



# 招生简章 | 2023

## Admissions Brochure

### “走进山东，品味济南”

Going into Shandong and Savoring Jinan

#### 学校简介

##### Brief Introduction of the Hosting College

山东传媒职业学院是经山东省人民政府批准成立、教育部备案的全日制普通高等专科学校。隶属于山东省广播电视局，与省教育厅共管，是省内唯一一所广播影视及大众传媒类国有公办普通高校。

山东传媒职业学院是山东省语言文字推广基地。拥有完善的培训设施和先进的设备；拥有一支充满活力的师资队伍，一批著名专家学者担任特聘教授、客座教授或兼职教授；拥有一批具有现代管理理念、熟悉语言文字政策方针的管理人才。学院高度重视国际中文教育工作，依托专业优势，先后与日本、韩国、马来西亚等国家院校建立友好关系，开展中文国际交流活动，并与韩国岭南大学合作举办广播影视节目制作专业高等专科项目。与美国东田纳西州立大学召开合作举办数字媒体艺术设计专业高等专科项目研讨会，双方分别签署合作备忘录、共建协议书，将在语言学习、课程引进、师资培训等多方面开展合作。



Shandong Communication & Media College is a full-time general college approved by Shandong Provincial People's Government and filed by the Ministry of Education. It is affiliated to Shandong Radio and Television Bureau, co-managed with the Provincial Department of Education, and is the only state-owned public university in the province of radio, film and television and mass media.

Shandong Communication & Media College is the base of language promotion in Shandong Province. The college has perfect training facilities and advanced equipment, a vibrant faculty, a group of famous experts and scholars as distinguished professor, visiting professors or part-time professors, and

a group of management talents with modern management concepts and familiarity with language policies and guidelines. The college attaches great importance to international Chinese education, and relying on its professional advantages, it has successively established friendly relations with universities in Japan, South Korea, Malaysia and other countries, carried out international Chinese exchange activities, and cooperated with Lingnan University in South Korea to hold a higher specialized program of radio, film and television program production. The college and East Tennessee State University in the United States also held a seminar on digital media art design specialty, and the two sides signed a memorandum of cooperation and a co-construction agreement, which will cooperate in language learning, curriculum introduction, teacher training and other aspects.



#### 项目目标

##### Project objectives

通过展示济南独具特色的泉水文化、章丘大葱种植基地以及有4000多年历史的“龙山黑陶”文化，为海外学员打开一扇了解中国风土人情，初步认识中国的窗口，通过语言学习、风光浏览和文化介绍，让学生了解真实的中国，同时感受中国人的热情、朴实、勤劳。

By displaying Jinan's unique spring water culture, Zhangqiu green onion planting base and "Longshan Black Pottery" culture with a history of more than 4,000 years, it will open a window for overseas students to get to know the local conditions and customs of China and get to know China preliminarily. Through language learning, scenery browsing and cultural introduction, students can know the real China and feel the enthusiasm, simplicity and hard work of China people.

#### 项目内容

##### Project content

“走进山东，品味济南”项目，以海外各阶层群体为受众，以讲授初级汉语为主、介绍山东风光、地方特产为辅，运用线上教学的优势，以及我校现有的教学资源、社会资源，开设“打出来的铁锅”、“土是怎么变成艺术品的”等主题课程，带领学生倾听“中国故事”，使其在“看”中国的基础上，感受本国文化与中国文化的不同，激发学习中文的兴趣。

The project of "Going into Shandong and Savoring Jinan" is aimed at overseas groups from all walks of life, mainly teaching elementary Chinese, supplemented by introducing Shandong scenery and local specialties. Taking advantage of online teaching and the existing teaching resources and social resources of our school, we offer thematic courses such as "The Iron Pot Made" and "How the Earth Becomes a Art", and lead students to listen to "China Story" so that they can "see" China.

#### 教学模式

##### Teaching approaches

本届线上冬令营依托汉语桥俱乐部 APP 及“在线直播云平台”进行线上授课，利用“直播平台+线上虚拟”完成济南线上游览和文化介绍活动。课程以文化专题、语言学习相结合的方式，摸索、建设一套以城市为中心，适合海外学员的文化场景、生活细节与语言表达一体的网络教学模式，以适应国际中文教学的发展，提升海外学生对中华文化的认可度。

This year's online winter camp relies on Hanyuqiao Club APP and "Online Live Cloud Platform" for online teaching, and uses "Live Platform+Online Virtual" to complete online tour and cultural introduction activities in Jinan. With the combination of cultural topics and language learning, we will explore and build a set of online teaching mode with the city as the center, which is suitable for overseas students' cultural scene, life details and language expression, so as to adapt to the development of international Chinese teaching and enhance overseas students' recognition of Chinese culture.

#### 课程安排

##### Course arrangement

日期 Date	北京时间 Beijing time	课程名称 Courses	类型 Type
D1	15:30-16:15	开营仪式 Camp opening ceremony	直播 Live
	16:30-17:30	你好，济南欢迎你！ Hello, welcome to Jinan!	直播 Live
	17:40-18:40	泉水人家的生活 Life of Spring Water Family	录播 Video
D2	15:30-17:00	中餐的主要佐料出自济南 The main ingredients of Chinese food come from Jinan.	直播 Live
	17:10-18:10	比人还高的大葱 green onions taller than people	录播 Video
D3	15:30-17:00	餐桌上必不可少的菜（豆腐与福） an essential dish on the table (tofu and "fu")	直播 Live
	17:10-18:10	豆子怎样变成豆腐 How to turn beans into tofu	录播 Video
D4	15:30-17:00	你认识这种锅吗 Do you know this kind of pot?	直播 Live
	17:10-18:10	打出来的铁锅 iron pot hammered out by people.	录播 Video
D5	15:30-17:00	有4000年历史的黑陶 Black pottery with a history of 4,000 years	直播 Live
	17:10-18:10	土是怎么变成艺术品的 How does earth become a work of art?	录播 Video
D6	15:30-17:00	说说你的爱好吧 Talk about your hobbies.	直播 Live
	17:10-18:10	一起拍出好看的照片 Take nice photos together.	录播 Video
D7	15:30-17:00	生活中有意思的事情 Interesting things in life	直播 Live
	17:10-18:10	人人爱看的短视频 a short video that everyone loves to watch	录播 Video
D8	15:30-17:00	你好这里是美丽的泉城，山东济南 Hello! This is a beautiful spring city, Jinan, Shandong Province.	直播 Live
	17:10-18:40	闭营仪式 Camp closing ceremony	直播 Live

#### 相关说明

##### Related Notes

1. 课程开始时间以最终班级通知为准。
  2. 该项目不收取学员与其所在学校的任何费用。
  3. 项目结束后，通过课程考核的学生可获得山东传媒职业学院的学习证明。
  4. 参加项目的学员需完成相关注册，严格遵守学习规范，保证出勤，不得中途退出。
1. The starting time of the course is subject to the final class notice.
  2. The program does not charge any fees for trainees and their schools.
  3. After the end of the project, students who pass the course examination can get the study certificate of Shandong Media Vocational College.
  4. Participants in the program should complete the relevant registration, strictly abide by the study norms, ensure attendance, and must not quit halfway.

(注：上课日期暂定为2023年1月30日-2023年2月28日，开课时间以实际情况通知为准)

(Note: Classes are tentatively scheduled for January 30, 2023-February 28, 2023.

The opening time is subject to the actual situation notice)

#### 联系方式

##### Contact details

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