

汉语言文学专业（文化创意产业方向）教学培养方案

一、培养目标

培养具有良好的人文素养、系统的汉语言文学专业和创意文化知识、具有良好的创意品格和熟练技能，能够在党政机关、文化类企事业单位、文化团体等各级、各类社会组织，从事公共文化政策与文化产业的规划和宣传，文化项目的策划、开发、管理和运营，文化品牌的维护和拓展，以及高级秘书、行政助理等岗位的实务工作的复合型中文应用人才。

二、培养要求

根据培养目标，本专业学生主要学习汉语言文学、创意学、文化产业等有关的基本理论和基本知识，接受创意、写作技能以及文化产业实务的基本训练。

三、毕业生应获得以下几个方面的知识和能力

- （一）掌握系统的汉语言文学的基础理论和基本知识；
- （二）掌握文化产业的基础理论和基本知识；
- （三）掌握创意写作的基础理论和基本知识；
- （四）具备较强的语言文字表达能力、人际交往和沟通协调能力；
- （五）掌握文化创意产业经营的管理流程、方式方法和基本职业技能；
- （六）具有熟练的计算机操作能力和英语应用能力。

四、主要课程

文学理论、中国文学史、现代汉语、创意学、文化产业管理与实务、基础写作、外国文学史、语言学概论、古代汉语、文化创意经纪、广告策划与创意、创意写作训练、中国古典诗词研读等。

五、主要实践性教学环节

军事技能、社会调查、社会实践、专业见习、毕业实习、毕业论文等。

六、修业年限与毕业学分

修业年限：四年；毕业总学分：170 学分。

七、授予学位

文学学士。

The Teaching Program of Chinese Language & Literature (Creative and Cultural Industries)

I. Objectives

This major is to cultivate inter-disciplinary talents, who have good humanistic quality, master the systematic knowledge of Chinese language and literature, and they also understand creative and cultural industries' background knowledge. At last, they will have good creative character and skills, be skilled in party and government organizations, cultural enterprises and institutions, cultural groups, etc. all kinds of social organizations at all levels. They can work in public cultural industries, and they will be good at planning and policy propaganda, management and operation of the project, maintain and develop the culture brand, as well as the practical work of senior secretary and administrative assistant position.

II. Requirements

According to the program's aims, students are requested to learn the basic theories and basic professional knowledge concerning Chinese language & literature, secretaryship, law, etc. as well as to undergo the basic training of spoken and written language, secretarial skills, office management abilities, legal practices, etc.

III. The knowledge and abilities graduates should acquire

(I) Students are requested to master the systematic theory and basic knowledge of Chinese language and literature.

(II) Students are requested to master the basic theory and basic knowledge of creative writing.

(III) Students are requested to master basic theory and basic knowledge of the cultural industry.

(IV) Students are requested to use spoken and written language to express themselves, carry on interpersonal communications, promote mutual understanding, and harmonize relations among people, and to handle legal affairs.

(V) Students are requested to master the culture creative industry business management processes, methods and basic professional skills.

(VI) Students are requested to skillfully operate computers and use English.

IV. Main Courses

Literature theory, ancient Chinese literature, contemporary Chinese literature, foreign literature, comparative literature, basic writing, an introduction to linguistics, modern Chinese, ancient Chinese, culture industry management and practice, creative learning, culture creative agency, advertising planning and creative, study of Chinese classical poetry, modern office practice, etc.

V. The main links of teaching practice

Military skills, social investigations, social practice, learning on probation, graduation filed work, graduation dissertation, etc.

VI. Length of schooling and credits: 4 years

Length of schooling: 4 years; graduation credits: 170

VII. Academic degree

Bachelor of Arts