

泰山学院旅游学院2023级旅游管理专业本科

2023 ~ 2024学年第2学期

《文案写作》 试卷A答题纸

(答题纸共6页, 答题时间100分钟)

注意 事项	1. 请严格按照题号在相应答题区域作答, 超出答题区域的答案无效; 在草稿纸、试卷上答题无效。禁止填涂答题纸四角的识别区。	学号(*必填项*)									
	2. 答题前请先将姓名、学号填涂清楚。										
	3. 客观题使用2B铅笔填涂; 修改时用橡皮擦干净。	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]
	4. 保持卷面清洁, 不要装订、折叠、破损。	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]
填涂	正确填涂: 错误填涂:	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	
		[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]
考生禁填		[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]
		[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]
		[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]
		[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]
		[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	
		[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	

一、阐述与所写文案内容相关的2个课程知识点概念。 (共20分)

1. (10分)

2. (10分)

二、设计并撰写文案内容, 要求结构完整, 包括标题, 开头, 正文, 结尾。内容丰富, 主题明确, 思路清晰, 排版美观。 (共50分)

学院: _____ 年级、专业、班级: _____ 姓名: _____ 学号: _____

叩

姓名: _____

年级、专业、班级:_____

陳年

线 插 图

[illegible]

Version 5.0

This image shows a single sheet of white paper with horizontal blue or grey ruling lines. The lines are evenly spaced and run across the width of the page. There is no text or other markings on the paper.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There is a vertical margin line on the left side, creating a narrow left margin. The paper appears to be from a notebook or a standard ruled document.

三、阐述所写文案创作的具体流程。（共20分）

1. (20分)



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四、阐述所写文案的特色与创新之处。（共10分）

1. (10分)

教师评语，请勿在此区域作答