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1951

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84

26

10

39

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1

3

1

3

47

17

2

1

24

11

30

2014

242

8

24

6

90%

Introduction to the School of Literature, Journalism & Communication

The School of Literature, Journalism & Communication is one of the earliest teaching and research institutions established by the South-central University for Nationalities. Its history can be traced back to the “Cultural Instruction Class” in 1951 when the university was established. Presently there is 1 first-level doctoral program in Chinese Language and Literature, 2 first-level master programs respectively in Chinese Language and Literature, and Journalism and Communication, 1 second-level master program in Folklore (including folk literature). In addition, there are 2 professional master programs respectively in News and Communication, and Chinese International Education. There are 5 undergraduate programs in Chinese Language and Literature, Teaching Chinese to Speakers of Other Languages (TCSOL) (Chinese language and literature), Journalism, Advertising, and Radio and Television (journalism and communication category). The undergraduate program Chinese Language and Literature is a national featured discipline, a provincial brand discipline, and provincial pilot discipline for comprehensive reform. The undergraduate program Journalism was granted the “Jingchu Excellent News Talent Collaborative Talents Cultivation Program” in Hubei Province. Among them, the Chinese International Education program sets international classes to recruit international undergraduate and graduate students.

There are 84 faculty and staff members, including 26 professors, 10 doctoral tutors and 39 master tutors. 1 teacher was awarded "Folk Artist" by UNESCO. There is 1 national model teacher, 3 experts subsidized by the State Council, 1 "Prominent Educator" of Hubei Province, 3 experts subsidized by the Hubei Provincial Government, and 47 doctoral degree holders. 17 teachers have paid visits to the United States, Russia, Japan, South Korea and South Africa for scientific research or academic exchanges. In recent years, the faculty has undertaken 2 key bidding projects of the National Social Science Fund, 1 key research project of the Ministry of Education, 24 general projects and youth projects funded by the National Social Science Fund. They have published a number of influential academic papers in authoritative journalisms such as “Social Sciences in China”, “Literary Review”, “Philosophical Research”, “Literary Heritage”, “Ethno-national Studies”, “Literature & Art Studies”, and “Journalism & Communication”. Altogether they have been granted 11 awards for outstanding achievements in social science at provincial or ministerial levels.

The first-level discipline, Chinese Language and Literature, is a key discipline in Hubei Province. The Research Center of Aesthetics for Ethnic Minorities in Central and Southern China is a key research base for humanities and social sciences in Hubei Province. The Research Team of Languages and Literature of Ethnic Minorities in Central and Southern China is a key scientific research team of the State Ethnic Affairs Commission. The Teaching Team of Chinese Minority Language and Literature is a key teaching team of the State Ethnic Affairs Commission. The Experimental Teaching Center of Ethnic Culture Image Communication is a key experimental teaching demonstration center in Hubei Province. The Experimental Teaching Center of News and Communication is an experimental teaching demonstration center of Hubei Province. The school has a non-linear editing laboratory, a radio program editing laboratory, a virtual studio laboratory, a news and advertising comprehensive laboratory and a photography laboratory. It has established more than 30 internship bases with government departments, news media and enterprises. .

Currently, the school has an enrollment of 2014 undergraduate students, 242 master candidates and 8 doctoral candidates, 24 international undergraduate students and 6 international master candidates. In recent years, the proportion of graduates studying abroad or studying for higher degrees has increased year by year, and the employment rate of graduates has remained above 90%. The school has been awarded the title of Advanced Unit for Employment Work for several times by the university. Many graduates have become backbones in government institutions, public institutions, large and medium-sized enterprises, mass media and advertising companies, winning wide acclaim from the society.

Chinese Language and Literature

The Chinese Language and Literature specialty is one of the oldest ones in the university. It is a national featured specialty constructed by the university, and a pilot discipline for comprehensive reform in Hubei Province. Through the in-class and out-of-class teaching, the students will master the basic knowledge and basic theories of language and literature, and master the relevant knowledge of journalism, history, philosophy, art, etc., They are competent with high literary accomplishment, appreciation ability, speech competence and skilled writing. They are qualified for jobs of teaching, research, news editing, network editing, and secretarial work, etc. in colleges and universities, scientific research institutions, press and publishing organizations, governments, and enterprises. At present, there are about 800 undergraduate students in this discipline. The schooling period for undergraduates is generally years. Students are enrolled into the disciplinary category Chinese Language and Literature. When they meet the qualifications for graduation, they will be awarded the degree Bachelor of Arts.

2005

2007

2018

200

		10							
								6	
	1		2			2		4	
2		10	10		1			90%	10
	6		10			1			
600			95		985	211			
25%									

Teaching Chinese to Speakers of Other Languages (TCSOL)

The undergraduate program Teaching Chinese to Speakers of Other Languages (TCSOL) of South-Central University for Nationalities was established in 2005. It officially recruited undergraduate students in 2007, and recruited professional graduate students in 2018. There are about 200 undergraduate and postgraduate students both from home and abroad each year. With the educational conception of “solid foundation, wide output, high-quality education and strong ability”, this specialty cultivates professional, practical and versatile talents qualified for spread of Chinese language and culture in Chinese teaching, management and other foreign-related work with their solid foundation in Chinese language and culture, and high level of foreign language, knowledge in TCSOL. The degree of internationalization of this specialty is comparatively high, and the students' development of practical skills and international horizon is emphasized. A large number of students are sponsored to take part in exchange programs abroad each year. More than 10 internship bases have been set up in educational institutions at home and abroad, such as the Confucius Institute at the University of Wisconsin, the Kazakhstan Chinese Language Institute, the International Education School of Zhongnan University of Economics and Law, the China the International

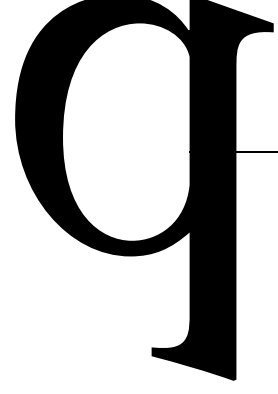
Education School of University of Geosciences, the Wuhan Experimental Foreign Language School, the International Education School of SCUN, and the ethnic minority class of SCUN. Students may conduct international teaching practice and cultural communication at the internship bases. There is a faculty team with strong abilities, reasonable age structure, vitality and international vision. There are 6 professors, 4 associate professors and 1 lecturer. Among them there is 1 expert with subsidy from the State Council, 2 experts with outstanding contributions in Hubei Province, 2 academic leaders at the university level, and 1 Teaching Model of SCUN. Altogether there are 2 doctoral supervisors and 10 master tutors. The doctoral degree holders make up 90% of the faculty team. More than 10 teachers have the experience of overseas teaching. The school also employs a number of well-known Chinese and foreign scholars and writers as visiting professors. In recent years, the faculty members have undertaken 6 projects of National Social Science Fund, more than 10 social science projects at provincial and ministerial levels, and 1 project of national "Less Popular Science" fund. A number of academic monographs have been published by the People's Publishing House and China Social Science Press. A number of influential academic papers have been published by "Language Teaching and Linguistic Studies", "Chinese Linguistics", "Minority Languages of China", "Applied Linguistics" and "Studies in Language and Linguistics", etc. At present, the specialty has cultivated talents amounting over 600, and the employment rate has reached over 95%. The number of students who continue with their masters and doctoral degrees in "985" and "211" universities in mainland China, in Hong Kong or universities abroad make up 25% of the total graduates. The students have won many awards in various competitions at various levels, and many undergraduate thesis papers have been granted excellent grades at the university or provincial levels. In addition, a large number of graduates have worked at the Confucius Institutes or other language institutes engaged in Chinese language teaching, winning reputation for the school.

	1995	2009		2018
	20		2000	
4		2009	2013	2018

Journalism

The journalism specialty of South-Central University for Nationalities was established in 1995. In 2009, it was awarded the school-level brand specialty. In 2018, it was granted the “Jingchu Excellent News Talent Collaborative Talents Cultivation Program” in Hubei Province. In the history of more than 20 years, over 2,000 journalist talents have been brought up, and a wealth of talent cultivation resources and school experience have been accumulated. Four achievements have been granted awards in the sixth (2009), seventh (2013) and eighth (2018) sessions of Hubei Province Higher Education Teaching Achievement Award. Guided by Marxist journalism ideas, this specialty attaches importance to the virtues of the talents, conforms to the new technology and new development of the media industry, trains high-quality journalists with ideals, skills and responsibilities, serves the development of journalism in the country and ethnic regions. At present it is making every effort to build a national first-class undergraduate program with distinctive ethnic characteristics and capable of representing the high level of journalism talents cultivation nationwide.

	1995	1996		1999			
		2010			2014-2015		
	11		4	5	2	7	3
1		9		6			1
		1	2		1		



1 1 1

1500

Advertisement

The Advertisement specialty of South-Central University for Nationalities was established in 1995. In 1996, it enrolled the first batch of students (junior college students). In 1999, it enrolled undergraduate students. The schooling period is generally four years. Students are enrolled into the disciplinary

Talents Cultivation led by Professor Xu Hong, is a university-level innovation teaching project which ranked high in the undergraduate programs evaluation of SCUN. The student teams were instructed to take part in the National College Students' Advertising Art Competition, the Chinese University Students' Computer Design Competition, and the Chinese College Students' Challenge Cup Competition, winning hundreds of national awards. Teachers in the specialty have won 1 award for outstanding teaching achievements in Hubei Province, 1 second prize and 1 third prize.

The specialty aims at cultivating talents in advertising planning and creativity. Since its establishment, it has brought up more than 1,500 outstanding graduates to the mass media, advertising companies, enterprises and public institutions, etc. The graduates have made outstanding achievements in their respective jobs. Representatives include Duan Guanghong in Advertising Department of CCTV, Zhou Junzhong in Xinhua News Agency, and Lan Tianpeng in Shenzhen Jiugongge Advertising Co., Ltd..

The Radio and Television specialty aims at cultivating tal

汉语言文学专业本科培养方案

Undergraduate Program for Chinese language and literature

一、培养目标

21

This program is designed to bring out talents who are all-round developed in morality, intelligence, physics and aesthetics to meet the need of the 21st century. The students will master basic theories and fundamental knowledge in Chinese language and literature, and master basic skills and techniques in related subjects. This enables them to do academic researches in Chinese language and literature, and to take jobs of teaching, research, journalism writing, cultural propaganda, secretarial work, etc. in universities, middle school, scientific institutions, publishing offices, and enterprises.

二、培养规格

I

Length of Schooling

4

Duration: 4 years

II

Degree

Degrees conferred: Bachelor of arts

III

Basic requirements for Cultivation

1.

2.

3.

4.

Students of the program will acquire:

1.mastery of basic theories of Chinese language & literature, fundamental knowledge about its history and current development, and mastery of most important literary theories abroad;

2.mastery of comprehensive skills in language and literature; skills of language expression, literary appreciation and analysis; knowledge of current development and future prospect of the subject;

3.knowledge of journalism, advertising, arts or related subjects; skills of computer operation, and mastery of at least one foreign language; ability to meet with the need of the society;

4.ability of coordinating public relations and management in practice.

三、核心课程

Modern Chinese Language	Ancient Chinese Language	An
Introduction to Linguistics	History of Chinese Ancient Literature	
History of Chinese Modern Literature	History of Chinese Contemporary Literature	
History of Foreign Literature	An Introduction to Literature	
Introduction to Minority languages	Introduction to Chinese Culture	Comments on
Western Literature	Writing	

四、主要实践性教学环节

Practice Activity

Professional Practice

Graduation Practice

五、学时与学分

General Courses Platform	General Compulsory	710		27	10.5		23.0%
	General Elective	192		12			7.4%
Basic Courses Platform	Compulsory	700		43	0.5		26.7%
	Elective	212/160		5.5	4.5		6.1%
Major Courses Platform	Compulsory	452		23.5	3.5		16.6%
	Elective	160		10			6.1%
Practical Teaching Platform	Compulsory	18w			18		11.0%
	Elective						
Innovation and Entrepreneurship Platform	Innovation Credits			3			3.0%
	Entrepreneurship Credits			2			
Amount	Compulsory Credits	131	Elective Credits	32	Proportion of Elective Credits		20%
	Theory Credits	121	Practice Credits	42	Proportion of Internship and Practical Training		20%
The Lowest Graduate Credits		163					

Courses Classified									
General Courses Platform	General Compulsory	11.5	10	7	8		1		
	General Elective suggestive		2	2	2	2	2	2	
Basic Courses Platform	Compulsory	9.5	10	9	6	6	3		
	Elective		2	4	4				
Major Courses Platform	Compulsory			9	6	8	4		
	Elective					4	4	2	
Practical Teaching Platform	Compulsory		1	1	2	1	3		10
	Elective								
Amount		21	25	32	28	21	17	4	10
Innovation and Entrepreneurship Platform	Innovation Credits	3							
	Entrepreneurship Credits	2							
The Lowest Graduate Credits		163							

六、教学进程计划表 / V I、Teaching Schedule Form

109100000418		2	36	36				2									
109110000318		/2	36			36		18									
20W100000613	1 English 1	2	32	32				2									
218110000313	1 Physical Education 1	0/1	26			26		/2									
217100012418	Cultivation of Morals and Fundamentals of Law	2.5/0.5	52	40		12		3									
217100000413	Situation and Policy	2	32	16		16		2									
217100000613	National Theory and National Policy	1.5/0.5	32	24		8		2									
20W100000713	2 English 2	2	32	32				2									
218110000213	2 Physical Education 2	0/1	32			32		/2									
112110010718	Labor Education	0/1	32			32		/2									
20W100000813	3 English 3	2	32	32				2									
218110000413	3 Physical Education 3	0/1	32			32		/2									
2171000122	Essentials of China Modern and Contemporary History	2.5/0.5	52	40		12		3									
217100012318	Marxist Fundamentals	2.5/0.5	52	40		12		3									
2171000121	Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4					

	Chinese characteristics																
20W100000913	4 English 4	2	32	32							2						
218110000113	4 Physical Education 4	0/1	32			32					/2						
115100000113	Employment Guidance	1	16	16									2				
209100031018	II Basic of Computer II	1/0.5	32	16	16			2									

General Elective Courses	12

Require Basic Courses	1	Ancient Chinese 1	3	48	48					3										
	2	Ancient Chinese 2	3	48	48						3									
	1	Modern Chinese	2	32	32					2										
	2	Modern Chinese	2	32	32					2										
		Introduction to Linguistics	3	48	48									3						
	1	History of Modern Chinese Literature 1	2	32	32					2										
	2	History of Modern Chinese Literature 2	2	32	32					2										
	1	History of Ancient Chinese Literature 1	3	48	48					3										
	2	History of Ancient Chinese Literature 2	3	48	48						3									
	3	History of Ancient Chinese Literature 3	3	48	48							3								
	4	History of Ancient Chinese Literature 4	3	48	48								3							
	1	History of foreign Literature 1	3	48	48							3								

		2 History of foreign Literature 2	3	48	48							3							
		3 History of foreign Literature 3	3	48	48								3						
		4 History of foreign Literature 4	3	48	48									3					
		Practical Writing	1.5/0.5	36	24			12	2										
		Professional introduction	0.5	8	8				2										
Elective Basic Course s		Myth and Chinese Culture	2	32	32					2									
		logics	2	32	32							2							
		Sociology Research Methods	1/1	40	16	24							2						
		Sociolinguistics	2	32	32					2									
		Introduction to World Culture	2	32	32					2									2
		Introduction to Chinese Culture	2	32	32					2									8
		Chinese Editing, Publishing and Information Processing	1/1	40	16	24					4								1
		Applied Linguistics	2	32	32					2									2

		Python Program Design Language (Python)	1/1	48	16		32		3					
		Basis of calculus	4	80	64			16	5					
		Chinese dialectics	1.5/0.5	36	24			12		2				
		Practical Putonghua Skills	2	32	32					2				
		Chinese Ancient Documentation Science	2	32	32					2				
		Chinese Character and Culture	2	32	32					2				
		Film and Television Literature	2	32	32					2				2
		Art and Literary Psychology	2	32	32					2				
		Introduction to Aesthetics	2	32	32					2				
		Literature Theory of Marxism	2	32	32					2				
		Introduction to Folklore	2	32	32						2			
		Philology	2	32	32						2			
		Lexicology	2	32	32						2			2
		Art of Photography	1.5/0.5	40	24	16					4			
			1.5/0.5	40	24	16					2			

		Literature on theInternet	2	32	32							2					
		Aesthetic Cultures of the Minority Nationalities	2	32	32							2					
			:53.5		43.5				10								
			Demand of Credit: Credit: 53.5		Required: 43.5				Elective: 10								

Required Courses		Theory of Literature	3	48	48							3					
		Comments on Chinese Ancient Literature	2	32	32							2					
		Comments on Western Literature	2	32	32									2			
		Introduction to Minority languages	2	32	32								2				
		Fictioneering	1.5/0.5	36	24			12				2					
		1 History of Contemporary Chinese Literature1	2	32	32							2					
		2 History of Contemporary Chinese Literature 2	2	32	32							2					
		Folk Literature	2	32	32								2				
		Minority literature	2	32	32								2				
		Writing poetry	1.5/0.5	36	24			12					2				
		Classical poetry writing	1.5/0.5	36	24			12				2					
		Animation Script Writing	1.5/0.5	36	24			12				2					

		The prose writing	1.5/0.5	36	24				12										2
Elective courses		Studies of Non fiction style	2	32	32								2						
		Closing Reading to Literary Text	2	32	32									2					
		Selected Readings of Chinese Classics	2	32	32										2				
		Study of Literary Criticism	2	32	32										2				
		Poetry Chanting		32	32										2				
		Studies of Modern Chinese Popular Novels	2	32	32										2				
		Research on literary trends in the new era	2	32	32										2				
		Studies of Ancient Poetry Anthology		32	32											2			
		History of Linguistics	2	32	32											2			
		Grammar	2	32	32											2			
		Studies of A dream of Red Mansions	2	32	32											2			
		Chinese modern novel studies	2	32	32											2			

		Selected lectures on classics of ancient Chinese literary theory	2	32	32										2	
		Western modern aesthetics	2	32	32										2	
		Comparative Literature	2	32	32											2
		Standardization of Chinese Language and Character	2	32	32											2
		Studies on Luxun's Works	2	32	32											2
		Study of Chinese Ancient Prose	2	32	32									2		
		Studies of Ancient Chinese Poetry	2	32	32									2		
		Studies of New Poetry	2	32	32											2
		Studies of Ancient Poet	2	32	32										2	
		Studies of Ancient Chinese Novels	2	32	32											2
		Studies of Ancient Chinese Dramas	2	32	32											2

		didactics of middle school Chinese	1/1	40	16			24								3	
			:37		27				10								
Demand of Credit:			Credit:37		Required: 27				Elective:10								

Teaching practice	Social Practice	Social Investigation ¹	1	1	/W														
		Social Investigation ²	1	1	/W														
		Visit and Interview	1	1	/W														in Hubei
	Project Design																		
	Preliminary				3	3	/W												
Teaching Practice	Teaching Practice	Pracitice ¹	2	2	/W														in Hubei
		Pracitice ²	3	3	/W														
	Graduation Practice	Graduation Practice	4	4	/W														1-4 /W
	Graduation Project	Graduation Thesis	6	6	/W														7-12 /W
	Amount			15	15	/W													
subtotal	Credit 18 Period 18W																		
Amount	Credits 18						Period 18W						Weeks 18w						

Innovation Credits	3
Entrepreneurship Credits	2
Amount	5

汉语国际教育专业本科培养方案

Undergraduate Program for Specialty in Teaching Chinese as a Second Language

一、培养目标

Specialty in Teaching Chinese as a Second Language is designed to cultivate excellent talents who are comprehensively proficient and competent in Chinese language and culture and other relevant fields. They will be equipped with high quality of humanistic literacy, knowledgeable in Chinese literature, culture and cross-cultural communication. Graduates will be able to teach Chinese as a second language in various schools home and abroad. They will also be qualified for jobs related with language and culture communication in government departments, companies, publishing organizations home and abroad.

二、培养规格

I

Length of Schooling

4

Duration: 4 years

II

Degree

Degrees conferred: Bachelor of Art

III

Basic requirements for Cultivation

1

2

3

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Students of this major will lay a good foundation of Chinese linguistics and culture. They will be systematically trained in social science, humanities and science. They will be capable of applying what they have learned to do the job related with language and character, teaching Chinese as a second language and intercultural communication.

Graduates should obtain the following qualities and abilities:

1. master basic theories and knowledge of Chinese language and literature;
2. be competent in teaching Chinese as a second language, be proficient in Chinese speaking and writing, speak standard Chinese, use Chinese characters correctly;
3. lay a good foundation of Chinese and western literature and culture, master a foreign language, be capable of intercultural communication;
4. know the relevant policies, regulations and laws of foreign exchanges, be able to deal with basic foreign affairs;
5. have a good access of this major's theoretical development and prospects, have a broad cultural vision;
6. be able to acquire new knowledge without interruption, can do scientific research, can make critical thinking.

三、核心课程

Modern Chinese	Ancient Chinese	Introduction to Linguistics
Introduction to Chinese	International Education	Methods of Teaching
Chinese	Theories of Second Language Acquisition	
Classroom Instruction of Teaching Chinese as a Second Language		Cross-cultural
Communication	Translation from English into Chinese	English Writing

discuss Chinese language phenomena and hot issues of TCSL, establish friendship with overseas students and students of national minorities.

五、学时与学分

General Courses Platform	General Compulsory	710	27	10.5	23.0%	
	General Elective	192	12		7.4%	
Basic Courses Platform	Compulsory	700	43	0.5	26.7%	
	Elective	212-160	5.5	4.5	6.1%	
Major Courses Platform	Compulsory	456	24	3	16.6%	
	Elective	160	10		6.1%	
Practical Teaching Platform	Compulsory	17W		18	11.0%	
	Elective					
Innovation and Entrepreneurship Platform	Innovation Credits		3		3.0%	
	Entrepreneurship Credits		2			
Amount	Compulsory Credits	131	Elective Credits	32	Proportion of Elective Credits	20%
	Theory Credits	121.5	Practice Credits	41.5	Proportion of Internship and Practical Training	20%
The Lowest Graduate Credits		163				

Courses Classified									
General Courses Platform	General Compulsory	11.5	10	7	8	0	1	0	0
	General Elective suggestive		2	2	2	2	2	2	
Basic Courses Platform	Compulsory	9.5	10	9	6	6	3		
	Elective		2	4	4				
Major Courses Platform	Compulsory			6	7	10	4		
	Elective					6/4	2/4	2	
Practical Teaching Platform	Compulsory		1	1	2	1	3	0	10
	Elective								
Amount		21	25	29	29	25	15	4	10
Innovation and Entrepreneurship Platform	Innovation Credits	3							
	Entrepreneurship Credits	2							
The Lowest Graduate Credits		163							

六、教学进程计划表 / V I、Teaching Schedule Form

109100000418		2	36	36				2									
109110000318		/2	36			36		18									
20W100000613	1 English 1	2	32	32				2									
218110000313	1 Physical Education 1	0/1	26			26		/2									
217100012418	Cultivation of Morals and Fundamentals of Law	2.5/0.5	52	40		12		3									
217100000413	Situation and Policy	2	32	16		16		2									
217100000613	National Theory and National Policy	1.5/0.5	32	24		8		2									
20W100000713	2 English 2	2	32	32				2									
218110000213	2 Physical Education 2	0/1	32			32		/2									
112110010718	Labor Education	0/1	32			32		/2									
20W100000813	3 English 3	2	32	32				2									
218110000413	3 Physical Education 3	0/1	32			32		/2									
2171000122	Essentials of China Modern and Contemporary History	2.5/0.5	52	40		12		3									
217100012318	Marxist Fundamentals	2.5/0.5	52	40		12		3									
2171000121	Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4					

	Chinese characteristics																
20W100000913	4 English 4	2	32	32							2						
218110000113	4 Physical Education 4	0/1	32			32					/2						
115100000113	Employment Guidance	1	16	16									2				
209100031018	II Basic of Computer II	1/0.5	32	16	16			2									

General Elective Courses	12


Require Basic Courses	1	Ancient Chinese 1	3	48	48					3												
	2	Ancient Chinese 2	3	48	48						3											
	1	Modern Chinese	2	32	32					2												
	2	Modern Chinese	2	32	32					2												
		Introduction to Linguistics	3	48	48											3						
	1	History of Modern Chinese Literature 1	2	32	32					2												
	2	History of Modern Chinese Literature 2	2	32	32					2												
	1	History of Ancient Chinese Literature 1	3	48	48					3												
	2	History of Ancient Chinese Literature 2	3	48	48						3											
	3	History of Ancient Chinese Literature 3	3	48	48							3										
	4	History of Ancient Chinese Literature 4	3	48	48								3									
	1	History of foreign Literature 1	3	48	48								3									

2

2	History of foreign Literature	3	48	48			3
2							
3	History of foreign Literature	3	48	48			3
3							
4	History of foreign Literature	3 ^m	48	48			3
4							
	Practical Writing	1.5/0.5	36	24	12	2	
	Professional introduction	0.5	8	8		2	
		2	32	32			2
	logics	2		32			2
	Sociology Research Methods	1/1	40	16	24		2
	English linguistics	2	32				

2
8
1 2

Elective
Basic
Course
s

B.0; -U• 

		Literature on theInternet	2	32	32							2						
		Aesthetic Cultures of the Minority Nationalities	2	32	32							2						
			:53.5		43.5		10											
			Demand of Credit: Credit: 53.5		Required: 43.5		Elective: 10											



		Grammar and grammar teaching	1.5/0.5	36	24			12					2		
		English Writing	2	32	32								2		
Elective courses		History of Linguistics	2	32	32								2		
		Grammar	2	32	32								2		
		Study on Overseas Chinese Education	2		32								2		
		Critical interpretation of ancient texts	2	32	32								2		
			1.5/0.5	36	24	12							2		
		Introduction to Chinese and foreign culture	2	32	32								2		
		Pragmatics		32	32								2		
		Studies of Modern Chinese Popular Novels	2	32	32								2		
		Chinese Rhetoric	2	32	32								2		
		1 Japanese as the Second Foreign Language 1	4	64	64								4		

10
Students must obtain at least 6 credit

		1 French as the Second Foreign Language 1	4	64	64											4		
		1 German as the Second Foreign Language 1	4	64	64											4		
		1 Russian as the Second Foreign Language 1	4	64	64											4		
		1 Korean as the Second Foreign Language 1	4	64	64											4		
		Comparative Linguistics	2	32	32											2		
		Poetry Chanting	2	32	32									2				
		Chinese talent calligraphy	2	32	32											2		
		Advanced Oral English	2	32	32											2		
		2 Japanese as the Second Foreign Language 2	4	64	64											4		
		2 French as the Second Foreign Language 2	4	64	64											4		
		2 German as the Second Foreign Language 2	4	64	64											4		
		2 Russian as the Second Foreign Language 2	4	64	64											4		

2	4	64	64	4
Korean as the Second Foreign Language 2				

Teaching practice	Social Practice		1 Social Investigation1	1	1	/W														
			2 Social Investigation2	1	1	/W														
			Visit and Interview	1	1	/W														in Hubei
	Project Design																			
	Preliminary			3	3	/W														
Teaching Practice	Teaching Practice		1 Pracitice1	2	2	/W													in Hubei	
			2 Pracitice2	3	3	/W														
	Graduation Practice		Graduation Practice	4	4	/W													1-4 /W	
	Graduation Project		Graduation Thesis	6	6	/W													7-12 /W	
	Amount			15	15	/W														
subtotal		Credit 18 Period 18W																		

Innovation Credits	3
Entrepreneurship Credits	2
Amount	5

新闻学专业本科培养方案

Undergraduate Program for Journalism

一、培养目标

21

The program is designed to bring out talents who are all-round developed in morality, intelligence, physics and aesthetics to meet the need of the 21st century. The students will master basic theories and skills of journalism, and have solid cultural foundation as well. They will be qualified to work in the fields of news broadcast, journalism education, journalism management, studies of journalism, publishing, secretary work, or take other jobs relevant to cultural transmission.

二 a

...knowing English;
...writing, reading and computer operation;
literature & language, art, foreign languages and computer operation;

3.Familiarity with principles, policies and

六、教学进程计划表 / VI、Teaching Schedule Form

109100000418		2	36	36				2											
109110000318		/2	36			36		18											
20W100000613	1 English 1	2	32	32				2											
218110000313	1 Physical Education 1	0/1	26			26		/2											
217100012418	Cultivation of Morals and Fundamentals of Law	2.5/0. 5	52	40			12		3										
217100000413	Situation and Policy	2	32	16		16		2											
217100000613	National Theory and National Policy	1.5/ 0.5	32	24			8		2										
20W100000713	2 English 2	2	32	32				2											
218110000213	2 Physical Education 2	0/1	32			32		/2											
112110010718	Labor Education	0/1	32			32		/2											
20W100000813	3 English 3	2	32	32				2											
218110000413	3 Physical Education 3	0/1	32			32		/2											
2171000122	Essentials of China Modern and Contemporary History	2.5/ 0.5	52	40			12		3										
217100012318	Marxist Fundamentals	2.5/0. 5	52	40			12		3										
2171000121	Introduction to MAO zedong thought and socialist	4/1	88	64			24						4						

	theoretical system with Chinese characteristics																
20W100000913	4 English 4	2	32	32							2						
218110000113	4 Physical Education 4	0/1	32			32					/2						
115100000113	Employment Guidance	1	16	16									2				
209100030918	I Basic of Computer I	2	40	24	16			4									

General Elective Courses	12

Elective Basic Course s																					
		B Social Psychology	2	32	32															2	
		C Introduction to Sociology	2	32	32																2
		principle of economics	2	32	32																2
		Introduction to Aesthetics	2	32	32																2
		Public Communication	2	32	32																2
		Audio-Visual Language	2	32	32																2
		National Culture Communication	2	32	32																2
		Studies on Program Masters	2	32	32																2
		Research on Media Entertainment Industry	2	32	32																2
		Television Culture	2	32	32																2
		Intercultural Communication	2	32	32																2
		Cultural Creative Industry Theory and Practice	2	32	32																2
	Public Opinion	2	32	32																2	

		1 Art Design I: Planar formation	1.5/0.5	24/16	24	16				3									
		2 Art Design II: Color Composition	1.5/0.5	24/16	24	16				3									
		Python Program Design Language (Python)	1/1	48	16		32			4									
		Art of Shooting	1.5/0.5	24/16	24	16				3									
		Amount	14 13+ 1	240	208	32				3	6	4	2						
		The Whole Periods: /240	Oeriods in Each Term							12	16	10	5	7	2				
		The Whole Credits	Credits in Each Term							9	13	9	5	6	2				
Demand of Credit:			:	Credit:	Required:				Elective:										

News Interview	3	48	48		3
News Writing	3	48	48		3
News Editing	2.5/0.5	56	40	16	4
News Commentary	3	48	48		3
History of Chinese Journalism	3	48	48		3
Convergence Journalism	2	32	32		2
History of Foreign Journalism	3	48	48		3
Journalistic Regulation and Ethics	A 3	48	48		3
Journalism Psychology	2	32	32		4
Media Management	2	32	32		4
Amount	27	440	424	16	10 6 8 8
The Creation and Editing of multimedia Text	0.5/1.5	56	8	48	3

Broadcasting Editing and Program Making	1.5/0.5	40	24	16	4
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Photography and Editing of TV	2/1	32/32
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Elective courses

COMMUNITY AND CONTEMPORARY SOCIAL ISSUES

Community and Contemporary Social Issues

Elective courses

																Place	
Teaching Practice	Social Practice	1 Practical Activity I	1	1													local
		2 Practical Activity II	2	2													local
		3 Practical Activity	2	2													local
	Preliminary		5	5													
Teaching Practice	Teaching Practice		2	2													local
			2	2													local
	Graduation Practice	Graduation Practice	4	4													in or out of Hubei 14
	Graduation Project	Graduation Project	6	6													
Amount			14	14													
Amount		Credits 19		Period 19					Weeks 19								

Innovation Credits	3
Entrepreneurship Credits	2
Amount	5

广告学专业本科培养方案

Undergraduate Program for Advertising

一、培养目标

21

The program is designed to bring out talents who are all-round developed in knowledge, ability and morality to meet the need of the 21st century. The students will master basic theories and skills to take jobs of advertising planning and idea, advertising management, advertising design, marketing, public relations, market investigation and analysis, etc.

二、培养规格

I

Length of Schooling

4

Duration: 4 years

II

Degree

Degrees conferred: Bachelor of Arts

III

Basic requirements for Cultivation

1.

2.

3.

4.

5.

6.

...tion ...
...concept and theory of modern advertising, familiar with advertising campaign
...ing, as ... market insight, can carry on exper

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% C

五、学时与学分

General Courses Platform	General Compulsory	718	27.5	10.5	23.46%	
	General Elective	192	12		7.41%	
Basic Courses Platform	Compulsory	496	29	1	18.52%	
	Elective	240	13	1	8.64%	
Major Courses Platform	Compulsory	512	24	4	17.28%	
	Elective	304	14.5	1.5	9.88%	
Practical Teaching Platform	Compulsory	19		19	11.73%	
	Elective	0		0		
Innovation and Entrepreneurship Platform	Innovation Credits		3		3.10%	
	Entrepreneurship Credits		2			
Amount	Compulsory Credits	120	Elective Credits	42	Proportion of Elective Credits	25.93%
	Theory Credits	120	Practice Credits	42	Proportion of Internship and Practical Training	24.38%
The Lowest Graduate Credits		161				

		2019-2020	2020-2021	2021-2022	2022-2023	2023-2024
Courses	General Competency	12	11	8		
	General Suggestion			2		
Basic Competency Platform	Competency	9	11	3		
	Elective			2		
Major Courses Platform	Competency		6	9	9	4
	Elective		4	2	4	6
Practical Teaching Platform	Competency		1	1	3	1
	Elective					3
Amount		21	26	29		6

The Question

六、教学进程计划表 / V I、Teaching Schedule Form

109100000418		2	36	36				2									
109110000318		/2	36			36		18									
20W100000613	1 English 1	2	32	32				2									
218110000313	1 Physical Education 1	0/1	26			26		/2									
217100012418	Cultivation of Morals and Fundamentals of Law	2.5/0.5	52	40		12		3									
217100000413	Situation and Policy	2	32	16		16		2									
217100000613	National Theory and National Policy	1.5/0.5	32	24		8		2									
20W100000713	2 English 2	2	32	32				2									
218110000213	2 Physical Education 2	0/1	32			32		/2									
112110010718	Labor Education	0/1	32			32		/2									
20W100000813	3 English 3	2	32	32				2									
218110000413	3 Physical Education 3	0/1	32			32		/2									
2171000122	Essentials of China Modern and Contemporary History	2.5/0.5	52	40		12		3									
217100012318	Marxist Fundamentals	2.5/0.5	52	40		12		3									
2171000121	Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4					

	Chinese characteristics																
20W100000913	4 English 4	2	32	32							2						
218110000113	4 Physical Education 4	0/1	32			32					/2						
115100000113	Employment Guidance	1	16	16									2				
209100030918	I Basic of Computer I	2	40	24	16			4									

General Elective Courses	12

Require Basic Courses		Introduction to Journalism Science	3	48	48					4									4 15 4-15W
		Introduction to Advertising	3	48	48					4									4 15 4-15W
		Introduction to Television Broadcasting Science	3	48	48					4									4 15 4-15W
		Introduction to Internet and New Media	2	32	32					2									
		Chinese Ancient Literature	3	48	48					3									
		Art of Photography	1.5/0.5	40	24	16				4									1-10
		Public Relations Theory and Practice	2	32	32					2									
		Practical Writing	2	32	32					2									
		Modern and Contemporary Chinese Literature	3	48	48						3								
		Marxist News Thought	2	32	32						2								
		Introduction to Communication	3	48	48							3							
		Research Methods of Journalism and Communication	1.5/0.5	24/16	24	16							3						
		Amount	30 29+ 1	496 464 +32	464	32				12	13	5	3	3					

Elective Basic Course s																					
		B Social Psychology	2	32	32															2	
		C Introduction to Sociology	2	32	32																2
		principle of economics	2	32	32																2
		Introduction to Aesthetics	2	32	32																2
		Public Communication	2	32	32																2
		Audio-Visual Language	2	32	32																2
		National Culture Communication	2	32	32																2
		Studies on Program Masters	2	32	32																2
		Research on Media Entertainment Industry	2	32	32																2
		Television Culture	2	32	32																2
		Intercultural Communication	2	32	32																2
		Cultural Creative Industry Theory and Practice	2	32	32																2
	Public Opinion	2	32	32																2	

		1 Art Design I: Planar formation	1.5/0.5	24/16	24	16				3									
		2 Art Design II: Color Composition	1.5/0.5	24/16	24	16				3									
		Python Program Design Language (Python)	1/1	48	16		32			4									
		Art of Shooting	1.5/0.5	24/16	24	16				3									
		Amount	14 13+ 1	240	208	32				3	6	4	2						
		The Whole Periods: /240	Oeriods in Each Term							12	16	10	5	7	2				
		The Whole Credits	Credits in Each Term							9	13	9	5	6	2				
Demand of Credit:			Credit:			Required:			Elective:										



		Amount	28								6	9	9	4			
Elective courses		Corel DRAW CorelDraw	2	32	32						4						
		Photoshop Photoshop	2	32	32						4						
		Paper Writing	2	32	32						3						
		Product Planning and Operation Practice	2	32	32						3						
		Format Design	1/1	16/32	16	32						3					
		Interactive Advertising	2	32	32							2					
		Customer Behavior	1.5/0.5	24/16	24	16							3				
		Advertising Photography	1.5/0.5	24/16	24	16								3			
		Animation Video Advertising Creativity and Performance	1.5/0.5	24/16	24	16								3			
		The Topic of New Media Advertising Research	2	32	32									2			
		Brand Stratagem	2	32	32										3		
		Brand Image Design	1.5/0.5	24/16	24	16									3		
		International Advertising	2	32	32										3		
		Advertising Media and Digital Product Development	2	32	32										3		
		Digital Content Production and Operation	2	32	32										3		

		Digital Marketing	2	32	32									3			
		Amount	16							4	2	4	6				
The Whole Credits:			Credits in Each Term								10	11	13	10			
<p style="text-align: center;">:</p> <p style="text-align: center;">Demand of Credit: Credit: Required: Elective:</p>																	

Teaching Practice	Social Practice	1 Practical Activity I	1	1													local	
		2 Practical Activity II	1	1														local
		3 Practical Activity	1	1														local
	Preliminary			3	3													
Teaching Practice	Teaching Practice																Discipline Professional Competition	
																	Discipline Professional Competition	
	Graduation Practice	Graduation Practice															in or out of Hubei 1 4	
	Graduation Project	Graduation Project	6															
	Amount			16					1	1	3	1	3	4	6			
Amount		Credits 19				Period 19				Weeks 19								

Innovation Credits	3
Entrepreneurship Credits	2
Amount	5

广播电视学专业本科培养方案

Undergraduate Program for Specialty in Journalism

一、培养目标

This specialty aims at cultivating the advanced comprehensive students who can meet the requirements of 21st century with total development in morality, intelligence, physique and art, who are able to master the basic theory of Journalism of broadcast and television and the wide knowledge of culture and science, who know well about our regulations and policies on Journalism, who is so excellent and innovative that can be competent for editing, interviewing, mastering, managing and other culture communicating works in the field of broadcast and television or other Journalism departments and enterprise units.

二、培养规格

I

Length of Schooling

4

Duration: 4 years

II

Degree

Degrees Conferred: Bachelor of Art.

III

Basic requirements for Cultivation

The students who specialty in Journalism need to study the Fundamentals of Marxism, master the Journalism theory and the theoretical knowledge of relative courses, The students must be trained in interviewing, writing, directing, broadcasting, mastering and so on, and the students also require to know well about the features of the broadcast and television, they have the basic abilities of gathering news, scheming, managing. The main features of this specialty is “profound foundation, wide learning, be good at both practical skill and basic theory”. That’s to say, wide knowledge structure of human culture society science, profound foundation about gathering news, writing, and editing, special ability of interviewing and editing, producing and broadcasting.

三、核心课程

Introduction to Journalism Science	Introduction to Communication
Introduction to Television News Broadcast	News Report of Radio
New Report of Television	Convergence Journalism
broadcast and television at home and abroad development	History of The history of Chinese and foreign film
Photography and Editing of TV	TV program producing
Broadcast editing and program producing	The research On TV
Program Hosting	Musical Program Editing and Directing of Broadcast and TV
Techniques of Virtual Studio	Studies on Documentary Programs
Frame-in Reporters	Culture communication of movies and TV
text writing	TV

四、主要实践性教学环节

Practice Activity	Professional Practice	Graduation Practic
Main Experiment	Graduation Project	

五、学时与学分

General Courses Platform	General Compulsory	686		27.5	10.5	23.46%
	General Elective	192		12		7.41%
Basic Courses Platform	Compulsory	496		29	1	18.52%
	Elective	240		13	1	8.64%
Major Courses Platform	Compulsory	488		25.5	2.5	17.28%
	Elective	260		13	1	8.64%
Practical Teaching Platform	Compulsory	21w			21	12.96%
	Elective					
Innovation and Entrepreneurship Platform	Innovation Credits			3		3.10%
	Entrepreneurship Credits			2		
Amount	Compulsory Credits	122	Elective Credits	40	Proportion of Elective Credits	24.69%
	Theory Credits	120	Practice Credits	42	Proportion of Internship and Practical Training	24.69
The Lowest Graduate Credit		162				

Courses Classified									
General Courses Platform	General Compulsory	12	10	7	8		1		
	General Elective suggestive		2	2	2	2	2	2	
Basic Courses Platform	Compulsory	9	11	5	3	2			
	Elective		2	4	2	4	2		
Major Courses Platform	Compulsory			9	8	7	4		
	Elective			2	2	4	4	2	
Practical Teaching Platform	Compulsory		1	2	2	2	2		12
	Elective								
Amount		21	26	31	27	21	15	4	12
Innovation and Entrepreneurship Platform	Innovation Credits	3							
	Entrepreneurship Credits	2							
The Lowest Graduate Credits									

六、教学进程计划表 / V I、Teaching Schedule Form

109100000418		2	36	36				2									
109110000318		/2	36			36		18									
20W100000613	1 English 1	2	32	32				2									
218110000313	1 Physical Education 1	0/1	26			26		/2									
217100012418	Cultivation of Morals and Fundamentals of Law	2.5/0.5	52	40		12		3									
217100000413	Situation and Policy	2	32	16		16		2									
217100000613	National Theory and National Policy	1.5/0.5	32	24		8		2									
20W100000713	2 English 2	2	32	32				2									
218110000213	2 Physical Education 2	0/1	32			32		/2									
112110010718	Labor Education	0/1	32			32		/2									
20W100000813	3 English 3	2	32	32				2									
218110000413	3 Physical Education 3	0/1	32			32		/2									
2171000122	Essentials of China Modern and Contemporary History	2.5/0.5	52	40		12		3									
217100012318	Marxist Fundamentals	2.5/0.5	52	40		12		3									
2171000121	Introduction to MAO zedong thought and socialist theoretical system with	4/1	88	64		24						4					

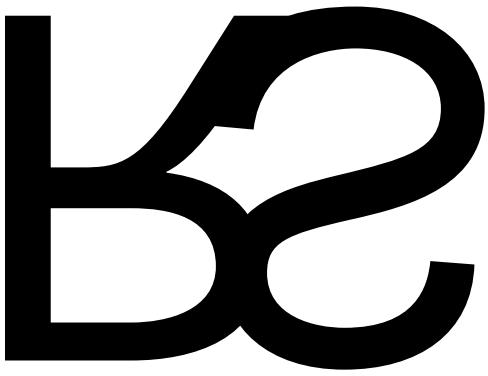
	Chinese characteristics																
20W100000913	4 English 4	2	32	32							2						
218110000113	4 Physical Education 4	0/1	32			32					/2						
115100000113	Employment Guidance	1	16	16									2				
209100030918	I Basic of Computer I	2	40	24	16			4									

General Elective Courses	12

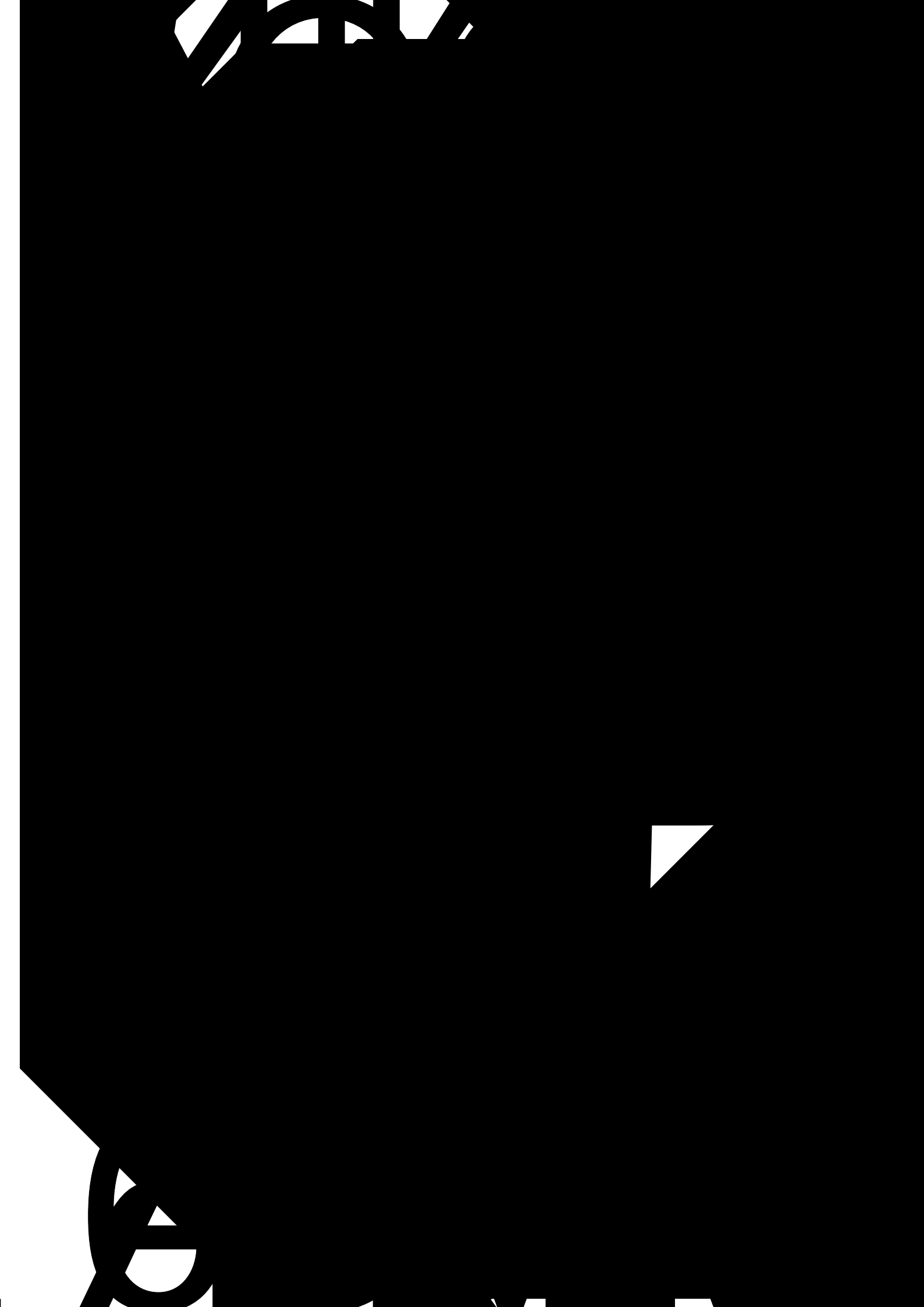
Require Basic Courses		Introduction to Journalism Science	3	48	48				4								4 15 4-15W	
		Introduction to Advertising	3	48	48				4								4 15 4-15W	
		Introduction to Television Broadcasting Science	3	48	48				4								4 15 4-15W	
		Introduction to Internet and New Media	2	32	32					2								
		Chinese Ancient Literature	3	48	48					3								
		Art of Photography	1.5/0.5	40	24	16				4								1-10
		Public Relations Theory and Practice	2	32	32					2								
		Practical Writing	2	32	32					2								
		Modern and Contemporary Chinese Literature	3	48	48						3							
		Marxist News Thought	2	32	32						2							
		Introduction to Communication	3	48	48							3						
		Research Methods of Journalism and Communication	1.5/0.5	24/16	24	16							3					
		Amount	30 29+ 1	496 464 +32	464	32				12	13	5	3	3				



		1 Art Design I: Planar formation	1.5/0.5	24/16	24	16				3									
		2 Art Design II: Color Composition	1.5/0.5	24/16	24	16				3									
		Python Program Design Language (Python)	1/1	48	16		32			4									
		Art of Shooting	1.5/0.5	24/16	24	16				3									
		Amount	14 13+ 1	240	208	32				3	6	4	2						
		The Whole Periods: /240	Periods in Each Term							12	16	10	5	7	2				
		The Whole Credits	Credits in Each Term							9	13	9	5	6	2				
Demand of Credit:			:	Credit:			Required:			Elective:									



Elective courses		Profound report of television	2	32	32						2				
		Film and television production technology	1/1	48	16	32					3				
		Musical Program Editing and Directing of Broadcast and TV	2	32	32						2				
		Photoshop Photoshop graphic design application	2	32	32						4				
		Studies on teleplay	2	32	32						2				
		Techniques of Virtual Studio	1/1	48	16	32					3				
		Studies on Documentary Programs	2	32	32							2			
		Video Advertising Production	1/1	16/32	16	32						3			
		Editing and Producing on Television Program	2	32	32							2			
		Narration of feature films	2	32	32							2			
		The research On Broadcasting Ecology And Program Innovation	2	32	32							2			





Innovation Credits	3
Entrepreneurship Credits	2
Amount	5