

课程详述

COURSE SPECIFICATION

以下课程信息可能根据实际授课需要或在课程检讨之后产生变动。如对课程有任何疑问，请联系授课教师。

The course information as follows may be subject to change, either during the session because of unforeseen circumstances, or following review of the course at the end of the session. Queries about the course should be directed to the course instructor.

1.	课程名称 Course Title	文化遗产与社交媒体 Cultural Heritage and Social Media
2.	授课院系 Originating Department	社会科学中心 Center for Social Sciences
3.	课程编号 Course Code	SS170
4.	课程学分 Credit Value	2
5.	课程类别 Course Type	通识选修课程 General Education (GE) Elective Courses
6.	授课学期 Semester	春季 Spring
7.	授课语言 Teaching Language	中英双语 Chinese and English
8.	授课教师、所属学系、联系方式 (如属团队授课, 请列明其他授课教师) Instructor(s), Affiliation & Contact (For team teaching, please list all instructors)	郭倩 GUO Qian 南方科技大学人文社会科学荣誉学会 Society of Fellows in Liberal Arts, SUSTech guoq2022@mail.sustech.edu.cn
9.	实验员/助教、所属学系、联系方式 Tutor/TA(s), Contact	无 NA
10.	选课人数限额(可不填) Maximum Enrolment (Optional)	

11. 授课方式 Delivery Method	讲授 Lectures	习题/辅导/讨论 Tutorials	实验/实习 Lab/Practical	其它(请具体注明) Other (Please specify)	总学时 Total
	32				32
学时数 Credit Hours					
12. 先修课程、其它学习要求 Pre-requisites or Other Academic Requirements	无 NA				
13. 后续课程、其它学习规划 Courses for which this course is a pre-requisite	无 NA				
14. 其它要求修读本课程的学系 Cross-listing Dept.	无 NA				

教学大纲及教学日历 SYLLABUS

15. 教学目标 Course Objectives

本课程为社交媒体研究的入门课程，旨在向学生介绍和浅析当下流行的社交媒体对文化遗产进行传播和赋能的现象。该课程分为四个部分：第一部分从当今的社交媒体的使用案例入手，介绍社交媒体的基础知识（定义、分类以及发展状况），并通过浅析在传播学视域下的遗产概念引入遗产的使用者理论。第二部分结合社交媒体概念和遗产使用学概念，分析社交媒在文化遗产传播中的具体应用。对应用的分析涉及两个层面：一方面是想学生了解文化遗产相关机构与社交媒体的链接，另一方面是浅析社交媒体中常见的文化遗产传播方式。第三部分基于以上基础知识和对大量现实案例的分析介绍，最终启发学生在社交媒体视域下，理解和思考文化遗产传播、传承以及活化的一些新模式，新现象。第四部分是带领学生实践如何使用社交媒体对身边的文化遗产进行传播。

This course is an introduction to the study of social media, aiming to introduce and analyse the phenomenon of social media in communicating and empowering cultural heritage. The course is divided into four parts: the first part introduces the basics of social media (definitions, classifications, and developments), starting with examples of today's social media use cases, and introduces the user theory of heritage by analyzing the notion of heritage in the context of communication studies. The second part analyses the specific applications of social media in cultural heritage communication, combining the concepts of social media and heritage user theory. The analysis of the application involves two levels, on the one hand, it enables students to understand the links between cultural heritage related institutions and social media, and on the other hand, it analyses the common ways of cultural heritage communication in social media. Based on the above basic knowledge and the analysis of a large number of real-life cases, the third part will finally inspire students to understand and think about some new modes and phenomena of cultural heritage dissemination, inheritance and revitalization under the perspective of social media. The fourth part of the programme takes students to practice how to use social media to communicate about the cultural heritage around them.

16. 预达学习成果 Learning Outcomes

本课程预期让学生掌握以下知识、技能：

了解社交媒体的定义和类型；
了解传播学视域下的遗产概念；
了解如何思考在社交媒体出现的与文化遗产相关的一些文化现象；
了解如何通过社交媒体来再现和表现文化遗产。

This course is expected to provide students with the following knowledge and skills:

- To understand the concept and types of social media;
- To understand the concept of cultural heritage in a communication science perspective;
- To understand how to think about some of the cultural phenomena related to cultural heritage that appear in social

media;

- To understand how cultural heritage can be reproduced and represented through social media.

17. 课程内容及教学日历（如授课语言以英文为主，则课程内容介绍可以用英文；如团队教学或模块教学，教学日历须注明主讲人）

Course Contents (in Parts/Chapters/Sections/Weeks. Please notify name of instructor for course section(s), if this is a team teaching or module course.)

本课程每节 2 课时，共计 32 课时

第一部分：关于社交媒体的基础认知

Part I: Basic knowledge about social media

第一节：何为社交媒体

Section I: What is social media

- 社交媒体的概念 Concepts of Social Media
- 社交媒体的类型 Types of Social Media
- 社交媒体的发展 Development of Social Media

第二节：文化遗产：一种反向选择？

Section II: Cultural heritage: a reverse choice?

- 对遗产定义的反思 Rethinking the definition of cultural heritage
- 使用学概念 Concepts of User Theory
- 遗产的使用者 Users of the cultural heritage

第二部分：当社交媒体作用于文化遗产

Part II: When Social Media Works for Cultural Heritage

第三节：链接：社交媒体与文博机构

Section III: Link: Social Media and Museum Institutions

- 法国卢浮宫博物馆案例分析 Case study of the Louvre Museum, France
- 法国东京宫案例分析 Case study of Palais de Tokyo, France
- 官方账号的角色 Roles of official account

第四节：链接：社交媒体与文化企业

Section IV: Link: Social Media and Cultural Enterprise

- 十三余汉服案例分析 Case Study of 13 Hanbok
- 莲羊工作室案例分析 Case Study of Lian Yang Studio
- 关于社交媒体多平台叙事的讨论 Discussion on social media multi-platform narratives

第五节：链接：社交媒体与遗产传承人

Section V: Link: social media and heritage practitioners

- 抖音非遗合伙人计划案例分析 Case Study of ICH(Intangible Cultural Heritage) Partnership Programme of Douyin
- 快手非遗合伙人计划案例分析 Case Study of ICH Partnership Programme of Kuaishou
- 关于社交媒体平台权力的讨论 Discussion on the power of social media platforms

第六节：社交媒体中的文化遗产传播方式：打卡

Section VI: Cultural heritage communication in social media: Checkpoint

- 法国里昂灯光节的社交媒体参与行为案例分析 Case study of social media engagement behaviours at the Festival of Lights in Lyon, France
- 古镇古街打卡案例分析 Case study of Checkpoint in Old Town and Ancient Street of China
- 关于游览者视角的讨论 Discussion on the tourists' perspective

第七节：社交媒体中的文化遗产传播方式：解释

Section VII: Cultural heritage communication in social media: explanation

- 遗产传播中的知识类博主 Knowledge vloggers in heritage communications
- 案例分析 Cases study
- 关于“真实性”的讨论 Discussion on "Authenticity"

第八节：社交媒体中的文化遗产传播方式：诠释

Section VIII: Cultural heritage communication in social media: interpretation

- 遗产传播中的脱口秀类博主 Talk show vloggers in heritage communications
- 案例分析 Cases study
- 关于“娱乐性”的讨论 Discussion on "Entertainment"

第九节：社交媒体中的文化遗产传播方式：挪用与创作

Section IX: Communication of Cultural Heritage in Social Media: Appropriation and Creation

- 案例分析 Cases study
- 关于文化挪用现象的讨论 Discussion on the phenomenon of cultural appropriation

第三部分：社交媒体上几个文化遗产现象的分析

Part III: Analysis of several phenomena of cultural heritage in social media

第十节：标签与不确定的吸引力

Section X: Labelling and the attraction of uncertainty

- “标签”的作用 The role of "labels"
- 流量与吸引力 Flow and attraction

第十一节：网红遗产地现象

Section XI: The phenomenon of internet-famous site

- 何为网红地 What is internet-famous site ?
- 网民行为与遗产赋能 Internet users' behaviour and valorization of the cultural heritage

第十二节：有意识传播与无意识的传播

Section XII: Conscious versus unconscious communication

- 何为有意识传播与无意识的传播? What is Conscious Communication and unconscious Communication
- 主题导向 vs 吸引力导向 Intentional or attentional?

第十三节：文化遗产中的自我表演

Section XIII: Self-performance in cultural heritage

- 社交媒体中的滤镜与美化 Filters and Beautification in Social Media
- 社交媒体内容的剧本化 Scripting the Content on Social Media

第四部分：社交媒体上使用短视频对文化遗产进行传播的实践

Part IV: Practices of using short videos on social media to communicate cultural heritage

第十四节：社交媒体上的短视频制作

Section XIV: Short video production on social media

- 社交媒体短视频制作要素 Elements of short social media video production

- 社交媒体短视频制作流程 Social Media Short Video Production Process

第十五节：实践课程

Section XV: practical course

第十六节：期末小组作业点评

Section XVI: Review of final group projects and assignments

18. 教材及其它参考资料 Textbook and Supplementary Readings

boyd, danah m., & Ellison, Nicole B. (2007). "Social Network Sites: Definition, History, and Scholarship." *Journal of Computer Mediated Communication*, 13, article 11. http://jcmc.indiana.edu/vol13/issue1/boyd_ellison.html

Peng, Zhengyin, Xu Peilei, Wang Yongqing. "Content Governance Strategy of UGC Platform: Tripartite. Bouquillion, Philippe. (2008), *Les industries de la culture et de la communication. Les stratégies du capitalisme*, Grenoble, PUG.

Game with Participation of Intermediary" *Journal of Systems & Management*, 2020/9, issue (6), 1101-1112

Benhamou, Françoise. (2002), *L'économie du star-system*, Paris, Odile Jacob, Hors collection.

课程评估 ASSESSMENT

19. 评估形式 Type of Assessment	评估时间 Time	占考试总成绩百分比 % of final score	违纪处罚 Penalty	备注 Notes
出勤 Attendance		20%		无故缺席 3 次以上为不通过
课堂表现 Class Performance		20%		积极参与课堂讨论
小测验 Quiz				
课程项目 Projects				
平时作业 Assignments				
期中作业 Mid-Term Assignment		30%		以社交媒体基础知识，利用任何一款社交媒体以课上所学到的方式，发布一个关于文化遗产的内容。并提交 300 字以内的说明，说明为什么选择该类社交媒体，以此方式发布，期望到达什么效果。内容要求原创，表达真情实感。
期末考试 Final Exam		30%		基于课上所学知识和技能，拍摄完成一条用于社交媒体传播的文化遗产短视频，并编辑用于社交媒体传播的文案（150 字以内）。内容要求原创，表达真情实感。
期末报告 Final Presentation				
其它（可根据需要 改写以上评估方式） Others (The above may be modified as				

necessary)

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20. 记分方式 **GRADING SYSTEM**

- A. 十三级等级制 **Letter Grading**
 B. 二级记分制 (通过/不通过) **Pass/Fail Grading**

课程审批 **REVIEW AND APPROVAL**

21. 本课程设置已经过以下责任人/委员会审议通过
This Course has been approved by the following person or committee of authority

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