

Program	BS Media & Development Communication	Course Code	DMC 303	Credit Hours	3
Course Title	MOBILE JOURNALISM (Interdisciplinary)				
Course Introduction					
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					
By the end of this course, students will be able to:					
<ol style="list-style-type: none"> 1. Understand how new technology is impacting the journalism field. 2. Report and disseminate news on multiple platforms and using various technologies, including 3. blogs, photos, audio and video. 4. Write and report clearly and concisely, using AP Style and appropriate grammar. 5. Understand the ethics, opportunities and repercussions involved with reporting in a mobile 6. environment. 7. Communicate with audiences effectively and promote your news work using social media. 8. Market themselves in the fields of journalism, public relations and a variety of other 9. communication fields 					
Course Content				Assignments/Readings	
Week 1-3	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 using? 2. using?				
Week 4-6	2. The Mojo Workflow 1.1 How to identify the seven basic steps of mobile reporting. 1.2 How to create and share branded mobile journalism content. 1.3 How to use two simple mobile apps to make an audio or video documentary, or a narrated photoessay. 1.4 How to select accessories that enhance the camera or audio quality of iOS smartphones and tablets.				
Week 7-10	3. Designing for the Mobile Experience 1.1 How good design is intuitive, making something immediately usable. 1.2 About the importance of satisfying expectations of tactile interaction and content: tap, flick, pinch, drag, etc. 1.3 How mobile design differs from established desktop design. (Options and choices for your content). 1.4 About best practices for process: How design, development and content best work together. 3.5 About Mobile Analytics: What is your audience				
Week 11-13	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.)		
Week 14-16	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		
Textbooks and Reading Material			
<ol style="list-style-type: none"> 1. Robinson, J. (2020). Content Writing Step-By-Step: Learn How to Write Content. California: Amazon Digital Services. 2. Bull, A. (2015). Multimedia Journalism: A Practical Guide. NY: Routledge 3. Adornato, A. (2017). Mobile and Social Media Journalism: A Practical Guide. London: Sage. 4. Witschge, T, Anderson, W. C. & Domingo, D. (2016). The SAGE Handbook of Digital Journalism. London: Sage 5. Carroll, B. (2010). Writing for Digital Media. London: Sage 6. Hailey, D. (2016). Readercentric Writing for Digital Media: Theory and Practice. NY: Taylor & Francis 7. Gunelius, S. (2011). Content Marketing for Dummies. London: Wiley 			
Teaching Learning Strategies			
<ol style="list-style-type: none"> 1. Class Discussion 2. Projects / Assignments 3. Group Presentations 4. Students led presentations 5. Thought Provoking Questions 6. Field Visits and Guest Speakers 			
Assignments: Types and Number with Calendar			
Assignments may include special reports, projects, class presentations, field work. The nature of assignment will be decided by the teacher as per the requirements of the course.			
Assessment			
Sr. No.	Elements	Weightage	Details
1.	Midterm Assessment	35%	Written Assessment at the mid-point of the semester.
2.	Formative Assessment	25%	Continuous assessment includes: Classroom participation, assignments, presentations, viva voce, attitude and behavior, hands-on-activities, short tests, projects, practical, reflections, readings, quizzes etc.

3.	Final Assessment	40%	Written Examination 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.
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