

C.C.S. University, Meerut,
Syllabus of Certificate course in Mobile Journalism
w.e.f. 2021-22 (B.O.S. 06-09-21, AC.....)
(For University Department only)

Objective:

This innovative certificate course in Mobile Journalism popularly known as MOJO is designed for students with passion for entrepreneurship in Journalism. The Course intends to provide the students with the necessary skills required to understand the history, economics, techniques and prospects of Mobile Journalism. The Course aims to offer an in depth understanding of Mobile Journalism through social media and other streaming platforms. Some new developments in technology are fascinating enough to attract anyone interested in journalism. The course is designed to familiarize students with all the current and upcoming advancement in technology concerning mobile journalism.

The Program is of six months duration. Each theory paper will carry 100 marks, out of which an external examination will be held carrying 50 marks and internal assessment of 50 marks. Course Related Practical-Viva will carry 100 Marks.

Course I: Introduction to Mobile Journalism	M.M 100(Ext 50 Int 50)
Course II: Techniques of Mobile Journalism	M.M 100(Ext 50 Int 50)
Course III: MOJO and Workflow	M.M 100(Ext 50 Int 50)
Course IV: Future of MOJO	M.M 100(Ext 50 Int 50)
Course V: Course Related Practical-Viva	M.M 100 (Ext. Only)

Note: Student must be Graduate in any discipline. Admission rules the same as per University and G.O.

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Maximum Marks: 100 (Ext. 50 & Int. 50)

Course I: Introduction to Mobile Journalism

Unit 1

- Mobile Journalism Overview,
- Purpose of Mobile Journalism,
- Understanding Mobile Journalism,
- MOJO in India.

Unit 2

- Global adoption and influence of the Mobile,
- History of MOJO, Case Studies: Arab Revolution,
- Anna Hazare Movement

Unit 3

- MOJO's Basic Equipment,
- MOJO & Smartphone, Scope and reach of Smartphone,
- Overcoming the Limitations of Smartphone.

Unit 4

- Traditional Media & MOJO,
- Social Media & MOJO,
- Audience Research and Engagement,
- Social media branding and Marketing,
- Storytelling and User Generated Content creations,
- Content marketing, Keyword marketing like SEO, SEM

Books Recommended:

- Singh, Ravindra Pratap
2001: Doorsanchar, Drashya, Paidrashya, Allahabad, Achariya Publication (1st ed.)
- Gupta, Om, Jasra, Ajay S.
2002; Information Technology in Journalism, N. Delhi, Kanishka Publication (1st ed.)
- Harimohan
2002: Suchna Prodyogiki Aur Jan Madhyam, New Delhi, Taxsila Prakashan (1st ed.)
- Sharma, GK, Sharma, Hemant
2002, Suchna Prodyogiki New Delhi, Atlantic Pub. (1st ed.)
- Bansal, S.K.
2004: Information Technology, New Delhi, APH Publication

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Course III: Mojo and Workflow

Unit 1

- Initial capital investment in MOJO
- Finance management of MOJO
- Future Investments in MOJO
- Identifying Target Audience
- Selection of Broadcasting Platform
- Selection of Time and format of the Program
- Setting the tone for Program in the lead up to Broadcast

Unit 2

- Live storytelling for Mobile Journalists
- Citizen Journalism through YouTube
- Correlation Between MOJO & Streaming Platforms
- Tracking the feedback
- Organising and analysing feedback
- Finding solutions to Problems faced by Audience.

Unit 3

- Development of original angles and story ideas
- constructive journalism and solutions-based storytelling
- Understanding online copyright policies
- Learning to spot data which misleads
- Use of new techniques and tools to find and aggregate videos online
- Apply fact checking principles to verify user-generated content
- Use of technology and understanding of laws related to Cyber Crime
- Media information literacy a big gap in MOJO
- Do's and don'ts for ethical Mobile Journalism
- Exposure of Yellow Journalism through MOJO
- Handling of Propaganda Journalism through MOJO.

Unit 4

- Identifying how social videos differ on each platform
- Creating derivative content strategies
- Developing content for easy repurposing
- Making thumbnails, headlines and hash tags
- Organising and sequencing the content to suit the target audience
- Mobile journalism and quality control
- Building engagement and sharing strategies to increase the reach of content
- Collecting the right metrics for success
- Measuring the impact of Mobile Journalism
- SWOT analysis of the Profession
- Expansion of circle of professionals in the field
- Content creation in other related fields.

Books Recommended

Bansal, S.K.

2004: Information Technology, New Delhi, APH Pub.

Ozha, DD/Satya Prakash

2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Pub.

Verma, Deepika

2015 : The Era of New Media, New Delhi, A.R. Publication

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Course IV: Future of MOJO

Unit 1

- New Approach towards Upcoming Changes in Journalism
- Digitalisation of Traditional Media
- Emergence of MOJO as New Communication Tool
- MOJO and Informational Revolution

Unit 2

- Interactive Content Creation
- MOJO and instant messaging
- Real Time Interviews with Audience participation.

Unit 3

- Upcoming modifications in Smartphone technology
- virtual Reality
- Immersive Media; Artificial Intelligence.

Unit 4

- Future technological Challenges
- Future Legal and ethical Challenges
- Future Political & Social Challenges
- MOJO and Society as global village in Future.

Books Recommended

Bansal, S.K.

2004: Information Technology, New Delhi, APH Pub.

Kumar, Suresh

2004: Internet Patrkarita, New Delhi Taxsila Prakashan (1st ed)

Harimohan

2004: Soochna Kranti aur Vishva Bhasha Hindi, Delhi, Taxsila Prakashan

Ozha, DD/Satya Prakash

2007: Doorsanchar Evam Praudyogiki, Delhi, Gyan Ganga Pub.

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Course V	Course Related Practical-Viva	Maximum Marks 100 (External Only)
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