



**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**BROADCAST JOURNALIST**

**KNQF LEVEL 6**

**ISCED OCCUPATIONAL STANDARD CODE; 0321 654B**



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## APPLY MEDIA CONVERGENCE

UNIT CODE: ME/OS/BJ/CR/10/6/B

### UNIT DESCRIPTION

This unit specifies the competencies required to apply media convergence. It involves determining technologies of media convergence, applying digital journalism, applying media convergence, regulating converged media and determining the impact of media convergence.

### ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT	PERFORMANCE CRITERIA
These describe the <b>key outcomes</b> which make up <b>workplace function</b> .	These are <b>assessable</b> statements which specify the required level of performance for each of the elements. <i>(Bold and italicized terms are elaborated in the range)</i>
1. Determine technologies of media convergence	1.1 <i>Categories of media convergence</i> are established as per the SOPs 1.2 <i>Media convergence tools</i> are identified as per the organization 'activities'. 1.3 Media convergence tools are established as per standard operating procedures as per the SOPs
2. Apply digital journalism	2.1 Digital journalism tools are established as per the SOPs 2.2 Elements of digital journalism are established 2.3 Digital content to be produced are established as per the organization policies. 2.4 Resources required are established and their availability secured as per organization policies 2.5 Digital content are produced as per the script.
3. Apply media convergence	3.1 Tasks are determined as per the organizational policies. 3.1 <i>Resources</i> required are established and their availability secured as per organization policies 3.2 Media convergence processes are applied as per organizational objectives
4. Regulate converged media	4.1 Converged media risks are established as per the SOPs 4.2 Converged media rules and regulations are established as per the SOPs

	4.3 Converged media rules and regulations are applied as per the SOPs
5. Determine impact of media convergence	5.1 Media channels, messages and audience in converged media are established as per organizational objectives 5.2 Converged media profitability are established as per organizational objectives 5.3 Case studies of converged media industries are conducted as per organizational objectives

## RANGE

This section provides work environments and conditions to which the performance criteria apply. It allows for different work environment and situations that will affect performance.

Variable	Range
1. Categories of media convergence tools may include but not limited to:	<ul style="list-style-type: none"> <li>• Internet,</li> <li>• Databases,</li> <li>• Social Media Platforms</li> </ul>
2. Resources may include but not limited to:	<ul style="list-style-type: none"> <li>• human,</li> <li>• financial</li> <li>• physical</li> <li>• technical</li> </ul>

## REQUIRED SKILLS AND KNOWLEDGE

This section describes the skills and knowledge required for this unit of competency.

### Required skills

The individual needs to demonstrate the following skills:

- Communication
- ICT
- Interpersonal
- Public relations
- Planning
- Creativity
- Innovation
- Multi-media

### Required knowledge

The individual needs to demonstrate knowledge of:

- Media regulations and policies
- Media code of ethics
- Security and safety

- Current affairs
- Technological savvy

## EVIDENCE GUIDE

This provides advice on assessment and must be read in conjunction with the performance criteria, required skills and knowledge and range.

1. Critical Aspects of Competency	<p>Assessment requires evidence that the candidate:</p> <ul style="list-style-type: none"> <li>1.1 Determined Technologies of media convergence</li> <li>1.2 Demonstrated ability to apply digital journalism</li> <li>1.3 Demonstrated ability to apply media convergence in the industry</li> <li>1.4 Demonstrated ability to regulate converged media</li> <li>1.5 Determined impact of media convergence</li> </ul>
2. Resource Implications	<p>The following resources should be provided:</p> <ul style="list-style-type: none"> <li>2.1 Access to relevant workplace where assessment can take place</li> <li>2.2 Appropriately simulated environment where assessment can take place</li> </ul>
3. Methods of Assessment	<p>Competency may be assessed through:</p> <ul style="list-style-type: none"> <li>3.1 Interview</li> <li>3.2 Observation</li> <li>3.3 Written tests</li> <li>3.4 Third party reports</li> </ul>
4. Context of Assessment	<p>Competency may be assessed on:</p> <ul style="list-style-type: none"> <li>4.1 On the job</li> <li>4.2 Off the job</li> <li>4.3 During industrial attachment</li> </ul>
5. Guidance information for assessment	<p>Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.</p>