



**REPUBLIC OF KENYA**

**NATIONAL OCCUPATIONAL STANDARDS**

**FOR**

**BROADCAST JOURNALIST**

**KNQF LEVEL 6**

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



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NAIROBI

## DEMONSTRATE MEDIA ETHICS

UNIT CODE: ME/OS/BJ/CC/02/6/B

### UNIT DESCRIPTION

This unit specifies the competencies required to demonstrate media ethics .It involves determining ethical principles, applying media ethics, evaluating code of ethics, determining ethical issues in entertainment, determining media censorship, determining conflict of interest, determining media plagiarism and applying digital media ethics

### ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the <b>key outcomes</b> which make up <b>workplace function</b> .	PERFORMANCE CRITERIA 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 ethical principles	1.1 <b><i>Ethical Principles</i></b> are identified as per standard operating procedures (SOPs) 1.2 Ethical Principles are analysed as per the SOPs. 1.3 Ethical Principles are applied as per the SOPs.
2. Apply media ethics	2.1 Media Ethics are identified as per standard operating procedures (SOPs) 2.2 Media ethics are analysed as per the SOPs. 2.3 Media ethics theories are determined as per the SOPs 2.4 Media ethics are applied as per the SOPs
3. Evaluate code of ethics	3.1 <b><i>Code of ethics</i></b> are identified as per SOPs 3.2 Code of ethics are classified as per SOPs 3.3 Code of ethics are applied in media as per the Journalism code of ethics
4. Determine ethical issues in entertainment in media	4.1 Ethical issues in entertainment in Media are identified as per Kenya Information and Communication Act 2015 4.2 Ethical issues in entertainment in Media issues are classified as per the Media Council Act 2013 4.3 Ethical issues in entertainment in Media are analysed as per the Media Council Act 2013
5. Determine media censorship	5.1 Media censorship contexts are identified as per SOPs 5.2 Media censorship is applied in the identified contexts as per SOPs

6. Determine conflict of interest	6.1 <b>Conflict of interest</b> categories are identified 6.2 Conflict of interest in media are analysed as per the SOPs
7. Determine media plagiarism	7.1 Categories of <i>plagiarism</i> are identified as per the APA publication manual 7.2 Plagiarism in Media are analysed as per the SOPs
8. Apply digital media ethics	8.1 Digital Media ethics are identified as per the Journalism code of ethics 8.2 Digital Media ethics models are analysed as per the Journalism code of ethics 8.3 Digital Media ethics are applied as per the SOPs

## 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. Ethical principles may include but not limited to	<ul style="list-style-type: none"> <li>• Respect for Persons</li> <li>• Beneficence</li> <li>• Justice</li> <li>• Non-Maleficence</li> </ul>
2. Journalism code of ethics may include but not limited to	<ul style="list-style-type: none"> <li>• SPJ Code of Ethics</li> <li>• American Society of News Editors</li> <li>• Media Council Act 2013</li> </ul>
3. Conflict of interest may include but not limited to	<ul style="list-style-type: none"> <li>• Nepotism</li> <li>• Self-dealing</li> <li>• Actual conflict of interest</li> <li>• Potential conflict of interest</li> <li>• Perceived conflict of interest</li> <li>• Conflict of duty</li> </ul>
4. Plagiarism may include but not limited	<ul style="list-style-type: none"> <li>• Self-plagiarism</li> <li>• Accidental Plagiarism</li> <li>• Mosaic Plagiarism</li> <li>• Direct Plagiarism</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
- Budgeting
- Creativity
- Innovation
- Multi-media

### **Required knowledge**

The individual needs to demonstrate knowledge of:

- Media regulations and policies
- Media code of ethics
- 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	Assessment requires evidence that the candidate: <ul style="list-style-type: none"><li>1.1 Determined ethical principles</li><li>1.2 Applied media ethics</li><li>1.3 Evaluated code of ethics</li><li>1.4 Determined ethical issues in entertainment in media</li><li>1.5 Determined media censorship</li><li>1.6 Determined conflict of interest</li><li>1.7 Determined media plagiarism</li><li>1.8 Applied digital media Ethics</li></ul>
2. Resource Implications	The following resources should be provided: <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	Competency may be assessed through: <ul style="list-style-type: none"><li>3.1 Interview</li></ul>

	3.2 Observation 3.3 Written tests 3.4 Third party reports
4. Context of Assessment	Competency may be assessed on: 4.1 On the job 4.2 Off the job 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.