

No. 31

16 January 2004



Established in terms of Act 58 of 1995

SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for

Government Communication and Information Systems

Registered by NSB 04, Communication Studies and Language, publishes the following unit standards for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the unit standards. The unit standards can be accessed via the SAQA web-site at www.saqqa.org.za. Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, Hatfield Forum West, 1067 Arcadia Street, Hatfield, Pretoria.

Comment on the unit standards should reach SAQA at the address ***below and no later than 16 February 2004***. All correspondence should be marked **Standards Setting – SGB for Government Communication and Information Systems** and addressed to

The Director: Standards Setting and Development
SAQA

Attention: Mr. D Mphuthing

Postnet Suite 248

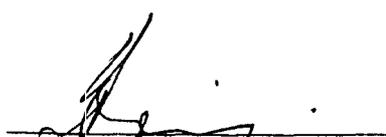
Private Bag X06

Waterkloof

0145

or faxed to 012 – 431-5144

e-mail: mmphuthing@saqa.co.za



DUGMORE MPHUTHING

ACTING DIRECTOR: STANDARDS SETTING AND DEVELOPMENT



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

1

Manage interactive communication between public and government

SAQA US ID	UNIT STANDARD TITLE		
114493	Manage interactive communication between public and government		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Government Communication and Information Stms	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Communication Studies and Language	Communication Studies		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
COM-CMS-0-SGB GCIS	Regular	Level 6	7

Specific Outcomes:

SPECIFIC OUTCOME 1

Manage the accessing of information from the public.

SPECIFIC OUTCOME 2

Manage information sharing and report-back to public.

SPECIFIC OUTCOME 3

Manage information flow to and from decision-makers.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

2

Implement government communication campaign activities

SAQA US ID	UNIT STANDARD TITLE		
114490	Implement government communication campaign activities		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Government Communication and Information Stms	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Communication Studies and Language	Communication Studies		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
COM-CMS-0-SGB GCIS	Regular	Level 5	5

Specific Outcomes:

SPECIFIC OUTCOME 1

Prepare to implement campaign activities.

SPECIFIC OUTCOME 2

Implement campaign activities.

SPECIFIC OUTCOME 3

Review and report on implementation of campaign activities.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

3

Develop, maintain and monitor media relations to communicate government information

SAQA US ID	UNIT STANDARD TITLE		
114481	Develop, maintain and monitor media relations to communicate government information		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Government Communication and Information Stms	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Communication Studies and Language	Communication Studies		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
COM-CMS-0-SGB GCIS	Regular	Level 5	5

Specific Outcomes:

SPECIFIC OUTCOME 1

Profile the media.

SPECIFIC OUTCOME 2

Develop and maintain media relationships.

SPECIFIC OUTCOME 3

Monitor media relationships.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

4

Develop and maintain community relations to communicate government information

SAQA US ID	UNIT STANDARD TITLE		
114477	Develop and maintain community relations to communicate government information		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Government Communication and Information Stms	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Communication Studies and Language	Communication Studies		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
COM-CMS-0-SGB GCIS	Regular	Level 5	6

Specific Outcomes:

SPECIFIC OUTCOME 1

Profile communities.

SPECIFIC OUTCOME 2

Develop and maintain community relationships.

SPECIFIC OUTCOME 3

Monitor community-government relationships.



SOUTH AFRICAN QUALIFICATIONS AUTHORITY

UNIT STANDARD:

5

Coordinate government communication activities

SAQA US ID	UNIT STANDARD TITLE		
114488	Coordinate government communication activities		
SGB NAME	ABET BAND	PROVIDER NAME	
SGB Government Communication and Information Stms	Undefined		
FIELD DESCRIPTION	SUBFIELD DESCRIPTION		
Communication Studies and Language	Communication Studies		
UNIT STANDARD CODE	UNIT STANDARD TYPE	NQF LEVEL	CREDITS
COM-CMS-0-SGB GCIS	Regular	Level 5	6

Specific Outcomes:

SPECIFIC OUTCOME 1

Prepare for coordination of activities.

SPECIFIC OUTCOME 2

Coordinate activities.

SPECIFIC OUTCOME 3

Review and report on the activities.