



**REPUBLIC OF KENYA**

**COMPETENCY BASED CURRICULUM**

**FOR**

**BROADCAST JOURNALISM**

**KNQF LEVEL 6**

**ISCED PROGRAMME CODE; 0321 654B**



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**NAIROBI**

## BROADCAST NEWS

**UNIT CODE:** ME/CU/BJ/CR/04/6/B

### Relationship to Occupational Standards

This unit addresses the unit of competency: Present Broadcast News

**Duration of Unit:** 130 hours

### Unit Description

This unit specifies the competencies required to present broadcast news. It involves preparing news presentations, determining presentation styles, preparing presentation interviews, determining presentation technique, undergoing voice training and streaming broadcast news.

### Summary of Learning Outcomes

1. Prepare news presentations
2. Determine presentation styles
3. Prepare presentation interviews
4. Determine presentation technique
5. Manage/train voice-overs
6. Stream Broadcast news

### Learning Outcomes, Content and Suggested Assessment Methods

Learning Outcome	Content	Suggested Assessment Methods
1. Prepare news presentations	<ul style="list-style-type: none"><li>• Meaning of terms</li><li>• News presenter as a communicator</li><li>• News script</li><li>• Types of news scripts</li><li>• Research on the news content</li><li>• Make-up and costumes</li></ul>	<ul style="list-style-type: none"><li>• Observation</li><li>• Written tests</li><li>• Assignments</li><li>• Supervised exercises</li></ul>
2. Determine presentation styles	<ul style="list-style-type: none"><li>• Types of news presenters</li><li>• Familiarize with broadcast Content</li><li>• Types of broadcast news</li><li>• Broadcast presentation styles</li><li>• Tying broadcast style with broadcast news</li></ul>	<ul style="list-style-type: none"><li>• Observation</li><li>• Written tests</li><li>• Assignments</li><li>• Supervised exercises</li></ul>

3. Prepare presentation interviews	<ul style="list-style-type: none"> <li>• Types of news interviews</li> <li>• Scheduling In-news interviews</li> <li>• Research on the interviewee(s)</li> <li>• Drafting interview script</li> <li>• Preparing interviewees TV news presentation</li> <li>• Radio news presentation</li> <li>• Live interviews</li> <li>• Out-side broadcasting</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>
4. Determine presentation technique	<ul style="list-style-type: none"> <li>• Guidelines for news presenters</li> <li>• News presentation style in-house guidelines.</li> <li>• Correct diction.</li> <li>• Body language and posture</li> <li>• Script customization.</li> <li>• Foreign pronunciations.</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>
5. Undergo voice training	<ul style="list-style-type: none"> <li>• Resonance test.</li> <li>• Pitch and intonation</li> <li>• Voice projection</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>
6. Stream Broadcast news	<ul style="list-style-type: none"> <li>• Types of news studio</li> <li>• Familiarizing with Studio set-up</li> <li>• Technical set-up</li> <li>• Establishing broadcast range</li> <li>• News stories</li> <li>• Airing broadcast news</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>

### **Suggested Methods of Instruction**

- Group discussions and presentation
- Demonstration by trainer
- Practical work by trainee

- Exercises

## **Recommended Resources**

- TV studio
- Radio studio
- Wireless microphones
- Video cameras
- Tablets
- Smart phones
- Laptops
- SD cards and card readers
- TFT screens
- Drone cameras
- Recorders