

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.

DEMONSTRATE MASS COMMUNICATION

UNIT CODE: ME/OS/BJ/CR/01/6/MA

UNIT DESCRIPTION

This unit specifies the competencies required to demonstrate understanding of mass communication. It involves determine structures of mass communication, channels of mass communication, forms and context of communication and adjuncts of the mass media.

ELEMENTS AND PERFORMANCE CRITERIA

ELEMENT These describe the key outcomes which make up workplace function .	PERFORMANCE CRITERIA These are assessable 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 fundamentals of communication	1.1 Features of communications are demonstrated based on SOPs. 1.2 Nature and characteristics of mass communications are illustrated based on SOPs. 1.3 Functions of mass communications are demonstrated based on SOPs. 1.4 Process of communication is established based on SOPs 1.5 Elements of communication are determined based on the process. 1.6 Models of communication are determined based on SOPs.
2. Determine media of communication	2.1 Channel of mass communication is determined based on organization structure 2.2 Forms of print communication are established based on organizational structure. 2.3 Forms of broadcast media are selected based on organizational structure. 2.4 Forms of digital media are selected based on organizational structure.
3. Determine forms and context of communication	3.1 Forms of communication are determined based on SOPs. 3.2 Forms of oral communication is established based on organizational structure 3.3 Forms of non-verbal communication is established based on organizational structure 3.4 Forms of written communication is established based on organizational structure
4. Determine adjuncts of the mass media.	4.1 Adjunct of mass media are established based on SOPs

	4.2 Elements of mass media on public relations is determined based on organizational structure 4.3 Elements of mass media on advertising is determined based on organizational structure 4.4 Impact of mass media on society is established based on organizational structure
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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. Forms of mass communication: may include but not limited to	• Oral • Non-verbal • Written
2. Forms of oral communication; may include but not limited to	• Speech, • Auditory, • Discussion • Conversation,
3. Forms of non-verbal communication, may include but not limited to	• Vocalics/paralanguage, • Kinesics/body language, • Oculistics/eye language, • Gestures, Facial expressions
4. Forms of written communication; may include but not limited to	• Newspaper • Books

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

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: 1.1 Demonstrated features of communication based on SOPs 1.2 Illustrated nature and characteristics of mass communication based on SOPs 1.3 Demonstrated functions of mass communication based on SOPs 1.4 Established Process of communication based on SOPs 1.5 Determined elements of communication based on the process 1.6 Determined models of communication based of SOPs
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2. Resource Implications	The following resources should be provided: 2.1 Access to relevant workplace where assessment can take place 2.2 Appropriately simulated environment where assessment can take place
3. Methods of Assessment	Competency may be assessed through; 3.1 Interview 3.2 Observation 3.3 Written tests 3.4 Third party reports
4. Context of Assessment	Competency may be assessed on: 5.1 On the job 5.2 Off the job 5.3 During industrial attachment
5. Guidance information for assessment	Holistic assessment with other units relevant to the industry subsector, workplace and job roles is recommended.