



Syllabus of Value Added Course

Certificate Course in MOJO

COURSE CODE: CCMJ	L: 2	T/P: 0	CREDITS: 2	Total Marks: 100
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Course overview:

This course introduces students to the fundamentals of mobile journalism, emphasizing its importance in the modern media landscape. Students will learn about the evolution of journalism in the digital age and understand the role of mobile devices in news gathering, production, and dissemination.

Course outcomes:

- Prepared from the perspective of employability for the role of citizen journalist
- An understanding of the journalistic aspects through mobile journalism
- Use mobile devices to research and report on news developments
- Mobile gear and apps in the field to tell compelling visual stories

Module 1

1. Mobile Journalism: Meaning, Strengths and Purpose (4hrs)
2. Tools and Accessories (3 hrs)

Module 2

1. Production aspects of MOJO (3hrs)
2. Global adoption & influence of the mobile: History and case studies (4hrs)

Module 3

1. Traditional and social media: Scope, reach and audience research (4hrs)
2. Impact and Challenges of MOJO in mainstream media (4hrs)

Module 4

1. Streaming live videos with mobile phones (2hrs)
2. Overcoming the limitations of smartphones (6hrs)

Examination Scheme:

Components	Marks	Grading Marks
Quiz Tests/Class Assignments/Home Assignments	40	4
Seminar/ Class Presentations /Class Performance	30	3
Viva-voce	30	3
Total	100	10

References:

1. MOJO: The Mobile Journalism Handbook How to Make Broadcast Videos with an iPhone Or iPad By Ivo Burum, Stephen Quinn.
2. Mobile and Social Media Journalism A Practical Guide By Anthony Adornato.
3. Mobile-First Journalism Producing News for Social and Interactive Media By Steve Hill, Paul Bradshaw.
4. Mobile Storytelling A Journalist's Guide to the Smartphone Galaxy By Björn Staschen, Wytse Vellinga.

i. Approved in the 71st Meeting of the Departmental Academic Committee held on 25.08.2022

ii. To be effective from the Academic Session 2016-17 onwards