Model Curriculum

Anchor

SECTOR:	MEDIAANDENTERTAINMENT
SUB-SECTOR:	Print, Film, Television and Radio
OCCUPATION:	Journalism (News Anchoring and Public Speaking)
REF ID:	MES/Q 1908
NSQF LEVEL:	06
VERSION:	v1.0

Certificate

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Program Overview

Introduction

This curriculum is designed as per the guidelines of the National Skills Qualification Framework (NSQF) for Level 6. An **Anchor** is the face of a news channel, talk show, or entertainment program, delivering information with clarity, confidence, and credibility. Anchors play a crucial role in engaging audiences, moderating discussions, and presenting content across television, radio, and digital platforms, ensuring ethical, factual, and legally compliant journalism within the Media and Entertainment sector.

Job Description

An **Anchor** researches, scripts, and presents news or entertainment programs across various media. They interview guests, moderate discussions, and engage audiences through live or recorded broadcasts. Anchors must maintain neutrality, adhere to ethical standards, and effectively use teleprompters, microphones, and broadcasting technology while collaborating with production teams to ensure high-quality content delivery.

Attributes

An Anchor requires excellent communication, voice modulation, and presentation skills. Confidence, adaptability, critical thinking, and the ability to perform under pressure are essential. Strong ethical integrity, research skills, and teamwork enhance credibility. Technical proficiency in teleprompters, microphones, and media software ensures efficiency, while a passion for journalism drives audience engagement and trust.

Career Path

An Anchor **begins as a News Reporter, Radio Jockey, or Content Presenter, progressing to Senior Anchor or Show Host. With experience, they can advance to Executive Producer, News Editor, or Media Director roles. Career growth includes opportunities in national and international media, digital broadcasting, and independent journalism as industry credibility strengthens. Diploma in Panchkarma (Level: 05), Advanced Diploma in Panchkarma (Level: 06), B. Voc. Degree (Level: 07), Post Graduate Diploma in Panchkarma (Level: 08), M. Voc. Degree (Level: 09), and Research (Level: 10),**

Course Duration
Total Hours: 450 (**Theory**:175 hours   **Practical**: 275 hours   **Total** : 450 hours)

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Program Objectives:

- **Develop professional anchoring skills** for television and radio platforms, including news reading, live show hosting, and panel moderation.
- **Enhance public speaking abilities** to effectively communicate with clarity, confidence, and credibility in a media setting.
- **Foster journalistic ethics and integrity**, emphasizing unbiased reporting and responsible public discourse.
- **Train learners in voice modulation, body language, and on-camera presence** suitable for various media formats.
- **Build foundational knowledge of media production**, including scripting, teleprompter use, and studio operations.

Learning Outcomes:

- **Demonstrate proficiency in news reading and live anchoring** with appropriate voice control, diction, and presentation style.
- **Write and edit scripts** for news bulletins, interviews, and other anchoring formats.
- **Use Teleprompters and other studio equipment** confidently during live and recorded broadcasts.
- **Engage in public speaking activities** with improved confidence, articulation, and audience interaction.
- **Conduct interviews and moderate discussions** with professionalism and adherence to journalistic standards.
- **Apply ethical and legal principles** in news reporting and public communication.
- **Collaborate effectively with production teams**, understanding roles and workflows in a newsroom or studio environment.

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CURRICULUM/SYLLABUS

This program is aimed at training candidates for the job of a "Anchor", in the "Media and Entertainment"Sector/Industryandaimsatbuildingthefollowingkeycompetenciesamongstthe learner.

TrainingDeliveryPlan			
ProgramName:	Anchor		
Qualification Pack Name&Ref.ID	MES/Q1908		
VersionNo.	v1.0	**Version Update Date**	*To be obtained from NSQF after submission of the course.*
Minimum Qualification Pre-requisites to Training	12th Pass OR NSQF LEVEL;03 Certification in relevant Area Familiarity with communication and presentation skills MinimumAge:18Years		
TrainingOutcomes	**By the end of this program, the participants would haveachieved the following competencies:**		
	• **News Gathering and Reporting**: Ability to collect news of local significance and conduct field reporting to ensure accurate and timely dissemination of information. • **Interviewing Skills**: Proficiency in conducting interviews with individuals to gather diverse perspectives and insights, enhancing the depth of news coverage. • **Community Mapping**: Skill in mapping the community to identify key issues, stakeholders, and events that require coverage, ensuring comprehensive reporting. • **Content Creation and Presentation**: Capability to create engaging content and present it effectively across various media platforms, ensuring it resonates with the target audience. • **Adherence to Health and Safety Protocols**: Understanding and compliance with workplace health, safety, and security policies to maintain a safe working environment.		

Module Details

S.N.	NOS and Module Details	Theory (Hours)	Practical (Hours)	Total Duration (Hours)
1	Fundamentals of Anchoring	25	60	85
2	Content Creation and Script Writing	25	50	75
3	Specialized Reporting	30	40	70
4	Public Speaking and Presentation	30	40	70
5	Legal and Ethical Aspects	30	40	70
6	Technical Skills in Broadcasting	30	40	70
7	Workplace Safety and Professionalism	5	5	10
	Total	**175**	**275**	**450**

Credits	Total Notional Hours	Hours per Credit
15	**450**	**1 Credit = 30 hrs(NCrF)** **ABC Complaint**

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This course encompasses all National Occupational Standards (NOS) of "Anchor" Qualification Pack issued by "Media & Entertainment Skill Council".

S. No.	Module	Key Learning Outcomes	Equipment Required
1	**Fundamentals of Anchoring** **Theory Duration** (hh:mm) 25:00 **Practical Duration** (hh:mm) 60:00 **Corresponding NOS Code** **MES/N1916**	**Performance Criteria (PC)** • PC1: Understand the fundamentals of voice modulation, pronunciation, and fluency. • PC2: Develop confidence in public speaking and audience engagement. • PC3: Implement storytelling techniques for effective communication. **Knowledge & Understanding** **A. Organizational Context** • KA1: Understanding the roles and responsibilities of an anchor. • KA2: Ethical and professional standards in media and broadcasting. **B. Technical Skills** • KB1: Voice modulation techniques and speech clarity. • KB2: Audience analysis and engagement strategies. **C. Core Generic and Professional Skills** • KC1: Effective communication and interpersonal skills. • KC2: Handling pressure and performing live broadcasts.	• Cameras • Microphones • Teleprompter • Lighting (for on-air practice and panel moderation)
2	**Content Creation and Script Writing Production** **Theory Duration** (hh:mm) 25.00 **Practical Duration** (hh:mm) 50:00 **Corresponding NOS Code** MES/N1920	**Performance Criteria (PC)** • PC1: Develop skills in researching and structuring content. • PC2: Write engaging scripts for different types of programs. • PC3: Adapt scripts based on audience demographics and feedback. **Knowledge & Understanding** **A. Organizational Context** • KA1: Editorial policies and content guidelines in broadcasting. • KA2: Ethical considerations in content creation and journalism. **B. Technical Skills** • KB1: Structuring news reports, interviews, and talk shows.	• Cameras • Microphones • Teleprompter • Lighting (for on-air practice and panel moderation)

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		KB2: Using teleprompters and cue cards effectively. **C. Core Generic and Professional Skills** • KC1: Creativity and adaptability in writing for different formats. • KC2: Time management and meeting script deadline	
3	**Specialized Reporting** **TheoryDuration** (hh:mm) 30:00 **PracticalDuration** (hh:mm) 40:00 **CorrespondingNOS Code** MES/N1921	**Performance Criteria (PC)** • PC1: Conduct live reporting and interviews effectively. • PC2: Handle crisis reporting and sensitive news situations. • PC3: Deliver on-the-spot commentary with accuracy and confidence. **Knowledge & Understanding** **A. Organizational Context** • KA1: Legal frameworks governing news reporting and broadcasting. • KA2: Ethical considerations in investigative journalism. **B. Technical Skills** • KB1: Conducting field reporting and on-location coverage. • KB2: Using recording and broadcasting equipment. **C. Core Generic and Professional Skills** • KC1: Handling pressure in real-time reporting situations. • KC2: Ensuring accuracy and reliability in news reporting.	• Cameras • Microphones • Teleprompter Lighting (for on-air practice and panel moderation)
4	**Public Speaking and Presentation** **TheoryDuration** (hh:mm) 30:00 **PracticalDuration** (hh:mm) 40:00 **CorrespondingNOS Code** MES/N 1922	**Performance Criteria (PC)** • PC1: Master on-camera presence and body language. • PC2: Engage audiences through storytelling and improvisation. • PC3: Conduct seamless panel discussions and debates. **Knowledge & Understanding** **A. Organizational Context** • KA1: Media industry standards for presentation and engagement. • KA2: Audience psychology and effective communication techniques. **B. Technical Skills** • KB1: Camera-facing skills and posture management.	• Cameras • Microphones • Teleprompter • Lighting (for on-air practice and panel moderation)

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		KB2: Using hand gestures and non-verbal communication. **C. Core Generic and Professional Skills** • KC1: Confidence building and audience interaction. • KC2: Handling unscripted situations effectively.	
5	**Legal and Ethical Aspects** **Theory Duration** (hh:mm) 30:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES/N1921	**Performance Criteria (PC):** PC1: Ensure all broadcast content complies with relevant laws and regulations, avoiding defamation, libel, and infringement of intellectual property rights. PC2: Maintain impartiality and objectivity in presenting news stories, avoiding personal biases and conflicts of interest. PC3: Protect the identity of confidential sources and handle sensitive information responsibly to maintain trust and credibility. •**PC4:** Understand and apply Indian regulatory frameworks for news and broadcast journalism, including statutory and self-regulatory guidelines. •**PC5:** Follow newsroom SOPs for fact-checking, content accuracy, and on-air corrections. •**PC6:** Ensure compliance with Press Council of India norms, Programme & Advertising Codes (Cable TV), IT Rules 2021, and NBDSA guidelines. **Knowledge & Understanding (KU):** **A: Organizational Contexts:** • KA1: Understand the organization's code of conduct and ethical guidelines governing journalistic practices. • KA2: Familiarize with internal processes for legal review and approval of content to ensure adherence to legal standards.	Laptop, projector, PCI/NBDSA guidelines booklet (for legal & ethical sessions)

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		•**KA3:** Awareness of newsroom SOPs for breaking news, factual accuracy, and handling public complaints. •**KA4:** Importance of editorial responsibility in correcting errors and preventing fake news dissemination. **B: Technical Contexts:** • KB1:Knowledge of laws related to broadcasting, including defamation, privacy, and copyright regulations. • KB2:Awareness of national and international regulatory authorities overseeing media practices and their guidelines. •**KB3:** Overview of Press Council of India norms governing journalistic conduct and ethical reporting standards. •**KB4:** Knowledge of Programme and Advertising Codes under the Cable TV Networks (Regulation) Act. •**KB5:** Key provisions from IT Rules 2021 (Intermediary & Digital Media Ethics Code) relevant to digital news publishers. •**KB6:** Understanding of NBDSA guidelines for broadcast content. •**KB7:** Legal principles around defamation, privacy, and public interest in journalistic contexts. **C: Core Generic and Professional Skills:** • KC1: Ability to assess the ethical implications of news stories and make informed decisions accordingly. • KC2: Proficient in articulating legal and ethical considerations to team members and stakeholders effectively.	

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		•**KC3:** Ability to assess legal risks in reporting and consult relevant codes or legal counsel when needed. •**KC4:** Maintain transparency and accountability through responsible error handling and on-air corrections.	
6	**Technical Skills in Broadcasting** **Theory Duration (**hh:mm) 30:00 **Practical Duration** (hh:mm) 40:00 **Corresponding NOS Code** MES/N1921	**Performance Criteria (PC):** • PC1: Demonstrate proficiency in operating broadcasting equipment, including cameras, microphones, and teleprompters. PC2: Effectively conduct live broadcasts, managing time constraints and unforeseen challenges while maintaining composure. • PC3: Utilize editing software to refine audio and visual elements, ensuring high-quality production standards. **Knowledge & Understanding (KU):** **A: Organizational Contexts:** • KA1:the organization's technical standards and protocols for broadcasting operations. • KA2:Familiarize with contingency plans and procedures to address technical failures during broadcasts. **B: Technical Contexts:** • KB2:Knowledge of the latest broadcasting technologies and tools used in the industry. • KB2: Understanding of signal flow, transmission processes, andtroubleshooting common technical issues. **C: Core Generic and Professional Skills:** • KC1:Ensure accuracy in technical setups and content delivery to maintain broadcast quality. • KC2:Ability to quickly identify and resolve technical issues that may arise during broadcasting.	• Audio/video editing software, cameras, microphones (technical skills)

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| 7 | Workplace Safety and Professionalism

Theory Duration (hh:mm)
 10:00

Practical Duration (hh:mm)
10:00

Corresponding NOS Code
MES/ N1921 | **Performance Criteria (PC)**
- PC1: Follow workplace health and safety standards in studios.
- PC2: Understand cyber safety and online content regulations.
- PC3: Maintain professional conduct in anchoring roles.
Knowledge & Understanding
A. Organizational Context
- KA1: Workplace ethics in broadcasting and media.
- KA2: Handling emergency situations in a studio environment.
B. Technical Skills
- KB1: Ensuring equipment safety and technical preparedness.
- KB2: Understanding emergency broadcasting protocols.
C. Core Generic and Professional Skills
- KC1: Teamwork and collaboration in a production environment.
- KC2: Crisis management and decision-making under pressure. | • Fire extinguisher, first-aid kit, ergonomics chart, studio safety posters (workplace safety) |
| | **TotalDuration**
450:00

TheoryDuration
175:00

PracticalDuration
275:00 | **UniqueEquipmentRequired:**
Laptop,PowerPoint&whiteboard,marker,projector, ,electricitytester,safetyand ergonomicschart,FireExtinguisher,First-AidKit | |

GrandTotalCourseDuration:**450Hours**

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Infrastructure / Studio Equipment Matrix
 Infrastructure Requirements (Minimal Studio Kit):
- Teleprompter with software
- IFB/communication system
- Two-camera setup with switcher or mimic
- Lavalier + boom microphones
- Basic three-point lighting kit
- Green-room with mic discipline posters

Module ⇄ Equipment Mapping:
- Anchoring practice → Teleprompter, IFB, camera, lavalier mic
- Panel moderation → Multi-mic setup, switcher
- Breaking news simulation → IFB, teleprompter, live toss setup
- Commentary & analysis → Camera, mic, teleprompter
- Legal/ethical compliance → Studio signage, SOP manuals

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Trainer Requirement and Certification

Trainer Requirements:
- Minimum qualification: Bachelor's degree in Journalism, Mass Communication, or related fields
- Minimum experience: 3-5 years of experience in broadcasting or public speaking
- Additional certification: NSQF-certified trainer preferred
- Mandatory MESC Training of Trainers (ToT) certification.
- Minimum 16 hours of annual Continuing Professional Development (CPD), covering areas such as OTT news formats, verification tools, voice training, and digital ethics.

Additional Trainer/Assessor Standards:
- Trainers must hold MESC ToT/Trainer certification (not just "preferred").
- Trainers and assessors should engage in annual Continuous Professional Development (CPD) of ≥ 16 hours, covering topics such as OTT news formats, verification tools, and voice clinics.
- Assessors' practical evaluations should follow MESC AA SOP and video-evidence norms to ensure consistency and credibility.

Trainer Certification:
- Must be a certified trainer under NSQF guidelines
- Should have prior experience in media, journalism, or event hosting

Assessor Requirements and Certification

Assessor Requirements:
- Minimum qualification: Bachelor's degree in Journalism, Media, or related fields
- Minimum experience: 5+ years of relevant work experience
- Additional certification: Certified assessor for NSQF qualifications
- Certified as per MESC Assessor Accreditation SOP.
- Assessment must include video evidence aligned with prescribed artefacts, following MESC guidelines.

Assessor Certification:
- Should be a certified assessor under NSQF guidelines
- Must have practical experience in anchoring, scriptwriting, and news broadcasting

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TrainerPrerequisitesforJobrole:"Anchor"mappedtoQualification Pack: "MES/Q 1908, v1.0"

Sr.No.	Area	Details
1.	**Anchor Description**	An **Anchor** delivers news, moderates discussions, and presents programs across television, radio, and digital media. Responsibilities include researching topics, interviewing guests, scripting, voice modulation, and engaging audiences. Anchors ensure content aligns with journalistic ethics, legal guidelines, and broadcasting standards, maintaining credibility while adapting to live and pre-recorded formats in dynamic environments.
2.	**PersonalAttributes**	An **Anchor** requires confidence, strong communication skills, and on-camera presence. Must possess critical thinking, adaptability, voice control, and ability to handle pressure. Attention to detail, ethical integrity, and teamwork are crucial. Technical awareness of teleprompters, microphones, and broadcast software enhances efficiency. Passion for journalism and storytelling ensures audience engagement and credibility.
3.	**MinimumEducational Qualifications & Pre-requisites**	12th Pass OR NSQF LEVEL;03 Certification in relevant Area Familiarity with communication and presentation skills MinimumAge:18Years
4.	**DomainCertification**	Certified for Job Role: "Anchor" mapped to QP: "MES/Q1908", version 1.0. Minimum accepted score as per SSC guidelines is 70%.
5.	**PlatformCertification**	RecommendedthattheTraineriscertifiedfortheJobRole: "Trainer", mapped to the Qualification Pack: "SSC/Q1908" with scoring of minimum 70%.
6.	**Experience**	3yearsAnchor

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Note on Employability Skills (Optional):

A standard 60-hour Employability Skills block (as per DGT/NCVET template) may be integrated to enhance portability across school/ITI pipelines.

This block is not QP-critical but is recommended to strengthen communication, teamwork, digital fluency, and career-readiness.

Assessment criteria

Job Role: Anchor
Qualification Pack: MES/Q 1908
Sector Skill Council: Media and Entertainment

Assessment Weightage

S.N.	NOS	Theory Marks	Practical Marks	Viva Marks	Total Marks	Weightage
1	MES/N1916 Fundamentals of Anchoring	25	40	15	80	25%
2	MES/N1920 Content Creation and Script Writing	20	30	10	60	20%
3	MES/N1921 Specialized Reporting	15	25	10	50	15%
4	MES/N1922 Public Speaking and Presentation	15	25	10	50	15%
5	Legal and Ethical Aspects	10	20	05	35	10%
6	Technical Skills in Broadcasting	10	20	05	35	10%
7	Workplace Safety and Professionalism	05	10	05	20	05%
	Total	**100**	**170**	**60**	**330**	**100%**

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Guidelines for Assessment:
1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC.
2. The assessment for the theory & Practical part will be based on knowledge bank of questions created by the AA and approved by SSC.
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on these criteria.
5. To pass the Qualification Pack, every trainee should score a minimum of 70% cumulatively (Theory and Practical).
6. On-Air Operations Pack (Assessment Evidence) For practical assessments, the following anchoring artefacts must be captured as video evidence and mapped to relevant PCs from N1916, N1920, N1921, and N1922: (i) Two contrasting on-air reads (hard news and soft news) (ii) Breaking-news cut-in with live toss to reporter (iii) Panel moderation clip (iv) Commentary segment (v) Teleprompter + ad-lib mix (vi) Self-introduction and sign-off — including slating, eyeline, timing, and IFB discipline

- "Summative assessments and certification shall be conducted by MESC (NCVET-recognized AB) via NCVET-recognized AAs. Practical assessments will be 100% video-recorded with clear audio as per MESC requirements."

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Annexure:

Glossary of Terms for Anchor Job Roles

A. General Journalism & Broadcasting Terms

- **Anchor** – A presenter responsible for delivering news, moderating discussions, or hosting shows on television, radio, or digital platforms.
- **Broadcasting** – The transmission of audio and video content to a dispersed audience via radio, television, or digital platforms.
- **News Bulletin** – A short summary of the latest news, often broadcasted at regular intervals.
- **Editorial Policy** – The set of guidelines that govern the content and presentation of news by a media organization.
- **Voice Modulation** – The variation in pitch, tone, and speed of speech used by an anchor to enhance delivery and audience engagement.
- **Teleprompter** – A device that displays a script for the anchor to read while looking directly at the camera.
- **Live Broadcasting** – The real-time transmission of a program or event without pre-recording or post-production editing.
- **Off-air** – Content or actions taking place when the camera or microphone is not actively recording or transmitting.
- **On-air** – The moment when an anchor is actively broadcasting live or pre-recorded content.
- **Breaking News** – Urgent and significant news reports that require immediate broadcast.

B. Technical & Production Terms

- **Chroma Key (Green Screen)** – A special effects technique that allows the background to be digitally replaced in video production.
- **Cue** – A signal given to the anchor (via earpiece, hand signal, or prompter) to start or stop speaking.
- **Sound Bite** – A short clip of an interview or speech used in a news segment.
- **Camera Angle** – The perspective from which a camera captures a scene, influencing visual storytelling.
- **Cutaway Shot** – A secondary shot used in editing to add context or smooth transitions in a broadcast.
- **Boom Microphone** – A directional microphone mounted on a long pole used to capture high-quality audio.
- **Frame Rate** – The number of frames per second (fps) in a video broadcast, affecting motion smoothness.
- **Lighting Setup** – The arrangement of lights in a studio or outdoor setting to enhance video quality.
- **Autocue Operator** – A person responsible for controlling the teleprompter text flow during a broadcast.
- **Audio Mixing** – The process of balancing and adjusting sound levels in a broadcast.

C. Legal & Ethical Terms

- **Media Ethics** – Principles guiding fair, unbiased, and responsible reporting in journalism.
- **Defamation** – False communication that harms an individual's reputation, including libel (written) and slander (spoken).
- **Copyright Infringement** – Unauthorized use of copyrighted material in broadcasts.
- **Fair Use** – Legal doctrine allowing limited use of copyrighted material without permission under specific conditions.
- **Code of Conduct** – A set of ethical and professional standards followed by media professionals.
- **RTI (Right to Information)** – A law that allows citizens to access information held by public authorities.
- **Press Council of India (PCI)** – A statutory body governing journalistic conduct in India.
- **Censorship** – The suppression or regulation of content deemed inappropriate by authorities or organizations.
- **Privacy Laws** – Regulations protecting individuals from unauthorized disclosure of personal information.
- **Broadcasting Standards** – Rules and guidelines set by authorities like the Ministry of Information & Broadcasting and TRAI for media operations.

D. Reporting & Interviewing Terms

- **Investigative Journalism** – In-depth reporting to uncover facts, corruption, or hidden stories.
- **Panel Discussion** – A format where multiple guests discuss a topic with an anchor moderating.
- **Exclusive Interview** – An interview given to only one media outlet.
- **Press Conference** – A formal event where journalists gather to receive statements from public figures.
- **Soundproof Booth** – An enclosed space used for high-quality audio recording without background noise.
- **Fact-checking** – The process of verifying information before broadcasting.
- **Media Bias** – The perceived or real partiality in news reporting.
- **News Desk** – The editorial department responsible for selecting, verifying, and preparing news for broadcast.
- **Vox Pop (Voice of the People)** – Short interviews with the general public to capture opinions on a topic.
- **Hard News vs. Soft News** – Hard news covers serious topics like politics and crime, while soft news focuses on entertainment, lifestyle, and human interest stories.

E. Core Generic & Professional Skills

- **Public Speaking** – The ability to address an audience confidently and effectively.
- **Critical Thinking** – The ability to analyze information, evaluate arguments, and make informed decisions.
- **Multitasking** – The skill of handling multiple responsibilities simultaneously during a broadcast.
- **Time Management** – Managing time effectively to meet live broadcast deadlines.

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- **Script Writing** – The process of creating structured content for a broadcast.
- **Non-Verbal Communication** – Using body language, facial expressions, and gestures to enhance presentation skills.
- **Team Coordination** – The ability to collaborate with producers, directors, and technical teams in a broadcast setting.
- **Crisis Management** – Handling unexpected situations such as technical failures or breaking news during live shows.
- **Improvisation** – The ability to adapt and think quickly when unexpected changes occur in a live broadcast.
- **Social Media Integration** – Utilizing digital platforms to enhance audience engagement and interaction.

Anchor