

## Instruction Sheet for the Candidate

<b>Qualification</b>	Media Editor (Content Writing)
<b>Competency Standard</b>	Ensure Effective Communication
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name_____ Registration/Roll Number_____
<b>Guidance for Candidate</b>	<b>To meet this standard, you are required to complete the following within 03 Hrs. time frame (for practical demonstration &amp; assessment):</b> <ul style="list-style-type: none"> <li>• Make a Compelling Story</li> <li>• Analyze the writing style</li> <li>• Ensure the Delivery of Message</li> </ul>
<b>Time: 03 Hrs.</b>	During a practical assessment, under observation by an assessor, you are required to
<b>Minimum Evidence Required</b>	<b>Make a Compelling Story</b> <ol style="list-style-type: none"> <li>1. Identify any flaws in narration</li> <li>2. Rewrite to develop a compelling narrative</li> <li>3. Develop the write-up for reader interest</li> </ol> <b>Analyze the writing style</b> <ol style="list-style-type: none"> <li>4. Adjust the tone of the write-up</li> <li>5. Check the mood of the sentences and make necessary changes</li> </ol> <b>Ensure the Delivery of Message</b> <ol style="list-style-type: none"> <li>6. Ensure that the message is communicated effectively</li> <li>7. Edit the write-up to communicate the message in minimum words and maximum comprehension</li> <li>8. Ensure the use of relevant vocabulary and jargons</li> <li>9. Adjust the word count as per the space available</li> </ol>

## Self-Assessment Checklist

<b>Candidate Name</b>	
<b>Registration No.</b>	
<b>Qualification</b>	Media Editor (Content Writing)
<b>Competency Standard</b>	Ensure Effective Communication
<b>Purpose of Assessment</b>	Formative Assessment
<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>• Make a Compelling Story</li> <li>• Analyze the writing style</li> <li>• Ensure the Delivery of Message</li> </ul>

I can.....

<b>Performance Criteria</b>	<b>Yes</b>	<b>No</b>
1. Identify any flaws in narration	<input type="checkbox"/>	<input type="checkbox"/>
2. Rewrite to develop a compelling narrative	<input type="checkbox"/>	<input type="checkbox"/>
3. Develop the write-up for reader interest	<input type="checkbox"/>	<input type="checkbox"/>
4. Adjust the tone of the write-up	<input type="checkbox"/>	<input type="checkbox"/>
5. Check the mood of the sentences and make necessary changes	<input type="checkbox"/>	<input type="checkbox"/>
6. Ensure that the message is communicated effectively	<input type="checkbox"/>	<input type="checkbox"/>
7. Edit the write-up to communicate the message in minimum words and maximum comprehension	<input type="checkbox"/>	<input type="checkbox"/>
8. Ensure the use of relevant vocabulary and jargons	<input type="checkbox"/>	<input type="checkbox"/>
9. Adjust the word count as per the space available	<input type="checkbox"/>	<input type="checkbox"/>

Candidate's Signature\_\_\_\_\_ Assessor's Signature\_\_\_\_\_

Date: \_\_\_\_\_

## Assessors Judgement Guide

<b>Qualification</b>	Media Editor (Content Writing)
<b>Competency Standard</b>	Ensure Effective Communication
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Signature: _____
<b>Assessment Outcome</b>	COMPETENT <input type="checkbox"/> NOT YET COMPETENT <input type="checkbox"/> Name of the Assessor _____ Assessor's code: _____ Signature: _____

Assessment Summary (to be filled by the assessor)							
Activity	Method					Result	
Nature of Activity	Written	Oral	Observation	Portfolio	Role Play	Competent	Not Yet Competent
Practical Skill Demonstration			✓				
Knowledge Assessment		✓					
Other Requirement							

## Observation Checklist

<b>Assessment Task</b>	<ul style="list-style-type: none"> <li>Make a Compelling Story</li> <li>Analyze the writing style</li> <li>Ensure the Delivery of Message</li> </ul>			
<b>During the practical assessment, candidate demonstrated the following:</b>		<b>Yes</b>	<b>No</b>	<b>Remarks</b>
1.	Identify any flaws in narration			
2.	Rewrite to develop a compelling narrative			
3.	Develop the write-up for reader interest			
4.	Adjust the tone of the write-up			
5.	Check the mood of the sentences and make necessary changes			
6.	Ensure that the message is communicated effectively			
7.	Edit the write-up to communicate the message in minimum words and maximum comprehension			
8.	Ensure the use of relevant vocabulary and jargons			
9.	Adjust the word count as per the space available			
<b>Competent</b> <input type="checkbox"/>		<b>Not Yet Competent</b> <input type="checkbox"/>		

## Knowledge Assessment

<b>Qualification</b>	Media Editor (Content Writing)
<b>Competency Standard</b>	Ensure Effective Communication
<b>Purpose of Assessment</b>	Formative Assessment
<b>Candidate Details</b>	Name: _____ Registration/Roll Number: _____ Candidate Signature: _____
<b>Assessment Outcome</b>	<b>COMPETENT</b> <input type="checkbox"/> <span style="margin-left: 100px;"><b>NOT YET COMPETENT</b> <input type="checkbox"/></span> Name of the Assessor: _____ Assessor's code: _____ Signature of the Assessor: _____

Candidate's response is not required to be identical, but similar concepts and/or keywords must be used. Oral questioning may be used to clarify candidate understanding of topic and its application.

Questions (Candidate confidently answered questions correctly and demonstrated understanding of the topics and their application)		Satisfactory	Not Satisfactory
1.	What is a compelling Story?		
2.	Name any two writing styles.		
3.	Name any two attributes that raise reader's interest in story.		

<b>Feedback to the Candidate</b>
<b>Candidate's Signature</b> _____ <b>Assessor's Signature</b> _____