上海建桥学院课程教学进度计划表

**一、基本信息**

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| --- | --- | --- | --- |
| 课程代码 | 1577 | 课程名称 | 新闻采访与写作1 |
| 课程学分 | 2 | 总学时 | 32 |
| 授课教师 | 阿娜 | 教师邮箱 | ana@gench.edu.cn |
| 上课班级 | 19级 | 上课教室 | 1-103、109 |
| 答疑时间 | 周三、五 |
| 主要教材 | 自编 |
| 参考资料 |  |

**二、课程教学进度**

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| --- | --- | --- | --- |
| 周次 | 教学内容 | 教学方式 | 作业 |
| 1 | * Introduction to class
* survival guide
* What makes writing good?
* News values/characteristics
 | 边讲边练 |  |
| 2 | * an intro to leads Assignment
* Current events and lecture questions
* Background research
 | 边讲边练 |  |
| 3 | * Leads, nut graft, inverted pyramid
* Characteristics assignment (via TurnItIn and hard copy in class)
* Leads (examples and critiques)
* Assign observations
* Read Grammar and punctuation readings: Blackboard materials for Review 1;
* Leads – in class writing exercise
 | 边讲边练 |  |
| 4 | * Interviewing Assignment:
* Blackboard materials for Review 2; WWW, Verbs; Modifiers & Connecting Words

· Prepare for story meeting  | 边讲边练 |  |
| 5 | 清明假期 |  |  |
| 6 | Covering meetings and speeches Assignment* Story meeting for community stories and profiles (come prepared with ideas)
* Speech writing techniques
* In class writing: speech (video)
 | 边讲边练 |  |
| 7 | * Covering breaking news in the age of social media Assignment
* Current events quiz
* In class writing: breaking news story (fire)
* AP style #5 – grammar (available from 8 a.m. to 8 p.m. online)
* Review breaking news stories
 | 边讲边练 |  |
| 8 | Writing Well Assignment: * Grammar review for those who did not pass the first exam
* Alternative leads

· AP style #6 spelling · Profile source sheet (via email) · Alternative leads in-class writing exercise  | 边讲边练 |  |
| 9 | * Research and writing in strategic communication Assignment:
* Writing press releases and using them as sources
* In class exercises – press releases Assignment:
* Press release
* Review notes from newsroom visits
 | 边讲边练 |  |
| 10 | Ethical guidelines for news  | 边讲边练 |  |
| 11 | * Setting appointments
* Profile workshop #2
 | 边讲边练 |  |
| 12 | Press release (via TurnItIn and a hard copy in class)  | 边讲边练 |  |
| 13 | Using documents to bolster reporting Assignment: * Current events and lecture questions #10 Topic:
* Biases and community story meeting
* Web extras
* In class exercise
 | 边讲边练 |  |
| 14 | * The basics of copyright and fair use Assignment
* Social media or Flex topic
* Full story pitch on community stories (via email)

· In class exercises on social media writing  |  |  |
| 15 | * Using infographics to tell a story
* Flex topic
 |  |  |
| 16 | Meetings |  |  |
| 17 | · Wrap up and evaluations· Community story workshop #2 · Evaluations |  |  |

**三、评价方式以及在总评成绩中的比例**

全年级为一个微信团队，负责微信公众号的采写编工作。学生自愿分工协作或者单独工作，除第一周和最后一周，要求每周两篇推送，一篇栏目稿件，一篇新闻稿件。**给分原则：**

**1、基础分为：栏目稿件2分/个，新闻稿件3分/个。**

**2、以推送最后的署名为准，而不是给小组每一位成员。**

**3、视频加分：3分/个。**

**4、点击量/点赞数加分：以200为基数，每超过100个点击，加一分；以50个点赞为基数，每超过50个，加一分。学期末统计。**

**5、事前传播：每篇加2分**

**6、二次传播：每篇加2分**

**7、截稿时间为新闻发生当天，延迟交稿扣一分**

**8、地推：按照每组粉丝数比例算**

**审稿过程：**

**1、栏目稿件：自行写作、编辑、排版，用自己的微信公众号发预览给老师审稿。**

**2、新闻稿件：**

**（1）与老师商量新闻线索，周日报选题，周一编委会答复；**

**（2）获批的选题，向老师报采访计划，开始采访；**

**（3）写作、编辑后，发老师word文档，要求以视觉元素为主。请把word文档的左右边距等设置改成手机屏幕阅读样式。字体、字号等都按照微信实际推送设置。**

**（4）老师改稿通过后，发每班的美编排版。**

备注：

教学内容不宜简单地填写第几章、第几节，应就教学内容本身做简单明了的概括；

教学方式为讲课、实验、讨论课、习题课、参观、边讲边练、汇报、考核等；

评价方式为期末考试“1”及过程考核“X”，其中“1”为教学大纲中规定的形式；“X”可由任课教师或课程组自行确定（同一门课程多位教师任课的须由课程组统一X的方式及比例）。包括纸笔测验、课堂展示、阶段论文、调查（分析）报告、综合报告、读书笔记、小实验、小制作、小程序、小设计等，在表中相应的位置填入“1”和“X”的方式及成绩占比。

任课教师： 系主任审核： 日期：