

MJS-2411: MOBILE AND SOCIAL MEDIA JOURNALISM

Cuyahoga Community College

Viewing: MJS-2411 : Mobile and Social Media Journalism

Board of Trustees:

June 2026

Academic Term:

Fall 2026

Subject Code

MJS - Media and Journalism Studies

Course Number:

2411

Title:

Mobile and Social Media Journalism

Catalog Description:

Introduction to basic concepts of video production for journalism and social media. Emphasis on news gathering, video writing and storytelling for journalists, and basic production for short-form newsgathering, videography, and podcasting.

Credit Hour(s):

3

Lecture Hour(s):

2

Lab Hour(s):

2

Requisites

Prerequisite and Corequisite

MJS-1010 Principles of Media and Communications, or departmental approval: comparable knowledge or skills.

Outcomes

Course Outcome(s):

Utilize professional level writing skills for documentary television content.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Explain the purposes and objectives of network, public, and independent television.
2. Plan and write for television news-magazine shows, video segments, and documentary programs.

Course Outcome(s):

Use digital audio/video tools for field productions.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Set up and operate portable digital video and audio equipment.

2. Set up and operate audio systems: microphone placement, recording, and basics of sound design.
3. Maintain production equipment: portable camera, lighting kit, audio kit, and computer system.
4. Set up and operate single-camera video production.

Course Outcome(s):

Demonstrate professional handling of studio-based and field interviews for TV and film.

Essential Learning Outcome Mapping:

Information Literacy: Demonstrate contextual awareness of the research process through the reflective discovery of the production and value of information, the use of information in the creation of new knowledge, and ethical participation in the use of information in communities of learning.

Oral Communication: Demonstrate effective verbal and nonverbal communication for an intended audience that is clear, organized, and delivered effectively following the standard conventions of that language.

Objective(s):

1. Set up lighting for studio interviews and field production.
2. Maintain production equipment: portable camera, lighting kit, audio kit, and computer system.

Course Outcome(s):

Utilize intermediate videography and non-linear editing skills for documentary content.

Essential Learning Outcome Mapping:

Critical/Creative Thinking: Analyze, evaluate, and synthesize information in order to consider problems/ideas and transform them in innovative or imaginative ways.

Objective(s):

1. Edit video content using industry standard non-linear editing program (level 1 proficiency).
2. Operate a portable digital video camera.
3. Set up and operate portable digital video and audio equipment.
4. Set up lighting for studio interviews and field production.
5. Maintain production equipment: portable camera, lighting kit, audio kit, and computer system.
6. Set up and operate single-camera video production.

Course Outcome(s):

Demonstrate creative development (early stages) of a feature-length documentary film.

Essential Learning Outcome Mapping:

Written Communication: Demonstrate effective written communication for an intended audience that follows genre/disciplinary conventions that reflect clarity, organization, and editing skills.

Information Literacy: Demonstrate contextual awareness of the research process through the reflective discovery of the production and value of information, the use of information in the creation of new knowledge, and ethical participation in the use of information in communities of learning.

Objective(s):

1. Discuss television news-magazine production, documentary film producing, and content distribution.

Methods of Evaluation:

1. Writing (scripts for visual content)
2. Examinations (quiz tests covering technical aspects of this course)
3. Practical production projects (short film/video content created by students)

Course Content Outline:

1. Set up and operation of single-camera systems
 - a. Tripods and hand-held support systems
 - b. Camera bodies, lens, and adapters
 - c. Cinematographic/videographic workflow

2. Inter-connecting audio systems
 - a. Microphone placement
 - b. Recording
 - c. Basics of sound design
3. Lighting for single-camera productions
 - a. 3-point lighting design
 - b. Ambient lighting use
4. Use of editing application
 - a. Adobe Premiere CC, level 1 training
 - b. Basics of non-linear digital editing workflow
5. Production of graphics and titles
 - a. Adobe Photoshop CC basics for editors
 - b. Importing and integrating graphics files
6. Writing and scripting
 - a. Outline for TV content
 - b. 2-column scripting
7. The role of director and crew
 - a. Director's preparation and duties
 - b. Crew positions and proper set protocol
8. Maintenance of Equipment
 - a. Camera kits
 - b. Lighting kits
 - c. Audio equipment
 - d. Digital storage and memory cards
 - e. Editing system

Religious Accommodation

Before reviewing the course schedule, students should carefully review the following religious accommodation policy and other required instructional policies:

Religious Accommodation:

Students seeking an accommodation for absences permitted under Ohio's Testing Your Faith Act must provide the instructor with written notice of the specific dates for which the student requires an accommodation and must do so not later than fourteen (14) days after the first day of instruction. Please submit requests for accommodations at this link: <https://portal2.tri-c.edu/ReligiousAccommodation/ReligiousAccommodationForm>. Students with questions about their religious accommodations under Ohio's Testing Your Faith Act may contact the College's Office of General Counsel and Legal Services by phone at 216.987.4856 or via email at legal@tri-c.edu.

Other Required Instructional Policies:

<https://www.tri-c.edu/student-resources/curriculum/documents/syllabus-part-b.pdf>

Weekly Schedule

	Topics
Week 1	Overview of traditional video media
Week 2	Overview of mobile video media
Week 3	An Active Audience
Week 4	Managing Change: The Mobile-First Newsroom
Week 5	Social Media Branding
Week 6	Reporting Basics, Part 1
Week 7	Reporting Basics, Part 2
Week 8	Mastering Social Media and Mobile Apps for Reporting
Week 9	The Mobile Journalist
Week 10	Social Media Overview
Week 11	Social Media Engagement and Audience Analytics
Week 12	Capstone Project
Week 13	Capstone Project

Week 14	Social Media Ethics and Policies
Week 15	Mobile and Social Media in Your Career
Week 16	Final Capstone Project

The Course Schedule is subject to change due to pedagogical needs, instructor discretion, parts of term, and unexpected events.

Required/Recommended Readings

Readings may be assignment from the following materials:

Adornato, Anthony. *Mobile and Social Media Journalism*.

Hubspot Academy

Resources for the Instructor

Adornato, Anthony. (2025) *Mobile and Social Media Journalism*, Routledge.

Additional Resources for the Instructor

1. Hubspot Academy: <https://academy.hubspot.com/>

2. Sage Publishers: <https://sk.sagepub.com/book/mono/mobile-and-social-media-journalism/toc> (<https://sk.sagepub.com/book/mono/mobile-and-social-media-journalism/toc/>)

Top of page

Key: 5498