Qualification Pack

Editor-in-Chief (Print Media)

QP Code: MES/Q1911

Version: 1.0

NSQF Level: 6

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

MES/Q1911: Editor-in-Chief (Print Media)

Brief Job Description

An editor-in-chief is the manager of any print or digital publication, from physical newspapers to online magazines. The editor-in-chief determines the look and feel of the publication, has the final say in what is published and what isn't, and leads the publication's team of editors, copyeditors, and writer.

Personal Attributes

This job requires the individual to be well-versed with editing conventions and techniques such as sorting, assembling, parallel editing, splicing and joining, merging and synchronizing picture/sound. The individual must be able to prepare the final output using editing software such as Avid, Final Cut Pro, After Effects, Adobe Premiere and sound cleaning software.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. MES/N1909: Generate Ideas for Journalism Projects

2. MES/N1933: Undertake research for Journalism projects

3. MES/N1930: Conduct an interview

4. MES/N1911: Write and Edit Copy

5. MES/N1931: Public speaking and News presentation

6. MES/N1915: Report in a Difficult or Hostile Environment

7. MES/N1932: Develop The Editorial Vision

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

9. MES/N0104: Maintain Workplace Health & Safety

Qualification Pack (QP) Parameters

Sector	Media & Entertainment
Sub-Sector	Digital
Occupation	Journalism

Country	India
NSQF Level	6
Credits	NA
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 2641.0300
Minimum Educational Qualification & Experience	Graduate with 3 Years of experience OR Certificate-NSQF (Script Writer / Desk Editor at NSQF Level -5) with 3 Years of experience OR 12th Class with 7 Years of experience
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	NA
Minimum Job Entry Age	23 Years
Last Reviewed On	NA
Next Review Date	29/06/2025
NSQC Approval Date	30/06/2022
Version	1.0
Reference code on NQR	2022/ME/MESC/06029
NQR Version	1.0

Remarks:

Next Review Date 29/06/2025

MES/N1909: Generate Ideas for Journalism Projects

Description

This NOS covers carrying out research and collect information from several sources on daily events and occurrences and creating a a story/idea or a concept with the help of fact-based reporting, analytical, feature-writing

Scope

The scope covers the following :

- Gather information for news or human interest stories.
- Utilize a number of sources to gain different perspectives and facts.

Elements and Performance Criteria

Create story/idea or a concept

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

PC2. • Generate a story/ idea/ concept across mediums and formats, including:
- • A specific story – e.g. fact-based reporting, analytical, feature-writing
- • A specific section – e.g. the "edit" or "oped" page of a newspaper or a certain news-based show on TV or radio
- • An entire publication – e.g. the full issue of a magazine

Present story/idea or a concept to the audience

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

PC3. Evaluate an idea for its suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements

PC4. Identify any constraints to successfully realize the idea – including any ethical, legal, regulatory,organizational or other limitations

PC5. Articulate ideas clearly and pitch/ present and defend ideas to an audience (e.g. during an editorial team meeting)

PC6. Respond positively to feedback and any changes in creative requirements

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
Create story/idea or a concept	**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	5	-	-	-
PC2. • Generate a story/ idea/ concept across mediums and formats, including: • • A specific story – e.g. fact-based reporting, analytical, feature-writing • • A specific section – e.g. the "edit" or "oped" page of a newspaper or a certain news-based show on TV or radio • • An entire publication – e.g. the full issue of a magazine	10	-	-	-
Present story/idea or a concept to the audience	**35**	**-**	**-**	**-**
PC3. Evaluate an idea for its suitability to the particular medium and corresponding implications on budget, time schedule and resource requirements	10	-	-	-
PC4. Identify any constraints to successfully realize the idea – including any ethical, legal, regulatory,organizational or other limitations	10	-	-	-
PC5. Articulate ideas clearly and pitch/ present and defend ideas to an audience (e.g. during an editorial team meeting)	10	-	-	-
PC6. Respond positively to feedback and any changes in creative requirements	5	-	-	-
NOS Total	**50**	**50**	**-**	**-**

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1909
NOS Name	Generate Ideas for Journalism Projects
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/N1933: Undertake research for Journalism projects

Description

This NOS covers carrying out creating ideas for a story/idea or a concept with the help of fact-based reporting, analytical, feature-writing

Scope

The scope covers the following :

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

Elements and Performance Criteria

Conduct background research and collect information

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

PC1. research the sources , authenticity and novelty for the content
PC2. analyze the flow and connectivity to running stroy lines or relevance
PC3. compare the topic/content with similar incidents which need to be communicated
PC4. verify content for plagiarism and duplicacy or copyright
 • *Develop story ideas using various primary and secondary sources*

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

PC5. develop story from the collected evidence for publication
PC6. verify the sources for authenticity
PC7. develop a network of authentic soutrces
PC8. seek assistance from seniors or other experts in the field

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. strategy planning and alignment for Journalism Projects
KU2. undertaking commissioning copy from outside sources
KU3. utilize a number of sources to gain different perspectives and facts
KU4. managerial and budgetary duties to run a publishing house
KU5. programming languages to facilitate digital storytelling
KU6. foundational skills in photography, video, design and audio
KU7. how to review and revise scripts
KU8. Set the tone of publication and maintain a relationship with the readers/audience
KU9. Plan for future issue of publication
KU10. verify authenticity of a given story

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 requirement of field reporting including logistics and planning

KU14. applicable Law and Regulation related to stories and ideas

KU15. 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 organise interviews.

GS7. approve and ensure availability of required Audio Visual Aids

GS8. approve and edit photos

GS9. approve and edit audio and video

GS10. recruit staff and allocate resources

GS11. build own brand as a journalist

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Conduct background research and collect information	**20**	**60**	**-**	**-**
PC1. research the sources , authenticity and novelty for the content	5	-	-	-
PC2. analyze the flow and connectivity to running stroy lines or relevance	5	-	-	-
PC3. compare the topic/content with similar incidents which need to be communicated	5	-	-	-
PC4. verify content for plagiarism and duplicacy or copyright	5	-	-	-
• Develop story ideas using various primary and secondary sources	**20**	**-**	**-**	**-**
PC5. develop story from the collected evidence for publication	5	-	-	-
PC6. verify the sources for authenticity	5	-	-	-
PC7. develop a network of authentic soutrces	5	-	-	-
PC8. seek assistance from seniors or other experts in the field	5	-	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1933
NOS Name	Undertake research for Journalism projects
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism, Editing
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

MES/N1930: Conduct an interview

Description

This unit is about conducting interviews and gathering relevant information during interviews

Scope

The scope covers the following :

- Prepare for the interview in different modes
- conduct the interview in different modes

Elements and Performance Criteria

Prepare questionnaire

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

PC1. identify the objective of the interview and its relevance to the wider audience and organization

PC2. interpret the interview-brief correctly

PC3. conduct contextual study of the individual(s) to be interviewed

PC4. draft interview questions.as per the type of interview being conducted (profiles/ biopics/ news interviews)

PC5. prepare verbal evidence for cross-questioning, where applicable

set-up for the interview

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

PC6. decide the mode of inerview such as live, prerecorded, face-to-face, over the telephone, skype or video call, at an outdoor location (e.g. home, office, hotel, or public space), in studios etc

PC7. Plan time duration and agenda of the interview

PC8. complete all set-up activities before the start of the interview (live or pre-recorded) or interaction with the surrounding public, across different modes

conduct interview as per the mode selected

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

PC9. recognise type of interview planned to be conducted like informal, behavioural, stress interview, panel interview etc.

PC10. conduct the interview in a sequential manner i.e. pose questions, receive answers/ information, participate in the conversation and improvise the topics

PC11. 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

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. the target audience for the interview and/or the organization/ individual, commissioning the interview

KU2. writing standards followed by the organization/ individual, commissioning the interview (including applicable local, national or international laws)

KU3. resource limitations including any constraints on budget, resources and time availability (i.e. deadlines)

KU4. how to define the purpose/ objective of the interview

KU5. how to conduct background study on the interviewee and prepare an interviewee profile

KU6. how to verify information and confirm the accuracy of any facts that are researched and/ or collected during the interview itself

KU7. how to plan for interviews (outdoor or in the studio) including choice of setting, time, budget, resources and equipment required

KU8. different interview styles and how to identify the appropriate style for each interview based on the brief/ requirements

KU9. how to manage situations where the interviewee chooses to remain anonymous or where his/ her identity needs to be protected

Generic Skills (GS)

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

GS1. prepare a list of questions and talking points

GS2. write-up interview notes/ transcripts

GS3. undertake background research, gather references and collect information

GS4. effectively converse with the interviewee and gather information required

GS5. use listening skills including paying attention to non-verbal cues/ body language

GS6. make relevant decisions related to the area of work e.g. choice of questions, confirming accuracy of information and evaluating risks

GS7. prioritize questions and redirect the conversation, if needed

GS8. plan in advance for an interview, including resource and equipment requirements

GS9. assess the level of research demanded by an interview, and undertake the research as necessary

GS10. manage unpredictable situations e.g. change in interviewees attitude or style of answering

GS11. deal practically with occasions which could harm oneself or organization, including: the attitude or behavior of interviewees, the information they supply, breaches in legal, ethical or compliance codes

GS12. manage interviews so that individual who is interviewed will meet the time limits, and keep to the subject; and recognise, pursue and if necessary clarify relevant issues that arise, and points that need to be followed up later

GS13. establish and maintain rapport with interviewees, treat them courteously, listening carefully to their answers, and differentiating between fact and opinion

GS14. clearly identify from the organizations brief, the purpose and focus of the interview.

GS15. read and analyze various sources of news including wire services and other publications/ channels/ websites/ media

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Prepare questionnaire	**16**	**30**	**-**	**-**
PC1. identify the objective of the interview and its relevance to the wider audience and organization	3	5	-	-
PC2. interpret the interview-brief correctly	3	5	-	-
PC3. conduct contextual study of the individual(s) to be interviewed	3	5	-	-
PC4. draft interview questions.as per the type of interview being conducted (profiles/ biopics/ news interviews)	4	10	-	-
PC5. prepare verbal evidence for cross-questioning, where applicable	3	5	-	-
set-up for the interview	**9**	**15**	**-**	**-**
PC6. decide the mode of inerview such as live, prerecorded, face-to-face, over the telephone, skype or video call, at an outdoor location (e.g. home, office, hotel, or public space), in studios etc	3	5	-	-
PC7. Plan time duration and agenda of the interview	3	5	-	-
PC8. complete all set-up activities before the start of the interview (live or pre-recorded) or interaction with the surrounding public, across different modes	3	5	-	-
conduct interview as per the mode selected	**10**	**20**	**-**	**-**
PC9. recognise type of interview planned to be conducted like informal, behavioural, stress interview, panel interview etc.	3	5	-	-
PC10. conduct the interview in a sequential manner i.e. pose questions, receive answers/ information, participate in the conversation and improvise the topics	4	10	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC11. 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	3	5	-	-
NOS Total	**35**	**65**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1930
NOS Name	Conduct an interview
Sector	Media & Entertainment
Sub-Sector	Television, Print, Radio, Digital
Occupation	Journalism
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/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	29/06/2025
NSQC Clearance Date	30/06/2022

MES/N1931: Public speaking and News presentation

Description

This NOS covers demonstrating clear communication while presenting live news on various incidents and importance of voice modulation in expressing the situational conditions

Scope

The scope covers the following :

- Communicate clear and concreate while presenting live news
- voice modulation in expressing the situational conditions

Elements and Performance Criteria

Communicate clearly while presenting live news

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

PC1. select a topic that is appropriate to the audience and the occasion

PC2. effectively use vocal expression and paralanguage to engage the audience

PC3. use visual aids to enhance speeches

PC4. conduct meaningful research on a variety of topics

PC5. construct an effectual persuasive message with credible evidence and sound reasoning

PC6. develop a conclusion that reinforces the main story and provides psychological closure

Report with empathy and compassion

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

PC7. use an effective organizational pattern and deliver a speech with clear main points

PC8. demonstrate nonverbal behavior that supports the verbal message

PC9. analyse the impact of news and show restraint while reporting on stories with shock value

PC10. analyze audience and design speeches to reflect the analysis

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. Apply programming languages to facilitate digital storytelling

GS8. Record and edit audio and video

GS9. Publish stories on the go etc

GS10. build own brand as a journalist.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Communicate clearly while presenting live news	**18**	**70**	**-**	**-**
PC1. select a topic that is appropriate to the audience and the occasion	3	-	-	-
PC2. effectively use vocal expression and paralanguage to engage the audience	3	-	-	-
PC3. use visual aids to enhance speeches	3	-	-	-
PC4. conduct meaningful research on a variety of topics	3	-	-	-
PC5. construct an effectual persuasive message with credible evidence and sound reasoning	3	-	-	-
PC6. develop a conclusion that reinforces the main story and provides psychological closure	3	-	-	-
Report with empathy and compassion	**12**	**-**	**-**	**-**
PC7. use an effective organizational pattern and deliver a speech with clear main points	3	-	-	-
PC8. demonstrate nonverbal behavior that supports the verbal message	3	-	-	-
PC9. analyse the impact of news and show restraint while reporting on stories with shock value	3	-	-	-
PC10. analyze audience and design speeches to reflect the analysis	3	-	-	-
NOS Total	**30**	**70**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1931
NOS Name	Public speaking and News presentation
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism, Editing
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	29/06/2025
NSQC Clearance Date	30/06/2022

MES/N1915: Report in a Difficult or Hostile Environment

Description

This NOS covers reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken and how to cease reporting/ return safely back to a base location

Scope

The scope covers the following :

- Perform fearless reporting.
- Manage unpredictable situation

Elements and Performance Criteria

Perform fearless reporting

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

PC1. analyse the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken

PC2. evaluate on one's feet, react quickly and manage unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations

PC3. use dialogue and descriptions of actions, thoughts, and feelings to develop experiences and events or show the response of characters to situations

PC4. generate open-ended questions and use facts/interviews to enhance the narrative

Manage hostile situation while reporting

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

PC5. determine when risks outweigh the benefits of reporting

PC6. measure how to cease reporting/return safely back to a base location

PC7. respond promptly to instructions from guides, security etc.

PC8. identify and treat conditions that are leading causes of preventable deaths in a hostile situation

PC9. follow safety precautions in hostile zones

PC10. apply precautions relating to digital security while on assignment from hostile environment

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
Perform fearless reporting	**12**	**70**	**-**	**-**
PC1. analyse the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken	3	-	-	-
PC2. evaluate on one's feet, react quickly and manage unpredictable situations – e.g. change in external environment, equipment failure or other types of resource limitations	3	-	-	-
PC3. use dialogue and descriptions of actions, thoughts, and feelings to develop experiences and events or show the response of characters to situations	3	-	-	-
PC4. generate open-ended questions and use facts/interviews to enhance the narrative	3	-	-	-
Manage hostile situation while reporting	**18**	**-**	**-**	**-**
PC5. determine when risks outweigh the benefits of reporting	3	-	-	-
PC6. measure how to cease reporting/return safely back to a base location	3	-	-	-
PC7. respond promptly to instructions from guides, security etc.	3	-	-	-
PC8. identify and treat conditions that are leading causes of preventable deaths in a hostile situation	3	-	-	-
PC9. follow safety precautions in hostile zones	3	-	-	-
PC10. apply precautions relating to digital security while on assignment from hostile environment	3	-	-	-
NOS Total	**30**	**70**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1915
NOS Name	Report in a Difficult or Hostile Environment
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism, Editing
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	31/03/2027
NSQC Clearance Date	31/03/2022

MES/N1932: Develop The Editorial Vision

Description

This NOS covers ways to develop an editorial vision through creating an editorial plan to provide guidance and clarity

Scope

The scope covers the following :

- Outline the mission, objectives and goals of the organization
- Draft a Style Guide that Covers the Main Focus Areas

Elements and Performance Criteria

develop editorial mission statement

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

PC1. identify your target audience

PC2. determine the form and value of the content to be created

PC3. establish brand identity and promote content that reflects that identity

develop style guide

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

PC4. interact with the team (like correspondent, technical support staff, cameraman, other anchors) to understand the issues faced in content editing and development

PC5. identify and set goals to increase the circulation of published content

PC6. create as style guide detailing organisations's style guidelines and best practices for marketing collateral

PC7. formulate strategies for questioning reporters and editors in the process of fact-checking, copy editing, and improving stories.

PC8. define libel law and layout guidelines for publication as a defense against libel suits.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. editing for story organization, logic, fairness, accuracy, style, grammar, and spelling

KU2. editorial and art production operations of a newspaper/magazine or similar publication

KU3. reviewing articles and photographs, contributing to editorial pieces

KU4. coordinating for cross-platform content creation

KU5. programming languages to facilitate digital storytelling

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

KU7. budget, time schedule and resource requirements of publication house

KU8. how to conduct investigation of a given story and verify its authenticity.

KU9. which audio visual aid(s) would be most suited - based on the story and/ or the medium

KU10. the requirements of field reporting, including logistics, and plan accordingly

KU11. Code of Ethics for all news, news features, sports and other factual reporting,

KU12. day-to-day supervision and management of editorial and art production staff

Generic Skills (GS)

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

GS1. edit articles for accuracy, grammar, and style.

GS2. mentor and develop junior writers

GS3. coordinate copy and layout with the Managing, Section, and Production Editors

GS4. write a copy as necessary to supplement the work submitted by writing staf

GS5. establishe specific deadlines for stories, photos, illustrations, and art

GS6. think critically and creatively about the best forms of media to serve the target audience

GS7. assume sole liability for any cause of action arising from the publication of that content

GS8. adhere to legal and ethical rules and standards

GS9. schedule, coordinate and chair weekly meetings of the management staf

GS10. respond to comments, concerns and questions and address complaints and resolve problems on a timely basis

GS11. Plan , organise and direct work responsibilities

GS12. manage the safety and security of crew and equipment while on location

GS13. generate advertising revenue with appointed sales staff to reach target financial goals for the year

GS14. appoint qualified editors, reporters, photographers, copy editors, columnists, reviewers and artists

GS15. carry out supervisory responsibilities in accordance with the organization's policies and applicable

GS16. act as a representative of organisation at events.

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
develop editorial mission statement	**15**	**60**	**-**	**-**
PC1. identify your target audience	5	-	-	-
PC2. determine the form and value of the content to be created	5	-	-	-
PC3. establish brand identity and promote content that reflects that identity	5	-	-	-
develop style guide	**25**	**-**	**-**	**-**
PC4. interact with the team (like correspondent, technical support staff, cameraman, other anchors) to understand the issues faced in content editing and development	5	-	-	-
PC5. identify and set goals to increase the circulation of published content	5	-	-	-
PC6. create as style guide detailing organisations's style guidelines and best practices for marketing collateral	5	-	-	-
PC7. formulate strategies for questioning reporters and editors in the process of fact-checking, copy editing, and improving stories.	5	-	-	-
PC8. define libel law and layout guidelines for publication as a defense against libel suits.	5	-	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	MES/N1932
NOS Name	Develop The Editorial Vision
Sector	Media & Entertainment
Sub-Sector	Film, Television, Radio, Print
Occupation	Journalism, Editing
NSQF Level	6
Credits	TBD
Version	1.0
Last Reviewed Date	NA
Next Review Date	29/06/2025
NSQC Clearance Date	30/06/2022

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**	**-**	**-**

Qualification Pack

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	TBD
Version	1.0
Last Reviewed Date	30/12/2021
Next Review Date	27/01/2027
NSQC Clearance Date	27/01/2022

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/N1909.Generate Ideas for Journalism Projects	50	50	0	0	100	10
MES/N1933.Undertake research for Journalism projects	40	60	0	0	100	10
MES/N1930.Conduct an interview	35	65	0	0	100	10
MES/N1911.Write and Edit Copy	50	50	0	0	100	10
MES/N1931.Public speaking and News presentation	30	70	0	0	100	15
MES/N1915.Report in a Difficult or Hostile Environment	30	70	0	0	100	10
MES/N1932.Develop The Editorial Vision	40	60	0	0	100	15
MES/N2817.Comply with Applicable Law and Regulation	50	50	0	0	100	10
MES/N0104.Maintain Workplace Health & Safety	50	50	-	-	100	10
Total	**375**	**525**	**-**	**-**	**900**	**100**

Acronyms

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

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.

Qualification Pack

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.