The 1+2+1 plan outlines the program requirements for a dual degree in journalism from Troy and Hubei universities.

The objective of this plan is to prepare students for a successful career in the media. Important areas of the curriculum include: introduction to Journalism, Chinese History in Journalism, News Gathering, News Writing, Editing, News Review.

Troy University is 120 years old and is nationally accredited by the Southern Association of Colleges and Schools (SACS).

Hubei University is nearly 80 years old, and can award both the baccalaureate in literature and master’s degrees in journalism and communication.

Degree Requirements

The 1+2+1 plan for this program in China are advanced high-caliber students, and a TOEFL score of at least 500 (or the equivalent IELTS).

The 1+2+1 student will have 68 hours with at least 36 hours in Major Requirements at TROY Hubei University & TROY, academic plan for broadcast journalism.
to receive a TROY degree.

The 1+2+1 student will have 146 credit hours including 68 hours at TROY and complete all
academic degree courses to receive a Hubei University degree.

Any course completed at TROY or Hubei University with a grade of "F" must be repeated.

TROY’s curriculum requires an internship during which time the students gain work
experience. This internship may satisfy the graduation practice requirement of Hubei University. For such practical experience to be granted credit by Hubei University, the length of employment
must be full time for eight weeks and the faculty of Hubei University must approve the placement
in advance.

All students must complete all curriculum and credit requirements from both TROY and
Hubei University to earn degrees from their respective universities.
三、1+2+1 项目新闻专业教学计划与课程安排
Schedule for 1+2+1 B.S. in Journalism

第一学年（在湖北大学上课）
1st year (at Hubei University)

<table>
<thead>
<tr>
<th>学期</th>
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Hubei University & TROY, academic plan for broadcast journalism, page 3 of 17
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<td>JRN 1103</td>
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Total: 234 hours, 13 credits

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Hubei University & TROY, academic plan for broadcast journalism, page 4 of 17
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<td>Community Media Management 社会媒体管理</td>
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夏季学期 Summer Semester | JRN 4489 | Internship 专业实习 (NOTE TO LIAO: The full-time work experience totals more than 90 hours, but the University uses 90 contact hours in determining the tuition cost.) | 90 | 8 5 |

Hubei University & TROY, academic plan for broadcast journalism, page 5 of 17
<table>
<thead>
<tr>
<th>学期 Semester</th>
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<td>Introduction to Mao Zedong thought, Deng Xiaoping theory and important Ideas of the “three On-Behalf-Of” II 毛泽东思想邓小平理论和三个代表重要思想概论 (二)</td>
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小计 Total

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### 四、课程描述

**Courses Description**

第一学年 (First academic year)

1. **思想道德修养与法律基础 (一) [课程代码 0304100103]**
   
   *Ideological & Moral Cultivation and Basics of Law I [Course Code 0304100103]*
   
   本课程目标是帮助学生培养正确的世界观，生活和价值观，为处于人生转折点的大学生提供各种各样的道德规范和问题，培养他们完整的道德行为规范，提高他们处理在学习、生活、职业选择和交朋友过程中处理各种冲突和问题的能力。

   本课程作为非法学专业的必修课程，该课程集中详述了基本法律原理和社会主义法律，介绍有关中国宪法、行政法、民法等法律的基本知识，以便让学生掌握中国宪法和一般法律的实质，熟悉一些公民权利义务的知识，让自己能够更好地适应法制社会。

   This course is helping the students to foster a correct world outlook and correct views on life and values, offering answers to various kinds of problems concerning morals and ethics raised by college students at the turning-point of their life.

   As a compulsory course for non-law majors, this course focuses on the expatiation upon general principles of law as well as the socialist laws, introducing to the basic knowledge concerning Chinese constitution, administrative law, civil law, etc.

2. **大学英语 (一) (二) [课程代码 0502100604, 0502100704]**
   
   *College English (I) (II) [Course Code 0502100604, 0502100704]*
   
   本课程为非英语专业设计，内容包括精读、泛读、语法、听力、写作等。在该课程的帮助下，就英语熟练程度而言学生预期应达到大学英语一、二级的程度。

   This course is designed for non-English majors. Its contents include intensive reading, extensive reading, grammar, listening, writing, etc. With the help of this course, college students are expected to arrive at CET-1-2 in terms of English proficiency level.

3. **体育 (一) (二) [课程代码 0402101002]**
   
   *PE(I)(II) [Course Code 0402101002]*
   
   本课程向学生介绍包括体育理论，健康标准等体育运动的知识和体育运动的技能，介绍运动的原理和方法。目的是帮助学生以科学的方法进行锻炼。

   This course is designed for non-PE majors. Introduction to healthy knowledge and sports skills, training the students to self-exercise, and sports appreciation, helping students develop personal Hubei University & TROY, academic plan for broadcast journalism, page 7 of 17
4. 高等数学 [课程代码 0701102304]

Advanced Mathematics [Course Code 0701102304]

本课程内容：函数和极限，一元微积分和它的应用，ABC 级数和多元微积分，行列式和
矩阵的应用，线性方程和二次方程式，事件的概率，偶然性变量，大数定律和中心极限定理，
样本和参数估计，方差分析，回归分析。

Function and limit, one-variable calculus and its application, ABC of progression and
multiple-variable calculus, determinant, matrix and its calculation, system of linear equations and
quadratic form, probability of occurrence, chance variable, law of large numbers and central limit
theorem, sample and parametric estimation, variance analysis, regression analysis.

5. 大学计算机基础 [课程代码 0806102402]

Basic College Computer [Course Code 0806102402]

本课程为非计算机专业开设，包括两部分：理论和实际应用。第一部分介绍计算机的基本
概念，原理和技巧，由老师授课必修。第二部分关于计算机操作，属于选修但期末考试包括
这门。

This course is for non computer majors. It consists of two parts: theories and practical application.
The former one which introduces basic concepts, principles and techniques of computer to
students is compulsory and taught by teachers. The latter one which is about the manipulation of
computer, is optional but must be included in the final test.

6. 中国古代文学作品 (一) [课程代码 0503200104]

Ancient Chinese Literature [Course Code 0503200104]

先秦至唐代的重要作家的作品。

A survey of the main writers’ masterpieces in the history from Pre-Qin Dynasty(770B.C.) to Tang
Dynasty.(960AD)

7. 新闻学概论 [课程代码 0503200403]

Introduction to Journalism [Course Code 0503200403]

重点研究新闻学的基本理论，阐释新闻学的基本观点，以及与之相关的基本知识。

Survey of the basic theories in the field of journalism, discuss the basic discipline of mass
communication.

8. 军事理论 [课程代码 1103103101]

Military Theory [Course Code 1103103101]

介绍基本的军事理论和军事知识。

Basic Military theory and knowledge

9. 军事训练 [课程代码]

Military Training [Course Code]

通过训练掌握基本的军事技巧

Grasp the basic military skills as the soldiers do.

10. 中国近现代史纲要 [课程代码 0601100202]

Chinese Modern History [Course Code 0601100202]

学习 1840 年至 1949 年的中国历史。

A survey of Chinese history from 1840 to 1949

11. 信息技术基础 [课程代码 0806103203]

Basic Information Technology [Course Code 0503200204]

Huber University & TROY, academic plan for broadcast journalism, page 8 of 17
Introduction to basic internet theory and the basic technology of it, such as how to gather, store, create and exploit the information, etc.

12. 中国古代文学作品 (二) [课程代码 0503200204]

   Ancient Chinese Literature  [Course Code 0503200204]

   中国古代文学作品 (二)：宋代至1910的主要作家的作品。

   A survey of the main writers’ masterpieces in the history from Song Dynasty (960) to 1910

13. 广告学 [课程代码 0503200503]

   Advertising [Course Code 0503200503]

   通过课程的学习，使学生掌握有关广告学的历史沿革、基本理论、基本策略、基本方法及实际操作技巧，拓展学生的视野，活化学生的思维，提升其决策、分析和发现问题的能力。

   This course provides students with an understanding of basic theory of advertising, discusses the fundamental methods and actual operating methods of advertising, enhances the students’ ability of analyzing, of solving problems.

14. 新闻采访 [课程代码 0503300103]

   News Gathering [Course Code 0503300103]

   介绍新闻采访中的基本原理，重点探讨新闻采访基本方法及政治新闻、经济新闻、体育新闻采访的技能。在老师的指导下实践练习。

   This course is focused on the techniques of interviewing. Students are supervised to learn how to gather and analyze information through discussion and practice.

第二学年 （second academic year）

15. 写作和现代英语 [课程代码 ENG 1101]

   Composition and Modern English I [Course Code ENG 1101]

   集中加强写作指导。重点讲授如何组织说明性和辩论性论文的结构和内容（一般要写 6 到 8 篇论文），强调语法、标点和词汇的学习。

   Intensive instruction in the writing process. Focuses on organization of ideas in well-developed expository and argumentative essays (usually 6 to 8 essays), with stress on grammar, punctuation, and vocabulary development.

16. 新闻业技术 [课程代码 JRN 1100]

   Technologies in Journalism [Course Code JRN 1100]

   新闻技术发展概论，促进学生了解这些技术发展的影响。

   An introduction to the technological advances in journalism and the promotion of an understanding of the impact of these advancements.

17. 演讲基础[课程代码SPH2241]

   Fundamentals of Speech [Course Code SPH2241]

   学习各种领域口头表达的基本原理及实践。

   Study of the principles and practices basic to all areas of oral communication.

18. 全球新闻报道和国际媒体系统 [课程代码 JRN 2210]

   Global Journalism and International Media Systems [Course Code JRN 2210]

   研究国际和国内的大众传媒系统，信息流和技术，以及在国际交流中的媒体的拥有者，入
   员，规则，程序和文化差异。

   An examination of international and domestic mass media systems, the flow of information and technology, and issues of media ownership, access, regulations, programming and cultural
differences in international communications.

19. 视觉艺术 [课程代码 ART1133]
Visual arts [Course Code ART1133]
介绍视觉艺术以及它与人类的关系。
Visual arts and their relationship to human needs and aspirations.

20. 写作和现代英语 II [课程代码 ENG 1102]
Composition and Modern English II [Course Code ENG 1102]
在写篇研究论文时的正分析和研究原理及工具的运用。
Text-based analyses and application of principles and tools of research in writing short research papers.

21. 大众传媒写作 [课程代码 JRN 1102]
Writing for Mass Media [Course Code JRN 1102]
讲授如何为大众传媒媒体准备书面材料的基础课程。
A basic course in preparing written materials for the mass media.

22. 广播和电视导论 [课程代码 JRN 1103]
Introduction to Radio and Television [Course Code JRN 1103]
这门课主要介绍大众传媒的电子形式，着重介绍广播和电视的理论和商业特征；有线电视和企业视频沟通；同时概述了广播和电视节目的制作和管理。
An introduction to the electronic forms of mass communication with discussions on the theoretical and business aspects of radio and television, cable and corporate video communications, and an introduction to programming and regulations.

23. 电视室技术和制作 [课程代码 JRN 3365]
TV Studio Techniques and Producing [Course Code JRN 3365]
介绍制作电视新闻广播的制作要素、理论和程序。本课程讨论灯光、背景设计、准备好制作、制作的制作、制图、剪辑、节目制作成员的制作、电子新闻采集、辅助设备的制作和采访等问题。
An introduction to the production elements, theories and procedures of producing news broadcasts for television. Lighting, set design, preparation, operation of equipment, graphics, editing, responsibilities of those members involved in the production, electronic news gathering (ENG), operation of remote equipment and interviewing are topics discussed in this class.

24. 交流理论 [课程代码 SPH 3321]
Communication Theory [Course Code SPH 3321]
学习理论的建立和交流的理论，以及当代交流理论的分类。
Study of the nature of theory-building and communication theory, and of the major classifications of contemporary communication theories.

25. 学校简介 [课程代码 1101]
University Orientation [Course Code 1101]
Hubei University & TROY, academic plan for broadcast journalism, page 10 of 17
对学校的资源、服务、政策和程序作简要介绍。介绍的内容包括：学校的目标和目的、学校的规章制度、政策和程序、服务、学生组织、图书馆、学习中心、计算机中心、责任、时间管理、在学校取得成功的战略
The primary purpose of this course is to assist entering students in acquiring the necessary knowledge and skills to manage effectively the Troy University campus environment in order to maximize their potential for success at the University, in their careers, and throughout their lives.

第三学年（third academic year）

26. 新闻报道[课程代码 JRN2201]

Reporting [Course Code JRN2201]

这门课主要教授采集、评估和报道新闻的过程。
Gathering, evaluating and reporting the news.

27. 电视新闻实习[课程代码 JRN 4413]

Television News Practicum  [Course Code  JRN 4413]

在教师的指导下采集，书写和制作完成每日电视新闻报导。每天两个小时加上每周一个半小时的讨论和评价。
Supervised experience in gathering, writing and performing reports for a daily television news broadcast. Two hours per day plus a weekly one-hour discussion and evaluation.

28. 电视制作实习[课程代码 JRN 4415]

Television Production Practicum [Course Code JRN 4415]

在教师的指导下实践性电视工作。内容包括室内和室外摄像机的操作，灯光，录像带的剪接和管理。每天两个小时加上每星期一个小时的讨论和评价。
Supervised experience in technical television work. Includes in-studio and remote camera operation, lighting, video tape editing and directing. Two hours per day plus a weekly one-hour discussion and evaluation.

29. 音乐欣赏[课程代码 MUS1131]

Music Appreciation [Course Code  MUS1131]

声乐作品、乐器、音乐形式、音乐的历史发展和音乐作品欣赏指导。这门课的学分不能记入音乐专业的学生的学分中。
Orientation, vocal and instrumental media, forms, historical development and guided listening.
Credit for this course does not apply toward any program in music.

30. 公共关系案例和策略[课程代码 JRN 3321]

Public Relations Cases and Strategies  [Course Code JRN 3321]

公共关系研究中的案例学习和解决方案，策略运用和战略的部署。
A case study and project-based approach to public relations research, strategy setting and tactical implementation.

31. 公共关系概论[课程代码 JRN 2230]

Introduction to Public Relations  [Course Code JRN 2230]

公共关系的交流和说服概念的入门课，学习公共关系历史、角色扮演、道德标准、职业标准、战略计划和战术计划。
Hubei University & TROY, academic plan for broadcast journalism, page 11 of 17
This introductory course examines the communication and persuasion concepts underpinning public relations, in addition to public relations history, role, ethical and professional standards, strategic planning and tactical planning.

32. 大众通讯的程序和效果 [课程代码 JRN 4430]
   Processes and Effects of Mass Communication [Course Code JRN 4430]
   这门课让学生了解与大众通讯有关的最著名的、历史的、社会科学研究和实践经验的理论观点，并分析和解释这些理论。
   This course provides students with an understanding of the development of the most notable, historical, social scientific and empirically grounded theoretical perspectives with regard to mass communication. In addition, analysis and interpretation of these theories will be addressed.

33. 撰写广告 [课程代码 JRN 3322]
   Advertising Copywriting [Course Code JRN 3322]
   学习撰写有效广告技巧的广告心理学的原理。约一半课程是用来练习有效广告写作。
   The principles of advertising psychology studied in relation to the techniques for writing effective copy; approximately half of the course is devoted to practice in writing effective advertisements.

34. 分组讨论和领导学 [课程代码 SPH 3345]
   Group discussion and Leadership [Course Code SPH 3345]
   通过讨论，学习和应用小组解决问题的理论和实践。
   Study and application of the principles and practices of group problem solving through the study of the dynamics of discussion and group leadership.

35. 广播新闻写作 [课程代码 JRN 2203]
   Broadcast News Writing [Course Code JRN 2203]
   介绍、评价、书写和完成广播新闻稿。如何在新闻写作、现场新闻报导、采访和播报中使用新闻采集技术。
   Gathering, evaluating, writing and performing broadcast copy. Applies news gathering techniques to the broadcast writing style, on-the-scene coverage, interviewing and announcing.

36. 传媒法 [课程代码 JRN 4425]
   Media law [Course Code JRN 4425]
   新闻媒体的权力和对新闻媒体的限制，主要内容包括：宪法第一修正案、言论自由权、诽谤罪、诽谤罪、藐视法庭罪、隐私权等等。
   The rights and restrictions of the press: the First Amendment, privilege, libel, slander, contempt, right of privacy, etc.

37. 新闻业高级技术 [课程代码 JRN 4440]
   Advanced Technologies in Journalism [Course Code JRN 4440]
   概述新闻业和公共关系学中如何使用高级技术和在线报导技巧。
   An introduction to using advanced technologies and online reporting techniques in journalism and public relations.

38. 专业实习 [课程代码 4489]
   Internship [Course Code 4489]
在印刷出版业、电子媒体和公共关系场所、广告室、体育信息操作等行业作为一个正式员工的全职实习过程。学生在工作主管的直接指导下工作。并将实习情况向指导自己实习的特罗伊大学的指导教师汇报。要求学生必须就实习准备书面和口头报告。

Full-time work experience as a regular staff member of a print publication, electronic media, public relations setting, advertising office, sports information operation, etc. Student will work under the supervision of an on-the-job supervisor and report to a Troy University faculty adviser who will monitor the work experience. Student will also prepare written and oral reports.

39.专题研讨会[课程代码 4495]

Seminar  [Course Code 4495]
学习新闻业、公共关系、广告业的道德问题。
Study of issues related to ethics in journalism, public relations and advertising.

40.社会媒体管理 [课程代码 JRN 4401]

Community Media Management [Course Code JRN 4401]
讨论打印，广播，网络和公共关系组织中的特殊问题和管理技能。
Discussion of special problems and management techniques of print, broadcast, cable and public relations organizations.

第四学年（fourth academic year）

41.毛泽东思想邓小平理论和三个代表重要思想概论（一）[课程代码 0101100303]

Introduction to Mao Zedong thought, Deng Xiaoping theory and important Ideas of the “three On-Be Half-Of”  I [Course Code 0101100303]
介绍毛泽东思想在当代中国的发展过程中的作用，介绍邓小平理论和三个代表重要思想的基本内容及其在当代中国的指导意义及其实践意义。
Introduces the thought of Mao Zedong and the role of it in the course of contemporary China’s development. Also introduces to Deng Xiaoping’s Theory and the important thought of “Three On-Be Half-Of,” as well as their directing and practical significance in the course of contemporary China’s development.

42.马克思主义新闻著作选读 [课程代码 0503400602]

Selections of Marxist works on Journalism [Course Code 0503400602]
介绍马克思、恩格斯、列宁、毛泽东、邓小平的新闻活动及新闻思想，并选读其新闻经典著
General introduction to Journalist activities and ideas of Marx, Engels, Lenin, Mao Zedong and Deng Xiaoping, and reading their selected works.

43.社会科学文献检索 [课程代码 0503800402]

Document Retrieval  [Course Code 0503800402]
本课程系统阐述社科检索的基本原理和基础知识，介绍社科文献检索工具的编排方法和使用方法，按照检索类别分为字词及文句，图书和报刊文献，历史年代及历史事件，人名地名和机构，古代典章制度法规，学位论文和会议文献、光盘文献、网上信息资源等专题，通过检索实践使学生能利用工具书解决一般问题。

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Studies the basic principle and knowledge of document retrieval of social science, discuss the editing methods, the bibliographical tools and the way to use it.

44. 论文 [课程代码 0503600816]
   Undergraduate Thesis [Course Code 0503600816]

45. 马克思主义基本原理 [课程代码 0101100503]
   Principles of Marxist Philosophy [Course Code 0101100503]
   本课程重点介绍马克思主义基本原理，及其与中国革命具体实践相结合中的新发展——毛泽东和邓小平的哲学思想等。
   This course focuses on the basic theories of Marxism and closely combines them with practical issues in modern China while incorporating new findings from contemporary researches on philosophy. It also introduces the philosophical thinking of Mao Zedong and Deng Xiaoping.

46. 毛泽东思想邓小平理论和三个代表重要思想概论 (二) [课程代码 0101100403]
   Introduction to Mao Zedong thought, Deng Xiaoping theory and important Ideas of the “three On-Behalf-Of” II [Course Code 0101100403]
   介绍毛泽东思想在当代中国的发展过程中的作用，介绍邓小平理论和三个代表重要思想的基本内容及其在当代中国的指导意义及其实践意义。
   Introduces the thought of Mao Zedong and the role of it in the course of contemporary China’s development. Also introduces to Deng Xiaoping’s Theory and the important thought of “Three On-Behalf-Of,” as well as their directing and practical significance in the course of contemporary China’s development.

47. 生物学原理 [课程代码 0703301704]
   Principles of Biology [Course Code 0703301704]
   生物学原理学习。包括生命化学、细胞结构和功能、生物能、细胞再生、遗传和生态学的学习。这门课的学分不能计入生物学其它课程 中。
   Biological principles including chemistry of life, cell structure and function, bioenergetics, cell reproduction, heredity, and ecology. Credit for this course cannot be applied toward any curriculum in biology.

48. 生物学原理实验 [课程代码 0704200601]
   Principles of Biology Lab [Course Code 0704200601]
   Measurements, microscopy, ecology, cell structure, bioenergetics, cell reproduction, and heredity.

49. 普通物理 [课程代码 0702102804]
   General Physics [Course Code 0702102804L]
   介绍力学、热力学和波动定律。

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An introduction to the laws of mechanics and thermodynamics.

50. 普通物理 实验 [课程代码 0702102804]
   General Physics I Lab [Course Code 0702102804L]
   着重对课程内容的基本原理作实验验证，使用测量仪器，以及解释实验数据。
   Laboratory work emphasizing basic principles of mechanics and thermodynamics, the use of measuring instruments, and the interpretation of data. Co-requisite:

51. 网络广告 [课程代码 0503500502]
   Introduction to Advertising Online [Course Code 0503500502]
   探讨网络营销的创意、营销、策划，并指导学生进行网络营销的设计与制作。
   Emphasis placed on the originality of advertising, sales management, marketing strategy, with Students practice on the designing and writing ads online.

52. 宏观经济学原理 [课程代码 0201200403]
   Principles of Macroeconomics [Course Code 0201200403]
   国民经济的宏观经济学理论，着重介绍收入、就业、货币银行和公共财政政策。
   Macroeconomics theory of the national economy with an emphasis on income, employment, banking and public policy.

53. 论文 [课程代码 0503600816]
   Undergraduate Thesis [Course Code 0503600816]

五、制定中美大学共同教学计划负责人:
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  American Partner University: Dr. Steven Brooks Padgett (Professor & Chair of Journalism, Troy University)

廖声武博士简历:

- 教育背景:
  1985 年-1987 年 湖北省教育学院英语系本科毕业
  1994 年-1997 年 武汉大学新闻学院攻读硕士研究生
  2001 年-2005 年 武汉大学新闻与传播学院攻读博士研究生
- 职业生涯:
  Hubei University & TROY, academic plan for broadcast journalism, page 15 of 17
Vita of Dr. Shengwu Liao:

- **Education:**
  
  2001-2005 Ph.D., School of Journalism and Communication, Wuhan University,
  
  1994-1997 Master, School of Journalism, Wuhan University,
  
  1985-1987 Bachelor, Department of English, Hubei College of Education.

- **Career:**
  
  Professor of the Department of Journalism, Supervisor of the postgraduate students, Vice dean of The Faculty of Arts.

- **Works:**
  
  
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史蒂芬·派格特博士简历:

- **教育背景:**
  
  1977 获得圣地亚哥大学学士学位
  
  1981 获得中佛罗里达大学广播电视学学士学位
  
  1984 获得阿拉巴马大学新闻与电影传媒学硕士学位
  
  1987 获得佛罗里达州立大学大众传媒学博士学位

- **职业生涯:**
  
  1981-1982 阿拉巴马大学研究生教学助理
  
  1983-1985 佛罗里达州立大学研究生教学助理
  
  1985-1991 奥本大学大众传媒学助理教授
  
  1991 至今 特洛伊大学新闻学系主任，教授
  
  1996-1998 特洛伊大学新闻学系代理院长
  
  2006 特洛伊大学新闻学系教授

Vita of Dr. Steven Brooks Padgett:

- **Educational Background:**
  
  1987 Doctor of Philosophy in Mass Communication, The Florida State University
  
  1984 Master of Arts in Broadcast and Film Communication, The University of Alabama,
  
  1981 Bachelor of Arts in Radio-Television, University of Central Florida.
  
  1977 Associate of Arts, Santa Fe Community College

Hubei University & TROY, academic plan for broadcast journalism, page 16 of 17
• Teaching Experience:
  2006             Professor
  1996-1998        Acting Dean
  1991-present     Director and Professor of Journalism, Hall School of Journalism, Troy University
  1985-1991        Assistant Professor of Mass Communication, Department of Communication, Auburn University
  1983-1985        Graduate Teaching Assistant, Department of Communication, The Florida State University
  1981-1982        Graduate Teaching Assistant, Department of Broadcast and Film Communication, The