

上海建桥学院课程教学进度计划表

一、基本信息

课程代码	1577	课程名称	融媒体采访与写作
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	18级	上课教室	1-107
答疑时间	周三		
主要教材	《新闻报道与写作》：Melvin Mencher，世界图书出版社		
参考资料	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		

二、课程教学进度

周次	教学内容	教学方式	作业
1	<ul style="list-style-type: none"> • Introduction to class • survival guide • What makes writing good? • News values/characteristics 	边讲边练	
2	<ul style="list-style-type: none"> • an intro to leads Assignment • Current events and lecture questions • Background research 	边讲边练	
3	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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		

注：课程教学进度计划表电子版公布在本学院课程网站上，并发送到教务处存档。

6	Covering meetings and speeches Assignment <ul style="list-style-type: none"> • Story meeting for community stories and profiles (come prepared with ideas) • Speech writing techniques • In class writing: speech (video) 	边讲边练	
7	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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: <ul style="list-style-type: none"> • Current events and lecture questions #10 Topic: • Biases and community story meeting • Web extras • In class exercise 	边讲边练	

14	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Using infographics to tell a story • Flex topic 		
16	Meetings		
17	<ul style="list-style-type: none"> • 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。

任课教师： 系主任审核： 日期：