达成需以课程（教学环节）的教学活动为支撑。本专业为合理设置课程体系、落实对毕业要求的支撑课程，对各项毕业要求进行了解。每项毕业要求（一级指标）被分解为若干层层递进的指标点（二级指标） ，前一指标点的达成是下一指标点达成的基础，而下一指标点的达成是前一指标点的升华，所有指标点一起，支撑了该毕业要求的达成。根据上述分解方法，本专业各项毕业要求的指标点分解如下表所示。

**表3 毕业要求指标点的分解**

|  |  |
| --- | --- |
| **毕业要求** | **指标点** |
| 毕业要求1. 学科知识体系：掌握从事本专业领域所需的专业知识，能够融合新闻传播理论、计算机科学与艺术设计等多学科知识，解决新媒体环境下的复杂传播问题。 | 1.1社科知识：掌握社会科学的基础知识和理论基础。 |
| 1.2基本理论：掌握网络与新媒体基础理论和相关领域的基本理论。 |
| 1.3研究方法：掌握人文社科及自然科学的基础研究方法，掌握定性研究与定量研究的原理与运用。 |
| 毕业要求2. 问题诊断能力：掌握基本的信息搜集和分析的方法，能够准确识别出关键问题，并对问题进行分类和评估。 | 2.1问题识别能力：具备敏锐的观察力和判断力，能够准确识别出关键问题。 |
| 2.2信息搜集能力：掌握信息搜集和分析的方法。 |
| 2.3分析能力：运用统计学、数据分析等方法进行分析。 |
| 毕业要求3. 创新解决方案：熟悉数字内容生产、传播与管理全流程规范，掌握AIGC工具应用，能够结合行业趋势和用户需求，提出具有创新性和实用性的方案。 | 3.1熟悉政策法规：了解和基本掌握普法知识，熟悉新媒体的相关政策法规，有清晰的依法行事的理念。 |
| 3.2设计解决方案：能够结合行业趋势和用户需求，提出具有创新性和实用性的方案。 |
| 毕业要求4. 学术研究能力：具备运用学科知识和科学方法对新媒体领域的问题或现象进行深入的研究和分析能力，包括设计实验、分析与解释数据、并通过信息综合得到合理有效的结论。 | 4.1表述问题和实验设计：有清晰表达问题、严谨的实验设计能力。 |
| 4.2文献研究：学会检索和查阅文献，提炼和总结文献成果，以获取知识梳理和研究总结。 |
| 4.3实验研究：能按实验设计进行研究，具备数据分析和解读的能力。 |
| 4.4获得结论：具备通过信息综合得到合理有效的结论的能力。 |
| 毕业要求5. 技术工具应用：掌握各种新媒体工具和技术，了解基本原理和操作方法，掌握新媒体数据分析方法，并能够在实际工作中灵活运用。 | 5.1信息检索技术：掌握利用现代信息传播技术跟踪并获取信息的方法。 |
| 5.2现代信息传播技术：熟悉新媒体专业领域的最新制作工具。 |
| 5.3软件工具：掌握各种与新闻传播实践相关的软件技术，并熟练运用。 |
| 毕业要求6. 可持续发展：具备可持续发展意识，关注新媒体行业最新发展趋势，在网络与新媒体领域中进行有效的技术应用和创新，确保自己的工作符合可持续发展的要求。 | 6.1创新和可持续发展意识：关注新媒体行业最新发展趋势，积极推广绿色、低碳、环保的理念和技术 |
| 6.2批判性思维：培养逻辑思维和辩证思维的能力，具有批判意识和求真务实的科学思维。 |
| 毕业要求7. 数字伦理素养: 熟悉新媒体领域相关法律法规，具有人文社会科学素养和社会责任感，在从事网络与新媒体相关工作时，能够遵循道德准则，维护职业声誉，并为社会负责。 | 7.1承担社会责任：保持诚信和专业精神，树立良好的职业形象；关注社会问题，积极传播正能量，弘扬社会主义核心价值观。 |
| 7.2职业规范：了解并严格遵守新闻传播、广告、公关等相关行业的职业道德准则。。 |
| 毕业要求8. 个人和团队：能够在多样化、多学科背景下的团队中承担个体、团队成员以及负责人的角色；具备良好的团队协作能力，能够与团队成员有效沟通、协作，发挥自己的特长和优势共同完成任务。 | 8.1合作共事：具有较强的适应能力、人际交往能力和团队协作能力。 |
| 8.2独立工作：具有独当一面的实践工作能力和有所担当的职业品质。 |
| 8.3组织协调：具有一定的组织管理能力，能自信、灵活地处理人际环境和职场环境。 |
| 毕业要求9. 沟通：能够在网络与新媒体领域与业界同行及社会公众进行有效沟通和交流，包括撰写报告和设计文稿、陈述发言、清晰表达或回应指令；能够在跨文化背景下进行沟通和交流，理解、尊重语言和文化差异。 | 9.1表达观点：具有良好的口头和书面表达和交流能力，具备一定的表达技巧。 |
| 9.2了解前沿：对学科和行业前沿动态有主动学习的热情，了解基本动向。 |
| 9.3跨文化交流：具备至少熟练掌握一门外语进行沟通和交流能力。 |
| 毕业要求10. 项目管理：理解并掌握项目管理的原理与决策方法，具备全面的项目管理能力，包括项目规划、组织、实施、监控与评估以及跨领域合作等方面的能力。 | 10.1掌握方法：掌握新闻传播的研究方法和新媒体系统经营与管理的基本方法。 |
| 10.2理解问题：熟悉新媒体系统活动的整体运作，运用营销学、新闻学与传播学知识分析环境，为决策提供理论支撑。 |
| 10.3决策运用：具备较强的策划能力和基本的创业能力，能够发现并抓住市场机遇，提出新的设想，创造新的价值。 |
| 毕业要求11. 终身学习：具有自主学习和终身学习的意识和能力，能够理解广泛的技术变革对工程和社会的影响，适应新技术变革，具有批判性思维能力。 | 11.1认识必要性：能在社会发展的大背景下，认识到自主和终身学习的必要性。 |
| 11.2具备能力：有较强的终身学习意识和自主学习能力，归纳总结的能力和提出问题的能力。 |
| 11.3 身体素质：有较强的身体素质和健康的体魄。  |

**附：毕业要求实现矩阵：**

|  |  |
| --- | --- |
| **课程名称** | **网络与新媒体专业毕业要求** |
| **(1)** | **(2)** | **(3)** | **(4)** | **(5)** | **(6)** | **(7)** | **(8)** | **(9)** | **(10)** | **(11)** |
| 思想道德与法治  |  |  |  |  |  |  | L |  | M |  |  |
| 中国近现代史纲要  |  |  |  |  |  |  |  |  |  |  | M |
| 毛泽东思想和中国特色社会主义理论体系概论  |  |  |  |  |  |  | M |  |  |  |  |
| 习近平新时代中国特色社会主义思想概论 |  |  |  |  |  |  | M |  |  |  |  |
| 马克思主义基本原理  |  |  |  |  |  |  | M |  | L |  |  |
| 形势与政策 |  |  |  |  |  |  | L |  |  |  | M |
| 大学英语1  |  |  |  |  |  |  |  |  | H |  |  |
| 大学英语2  |  |  |  |  |  |  |  |  | H |  |  |
| 大学英语3  |  |  |  |  |  |  |  |  | H |  |  |
| 大学英语4  |  |  |  |  |  |  |  |  | H |  |  |
| 体育1  |  |  |  |  |  |  |  |  |  |  | M |
| 体育2  |  |  |  |  |  |  |  |  |  |  | M |
| 体育3  |  |  |  |  |  |  |  |  |  |  | M |
| 体育4  |  |  |  |  |  |  |  |  |  |  | M |
| 军事技能训练  |  |  |  |  |  |  |  |  |  |  | M |
| 军事理论  |  |  |  |  |  |  |  |  |  |  | M |
| 心理健康教育 |  |  |  |  |  |  | L |  |  |  | M |
| Python程序设计基础B  |  |  | M |  | H |  |  | L |  |  |  |
| 计算机基础与Python程序设计综合实验B  |  |  | M |  | H |  |  | L |  |  |  |
| 语言与文学素养 |  |  |  |  |  |  | L |  | M |  | H |
| 网络与新媒体概论与实务 | H |  |  |  |  | M |  |  |  |  | L |
| 马克思主义新闻思想 | M |  |  |  |  |  | H |  | L |  |  |
| 数字出版概论与实务 | M |  | H |  |  | L |  |  |  |  |  |
| 基础写作  |  |  |  | M |  |  |  |  | H |  | L |
| 新闻传播学研究方法  |  | M |  | H |  |  |  |  |  |  | L |
| 传播学概论B  | H | M |  | L |  |  |  |  |  |  |  |
| 数字媒介叙事 | M |  | H |  |  | L |  |  |  |  |  |
| 国际传播 |  |  |  |  |  | L | M |  | H |  |  |
| 融合新闻学 | H |  | M |  |  |  |  |  |  | L |  |
| 视听媒体创意与表现 |  |  | M |  | H |  |  | L |  |  |  |
| 新媒体品牌策划与创意 |  |  | H |  | L |  |  |  |  | M |  |
| AIGC辅助数字出版营销 |  |  | M |  | H | L |  |  |  |  |  |
| 数字多媒体作品创作 |  |  | L |  | H |  |  | M |  |  |  |
| 新媒体数据分析与应用  |  | M |  | L | H |  |  |  |  |  |  |
| 新媒体营销驱动的电子商务 | M |  | H |  |  |  |  |  |  | L |  |
| 数字出版产品策划与创意 |  |  | H |  | M |  |  |  |  | L |  |
| 编辑实务与全媒体传播 | M |  | L |  |  | H |  |  |  |  |  |
| 传播心理学  |  | H |  | L |  |  | M |  |  |  |  |
| 网络舆情监测与研判  |  | H |  |  | M |  |  |  | L |  |  |
| 新媒体产品设计与项目运营  |  |  | M |  |  |  |  | L |  | H |  |
| 数字版权与IP运营 |  |  |  |  |  | L | H |  |  | M |  |
| 新媒体法规与伦理 |  |  |  |  |  | M | H |  | L |  |  |
| 创新营销 | M |  | H |  | L |  |  |  |  |  |  |
| 数据库技术与应用  |  |  |  |  | H |  |  |  |  | M | L |
| 数字影像创意与制作  |  |  | M |  | H |  |  | L |  |  |  |
| 外国文学  | L |  |  |  |  |  |  |  | M |  | H |
| 网络直播创作与运营  |  |  |  |  | M |  |  | H |  | L |  |
| 中国文化概论B  |  |  |  |  |  | L |  |  | M |  | H |
| 广告摄影  |  |  | M |  | H |  |  | L |  |  |  |
| 新媒体语言与文化 | M |  |  |  |  |  |  |  | H |  | L |
| 广告美术基础 |  |  | H |  |  |  | L |  |  | M |  |
| 媒介公关  |  |  | M |  | H | L |  |  |  |  |  |
| 动画设计与制作  | L |  |  |  |  |  |  | M | H |  |  |
| 媒介视觉策略与设计  |  |  | M |  | H |  |  | L |  |  |  |
| 新闻采访与写作  |  |  | H |  | M |  |  |  |  | L |  |
| 智能广告法规 | L |  |  | M |  |  |  |  | H |  |  |
| 期刊出版与论文写作 |  |  |  |  |  | M | H |  |  | L |  |
| 网页设计与制作  | M |  |  | H |  |  |  |  | L |  |  |
| 智能传播与出版技术演进 |  |  | M |  | H |  |  |  |  | L |  |
| 数字媒介伦理与批评  | M |  |  |  | L | H |  |  |  |  |  |
| 数字阅读与评论 |  |  |  |  |  | M | H |  |  |  | L |
| 中西文学比较研究  | M |  | H |  |  |  |  |  |  |  | L |
| AIGC辅助的智能创意与优化 |  |  |  |  |  |  | L |  | M |  | H |
| 文化产业概论  |  |  | M |  | H | L |  |  |  |  |  |
| 新媒体与跨文化传播 | H |  |  |  |  | L |  |  |  | M |  |
| 数字媒体研究  |  |  |  |  |  |  | L | M | H |  |  |
| 新媒体与社会  |  | M |  | H |  |  |  |  |  |  | L |
| 数字化营销  | M |  |  |  |  | H |  |  | L |  |  |
| 数智阅读与体验 |  |  | H |  | M |  |  |  |  | L |  |
| 受众分析  |  |  | H |  | M | L |  |  |  |  |  |
| 无人机航拍与后期制作  |  | H |  | L | M |  |  |  |  |  |  |
| 计算传播学 |  |  | M |  | H |  |  |  |  | L |  |
| 媒介素养  |  | L |  | M | H |  |  |  |  |  |  |
| 社会科学研究方法  |  |  |  |  |  | L | H |  |  |  | M |
| 数据新闻  |  | M |  | H |  |  |  |  |  |  | L |
| 马列新闻原著选读  |  | L | H |  | M |  |  |  |  |  |  |
| 融媒体运营实践 | M |  |  |  |  |  | H |  |  |  | L |
| 毕业实习  |  |  |  |  | L |  |  | M |  | H |  |
| 网络语言与文化传播实践 |  |  |  |  | L |  |  | H |  | M |  |
| 数字出版创新创业实践 |  |  |  |  |  |  | M |  | H |  | L |
| 新媒体运营创新创业实践  |  |  | M |  |  |  |  | L |  | H |  |
| 毕业论文  |  |  |  |  | L |  |  | M |  | H |  |
| 备注：表中用“H”、“M”、“L”分别表示该课程对指标点的支撑强度为“高”、“中”、“低”。 |

**三、专业核心课程**

**III Core Courses**

**（一）** **专业核心课程**

网络与新媒体概论与实务，新媒体产品设计与项目运营，新媒体数据分析与应用，新闻传播学研究方法

Introduction and Practice of Network and New Media, New Media Product Design and Developing , New Media Data Mining and Analysis, Research Methods of Journalism and Communication,

**（二）** **专业特色课程**

网络舆情监测与研判，网络直播创作与运营，视听媒体创意与表现，新媒体品牌策划与创意，AIGC辅助数字出版营销，数字版权与IP运营

Network Public Opinion Detection, Online live streaming creation and operation, Creative and Expressive Audio-Visual Media, New media brand planning and copywriting, AIGC Assisted Digital Publishing Marketing, Digital Copyright and IP Operation

四、 教学建议进程表

Ⅳ Course Schedule

|  |
| --- |
| （一）通识教育必修课程1 General Education Compulsory Courses |
| 开课单位Course college | 课程编号Course Number | 课 程 名 称Course Title | 学分Crs | 学时分配 Including | 建议修读学期Suggested Term | 先修课程Prerequisite Course |
| 总学时Tot hrs. | 理论Theory | 实验Exp. | 上机Ope-ration | 实践Prac-tice | 课外Extra-cur |
| 马克思主义学院 | 10211124005 | 中国近现代史纲要 | 3 | 48 | 42 | 0 | 0 | 6 | 0 | 1 |  |
| Outline of Contemporary and Modern Chinese History |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10211124001 | 思想道德与法治 | 3 | 48 | 42 | 0 | 0 | 6 | 0 | 2 |  |
| Morality and the rule of law |  |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10211124002 | 毛泽东思想和中国特色社会主义理论体系概论 | 3 | 48 | 30 | 0 | 0 | 18 | 0 | 3 |  |
| Introduction to Mao Zedong Thought and Socialism with Chinese Characteristics |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10211124003 | 习近平新时代中国特色社会主义思想概论 | 3 | 48 | 36 | 0 | 0 | 12 | 0 | 4 |  |
| Xi Jinping Thought on Socialism with Chinese Characteristics for a New Era |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10211124004 | 马克思主义基本原理 | 3 | 48 | 42 | 0 | 0 | 6 | 0 | 3 |  |
| Marxism Philosophy |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116001 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 1 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116002 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 2 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116003 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 3 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116004 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 4 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116005 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 5 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116006 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 6 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116007 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 7 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |  |
| 马克思主义学院 | 10218116008 | 形势与政策 | 0.25 | 8 | 8 | 0 | 0 | 0 | 0 | 8 |  |
| Situation & Policy |  |  |  |  |  |  |  |  |  |
| 外语学院 | 4030001210 | 大学英语1 | 2 | 48 | 32 | 0 | 0 | 0 | 16 | 1 |  |
| College English Ⅰ |  |  |  |  |  |  |  |  |
| 外语学院 | 4030002210 | 大学英语2 | 2 | 48 | 32 | 0 | 0 | 0 | 16 | 2 |  |
| College English Ⅱ |  |  |  |  |  |  |  |  |
| 外语学院 | 4030003210 | 大学英语3 | 2 | 48 | 32 | 0 | 0 | 0 | 16 | 3 |  |
| College English Ⅲ |  |  |  |  |  |  |  |  |
| 外语学院 | 4030004210 | 大学英语4 | 2 | 48 | 32 | 0 | 0 | 0 | 16 | 4 |  |
| College English Ⅳ |  |  |  |  |  |  |  |  |
| 学工部 | 1050001210 | 军事技能训练 | 2 | 136 | 0 | 0 | 0 | 136 | 0 | 1 |  |
| Military Skills Training |  |  |  |  |  |  |  |  |
| 学工部 | 1050002210 | 军事理论 | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 2 |  |
| Military Theory |  |  |  |  |  |  |  |  |
| 学工部 | 1050001190 | 心理健康教育 | 2 | 32 | 24 | 0 | 0 | 8 | 0 | 2 |  |
| Mental Health Education |  |  |  |  |  |  |  |  |
| 体育学院 | 10271117046 | 体育1 | 1 | 32 | 32 | 0 | 0 | 0 | 0 | 1 |  |
| Physical Education Ⅰ |  |  |  |  |  |  |  |  |
| 体育学院 | 10271117045 | 体育2 | 1 | 32 | 32 | 0 | 0 | 0 | 0 | 2 |  |
| Physical Education Ⅱ |  |  |  |  |  |  |  |  |
| 体育学院 | 10271117044 | 体育3 | 1 | 32 | 32 | 0 | 0 | 0 | 0 | 3 |  |
| Physical Education Ⅲ |  |  |  |  |  |  |  |  |
| 体育学院 | 10271117043 | 体育4 | 1 | 32 | 32 | 0 | 0 | 0 | 0 | 4 |  |
| Physical Education Ⅳ |  |  |  |  |  |  |  |  |
| 计算机智能学院 | 4120008210 | Python程序设计基础B | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 2 |  |
| Foundation of Python Programming B |
| 计算机智能学院 | 4120004210 | 计算机基础与Python程序设计综合实验B | 1 | 32 | 0 | 32 | 0 | 0 | 0 | 2 |  |
| Comprehensive Experiments of Foundation of Computer and PYTHON Language Programming B |
| 小 计 Subtotal | 38 | 888 | 600 | 32 | 0 | 192 | 64 |  |  |
| （二）通识教育选修课程 2 General Education Elective Courses |
| “四史”类Education of "Four Histories" | 1.通识课程应修满至少9学分；2.至少修读“四史”课程以及创新创业类课程各1门；3.非艺术类专业学生还应在艺术审美类课程中至少选修2学分；4.学校引进开设的通识教育网络课程采用“学分认定”方式计入通识选修课，最高计入4学分。1.Core elective courses ≥2 credits.2.At least one course in Education of "Four Histories" and one course in innovation and entrepreneurship;3.Non art major students should also take at least 2 elective credits in art aesthetics courses;4.The general education online courses introduced by the school are included in the general education elective courses through credit recognition, with a maximum of 4 credits. |
| 人文社科类Humanities and Social Sciences |
| 科技创新类Technology innovation |
| 经济管理类Economic Management |
| 创新创业类Innovation and entrepreneurship |
| 艺术审美类Art Aesthetics |
| 体育健康类Sports and Health |
| 小 计 Subtotal | 9 | 144 |  |  |  |  |  |  |  |
| （三）学科基础课程 3 Disciplinary Fundamental Courses |
| 法学社会学院  | 课程编号Course Number |  | 总学分 | 总学时Tot hrs. | 理论Theory | 实验Exp. | 上机Ope-ration | 实践Prac-tice | 课外Extra-cur | 建议修读学期Suggested Term |  |
| 法学社会学院  |  | 语言与文学素养 | 3 | 48  | 48 | 0  | 0  | 0  | 0  | 1  |  |
| Literary General  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  |  | 网络与新媒体概论 | 3  | 24 | 24 | 0  | 0  | 24  | 0  | 1  |  |
| Introduction and Practice of Network and New Media  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020146210 | 马克思主义新闻思想 | 3.5 | 56 | 56  | 0  | 0  | 0  | 0  | 2 |  |
| Introduction to Specialty  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  |  | 数字出版概论与实务 | 3  | 48  | 40  | 0  | 0  | 8  | 0  | 2  |  |
| Introduction to Digital Publishing  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020175120 | 基础写作  | 3 | 48  | 48  | 0  | 0  | 0  | 0  | 2  |  |
| Fundamental Course of Writing  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020056210 | 新闻传播学研究方法  | 3  | 48  | 24  | 0  | 0  | 24  | 0  | 3  |  |
| Research Methods of Journalism and Communication  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020237130 | 传播学概论B  | 3  | 48  | 48  | 0  | 0  | 0  | 0  | 3  |  |
| Communication Theory  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 数字媒介叙事 | 2 | 32  | 32  | 0  | 0  | 0  | 0  | 5  |  |
| Media Narrative |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020067210 | 国际传播 | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 6 |  |
| Introduction to Chinese Classic Literature |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020133210 | 融合新闻学 | 2  | 32  | 32  | 0  | 0  | 0  | 0  | 6  |  |
| Convergent Journalism |  |  |  |  |  |  |  |  |  |
| 小 计 Subtotal | 27.5 | 440  | 416  | 0  | 0  | 24  | 0  |  |  |
| （四）专业必修课程 4 Specialized Required Courses |
| 法学社会学院 |  | 视听媒体创意与表现 | 3 | 48  | 32 | 0  | 0  | 16  | 0  | 1  |  |
| Creative and Expressive Audio-Visual Media |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 新媒体品牌策划与创意 | 3 | 48 | 32  | 0  | 0  | 16 | 0  | 2  |  |
| New media brand planning and copywriting |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | AIGC辅助数字出版营销 | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 2 |  |
| AIGC Assisted Digital Publishing Marketing |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 数字多媒体作品创作 | 2 | 64 | 0  | 0 | 64  | 0  | 0  | 3  |  |
| Creation of digital multimedia works |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020060210 | 新媒体数据分析与应用  | 3 | 48 | 32  | 0  | 0  | 16  | 0  | 4  |  |
| New Media Data Mining and Analysis  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 新媒体营销驱动的电子商务 | 3 | 48 | 32  | 0  | 0  | 16  | 0  | 4  |  |
| Digital Business Foundation and Application |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 数字出版产品策划与创意 | 3 | 48 | 32 | 0 | 0 | 16 | 0 | 4 |  |
| Product Planning for New Media Publishing |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 编辑实务与全媒体传播 | 3 | 48 | 24  | 0  | 0  | 24 | 0  | 4 |  |
| Editorial Practice and Omnimedia Communication |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 传播心理学  | 2  | 32  | 16  | 0  | 0  | 16  | 0  | 5  |  |
| Network Psychology  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020063210 | 网络舆情监测与研判  | 3 | 48 | 32  | 0  | 0  | 16  | 0  | 5  |  |
| Network Public Opinion Detection  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020076210 | 数字版权与IP运营 | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 5 |  |
| Digital Copyright and IP Operation |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 新媒体法规与伦理 | 3  | 48  | 40  | 0  | 0  | 8 | 0  | 5  |  |
| Publishing Moral and Rule  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 新媒体产品设计与项目运营  | 2  | 32 | 24  | 0  | 0  | 8 | 0  | 6 |  |
| New Media Product Design and Developing  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020182120 | 创新营销 | 3 | 48 | 48 | 0 | 0 | 0 | 0 | 6 |  |
| Brand and New Media Marketing |  |  |  |  |  |  |  |  |  |
| 小 计 Subtotal | 37 | 592 | 408 | 0  | 64  | 160  | 0  |  |  |
| （五）专业选修课程 5 Specialized Elective Courses |
| 新媒体运营New Media Operation |
| 法学社会学院  | 4020134210 | 数据库技术与应用  | 2  | 32  | 16  | 0  | 0  | 16  | 0 | 3  |  |
|  |  | Database Technology and Application  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020137210 | 数字影像创意与制作  | 3 | 48  | 24 | 0  | 0  | 24 | 0  | 3  |  |
|  |  | Digital Image Creation and Production  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020008210 | 外国文学  | 2  | 32  | 32 | 0  | 0  | 0  | 0  | 3  |  |
|  |  | Foreign literature  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  |  | 网络直播创作与运营  | 2 | 32  | 16  | 0  | 0  | 16  | 0  | 4 |  |
|  |  | Online live streaming creation and operation  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020139110 | 中国文化概论B  | 2  | 32 | 32  | 0  | 0  | 0  | 0  | 4  |  |
|  |  | Chinese Culture Outline  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020123210 | 广告摄影  | 2  | 32  | 8  | 0  | 0  | 24 | 0  | 4  |  |
|  |  | Advertising Photography |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 新媒体语言与文化 | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 4 |  |
|  |  | New Media Language and Culture |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020395170 | 广告美术基础 | 2  | 32 | 24  | 0  | 0  | 8  | 0 | 5  |  |
|  |  | Fundamentals of Advertising Art |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020264130 | 媒介公关  | 2  | 32 | 32 | 0  | 0  | 0  | 0  | 5  |  |
|  |  | Media Public Relations  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020404170 | 动画设计与制作  | 3  | 48  | 16 | 0  | 0  | 32 | 0  | 5  |  |
|  |  | Animation Design and Production  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020138210 | 媒介视觉策略与设计  | 2  | 32  | 24  | 0  | 0  | 8  | 0  | 5  |  |
|  |  | Media View Strategy and Design  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020143210 | 新闻采访与写作  | 2  | 32 | 24  | 0  | 0  | 8  | 0 | 6  |  |
|  |  | News Interview and Writing  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  |  | 智能广告法规 | 2  | 32  | 32  | 0  | 0  | 0  | 0  | 6  |  |
|  |  | Chinese and foreign advertising histories, laws and regulations  |  |  |  |  |  |  |  |  |  |
| 小 计 Subtotal  | 28.0  | 448 | 312 | 0 | 0 | 136 | 0 |  |  |
| 数字出版 Digital Publishing |
| 法学社会学院  |  | 期刊出版与论文写作 | 2  | 32  | 16  | 0  | 0  | 16 | 0 | 3 |  |
|  |  | Journal Publishing and Academic Paper Writing |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020403170 | 网页设计与制作  | 2  | 32 | 16 | 0  | 0 | 16  | 0  | 3  |  |
|  |  | Materials and Technology of New Energy  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  |  | 智能传播与出版技术演进 | 2  | 32  | 24 | 0  | 0  | 8  | 0  | 3 |  |
|  |  | History of Chinese and Foreign Publishing |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020136210 | 数字媒介伦理与批评  | 2  | 32 | 24 | 0  | 0  | 8 | 0  | 4  |  |
|  |  | Media Critic & Operation  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020077210 | 数字阅读与评论 | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 4 |  |
|  |  | Digital Reading and Communication |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020126210 | 中西文学比较研究  | 2 | 32 | 32  | 0  | 0  | 0  | 0  | 4  |  |
|  |  | Eastern-Western Literature Comparing  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | AIGC辅助的智能创意与优化 | 2 | 32 | 8 | 0 | 0 | 24 | 0 | 4 |  |
|  |  | AIGC assisted intelligent creativity and optimization |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020140210 | 文化产业概论  | 2  | 32  | 32  | 0  | 0  | 0  | 0  | 5  |  |
|  |  | Overview of Cultural Industry  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 | 4020131210 | 新媒体与跨文化传播 | 2 | 32 | 32 | 0 | 0 | 0 | 0 | 5 |  |
|  |  | New Media and Cross Cultural Communication |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020150210 | 数字媒体研究  | 2 | 32 | 24  | 0  | 0  | 8  | 0 | 5  |  |
|  |  | Research on Media  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020153210 | 新媒体与社会  | 2  | 32  | 24  | 0  | 0 | 8  | 0  | 6  |  |
|  |  | New media and society  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020142210 | 数字化营销  | 2 | 32 | 24  | 0  | 0  | 8  | 0  | 6  |  |
|  |  | Digital Marketing  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  |  | 数智阅读与体验 | 2  | 32 | 24  | 0  | 0  | 8 | 0  | 6 |  |
|  |  | Digital Content Collection and Production  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020405170 | 受众分析  | 2  | 32  | 16  | 0  | 0  | 16 | 0 | 6  |  |
|  |  | Audience Analysis  |  |  |  |  |  |  |  |  |  |
| 小 计 Subtotal | 28.0 | 448 | 336 | 0 | 0 | 112 | 0 |  |  |
| 修读说明：要求至少选修22学分，每个学期限选4门选修课NOTE：Minimum subtotal credits:21. |
| （六）个性课程 6 Personalized Elective Courses |
| 法学社会学院  |  | 无人机航拍与后期制作  | 2  | 32  | 16  | 0  | 0  | 16 | 0  | 2  |  |
|  |  | Drone aerial photography and post production |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020065210 | 计算传播学 | 2  | 32  | 16  | 0  | 0  | 16 | 0  | 6 |  |
|  |  | Computational Communication |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020161210 | 媒介素养  | 2  | 32  | 16  | 0  | 0  | 16  | 0  | 5  |  |
|  |  | Media Literacy  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020408170 | 社会科学研究方法  | 2  | 32  | 16  | 0  | 0  | 16  | 0  | 5  |  |
|  |  | Social Science Research Methods  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020409170 | 数据新闻  | 2  | 32  | 16  | 0  | 0  | 16  | 0  | 6  |  |
|  |  | Data News  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020164210 | 马列新闻原著选读  | 2  | 32  | 32  | 0  | 0  | 0  | 0  | 6  |  |
|  |  | Marxism-Leninism Original book Reading  |  |  |  |  |  |  |  |  |  |
| 小 计 Subtotal | 10.0  | 160 | 96 | 0 | 0 | 64 | 0 |  |  |
| 修读说明：学生从全校发布的个性课程目录中选课，要求至少选修6学分。NOTE: Students choose from the personalized curriculum catalog of the entire school, and are required to obtain at least 6 credits. |
| （七）集中性实践教学环节7 Specialized Practice Schedule |
| 开课单位Course college | 课程编号Course Number | 课 程 名 称Course Title | 学分Crs | 学时分配 Including | 建议修读学期Suggested Term | 先修课程Prerequisite Course |
| 总学时Tot hrs. | 理论Theory | 实验Exp. | 上机Ope-ration | 实践Prac-tice | 课外Extra-cur |
| 法学社会学院 |  | 融媒体运营实践 | 6 | 96 | 0  | 0  | 0  | 96  | 0  | 6  |  |
|  |  | The practice of integrated media operation |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020177210  | 毕业实习  | 7 | 112 | 0  | 0  | 0  | 112 | 0  | 7  |  |
|  |  | Graduation Practice  |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 网络语言与文化传播实践 | 1 | 16 | 0  | 0  | 0  | 16  | 0  | 7  |  |
|  |  | Network Language and Cultural Communication Practice |  |  |  |  |  |  |  |  |  |
| 法学社会学院 |  | 数字出版创新创业实践 | 1 | 16 | 0  | 0  | 0  | 16  | 0  | 7  |  |
|  |  | Innovation and Entrepreneurship Practice in Digital Publishing |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020180210  | 新媒体运营创新创业实践  | 1  | 16  | 0  | 0  | 0  | 16  | 0  | 7  |  |
|  |  | Innovation and Entrepreneurship Practice in Network and New Media  |  |  |  |  |  |  |  |  |  |
| 法学社会学院  | 4020173210  | 毕业论文  | 8.5  | 272  | 0  | 0  | 0  | 272  | 0  | 8  |  |
|  |  | Graduation Thesis  |  |  |  |  |  |  |  |  |  |
| 小 计 Subtotal | 24.5  | 528  | 0  | 0  | 0  | 528  | 0  |  |  |

**五、 修读指导**

**Ⅴ Recommendations on Course Studies**

课外培养方案详见《武汉理工大学第二课堂课外学分实施办法》。

Please refer to the cultivation plan of the second class-Implementation Measures for Extracurricular Credits of the Second Class of Wuhan University of Technology. Situation & Policy (2 credits) and Mental Health Education (2 credits) are the required extracurricular courses.

1. 建议本专业学生可以高选，即修读高于 180 学分的课程。

 We recommend the students may select more than 179.5 credits.

⑵《形势与政策》课程，平均每学期 16 学时，一般按专题进行，在第七学期末考核，计 2 个课外学分，具体由学校学生发展指导中心负责组织落实。

Situation & Policy, a 16 hours/term with 2 credits course, is taught according to topics and tested at the end of the 7th term. The course will be arranged by the University Students’ Affairs’ Department in each school.

学院教学责任人：何平

专业培养方案责任人：刘林

**附件：课程教学进程图**

**Annex：Teaching Process Map**

