



All qualifications and part qualifications registered on the National Qualifications Framework are public property. Thus the only payment that can be made for them is for service and reproduction. It is illegal to sell this material for profit. If the material is reproduced or quoted, the South African Qualifications Authority (SAQA) should be acknowledged as the source.

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY
REGISTERED UNIT STANDARD:**

Interview for a variety of journalistic purposes

| SAQA US ID | UNIT STANDARD TITLE | | | |
|-----------------------------------------------------------|--------------------------------------------------|---------------------------|----------------------------|----------------------|
| 110360 | Interview for a variety of journalistic purposes | | | |
| ORIGINATOR | | | | |
| SGB Journalism | | | | |
| PRIMARY OR DELEGATED QUALITY ASSURANCE FUNCTIONARY | | | | |
| - | | | | |
| FIELD | | | SUBFIELD | |
| Field 04 - Communication Studies and Language | | | Media Studies | |
| ABET BAND | UNIT STANDARD TYPE | PRE-2009 NQF LEVEL | NQF LEVEL | CREDITS |
| Undefined | Regular | Level 5 | Level TBA: Pre-2009 was L5 | 8 |
| REGISTRATION STATUS | | REGISTRATION START DATE | REGISTRATION END DATE | SAQA DECISION NUMBER |
| Reregistered | | 2018-07-01 | 2023-06-30 | SAQA 06120/18 |
| LAST DATE FOR ENROLMENT | | LAST DATE FOR ACHIEVEMENT | | |
| 2024-06-30 | | 2027-06-30 | | |

In all of the tables in this document, both the pre-2009 NQF Level and the NQF Level is shown. In the text (purpose statements, qualification rules, etc), any references to NQF Levels are to the pre-2009 levels unless specifically stated otherwise.

This unit standard does not replace any other unit standard and is not replaced by any other unit standard.

PURPOSE OF THE UNIT STANDARD

This unit standard will assist learners who work in journalism and are required to gather information through interviews.

People credited with this standard will be able to:

- Prepare to interview.
- Conduct an interview.
- Record and review an interview.

LEARNING ASSUMED TO BE IN PLACE AND RECOGNITION OF PRIOR LEARNING

It is assumed that learners accessing this unit Standard will be competent in:

- Listening, speaking, reading, writing at NQF Level 4 in the language of the medium for which they produce.
- Appropriate information retrieval skills.

UNIT STANDARD RANGE

Interviews are conducted with individuals for a variety of journalistic purposes in electronic, news or print media. Specific range statements are provided where necessary.

Specific Outcomes and Assessment Criteria:

SPECIFIC OUTCOME 1

Prepare to interview.

ASSESSMENT CRITERIA**ASSESSMENT CRITERION 1**

Story brief is discussed in terms of specific needs and appropriate features.

ASSESSMENT CRITERION RANGE

News values, ethical implication, time limitation, desired length and depth, focus, angle, style and use.

ASSESSMENT CRITERION 2

Interviewees selected are appropriate in terms of suitability.

ASSESSMENT CRITERION RANGE

Age, status, knowledge, expertise, gender, profile, reputation, availability, resources, proximity, and relevance to event or story.

ASSESSMENT CRITERION 3

Arrangements for the interview are made in a timely, appropriate and precise manner.

ASSESSMENT CRITERION RANGE

Telephone manner, approach, adequate time-frame, accurate recording of names, functions and addresses, time, venue and provision of relevant information to source.

ASSESSMENT CRITERION 4

Questions are identified before interviews and can be discussed in terms of the story brief and type of interview anticipated.

ASSESSMENT CRITERION 5

Resources for the interview are assembled timeously.

ASSESSMENT CRITERION RANGE

Transport arrangements, directions, notebook, writing implements, functional recording equipment, appropriate attire and necessary identification or permits.

SPECIFIC OUTCOME 2

Conduct an interview.

OUTCOME RANGE

One of each of these types must be assessed: face-to-face interview, telephone interview and written interview. Recording refers to note-taking and recording using electronic devices.

ASSESSMENT CRITERIA**ASSESSMENT CRITERION 1**

The interview process and behaviour towards sources respects the relevant journalistic conventions.

ASSESSMENT CRITERION RANGE

Dress and manner, on or off record, sensitivity to situation and cultural norms.

ASSESSMENT CRITERION 2

Questions have the potential to elicit information.

ASSESSMENT CRITERION 3

Questions are varied flexibly to take account of new information.

ASSESSMENT CRITERION RANGE

Questions include any combination of the following: open questions, closed questions and clarifying questions. Other aspects include paraphrasing statements, confronting statements, statements reflecting feelings, humour or summary.

ASSESSMENT CRITERION 4

Interview is completed within time and resource limits.

SPECIFIC OUTCOME 3

Record and critically review interview.

ASSESSMENT CRITERIA

ASSESSMENT CRITERION 1

The interview record is reviewed in terms of its strengths, weaknesses and its contribution to fulfilling the brief.

ASSESSMENT CRITERION 2

Direct quotes and significant information are quickly located.

ASSESSMENT CRITERION 3

Possible future contact between interviewer and interviewee is agreed to.

ASSESSMENT CRITERION 4

Interview is accurately, completely and coherently reflected in the record.

ASSESSMENT CRITERION 5

The record can be understood, is correctly labelled and retained in accordance with organisation`s requirements (Labelled means date, time, place, a distinction between own notes, interviewee response and notes and comments added at the time of the interview and added later).

ASSESSMENT CRITERION 6

Any information gaps, uncertainties and inconsistencies are resolved.

UNIT STANDARD ACCREDITATION AND MODERATION OPTIONS

Providers of learning towards this unit standard will need to meet the accreditation requirements of the appropriate ETQA.

Moderation Option:

The moderation requirements of appropriate ETQA must be met in order to award credit to learners for this unit standard.

UNIT STANDARD ESSENTIAL EMBEDDED KNOWLEDGE

Essential embedded knowledge will be assessed through assessment of the specific outcomes in terms of the stipulated assessment criteria. Learners are unlikely to achieve all the specific outcomes, to the level of the standards described in the assessment criteria, without knowledge of the listed embedded knowledge.

This means that for the most part, the possession or lack of the knowledge can be directly inferred from the quality of the learner`s performance. Where direct assessment of knowledge is required, assessment criteria have been included in the body of the unit standard

The following embedded knowledge is addressed in an integrated way in the unit standard:

- Interview techniques.
- Knowledge of news values of the organisation.
- Operating electronic recording equipment for recording purposes or shorthand system to record interviews in note form.
- Effective communication techniques including active listening, questioning and non-verbal communication.

UNIT STANDARD DEVELOPMENTAL OUTCOME

N/A

UNIT STANDARD LINKAGES

N/A

Critical Cross-field Outcomes (CCFO):

UNIT STANDARD CCFO IDENTIFYING

Identify and solve problems and make decisions using critical and creative thinking (by selecting interview subject).

UNIT STANDARD CCFO ORGANISING

Organise and manage themselves and their activities responsibly and effectively (by arranging interview and assembling resources).

UNIT STANDARD CCFO COLLECTING

Collect, analyse, organise and critically evaluate information (by listening to interviewee and varying questions) and to take account of new information.

UNIT STANDARD CCFO COMMUNICATING

Communicate effectively, using language skills in the mode of oral communication (to conduct the interview).

UNIT STANDARD ASSESSOR CRITERIA

Assessors should keep the following principles in mind when designing and conducting assessments against this unit standard:

1. Focus the assessment activities on gathering evidence in terms of the main outcome expressed in the title to ensure assessment is integrated rather than fragmented. Remember we want to declare the person competent in terms of the title. Where assessment at title level is unmanageable, then focus assessment around each specific outcome, or groups of specific outcomes.
2. Make sure evidence is gathered across the entire range, wherever it applies. Assessment activities should be as close to the real performance as possible, and where simulations or role-plays are used, there should be supporting evidence to show the learner is able to perform in the real situation.
3. Do not focus the assessment activities on each assessment criterion in isolation. Rather make sure the assessment activities focus on outcomes and are sufficient to enable evidence to be gathered around all the assessment criteria.
4. The assessment criteria provide the specifications against which assessment judgements should be made. In most cases, knowledge can be inferred from the quality of the performances, but in other cases, knowledge and understanding will have to be tested through questioning techniques. Where this is required, there will be assessment criteria to specify the standard required.
5. The task of the assessor is to gather sufficient evidence, of the prescribed type and quality, as specified in this unit standard, that the candidate can achieve the outcomes again and again and again. This means assessors will have to judge how many repeat performances are required before they believe the performance is reproducible.
6. All assessments should be conducted in line with the following well documented principles that assessment should be: appropriateness, fairness, manageability, integration into work or learning, validity, direct, authentic, sufficient, systematic, open and consistent.

REREGISTRATION HISTORY

As per the SAQA Board decision/s at that time, this unit standard was Reregistered in 2012; 2015.

UNIT STANDARD NOTES

N/A

QUALIFICATIONS UTILISING THIS UNIT STANDARD:

| | ID | QUALIFICATION TITLE | PRE-2009 NQF LEVEL | NQF LEVEL | STATUS | END DATE | PRIMARY OR DELEGATED QA FUNCTIONARY |
|------|-----------------------|----------------------------------------------------|--------------------|----------------------------|-----------------------------------------------|------------|-------------------------------------------|
| Core | 58978 | National Certificate: Journalism | Level 5 | Level TBA: Pre-2009 was L5 | Reregistered | 2023-06-30 | MICTS |
| Core | 49123 | National Certificate: Journalism | Level 5 | Level TBA: Pre-2009 was L5 | Passed the End Date - Status was "Registered" | 2007-10-18 | Was MICTS until Last Date for Achievement |
| Core | 50583 | National Certificate: Public Service Communication | Level 5 | Level TBA: Pre-2009 was L5 | Reregistered | 2023-06-30 | PSETA |
| Core | 62069 | National Certificate: Radio Production | Level 5 | Level TBA: Pre-2009 was L5 | Reregistered | 2023-06-30 | MICTS |
| Core | 73129 | National Diploma: Public | Level 5 | NQF Level | Reregistered | 2023- | SERVICES |

| | | | | | | | |
|----------|-----------------------|------------------------------------------------------|---------|----------------------------|-----------------------------------------------|------------|-------------------------------------------|
| | | Relations Practice | | 05 | | 06-30 | |
| Elective | 58394 | National Certificate: Film and Television Production | Level 5 | Level TBA: Pre-2009 was L5 | Reregistered | 2023-06-30 | MICTS |
| Elective | 49125 | National Certificate: Radio Production | Level 5 | Level TBA: Pre-2009 was L5 | Passed the End Date - Status was "Registered" | 2007-12-02 | Was MICTS until Last Date for Achievement |

PROVIDERS CURRENTLY ACCREDITED TO OFFER THIS UNIT STANDARD:

This information shows the current accreditations (i.e. those not past their accreditation end dates), and is the most complete record available to SAQA as of today. Some Primary or Delegated Quality Assurance Functionaries have a lag in their recording systems for provider accreditation, in turn leading to a lag in notifying SAQA of all the providers that they have accredited to offer qualifications and unit standards, as well as any extensions to accreditation end dates. The relevant Primary or Delegated Quality Assurance Functionary should be notified if a record appears to be missing from here.

1. Artshub Institute (Pty) Ltd
2. ATTI Nelspruit Pty Ltd
3. Big Fish School of Digital Filmmaking (Pty) Ltd
4. Davest Trading 36 Pty Ltd
5. Falcon Business Institute (Pty) Ltd
6. FILM Mentorship & Training
7. Footprint Media academy Pty ltd
8. Jeppe College of Commerce and Computer Studies
9. NEMISA
10. South African Film Institute

All qualifications and part qualifications registered on the National Qualifications Framework are public property. Thus the only payment that can be made for them is for service and reproduction. It is illegal to sell this material for profit. If the material is reproduced or quoted, the South African Qualifications Authority (SAQA) should be acknowledged as the source.