

朝陽科技大學 093學年度第2學期教學大綱
News writing and Editing 報紙採訪與編輯

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| 當期課號 | 9651 | Course Number | 9651 |
| 授課教師 | 王藍瑩 | Instructor | WANG,LAN YING |
| 中文課名 | 報紙採訪與編輯 | Course Name | News writing and Editing |
| 開課單位 | 自然與應用科技類(進) | Department | |
| 修習別 | 選擇必修 | Required/Elective | Topics in Natural and Applied Sciences |
| 學分數 | 2 | Credits | 2 |
| 課程目標 | <p>一、本課程以新聞實務經驗為主軸，培養同學剖析新聞之能力，並教導如何進行採訪、寫新聞稿、刊物編輯及印刷。二、深入新聞現場，實地體驗當新聞記者的樂趣。三、安排電視台、報社、廣播電台、雜誌社或印刷廠校外媒體實地參訪，以了解媒體實際運作情形，與教材互為佐證。四、帶領同學至本校傳播藝術系攝影棚實習播報，以增加同學對新聞主播的認識。五、安排觀賞電視新聞影片，並開放討論焦點新聞話題，探討媒體處理新聞之原則。</p> | Objectives | <p>(1)This curriculum regarding report experience as curriculum important point, developing the ability that classmate analyze news, and introduce how to interview, reporting, the publication edits and print. (2)Go deep into the news scene, experience personally to be a reporter. (3)Visiting television station, news agency, broadcasting station, magazine agency or printing press outside of school medias, to understand the media. (4)Lead the classmate to Department of Communication Arts practice to report, to know the news anchor. (5)The arrangement appreciates TV news, and open to discuss the focus news topic, Learning media news principle.</p> |
| 教材 | <p>以媒體相關叢書為參考書目，並無指定教科書，每週課堂上由老師整理講義，讓同學了解新聞記者的工作內容，並實際採訪寫作及練習編輯排版，成為一個具備專業能力之新聞人。</p> | Teaching Materials | |
| 成績評量方式 | <p>期中報告 30% 期末報告 30% 平時成績 40%</p> | Grading | <p>Mid-term 30% Final term report 30% Participation 40%</p> |
| 教師網頁 | - | | |
| | <p>第一週 2/21(一) 記者追追追 ◆核發記者證(繳交1吋照片一張) ◆剖析報紙、電視、廣播及雜誌四大媒體概況 ◆篩選新聞主題 ◆分派採訪任務</p> <p>第二週 2/28(一) 二二八和平紀念日放假</p> <p>第三週 3/7(一) 模擬記者會 ◆記者會怎麼開 ◆業者造勢花招 ◆設定新聞議題 ◆記者如何發問</p> <p>第四週 3/14(一) 來去跑新聞(一)【焦點新聞】 ◆去記者會看看(場次及地點依當周活動而定) ◆新聞現場大作戰</p> <p>第五週 3/28(一) 新聞稿DIY ◆報導手法比較 ◆新聞範例分析 ◆深度專訪</p> | | <p>The first week 2/21 Know the media reporter ◆ Manufacture and examine reporter's identity cards ◆ Analysis newspaper, television, broadcast and magazine four mass-media general situation ◆ Selection news topic ◆ Assign to report</p> <p>The second week 2/28 Stop having a class</p> <p>The third week 3/7 Imitate the news conference ◆ How the emulation news conference ◆ The skill of the publicity ◆ Agenda-setting ◆ How to interview</p> <p>The fourth week 3/14 The beginning of reporting 【focus news】</p> |

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| <p>教學內容</p> <p>第六週 4/4(一) 校慶補假<p></p> <p>第七週 4/11(三) 專業攝影有訣竅 ◆傻瓜相機拍照速成訓練 ◆數位相機介紹 ◆新聞攝影手法<p></p> <p>第八週 4/18(一) 繳交期中報告新聞稿一則(附照片2張)<p></p> <p>第九週 4/25(一) 來去跑新聞(二)【教育、藝文、體育新聞】 ◆校園走透透(場次及地點依當周活動而定) ◆展演採訪輕鬆行<p></p> <p>第十週 5/2(一) 學當主播囉 ◆認識電視新聞製播流程 ◆主播正音訓練 ◆電視台編制 ◆主播幕後趣談<p></p> <p>第十一週 5/9(一) 主播上電視 ◆介紹電視攝影棚作業 ◆上主播台播新聞(地點：本校傳播藝術系攝影棚)<p></p> <p>第十二週 5/16(一) 廣播百分百 ◆廣播尖兵播新聞 ◆DJ體驗主持樂趣<p></p> <p>第十三週 5/23(一) 電台參訪 ◆廣播新聞及節目製播流程 ◆與資深廣播人對談 ◆參觀播音室設備<p></p> <p>第十四週 5/30(一) 創意編輯趣味多 ◆認識報刊編排 ◆新聞標題設計 ◆編輯完稿須知 ◆電腦排版DIY(專業排版軟體簡易教學)<p></p> <p>第十五週 6/6(一) 印刷百寶箱 ◆認識紙張種類 ◆裝訂、摺紙及裁切說明 ◆印刷專業術語(含估價驗收) ◆海報、DM、賀卡、手冊等印刷簡易教學<p></p> <p>第十六週 6/13(一) 媒體廣告變變變 ◆廣告基本認識 ◆廣告類型分析 ◆廣告心理學 ◆廣告實例探討<p></p> <p>第十七週 6/20(三) 繳交期末報告(分組編輯實習報紙一份)<p></p> | <p>Syllabus</p> <p>◆ Observe and learn the news conference (Time and locations decide according to the news of the that day) ◆ Enter the news scene<p></p> <p>The fifth week 3/28 ◆ Introduce the way of news reporting ◆ The report skill compares ◆ News example analysis ◆ Depth interview<p></p> <p>The sixth week 4/4 Stop having a class<p></p> <p>The Seventh Week 4/11 ◆ The technique of news photograph How to use the camera ◆ Digital camera introduction ◆ Understanding the skill of news photograph<p></p> <p>The eighth week 4/18 Hand in the mid-term report<p></p> <p>The ninth week 4/25 Funny of Reporting 【 Education, art and literature, athletics news】 ◆ The campus reporting ◆ Interview of Exhibition and performance (Time and locations decide according to the news of the that day)<p></p> <p>The tenth week 5/2 Learn to be the news anchor ◆ Know the process of manufacturing television news ◆ The pronunciation trains of news anchor ◆ Television station establishment ◆ The interesting thing of TV screen behind <p></p> <p>The 11th week 5/9 Practicing the news anchor ◆ Visit the process of television record image ◆ The training of news anchor<p></p> <p>The 12th week 5/16 ◆ The technique of Broadcast ◆ The practice of the broadcast ◆ The fun of DJ experience<p></p> <p>The 13th week 5/23 Visiting Broadcasting station ◆ Broadcast news and programs make to sow the process </p> |
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| | | <p>◆ And experienced broadcast the person the conversation ◆ Visit equipments in broadcasting studio<p></p> <p>The 14th week 5/30 The creativity of interest edit ◆ Know how to arrange newspapers and magazines to edit ◆ News headline design ◆ Edit that demand notice ◆ Learning the computer composes type<p></p> <p>The 15th week 6/6 The technique of Printing ◆ Paper category introduction ◆ explain how to binding, fold paper and cut to slice ◆ Printing professional technical term(contains quotation to check before reception) ◆ How to print poster, DM, greeting card...etc<p></p> <p>The 16th week Media advertisement ◆ Know the advertisement ◆ The analysis of advertise type ◆ Advertisement psychology ◆ The actual example of advertisement<p></p> <p>The 17th week 6/20 Hand in the final term report <p></p> |
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