Desk Editor

QP Code: MES/Q1909

Version: 1.0

NSQF Level: 5

Media & Entertainment Skills Council || Commercial premises No Ja522, 5th Floor, DLF Tower A, Jasola, New Delhi
110025

Contents

MES/Q1909: Desk Editor

Brief Job Description

A desk editor is typically in charge of ensuring that a publication meets quality standards and delegating assignments to those who report to him or her. A newspaper's desk editor, for example, may assign reporters to stories on a regular basis or during breaking news stories. Desk editors are responsible for the news stories covered by their media outlets. Desk editors must be capable of multitasking, assessing news tips, and making quick decisions when breaking news is reported to ensure that their news outlet provides the best possible coverage.

Personal Attributes

Desk Editor Anchor must possess understanding of the news editing process,broad knowledge of local, national and international affairs (e.g. political, economic, legislative and cultural),excellent written and verbal skills, effective communication and interpersonal skills,ability to work under stressful conditions and strict deadlines

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N1923: Generate Ideas for Journalism Projects (Print & Electronics)

2. MES/N1924: Team management & develop the Editorial Vision

3. MES/N2817: Comply with Applicable Law and Regulation

4. MES/N0104: Maintain Workplace Health & Safety

5. MES/N1911: Write and Edit Copy

6. MES/N1929: Undertake Research for Journalism Projects

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Print, Film, Television, Radio
Occupation	Journalism, Editing
Country	India

NSQF Level	5
Credits	2
Aligned to NCO/ISCO/ISIC Code	NCO-2015/2641.9900
Minimum Educational Qualification & Experience	B.A. (Journalism) with 1 Year of experience OR Graduate with 2 Years of experience OR 12th Class with 5 Years of experience
Minimum Level of Education for Training in School	12th Class
Pre-Requisite License or Training	NA
Minimum Job Entry Age	21 Years
Last Reviewed On	NA
Next Review Date	31/03/2027
NSQC Approval Date	31/03/2022
Version	1.0
Reference code on NQR	2022/ME/MESC/05689
NQR Version	1.0

Remarks:

Nature of qualification is to teach AR/VR developing process, use of application in designing various module (animation, modelling, texturing and gaming) and purpose is to provide job and entrepreneurship/freelance opportunity as AR-VR Developer in M&E Industry. This qualification is for the training purpose for degree courses (university / colleges) as well as for Short Term Course

MES/N1923: Generate Ideas for Journalism Projects (Print & Electronics)

Description

This NOS covers ways to collect information from various primary and secondary sources and conduct research. Allocate space for articles photographs, advertisements, etc for each edition and prepare news for publication or broadcast

Scope

The scope covers the following :

- Gather information from various primary and secondary sources and conduct research
- Prepare news, stories etc. for publication and broadcast.

Elements and Performance Criteria

Gather information from various primary and secondary sources

To be competent, the user/individual on the job must be able to:

PC1. Research and collect information from various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires

Prepare news, stories etc. for publication and broadcast.

To be competent, the user/individual on the job must be able to:

PC2. Allocate space for articles, photographs, advertisements, etc and decide which stories make it into each edition

PC3. Collects news and preparing it for publication or broadcast

PC4. Entails getting all the information such as breaking news, other incidents through a team in order to broadcast on the news channel.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. generating Ideas for Journalism Projects
KU2. undertaking Research for Journalism Projects
KU3. utilize a number of sources to gain different perspectives and facts.
KU4. gather information for news or human interest stories
KU5. programming languages to facilitate digital storytelling
KU6. foundational skills in photography, video, design and audio
KU7. how to review and revise scripts
KU8. how to deliver scripts on air.
KU9. meaning of data for news and public interest stories
KU10. how to conduct investigation of a given story and verify its authenticity.

KU11. which audio visual aid(s) would be most suited - based on the story and/ or the medium

KU12. importance of reporting stories in real-time via social media.

KU13. the requirements of field reporting, including logistics, and plan accordingly

KU14. applicable Law and Regulation related to stories and ideas

KU15. verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role

KU16. how to conduct interview of leaders, celebrities, person of importance and reporting it to relative news media (Print or electronics)

KU17. constraints to successfully realize the idea -including any ethical, legal, regulatory, organizational or other limitations

KU18. importance of managing the safety and security of crew and equipment while on location

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write grammatically correct story/ script

GS2. write clearly, simplify complex information and adhere to a style guide

GS3. write and edit Copy

GS4. thinking critically and creatively about the best forms of media to serve the target audience

GS5. direct cameraman to capture best angles

GS6. meet with government officials and conduct interviews.

GS7. analyse Audio Visual Aids

GS8. Apply programming languages to facilitate digital storytelling

GS9. Take and edit photos

GS10. Record and edit audio and video

GS11. Publish stories on the go etc

GS12. undertake Field Reporting

GS13. build own brand as a journalist.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Gather information from various primary and secondary sources	**15**	**50**	-	-
PC1. Research and collect information from various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires	-	-	-	-
Prepare news, stories etc. for publication and broadcast.	**35**	-	-	-
PC2. Allocate space for articles, photographs, advertisements, etc and decide which stories make it into each edition	15	-	-	-
PC3. Collects news and preparing it for publication or broadcast	10	-	-	-
PC4. Entails getting all the information such as breaking news, other incidents through a team in order to broadcast on the news channel.	10	-	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1923
NOS Name	Generate Ideas for Journalism Projects (Print & Electronics)
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism, Editing
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

MES/N1924: Team management & develop the Editorial Vision

Description

This NOS covers ways to interact with other team members including reporters, news team and so on

Scope

The scope covers the following :

- Demonstrate ways to interact with other team members.
- Conduct interviews and successfully manage the flow of the interview.

Elements and Performance Criteria

Interact with the team to develop editorial vision

To be competent, the user/individual on the job must be able to:

PC1. Interact with team like correspondent, technical support staff, cameraman, other anchors etc. for smooth flow of anchoring the news. Interact with reporters while on the air

PC2. Coordinate with news/article team to have confidence on incident describing

PC3. Analyse the fact and figures before anchoring as to wrong information may cause another incident

PC4. Prepare pertinent questions, and be aware of the type of interview being conducted and corresponding editorial goals across: • profiles/ biopics – focused on the individual being interviewed • news interviews – where the interview is used to highlight certain aspects of a larger news story

PC5. Analyse verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role in line with the script vision

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. generating Ideas for Journalism Projects

KU2. undertaking Research for Journalism Projects

KU3. utilize a number of sources to gain different perspectives and facts.

KU4. gather information for news or human interest stories

KU5. programming languages to facilitate digital storytelling

KU6. foundational skills in photography, video, design and audio

KU7. how to review and revise scripts

KU8. how to deliver scripts on air.

KU9. meaning of data for news and public interest stories

KU10. how to conduct investigation of a given story and verify its authenticity.

KU11. which audio visual aid(s) would be most suited - based on the story and/ or the medium

KU12. importance of reporting stories in real-time via social media.

KU13. the requirements of field reporting, including logistics, and plan accordingly

KU14. applicable Law and Regulation related to stories and ideas

KU15. verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role

KU16. how to conduct interview of leaders, celebrities, person of importance and reporting it to relative news media (Print or electronics)

KU17. constraints to successfully realize the idea -including any ethical, legal, regulatory, organizational or other limitations

KU18. importance of managing the safety and security of crew and equipment while on location

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write grammatically correct story/ script

GS2. write clearly, simplify complex information and adhere to a style guide

GS3. write and edit Copy

GS4. thinking critically and creatively about the best forms of media to serve the target audience

GS5. direct cameraman to capture best angles

GS6. meet with government officials and conduct interviews.

GS7. analyse Audio Visual Aids

GS8. Apply programming languages to facilitate digital storytelling

GS9. Take and edit photos

GS10. Record and edit audio and video

GS11. Publish stories on the go etc

GS12. undertake Field Reporting

GS13. build own brand as a journalist.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Interact with the team to develop editorial vision	**49**	**50**	**-**	**-**
PC1. Interact with team like correspondent, technical support staff, cameraman, other anchors etc. for smooth flow of anchoring the news. Interact with reporters while on the air	10	-	-	-
PC2. Coordinate with news/article team to have confidence on incident describing	10	-	-	-
PC3. Analyse the fact and figures before anchoring as to wrong information may cause another incident	10	-	-	-
PC4. Prepare pertinent questions, and be aware of the type of interview being conducted and corresponding editorial goals across: • 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	-	-	-
PC5. Analyse verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role in line with the script vision	9	-	-	-
NOS Total	**49**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1924
NOS Name	Team management & develop the Editorial Vision
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism, Editing
NSQF Level	5
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

MES/N2817: Comply with Applicable Law and Regulation

Description

This NOS covers identifying instances where either one's own or someone else's work may not comply fully with the framework and applying the applicable legal and regulatory framework that apply to one's work using the respective source documents and training material

Scope

The scope covers the following :

- Describe various legal frameworks being applicable at workplace
- Explain the risks of non-compliance for oneself and the organization

Elements and Performance Criteria

Ensure legal and regulatory requirements

To be competent, the user/individual on the job must be able to:

PC1. Analyse the applicable legal and regulatory framework that apply to one's work using the respective source documents and training material

PC2. Identify instances where either one's own or someone else's work may not comply fully with the framework

PC3. Measure the risks of non-compliance for oneself and the organization

PC4. Ensure that the legal and regulatory requirements specific to the organization are being adhered to

PC5. Escalate instances of non-compliance to one's editorial supervisor and/ or compliance officer as applicable

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. wide range of skills such as fighting, falling, horseback riding and others.

KU2. relevance of conducting research on the role to be played.

KU3. importance of analyzing the expectation of Stunt Coordinator / Director / Producer

KU4. relevance of proper training to perform daring acts

KU5. related insurance covered, social security and terms of the filming

KU6. ways to adopt changes in stunt requirement

KU7. how to identify the character as per the script

KU8. importance of working and rehearsing with other actors using background of the role in an artform

KU9. how to scale a performance in accordance with the frame of the shot, controlling movement, gesture, voice levels, emotional intensity and energy levels

KU10. how to analyze the character background to portray similar role as desired

KU11. how to Portray the character based on the script

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. prepare portfolio, recording, show reel, etc.,

GS2. use different social media platforms for promotion

GS3. importance of being punctual and be in suggested dress for audition /presentation

GS4. approach clients and associations

GS5. negotiate for remuneration of contract / work order aligned with the assignments

GS6. Comply with procedures in the event of an emergency

GS7. escalate instances of noncompliance to the concerned authority

GS8. identify risks of non-compliance for oneself and the organization

GS9. Practice safe working practices for own job role

GS10. use Personal Protective Equipment (PPE) appropriately

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Ensure legal and regulatory requirements	**50**	**50**	**-**	**-**
PC1. Analyse the applicable legal and regulatory framework that apply to one's work using the respective source documents and training material	10	-	-	-
PC2. Identify instances where either one's own or someone else's work may not comply fully with the framework	10	-	-	-
PC3. Measure the risks of non-compliance for oneself and the organization	10	-	-	-
PC4. Ensure that the legal and regulatory requirements specific to the organization are being adhered to	10	-	-	-
PC5. Escalate instances of non-compliance to one's editorial supervisor and/ or compliance officer as applicable	10	-	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N2817
NOS Name	Comply with Applicable Law and Regulation
Sector	Media & Entertainment
Sub-Sector	Film, Television, Advertising, Film, Television, Radio, Advertising
Occupation	Production, Ad Sales/Account Management/Scheduling/Traffic
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

MES/N0104: Maintain Workplace Health & Safety

Description

This OS unit is about contributing towards maintaining a healthy, safe and secure working environment

Elements and Performance Criteria

Understanding the health, safety and security risks prevalent in the workplace

To be competent, the user/individual on the job must be able to:

PC1. understand and comply with the organizations current health, safety and security policies and procedures

PC2. understand the safe working practices pertaining to own occupation

PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises

PC4. participate in organization health and safety knowledge sessions and drills

Knowing the people responsible for health and safety and the resources available

To be competent, the user/individual on the job must be able to:

PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency

PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms

Identifying and reporting risks

To be competent, the user/individual on the job must be able to:

PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety

PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures

PC9. identify and recommend opportunities for improving health, safety, and security to the designated person

PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected

Complying with procedures in the event of an emergency

To be competent, the user/individual on the job must be able to:

PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard

PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Organizations norms and policies relating to health and safety

KU2. Government norms and policies regarding health and safety and related emergency procedures

KU3. Limits of authority while dealing with risks/ hazards

KU4. The importance of maintaining high standards of health and safety at a workplace

KU5. The different types of health and safety hazards in a workplace

KU6. Safe working practices for own job role

KU7. Evacuation procedures and other arrangements for handling risks

KU8. Names and contact numbers of people responsible for health and safety in a workplace

KU9. How to summon medical assistance and the emergency services, where necessary

KU10. Vendors or manufacturers instructions for maintaining health and safety while using equipment, systems and/or machines

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. how to write and provide feedback regarding health and safety to the concerned people

GS2. how to write and highlight potential risks or report a hazard to the concerned people

GS3. read instructions, policies, procedures and norms relating to health and safety

GS4. highlight potential risks and report hazards to the designated people

GS5. listen and communicate information with all anyone concerned or affected

GS6. make decisions on a suitable course of action or plan

GS7. plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS8. apply problem solving approaches in different situations

GS9. understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS10. apply balanced judgments in different situations

GS11. How to write and provide feedback regarding health and safety to the concerned people

GS12. How to write and highlight potential risks or report a hazard to the concerned people

GS13. Read instructions, policies, procedures and norms relating to health and safety

GS14. Highlight potential risks and report hazards to the designated people

GS15. Listen and communicate information with all anyone concerned or affected

GS16. Make decisions on a suitable course of action or plan

GS17. Plan and organize people and resources to deal with risks/ hazards that lie within the scope of ones individual authority

GS18. Apply problem solving approaches in different situations

GS19. build and maintain positive and effective relationships with colleges and customers

GS20. analyze data and activites

GS21. Understand hazards that fall within the scope of individual authority and report all hazards that may supersede ones authority

GS22. Apply balanced judgments in different situations

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Understanding the health, safety and security risks prevalent in the workplace	**15**	**15**	**-**	**-**
PC1. understand and comply with the organizations current health, safety and security policies and procedures	5	5	-	-
PC2. understand the safe working practices pertaining to own occupation	5	5	-	-
PC3. understand the government norms and policies relating to health and safety including emergency procedures for illness, accidents, fires or others which may involve evacuation of the premises	3	2	-	-
PC4. participate in organization health and safety knowledge sessions and drills	2	3	-	-
Knowing the people responsible for health and safety and the resources available	**10**	**10**	**-**	**-**
PC5. identify the people responsible for health and safety in the workplace, including those to contact in case of an emergency	5	5	-	-
PC6. identify security signals e.g. fire alarms and places such as staircases, fire warden stations, first aid and medical rooms	5	5	-	-
Identifying and reporting risks	**18**	**17**	**-**	**-**
PC7. identify aspects of your workplace that could cause potential risk to own and others health and safety	5	5	-	-
PC8. ensure own personal health and safety, and that of others in the workplace though precautionary measures	5	5	-	-
PC9. identify and recommend opportunities for improving health, safety, and security to the designated person	3	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. report any hazards outside the individuals authority to the relevant person in line with organizational procedures and warn other people who may be affected	5	5	-	-
Complying with procedures in the event of an emergency	**7**	**8**	**-**	**-**
PC11. follow organizations emergency procedures for accidents, fires or any other natural calamity in case of a hazard	5	5	-	-
PC12. identify and correct risks like illness, accidents, fires or any other natural calamity safely and within the limits of individuals authority	2	3	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N0104
NOS Name	Maintain Workplace Health & Safety
Sector	Media & Entertainment
Sub-Sector	Film, Television, Animation, Gaming, Radio, Advertising
Occupation	Ad sales/Account Management/Scheduling/Traffic
NSQF Level	5
Credits	2
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

MES/N1911: Write and Edit Copy

Description

This NOS covers crafting an engaging narrative, conceptualize and clarify ideas and develop stories that meet the broader creative/editorial objectives of the organization, if appropriate to the role

Scope

The scope covers the following :

- Edit a story or script based on the brief and prescribed word/ time limits
- Write and edit items such as: headlines, captions, intros, outros, cues and other types of links

Elements and Performance Criteria

Organize and write news/ story ideas

To be competent, the user/individual on the job must be able to:

PC1. Present the facts and information ina manner that is coherent, comprehensible and appropriate for the target audience

PC2. . Edit a story or script based on the brief and prescribed word/ time limits

PC3. Write and edit items such as: headlines, captions, intros, outros, cues and other types of links

Verify the relevance of news/stories

To be competent, the user/individual on the job must be able to:

PC4. Craft an engaging narrative, conceptualise and clarify ideas and develop stories that meet the broader creative/editorial objectives of the organization, if appropriate to the role

PC5. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills

PC6. Ensure that finished scripts meet legal and regulatory norms, and do not pose any risks to the individual and/ or organization

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. generating Ideas for Journalism Projects

KU2. undertaking Research for Journalism Projects

KU3. utilize a number of sources to gain different perspectives and facts.

KU4. gather information for news or human interest stories

KU5. programming languages to facilitate digital storytelling

KU6. foundational skills in photography, video, design and audio

KU7. how to review and revise scripts

KU8. how to deliver scripts on air.

KU9. meaning of data for news and public interest stories

KU10. how to conduct investigation of a given story and verify its authenticity.

KU11. which audio visual aid(s) would be most suited - based on the story and/ or the medium

KU12. importance of reporting stories in real-time via social media.

KU13. the requirements of field reporting, including logistics, and plan accordingly

KU14. applicable Law and Regulation related to stories and ideas

KU15. verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role

KU16. how to conduct interview of leaders, celebrities, person of importance and reporting it to relative news media (Print or electronics)

KU17. constraints to successfully realize the idea -including any ethical, legal, regulatory, organizational or other limitations

KU18. importance of managing the safety and security of crew and equipment while on location

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write grammatically correct story/ script

GS2. write clearly, simplify complex information and adhere to a style guide

GS3. write and edit Copy

GS4. thinking critically and creatively about the best forms of media to serve the target audience

GS5. direct cameraman to capture best angles

GS6. meet with government officials and conduct interviews.

GS7. analyse Audio Visual Aids

GS8. Apply programming languages to facilitate digital storytelling

GS9. Take and edit photos

GS10. Record and edit audio and video

GS11. Publish stories on the go etc

GS12. undertake Field Reporting

GS13. build own brand as a journalist.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Organize and write news/ story ideas	**25**	**50**	-	-
PC1. Present the facts and information ina manner that is coherent, comprehensible and appropriate for the target audience	15	-	-	-
PC2. . Edit a story or script based on the brief and prescribed word/ time limits	10	-	-	-
PC3. Write and edit items such as: headlines, captions, intros, outros, cues and other types of links	-	-	-	-
Verify the relevance of news/stories	**25**	-	-	-
PC4. Craft an engaging narrative, conceptualise and clarify ideas and develop stories that meet the broader creative/editorial objectives of the organization, if appropriate to the role	15	-	-	-
PC5. Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills	10	-	-	-
PC6. Ensure that finished scripts meet legal and regulatory norms, and do not pose any risks to the individual and/ or organization	-	-	-	-
NOS Total	**50**	**50**	-	-

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1911
NOS Name	Write and Edit Copy
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism, Editing
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

MES/N1929: Undertake Research for Journalism Projects

Description

This NOS covers carrying out research and collecting information from several sources on daily events and occurrences and evaluate story ideas for their suitability to the particular medium

Scope

The scope covers the following :

- Conduct background research and collect information to develop story ideas using various primary and secondary sources

Elements and Performance Criteria

Evaluate and analyse story ideas as per target audience and medium

To be competent, the user/individual on the job must be able to:

PC1. Evaluate story ideas for their suitability to the particular medium

PC2. Analyze the corresponding implications on budget, time schedule and resource requirements

Undertake Research to support/develop stories

To be competent, the user/individual on the job must be able to:

PC3. conduct background research and collect information to support/ develop story ideas using various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires

PC4. compile information, document facts and present research in a coherent and comprehensive manner

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. generating Ideas for Journalism Projects

KU2. undertaking Research for Journalism Projects

KU3. utilize a number of sources to gain different perspectives and facts.

KU4. gather information for news or human interest stories

KU5. programming languages to facilitate digital storytelling

KU6. foundational skills in photography, video, design and audio

KU7. how to review and revise scripts

KU8. how to deliver scripts on air.

KU9. meaning of data for news and public interest stories

KU10. how to conduct investigation of a given story and verify its authenticity.

KU11. which audio visual aid(s) would be most suited - based on the story and/ or the medium

KU12. importance of reporting stories in real-time via social media.

KU13. the requirements of field reporting, including logistics, and plan accordingly

KU14. applicable Law and Regulation related to stories and ideas

KU15. verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role

KU16. how to conduct interview of leaders, celebrities, person of importance and reporting it to relative news media (Print or electronics)

KU17. constraints to successfully realize the idea -including any ethical, legal, regulatory, organizational or other limitations

KU18. importance of managing the safety and security of crew and equipment while on location

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. read and write grammatically correct story/ script

GS2. write clearly, simplify complex information and adhere to a style guide

GS3. write and edit Copy

GS4. thinking critically and creatively about the best forms of media to serve the target audience

GS5. direct cameraman to capture best angles

GS6. meet with government officials and conduct interviews.

GS7. analyse Audio Visual Aids

GS8. Apply programming languages to facilitate digital storytelling

GS9. Take and edit photos

GS10. Record and edit audio and video

GS11. Publish stories on the go etc

GS12. undertake Field Reporting

GS13. build own brand as a journalist.

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Evaluate and analyse story ideas as per target audience and medium	**25**	**50**	**-**	**-**
PC1. Evaluate story ideas for their suitability to the particular medium	15	-	-	-
PC2. Analyze the corresponding implications on budget, time schedule and resource requirements	10	-	-	-
Undertake Research to support/develop stories	**25**	**-2**	**-**	**-**
PC3. conduct background research and collect information to support/ develop story ideas using various primary and secondary sources, including daily events and occurrences, other news publications, personal contacts (colleagues, experts, contacts/ network), archives, press releases and newswires	15	-	-	-
PC4. compile information, document facts and present research in a coherent and comprehensive manner	10	-	-	-
NOS Total	**50**	**50**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1929
NOS Name	Undertake Research for Journalism Projects
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism
NSQF Level	4
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. 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.

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

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

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

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.

6. To pass the Qualification Pack, every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Minimum Aggregate Passing % at QP Level : 70

(**Please note**: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
MES/N1923.Generate Ideas for Journalism Projects (Print & Electronics)	50	50	0	0	100	20
MES/N1924.Team management & develop the Editorial Vision	49	50	0	0	99	20
MES/N2817.Comply with Applicable Law and Regulation	50	50	0	0	100	20
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	5
MES/N1911.Write and Edit Copy	50	50	-	-	100	15
MES/N1929.Undertake Research for Journalism Projects	50	50	-	-	100	20
Total	**299**	**300**	**-**	**-**	**599**	**100**

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training
NOS	National Occupational Standard(s)
NSQF	National Skills Qualification Framework
QP	Qualifications Pack
NVEQF	National Vocational Education Qualifications Framework
NVQF	National Vocational Qualifications Framework

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles which performs similar or related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards(OS)	OS specify the standards of performance that an individual must achieve when carrying out a function at the workplace, together with the knowledge and understanding they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task

National Occupational Standard	NOS are the occupational standards which are applied uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OSs, together with the educational training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Electives	Electives are NOS or a set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS or a set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N' Unit Title Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This will be helpful to anyone searching on a database to verify that this is the appropriate OS they have been looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with while carrying out the functions which have a critical impact on quality of performance required.
Knowledge and Understanding	Knowledge and understanding are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs to perform for the required standard.
Organisational Context	Organisational context includes the way the organization is structured and how it operates, including the extent of operative knowledge.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills	Core skills or generic skills are a group of skills that are the key to learning and working in today's world. These skills are typically needed in all the work environments in today's world. In the context of the OS, these include communication related skills that are applicable to most of the job roles.