

# 传播学专业辅修培养方案

## Undergraduate Program of Communication Minor

### 一、培养目标 Objectives

本专业培养具备良好文化素质、较全面的理论修养、掌握系统的新闻学与传播学知识和较强的口头及书面表达能力,具有基础宽厚、适应面广、综合能力强、后劲足、富有创造活力的特点的高级传播人才。毕业生既能在报刊、通讯社、出版社、广告公司、网络媒体、广播电视机构等大众传播部门从事新闻采编、广告制作、网络信息管理、受众研究等工作,也能在各级政府机关、企事业的文化管理部门从事新闻传播事业管理、信息发布与收集及营销传播等工作,或在高校、科研机构从事新闻与传播教学与研究工作的。

This program trains senior communication talents with good cultural quality, comprehensive theoretical accomplishment, systematic knowledge of Journalism and communication, strong oral and written expression ability, broad foundation, wide adaptability, strong comprehensive ability, strong stamina and creative vitality. Graduates are qualified for news editing, advertising production, network information management, audience research and other work in newspapers, news agencies, publishing houses, advertising companies, network media, radio and television organizations and other mass media departments. They can also work in the cultural management departments of government organs and enterprises at all levels, in the management of journalism and communication, information dissemination and collection, marketing and research or teaching work in colleges and research institutes.

### 二、培养要求 Requirement

#### 1. 知识结构要求:

掌握马克思主义的基本原理和关于新闻学、传播学的基本理论。掌握本专业的基础知识以及语言、文学、历史、哲学、经济等学科的相关知识。了解我国关于新闻、广告、影视、网络等传播方面的方针、政策和法规。了解本学科的前沿成就和发展前景。

#### 2. 能力结构要求:

2.1 具有较强的写作能力以及文学修养和鉴赏能力。能掌握新闻、广告、影视、网络等传播等方面的基本技能，具有一定的科学研究和实际工作能力。掌握文献检索、资料查询及运用现代信息技术获取相关信息的能力，对终身学习有正确认识，具有不断学习和适应发展的能力。

2.2 具备较强的创新意识和实践动手能力，熟练的计算机应用能力，具有综合运用理论知识、技术手段和创意与表现方法解决实际问题的能力。

2.3 具有一定组织管理能力，能胜任本专业相关领域的调查研究、文案策划、创意表现及经营管理等相关工作，在工作中能正确认识传播发展对于客观世界和社会的影响。

2.4 掌握一门外语，并能熟练阅读与专业有关的外文书籍和文献资料，具有跨文化交流、竞争与合作的意识与能力。

### 3. 素质结构要求：

3.1 热爱社会主义祖国，具有远大的志向，有为国家富强与民族振兴而奋斗的理想和使命感，具有良好的思想道德品质、健康的人生态度，良好的心理素质和健康的体魄。

3.2 具有较强的社会责任感和科学严谨、创新突破的传播职业素质，具备较强的综合分析、思维和想象力，具有自觉的批判意识和创新意识，良好的人际交往和团结协作精神。

### 1. Professional Knowledge Requirements:

Master the basic theories of Marxism Journalism and communication. Master the basic knowledge of this subject as well as related knowledge of language, literature, history, philosophy, economy and other disciplines. Understand China's policies and regulations on news, advertising, film and television, Internet and other aspects of communication. Understand the frontier achievements and development prospects of communication.

### 2. Professional Competence Requirements:

2.1 Strong writing ability, literary accomplishment and appreciation ability. Master the basic skills of news, advertising, film and television, network and other aspects of communication. Have a certain scientific research and practical work ability. Master the ability of literature retrieval, data query and using modern information technology

to obtain relevant information. Have a correct understanding of lifelong learning and have the ability of continuous learning and adapting to development.

2.2 Have strong innovation and practical ability, proficient computer application ability. Have the ability of solving practical problems with a comprehensive use of theoretical knowledge, technical means and creative methods.

2.3 Have a certain organizational and managerial ability, can be competent in the relevant fields of professional research, copywriting planning, creative performance and management and other related work. In the work can correctly understand the impact of communication development on the real world and society.

2.4 Master a foreign language and be proficient in reading foreign books and documents related to specialty. Have the consciousness and ability of cross-cultural communication, competition and cooperation.

### 3. Professional Quality Requirements:

3.1 Love the socialist motherland, have lofty aspirations, have the ideal and sense of mission to strive for the country's prosperity and national rejuvenation, have good ideological and moral quality, healthy attitude towards life, good psychological quality and healthy physique.

3.2 Have a strong sense of social responsibility and scientific rigor. Have the professional qualities of innovation and breakthrough. Have strong ability of comprehensive analysis, thinking and imagination. Have a conscious sense of criticism and innovation. Have good interpersonal communication skills and spirit of solidarity and cooperation.

## **三、学分要求 Credits Requirements**

选本专业为辅修专业的学生应修学本专业的 32 学分核心必修课, 并符合《西南交通大学本科生辅修与双学位管理办法》规定者, 方可颁发本专业辅修证书。

Students who choose this program should take all the 32-credit core compulsory courses and meet the requirements of the "Southwest Jiaotong University Minor and Double Degree Management Measures" before the minor certificate can be issued.

## 四、课程设置 Course Programs

课程类型 Course Type	课程名称 Course Name	课程性质 Nature of Course	学分 Credits	开课学期 Semester	开课学院 School	备注 Notes
专业核心课 Specialized Core Course	传播学概论 Introduction to Communication	必修 Compulsory	2	第 1 学期 Semester 1	人文 School of Humanities	
	广告学概论 Introduction to Advertising	必修 Compulsory	2	第 1 学期 Semester 1	人文 School of Humanities	
	新闻学概论 Introduction to Journalism	必修 Compulsory	2	第 2 学期 Semester 2	人文 School of Humanities	
	网络与新媒体概论 Introduction to Network and New Media	必修 Compulsory	2	第 2 学期 Semester 2	人文 School of Humanities	
专业基础课 Professional Foundational Courses	新闻传播史 History of Journalism and Communication	必修 Compulsory	3	第 3 学期 Semester 3	人文 School of Humanities	
	新闻采访与写作 News Interview and Writing	必修 Compulsory	3	第 3 学期 Semester 3	人文 School of Humanities	
	融合新闻学 Convergence Journalism	必修 Compulsory	3	第 3 学期 Semester 3	人文 School of Humanities	
	新闻编辑 News Editing	必修 Compulsory	3	第 4 学期 Semester 4	人文 School of Humanities	
	视频创作I Video Creation I	必修 Compulsory	4	第 4 学期 Semester 4	人文 School of Humanities	
	传播伦理与法规 Communication Ethics and Regulations	必修 Compulsory	3	第 5 学期 Semester 5	人文 School of Humanities	
	人际传播 Interpersonal Communication	必修 Compulsory	2	第 6 学期 Semester 6	人文 School of Humanities	
	大数据与舆情分析 Big Data and Public Opinion Analysis	必修 Compulsory	3	第 6 学期 Semester 6	人文 School of Humanities	
总学分 Total Credits			32			