

传播学专业本科培养计划

Undergraduate Program for Specialty in Communication

一、培养目标

I. Program Objectives

本专业以传播学和信息学科为基础，以网络产品策划和设计为核心，以数字媒体技术为特色，培养“有创意、通传播、懂技术、精设计”的文理交叉复合型传播人才。

本专业人才可以在新闻网站、商务网站、互联网企业、通信公司从事网络产品的开发和设计，也可在新闻出版单位、新闻网站、调查咨询机构、政府部门以及企事业单位从事策划设计、采编运营和调查分析工作。

This program based on the theories and methods in communication, journalism and computer science, strengthens the study of internet communication. This program enables students to be a multi-skill talented person who owns both the solid knowledge of communication theory and the operational skills, to grasp the computer network technology, and to master the network communication environment and the online communication skill. The graduate can lead his/her career in the areas such as the news website, e-commerce website, the news publication, the telecommunication and mobile communication, investigation and consultant industry, the governmental information department as well as the enterprises, engaging in digital media development, information editing, media investigation and analysis.

二、基本规格要求

II. Learning Outcomes

本专业学生主要学习马克思主义基本原理、新闻传播学基本理论和知识、系统掌握前沿数字媒体技术，接受传播心理学、市场调查、策划等基本能力训练，具备新媒体产品开发和设计的能力，形成“厚基础、宽口径、术理兼备”的知识结构。

Students of this program are expected to gain system knowledge of communication and journalism; trainings on the communication psychology, new media audience survey; mastering the edge-leading new media technologies; skills in internet applications design; and to build an excellent knowledge structure.

三、培养特色

III. Program Highlights

本专业实行“信息传播”和“信息技术”的“双学位”制交叉培养模式，是培养未来首席信息执行官（CIO）摇篮。

This program applies the dual-degree mode, attaching much importance to two core fields of information communication and information technologies, and is the cradle of CIO in the future.

四、主干学科

IV. Main Discipline

传播学 Communication、信息学科 Information discipline、新闻学 Journalism

五、学制与学位

V. Program Length and Degree

修业年限：四年

Program Length: 4 years

授予学位：文学学士（第一学位）工学士（第二学位）

Degree Conferred: Bachelor of Arts (First) and Bachelor of Engineering (Second)

六、学时与学分

VI. Credits Hours and Units

完成学业最低课内学分（含课程体系与集中性实践教学环节）要求：160 学分。其中专业基础课程专业核心课程学分不允许利用其他课程学分进行冲抵和替代。

Minimum Credits of Curricular (Comprising course system and intensified internship practical training): 160 credits. Major-related basic courses and core courses cannot be covered using credits from other courses in the program.

完成学业最低课外学分要求：2 学分

Minimum Extracurricular Credits : 2 credits

1. 课程体系学时与学分

Course Credits Hours and Units

课程类别		课程性质	学时/学分	占课程体系学分比例 (%)
素质教育通识课程		必修	560/31	22.5
		选修	96/6	4.3
学科（专业） 基础课程	学科大类基础课程	必修	384/24	17.4
		选修	64/4	2.9
	学科专业基础课程	必修	416/26	18.8
		选修	400/25	18.2
专业 课程	专业核心课程	必修	400/25	18.2
		选修	232/14.5	10.5
	专业方向课程	选修	120/7.5	5.4
合计			2272/138	100

Course Type		Required /Elective	Hrs/Crs	Percentage (%)
Essential-qualities-oriented Education General Courses		Required	560/31	22.5
		Elective	96/6	4.3
Discipline-related Courses	General	Required	384/24	17.4
		Elective	64/4	2.9
	Basic Sub disciplinary	Required	416/26	18.8
Major-specific Courses	Core	Required	400/25	18.2
	Elective	Required	232/14.5	10.5
		Elective	120/7.5	5.4
Toatl			2272/138	100

2. 集中性实践教学环节周数与学分

Practicum Credits

实践教学环节名称	课程性质	周数/学分	占实践教学环节学分比例 (%)
军事训练	必修	2/1	4.5
公益劳动	必修	1/1	4.5
认知实习	必修	2/2	9
专业实习	必修	10/10	45
毕业设计（论文）	必修	8/8	37
合计		22/22	100

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Course Title	Required /Elective	Weeks/Credits	Percentage (%)
Military Training	Required	2/1	4.5
On-campus Voluntary Work	Required	1/1	4.5
Cognitive Practice	Required	4/2	9.1
Internship Program	Required	16/10	45.4
Undergraduate Thesis	Required	16/8	36.3
Total		39/22	100

3. 课外学分

Extracurricular Credits

序号	课外活动名称	课外活动和社会实践的要求		课外学分
1	社会实践活动	个人被校团委或团省委评为社会实践活动积极分子者，集体被校团委或团省委评为优秀社会实践队者		2
2	英语及计算机考试	全国大学英语六级考试	考试成绩达到学校要求者	2
		托福考试	达 90 分以上者	3
		雅思考试	达 6.5 分以上者	3
		GRE 考试	达 280 分以上者	3
		全国计算机等级考试	获二级以上证书者	2
		全国计算机软件资格、水平考试	获程序员证书者	2
			获高级程序员证书者	3
3	竞赛	校级	获一等奖者	3
			获二等奖者	2
			获三等奖者	1
		省级	获一等奖者	4
			获二等奖者	3
			获三等奖者	2
		全国	获一等奖者	6
			获二等奖者	4
			获三等奖者	3
4	论文	在全国性刊物发表论文	每篇论文	2~3
5	科研	视参与科研项目时间与科研能力	每项	1~3

注：参加校体育运动会获第一名、第二名者与校级一等奖等同，获第三名至第五名者与校级二等奖等同，获第六至第八名者与校级三等奖等同。

No.	Extracurricular Activities and Social Practice	Requirements		Extracurricular Credits
1	Community Engagement	Submitting a report and passing the oral defense		2
		Individuals awarded “Active Participant” / Teams awarded “Excellent Performance” by HUST or Hubei Youth League Committee.		2
2	Qualifications Competitions	CET-6	Students whose Band-6 exam scores accord our requirements	2
		TOEFL	90 Points or Higher	3
		IELTS	6.5 Points or Higher	3
		GRE	280 Points or Higher	3
		National Computer Rank Examination	Win certificate of Band-3 or higher	2
		National Computer Software Qualification	Win certificate of programmer	2
			Win certificate of Advanced Programmer	3
			Win certificate of System Analyst	4

continue

No.	Extracurricular Activities and Social Practice	Requirements		Extracurricular Credits
3	Academic Papers Research Programs	University Level	Win first prize	3
			Win second prize	2
			Win third prize	1
		Provincial Level	Win first prize	4
			Win second prize	3
			Win third prize	2
		National Level	Win first prize	6
			Win second prize	4
			Win third prize	3
4	Experiments	Those whose thesis appears in national publications	Per piece	2~3
5	Community Engagement	Depending on both the time spent in and ability demonstrated in scientific research project	Each item	1~3

Note: In HUST Sports Meeting, the first and the second prize, the third to the fifth prize, and the sixth prize to the eighth prize are deemed respectively the first prize, the second prize and the third prize of university level.

七、主要课程

VII. Main Courses

传播学原理 Communication Theory、传播心理学 Communication Psychology、传播统计学 Communication Statistics、新媒体用户分析 New Media Audience Analysis、媒介经营管理 Media Operation and Management、WEB 信息框架 Planning and Design of Web、网络策划与编辑 Website Planning and Editing、网络信息管理 Network Information Management、网络传播功能设计 Internet Application Design、互联网应用模式与战略 Internet Application and Strategy

八、主要实践教学环节（含专业实验）

VIII. Practicum Module (experiments included)

专业实习 Professional Practice、毕业设计（论文）Undergraduate Thesis

九、教学进程计划表

IX. Table of Teaching Schedule

院（系）：新闻与信息传播学院

专业：传播学

School (Department): School of Journalism and Information Communication

Specialty: Communication

课程类别 course type	课程性质 required/ elective	课程代码 course code	课程名称 course name	学时 hrs	学分 crs	其中 Including		设置学期 semester
						实验 exp.	上机 operation	
	必修 Required	0301901	思想道德修养与法律基础 Morals & Ethics & Fundamentals of Law	48	3			1
	必修 Required	0100721	中国近现代史纲要 Survey of Modern Chinese History	32	2			2
	必修 Required	0100732	马克思主义基本原理 Basic Theory of Marxism	48	3			3
	必修 Required	0100321	毛泽东思想和中国特色社会主义理论体系概论 General Introduction to Mao Zedong Thought and Socialist Theory with Chinese Characteristics	64	4			4

续表

课程类别 course type	课程性质 required/ elective	课程代码 course code	课程名称 course name	学时 hrs	学分 crs	其中 Including		设置学期 semester
						实验 exp.	上机 operation	
素质教育通识课程 Essential-qualities-oriented Education General Courses	必修 Required	0100741	形势与政策 Situation and Policy	32	2			5-7
	必修 Required	1100011	军事理论 Military Theory	16	1			1
	必修 Required	0510071	中国语文 Chinese	32	2			2
	必修 Required	0508453	综合英语（一） Comprehensive English (I)	56	3.5			1
	必修 Required	0508463	综合英语（二） Comprehensive English (II)	56	3.5			2
	必修 Required	0400111	大学体育（一） Physical Education(I)	32	1			1
	必修 Required	0400121	大学体育（二） Physical Education(II)	32	1			2
	必修 Required	0400131	大学体育（三） Physical Education(III)	32	1			3
	必修 Required	0400141	大学体育（四） Physical Education(IV)	32	1			4
	必修 Required	0827781	计算机与程序设计基础（C++） Fundamental of Computer Programming (C++)	48	3	24		1
			自然科学类选修课程 Electives in Natural Science	64	4			1-8
			艺术类选修课程	32	2			1-8
学科大类基础课程 Discipline-related General Courses	必修 Required	0700011	微积分（一）上 Calculus (I) Part A	80	5			1
	必修 Required	0700012	微积分（一）下 Calculus (I) Part B	80	5			2
	必修 Required	0700063	概率论与数理统计（三） Probability and Mathematics Statistics (III)	40	2.5			3
	必修 Required	0700051	线性代数(一) Linear Algebra (I)	40	2.5			2
	必修 Required	0100681	哲学导论 Introduction to Philosophy	48	3	3		2
	必修 Required	0510161	中国古代文学（一） Ancient Literature of China (I)	32	2	2		2
	必修 Required	0510171	中国古代文学（二） Ancient Literature of China (II)	32	2	2		3
	必修 Required	0300074	社会学概论 Introduction to Sociology	32	2	2		4
	选修 Elective	0200195	经济学原理 Essentials of Economics	32	2	2		5

续表

课程类别 course type	课程性质 required/ elective	课程代码 course code	课程名称 course name	学时 hrs	学分 crs	其中 Including		设置学期 semester
						实验 exp.	上机 operation	
学科专业基础课程 Basic Subdisciplinary Courses	选 修 Elective	0102111	批判性思维 Critical Thinking	32	2	2		3
	必 修 Required	0500921	新闻学概论 Introduction of Journalism Science	40	2.5			1
	必 修 Required	0504021	传播学原理 Introduction to communication	40	2.5			1
	必 修 Required	0511451	数字传播技术基础 Introduction of Cyber Communication Technology	48	3	20		2
	必 修 Required	0500973	广播电视概论 Introduction to Broadcasting	32	2			1
	必 修 Required	1204251	公共关系原理 Public Relations Theory	32	2			3
	必 修 Required	0511461	传播学研究方法 Communication Research Methods	48	3		16	3
	必 修 Required	0512141	新闻传播伦理与法制 Journalistic Ethic and Regulation	40	2.5			4
	必 修 Required	0511371	传媒经营管理 Media Operation and Management	40	2.5			4
	必 修 Required	0504231	中国新闻传播史 History of Chinese Communication	40	2.5			2
	必 修 Required	0504241	外国新闻传播史 History of Western Communication	40	2.5			3
	必 修 Required	0303692	学术规范与论文写作 Academic Thesis Writing	16	1			4
专业核心课程 Major-specific Core Courses	必 修 Required	0510891	传播学专业导论 Professional Guidance to Communication	24	1.5			1
	必 修 Required	0507561	网络传播导论 Introduction to Computer-Media Communication	32	2			2
	必 修 Required	0500722	传播心理学 Communication Psychology	32	2			2
	必 修 Required	0507511	传播统计学 Communication Statistics	48	3	40		4
	必 修 Required	0810012	C 语言程序设计 C Language	48	3	40		2
	必 修 Required	0505811	新媒体用户分析 New Media Audience Analysis	32	2			5
	必 修 Required	0509351	互联网应用模式与战略 Internet Application and Strategy	40	2.5			3
	必 修 Required	0505821	WEB 信息框架 Planning and Design of Web	48	3	12		4
	必 修 Required	0511541	网络信息管理 Management of Information on Website	32	2			6

续表

课程类别 course type	课程性质 required/ elective	课程代码 course code	课程名称 course name	学时 hrs	学分 crs	其中 Including		设置学期 semester
						实验 exp.	上机 operation	
专业核心课程 Major-specific Core Courses	必修 Required	0841621	网络传播功能设计 Internet Application Design	40	2.5	8		5
	必修 Required	0505831	网络综合设计实验 Analysis and Design of Internet	32	2	28		6
	必修 Required	0505841	组织传播原理 Introduction to Organization Communication	32	2			3
	必修 Required	0509281	新媒体与社会 New Media and Society	32	2			4
	必修 Required	0505781	网络新闻采写 Online News Gathering and Writing	40	2.5			3
	必修 Required	0511511	网站案例分析 Analysis of Web site Cases	32	2			5
	必修 Required	0505761	网络策划与编辑 Website Planning and Editing	40	2.5	8		4
	必修 Required	0505852	摄像及编辑技术 Photography and Nonlinear Edit	48	3		32	3
专业方向课程 Major-specific Electives	选修 Elective	0504285	电视画面与摄像 TV Shooting and TV Images	64	4	32		2
	选修 Elective	0511571	新媒体广告设计 New media advertising design	48	3	24		5
	选修 Elective	0504296	电视编辑制作 Television Editing	72	4.5	32		3
	选修 Elective	0504311	影视艺术导论 Introduction to Movie Art	32	2			5
	选修 Elective	0511393	电视节目编导 Editing and Producing on Television Program	48	3	16		5
	选修 Elective	0511612	经典广告欣赏 Typical Advertising Analysis	32	2			1
	选修 Elective	0509311	广告视觉艺术基础 Basis of Visual Art	48	3	20		2
	选修 Elective	0545801	新媒体营销 New media marketing	32	2			4
	选修 Elective	0500663	广告摄影（创意工作坊） Advertising Photography	48	3	24		4
	选修 Elective	1200162	消费者行为学 Consumer behavior	40	2.5			5
	选修 Elective	0504512	品牌传播策略 Strategies of Famous Brands	32	2	24		5
	选修 Elective	1204771	品牌管理 Brand management	32	2			3
	选修 Elective	0509291	社会化媒体运营与创新 Social Media Innovation	32	2			5

续表

课程类别 course type	课程性质 required/ elective	课程代码 course code	课程名称 course name	学时 hrs	学分 crs	其中 Including		设置学期 semester
						实验 exp.	上机 operation	
专业方向课程 Major-specific Electives	选 修 Elective	1202853	公关礼仪 Public Relations Etiquette	24	1.5			2
	选 修 Elective	0510921	媒介文化导论 Introduction to Media Culture	32	2			5
	选 修 Elective	0505791	政治传播与电子政务 Public Communication & E-Government	40	2.5			4
	选 修 Elective	0505861	传播技术发展史 History of Communication Technologies	40	2.5			3
	选 修 Elective	0510931	危机传播与管理 Crisis Communication and Management	24	1.5			7
	选 修 Elective	0500931	新闻评论 News Reviewing	40	2.5			3
	选 修 Elective	0500642	新闻报道策划 Planning of News Report	32	2			5
	选 修 Elective	0806474	报纸编辑与电脑排版 Newspaper Editing and Computer Composing	48	3			4
	选 修 Elective	0500913	新闻摄影 News Photography	64	4	28		5
实践环节 Practical Training Items	必 修 Required	1300013	军事训练 Military Training	2w	1			1
	必 修 Required	1300532	认知实习 Cognitive Practice	2w	2			4
	必 修 Required	1300021	公益劳动 Laboring for Public Benefit	1w	0.5			8
	必 修 Required	130007a	专业实习 Professional Practice	10w	5			6
	必 修 Required	130004e	毕业设计（论文） Undergraduate Thesis	8w	4			8