

Teaching Program for Broadcasting and Hosting

1. Cultivation Objective

This major is designed to cultivate the practical abilities students should learn to possess, such as knowledge of Chinese broadcasting, journalism communication, applied linguistics, broadcasting and TV, literary and art etc as well as the ability of prominent expression, creating the broadcasting and TV program, and the comprehensive quality of mass media. Thus, a student can be qualified for the work for broadcasting and hosting, journalism communication and publishing in radio station, TV new media and various large enterprise.

2. Standard Period of Study : 4 years

3. Degree Awarded: Bachelor of art degree

4. Credit Requirement:

The credit requirement for students is 155 credits (free from extracurricular credit), including 48 credits for common core required course, 9 credits for common core selective course, 21 credits for fundamental discipline course, 52 credits for required major course, 15 credits for limited major course and 10 credits for comprehensive applied course. At the same time, students are required to get 10 credits for extracurricular quality development and attend the “College Student Education Health” course.

5. Requirements for Students from Hong Kong, Macao and Taiwan

According to the Education Department of Guangdong Province, the students from Hong Kong, Macao and Taiwan need not take courses from the sections of “Education of National Defense” and “Theory of Ideology and Politics”. The students should strictly follow the teaching program, taking courses in the other sections.

6. Requirements for Overseas Students

According to the Ministry of Education and Education Department of Guangdong Province, overseas students need not take courses from the section “Education of National Defense”. Overseas students of economic disciplines should take courses of political theory, while the students of other disciplines could apply to be excused from it. The overseas students who receive education with record of formal schooling should take courses “Chinese” and “A Survey of China”. Other courses should be taken strictly according to the teaching program.

Table1: Broadcasting and Hosting major graduates required credit reference table

Course ty	Course property	Minimum graduate credits	The minimum credits in every term								total
			1	2	3	4	5	6	7	8	
Common course	required course	48	12.5	11	10	5	5	4.5	0	0	48
	Limited Optional cour	9	0	1	1	1	2	2	2	0	9
Fundamenta discipline course	required cour	21	8	5	2	6	0	0	0	0	21
Major course	required cour	52	8	8	12	10	7	7	0	0	52
	Limited optional cour	15	0	0	0	2	7	2	4	0	15
Comprehensi e applied	required cour	10	0	1	0	1	1	0	4	3	10
total		155	28.5	26	25	25	22	15.5	10	3	155

Table 2: The Teaching Program Schedule of Broadcasting and Hosting

Type	Nature	Category	Code	Name	Credit	Weeks	Total Teaching hours	Allocation of Teaching Hours			Weekly Teaching Hours in Each Semester								Assessment
								lecture	experiment	internship	1	2	3	4	5	6	7	8	
											15	16	16	16	16	16	16	16	
①	Com.	national defense education	141071	Theory of Military (including Military Training)	1	15	15	15	0	0	1								★
		ideological and	140193	Principles of Marxist Theory	3	15	45	45	0	0	3								★
		political theory	140464	Thought Morals Tutelage and Legal Foundation	4	15	60	45	0	15	4								★
			140222	Chinese Modern History Outline	2	16	32	32	0	0			2						★
			140474	Introduction to Mao's Thought,	4	16	64	48	0	16				4					★

				Theory of Socialism with Chinese Characteristics I														
			140472	Introduction to Mao's Thought, Theory of Socialism with Chinese Characteristics II	2	16	32	32	0	0				2				★
			140242	Situation and Policy	2	16	16	16	0	0				1				☆
		computer and skills I	119492	Basis of Design and Making of WebPages	2	16	32	16	16	0		2						★
			121542	College Chinese	2	15	30	30	0	0	2							★
			121552	Applied Writing	2	16	32	32	0	0		2						★
		computer and skills II	099064	College English IIa	4	15	60	60	0	0	4							★
			099094	College English Ib	4	15	60	60	0	0	4							★
			099074	College English IIIa	4	16	64	64	0	0		4						★
			099104	College English IIb	4	16	64	64	0	0		4						★

			099084	College English IVa	4	16	64	64	0	0			4					★
			099114	College English IIIb	4	16	64	64	0	0			4					★
			099124	College English IVb	4	16	64	64	0	0			4					★
			180264	C-E/E-C Translation	4	16	64	64	0	0			4					★
		physical and mental education	130452	Optional P.E. I	2	15	30	30	0	0	2							☆
			130462	Optional P.E. II	2	16	32	32	0	0		2						☆
			140611	Education of Psychological Healthy for College Student	1	15	15	15	0	0	1							☆
			130472	Optional P.E. III	2	16	32	32	0	0					2			☆
			130482	Optional P.E. IV	2	16	32	32	0	0						2		☆
			340051	Careers Guidance	1	16	16	16	0	0						1		☆
②	Com.	basis	000001	Humanities and Social	2.0	16	32	32	0	0					2			☆

				Sciences Category														
			990032	Selective Common course(1)	1.0	16	16	16	0	0		1						☆
			990062	Selective common course(2)	1.0	16	16	16	0	0			1					☆
			990072	Selective common course(3)	1.0	16	16	16	0	0				1				☆
			000002	Science Category	2.0	16	32	32	0	0						2		☆
			000003	Methodology Category	2.0	16	32	32	0	0							2	☆
			127213	Modern and contemporary Chinese literature	3.0	15	45	45	0	0	3							★
			127173	Ancient Chinese literature	3.0	15	45	45	0	0	3							★
			129622	Introduction to film and TV aesthetics	2.0	15	30	30	0	0	2							★
			203768	Mandarin pronunciation and broadcasting phonation II	8.0	16	128	64	64	0		8						★
			204458	Basis of broadcasting creation	8.0	16	128	48	80	0			8					★

			129954	Shape training	4.0	16	64	0	64	0			4				★
			204467	Impromptu expression	7.0	16	112	42	70	0				7			★
			129883	Literary work performance	3.0	16	48	18	30	0				3			★
			204472	Broadcasting and TV program production	2.0	16	32	0	32	0					2		★
			129875	Broadcasting and hosting	5.0	16	80	40	40	0					5		★
			123701	Image design	1.0	8	16	8	8	0						2	★
	Com	basis	129866	TV broadcasting and hosting	6.0	16	96	32	64	0						6	★
③	Lim.	direction	203872	Dance appreciation and training	2.0	16	32	16	16	0				2			☆
			206362	General introduction to new media	2.0	16	32	32	0	0				2			☆
			061102	General introduction to economics	2.0	16	32	32	0	0				2			☆
			070642	General introduction to	2.0	16	32	32	0	0				2			☆

			law															
			129413	Cantonese pronunciation	3.0	16	48	24	24	0				3				☆
			012012	Marketing and management	2.0	16	32	32	0	0				2				☆
			203732	Journalism Photography (photography Technique	2.0	16	32	32	0	0					2			☆
			204473	Performance creation training	3.0	16	48	12	36	0					3			☆
			204482	Program host research	2.0	8	32	24	8	0						4		☆
			200532	Comprehensive practice of Program hosting	2.0	8	32	0	32	0						4		☆
			203692	On-site appearance report and spot hosting	2.0	8	32	16	16	0						4		☆
④	Com.	application	206371	Practical training of program comment and appreciation	1.0	3	0	0	0	0		0						☆
			206381	Practical training of program creation	1.0	3	0	0	0	0			0					☆
			129051	Term paper	1.0	0	0	0	0	0				0				☆

			203174	Graduate internship	4.0	10	0	0	0	0							0	☆
			129063	Graduate project	3.0	5	0	0	0	0							0	☆

Note:

①: Public Courses

②: Discipline-based Courses

③: Specialized Courses

④: Comprehensive-Application Courses

Com.: compulsory

Lim.: Limited

★: Examination

☆: Investigation