

# 专业课课程教学大纲模板 (2017.6.30版)

## 【新闻业务综合实验1】

### 【convergence news producing】

#### 一、基本信息 (必填项)

课程代码: 【1546、1581、1582】

课程学分: 【2】

面向专业: 【新闻】

课程性质: 【系级必修课】

开课院系: 新闻

使用教材:

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:

先修课程: 【新闻学概论、摄影基础、视频采集与制作、新闻采访与写作】

#### 二、课程简介 (必填项)

This course will give you experience in producing and editing, as a member of an editorial staff. As a project manager, you will practice editorial management, planning and producing, and teamwork skills as you oversee content for the WeChat Official Account “Gench Go”.

You will exercise, develop and improve on all the journalism skills practiced in previous classes: researching, reporting, editing, producing, proofreading, photo editing and design.

#### 三、选课建议 (必填项)

适合新闻专业二/三年级, 已经学习过基础写作、新闻学概论、摄影基础、视频采集与制作、新闻采访与写作、全媒体运营课程的学生。

#### 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
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。	
	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。	

L081	L0811	具备外语表达沟通能力，达到本专业的要求。	
	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	L031	Students will create and publish and online portfolio showcasing their professional work. This might include work done in the Journalism newsrooms, in off- campus internships or fellowships, personal blogs, etc. A successful portfolio will demonstrate a student's skills, professional interests and career aspirations. Potential employers should be able to visit the site and know right away what the the student could add to their workplace – within the field of journalism or not.	Project management is one of the most gratifying and challenging parts of this class – and it's something every person in the class will do. Today we'll lay out the expectations we have for project managers and the things you can do to help your team.	

2	L032	<p>There will be five style/ grammar quizzes and two vocabulary quizzes during the semester, administered through the University's Blackboard site. The vocab quizzes and first four style quizzes are 10 questions and 15 minutes each. The last quiz will be 30 minutes long</p>	<p>Project managers coach students on the different audiences for each newsroom. Project managers always review first drafts of stories for editorial content and appropriate style. (AP style for print, conversational writing for broadcast) Project managers remind students of deadlines and show them how to save to their folders on the classes server.</p>	
3	L033	<p>You will receive two grades for each newsroom. You will receive one grade for project management. Your grade is based on feedback faculty receive from your newsroom supervisor and your OWN self-evaluations and descriptions of your shifts and projects. To this end, you will file a 100-200 word report at the end of each week.</p>	<p>Project managers attend story idea meetings. They also join faculty and students for story meetings. Finally, project managers attend evaluation sessions for the students they have managed. During the evaluation session, project managers offer details about the strengths and weaknesses of their group and their group's finished work.</p>	

## 六、课程内容 (必填项)

### Week 1

Topics/subjects: Introduction to class

Newsrooms:

Your job this week is to connect with a faculty member assigned as the contact person for your first newsroom rotation and to make sure you orient yourself to the job you'll be performing beginning next week!

Make sure you have access to our classes server where you will file a weekly report about your work in different newsrooms.

## **week 2**

**Topics/Subjects:** Blogging and building your brand

After blogging for extra credit last semester – this year, blogging is a required part of the curriculum. The professor will lead a discussion on ways to think about your blog and your professional identity.

What's the best kind of blog for a beginning reporter? What's the difference between a blog and a column? Should you blog about your newsroom experiences? What kind of blogs generate the most traffic?

## **Out-of-class Readings**

### **The 4 Essentials to Building Your Brand on Social Media**

## **Resources**

[Creative Commons FAQ](#)

[Flickr: Creative Commons](#)

[53+ Free Images Sources For Your Blog and Social Media Posts](#)

[Choosing between WordPress and Blogger](#)

## **Week 3**

**Topics/subjects:** Coaching a story

Stories succeed and fail for a multitude of reasons. We'll examine how to find holes in stories and how to fix them, how to get the most out of your team and how to provide criticism in a humane and positive way.

## **Readings**

[Find your resilience: 5 tips for new editors](#)

## **Week 4**

**Topics/subjects:** Introduction to Project Management: What is it? What is expected?

Project management is one of the most gratifying and challenging parts of this class – and it's something every person in the class will do. Today we'll lay out the expectations we have for project managers and the things you can do to help your team.

[Click here](#) for a full description and expectations for project management. [Project manager rubric](#)

[Story checklist](#)

[Project manager schedule and expectations](#)

At some point in the semester, you'll spend several weeks serving as a project manager in addition to your newsroom work. Everyone has been added to a list called— this is the email address convergence reporting students use to submit story pitches.

Unless you're on your project management rotation, you can ignore/delete this email. All faculty are also on this list.

Project managers provide the first feedback to reporting students on their story ideas.

Project managers coach students on the different audiences for each newsroom. Project managers always review first drafts of stories for editorial content and appropriate style. (AP style for print, conversational writing for broadcast) Project managers remind students of deadlines and show them how to save to their folders on the classes server.

If there's something about a reporting assignment that YOU don't know – it is your responsibility to find out (from faculty) and get back to your reporting team. Failure to communicate with a reporting team will result in a lower project manager grade for you.

Project managers attend story idea meetings. They also join faculty and students for story meetings. Finally, project managers attend evaluation sessions for the students they have managed. During the evaluation session, project managers offer details about the strengths and weaknesses of their group and their group's finished work.

Project managers may also help reporting students navigate our newsrooms once work is approved for publication and post it on the Convergence website.

### **Out-of-class Readings**

#### **Coaching Journalists in Cyberspace: Your Role as a Newsroom Manager**

### **Week 5**

#### **Topic/Subjects: Working with students to manage their Camp Convergence Projects**

**\*\*\*There is no lecture but you are expected to be in the Futures Lab working with your students\*\*\*** This is your first taste of project management. Every student is going to be assigned a number of students. Your job is going to be guiding them in their Camp Convergence assignments, giving the scripts a first read and edit and sending the script to the assigned faculty editor on Thursday. You will be expected to get in touch with them

Management assignments are below:

**\*\*\*Camp Convergence Deadline Day No. 1\*\*\***

You will be functioning as a project manager today with your students. Your job is to help get their projects over the finish line.

### **Out-of-class Readings**

Ten keys to morale and management

### **Resources**

StrengthsQuest

Stephen Covey's 7 Habits of Highly Effective People

MBTI - Myers Briggs

(or take the free test based on Myers Briggs research)

### **Week 6**

#### **Topic/Subjects: Lessons learned**

One of the most valuable experiences that you can have is debriefing and talking about what went and what went wrong on deadline day. We'll spend today talking about how your first experience managing other students went.

## **Out-of-class Readings**

Jessica Abel's podcast available on iTunes

## **Style quiz 2**

## **Week 7**

**Topic/Subjects:** Work with students for their 2nd Camp Convergence assignment

**\*\*\*There is no lecture today, but you are expected to be in the Futures Lab with your students through the day\*\*\***

This is your next taste of project management. Just like last week, you'll have a handful of students to manage. Your job is going to be guiding them in their Camp Convergence assignments, giving the scripts a first read and edit and sending the script to the assigned faculty editor on Thursday.

## **Out-of-class Readings**

*The difference between Management and Leadership*

## **Week 8**

**\*\*\*Camp Convergence Deadline Day No. 2\*\*\***

You will be functioning as a project manager today with your students. Your job is to help get their projects over the finish line.

## **Week 9**

**Topic/Subject:** Lessons learned

We'll be talking again about what we learned in our second management go-around.

## **Style quiz 3**

## **Project manager feedback.**

Project managers will meet with faculty editors to get feedback to their teams on the first round of pitches.

## **Week 10**

Han Pitch Day 1 – Project managers need to be with their teams

**Topic/Subject:** Storytelling attack plans

So there's a story. How do you approach what will ultimately be published? How will it be published? Where will it be published? What elements will you need?

### **Out-of-class Readings**

Learning from prize-winning journalism: how to cover a breaking news story

## **Week 11**

**Topic/Subjects:** Managing sideways

Sometimes it's hard to manage within a peer group. We'll teach you some strategies to help you guide your teams when you don't have the management structure to command them.

### **Vocab quiz 1**

#### **Out-of-class Readings**

How to Manage Work Without Formal Authority

**Chewie pitches.**

Project manager feedback.

Project managers meet with faculty for feedback on team pitches

Chewie Pitch Day 1 – Project managers need to be with their teams at 8 a.m.

## **Week 12**

**Topic/Subject:** Managing up and down

Being a middle manager is the hardest job in the newsroom – you manage down to your staff and up to your boss. How do you manage both your manager's expectations while still meeting the expectations of your staff?

### **Out-of-class Readings**

The New Editor's Guide to Newsroom Management  
10 Techniques for Managing Up, Down, Sideways...and Inwards

Han Deadline Day No. 1 – Project managers are expected to be throughout the day, as possible.

Grading in 35 WW.

Project managers have digital production package proposals.

Digital Package Template

**Style quiz 4**

Project managers meet with faculty for feedback on team pitches

**Week 13**

Han Pitch Day No. 2

**Topic/Subjects:** Producing for the Web and social media

Social media is rapidly becoming the gateway drug for journalism. building a relationship between content and readers. We'll talk about how to think about stories in those dimensions and what kind of content moves stories.

**Out-of-class Readings**

Learning from prize-winning journalism: how to cover a breaking news story

Chewie Deadline Day No. 1

Grading. Project managers need to be in WW35 at 9 a.m.

Project managers have digital production packages due by 8 a.m.

**Vocab quiz 2**

Chewie pitches due

Project managers meet with faculty for feedback on team pitches

**Week 14**

**Topics/Subjects:** Understanding analytics

What's important in story analytics on the web? What to look for?  
What works and what doesn't?

Chewie Pitch Day No. 2

### **Out-of-class Readings**

**Analytics in the Newsroom: Just How Powerful Can They Become?**

Han Deadline Day - Project managers are expected to be with their teams Grading

**Assignment:** Read the following four case studies for discussion next week. You and your team mates will be assigned one case and you will act out your "solution" to the problem posed. Use classroom handouts to frame the discussion with your teammates. Turn in one one-page solution via email to the professor.

Your grade on this assignment is based on your preparation and participation during class and your team's turned in one page response.

Your grade will be averaged in with the classroom attendance portion of your class grade.

#### **Group 1 - The Perfectionist**

A- B-

#### **Group 2 - Managing the Third Floor Team**

A- B-

#### **Group 3 - When Mediocrity Meets Tragedy**

A- B-

#### **Group 4 - Creative Casey**

A- B-

The Perfectionist

Managing the Third Floor Team

Case studies by Charles Warner - choose "When Mediocrity Meets Tragedy"

Case studies by Charles Warner - choose "Creative Casey: disciplining a star reporter"

Han 2 grading in 35WW

## **Copy editing quiz**

Pitches

## **Week 15**

**Topic/Subject:** Newsroom scenarios

You'll play out the scenarios that you read last week.

## **Out-of-class Readings**

**Managing the Unmanageable: The 6 Most Common Types of Difficult Employees**

Chewie Deadline Day No. 2

Grading in 35ww

Project managers have digital production packages

**QUIZ:** Vocab Quiz 2, available. No extensions are given.

Project managers meet with faculty for pitch feedback

## **Week 16**

**Topic/Subjects:** How different outlets use their space

Take a look at two newscasts from two different stations and you'll see a difference in how they evaluate the importance of news. Throw a newspaper into the mix and you'll see even more of a difference. We're going to examine how different mediums approach the same time frame.

At some point in your career you're going to come up against someone who doesn't want to give you information. This is a view from the other side that will show you some of the strategies used to deny reporters information – and how you can work around it.

## **Out-of-class Readings**

**9 key elements that can help journalists be better video storytellers**

Han deadline day 3

Grading in 35 WW

Project managers have digital production packages

Pitches due 6 p.m.

Project managers meet with faculty to get pitch feedback

**Topic/Subjects:** The importance of diversity of ideas in a newsroom  
How do we use the diversity of ideas and viewpoints to improve our newsroom products?

### **Out-of-class Readings**

Unconscious stereotypes slow newsroom diversity

Topic/Subject: Portfolio beginning

We'll talk about owning your name online and how to build a portfolio site that showcases who you are to potential employers.

**Assignment:** Create and turn in a link to a "first draft" of your portfolio to the professor via email. This *is* a draft in the sense that you can always add to and revise it. But, what you turn in should be something you'd feel comfortable submitting for an internship, scholarship or *job* application.

### **Out-of-class Readings**

How to: write a covering letter and CV

**\*\*SET UP MEETING TIMES WITH the professor FOR THIS WEEK FOR FEEDBACK ON YOUR THIRD QUARTER NEWSROOM PERFORMANCE\*\***  
No Pitches due this week

**Topics/Subjects:** #jobsearchfails

Let's learn from the mistakes of others. Real-world hiring miscues that will shock, horrify and stupefy you.

### **Out-of-class Readings**

5 Interview Mistakes to Avoid at All Costs

Topics/Subject: Resumes

Learn how to build a relevant, concise and effective resume that showcases your abilities.

## Out-of-class Readings

### 7 MISTAKES THAT DOOM A COLLEGE JOURNALIST'S RESUME

How Recruiters Judge Journalism Job Resumes

Topics/Subject: Cover letters

A cover letter is your seven seconds of glory or disaster. It's most employers' first interaction with you. So we want you to get it right.

## Out-of-class Readings

How to Write a Cover Letter

### Week 17

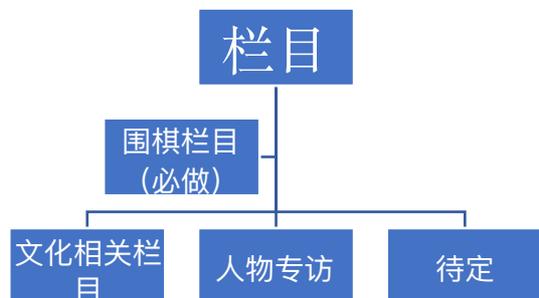
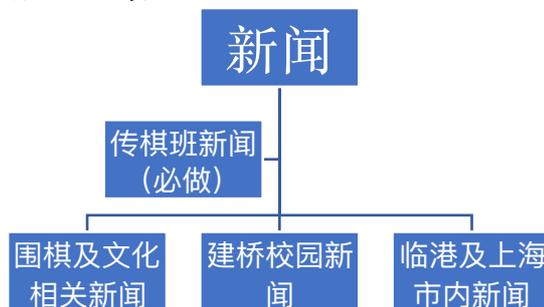
Topics/Subject: You will get a job!

the professor will host a panel of recent grads via Google Hangout. It wasn't so long ago they were sitting where are right now... let them tell you what it was like.

## 八、评价方式与成绩 (必填项)

### 推送计划

- 推送时间：每晚23:30
- 推送内容：



- 新闻形式：
  - 文字新闻：以文字和图片为主，可添加适当的动图、视频和漫画等视觉元素。
  - 图片新闻：高质量的一组新闻照片，照片内容多样不单一，

至少十张。开头有新闻事件的总说明，每张照片有详细的分说明。（能否成为图片新闻由阿娜老师决定）

- 视频新闻：有一定的文字内容，视频时长3-6分钟。视频中有记者出镜解说、字幕和文字解说，合理的剪辑和必要的采访。可参照：<https://v.qq.com/x/page/x0893rub5lr.html>

## 审稿流程

- 新闻：确定选题 报给阿娜老师选题 采写新闻 发给阿娜老师或编审改稿 通过（如果有视频，提前上传腾讯视频审核） 发给主编（包括稿件和所有图片的原图、动图、审核好的视频网址）
- 栏目：确定选题 报给主编 选题通过后确定栏目 固定发送时间 制作栏目（欢迎随时和阿娜老师、主编沟通） 至少提前一天发给主编修改 推送

## 新闻评分标准

- 基础分（有图有文字）：
  - 文字新闻：3分/篇（1000字一下），4分/篇（1000-2000字），5分/篇（2000字以上）
  - 图片新闻：3分/篇
  - 视频新闻：5分/篇（不再额外加视频分）
- 加分项：
  - 动图1分/篇
  - 音频2分/篇
  - 单幅漫画3分/篇，多幅漫画5分/篇
  - 没有经过后期剪辑的采访视频1分/篇
  - 经过剪辑，有字幕，且具有新闻性的视频3分/篇或5分/篇（根据完成质量酌情加分）
  - 在看数（相当于点赞）：以50为基数，每超过50个点在看数，加1分，最高加5分
  - 阅读量：以200为基数，每超过100个阅读量，加1分，最高加5分
  - 赞赏：5分/篇

# 栏目评分标准

- 基础分：2分/篇
- 加分项：
  - 动图1分/篇
  - 音频2分/篇或5分/篇
  - 视频3分/篇或5分/篇（根据完成质量酌情加分）
  - 单幅漫画3分/篇，多幅漫画5分/篇
  - 在看数（相当于点赞）：以50为基数，每超过50个在看数，加1分，最高加5分
  - 阅读量：以200为基数，每超过100个阅读量，加1分，最高加5分
  - 赞赏：5分/次
  
- 注意事项：
  - 1、所有内容均要求**原创**。
  - 2、**新闻造假者**，所有分数**归零**重新计算。发现**购买阅读量和点赞数**，所有分数**归零**重新计算。
  - 3、**请务必自行审查好新闻稿件的内容，核对好关键信息，出错一篇扣5分！！！！**
  - 4、满分100分，**积分制**，学期末没有新闻分数者不及格。
  - 5、栏目每组人数以最终文章署名为准，自行分组，根据难易程度评判小组人数，**最多不可超过5人**。
  - 6、栏目可自定间隔多长时间推送一次（不超过两周），时间固定不变，**延迟交稿扣2分**
  - 7、每周日会公布本周的分数，请仔细核对，如有疑问与主编沟通。

撰写人： 阿娜

系主任审核签名：

审核时间：