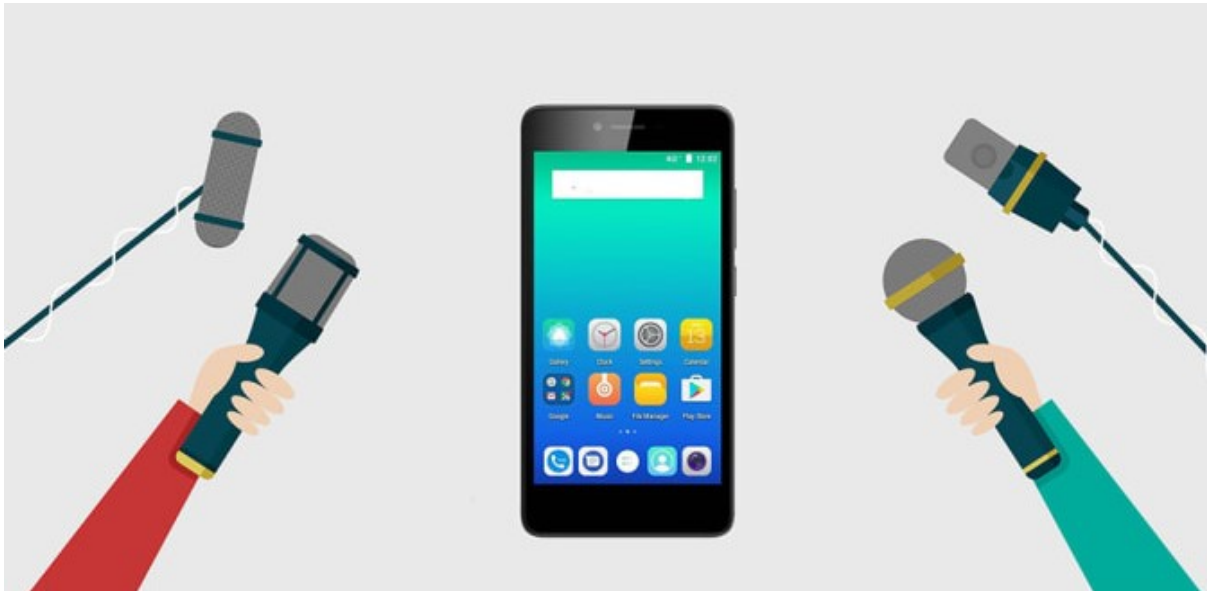


# COVID 19 & MOBILE JOURNALISM: IMPACT, CHALLENGES AND EMERGING OPPORTUNITIES

## POST-EVENT REPORT





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INTERACTIVE SESSION ON  
**COVID 19 & MOBILE JOURNALISM: IMPACT, CHALLENGES AND  
EMERGING OPPORTUNITIES**

Friday, 22<sup>nd</sup> MAY, 2020

**Panelists:**

**Dr.**  
Professor of  
Kristiania



**Stephen Quinn**  
Mobile Journalism (Mojo)  
University, Norway

**Prof.**  
Pro-Vice-



**Ujjwal Chowdhury**  
Chancellor  
Adams University, Kolkata, India



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# INTERACTIVE SESSION ON COVID 19 AND MOBILE JOURNALISM: IMPACT, CHALLENGES AND EMERGING OPPORTUNITIES

Friday, 22<sup>nd</sup> May 2020 | 2:00 PM

## PANELISTS



**Dr. Stephen Quinn**

Professor Of Mobile Journalism (Mojo)  
Kristiania University In Norway



**Prof. Ujjwal K Chowdhury**

Pro Vice Chancellor  
Adamas University, Kolkata



## PHDCCI Leadership



**Dr. D.K Aggarwal**  
President, PHDCCI



**Mr. Sanjay Aggarwal**  
Sr. Vice President, PHDCCI



**Mr. Pradeep Multani**  
Vice President, PHDCCI

## KAS Leadership



**Mr. Peter Rimmele**  
Representative of Konrad Adenauer Stiftung  
KAS in India



**Mr. Mukesh Gupta**  
Chairman - Media, Entertainment  
Art & Culture Committee, PHDCCI  
& CMD - Graphisads

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## **ABOUT PHDCCI**

PHD Chamber of Commerce and Industry (PHDCCI) has been working for the promotion of Indian industry, trade and entrepreneurship as a catalyst for the past 115 years and is a forward looking, proactive and dynamic pan-India apex organization present in 23 states and 2 Union Territories. As a partner in progress with industry and government, PHDCCI with a special focus on MSMEs works at the grass roots level, with strong national and international linkages for propelling progress, harmony and integrated development of the Indian economy.

## **ABOUT KONRAD-ADENAUER-STIFTUNG**

The Konrad-Adenauer-Stiftung (KAS) is a German foundation and has its headquarters situated in Berlin. KAS is active in more than 120 countries and in India since 1968 with the basic philosophy of respect for partner country's sovereignty in a spirit of partnership and cooperation. KAS is associated with many Think tanks, Apex bodies and non-profit organizations. Specifically, KAS offers to contribute by assisting India in its process of social, structural and political transformation based on democratic values and the rule of law; strengthening economic reforms, the small and medium business sector and an effective social market economy as well as supporting the integration of India into the global economy; intensifying the dialogue between Germany, Europe, and India and other major powers, especially on current foreign and security policy as well as promoting the education of young print journalists.



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## **INTRODUCTION**

Mobile journalism is an emerging form of new media storytelling where reporters use portable electronic devices with network connectivity to gather, edit and distribute news from his or her community. Such reporters, sometimes known as **Mojos** (for mobile journalist), are staff or freelance journalists who may use digital cameras and camcorders, laptop PCs, smartphones or tablet devices. A broadband wireless connection or cellular phone network is then used to transmit the story and imagery for publication.

Mobile phones now act as critical equipment in the media industry. Not only did it change the way viewers or readers consume news but also paved the way for the future of content mediums and types. Accessing mobile phones news application have also gained traction from the everyday lives of people.

Mojo in India has caught up with the rest of the world and the endless streams of news and first-hand accounts of events around the country are testimony to its proliferation even at the grassroot levels.

Today, the biggest challenge facing the news media houses is the changing means of distribution of news through the mobiles, which deliver news at a greater pace in more accessible formats and when consumers demand them.

During the past decade, digital technology has transformed digital technology and accelerated the way journalists work. To do their job quickly, busy reporters need the simplest technology. With the current pandemic in place, Mojo have a major role to play to relay the information from the remotest of place to the mainstream media.

For a better understanding of the global impact of COVID-19 pandemic on the journalist community, **PHD Chamber of Commerce and Industry (PHDCCI) in Partnership with Konrad-Adenauer-Stiftung (KAS)** organized an Interactive Session on **“COVID 19 and Mobile Journalism: Impact, Challenges and Emerging Opportunities”** on **22<sup>nd</sup> May 2020**.



### **The proceedings of the Session are as follows:**

**Mr. Pradeep Multani, Vice President, PHD Chamber** in his Opening Address thanked the dignitaries present and said that it was an important topic to deliberate upon during the current crisis of Covid19 and the worldwide lockdown in place. He stressed upon the fact that Mobile Journalism (Mojo) is a game-changer in the present century as it offers a lot for flexibility to the media fraternity. He further added that Smartphone are at the heart of Mojo through which instant storytelling can be possible and this will help journalism reach new heights of development in the future. Mobile journalism is a form of online storytelling where the Smartphone is the primary device used for creating and editing images, audio and video and it makes journalistic video productions more affordable, flexible and faster. This facility will encourage and empower journalists to produce more video stories instantly.

Mr. Multani emphasized that as many mobile journalists integrate other portable devices such as laptops and DSLRs into their workflow, Smartphone is at the heart of mobile journalism and is increasingly used by journalists for radio news, podcasts and video for TV news and documentaries as well as for social platforms. The Smartphone encourages cross-platform creativity and digital innovation.

Mr. Multani further said that Photos, videos, sound and graphics can be created and edited on a phone and uploaded to newsroom servers, online platforms and social networks directly from the device and instantly responding to requests and exchanges with audiences via chat applications, message applications and emails. He further added that as journalists generally have a Smartphone, they can develop journalistic skills in video, radio, podcasting, photography without spending expensive traditional equipment. In a fully "Mojo" newsroom, it can break down the barriers between different services such as the social media and video production sections.

Mr. Multani concluded by saying that presently there are dozens of storytelling applications for iOS and Android devices some of which are simple and designed to quickly create stories for online platforms with animated titles, entertaining captions and free music. Their operation is quick to learn and easy to use and are therefore ideal for creating a quality report being held by tight deadlines. Other applications have been designed specifically for professional radio and television broadcasting which include video recording and editing applications that meet TV broadcast requirements, audio editing applications for creating radio reports and podcasts and applications for professional photography. In the era of





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information, Mojo acts as a game changer and offers immense opportunity for the journalist, reporters and people associated with Media fraternity.

**Mr. Peter Rimmele, Resident Representative to India of Konrad-Adenauer-Stiftung (KAS)** began his address by saying that Mobile Journalism might be the future of journalism. He said that like many other sectors, the coronavirus has fundamentally altered journalism at the current time. He further added that presently the Press Conferences are attended at half capacity and interviews and live reports are not done with the same amount of personnel and equipment that were used and seemed to be necessary. He stressed that it did not mean that a journalist should just shrug accept their newfound limitations.

Mr. Rimmele said that the Governments around the world have assumed vast emergency powers to deal with the pandemic often to the detriment of civil liberties and Public need more intrepid reporters who dare to ask questions in the current time. He was of the view that mobile journalism offers a lot opportunity and cited the example of Germany wherein the initial reaction to the new format of journalism was a cautious one as it has lots of restrictions and cannot fully replace the traditional equipments. Everyone tends to equate equipment with professionalism and that is the reason politicians love speaking into a throne of microphones as it makes them feel important. Recording someone with a Smartphone on the other side still carries the stigma of amateurism. Most of the German media has relegated the use of Smartphone as an add-on to traditional reporting wherein live tweets a Facebook feed or Instagram complement rather than replace conventionally created program though there is still a good scope to use these features to greater effect. As per him the regular advancement in the technological capacity of smart phone enables mobile journalism as with proper preparation and lighting, today's smartphones are capable of recording picture that can be shown on television without being discernible from traditionally recorded material which in turn allows reporter to have much more flexibility, especially since the flip side of the perceived amateurism of a Smartphone means that people behave much more natural in front of a Smartphone than a camera. A Smartphone is much more common and less frightening as compared to the bulky television camera with three microphones pointed towards the speaker. Mr. Rimmele further added that in times of Corona, a journalist can work alone and does not need an entire team and with the technological progress such as Backpacks, which are capable to replace an entire broadcasting van helps the journalist to reach out to remote areas. He said that the technological advancements and the requirements created by the Covid19 have made Germany to reconsider its stance on mobile journalism.



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Mr. Rimmele concluded by informing about the activities of Konrad-Adenauer-Stiftung Foundation wherein promotion of free and professional journalism is one of the core objectives at the foundation. He informed about the digital manual developed by the KAS team in Berlin on use of mobile journalism and can be accessed at [www.Mojo-manual.org](http://www.Mojo-manual.org)

**Dr. Stephen Quinn, Professor of Mobile Journalism (Mojo), Kristiania University in Norway,** began his address by informing the participants that he began asMojo in 2007 when the technology was ordinary and particularly with recording of video. He said that nowadays, the advancement in the technology and specially the cameras on Smartphone are of high quality that people record feature films in Hollywood and in high quality advertisements. He cited the example of the Bentley company which makes all its commercials via an iPhone.

Dr. Quinn stressed that with the passage of time and advancement in technology, Mojo is gaining credibility. He provided three main benefits of using Mojo:

- **Speed:** Mojo is a very professional and sophisticated process which involves filming, editing, narration, subtitling and others done on the Smartphone which needs speed. A trained Mojo can produce a news story / video instantly.
- **Cost:** The equipment used by Mojo is relatively inexpensive
- **Flexibility:** The mobile aspects of mobile journalism make the individual very mobile in getting unusual images from a small camera.

Dr. Quinn talked on the other fascinating aspect of Mojo, the intimacy. It involves getting close to the subject and as one needs to get close to get decent audio from the microphone in the Smartphone.

On Covid19, Dr. Quinn said that the problem is of the distance that needs to be maintained between the journalists and the interviewee. The intimacy of being close to people to get some decent images and audio is no longer possible so alternatives such as wireless microphones can be used, which increases the price of the kit and hence negates the cost advantage of Mojo. However, he said that as Mojo is done by one person the cost of an entire crew of a TV studio is saved, so Mojo is cost effective. He cited an example of the UK wherein the daily national newspaper circulations have plummeted to 40% in the past few months as they are driven by advertisements and decreasing circulation means decreasing income. People fear the closure of some daily newspapers in many parts of Europe because of the results of Covid19. However, the viewership of television news has soared as BBC is reporting a 50% percent increase in viewership because people want information. As per him





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the most likely development in Mojo post Covid19 will be more use of Mojo by video journalist, television journalists and by multimedia people uploading video on websites.

Dr. Quinn concluded by stressing upon the three main benefits of Mojo, speed, low price and flexibility which will continue to apply even if the world or local economies go into deep depression so the inexpensive nature of Mojo will be one of the big attractions in the future.

**Professor Ujjwal Chowdhury, Pro-Vice-Chancellor, Adams University, Kolkata** began his address by saying the biggest breakthrough in century has been the Smartphone. He informed about the steady rise in the use of Smartphone by many eminent journalists and news channels world over. The mobile journalists who are having their own social media channels are using mobile journalism for sharing news and information. He explained the basic concept of Mojo which is to shoot, edit, and publish using a smartphone.

Prof. Chowdhury said that Mojo has been empowering individual storyteller via available consumer technology through cross-platform creativity. He explained the difference between User-generated content and User-generated structured story and suggested that Mojo should be part of the curriculum in universities and colleges so that young aspiring journalists can learn and adapt themselves to the new development in technology.

Prof. Chowdhury insisted that transition to the digital world will be more through Artificial Intelligence, Augmented Reality and Virtual Reality in future which will add visual and conceptual diversity on one hand and create stories and visuals which do not actually exist and pass them off as news. However, as per him there is no alternative to knowing the society holistically with the basics of economics, politics, geography, law, and sociology as they constitute the foundation on which a journalist builds his content. He said that there is also no alternative to knowing the language well - written, spoken and read; the language in which a journalist is expected to write and know about people, events, news, and challenges of people around. He further added that to be a successful journalists of tomorrow, the news story-teller must know to tell the same story seamlessly through written words in a limited print space, in less than 200 characters on Twitter, in a few minutes of an audio or video story or if needed, through a few pictures shared with minimum words.

Prof. Chowdhury said that with every passing day, each news media is becoming multi-media converging print, TV, social media, digital, and audio into one to tell the same stories differently. Producing audio, video and web stories hence, are a necessity for journalists. He said that recording stories on the fly, documenting in social media, breaking stories into a



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series, presenting stories followed by views and debates, multi-media story-telling etc. become the skills of the future journalists and the empathy, connectivity, stories from the field, stories well researched, stories told by people rather than the messenger etc. will be hallmarks of good journalism of tomorrow.

Prof Chowdhury concluded by stating that earlier journalism was about writing a good script, shooting, directing, and editing but in today's scenario along with these, which also vary in style and format from handheld device to cinema, amplifying and monetising are another set of skills that entertainment professionals must know.

**Mr. Mukesh Gupta, Chairman, Media Entertainment, Art & Culture Committee of PHD Chamber** shared his views on how Mojo has drastically changed the different aspects of journalism and we have more opportunities to improve it. HE emphasized that "The internet has created a new way to reach vastly larger audiences while simultaneously reducing the gear and staff necessary for newsgathering. He said that massive satellite trucks with a crew to cover breaking news are no more needed and there has never been such a change with technology-inducement in the news industry since the advent of TV and radio. He said that presently a single reporter with a Smartphone, high-quality microphone and broadband wireless connection can bring events from around the world to ones mobile phone.

Mr. Gupta further added due to the Mojo as an amateur practice, self-filming can be applied for more professional purposes. A journalist or reporter can use Smartphone to film live and is a live stand up, a technique widely used during a TV news coverage to testify and make comment about an event. He concluded by saying that there is still lot to be done and there is great scope of improvement in the field and developing nations like India can take the best of the advantage of such practice.

**Mr. Saurabh Sanyal, Secretary-General, PHD Chamber** delivered a formal vote of thanks to all the speakers and participants. He also highlighted that India is second largest countries with 1 Billion mobile with over 400 million Smartphone users and Mobile Journalism (Mojo) has tremendous growth opportunities in India.

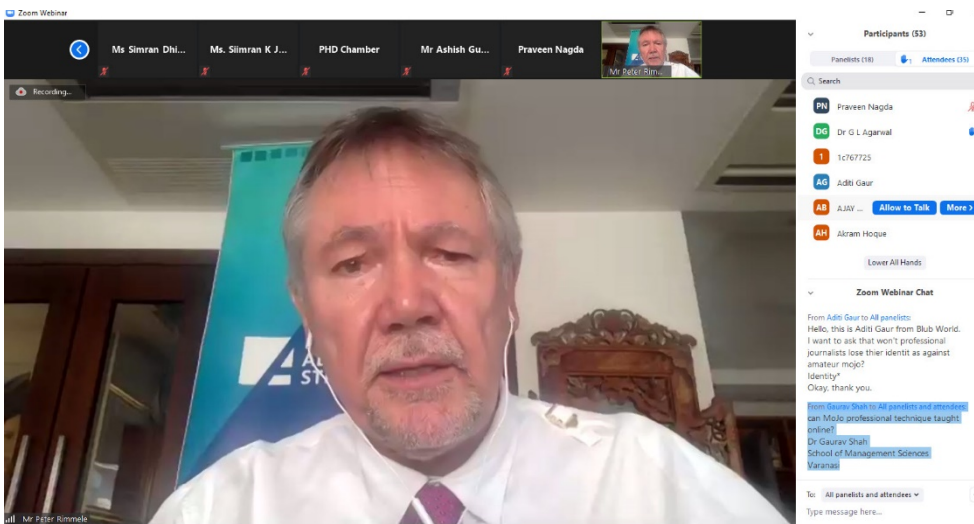
Mr. Pankaj Madan, Deputy Head – India Office, KAS and Mr. Vivek Seigell, Principal Director, PHDCCI were present amongst the participants. The session was moderated by Mr. Naveen Seth, Principal Director, PHDCCI and attended by over 100 delegates which included senior members of PHD Chamber, media professionals, students and industry stalwarts from all over the country. The session was sponsored by PFC (Power Finance Corporation) and supported by Exchange4media.

The session was well appreciated by the distinguished guest speakers, members from PHDCCI and delegates, and it has set a momentum to carry forward these thoughts with acclamation and support the government and each other during this period of lockdown and minimize the impacts of the pandemic.

## GLIMPSES



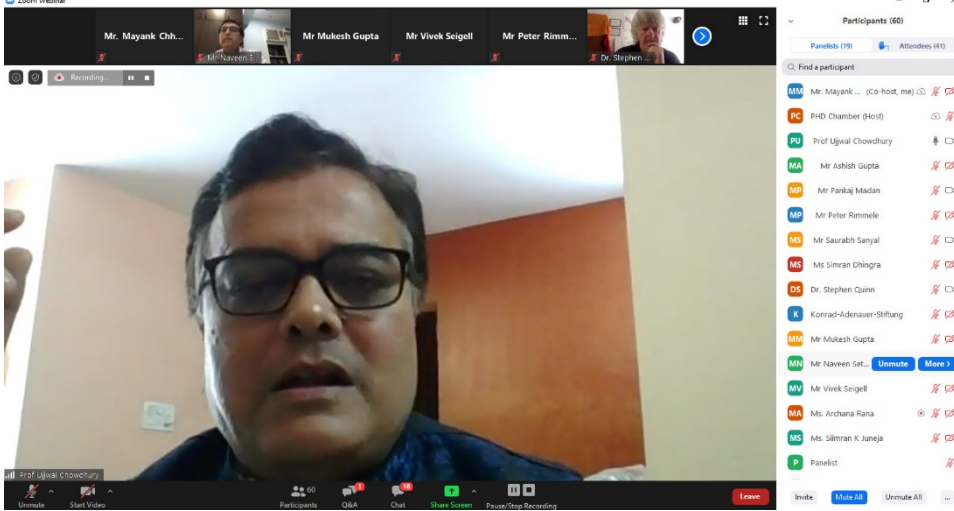
**Dr. Stephen Quinn, PhD, Principal, MOJO Media Insights**



**Mr. Peter Rimmele, Resident Representative of KAS in India**



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**Prof. Ujjwal K Chowdhury, Pro Vice Chancellor at Adamas University**



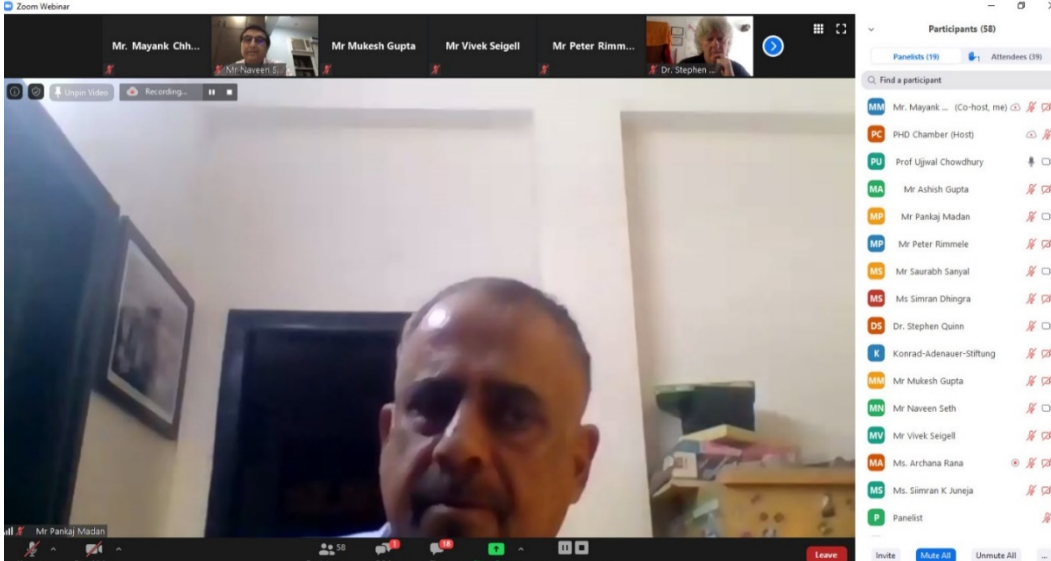
**Pradeep Multani, Vice President, PHDCCI**

Mr.





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Mr. Pankaj Madan, Deputy Head- India Office, Konrad-Adenauer-Stiftung.V.(KAS)



INTERACTIVE SESSION ON COVID19 AND MOBILE JOURNALISM: IMPACT, CHALLENGES AND EMERGING OPPORTUNITIES





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**Interactive session was also actively promoted on social media platform like twitter through live tweets, LinkedIn, Instagram and Facebook**

### Twitter

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### Instagram

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### Facebook

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