

泰山学院旅游学院2024级旅游管理专业本科
2024~2025学年第2学期
文案写作 试卷A答题纸
(答题纸共4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。 4. 保持卷面清洁，不要装订、折叠、破损。			<table border="1"> <tr> <td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td><td></td> </tr> <tr> <td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td><td>[0]</td> </tr> <tr> <td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td><td>[1]</td> </tr> <tr> <td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td><td>[2]</td> </tr> <tr> <td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td><td>[3]</td> </tr> <tr> <td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td><td>[4]</td> </tr> <tr> <td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td><td>[5]</td> </tr> <tr> <td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td><td>[6]</td> </tr> <tr> <td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td><td>[7]</td> </tr> <tr> <td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td><td>[8]</td> </tr> <tr> <td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td><td>[9]</td> </tr> </table>																						[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[0]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[1]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[2]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[3]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[4]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[5]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[6]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[7]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[8]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]	[9]
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考生禁填	缺考 作弊 违纪   																																																																																																																																															

一、根据选题，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。不少于800字，无固定的格式要求，但禁止抄袭。如有雷同试卷，以零分计。（共50分）

[illegible][illegible]

This image shows a single sheet of white paper with horizontal 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.

二、文案标题的写作方法有哪些？你所写文案的标题采用了哪种写作方法？（共20分）

1. (20分)

三、分析一个优秀的新媒体文案人员应具有怎样的职业素养和能力？（共20分）

1. (20分)

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