

# 专业课课程教学大纲模板 (2017.6.30版)

## 【高级新闻采访与写作】

### 【Advanced Reporting】

#### 一、基本信息 (必填项)

课程代码: 【】  
 课程学分: 【2】  
 面向专业: 【新闻】  
 课程性质: 【系级选修课】  
 开课院系: 新闻  
 使用教材: 自编

#### 二、课程简介 (必填项)

此处概述课程的研究对象及课程在专业中的作用与地位, 使学生对该课程有一个总体了解。  
 (300-400字)

#### **How is this semester different than News Reporting? (What are the learning objectives? )**

The answer is different for each person. Assess the areas that you most want to grow and learn, and start from that point. I expect our advanced reporters to be able to develop more in-depth stories, better profiles and features, etc. I also expect you to discover something about yourself.

#### **Reporting**

Most of your work (and grade) will depend on your ability to report with authority to help people discover Chinese traditional culture, for example, Weiqi. You will be expected to regularly contribute to WeChat “建桥弈棋GO” works best for the report you are working on. Commit to relentless execution of the four strategies. I’ll head up the classroom portion, and I’m available for editing/writing coaching whenever you need.

#### 三、选课建议 (必填项)

本课程适合新闻专业大二、大三的学生, 要求已经修完《新闻学概论》、《新闻采访与写作》。

#### 四、课程与专业毕业要求的关联性 (必填项)

新闻学专业毕业要求指标点		关联
LO111	倾听他人意见、尊重他人观点、分析他人需求。	

L011	LO112	应用书面或口头形式，阐释自己的观点，有效沟通。	
L021	LO211	能根据需要确定学习目标，并设计学习计划。	
	LO212	能搜集、获取达到目标所需要的学习资源，实施学习计划、反思学习计划、持续改进，达到学习目标。	
L031	LO311	从海量信息中准确进行有针对性的采集，去芜存菁。	
	LO312	对信息进行性质辨识和价值判断。	●
	LO313	根据选定的主题对信息进行整合。	
L032	LO321	能顺畅地与人交流和沟通，并能因人而异采取不同沟通策略，如遇危机事件能有效公关。	
	LO322	通过观察、倾听、提问、记录、感受、思考等方式，完成采访工作。	●
L033	LO331	熟悉传统的新闻体例，并能与时俱进地应用新媒体写作方式。	
	LO332	进行有传播价值的文稿写作。	●
	LO333	能针对不同媒体介质灵活进行文稿编辑。	
L034	LO341	能够把握好新闻宣传规律。	
	LO342	围绕主题进行策划。	
	LO343	能有效地执行策划方案。	
L035	LO351	熟悉传统媒介并关注新媒体与时俱进的新变化。	
	LO352	熟练掌握至少两种传播媒介应用技能。	
L041	LO411	遵纪守法：遵守校纪校规，具备法律意识。	
	LO412	诚实守信：为人诚实，信守承诺，尽职尽责。	
	LO413	爱岗敬业：了解与专业相关的法律法规，充分认识本专业就业岗位在社会经济中的作用和地位，在学习和社会实践中遵守职业规范，具备职业道德操守。	
	LO414	身心健康，能承受学习和生活中的压力。	
L051	LO511	在集体活动中能主动担任自己的角色，与其他成员密切合作，共同完成任务。	
	LO512	有质疑精神，能有逻辑的分析与批判。	
	LO513	能用创新的方法或者多种方法解决复杂问题或真实问题。	
	LO514	了解行业前沿知识技术。	
L061	LO611	能够根据需要进行专业文献检索。	
	LO612	能使用合适的软件来搜集和分析所需的信息数据。	
	LO613	能把现代信息技术融入到新闻宣传工作各个环节。	
L071	LO711	爱党爱国：了解祖国的优秀传统文化和革命历史，构建爱党爱国的理想信念。	
	LO712	助人为乐：富于爱心，懂得感恩，具备助人为乐的品质。	

LO71	LO713	奉献社会：具有服务企业、服务社会的意愿和行为能力。	
	LO714	爱护环境：具有爱护环境的意识和与自然和谐相处的环保理念。	
LO81	LO811	具备外语表达沟通能力，达到本专业的要求。	
	LO812	理解其他国家历史文化，有跨文化交流能力。	
	LO813	能用国际视野来分析评判具体的新闻事件。	

备注：LO=learning outcomes（学习成果）

### 五、课程目标/课程预期学习成果（必填项）（预期学习成果要可测量/能够证明）

专业能力写到毕业要求层级（二级编码），通用能力写到指标点层级（三级编码），如果是应用型本科试点专业全部写到指标点层级（三级编码）。在“课程目标（细化的预期学习成果）”这列要写清楚指标点（或者毕业要求）在本门课程里面的具体表现，撰写时以适当的行为动词引导。

序号	课程预期学习成果	课程目标 (细化的预期学习成果)	教与学方式	评价方式
1	L0312	<ul style="list-style-type: none"> <li>to write clearly for a variety of media while adhering to deadlines. to use Associated Press style.</li> <li>to use standard English grammar and usage</li> </ul>	边讲边练	Class and outside writing
2	L0322	The class encompasses a variety of international activities – reading, discussing, knowing current events	边讲边练	Class and outside writing
3	L0332	<ul style="list-style-type: none"> <li>to apply critical-thinking skills to evaluate the credibility of sources and information.</li> <li>to apply critical-thinking skills to evaluate others' writing and thinking.</li> <li>to understand the importance of following an ethical and legal framework in Chinese journalism.</li> </ul>	边讲边练	Class and outside writing

## 六、课程内容（必填项）

此处分单元列出教学的知识点和能力要求。知识点用布鲁姆认知能力的6种层次：“知道”、“理解”、“运用”、“分析”、“综合”、“评价”来表达对学生学习要求上的差异。能力要求必须选用合适的行为动词来表达。用文字说明教学的难点所在，并标明每个单元的理论课时数和实践课时数。

Week 1: Reports, stories and sense-making

- Introduction to class
- survival guide
- What makes writing good?
- News values/characteristics

Week 2: The art of the riff

- Writing tools, chaps: play with words, even in serious stories; seek original images; riff on the creative language of others; put odd and interesting things next to each other; place gold coins along the path.
- Read and play one game of Analogies on OneUpMe
- Tip No. 1: find one story idea a day, every day.

Week 3: Imagination and story ideas

- Save string
- How to cultivate the art of serendipity
- Tip: you'll manage four people in any newsroom. Learn the difference
- The best question ever: what do you mean?
- Use different colored highlighters to show trends in your writing

Week 4: Projects - putting a \$50 tree in a \$5 hole

- break long project into parts
- The best question ever

Week 5: projects

- limit self-criticism in early drafts
- Don't take a pen to a gunfight

Week 6: structured journalism, blended narrative

- Review structured journalism offers readers a different kind of story experience

Week 7: professional health: building resilience into your work

- Recruit your own support group

Week 8: notes and note-taking

- Begin sentences with subjects and verbs
- Order words for emphasis
- Be passive-aggressive
- Take two pens. Three if you're feeling wild.

Week 9: the ladder of abstraction redux

- set the pace with sentence length
- vary the lengths of paragraphs; then watch the video with pace and rhythm in mind
- Choose the number of elements with a purpose in mind
- Know when to back off and when to show off
- Climb up and down the ladder of abstraction
- Tune your voice

Week 10: sourcing

- Get the name of the dog

- Reveal traits of character
- Week 11: oh the rules you'll break
- make a personal list of overused words. Then monitor them
  - Your moment of Zen (aka "what happens to you when you don't make deadline")
- Week 12: Polls, surveys and other damn lies
- FIND: At least one news report with a poll in it. Bring it to class.
  - Numbers are your best friend. Unless they aren't
- Week 13: TBA
- Cut Big, then small
  - Prefer the simple over the technical
- Week 14: TBA
- Week 15
- Meetings
- Week 16
- Wrap up and evaluations

#### 八、评价方式与成绩（必填项）

以小组为单位，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、每周截稿时间为周二，延迟交稿扣一分

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。

撰写人：

系主任审核签名：

审核时间：