## 《城市文化学》（英语）教学大纲

课程编号：013512B

课程类型：专业选修课

总 学 时：32 讲课学时：30 实验（上机）学时：2

学　　分：2

适用对象：城市经济管理和城市管理（区域经济）本科生

先修课程：城市管理学、城市规划

一、课程的教学目标

《城市文化学》（英语）是为引导学生了解城市文化的基本理论和基础知识而开设的课程，是其它城市经济管理类专业课程的基础。通过本门课程的教学，使学生全面掌握城市文化的基础理论和基本知识；了解城市文化公共部门的机构设置、管理运作的原则、特点和方式；探索城市文化变革和创新的新方式。教学过程中，本课程注重培养学生用文化的角度去认识和了解城市的思维方式，培养学生对城市文化提出问题、分析问题和解决问题的能力，为学生进一步学习城市文化相关专业课程和将来从事文化相关工作打下坚实的理论基础和初步的实践经验。

本课程是一门理论与实际操作相结合的课程，它阐述了当代城市文化发展的基本状况和主要特点，全面分析了城市文化的过程和行为，在学习和借鉴国外先进的城市文化经验基础上，指出了中国城市文化变革和发展的方向。

**课程思政教学目标：**本课程要把“做人做事的基本道理、社会主义核心价值观的要求、实现民族复兴的理想和责任”的总要求融入、贯穿《城市文化学》（英语）教育教学全过程。

1. **教学基本要求**

**（一）教学内容**

该课程知识体系包括：城市文化的起源、发展历程；城市文化发展及管理目标的内容及制定方法；城市文化体制；城市文化空间管理的基本原理；城市文化产业、城市文化事业、城市文化资源等相关内容；城市文化的竞争力理论，城市文化竞争力评价的技术与方法；城市文化的绩效评价技术与方法，城市文化的调控框架及调控重点；城市文化的发展与管理创新。其中，核心内容是城市文化及发展战略制定。

**（二）教学方法和手段**

本课程教学主要由教师课堂多媒体讲授、师生讨论和学生分组进行多媒体演示组成，以教师课堂讲授为主，辅之以师生讨论。本课程注重实践的作用，要求学生在城市文化学课程的学习当中，在教师讲课基础上，以小组（2-3人）为单位，选取城市文化中相关的热点问题查阅资料，归纳总结并制作ppt进行课堂演示。

**（三）考核方式**

采取平时成绩、小组ppt演示成绩与期末闭卷成绩相结合的方法，平时成绩占20%、小组ppt演示成绩占10%，期末考试成绩占70%，即：

期末总成绩=20%平时成绩+小组10%ppt演示成绩+70%期末考试成绩，

平时成绩包括上课期间考勤、纪律、课堂表现等；小组ppt演示成绩包括所搜集资料的全面性、内容与本课程联系的紧密性和演讲表现等，以小组为单位进行整体打分；期末考试成绩以卷面成绩为准。

**（四）学习要求**

学生应具备一定的管理学知识，在学习中做好预习，课堂讨论时积极主动，课后按要求查阅相关文献和资料以更好的学习城市文化学课程。

**三、**各教学环节学时分配（黑体，小四号字）

以表格方式表现各章节的学时分配，表格如下：（宋体，小四号字）

**专业课32个学时分配情况：**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 章节内容 | 讲课 | 实践 | 其他 | 合计 |
| 1.城市的形成与城市文化的缘起 | 2 | 0 | 0 | 2 |
| 2.文化与城市文化 | 2 | 0 | 0 | 2 |
| 3.中国古代城市与传统文化 | 2 | 0 | 0 | 2 |
| 4. 汉字文化圈与城市文化 | 2 | 0 | 0 | 2 |
| 5.信息化全球化背景下的世界城市文化 | 2 | 0 | 0 | 2 |
| 6.城市文化体制-组织与体系 | 2 | 0 | 0 | 2 |
| 7.城市文化管理 | 2 | 0 | 0 | 2 |
| 8.城市文化创意产业 | 2 | 0 | 0 | 2 |
| 9.案例讨论：世界城市文化 | 0 | 2 | 0 | 2 |
| 10.城市文化竞争力管理 | 2 | 0 | 0 | 2 |
| 11.城市营销管理与城市品牌经营 | 2 | 0 | 0 | 2 |
| 12.城市文化功能区管理 | 2 | 0 | 0 | 2 |
| 13.城市文化现代化建设与信息化管理 | 2 | 0 | 0 | 2 |
| 14.文化名城：北京例证 | 2 | 0 | 0 | 2 |
| 15.参观：首都博物馆 | 0 | 2 | 0 | 2 |
| 16.城市文化绩效 | 2 | 0 | 0 | 2 |
| 合计 | - | - | - | 32 |

**四、教学内容**（黑体，小四号字）

第一章 城市的形成与城市文化的缘起

第一节 城市的形成和发展

第二节 城市文化的缘起

本章重点和难点：城市的类型与特征，城市文化的发展历程

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：掌握城市发展特征，理解城市文化来源。突出中国殷墟是中国商代

后期都城，也是中国历史上第一个文献可考、并为考古学和甲骨文所证实的都城遗址。2006年，作为文化遗产列入《世界遗产名录》。

第二章 文化与城市文化

第一节 文化涵义与分类

第二节 城市文化概念的界定及特征

本章重点和难点：文化涵义与分类，城市文化概念的界定及特征

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问

本章的学习标准：了解城市文化内容体系，掌握城市文化涵义。

第三章 中国古代城市与传统文化

第一节 中国古代城市理念

第二节 中国古代城市的建筑文化、制度文化和精神文化

本章重点和难点：中国古代城市文化的体系结构，城市文的内容

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：掌握中国古代城市文化的特征，突出中国古代城市文化的历史悠久、

灿烂辉煌，增强同学们的民族自豪感。

第四章 汉字文化圈与城市文化

第一节 汉字文化圈的由来及其意义

第二节 汉字文化圈与日本城市、朝鲜半岛的城市和越南等东南亚国家的城市

本章重点和难点：日本动漫文化，韩国传统文化

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：掌握日本和韩国城市文化，重点说明日本和韩国的城市文化大多数

是从古代中国学习和借鉴的。

第五章 信息化全球化背景下的世界城市文化

第一节 文化全球化与城市文化

第二节 信息化时代的城市文化

本章重点和难点：城市文明的冲突与共存

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：掌握城市文化的多样性，突出中华文明在世界城市文化中的重要地位和深远影响。

第六章 城市文化体制-组织与体系

本章重点和难点：城市文化体制的功能及组织模式，城市文化组织的作用

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：掌握城市文化体制概念、特点及组织形式。重点介绍中国的文化管理体制。

第七章 城市文化管理

本章重点和难点：城市文化管理的特征、现实意义及原则，我国文化产业规划与城市规划的关系

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：理解城市文化管理的内涵，掌握其原则

第八章 城市文化创意产业

本章重点和难点：文化创意产业的涵义和特征，文化创意产业管理基本原则

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：理解文化创意产业的内容，重点介绍中国文化创意产业的突飞猛进

和蓬勃发展。

第九章 案例讨论：世界城市文化

本章重点和难点：世界城市纽约市、东京市和伦敦市文化的结构和特点

本章教学组织和设计：以学生团队小组多媒体展示为主，辅以教师课堂点评和总结

本章的学习标准：掌握纽约市、东京市和伦敦市等的文化特点

第十章 城市文化竞争力管理

本章重点和难点：城市文化竞争力内涵，城市文化竞争力的理论模型，影响城市文化竞争力的因素，以及提升城市文化竞争力的途径

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：理解文化竞争力在城市发展中的地位，掌握提升城市文化竞争力途径。着重以官方统计数据证明中国的城市文化竞争力不断增强。

第十一章 城市营销管理与城市品牌经营

本章重点和难点：城市营销的内容，城市营销的主体、客体，城市营销的SWOT分析,,城市品牌定位的原理

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：掌握城市品牌定位原则，突出介绍北京市、上海市的城市品牌。

第十二章 城市文化功能区管理

本章重点和难点：城市文化功能区特征，文化创意产业集聚区的建设和管理

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：理解文化功能区管理原则与特征，重点讲解北京市的798 文化产业

园区、上海市的德比文化产业园区。

第十三章 城市文化现代化建设与信息化管理

本章重点和难点：城市文化现代化的衡量标准，城市信息系统的概念

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：初步理解北京市文化地图的内涵

第十四章 文化名城：北京例证

第一节 历史文化名城

第二节 文化名城的完整性保护

第三节 文化名城的文化创新

本章重点和难点：历史文化名城，世界城市与可持续发展关系本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：理解变化城市文化名称的必要性，重点介绍西安市、南京市。

第十五章 参观：首都博物馆

本章重点和难点：北京市城市文化发展的一般规律

本章教学组织和设计：以学生参观为主，辅以讲解员的讲述

本章的学习标准：了解首都博物馆

第十六章 城市文化绩效

本章重点和难点：城市文化绩效的含义及影响因素，城市文化绩效评价的内容

本章教学组织和设计：以多媒体教学为主，辅以教师课堂提问，穿插经典案例讨论

本章的学习标准：理解城市文化绩效管理机制，剖析北京市城市文化绩效不断进步过程。

1. **其它**

**六、主要参考书**

**指定教材：**

（1）姚朝文，城市文化教程，南京：南京大学出版社，2014年8月1日 (第1版)

**主要参考书目：**

（1）[美]刘易斯.芒福德著，宋俊岭、李翔宁译， 《城市文化》，北京：中国建筑工业出版社，2009年

（2）[美] 艾伦·J·斯科特，张宁译，《城市文化经济学》， 北京：中国人民大学出版社， 2016年05月

（3） 陈立德著，《都市文化与都市精神》， 南京：东南大学出版社，2002年

（4）[英]阿雷恩.鲍尔德温等著，陶东风等译，《文化研究导论》,北京：高等教育出版社。2004年

（5）刘合林《城市文化空间解读与利用——构建文化城市的新路径》，南京：东南大学出版社， 2016年。

（6）[美]刘易斯.芒福德著，宋俊岭、倪文彦译，《城市发展史--起源、演变和前景》，北京：中国建筑工业出版社，2005年

（7）[意] L.贝纳沃罗著，《世界城市史》，北京：科学出版社，2000年

(8)王晖，《创意城市与城市品牌》，北京：中国物资出版社， 2011年3月

(9)陈宇飞，城市文化概论，北京：文化艺术出版社; 2008年10月1日 (第1版)

（10）魏鹏举，高等学校公共事业管理专业主干课程教材《文化创意产业导论》，北京： 中国人民大学出版社，2016年6月1日

（11）赵晶媛，21世纪管理学教材《文化产业与管理》，北京： 清华大学出版社，2016年03月

执笔人：王晖 教研室主任：　　　　 　系教学主任审核签名：

Syllabus of 《Urban culturology》

**Course number:** 013512b

**Course type:** professional elective course

**Total class hours:** 32 lecture hours: 30 experiment (computer) hours: 2

**Credit:** 2

**Applicable objects:** Undergraduates of urban economic management and urban management (Regional Economy)

**Prerequisite courses:** urban management, urban planning

**1、 Teaching objectives of the course**

Urban culture is a course to guide students to understand the basic theory and knowledge of urban culture. It is the basis of other urban economic management courses.Through the teaching of this course, students can fully grasp the basic theory and knowledge of urban culture, understand the institutional setting, management and operation principles, characteristics and methods of urban cultural public sector, and explore new ways of urban cultural reform and innovation.In the process of teaching, this course focuses on cultivating students' thinking mode of understanding and understanding the city from the perspective of culture, cultivating students' ability to ask, analyze and solve problems in urban culture, and laying a solid theoretical foundation and preliminary practical experience for students to further study urban culture related professional courses and engage in cultural related work in the future.

This course is a combination of theory and practice. It expounds the basic situation and main characteristics of the development of contemporary urban culture, comprehensively analyzes the process and behavior of urban culture, and points out the direction of the reform and development of Chinese urban culture on the basis of learning from foreign advanced urban culture experience.

**2、 Basic teaching requirements**

**（1） Teaching content**

The knowledge system of this course includes: the origin and development process of urban culture; the content and formulation method of urban culture development and management objectives; urban cultural system; basic principles of urban cultural space management; urban cultural industry, urban cultural undertakings, urban cultural resources and other related contents; the competitiveness theory of urban culture, and the technology and method of urban cultural competitiveness evaluationPerformance evaluation techniques and methods of urban culture, regulatory framework and key points of urban culture, development and management innovation of urban culture.Among them, the core content is the formulation of urban culture and development strategy.

**（2） Teaching methods and means**

The teaching of this course is mainly composed of teacher's classroom multimedia teaching, teacher-student discussion and student group multimedia demonstration, with teacher's classroom teaching as the main part, supplemented by teacher-student discussion.This course pays attention to the role of practice. Students are required to select hot issues related to urban culture, consult materials, summarize and make PPT for classroom demonstration on the basis of teachers' lectures and in groups (2-3 people).

**（3） Assessment method**

Taking the method of combining the usual results, group ppt demonstration results and final closed book results, the usual results account for 20%, group ppt demonstration results account for 10%, and final examination results account for 70%

Final total score = 20% usual score + group 10% PPT presentation score + 70% final exam score,

The usual performance includes attendance, discipline, classroom performance, etc. the group PPT presentation performance includes the comprehensiveness of the collected information, the close relationship between the content and the course, and the speech performance, etc. the overall score is based on the group. The final examination results are subject to the paper results.

**（4） Learning requirements**

Students should have a certain knowledge of management, do a good job in preparation, take the initiative in class discussion, and consult relevant literature and materials as required after class to better study the course of urban culture.

**3Class hour allocation of each teaching link**

The distribution of 32 class hours of professional courses is as follows:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Chapter content | lecture | practice | other | total |
| 1.The formation of city and the origin of city culture | 2 | 0 | 0 | 2 |
| 2.Culture and urban culture | 2 | 0 | 0 | 2 |
| 3.Ancient Chinese cities and traditional culture | 2 | 0 | 0 | 2 |
| 4. Chinese character cultural circle and urban culture | 2 | 0 | 0 | 2 |
| 5.World urban culture under the background of information globalization | 2 | 0 | 0 | 2 |
| 6.Urban cultural system - organization and system | 2 | 0 | 0 | 2 |
| 7.Urban culture management | 2 | 0 | 0 | 2 |
| 8.Urban cultural and creative industries | 2 | 0 | 0 | 2 |
| 9.Case discussion: World Urban Culture | 0 | 2 | 0 | 2 |
| 10.Urban cultural competitiveness management | 2 | 0 | 0 | 2 |
| 11.City marketing management and city brand management | 2 | 0 | 0 | 2 |
| 12.Management of urban cultural functional areas | 2 | 0 | 0 | 2 |
| 13.Urban cultural modernization and information management | 2 | 0 | 0 | 2 |
| 14.Famous cultural city: an example of Beijing | 2 | 0 | 0 | 2 |
| 15.Visit: Capital Museum | 0 | 2 | 0 | 2 |
| 16.Urban cultural performance | 2 | 0 | 0 | 2 |
| total | - | - | - | 32 |

**4、 Teaching content**

**1）The first chapter is the formation of city and the origin of city culture**

**Section 1 the formation and development of a city**

**Section two the origin of urban culture**

This chapter focuses and difficulties: the types and characteristics of the city, the development process of urban culture

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter is to master the characteristics of urban development and understand the source of urban culture

**2）Chapter two culture and urban culture**

**Section 1 cultural connotation and classification**

The second section is the definition and characteristics of the concept of urban culture

The key and difficult points of this chapter are: the meaning and classification of culture, the definition and characteristics of the concept of urban culture

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions

The learning standard of this chapter is to understand the content system of urban culture and master the meaning of urban culture

**3）Chapter three ancient Chinese cities and traditional culture**

Section one the concept of ancient Chinese cities

Section 2 architectural culture, institutional culture and spiritual culture of ancient Chinese cities

The emphasis and difficulty of this chapter: the system structure of ancient Chinese urban culture, the content of urban culture

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter is to master the characteristics of ancient Chinese urban culture

**4）Chapter four Chinese character cultural circle and urban culture**

Section one the origin and significance of Chinese character culture circle

Section 2 Chinese character cultural circle and cities in Japan, Korean Peninsula, Vietnam and other Southeast Asian countries

This chapter focuses and difficulties: Japanese animation culture, Korean traditional culture

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter: master the urban culture of Japan and Korea

**5）The fifth chapter is the world urban culture under the background of information globalization**

Cultural globalization and urban culture

**Section 2 urban culture in the information age**

The focus and difficulty of this chapter: the conflict and coexistence of urban civilization

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter is to master the diversity of urban culture

**6）Chapter 6 urban cultural system - organization and system**

The emphasis and difficulty of this chapter: the function and organization mode of urban cultural system, and the role of urban cultural organization

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

Learning standard of this chapter: master the concept, characteristics and organizational form of urban cultural system

**7）Chapter VII urban cultural management**

The key and difficult points of this chapter are the characteristics, practical significance and principles of urban cultural management, and the relationship between China's cultural industry planning and urban planning

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter is to understand the connotation of urban cultural management and master its principles

**8）Chapter 8 urban cultural and creative industries**

This chapter focuses and difficulties: the meaning and characteristics of cultural and creative industries, the basic principles of cultural and creative industry management

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

Learning standard of this chapter: understanding the content of cultural and creative industries

**9）Chapter 9 case study: World Urban Culture**

The key and difficult points of this chapter: the cultural structure and characteristics of New York City, Tokyo city and London City

Teaching organization and design of this chapter: multimedia display of student team, supplemented by teachers' classroom comments and summary

Learning standard of this chapter: master the cultural characteristics of New York City, Tokyo city and London City

**10）Chapter 10 management of urban cultural competitiveness**

This chapter focuses and difficulties: the connotation of urban cultural competitiveness, the theoretical model of urban cultural competitiveness, the factors affecting urban cultural competitiveness, and the ways to enhance urban cultural competitiveness

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter is to understand the status of cultural competitiveness in urban development, and master the ways to enhance urban cultural competitiveness

**11）Chapter 11 city marketing management and city brand management**

This chapter focuses and difficulties: the content of city marketing, the subject and object of city marketing, SWOT analysis of city marketing, the principle of city brand positioning

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter: master the principles of city brand positioning

**12）Chapter 12 administration of urban cultural functional areas**

This chapter focuses and difficulties: the characteristics of urban cultural functional areas, the construction and management of cultural and creative industry cluster

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter is to understand the management principles and characteristics of cultural functional areas

**13）Chapter XIII urban cultural modernization and information management**

The key and difficult points of this chapter: the measurement standard of urban cultural modernization, the concept of urban information system

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter: a preliminary understanding of the connotation of the cultural map of Beijing

**14）Chapter 14 famous cultural city: the example of Beijing**

Section 1 historical and cultural city

Section 2 integrity protection of cultural city

Section three cultural innovation of famous cultural city

The key and difficult points of this chapter: the relationship between historical and cultural cities, world cities and sustainable development the teaching organization and design of this chapter: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter: understand the necessity of changing the cultural name of a city

**15）Chapter 15 visit: Capital Museum**

Key and difficult points of this chapter: the general law of Beijing's urban cultural development

This chapter teaching organization and Design: mainly students visit, supplemented by the commentator's presentation

Learning standard of this chapter: understanding the Capital Museum

**16）Chapter 16 Urban Cultural Performance**

This chapter focuses and difficulties: the meaning and influencing factors of urban cultural performance, the content of urban cultural performance evaluation

This chapter teaching organization and Design: multimedia teaching, supplemented by teachers' classroom questions, interspersed with classic case discussion

The learning standard of this chapter is to understand the performance management mechanism of urban culture

**5、 Others**

**6、 Main reference books**

**Designated teaching materials:**

(1) Yao Chaowen, urban culture course, Nanjing: Nanjing University Press, August 1, 2014 (First Edition)

**Main references:**

(1) [American] Lewis Mumford, translated by song Junling and Li Xiangning, urban culture, Beijing: China Construction Industry Press, 2009

(2) [US] Allen J. Scott, translated by Zhang Ning, urban cultural economics, Beijing: China Renmin University Press, may 2016

(3) Chen Lide, urban culture and urban spirit, Nanjing: Southeast University Press, 2002

(4) Allan Baldwin, et al. Trans. Tao Dongfeng, et al. Introduction to cultural studies. Beijing: Higher Education Press.2004

(5) Liu Helin, interpretation and utilization of urban cultural space: a new way to build a cultural city, Nanjing: Southeast University Press, 2016.

(6) [U.S.] Lewis Mumford, translated by song Junling and Ni Wenyan, urban development history: origin, evolution and prospect, Beijing: China Construction Industry Press, 2005

(7) L. benavoro, history of world cities, Beijing: Science Press, 2000

(8) Wang Hui, creative city and city brand, Beijing: China Materials publishing house, March 2011

(9) Chen Yufei, introduction to urban culture, Beijing: culture and Art Press, October 1, 2008 (1st Edition)

(10) Wei Pengju, introduction to cultural and creative industries, the main course textbook of public utilities management in Colleges and universities, Beijing: Renmin University of China Press, June 1, 2016

(11) Zhao Jingyuan, 21st century management textbook cultural industry and management, Beijing: Tsinghua University Press, March 2016

**Written by: Wang Hui**

**director of teaching and Research Office: Director of teaching and research department signature:**