



**REPUBLIC OF KENYA**

**COMPETENCY BASED CURRICULUM**

**FOR**

**BROADCAST JOURNALISM**

**KNQF LEVEL 6**

**ISCED PROGRAMME CODE; 0321 654B**



**TVET CDACC**  
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**NAIROBI**

## **WRITING AND REPORTING NEWS**

**UNIT CODE:** ME/CU/BJ/CR/06/6/B

### **Relationship to Occupational Standards**

This unit addresses the unit of competency: Write and Report News

**Duration of Unit:** 100hours

### **Unit Description**

This unit specifies the competencies required to write and report news. It involves determining structure and organization of news, gathering news story, determining news writing styles, preparing newspaper copy, preparing digital news copy, edit news story, determining parliament and political reporting practice establishing court reporting practice, determining sports reporting practice, establishing business reporting practice and establish science and technology reporting practice.

### **Summary of Learning Outcomes**

1. Determine structure and organization of news
2. Gather news story
3. Determine news writing styles
4. Prepare broadcast news copy
5. Prepare newspaper copy
6. Prepare digital news copy
7. Edit news story
8. Determine Parliament and political reporting practice
9. Establish court reporting practice
10. Determine sports reporting practice
11. Establish business reporting practice
12. Establish science and technology reporting practice

### **Learning Outcomes, Content and Suggested Assessment Methods**

<b>Learning Outcome</b>	<b>Content</b>	<b>Suggested Assessment Methods</b>
1. Determine structure and organization of news	<ul style="list-style-type: none"><li>• Meaning of news</li><li>• Nature of news story</li><li>• Roles of news</li><li>• Role of journalist in society</li><li>• Sources of news</li><li>• Techniques of writing news</li><li>• Meaning of</li></ul>	<ul style="list-style-type: none"><li>• Observation</li><li>• Written tests</li><li>• Assignments</li><li>• Supervised exercises</li></ul>

	<p>element/values of news</p> <ul style="list-style-type: none"> <li>• News values/elements</li> <li>• Principles of news writing</li> <li>• Purpose of news story structure</li> <li>• Construction of news story</li> <li>• Nature and use of 5 Ws and H</li> </ul>	
2. Gather news story	<ul style="list-style-type: none"> <li>• Tools of journalistic trade</li> <li>• Art of journalism in news gathering</li> <li>• Process of finding, verifying, clarifying news</li> <li>• Risks in news gathering</li> <li>• Safety and protection of journalist</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Assignments</li> <li>• Supervised exercises</li> </ul>
3. Determine news writing styles	<ul style="list-style-type: none"> <li>• Importance of news writing styles</li> <li>• News writing styles for different media</li> <li>• Inverted pyramid</li> <li>• Language of media</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. Prepare broadcast news copy	<ul style="list-style-type: none"> <li>• Factors influencing copy preparation</li> <li>• Criteria for selecting broadcast stories</li> <li>• Types of broadcast scripts</li> <li>• Purpose and the use of style book in copy preparation</li> <li>• Style book in copy preparation</li> <li>• Legal considerations in copy preparation</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. Prepare newspaper copy	<ul style="list-style-type: none"> <li>• Factors determining the style of writing</li> <li>• Differences between hard and soft news</li> <li>• news headline</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> </ul>

	<ul style="list-style-type: none"> <li>• news lead</li> <li>• News body</li> <li>• Stories from speeches, emails or press releases</li> <li>• Qualities of a good news story</li> <li>• Reporter's checklist</li> </ul>	<ul style="list-style-type: none"> <li>• Supervised exercises</li> <li>•</li> </ul>
6. Prepare digital news copy	<ul style="list-style-type: none"> <li>• Factors determining digital platform choice</li> <li>• Characteristics of the digital content</li> <li>• The Internet</li> <li>• social media</li> <li>• challenges in writing social media content</li> <li>• qualities of a good digital copy</li> <li>• data presentation</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> <li>•</li> </ul>
7. Edit news story	<ul style="list-style-type: none"> <li>• Factors to consider when editing news copy</li> <li>• Reasons for editing</li> <li>• The newsroom</li> <li>• Broadcast copy editing</li> <li>• Print copy editing</li> <li>• Digital copy editing</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>
8. Determine Parliament and political reporting practice	<ul style="list-style-type: none"> <li>• Important political players and developments</li> <li>• Parliamentary rules and standing orders</li> <li>• Government processes, organs, branches and offices</li> <li>• Privileges of a reporter in parliament</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>
9. Establish court reporting practice	<ul style="list-style-type: none"> <li>• Constitution</li> <li>• Court rules and regulations</li> <li>• Titles of court officials</li> <li>• Types of cases</li> <li>• Legal jargons</li> </ul>	<ul style="list-style-type: none"> <li>• Observation</li> <li>• Written tests</li> <li>• Oral questioning</li> <li>• Assignments</li> </ul>

	<ul style="list-style-type: none"> <li>• Sources of court stories</li> <li>• Contempt of court</li> <li>• Trial process</li> </ul>	<ul style="list-style-type: none"> <li>• Supervised exercises</li> </ul>
10. Establish sports reporting practice	<ul style="list-style-type: none"> <li>• Rules and regulations governing different games/sports</li> <li>• History and development of the sport(s)</li> <li>• Player(s) and officials of a game/sport</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>
11. Establish business reporting practice	<ul style="list-style-type: none"> <li>• Business and economic policies</li> <li>• Business and economic indexes and jargons</li> <li>• Stock markets and exchange rates and operations</li> <li>• Numeracy and currencies</li> <li>• Inflation and related issues</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**

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