Curriculum of Network and New Media

Shanghai University

The information below is extracted from the existing curriculum for your reference. The university reserves the right to adjust the curriculum as appropriate. Therefore, please refer to the curriculum used in the year of entry as final curriculum.

1. Program Overview

University：Shanghai University

School：School of Journalism and Communication

Major：Network and New Media

Duration：4 Years

Awarding Degree：Bachelor of Arts

2. Teaching Outcome

This major aim to "cultivate socialist builders and successors with all-round development of morality, intelligence, physique, beauty and labor, implement the fundamental task of morality and cultivating people, and cultivate outstanding and innovative talents with all-round development". Specifically, it is to cultivate those who have a Marxist view of news and adapt to the requirements of the era of intelligent media, have a basic way of thinking about the Internet and new media, systematically master the theoretical knowledge of network and new media communication, and be proficient in basic communication with the Internet, big data, artificial intelligence-related network communication technology and application development capabilities, and can integrate the use of network and new media technology for information content acquisition, creative planning, innovative

communication and operation management. Interdisciplinary news communication talents. After graduation, students can engage in network and new media related work in new media departments of traditional media, network and new media organizations, large and medium-sized enterprises, public welfare organizations and government departments.

It is expected that the students will be able to achieve the following goals in about 5 years after graduation:

Goal 1: Have a Marxist view of journalism, a sound personality and good scientific and cultural literacy, and have correct professional ethics, professional ethics and social responsibility.

Goal 2: Adapt to the requirements of the era of intelligent media, possess basic network and new media thinking methods, systematically master the theoretical knowledge of network and new media communication, and be proficient in basic network communication technologies and application development capabilities related to the Internet, big data, and artificial intelligence It is a cross-composite news communication talent who can integrate the use of network and new media technology for information content acquisition, creative planning, innovative communication and operation management. After graduation, students can engage in network and new media related work in new media departments of traditional media, network and new media organizations, large and medium-sized enterprises, public welfare organizations and government departments.

Goal 3: Be independent at work, have a certain sense of innovation and planning and management capabilities, be able to make development plans for the enterprise, and pay attention to social harmony and sustainable professional development.

Goal 4: Have strong teamwork spirit and good communication skills, be able to work in a multidisciplinary team or cross-cultural environment, and be able to function effectively as a member, technical backbone or key leader in technical development or engineering operations teams .

Goal 5: Have lifelong learning ability, be able to improve their professional quality through corporate experience, continuing education, advanced studies in universities

or research institutions, etc., and constantly adapt to the needs of social, economic and technological development.

3. Curriculum

(1) Main Subjects

journalism and communication

(2) Main Courses

Basic Subject Courses: Marxist View of Journalism, Introduction to Journalism, Introduction to Communication, Communication Ethics and Regulations, Journalism and Communication Research Methods, Paper Writing.

Basic Courses of the Major: History of Internet Development, Introduction to New Media, Western New Media Theory, Network Culture, New Media and Society, Network Social Psychology, Media Convergence, Network and New Media Research, Network and New Media Technology Application, Smart Media Innovation and Design , Data Mining and Analysis, Data Visualization, Network and New Media User Analysis, New Media Reporting and Operational Practice, Multimedia Work Production, Public Opinion Survey and Analysis, Data Journalism Theory and Practice, and Intelligent Marketing.

(3) Main Practice

● Professional Training Courses

According to the teaching objectives and tasks of this major, the curriculum includes the following professional training contents: digital product development and design, web design and production, new media reporting and operation practice, new media data mining and analysis, information visualization, data Journalism Practice, Digital Marketing Communications, Digital Video Production

● Major Practice

Introduction to Networking and New Media Practice: First-Year Summer Term. Carry out introductory cognitive practice of major categories of students in the form of industry elite lectures, network and new media field trips, etc.

Networking and New Media Practice: Sophomore Summer Term. Under the guidance of the instructor, complete a network and new media practice in the form of a project team.

Network and New Media Competition Practice: Summer Semester of Year 3. Under the guidance of the tutor, in the form of a team, participate in the creation and innovation practice of Shanghai "Internet + College Students Innovation and Entrepreneurship Competition", "Huichuang Youth College Students Cultural and Creative Works Competition", and China Data News Competition.

Graduation Internship: Winter Term of Year 4. Students go to the network and new media unit or department for a professional internship of no less than 3 months.

- Academic Year Thesis and Graduation Project (Thesis)

Academic Year Paper: 3rd grade summer term. Under the guidance of the tutor, the students conduct a rehearsal of their graduation project (thesis). The word count should not be less than 8000 words.

Graduation project (thesis): Spring semester of the fourth grade. Under the guidance of tutors, students choose topics based on the theoretical knowledge acquired during their professional studies in school and combined with their own professional practice. The topic selection should reflect the students' mastery of the theoretical knowledge of the major they have studied and their research ability to use relevant theories to analyze problems. The number of words should not be less than 12,000 words, and the writing format and bibliographic annotations should strictly abide by academic standards.

4. Graduation and Degree Awarding Requirements

For graduation, Students should take 244 credits in all. Students will be awarded bachelor of arts if they meet the requirements of degree awarding.