

Title: Mobile Journalism
Code: DMC-303
Semester: 5th
Rating: 3 Credit Hours

DMC-303: Mobile Journalism

3 Cr. Hrs

Course Description:

This course will allow the students to explore the evolving field of journalism. The mobile devices will be used to report on multiple platforms.

Learning Outcomes:

The student will be able to

- Understand how new technology is impacting the journalism field.
- Report and disseminate news on multiple platforms and using various technologies, including blogs, photos, audio and video.
- Write and report clearly and concisely, using AP Style and appropriate grammar.
- Understand the ethics, opportunities and repercussions involved with reporting in a mobile environment.
- Communicate with audiences effectively and promote your news work using social media.
- Market themselves in the fields of journalism, public relations and a variety of other communication fields.

Course Contents:

1. The State of Mobile
 - 1.1 About the global adoption and influence of the portable device
 - 1.2 Which phones are the most dominate?
 - 1.3 How mobile has integrated into our daily lives
 - 1.4 How mobile has influenced modern journalism
2. The Mojo Workflow
 - 2.1 How to identify the seven basic steps of mobile reporting.
 - 2.2 How to create and share branded mobile journalism content.
 - 2.3 How to use two simple mobile apps to make an audio or video documentary, or a narrated photoessay.
 - 2.4 How to select accessories that enhance the camera or audio quality of iOS smartphones and tablets.
3. Designing for the Mobile Experience
 - 3.1 How good design is intuitive, making something immediately usable.
 - 3.2 About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc.
 - 3.3 How mobile design differs from established desktop design. (Options and choices for your content).
 - 3.4 About best practices for process: How design, development and content best work together.
 - 3.5 About Mobile Analytics: What is your audience using?
4. Mobile News Product Development
 - 4.1 About different mobile development approaches and their benefits as well as weaknesses
 - 4.2 About responsive vs. mobile apps vs. mobile-optimized Sites: The religious battle
 - 4.3 How to go about planning and building mobile products (Different frameworks and services to move swiftly, other considerations such as staffing, timelines, etc.)
5. Future of Mobile (And Beyond)
 - 5.1 About the evolution of wearables
 - 5.2 About the rise of Google Glass
 - 5.3 About Glass Journalism
 - 5.4 About augmented reality storytelling and journalism

Suggested Readings:

- Robinson, J. (2020). Content Writing Step-By-Step: Learn How to Write Content. California: Amazon Digital Services.
- Bull, A. (2015). Multimedia Journalism: A Practical Guide. NY: Routledge
- Adornato, A. (2017). Mobile and Social Media Journalism: A Practical Guide. London: Sage.
- Witschge, T, Anderson, W. C. & Domingo, D. (2016). The SAGE Handbook of Digital Journalism. London: Sage
- Carroll, B. (2010). Writing for Digital Media. London: Sage
- Hailey, D. (2016). Readercentric Writing for Digital Media: Theory and Practice. NY: Taylor & Francis
- Gunelius, S. (2011). Content Marketing for Dummies. London: Wiley

Teaching Learning Strategies:

1. Class Discussion
2. Projects/Assignments
3. Group Presentations
4. Students LED Presentation
5. Thought Provoking Question

Assignments:

Assignments may include special reports, projects, class presentations, field work. The nature of assignments will be decided by the teacher as per the requirements of the course.

Assessment and Examinations:

Sr. No.	Elements	Weightage	Details
1	Midterm Assessment	35%	It takes place at the mid-point of the semester.
2	Formative Assessment	25%	It is continuous assessment. It includes: classroom participation, attendance, assignments and presentations, homework, attitude and behavior, hands-on-activities, short tests, quizzes etc.
3	Final Assessment	40%	It takes place at the end of the semester. It is mostly in the form of a test, but owing to the nature of the course the teacher may assess their students based on term paper, research proposal development, field work and report writing etc.