

# 2023年夏季新闻媒体： 商业运营和新技术网络项目 美国北卡州立大学全球培训学院

## 项目时间

2023年7月27日到8月14日

## 项目费用

每人480美元

- 包括课程费用
- 学习系统注册和使用费用
- 媒体项目制作
- 辅导及最终展示
- 项目电子结业证书
- 相关成绩单

## 项目目标：

- 了解和理解美国新闻媒体组织的商业惯例，包括广告和新闻内容之间的关系。
- 了解美国新闻媒体的技术进步及其对新闻过程的影响。
- 认识美国社交媒体平台对新闻制作和受众的影响。
- 应用从课程中学到的知识对美国新闻媒体内容进行案例研究分析。

## 媒体案例分析项目选项：

- 根据课程中学到的原则和知识完成对美国新闻机构（纽约时报、华尔街日报、CNN、NBC、ABC）的案例研究分析。 学生可以选择一个机构进行分析。
- 为特定公司或组织制定媒体计划



## 课程时间安排:

7月27日到8月14日, 上课时间为北京时间晚上8点到9点30分, 全部为直播课程, 每次课程90分钟, 共9次课程

### 第一周:

7.27: 介绍美国新闻媒体的商业模式

7.28: 美国媒体中的技术开发

### 第二周:

7.31: 传媒行业工作者的一天

8.2: 媒体和商业理论模型; 媒体案例分析项目介绍

8.4: 新闻制作-整合社交媒体; 网络受众分析

### 第三周:

8.7: 新兴新闻平台: 播客

8.9: 美国传媒最佳实践: 新闻价值、讲故事、伦理道德

8.11: 媒体案例分析项目辅导

### 第四周:

8.14: 项目最终演讲和反馈



## 申请信息

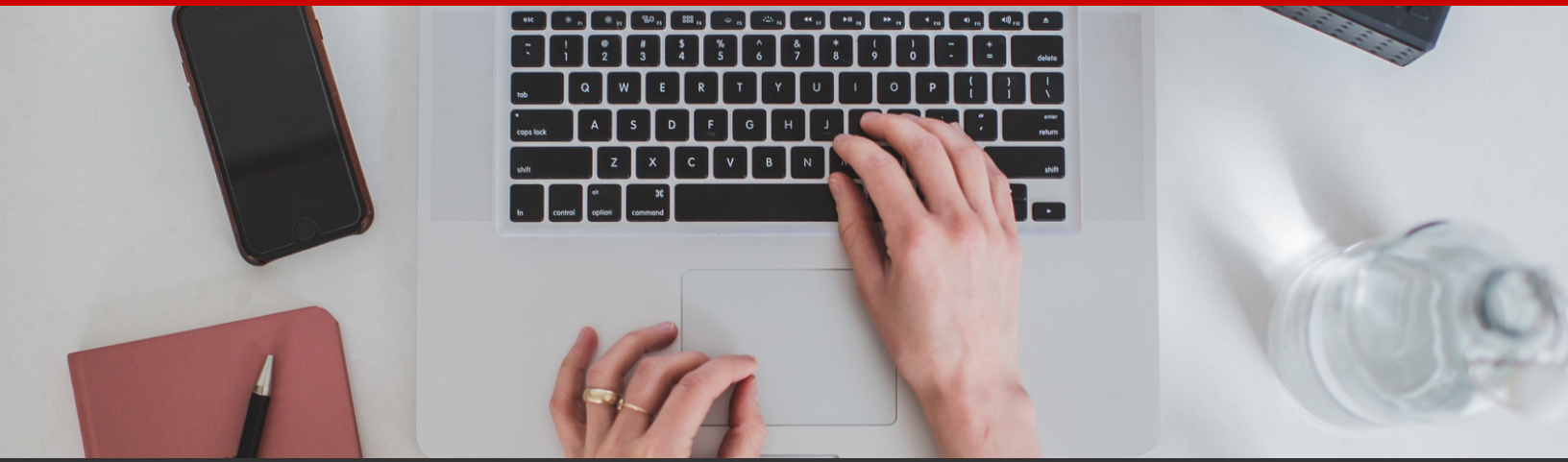
- 这个项目开放给北卡州立大学在中国的合作伙伴
- 本科在校学生, 新闻传媒、外语、广告、市场、商科或者其他专业对传媒有兴趣的同学
- 由于项目是全英文授课, 需要参加者有一定的英文水平, 需提供四六级考试成绩、或者高考成绩作为参考

可直接在北卡州立大学的网站上申请:  
[go.ncsu.edu/gti-journalism](http://go.ncsu.edu/gti-journalism)

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Global Training Initiative

如有问题, 请联系 Lynn Wang  
[lynn.wang@ncsu.edu](mailto:lynn.wang@ncsu.edu)



# 2023 Summer Online Journalism Program

## News Media: Business and Emerging Technology

### Program dates:

Jul. 27 to Aug. 14, 2023

### Program fee:

USD480 per person, includes:

- Online courses
- Media project coaching
- Learning Management System Moodle Registration and usage
- NC State Global Training Initiative Certificate
- Transcript

## Learning Objectives

- Knowledge and understanding of the business practices of news media organizations in the United States, including the relationship between advertising and news content.
- Understanding of technological advancements in American news media, and its effect on the journalism process.
- Recognize American social media platforms' impact on news production and the audience.
- Apply knowledge to conduct a case study analysis of American news media content.

## Case Study Project

- Students will complete a case analysis study of an American news organization based on the principles learned in the course. The students will choose from five major American news organizations (New York Times, Wall Street Journal, CNN, NBC, ABC) to analyze.
- Work out a media plan for a specific company/organization



Apply by June 15: [go.ncsu.edu/gti-journalism](https://go.ncsu.edu/gti-journalism)

# Program Calendar:

The lecture time will be 8:00-9:30 AM U.S. Eastern Time

## Week 1: July 27-28

July 27: Introduction American News Business Model

July 28: Developing Technology in the News Media Industry

## Week 2: July 31-August 4

July 31: Working in the Journalism Industry

August 2: Media and Marketing Theories; Introduction to Student Media Projects

August 4: Social Media Integration in News Production and Online Audience Development

## Week 3: August 7-11

August 7: Emerging News Platform: Podcasting

August 9: American Journalism Best Practices: Newsworthiness, Storytelling and Ethics

August 11: Project Working Session

## Week 4: August 14

August 14: Project Presentation and Program Feedback



## Admissions Requirements

- This program is only open to students from NC State partners' universities
- Undergraduate students, media, communication, foreign language, advertising, marketing, business majors, or the students in other majors but interested in this program
- English requirement: The entire course will be taught in English, the students need to have sufficient English level, please provide your CET 4, CET 6, TEM4 or University Entrance Exam English score as the English proficiency proof.

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More Information:

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