

朝陽科技大學 097學年度第1學期教學大綱  
TV News Production 電視新聞節目製作

當期課號	2216	Course Number	2216
授課教師	李佳懷	Instructor	LI, CHIA HUAI
中文課名	電視新聞節目製作	Course Name	TV News Production
開課單位	傳播藝術系(四日)三A	Department	
修習別	選修	Required/Elective	Elective
學分數	3	Credits	3
課程目標	<p>教學目標：</p> <p>1.使學生了解電視新聞節目製作製作的過程並熟悉電視新聞節目製作工作的各項環節(知識)</p> <p>2.能具備電視新聞節目製作工作的作業模式之能力(技能)</p> <p>3.能具備電視新聞節目製作之專業態度(態度)</p> <p>4.能了解電視新聞播報等製作(其他)</p>	Objectives	<p>1. Understand television news programs, their production processes and programming (knowledge) 2. Develop skills in television news program production (skills) 3. Learn professionalism in television news production (development) 4. Understand television news broadcasting (other)</p>
教材	<p>貳、參考書目：</p> <p>陳萬達民（97）。新聞採訪與編輯：理論與實務（台北－威士曼文化）</p> <p>熊移山（民94）。電視新聞攝影：從新聞現場談攝影。台北：五南。</p> <p>郭瓊俐、曾慧琦譯（民92）。新聞採訪：第一線採訪手邊書。台北：五南。</p> <p>李茂政（民76）。當代新聞學。台北：五南。</p>	Teaching Materials	Module Two: Reference book
成績評量方式	<p>叁、成績評量方式：</p> <p>一、課堂作業、出席率、課堂表現 30%</p> <p>二 期中考成績 完成一分半鐘電視新聞製作30%</p> <p>三 期末考成績 完成三分鐘專題製作這佔了40%</p>	Grading	<p>Module Three: Way of grade evaluation</p> <p>一、Classroom assignment, classroom attendance rate, class performance 30%</p> <p>二、Midterm Grade Assessment : One and half minutes of TV News Fabrication 30%</p> <p>三、Final Exam Assessment: three minutes of designated topic make 40%</p>
教師網頁	-		
	<p>壹、單元主題：（授課大綱）</p> <p>一、課程簡介（課程目的、進度、上課相關內容包括評分方式）</p> <p>二、新聞採訪與寫作技巧（採訪的準備工作、採訪要領）</p> <p>三、新聞採訪與寫作技巧（新聞的性質、以拍攝的新聞主題畫面輔助教學、如何撰稿、如何掌握新聞重點）</p> <p>四、新聞採訪與寫作技巧（針對不同新聞過音的方式、語調的呈現、撰稿）</p> <p>五、電子媒體與平面媒體的差異</p> <p>六、影像製作的概念（了解攝影機、拍攝技巧、取景的概念、亦可以影片放映方式說明影像概念與輯邏輯）</p> <p>七、影像製作的操作</p>		<p>Module One: Unit Subject: (Lecture Guideline)</p> <p>一、Curriculum introduction (Purpose of course, schedule, related course contents including way of evaluation)</p> <p>二、News to cover and writing skills (way of preparation to interview, main points to gather)</p> <p>三、News to cover and writing skills (natures of news、using film of key news subject to assist lecture, way of writing news script, way of gathering news main points)</p> <p>四、News to cover and writing skills (amid at way of different news read out, way of tongue present and news editing)</p> <p>五、Difference of electronic media between panel media</p> <p>六、concept of film fabrication (getting to know camera better, technique of take shooting, concept on back ground scene, using way of</p>

<p><b>教學內容</b></p>	<p>(自訂或是設定一主題。學生實際拍攝剪接)</p> <p>八、電視新聞鏡面設計與動畫的運用 (電子媒體以畫面為主、動畫的運用以及效果的輔助對一則新聞有加分作用)</p> <p>九、期中考 (設定一主題製作出一分半鐘新聞)</p> <p>十、電視新聞節目製作過程 (預計前往電視台攝影棚實際了解作業流程)</p> <p>十一、新聞專題的製作 (電視新聞與電視專題製作的時間以及呈現方式不同)</p> <p>十二、主播的播報技巧與角色扮演、live的臨場反應</p> <p>十三、SNG現場連線 LIVE的技巧、記者角色的扮演</p> <p>十四、電視新聞編播作業 (新聞編排方式對收視率的好壞影響很大)</p> <p>十五、電視新聞的真實性知多少 (以媒體經常報導的可憐家庭為主軸。)</p> <p>十六、認識電視新聞與置入性行銷 (廣告與新聞效益之差異；從個案作剖析)</p> <p>十七、期末考 (製作三分鐘專題，包括剪輯與過音)</p>	<p><b>Syllabus</b></p>	<p>film screen to explain image notion and clip logistic)</p> <p>七、Actual film fabrication handling ( Student chooses/sets a topic to actual film and to cut )</p> <p>八、TV news shooting layout and manipulation of animation ( electronic media use animation as main shaft、perform on animation and way of effect imposing- will have a plus bonus for a news</p> <p>九、Midterm ( setting on a topic to make for one and half minutes)</p> <p>十、Procedure on making TV news program ( A filed trip to TV news film studio for better understanding)</p> <p>十一、News subject fabrication(time and way of presentation for TV news as well as TV topic make)</p> <p>十二、Anchorperson read out skills and role playing, live spot site reaction</p> <p>十三、SNG site online, LIVE skills, and role of news reporter playing.</p> <p>十四、TV News editing job( Way of news layout influence audience rating in wide range)</p> <p>十五、What is the authenticity of TV news (main shaft :A poor family story covered by media report )</p> <p>十六、Knowing TV news and placement marketing( what is the effect different between AD and news; Case study analysis)</p> <p>十七、Final Exam (three minutes of designated topic make including editing and read out)</p>
--------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

尊重智慧財產權，請勿非法影印。