

Model Curriculum

Community Journalist

SECTOR: Media and Entertainment
SUB-SECTOR: Television, Print, Radio, Digital
OCCUPATION: Journalism
REF ID: MES/Q1904,V1.0
NSQF LEVEL: 4

Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

Media and Entertainment Skill Council

for

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Community Journalist'** QP Ref. No. **'MES/Q1904, NSQF Level 4'**

Date of Issuance: 24th February 2022

Valid up to: 23rd February 2027

* Valid up to the next review date of the Qualification Pack



Authorized Signatory
Media and Entertainment Skill Council



Media & Entertainment Skills Council



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Community Journalist

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Community Journalist”, in the “Media and Entertainment” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Community Journalist		
Qualification Pack Name & Reference ID.	MES/Q1904, V2.0		
Version No.	2.0	Version Update Date	24/02/2022
Pre-requisites to Training	<ul style="list-style-type: none"> • Class 12th with one year of relevant experience OR • Class 10th with three years of relevant experience OR • Two years Diploma in Journalism with one year of relevant experience <p>Min Age: 18 Years</p>		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Conduct community mapping and recognize the incident. • Collect news of local importance by investigating background of the incident. • Follow the applicable Government Laws wherever required. • Demonstrate the skills to conduct an interviews with local authorities, administration and leaders etc. • Compile collected field reports and send for publication, broadcast and telecast purpose • Maintain workplace health and safety 		



Media & Entertainment Skills Council



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MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



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This course encompasses 5 out of 5 National Occupational Standards (NOS) of “Community Journalist” Qualification Pack issued by “Media and Entertainment Skills Council”.

S. No	Module	Key Learning Outcomes	Equipments
1	<p>Introduction and Orientation</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code Bridge Module</p>	<ul style="list-style-type: none"> Recognize the concept of case-story / incident for journalism. Perform the duties of community journalist by reporting local issues. Evaluate the importance of communal journalism and role of journalist. 	Dairy, notebook, pen, photo and video camera, digital recorder, flashlight etc.
2	<p>Map the community</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 50:00</p> <p>Corresponding NOS Code MES/N1901</p>	<ul style="list-style-type: none"> Create a method to map the local community and concerned authorities of their local administration, constituencies etc. Organise the small group meetings to collect the idea on local issues. Collect the data for reporting purpose. Analyse the data collected and differentiate between row and useful information for creating the case story. Recognize the effective work carried out in the local area and neighbouring region. Research and collect information from various primary and secondary sources, including daily events and occurrences, other news publications, important contacts (colleagues, experts, contacts/ network), archives, press releases and newswires (preparatory). Create a story/ idea/ concept across mediums and formats. Identify the deviations in local laws applicable to story collected. Examine the legal and regulatory requirements specific to the organization are being adhered to. Develop ideas of enterprise stories to highlight the benefit / loss to the community. 	Dairy, notebook, pen, photo and video camera, digital recorder, flashlight etc.
3	<p>Gather news of local importance</p> <p>Theory Duration (hh:mm) 25:00</p>	<ul style="list-style-type: none"> Carry out background research and collect information to support/ develop story ideas using various primary and secondary sources. Create daily coverage that reflects the conversations about issues in the community. Assemble and examine the evidence of the incident (s). 	Dairy, notebook, pen, photo and video camera, digital recorder, flashlight etc.

	<p>Practical Duration (hh:mm) 30:00</p> <p>Corresponding NOS Code MES/N1902</p>	<ul style="list-style-type: none"> • Conduct root cause analysis, whenever required. • Evaluate story ideas for their suitability to the particular medium (Print / electronic). • Analyze the corresponding implications on budget, time schedule and resource requirements and the social impact of the incident. • Identify which audio visual aid(s) would be most appropriate for the story being told, and to the medium/format being used. • Capture / collect all relevant pictures, videos, audios of public voice elated to the incident. • Use task specific audio visual aids like illustrations, graphics (text, charts, graph etc.), audio and video clips available, animation tools and visual effects/VFX. • Create awareness amongst community about benefit of reporting and highlighting their issues – discuss / publicize various schemes for the benefit of the society. 	
4	<p>Conduct an interview</p> <p>Theory Duration (hh:mm) 25:00</p> <p>Practical Duration (hh:mm) 50:00</p> <p>Corresponding NOS Code MES/N1903</p>	<ul style="list-style-type: none"> • Identify the objectives of the interview and its relevance to the individuals or wider audience and organization, as appropriate to the incident. • Carry out research about the individual(s) to be interviewed. • Prepare list of questions relevant to the concept / story / case on which interview is being planned. • Prepare for cross questioning with relevant evidences whenever required. • Prepare pertinent questions and be aware of the type of interview being conducted and corresponding editorial goals. • Make sure completion of all set-up activities before start of interview (live) or interaction with the surrounding public, across different mode such that live, pre-recorded, face-to-face, over telephone, skype or video call, at an outdoor location (e.g. home, office, hotel, or public space), in as studios etc. • Prepare the questionnaire sample to be asked from individuals related to the incident. • Conduct the interview in a sequential manner with an understanding of roles of individual and corresponding authority– i.e. pose questions, receive answers/ information, participate in the conversation and improvise the topics. • Analyse verbal and non-verbal cues of the interviewee, accomplish the flow of the conversation and challenge/steer the conversation as appropriate to the role. 	Dairy, notebook, pen, photo and video camera, digital recorder, flashlight etc.
5	<p>Undertake field reporting</p> <p>Theory Duration (hh:mm) 25:00</p>	<ul style="list-style-type: none"> • Identify and list the requirements for field reporting, including logistics, and plan accordingly. • Collect information from the field through a range of sources, and file stories within deadlines (for TV and radio reporters, it may also mean providing footage and audio clips – live or non-live). 	Dairy, notebook, pen, photo and video camera, digital recorder, flashlight etc.

	<p>Practical Duration (hh:mm) 50:00</p> <p>Corresponding NOS Code MES/N1904</p>	<ul style="list-style-type: none"> • Present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience. • Draft the narratives with proper concept which elaborates upon stories/points that meets the broader creative/editorial objectives of the organization, if appropriate to the role. • Communicate effectively when dealing with impromptu or wide-range questions or discussions. • Identify the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken. • Articulate ideas clearly and pitch/ present and defend ideas to an audience (e.g. during an editorial team meeting – pre-approval). • Respond positively to feedback and any changes in creative requirements. • Compile information and documentary facts to present case study in a coherent and comprehensive manner. • Cooperate with news reader / writer/editorial team in finalizing the script (scene understanding where event happened) • Communicate with participants (in the case of an anchor/ presenter) or with the anchor/ presenter—including the necessary oral communication skills, maintaining eye contact and reading body language. 	
6	<p>Maintain workplace health and safety</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 40:00</p> <p>Corresponding NOS Code MES/N0104</p>	<ul style="list-style-type: none"> • Maintain one's posture and position to minimize fatigue and the risk of injury. • Maintain first aid kit and keep oneself updated on the first aid procedures. • Identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards in the workplace. • Maintain accident reports. • Report health and safety risks/ hazards to concerned personnel. • Participate in organization health and safety knowledge sessions and drills. • Identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency. • Identify security signals e.g. fire alarms and places ` staircases, fire warden stations, first aid and medical rooms. • Identify aspects of your workplace that could cause potential risk to own and others health and safety. • Safeguard personal health and safety, and that of others in the workplace though precautionary measures. • Identify and recommend opportunities for improving health, safety, and security to the designated person. • Report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected. 	<p>Dairy, notebook, pen, photo and video camera, digital recorder, flashlight, Computer System, white board, marker, projector, Health and Safety Signs and policy etc.</p>

		<ul style="list-style-type: none"> Follow organisation's emergency procedures for accidents, fires or any other natural calamity in case of a hazard. Identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority. 	
	<p>Total Duration 450:00</p> <p>Theory Duration 140:00</p> <p>Practical Duration 250:00 OJT Duration 60:00</p>	<p>Unique Equipment Required:</p> <p>Dairy, notebook, pen, photo and video camera, digital recorder, flashlight, Computer System, white board, marker, projector, Health and Safety Signs and policy etc.</p>	

Grand Total Course Duration: **450 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by Media and Entertainment Skills Council)

Trainer Prerequisites for Job role: “Community Journalist” mapped to Qualification Pack: “MES/Q1904, version 2.0”

Sr. No.	Area	Details
1	Job Description	To deliver accredited training service, mapping to the curriculum detailed above, in accordance with Qualification Pack “MES/Q1904”, version 1.0.
2	Personal Attributes	The candidate should have aptitude for conducting training, pre /post work to ensure competent, employable candidates at the end of training. The individual in this role must be creative with high degree of professional responsibility and timeliness with deadlines. He/she in this role holders has to be open-minded, willing to try new things and comfortable taking advice from unexpected sources.
3	Minimum Educational Qualifications	Graduate Minimum 3 years of work experience of reporting and as freelancer
4a	Domain Certification	Certified for Job Role: “Community Journalist” mapped to QP: “MES/Q1904”, version 1.0. Minimum accepted score as per SSC guidelines is 70%.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102” with scoring of minimum 80%.
5	Experience	Minimum 3 years of work experience of reporting and as freelancer. He should be able to communicate in English and local language. He should have knowledge of equipment, tools, material, Safety, Health & Hygiene.

Annexure: Assessment Criteria

Assessment Criteria for Community Journalist	
Job Role	Community Journalist
Qualification Pack	MES/Q1904, version 1.0
Sector Skill Council	Media and Entertainment Skills Council

Guidelines for Assessment

Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.

The assessment for the theory part will be based on knowledge bank of questions created by the SSC.

Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria

Compulsory NOS		Marks Allocation			
Total Marks: 500					
Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Theory	Skills Practical
1.MES/N1901 Map the community	PC1. develop a method to connect with the local public and concerned authorities of their surrounding community	100	15	5	10
	PC2. conduct small group meetings with local people		15	5	10
	PC3. visit the community to develop the case story		15	5	10
	PC4. analyze the work carried out in surrounding community		20	5	15
	PC5. abide by the limitations that apply to work in the respective region (Gram Panchayats etc. if any)		15	5	10
	PC6. collect information from various sources, including daily events and occurrences, other news publications		20	5	15
		Total	100	30	70
2.MES/N1902 Gather news	PC1. conduct background study and collect information for developing story ideas	100	10	3	7
	PC2. create story ideas for their suitability to the particular medium relevant to the incident.		5	0	5

of local importance	PC3. create daily coverage that reflects the conversations about issues in the community		10	3	7
	PC4. verify evidence of the incident (s)		5	2	3
	PC5. conduct root cause analysis		10	3	7
	PC6. analyze the corresponding implications on expenditure, resource requirements and the social impact of the incident		5	2	3
	PC7. gather information from the field through a range of sources, and file stories within timelines		10	3	7
	PC8. gather ideas of social importance in the region		5	2	3
	PC9. collect information from various sources, including daily events and occurrences, other news publications		10	3	7
	PC10. identify which audio visual aid(s) would be most appropriate for the story being recorded/told, and to the medium/format being used		10	3	7
	PC11. capture / collect all relevant pictures, videos, audios related to the incident		10	3	7
	PC12. use task specific audio visual aids like illustrations, graphics (text, charts, graphs), audio and video clips available, animation tools and visual effects		10	3	7
	Total		100	30	70
3.MES/N1903 Conduct an Interview	PC1. identify the objective of the interview and its relevance to the individuals or wider audience and organization, as appropriate to the role	100	10	3	7
	PC2. interpret the interview-brief correctly		10	3	7
	PC3. conduct contextual study of the individual(s) to be interviewed		10	3	7
	PC4. prepare pertinent questions and be aware of the type of interview being conducted: <ul style="list-style-type: none"> profiles/ biopics – focused on the individual being interviewed news interviews – where the interview is used to highlight certain aspects of a larger news story 		10	3	7
	PC5. prepare list of questions relevant to the concept / story / case on which interview is being planned.		10	3	7
	PC6. get ready with verbal evidences for cross questioning, if applicable		10	3	7
	PC7. complete all set-up activities before start of interview (live) or interaction with the surrounding public, across different mode such that live, pre-recorded, face-to-face, over telephone, skype or video call, at an outdoor location (e.g. home, office, hotel, or public space), in studios etc.		10	3	7

	PC8. recognise type of interview planned to be conducted like informal, behavioural, stress interview, panel interview etc.		10	3	7
	PC9. conduct the interview in a sequential manner with an understanding of roles of individual and corresponding authority– i.e. pose questions, receive answers/ information, participate in the conversation and improvise the topics		10	3	7
	PC10. analyse verbal and non-verbal cues of the interviewee, accomplish the flow of the conversation and challenge/steer the conversation as appropriate to the role		10	3	7
		Total	100	30	70
4. MES/N1904 Undertake field reporting	PC1. identify and list the requirements of field reporting, including logistics and plan accordingly	100	10	3	7
	PC2. gather information from the field through a range of sources, and file stories within timelines		10	3	7
	PC3. present the facts and information in a manner that is coherent, comprehensible and appropriate for the target audience		5	2	3
	PC4. communicate effectively when dealing with impromptu or wide-range questions or discussions		5	2	3
	PC5. identify the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken		5	2	3
	PC6. able to work in unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations		5	2	3
	PC7. converse freely with participants (in the case of an anchor/ presenter) or with the anchor/ presenter—including the necessary oral communication skills, maintaining eye contact and reading body language		5	2	3
	PC8. draft a story or script based on the brief and prescribed word/ time limits		5	2	3
	PC9. write and edit items such as: headlines, captions, introductions, outros, cues and other types of links		10	3	7
	PC10. ensure that finished scripts meet legal and regulatory norms, and does not pose any risks to the individual and/ or organization		10	3	7
	PC11. display strong command of the language including spelling and sentence construction etc.		10	3	7
	PC12. compile information, document facts and circulate the case story in a coherent and comprehensive manner to the newsroom		5	2	3
	PC13. present relevant information using audio visual aids, communicating key points and messages effectively		5	2	3

	PC14. cooperate with news reader / writer in briefing about the incident		5	2	3
	PC15. make the community aware about the benefit of reporting and highlighting local topics – discuss / publicising various schemes for the benefit of the society.		5	2	3
		Total	100	35	65
5. MES/N0104					
Maintain workplace health and safety	PC1. maintain one's posture and position to minimize fatigue and the risk of injury	100	10	5	5
	PC2. maintain first aid kit and keep oneself updated on the first aid procedures		10	5	5
	PC3. identify and document potential risks like sitting postures while using computer, eye fatigues and other hazards at the workplace		5	2	3
	PC4. accurately maintain accident reports		5	2	3
	PC5. report health and safety risks/ hazards to concerned personnel		10	5	5
	PC6. participate in organization's health and safety knowledge sessions and drills		10	5	5
	PC7. identify the people, responsible for health and safety at the workplace, including those to contact in case of an emergency		10	5	5
	PC8. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms		10	5	5
	PC9. identify aspects of workplace that could cause potential risk to own and others health and safety		5	2	3
	PC10. ensure own personal health and safety, and that of others in the workplace though precautionary measures		5	2	3
	PC11. identify and recommend opportunities for improving health, safety, and security to the designated person		5	2	3
	PC12. report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected		5	2	3
	PC13. follow organisation's emergency procedures for accidents, fire or any other natural calamity in case of a hazard		5	2	3
	PC14. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individual's authority		5	2	3
		Total	100	46	54