

专业课课程教学大纲模板 (2017.6.30版)

【融媒体采访与写作】

【convergence News Reporting】

一、基本信息 (必填项)

课程代码: 【1577】

课程学分: 【2】

面向专业: 【传棋】

课程性质: 【系级必修课】

开课院系: 新闻

使用教材: 《新闻报道与写作》: Melvin Mencher, 世界图书出版社

参考书目 【美联社新闻报道手册、华尔街日报是如何讲故事的、融合新闻报道】

课程网站网址:

二、课程简介 (必填项)

Using the lens of news writing, the course will emphasize the skills needed for all emphases – excellent writing and information gathering. Strong media writing requires more than an ability to craft clear sentences. It requires accuracy, curiosity and attention to detail. The class encompasses a variety of activities – reading, discussing, knowing current events, learning grammar, gathering information and interviewing, and most important, writing and revising. You should learn:

- to apply critical-thinking skills to evaluate the credibility of sources and information.
- to gather information efficiently through reading, interviewing and researching.
- to write clearly for a variety of media while adhering to deadlines. to use Associated Press style.
- to use standard English grammar and usage.
- to recognize the differences between journalistic and strategic communication writing.
- to apply the concepts of news, accuracy and fairness.
- to apply critical-thinking skills to evaluate others' writing and thinking.
- to understand the importance of following an ethical and legal framework in Chinese journalism.

三、选课建议 (必填项)

本课程适合新闻专业大二的学生, 要求已经修完基础写作、传播学概论、摄影基础、视频采集与制作。

四、课程与专业毕业要求的关联性 (必填项)

传播学(围棋)专业毕业要求指标点			关联
L011	LO111	倾听他人意见、尊重他人观点、分析他人需求。	
	LO112	应用书面或口头形式, 阐释自己的观点, 有效沟通。	
	LO211	能根据需要确定学习目标, 并设计学习计划。	

L021	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介与时俱进的新变化。	
	LO352	娴熟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。	
	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。	
	L0811	具备外语表达沟通能力，达到本专业的要求。	●

L081	L0812	理解其他国家历史文化，有跨文化交流能力。	●
	L0813	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）

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	L0811	<ul style="list-style-type: none"> to write clearly for a variety of media while adhering to deadlines. to use Associated Press style. to use standard English grammar and usage 	边讲边练	Class and outside writing
2	L0812	The class encompasses a variety of international activities – reading, discussing, knowing current events	边讲边练	Quiz Exam
3	L0813	<ul style="list-style-type: none"> to apply critical-thinking skills to evaluate the credibility of sources and information. to apply critical-thinking skills to evaluate others' writing and thinking. to understand the importance of following an ethical and legal framework in Chinese journalism. 	边讲边练	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

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

Assignment:

- Find seven stories – one for each characteristic studied. Provide links and write two paragraphs for each story explaining how each story selected fits the specified characteristic (AP style, spelling and grammar count)

Week 2

- an intro to leads Assignment
- Current events and lecture questions
- Background research

Week 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
- Assign background info

Week 4

- Interviewing Assignment:
- Blackboard materials for Review 2; WWW, Verbs; Modifiers & Connecting Words
- assign interviewing tasks
- Prepare for story meeting

Week 5

- Covering meetings and speeches Assignment
- Story meeting for community stories and profiles (come prepared with ideas)
- Speech writing techniques
- In class writing: speech (video)

Week 6

- 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

Week 7

- 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

Week 8

- 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
- Newsroom visits (quiz; come prepared with quotes)
- Students doing make-up visits will be excused from the quiz but must write a reflection paper as detailed in assignments below).

Week 9

- Ethical guidelines for news

Assignment: Read your groups profile drafts

- Ethics and biases

Week 10

- Setting appointments
- Profile workshop #2

Week 11

- Press release (via TurnItIn and a hard copy in class)

Week 12

- Using documents to bolster reporting Assignment:
- Current events and lecture questions #10 Topic:
- Biases and community story meeting
- Web extras
- In class exercise

Week 13

- 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

Week 14

- Using infographics to tell a story
- Flex topic

Week 15

- Meetings

Week 16

- Wrap up and evaluations
- Community story workshop #2 • Evaluations

八、评价方式与成绩（必填项）

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，一学期每人至少完成10篇稿件。
- 2、以推送最后的署名为准（每篇稿件署名不超过3个人）
- 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。

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；
 - (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，自行排版。

撰写人：

系主任审核签名：

审核时间：