QP Name: Editor-in-Chief (Print Media)

QP Code: MES/Q 1911

QP Version: 1.0

NSQF Level: 6

Model Curriculum Version: 1.0

Media & Entertainment Skills Council, 522-524, DLF Tower-A, Jasola, New Delhi - 110025

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Training Parameters

Sector	Media and Entertainment
Sub-Sector	Print, Film, TV
Occupation	Journalism
Country	India
NSQF Level	6
Aligned to NCO/ISCO/ISIC Code	NCO 2015- 2641.0300 Editing
Minimum Educational Qualification and Experience	Graduate with three years of relevant experience **OR** Script Writer / Desk Editor at NSQF Level -5 with three years of experience **OR** Class XII with seven years of relevant experience
Pre-Requisite License or Training	NA
Minimum Job Entry Age	23 Years
Last Reviewed On	14/03/2022
Next Review Date	29/06/2025
NSQC Approval Date	30/06/2022
QP Version	**1.0**
Model Curriculum Creation Date	14/03/2022
Model Curriculum Valid Up to Date	29/06/2025
Model Curriculum Version	**1.0**
Minimum Duration of the Course	**900 Hours**
Maximum Duration of the Course	**900 Hours**

Program Overview

This section summarizes the end objectives of the program along with its duration.

Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills.

- Analyse the job of Desk Editor
- Conduct research for content and relevant links
- Conduct interview and broadcast
- Demonstrate skills required for writing and editing
- Comply with Applicable Law and Regulation
- Maintain workplace health and Safety

Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
MES/N1909: Generate Ideas for Journalism Projects	30:00	60:00			90:00
MES/N1933: Undertake Research for Journalism Projects	30:00	60:00			90:00
MES/N1930: Conduct an Interview	60:00	90:00			150:00
MES/N1911: Write and Edit Copy	30:00	60:00			90:00
MES/N1931: Public Speaking and News Presentation	60:00	90:00			150:00
MES/N1915: Report in a Difficult or Hostile Environment	30:00	60:00			90:00
MES/N1932: Develop the Editorial Vision	30:00	60:00			90:00
MES/N2817: Comply with Applicable Law and Regulation	30:00	60:00			90:00
MES/N0104: Maintain workplace health and safety	30:00	30:00			60:00
Total	330:00	570:00			900:00

Module Details

Module 1: Generate ideas for Journalism Projects

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Gather information from various primary and secondary sources and conduct research
- Prepare news, stories etc. for publication and broadcast.

Duration: *30:00*	**Duration**: *60:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
- List various sources to gather information for research - Explain how to prepare news for publication or broadcast - List the pointers for selecting stories for each edition	- Demonstrate ways to collect information from various primary and secondary sources - Conduct research - Display ways to allocate space for articles photographs, advertisements etc for each edition - Demonstrate ways to collect news - Show how to entail getting all the information such as breaking news etc. to broadcast on the news channel.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 2: Undertake Research for journalism projects

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Gather information through various sources and conduct background research to support story ideas
- Compile the gathered information in a comprehensive manner
- Analyze the implications on budget, time schedule and resource requirements

Duration: 30:00	**Duration**: 60:00
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
- List various sources used to gather information for conducting research - Elaborate on the ways in which information, document facts and research can be compiled. - Discuss the ways to analyze the implications on budget, time schedule and resource requirements	- Demonstrate ways to evaluate story ideas for their suitability - Show how to collect information to support/ develop story ideas using various primary and secondary sources - Conduct background research for a story idea - Present information, document facts and present research in a coherent and comprehensive manner.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 3: Conduct an Interview

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Investigate stories and perform report writing

Duration: 60:00	**Duration**: *90:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
• Discuss the objectives of the interview, and its relevance to the wider audience and organization, as appropriate to the role. • Plan the interview in a manner appropriate to one's own role and corresponding standing and authority– i.e. pose questions, receive answers/ information, participate in the conversation and develop open topics • Describe verbal and non-verbal cues of the interviewee, successfully manage the flow of the conversation and challenge/steer the conversation as appropriate to the role	• supervise, set-up activities to ensure the smooth running of the interview, across different mediums and formats • Conduct investigation of a given story and verify its authenticity. • Conduct live interviews with experts and collect information. • Use standard format for news writing as broadcast news stories are typed, double-spaced, and in uppercase/lowercase. • Prepare interview questions.

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements

Module 4: Write and edit copy

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Develop and edit story/script after conceptualizing and clarifying ideas.
- Follow legal and regulatory norms for the scripts.

Duration: *30:00*	**Duration**: *60:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to :**
• Describe the relevance of sharing the facts, data and information appropriately and coherently with the target audience • Identify the importance of editing a story or a script • Discuss the importance of developing stories that meet the broader creative/editorial objectives of the organization • Enlist ways to ensure that finished scripts meet legal and regulatory norms, and do not pose any risks to the individual and/ or organization	• Present the facts and information to the target audience • Demonstrate the ways in which a story or script can be edited based on the brief and prescribed word/ time limits • Show how to edit items such as: headlines, captions, intros, outros, cues and other types of links • Craft an engaging narrative • Display strong command of the language including correct grammar, spelling, sentence construction, diction and pronunciation skills

Classroom Aids:
Laptop, whiteboard, marker, projector
Tools, Equipment and Other Requirements
Relevant softwares

Module 5: Public Speaking and News Presentation

Terminal Outcomes:

- Prepare for commentary.

Duration: *60:00*	Duration: 9*0:00*
Theory – Key Learning Outcomes **After the successful completion** **of this module, the Participant will** **be able to:**	**Practical – Key Learning Outcomes** **After the successful completion** **of this module, the Participant will** **be able to:**
- Convey politely and in-sequence the news details and Analyse news - Discuss the importance of voice modulation in expressing the situational conditions. - Describe the impact of news and use proper words for reporting. - Identify, observe, gather, assess, record and share relevant information. - Understand and make meaning of data.	- Demonstrate clear communication while presenting live news on various incidents. - Conduct thorough journalistic research and evaluate information appropriate to their media. - Perform reporting with empathy and compassion.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 6: Report in a Difficult or Hostile Environment

Terminal Outcomes:

- Prepare for commentary.
- Perform fearless reporting.

Duration: *30:00*	Duration: *60:00*
Theory – Key Learning Outcomes **After the successful completion** **of this module, the Participant will** **be able to:**	**Practical – Key Learning Outcomes** **After the successful completion** **of this module, the Participant will** **be able to:**
• Describe the risks of reporting in hostile/difficult conditions and ensure that the highest quality of planning is undertaken • Determine when risks outweigh the benefits of reporting. • Respond promptly to instructions from guides, security etc.	• Measure how to cease reporting/ return safely back to a base location. • Demonstrate skills to manage unpredictable situation.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 7: Develop the Editorial Vision

Terminal Outcomes:

- Develop editorial mission statement
- Develop style guide

Duration: *30:00*	Duration: *60:00*
Theory – Key Learning Outcomes **After the successful completion** **of this module, the Participant will** **be able to:**	**Practical – Key Learning Outcomes** **After the successful completion** **of this module, the Participant will** **be able to:**
- Define your target audience/market - Describe the ways to produce content that showcases deliverable results - Describe the types of content for different target audience - Describe the steps to create a style guide - Discuss the cautions taken while creating a style guide	- Prepare a questionnaire to analyse the location, demography, size Interest behaviour, language etc of the target audience - Develop a brand story - Develop an editorial mission statement - Create rules to help your team avoid using confusing acronyms or jargon with customers.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	

Module 8: Comply with Applicable Law and Regulation

Terminal Outcomes:

- Comply with laws and regulations

Duration: 3*0:00*	**Duration**: *60:00*
Theory – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:	**Practical – Key Learning Outcomes After the successful completion of this module, the Participant will be able to:**
- Discuss the applicable legal and regulatory framework that apply to one's work using the respective source documents and training material - Identify instances where either one's own or someone else's work may not comply fully with the framework - List the risks of non-compliance for oneself and the organization. - Explain the legal and regulatory requirements specific to the organization are being adhered to.	Show how to escalate instances of non-compliance to the concerned authority.
Classroom Aids:	
Laptop, whiteboard, marker, projector	
Tools, Equipment and Other Requirements	
Related software	

Module 9: Maintain Workplace Health and Safety

Terminal Outcomes: After the successful completion of this module, the Participant will be able to:

- Discuss the health, safety and security risks prevalent in the workplace and report health and safety issues to the person responsible for health and safety and the resources available.
- Comply with procedures in the event of an emergency
- Discuss the various safety precautions to be taken.

Duration: 30:*00*	**Duration**: 30:*00*
Theory – Key Learning Outcomes 　　**After the successful completion of this module, the Participant will be ableto:**	**Practical – Key Learning Outcomes** 　　**After the successful completion of this module, the Participant will be able to:**
- Recall health, safety and security-related guidelines and identify the risks involved. - Maintain correct posture while working and maintain and use the first aid kit whenever required. - report health and safety risks/ hazards to concerned personnel - Recall people responsible for health and safety and able to contact in case of emergency - Illustrate security signals and other safety and emergency signals - Explain the process to identify and report risk. - Enumerate and recommend opportunities for improving health, safety, and security to the designated person - Describe how to report any hazards outside the individual's authority to the relevant person in line with organisational procedures and warn other people who may be affected - complying with procedures in the event of an emergency - Explain the impact of the violation of safety procedures.	- Identify the different types of health and safety hazards in a workplace - Practice safe working practices for own job role - Perform evacuation procedures and other arrangements for handling risks - Perform the reporting of hazard - identify and document potential risks like sitting postures while using the computer, eye fatigue and other hazards in the workplace - Demonstrate the use of Personal ProtectiveEquipment (PPE) appropriately.
Classroom Aids:	
Laptop, whiteboard, marker, projector, Health and Safety Signs and policy	
Tools, Equipment and Other Requirements	
Health and Safety Signs and policy	

Annexure

Trainer Requirements

Trainer Prerequisites						
Minimum Educational Qualification	**Specialization**	**Relevant Industry Experience**		**Training Experience**		**Remarks**
		Years	*Specialization*	*Years*	*Specialization*	
Graduate in relevant field	**Print Media**	4	**Relevant experience in print media required**	4	-	-
OR						
Post Graduate in relevant field	**Print Media**	3	**Relevant experience in print media required**	4	-	-

Trainer Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Editor in chief (Print Media)" mapped to QP: "MES/Q1911", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q2601, v1.0 Trainer" with the scoring of a minimum of 80%.**

Assessor Requirements

Assessor Prerequisites						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate in relevant field	**Print Media**	**5**	**Relevant experience in print media is required**	**1**	**-**	**-**
OR						
Post Graduate in relevant field	**Print Media**	**3**	**Relevant experience in print media required**	**1**	**-**	**-**

Assessor Certification	
Domain Certification	**Platform Certification**
Certified for Job Role: "Editor in chief (Print Media)" mapped to QP: "MES/Q1911", version 1.0. Minimum accepted score as per SSC guidelines is 80%.	**Recommended that the Assessor is certified for the Job Role: "Assessor", mapped to the Qualification Pack: "MEP/Q2701, v1.0 Assessor" with the scoring of a minimum 80%.**

Assessment Strategy

This section includes the processes involved in identifying, gathering and interpreting information to evaluate the learner on the required competencies of the program.

Assessment system Overview:-

Assessment will be carried out by MESC affiliated assessment partners. Based on the results of assessment, MESC certifies the learners. Candidates have to pass online theoretical assessment which is approved by MESC. The assessment will have both theory and practical components in 30:70 ratio. While theory assessment is summative and an online written exam; practical will involve demonstrations of applications and presentations of procedures and other components. Practical assessment will also be summative in nature.

Testing Environment:-

Training partner has to share the batch start date and end date, number of trainees and the job role. Assessment is fixed for a day after the end date of training. It could be next day or later. Assessment will be conducted at the training venue. Question bank of theory and practical will be prepared by assessment agency and approved by MESC. From this set of questions, assessment agency will prepare the question paper. Theory testing will include multiple choice questions, pictorial question, etc. which will test the trainee on theoretical knowledge of the subject. The theory and practical assessments will be carried out on same day. If there are candidates in large number, more assessors and venue will be organized on same day of the assessment.

Assessment			
Assessment Type	Formative or Summative	Strategies	Examples
Theory	Summative	Written Examination	Knowledge of facts related to the job role and functions. Understanding of principles and concepts related to the job role and functions
Practical	Summative	Structured tasks	Presentation
Viva	Summative	Questioning and Probing	Mock interview on topics

Assessment Quality Assurance framework

Only certified assessor can be assigned for conducting assessment. Provision of 100 % video recording with clear audio to be maintained and the same is to be submitted to MESC. The training partner will intimate the time of arrival of the assessor and time of leaving the venue.

Methods of Validation:-

Unless the trainee is registered, the person cannot undergo assessment. To further ensure that the person registered is the person appearing for assessment, id verification will be carried out. Aadhar card number is required of registering the candidate for training. This will form the basis of further verification during the assessment. Assessor conducts the assessment in accordance with the assessment guidelines and question bank as per the job role. The assessor carries tablet with the loaded questions. This tablet is geotagged and so it is monitored to check their arrival and completion of assessment. Video of the practical session is prepared and submitted to MESC. Random spot checks/audit is conducted by MESC assigned persons to check the quality of assessment. Assessment agency will be responsible to put details in SIP. MESC will also validate the data and result received from the assessment agency.

Method of assessment documentation and access

The assessment agency will upload the result of assessment in the portal. The data will not be accessible for change by the assessment agency after the upload. The assessment data will be validated by MESC assessment team. After upload, only MESC can access this data. MESC approves the results within a week and uploads it.