## Program for Undergraduates of Editing and Publication in the Department of Publishing and Culture (2018)

## VI. Syllabus

Cotegory	Category	Course Code	Course Title	Credit	ho	our	_	er w			ead	ch	S	cho	mer ool ster	То	tal h	ours	Remarks
					1	2	3	4	5	6	7	8	1	2	3	t	Т	otal	
		English Courses		10															
		Computer Course	s	5															
		Ideological and Po	olitical Courses	16															
		Physical Education	on Courses	4															
		Mathematics and S	Statistics Courses	2															
	urses	Excellent Courses	3	2															
	Compulsory courses	Military Theory		2															
	Comp	Credi	it Requirements	41															
		Freshman Semin	ar																
		Innovation and Entr	repreneurship Courses																
		Natural Scienc	e Courses																
		Information Science Courses																	
		Human Science Courses																	
		Art and Physic	al Education Courses																
uhu	Electiive generaleducation	Social Science	Courses																
on curric	ive genera	Teachers'Compr	ehensive Quality Courses																
General education curriculum	Electi	Credi	it Requirements	8															
Gener		Credit	Requirements	49															33. 11%
cy Courses		JOUR0031131034	Introduction to communication studies	2	2											36		36	
Platform in Basic Disciplinary Cour		LAWS0031131043	Introduction to Jurisprudence I	3	3											54		54	
in Basic		P0LI0031121003	Introduction to Politics	3		3										54		54	
Platform	•	SOCI0031131040	Introduction to Sociology	3		3										54		54	

	Cred	lit requirements	11	5	6							198	
	P0LI0031132064	Government Public Relations	2							3	6	36	
General Discipline	S0CI0031122000	Social Work and Beautiful Life	2							3	6	36	
Elective Courses in Gen	S0CI0031122001	The Practice of Social Research	2							3	6	36	
Elect	Se	lective credits	2									108	
	Credi	t requirements	13	5	6							306	8. 78%
	ARTE0031121000	Introduction to Art	2	2						3	6	36	
	ARTE0031122000	Introduction to Journalism	2	2						3	6	36	
	COMM0031121008	Foreign humanistic classics	2	2						3	6	36	
	COMM0031121010	Chinese Humanistic Classics (I)	2	2						3	6	36	
	COMM0031121000	General Western Literature	2		2					3	6	36	
	COMM0031121001	Fundamentals of Chinese culture	2		2					3	6	36	
	ARTH0031121000	The Basis of Video Making	1			1				1	8	18	
		The Basis of Photography	1			1				1	8	18	
nary Cours	COMM0031121007	Practical Classical Chinese	2			2				3	6	36	
Basic Disciplinary Course	COMMO031121007  COMMO031121009  JOURO031121001	Chinese Humanistic Classics (II)	2			2				3	6	36	
Bas	JOUR0031121001		2			2				3	6	36	

		New Media Technology Basis II													
	ARTE0031122001	Introduction to Mass Culture	2				2					36		36	
	JOUR0031121000	New Media Technology Basis II	2				2				:	36		36	
	Cred	lit requirements	24	8	4	8	4							432	
	Credit	requirements	24	8	4	8	4							432	16. 22%
	COMM0031131014	Introduction to Edit	2			2						36		36	
	COMM0031131015	Proofreading of Books and Newspapers	2			2					;	36		36	
	СОММООЗ11310О2	Laws and Regulations of t t he Publishing Industries	2				2				;	36		36	
	COMM0031131012	Courses of Leading Edge on Editing and Publishing	2				2				:	36		36	
		History of The Editing and Publishing Between China and Western: Comparative Persuasives					2				;	36		36	
	СОММООЗ1131036	Book's Plotting and Propagating	2. 5				3				;	36	18	54	
Courses	СОММООЗ1131042	Introduction to Publishing	2				2				:	36		36	
Compulsory courses	СОММООЗ1132О11	An Introduction to Digital Publishing	2				2				,	36		36	
Compulso	СОММООЗ1131016	Book and Periodical Design	2					2			;	36		36	

СОММООЗ1131035	The Operation and Management of Publishing Companies	2				2					36		36	
СОММООЗ1132005	Special Topics in Editing and Publishing	2				2					36		36	
СОММООЗ1131023	The Editing and Publishing of Newspapers and Magazines	2					2				36		36	
COMM0031131039	Network and Electronic Publishing Practice	2. 5					3				36	18	54	
COMM0031131901	Term Paper	3					6					108	108	
COMM0031132023	Theory and Practice of the Copyright Trade	2					2				36		36	
COMM0031131040	Marketing on Publications	2					į	2			36		36	
COMM0031131902	Internship	8						16				288	288	
ARTE0031131900	Thesis	6							12			216	216	
COMM0031131801	Publishing Industry Practice	2										72	72	
Cred	lit requirements	50		4	12. 5	6	9. 5	10	6			720	126 0	
ARTE0031131006	Movie and TV Sound	2									36		36	
ARTE0031132071	Genius Director Study	2									36		36	
ARTE0031132132	Chinese New Age Films	2									36		36	
ARTE0031132133	Global Communication	2									36		36	
COMM0031132000		2									36		36	

	Media Events and Wonders																
COMMO031132002	Computer Typesetting Technology	2												36		36	
COMM0031132020	The History of Reading	2												36		36	
COMM0031132035	Shanghai: City, Media and Culture	2												36		36	
JOUR0031132002	Public Opinion Research	2												36		36	
JOUR0031132004	Creative Culture and Video Advertising	2												36		36	
JOUR0031132023	Corporate Communication	2												36		36	
JOUR0031132033	Video postproduction	2												36		36	
JOUR0031132070	Study on Ideology Critique	2												36		36	
Credits fo	or Elective Courses	12														468	
Credit	Requirements	62			4	12. {	5 6	9. 5	10	6					720	172 8	41.
Total Credits		14 8	13	10	12	16. 5	5 6	9. 5	10	6	13	10	12	17 46	720	246 6	
Remarks																	