**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**BROADCAST JOURNALIST**

**KNQF LEVEL 6**

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



TVET CDACC
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**UNIT CODE:** ME/OS/BJ/CR/12/6/B

## UNIT DESCRIPTION

This unit specifies the competencies required to conduct research in mass communication. it involves identifying a research problem, formulating research objectives and questions, conducting literature review, determining research design, determining data collection methods, analysing, interpreting and presenting data, and drafting research report

## ELEMENTS AND PERFORMANCE CRITERIA

| ELEMENT<br><br>These describe the **key outcomes** which make up **workplace function**. | PERFORMANCE CRITERIA<br><br>These are **assessable** statements which specify the required level of performance for each of the elements.<br>***(Bold and italicized terms are elaborated in the range)*** |
|---|---|
| 1. Identify a research problem | 1.1 Investigation is done based on area of study.<br>1.2 The scope of the study is defined based on the area of study.<br>1.3 A research topic is formulated based on research problem. |
| 2. Formulate research objectives and questions | 2.1 Research objectives are identified based on the topic.<br>2.2 Research questions are established based on the objectives.<br>2.3 Research objectives and questions are drafted |
| 3. Conduct research literature review | 3.1 ***Sources of information*** are identified as per the topic.<br>3.2 Information obtained from the sourced are analyzed as per the research objectives.<br>3.3 Literature review is conducted based on the research problem. |
| 4. Determine research design | 4.1 Types of research design are identified based on the topic<br>4.2 A ***research design*** is selected based on research objectives<br>4.3 Sampling techniques are established based on design<br>4.4 Data analysis techniques are established based on design.<br>4.5 Validity and reliability of research instruments is determined as per design |
| 5. Determine data collection methods | 5.1 Types of data collections methods are established based on design<br>5.2 Sources of research data are identified<br>5.3 ***Sampling techniques*** are selected based on the population |

| | 5.4 | Data is extracted from sources based on the research objectives |
|---|---|---|
| 6. Analyse , interpret and present of data | 5.5 | *Types of data* is determined as per the collected information |
| | 5.6 | Methods of analysing data collected are established based relationship, interaction and disputes. |
| | 5.7 | Collected data is measured based on the analysis |
| | 5.8 | Methods of interpreting data (descriptive, inferential and evaluation) are established based on design |
| | 5.9 | Analysed data is presented based on the design |
| 7. Draft research report | 7.1 | Research title is written based on SOPs |
| | 7.2 | Reviewed literature is written based on SOPs |
| | 7.3 | Statement of the problem Written based on SOPs |
| | 7.4 | Research objectives and Questions are written based on SOPs |
| | 7.5 | Research findings are documented based on SOPs |
| | 7.6 | Analysed data is presented based on SOPs |
| | 7.7 | Conclusion and recommendation is drafted based on results |

## 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. Sources of information may include but not limited to | • Primary<br>• Secondary |
| 2. Research design may include but not limited to | • Descriptive<br>• Experimental<br>• Case study<br>• Correlational |
| 3. Sampling techniques may include but not limited to | • Probability<br>• Non-probability |
| 4. Types of data may include but not limited to | • qualitative/categorical<br>• quantitative/measurement |

## 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:

- Evaluation
- analytical skills
- presentation
- Communication
- ICT
- Interpersonal
- Public relations
- Planning
- Budgeting
- Management

**Required knowledge**

The individual needs to demonstrate knowledge of:

Research methods

Organizational Policy and procedures

Current affairs

Types of stakeholders in an organization

**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 | Assessment requires evidence that the candidate:<br>1.1 demonstrated ability to identify research problem<br>1.2 formulated hypothesis for research questions<br>1.3 conducted research review<br>1.4 developed research design and methodology<br>1.5 conducted data collection, analysis and presentation<br>1.6 conducted hypothesis testing<br>1.7 prepared research proposal and report |
|---|---|
| 2. Resource Implications | The following resources should be provided:<br>2.1 Access to relevant workplace where assessment can take place<br>2.2 Appropriately simulated environment where assessment can take place |

| | | |
|---|---|---|
| 3. | Methods of Assessment | Competency may be assessed through:<br>3.1 Interview<br>3.2 Observation<br>3.3 Written tests<br>3.4 Third party reports |
| 4. | Context of Assessment | Competency may be assessed on:<br>4.1 On the job<br>4.2 Off the job<br>4.3 During industrial attachment |
| 5. | Guidance information for assessment | Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended. |