Advanced Digital Journalism and Mobile Reporting Training Course



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4100 € (Per Person)

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Course Introduction / Overview:

The media landscape is undergoing a seismic shift, with the smartphone emerging as a powerful, all-in-one production studio for modern journalists. This course provides a comprehensive immersion into the world of Digital Journalism and Mobile Reporting (MoJo), a discipline that empowers storytellers to report, shoot, edit, and distribute high-quality news content using only a mobile device. Moving beyond basic theory, this program is designed to build practical, field-ready skills. As MoJo pioneer Stephen Quinn outlines in works like "MOJO: The Mobile Journalism Handbook," the key is not just the technology but the journalistic craft adapted for a mobile-first world. Participants will learn to create compelling multimedia narratives, engage audiences on digital platforms, and uphold the highest ethical standards in a fast-paced news environment. BIG BEN Training Center has developed this curriculum to equip a new generation of journalists with the versatility and technical proficiency required to thrive in today's digital newsrooms, transforming their smartphones into professional storytelling tools. This training covers the complete workflow, from initial concept and news gathering to final publication and audience interaction, ensuring a holistic mastery of mobile journalism.

Target Audience / This training course is suitable for:

- Aspiring and current journalists.
- Reporters and correspondents.
- Content creators and digital storytellers.
- Public relations and communications professionals.
- Marketing and social media managers.
- Bloggers and citizen journalists.
- Journalism and media students.
- Anyone looking to produce professional video content with a smartphone.

Target Sectors and Industries:

- Media and Publishing.
- Broadcast and Digital News.
- Advertising and Public Relations Agencies.
- Corporate Communications.
- Non-Profit and Non-Governmental Organizations.
- Educational Institutions.
- Government Agencies and Public Sector Bodies.
- Freelance Content Production.

Target Organizations Departments:

- Communications and Public Relations.
- Marketing and Digital Media.
- Media Relations.
- Content Creation and Production.
- Corporate Affairs.
- Internal Communications.
- Social Media Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Master professional videography and audio recording techniques using a smartphone.
- Edit broadcast-quality news packages and social media videos directly on a mobile device.
- Develop and structure compelling multimedia stories for various digital platforms.
- Implement rigorous verification and fact-checking processes for online content.
- Confidently conduct and film interviews in various field reporting scenarios.
- Live stream breaking news and events effectively using mobile technology.
- Apply ethical principles of journalism to digital and mobile reporting contexts.
- Build a professional portfolio of mobile-produced journalistic work.

Course Methodology:

This training course emphasizes a hands-on, experiential learning approach to ensure participants gain practical, real-world skills. The methodology at BIG BEN Training Center is built around the principle of "learning by doing." Each day combines theoretical instruction with intensive practical exercises, allowing participants to immediately apply concepts in mobile shooting, editing, and reporting. The training will feature interactive workshops, live demonstrations of mobile journalism tools and techniques, and analysis of real-world case studies from leading digital news organizations. Participants will work both individually and in collaborative teams on simulated reporting assignments, fostering an environment of peer learning and constructive feedback. Our expert instructors provide personalized coaching and guidance throughout the course, helping each participant to refine their technique and develop a unique storytelling voice. The program culminates in a final project where participants produce a complete mobile journalism package, showcasing the full range of skills they have acquired. This immersive and practical methodology ensures that attendees leave the course not just with knowledge, but with the confidence and ability to produce professional content immediately.

Course Agenda (Course Units):

Unit One: Foundations of Digital and Mobile Journalism

- Introduction to the MoJo revolution and its impact on news gathering.
- The essential mobile journalism (MoJo) toolkit and accessories.
- Mastering your smartphone camera's manual controls.
- Core principles of visual storytelling and narrative structure.
- Journalistic ethics and responsibilities in the digital age.
- Understanding different formats for mobile-first content.
- Developing a workflow for efficient mobile reporting.

Unit Two: Mastering Mobile Video and Audio Production

- Principles of composition, framing, and shot sequencing.
- Techniques for stable shooting and dynamic camera movement.
- Capturing high-quality, clean audio with mobile devices.
- Mastering lighting techniques for interviews and field reports.
- Conducting and filming effective interviews with a smartphone.
- Shooting compelling B-roll to enhance your stories.
- Best practices for organizing and managing mobile footage.

Unit Three: The Art of Mobile Editing and Post-Production

- Introduction to professional mobile video editing applications.
- Building a narrative timeline and structuring your story.
- Techniques for efficient and precise clip trimming and arrangement.
- Adding text, graphics, and subtitles to your videos.
- Audio editing, mixing, and sound design on a mobile device.
- Color correction and grading to enhance visual quality.
- Exporting and compressing video for different platforms.

Unit Four: Advanced Reporting and Digital Distribution

- Techniques for live streaming breaking news and events.
- Creating engaging content for platforms like Instagram, TikTok, and Twitter.
- Writing effective scripts and headlines for mobile audiences.
- Strategies for audience engagement and community building.
- Digital news gathering and source verification techniques.
- Introduction to data journalism and visualization for mobile.
- Personal branding and building a professional online presence.

Unit Five: The Future of MoJo and Final Project Showcase

- Introduction to immersive storytelling with 360-degree video.
- Basics of drone journalism safety and regulations.
- Ensuring digital security and protecting sources as a mobile journalist.
- Developing, pitching, and producing a final MoJo project.
- Final project production and in-class editing workshop.
- Presentation of final projects and professional feedback session.
- Course review and developing a plan for continued learning.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

As mobile technology democratizes news gathering, how can professional journalists maintain standards of verification and ethics to distinguish their work from the noise of citizen-generated content?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by offering a holistic and strategically focused curriculum that extends far beyond mere technical training on mobile applications. While many programs focus on the "how-to" of mobile production, this course deeply integrates the "why" and "what for" of modern journalism. We emphasize narrative craftsmanship, ethical decision-making, and strategic content distribution as core pillars of mobile reporting. Participants learn not just how to shoot and edit, but how to think like a multimedia journalist identifying powerful stories, structuring them for maximum impact on mobile-first platforms, and engaging audiences authentically. The curriculum is built on a foundation of practical application, moving participants from controlled exercises to complex, real-world reporting simulations. This approach ensures that skills are not just learned but internalized. Furthermore, the course content is forward-looking, introducing participants to emerging trends like immersive storytelling and data visualization, preparing them not only for the current media landscape but for its future evolution. The focus is on creating versatile, critical-thinking storytellers who can leverage technology with purpose and integrity.