

# Teaching Program for Broadcast and TV Director Major

## 1. Training Objectives

This major aims to train application-based talents who are equipped with special theoretical knowledge and skills concerning direction, planning, creation and production of broadcast and TV programs as well as new media of film and TV. Those talents, with a high level of political understanding, theoretical preparation, artistic appreciation, and attainment of media management and production marketing, can engage themselves in the planning, creation, edition, production, contribution as well as promotion and management of broadcasting and TV programs in news agencies other media organizations and public institutions.

**2. Standard Length of Study:** Four-year undergraduate study

**3. Degree Offered:** Bachelor of Arts

## 4. Requirement of Credits

Students are required to gain 155 credits (extracurricular credits are not included), which includes 50 credits for common compulsory courses, 9 credits for common optional courses, 21 credits for basic courses, 41 credits for special compulsory courses, 19 credits for special limited optional courses, 15 credits for synthetic applied courses; Meanwhile, students must gain 10 extracurricular credits for quality development training.

**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.

**Table 1: The Reference Table of Broadcast and TV Director Major to Earn Credits**

Course Category	Characterist of the Course	The lowest credits for graduation	The lowest credits for each semester								Total
			1	2	3	4	5	6	7	8	
Common Courses	compulsory	50	12.5	11	10	5	5	6.5	0	0	50
	limited optional	9	0	1	1	1	2	2	2	0	9
Basic Courses	compulsory	21	6	5	6	4	0	0	0	0	21
Specific Courses	compulsory	41	8	7	6	6	10	4	0	0	41
	limited optional	19	0	0	0	2	2	4	11	0	19
Comprehensive Practical Course	compulsory	15	0	1	0	3	0	4	4	3	15



		skills	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 Sciences Category	2.0	16	32	32	0	0				2				☆	
					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		☆		

			121032	Modern Chinese	2.0	15	30	30	0	0	2							★
			129622	Introduction to Aesthetics in Film and TV	2.0	15	30	30	0	0	2							★
			203142	Audiovisual Language	2.0	15	30	30	0	0	2							☆
			121292	Introduction to Journalism	2.0	16	32	32	0	0		2						★
			200593	Principles of Communication Theory	3.0	16	48	48	0	0		3						★
			127213	Modern and Contemporary Chinese Literature	3.0	16	48	48	0	0			3					★
			127173	Ancient Chinese Literature	3.0	16	48	48	0	0			3					★
			209382	Foreign Literature	2.0	16	32	32	0	0				2				★
			122922	News Editing	2.0	16	32	32	0	0				2				☆
			129651	Introduction to Professional Course	1.0	5	15	15	0	0	3							☆
			200022	The Color Science of the TV	2.0	15	30	30	0	0	2							☆
	Com	basis	200232	Nonlinear Editing and Production Techniques	2.0	15	30	30	0	0	2							☆
			204063	Basic Photography	3.0	15	45	18	27	0	3							☆
			129703	Cinematography	3.0	16	48	24	24	0		3						☆
			200082	Pull Tab	2.0	16	32	32	0	0		2						☆
			200282	Lighting Technology	2.0	16	32	32	0	0		2						☆
			206722	Text Writing of Broadcast and TV	2.0	16	32	32	0	0			2					☆
			200092	Film-Video Appreciation	2.0	16	32	32	0	0			2					☆
			200142	TV Music and Sound	2.0	16	32	16	16	0			2					☆
			200322	TV Direction	2.0	16	32	16	16	0				2				☆

			200132	Morphological Analysis of TV Programs	2.0	16	32	32	0	0				2				☆			
			200002	Art of Screenwriting	2.0	16	32	32	0	0				2				☆			
			122342	Television Program Designing	2.0	16	32	16	16	0					2			☆			
			200072	Documentary Production	2.0	16	32	16	16	0					2			☆			
			200152	Communication Psychology	2.0	16	32	32	0	0					2			☆			
			203832	Network Television Training I	2.0	16	0	0	0	0					0			☆			
			206662	Columns and Channels Planning of Broadcast and Television	2.0	16	32	32	0	0					2			☆			
			206392	Short Films	2.0	16	32	12	20	0						2		☆			
			209372	Network Television Training II	2.0	16	0	0	0	0						2		☆			
③	Lim.	direction	012072	Public Relationship	2.0	16	32	32	0	0					2			☆			
			120452	Readings of Classic Western Films	2.0	16	32	32	0	0					2			☆			
			171012	Introduction to Advertising	2.0	16	32	32	0	0					2			☆			
			200332	Creative Thinking	2.0	16	32	32	0	0						2			☆		
			206402	Case Analysis of Film Creativity and Planning	2.0	16	32	32	0	0						2			☆		
			206412	Film Creativity and Copywriter Writing	2.0	16	32	32	0	0						2			☆		
			204012	Etiquette in China and Foreign Countries	2.0	16	32	32	0	0						2			☆		
			012192	Market Research and Analysis	2.0	16	32	32	0	0							2			☆	
			200112	Scenarist-director of the Variet Program	2.0	16	32	32	0	0								2			☆
			070352	Intellectual Property Law	2.0	16	32	32	0	0								2			☆

			129822	TV Production Management	2.0	16	32	16	16	0						2		☆		
			120194	Professional Learning Outcomes Report	4.0	8	64	0	64	0							8	☆		
			120203	Integrated Theme about Studio	3.0	8	48	0	48	0								6	☆	
			206422	Film & TV Creative and Planning Practice	2.0	8	32	0	32	0									4	☆
			120462	Drama Screenwriter	2.0	8	32	16	16	0									4	☆
			206472	Field Production	2.0	8	32	16	16	0									4	☆
			200262	Three-Dimensional Animation Film	2.0	16	32	16	16	0						2				☆
			200272	Film and TV Stunt Synthesis	2.0	16	32	16	16	0						2				☆
			203952	New Media Design and Production	2.0	16	32	16	16	0						2				☆
			206452	Digital Audio Production	2.0	16	32	16	16	0						2				☆
			203932	TV Channel Packaging	2.0	16	32	16	16	0						2				☆
			206462	Television Graphic Design	2.0	16	32	16	16	0						2				☆
			④	Com.	application	120194	Professional Learning Outcome Report	4.0	8	64	0	64	0							8
120203	Integrated Theme -Studio	3.0				8	48	48	0	0								6	☆	
204341	Social Research I	1.0				3	0	0	0	0	0		0							☆
204351	Social Research II	1.0				3	0	0	0	0	0			0						☆
206482	Film Review	2.0				16	0	0	0	0	0			0						☆
206492	Creation	2.0				2	0	0	0	0	0						0			☆
128031	Term Paper	1.0	0	0	0	0	0	0						0			☆			
203191	Industry Research	1.0	3	0	0	0	0	0						0			☆			

			203174	Graduation Practice	4.0	10	0	0	0	0							0		☆	
			129063	Graduation Design	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





