UNIT 13: TV NEWS PRESENTATION

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13.1 LEARNING OBJECTIVES

After going through this unit you will be able to:

- explain the principles of presentation of news
- describe the working conditions and responsibilities of news anchor
- discuss about voice culture, pronunciation and articulation
- elucidate about the principles of effective Interviewing.

13.2 INTRODUCTION

In the previous units we have discussed about the production of television news. Now, in this unit we will discuss about the presentation of television news.

News presentation is one of the most essential elements of television news production and also the most glamorous. There can be no existence of

television news without it being presented. No matter how hard one works to bring out a good news story or a good news bulletin, if the presentation is not good, everything else is a complete waste. This unit attempts to explain the different aspects and issue related to news presentation. It also discusses the responsibilities of a news presenter and how to mould oneself into the role of a good news presenter.

So, let us begin the unit by looking into what is news presentation and how news reading differs from news anchoring.

13.3 NEWS PRESENTATION (READING VS. ANCHORING)

In the cut throat competitive world of media and journalism where hundreds of channels are fighting for eyeballs, one secret to success is good presentation. Anchoring in the early days of television was confined to only entertainment programmes. However, with the coming of the 24 hour news channels, effective anchoring becomes crucial. Though most people believe that news reading and anchoring are the same, there is a huge degree of difference between the two as far as the responsibilities are concerned. News reading and anchoring are two different ball games altogether.

You must have seen different kinds of news bulletins on television. Different channels experiment with various style formats of news presentation. While channels like Doordarshan mostly have news readers who read out the news, satellite channels like NDTV and Aaj Tak usually use news anchors to present their news. These days, even formal news channels like Doordarshan prefer to have news anchors than news readers. In the early days of Doordarshan, when news used to be broadcast at fixed hours of the day, we had popular news readers like Salma Sultana and Meenu. These news readers used to simply read out the news from a screen held in front of them, making sure they looked good and confident on camera. Of course, their diction and voice quality was very importance. With the advancement of technology, hand held rolls of paper and screen came to be replaced by the teleprompter. The teleprompter is used in all news channels today.

However, the emerging trend in television journalism to go live has forced news channels to replace news readers with news anchors. News anchors,

like news readers are responsible for presenting news but their job entails much more than simply 'reading' out the news. They are extremely experienced people who can provide journalistic insight into different issues as and when required. In live coverage of news, or when there is a breaking news story, there is no time to prepare a script to read out from. In such situations, news anchors have to 'fill in' the time by providing useful background information by the time detailed information about the incident is available at the news room. These news anchors also have to coordinate with their reporters when there is a live coverage of any event. They have to face the challenge of putting in relevant and intelligent questions to guests outside the studio through phone-in conversations or video conferencing. Normally, **prime time** news anchors in a channel are the senior most people working there. Rajdeep Sardesai of CNN-IBN, Arnab Goswami of TimesNow apart from being the editors-in-chief of their respective channels are also high profile news anchors.



Prime Time: Television viewing time attracting the most viewers and is generally where television networks and local stations reap much of their advertising revenues. Currently prime time is considered between the hours of 8:00 to 11:00 P.M., six nights a week. On Sunday, however, prime time starts an hour earlier at 7:00

Performance abilities are as important for a news anchor as journalistic knowledge. News directors normally look for anchors who are physically appealing, have pleasing voices, are skilled in interpreting copy, can work well with a prompting device and can **ad lib** intelligently and smoothly. In addition to on-camera performance, nearly all successful news anchors have a background in field reporting.



Ad lib: Unrehearsed, spontaneous act of speaking, performing or otherwise improvising on-camera activity without preparation.

Be it news reading or news anchoring, presentation skills are very essential. Without good presentation skills, one cannot expect to convey any information effectively to the viewers. Immense knowledge and information will be meaningless if they are not packaged in a compelling manner through good presentation. Good presentation in television news is the art of never appearing a bore, of knowing how to say everything interestingly, to entertain with no matter what, to be charming with nothing at all. Thus, good presentation is best achieved through simple planning and control

Here are some suggestions which will help you develop your presentation skills and help prevent you from making common mistakes in presentation.

Do's and Don'ts for Presentation:

Do's:

- Be yourself. Be natural.
- Maintain your composure at all times.
- Seat yourself comfortably.
- Check your appearance on the TV monitor beforehand, if possible.
- Adjust and test any equipment before the program begins.
- If you are speaking into a microphone, maintain a distance of at least six inches.
- Assume that you will be on the air for each and every second of the program. (Don't make a gesture or say something you don't want broadcast.)
- Assume that anything you say to the reporter could be brought into the interview, even if it's a casual remark made during a pre-taping chat.
- Keep the real, at-home audience in mind. Direct your remarks to them.
- Speak only as a representative for your organization and not from a personal viewpoint.
- When conducting an interview, try to limit your questions to about three sentences.
- Finish answering each question completely in the order in which they were asked.

Don'ts

- Don't look at the monitor during the interview.
- Don't use any high-tech language or industry jargon. Speak in lay terms.
- Avoid saying anything you may regret.
- Don't get into an argument. Never become defensive or angry.
- Don't speak for someone who isn't present.
- Don't let any misleading statements trap you. Make your disagreement or uncertainty known immediately.



LET US KNOW

Looking Your Best on Television

There are a few guidelines that will help you put your best foot forward and ensure that the viewing audience focuses on your message and not on your pocket scarf.

Clothing - What should I wear?

- Bright, solid colors look best on camera. Choose rich colors such as a royal or deep navy blue, deep purple, chestnut brown or maroon.
- Choose smart, tailored, business-like attire like suits, dresses and pantsuits. Be a professional.
- Avoid red, white, ivory and light pastel colors in dresses, jackets and suits. These colors, however, are fine for blouses (under a jacket), ties and scarves.
- Avoid small, busy patterns, such as small plaids, tiny checks, mini-stripes and paisley patterns.
- Don't wear any shiny fabrics.
- Don't wear overpowering scarves or ties.
- Avoid wearing large amounts or large dangling pieces of shiny jewelry, including necklaces, earrings and pins. Choose dull finished jewelry or pearls instead.

Hair and Make-up Tips

- If offered the services of a make-up professional at a studio, take them up on it. Professionals understand how to make any skin type look good through a camera's eye.
- Wear your makeup as you normally would for every day. Avoid overdoing it.
- Brush on some loose powder to help eliminate shine.
- Choose a long-wearing matte lipstick.
- Even if you normally don't wear make up, powder and lipstick will help you avoid looking "washed out" by the bright lights.
- Consider a hairstyle that emphasizes your face and doesn't hide it.



CHECK YOUR PRGRESS

Q. 1. What is the difference between a news reader and a news anchor?

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Q. 2. What is the minimum distance to be maintained while speaking into a microphone?

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Q. 3. Mention at least 5 things which are to be avoided to ensure good news presentataion.

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13.4 NEWS ANCHOR – WORKING CONDITIONS AND RESPONSIBILITIES

Working conditions for a news anchor vary from station to station, but at a typical medium-market or large-market television station, a news anchor's job may involve;

- Writing 25-50 per cent of the copy read on the air
- Covering some stories in the field
- Preparing occasional feature reports
- Working with a co-anchor as well as sports and weather reporters
- Preparing and delivering one or two newscast daily five days a week
- Meeting daily with newsroom management to discuss and help decide on the stories to be covered and the order in which they will be presented to viewers

Let us have a general understanding of what kind of working conditions in which an anchor has to work and what responsibilities he/ she has to shoulder.

As an anchor, you will work with materials from a variety of sources: field reports, stories written by news-writers, taped reports from a parent network or a cooperating station in a nearby market, and reports from wire services. Final decisions on the content of newscast rest with the news director (or the news producer), but you will be involved in nearly every step in preparing for a broadcast. You will check with reporters as they leave on assignments and as they return; you will scan wire reports and newspapers; you will discuss at regular intervals with your producers; and you will view taped reports, both to determine their usability and to write **lead-ins** for those chosen.



Lead-in: Anchor's introduction to a programme (here TV news story).
Tease: A tease comes just before a commercial break and is designed to hold viewer interest by announcing the coming a news story to be delivered after the break. This is done to hook the audience back to the programme after the commercial break.
Script: Text specifying content of a production or performance, used as a guide.

Preparation and performance demand that you know the technological possibilities and demands of your medium and that you write well and rapidly, can cope with confusion and last-minute changes, work well with all members of the production staff, and possess your own performance style. You will write lead-ins for packages, voice-over narration, and straight news stories that have no accompanying video and you will make note for **teases**.

In writing your share of the news script you will begin with the standard opening used by your station on all newscasts, for example, "These are the top stories this hour." The opening is followed by headlines of the major stories of the day.

When you go on-the-air for a 30 or 60 minute newscast, you will have a complete **script**, but you can expect it to be revised during the broadcast. Many a times **runners** will bring you a new copy. The director or producer will give you instructions to **toss** to a reporter in the field or in the news room over an **IFB** (Interruptible Foldback). You will also receive instructions passed to you by the floor manager during commercial breaks, reports from the field or taped stories. Therefore you need to be prepared for such situations.

Skill in **sight-reading** is extremely important. You won't be able to study stories written and delivered after the start of the newscast. You may have



Runners: Runners are the most junior members of a television crew. They are responsible for fetching and carrying about things as directed.
Toss: A brief introduction to the weather or sports reporter or other member of the news team, mostly to be found in commercial news channels. You toss the programme to someone else by turning to that person and making a smooth and quick transition to the next segment.
IFB: A special intercom circuitthrough which the producer/ director can communicate with the news anchors, while on air.
Sight reading: Reading something at first sight, something which a person has not read or rehearsed before.

a chance to skim the new copy for names of people, places or things that you may have trouble pronouncing, but there is no guarantee that anyone in the studio or control-room will be able to help you with the pronunciation. For this reason, you should establish an understanding with the news writers, assignments editors, and associate producers that unusual words or names will be phoeneticised on the copy that goes to you and the teleprompter. As an example your script may read:

THE EAST AFRICAN NATION OF DJIBOUTI (JEE-BOO'-TEE) HAS BEEN HIT BY A SEVERE DROUGHT.



CHECK YOUR PROGRESS B

Q.4. What are the different responsibilities involved in the job of a news anchor?

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Q.5. What are the different sources from which the news anchor gets the necessary materials to write the news scripts?

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Q.6. Define the following:

a. Tease

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b. Toss

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c. Sight reading

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Q.7. ..... is an anchor's introduction to a programme

Q. 8. Who is a runner?

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ACTIVITY 13.1

1. Visit a local television station and talk to the news anchors/news readers there for information on their working conditions, the challenges they face everyday at work and how they cope with these problems.
2. Intern at the local cable channel as a news anchor/ reader and gather experience.

13.5 VOICE CULTURE, PRONUNCIATION AND ARTICULATION

13.5.1 Pronunciation and articulation

As an announcer, you face unique and challenging problems in pronunciation. In reading news, commercial and classical music copy, you'll frequently encounter words of foreign origin, and you'll be expected to read them fluently and correctly. As a newscaster, you'll be expected not only to pronounce foreign words and names with accuracy and authority, but also to know when and how to pronounce them in the original manner. Now this needs tremendous hard work and training.

There is no short cut to attain a disciplined quality voice, but exercise and practice will help in the long run. But one should remember that only achieving correct articulation of sound will not help but clarity of production and their subsequent intelligibility to the listener is also important. Articulation problems arise due to extremely fast delivery of words or from improper placement or faulty use of the articulators (the jaw, the tongue, and the lips). Another most important aspect in voice training is pronunciation.

Pronunciation means articulating sounds accurately, observing appropriate word stress, pausing at the right places in connected speech. Pronunciation also requires following the required stress and intonation patterns. It is important to use inflection (altering of the pitch or tone of the voice) to stress words that are important to the meaning of the sentence. It is expected that broadcasters have polished pronunciations therefore they should make a

habit to check the dictionary whenever they are in any doubt. Again another important factor is that we should strive towards sensitizing our ears to assess how we sound to others. Listening to others helps influence our own pronunciation.

BEATING THE PROBLEMS OF MISPRONOUNCIATION

Stuart W.Hyde, in his book Television and Radio Announcing explains the causes of mispronunciation and how they can be overcome.

1. ***Sloppy or Incorrect Articulation*:** If you say AIR for *error* or WIH-UM for *William,* you're mispronouncing because of laziness in the use of your articulators. Say the words *air* and *error* aloud. Note that *air* can be sounded by a simple closing of the mouth and a drawing back of the tongue; *error* however, requires more effort – two distinct movements of the lips and two movements of the tongue. If you are guilty of sloppy articulation, you should work extensively with the practice exercises on voice quality and articulation.

2. ***Physical Impairment:*** Missing teeth, a fissure in the upper lip, a cleft palate, nasal blockage, or any degree of facial paralysis may make it impossible for a speaker to pronounce words clearly. If you have a correctable physical impairment that interferes with effective speech, such as missing teeth, you should consult an appropriate consultant.

3. ***Misreading:*** Mispronunciation may result from a simple mistake, such as reading *amendable* for *amenable, outrage* for *outage, mediation* for *meditation,* or *through* for *though.* If you're a consistent misreader of words, you may have a learning impairment such as dyslexia and related challenges or a problem with your vision; either condition calls for consultation with a specialist.

4. ***Affectation:*** This problem is related to mixing up of different accents in pronouncing a word. For example, some Americans who employ Standard American for nearly all their speech pick up a Briticism here and there, and this practice can be jarring to the listener. Therefore acquire understanding of differences between varying accents of the same language. If you are using completely Indian English, then don't use American accented words in between.

5. **Unfamiliarity with Correct Pronunciation:** Most of us have a reading vocabulary that's far more extensive than our speaking

vocabulary. From time to time, we err when we attempt to use a word known to us only through our eyes. The word coup (pronounced KOO), for example, might be pronounced KOOP by one who knew it only from the printed page. People who have grown up in homes where English was poorly pronounced, or who have learned English as a second language, sometimes must overcome a limited speaking vocabulary and unfamiliarity with correct pronunciation by making a systematic effort to become somewhat of a linguist.

13.5.2 VOICE CULTURE

> *Words strain, crack and sometimes break under the burden Under the tension slip, slide, perishDecay with imprecision, (will) not stay in placeWill not stay still, Shrieking voicesScolding, mocking, or merely chatteringAlways assail them.* T. S. Eliot

The process of bringing the voice under control is known as voice culture, which involves traditional and scientific methods to improve the quality of voice. We must remember that our voice should come alive at the onset of any presentation so as to inspire our listeners; to hook their attention. In the business of broadcast journalism, we are not just knowledge-sharers but also show persons. Our purpose is to entertain too.

The whole concept of imparting voice training is to help people speak without straining and faltering. Training enables them to get rid of mental and physical strain that they may experience before a formal presentation. Additionally it will also help them to identify any disorders in their voice and speech which might hinder listeners.

In broadcast media the affect of the voice of the announcer is immediate and over-powering. Therefore no amount command over language or good on-air presence can compensate for good voice and presentation skill. It is said that voice bears the reflection of one's personality. Therefore we should try to strive for a better and mature voice quality which would sound appealing to the listeners.

Many well known names of the broadcast world believe that broadcasters can maintain a good broadcast voice through 'hours of practice' and 'a lifetime of respect'.

Here are a few tips for effective voice culture:

1. Follow a daily routine of physical exercise which will help in loosening of the muscles. These muscles are directly or indirectly connected with the voice producing organs.
2. Practice deep breathing. Make it a habit to breathe from the **diaphragm**. Make a conscious effort to increase the force of air coming from the lungs while speaking or reading. It will make your voice more resonant. Avoid making the sounds just from the mouth.
3. Count aloud to see how many numbers you can say in a breath without effort. Practice this several times in a day. Very soon you will be able to count upto 30 without running out of breath.
4. Read aloud whenever you can paying attention to the way you read. Make exaggerated use of your articulators (jaw, tongue, lip). Keep a check on your pitch, try to lower it.
5. Read passages that emphasise vowel sounds. Prolong the sounds when they occur and try to keep your throat as open a possible while doing so.



Diaphragm: A large muscle that separates the chest from the stomach.



CHECK YOUR PROGRESS

Q.9. What is voice culture?

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Q.10. Why is it important to develop a good voice?

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Q.11. What are the main reasons of bad pronunciation?

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Q.12. How can you culture your voice?

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ACTIVITY 13.2

1. Tongue twisters help us in clear articulation. Try some of the traditional tongue twisters provided below:

- Betty bought a bit of butter but the bit of butter was bitter. So Betty bought some better butter to make the bitter butter better.
- She sells sea shells by the sea shore.
- The purple pickle eater put the puppy and puppet on the picture with the pitcher
- Where and why Willie wants the whole whale to wallow willfully

2. Record the following passage from the news bulletin provided below on an audio cassette. Try to make your reading faultless. Make a final presentation before a friend or family member and ask them to evaluate it critically.

Back from his nearly two month long rath yatra, Mr L K Advani is now focusing his attention on Delhi, where the party is caught up in internal dissent. Former chief minister Madan Lal Khurana is demanding that he be reinstated. Mr. Khurana had been asked to resign after he was chargesheeted in the hawala scam, but he was acquitted earlier this year by the Delhi High Court.Mr. Advani admitted today that the party would have to decide soon on whether to remove Mr Sahib Singh Verma and bring back Mr Madan Lal Khurana who was cleared of hawala charges two months ago. Although the BJP has always criticized the misuse of article 356, the BJP president says the centre should use it if necessary to dismiss the Bihar chief minister, Mr Laloo Prasad Yadav.

13.6 INTERVIEW

Interviewing is a very important aspect of television news. Therefore every television journalist, whether it is a reporter or an anchor, interviewing skills are a must have. While reporters interview eye-witnesses at the scene of a

fire, an airplane crash or similar event as an important aspect of news – gathering, news anchors and presenters are constantly faced with the task of conducting interviews and discussions with experts, analysts and guests.

Panel discussions are very common now-a-days on every news channel. Normally the most important news of the day calls for a panel discussion involving the key players, experts etc. Usually the news anchor of that bulletin has to conduct the discussion. Many news channels also conduct debates involving a few panelists and a studio audience. This is also done by the main news anchors and requires not just excellent interviewing skills but also outstanding abilities to steer the programme coordinating between the panelists and the audience. There are some interview shows that have gained enormous recognition for their debate on different socio, political and cultural issues. Interview based programmes like *Seedhi Baat* on Aaj Tak hosted by veteran journalist Prabhu Chawla*, We The People* hosted by Barkha Dutt on NDTV 24x7 etc are immensely popular with the masses.

It has become a trend for news channels to have a special morning news show where apart from the regular news, there are also other sections on say, health, beauty, music etc, where experts from various fields are interviewed. Some channels invite a celebrity guest to the show who remains on the sets throughout the duration of the show and is interviewed in between news items. But whatever the case may be, it is essential that the reporters anchors be well versed in the art of interviewing.

Each type of interview demands a special technique determined by purpose. Every interview must have at least one clearly defined objective, and it is important to determine that purpose before beginning an interview.

Establishing the purpose of an interview before starting it is one of the most important decisions you can make as an interviewer.

13.6.1 Principles of Effective Interviewing

Ernie Kreiling, a syndicated television columnist, has compiled a list of do's and don'ts that are especially helpful to radio or talk show interviewers. These suggestions provide an excellent framework for discussing

interviewing. Think about them and work them into your practice where appropriate. It is also helpful to refer to them after each interview.

Note that the principles cover three general areas: preparation for the interview, treatment of guests, and the interviewer's strategy and contribution.

1. Carefully research the guest's background, accomplishments, attitudes, beliefs and positions.
2. Be sure the topic to be discussed is of interest or importance
3. When appropriate, limit the number of topics so that they can be discussed in depth.
4. Don't submit questions in advance, unless you'd lose an important interview by refusing to do so.
5. Write out, or at least make notes on, the introduction and conclusion
6. Plan at least a few questions to get the interview started and to fill awkward gaps.
7. Make your guest feel at home
8. Establish the guest's credentials at the start of the interview
9. Avoid entrapment
10. Discuss the subject with the guest
11. Try to establish a non-threatening atmosphere
12. Establish the importance of the topic
13. During the interview, listen attentively to the guest's replies and react with appropriate interest
14. In general, base questions on the guest's previous statements
15. In particular, follow up on important contradictions
16. Try to build an interview toward a high point or climax
17. Avoid referring to conversations held before air time
18. Don't interrupt with meaningless comments
19. Point up and emphasize important answers
20. Don't ask questions that invite yes or no answers
21. Avoid predictable and obvious questions

22. Don't feel compelled to jump in with a question the second a guest stops talking
23. Don't hesitate to interrupt if your guest uses jargon not in common usage
24. On television, check your notes openly not furtively
25. On television, be aware of your posture and facial expressions
26. Before ending an interview – especially if you've run out of questions – ask whether the guest has anything to add
27. Don't end an interview with "Well, I see our time is up." When you must let both guest and listeners know that the program is ending find a less hackneyed way of saying so.
28. At the conclusion of the interview thank the guest warmly but briefly.

13.6.2 Phrasing the question

In any interview properly phrasing the questions is as important as the question itself. If you do not use the right combination of words for phrasing the questions, then you might not get answers that satisfy the purpose of the interview.

There are two types of types of questions:

- ✓ **Open - Ended Questions**
- ✓ **Close - Ended Questions**

Open – Ended questions are those that leave a lot of scope for the respondent to speak his/ her mind. They elicit answers that are more exploratory and flexible. Very often in answer to such questions, the respondents reveal much more than they intend to or they realize they are revealing. It also provides scope to the respondent to avoid giving a direct answer to a controversial issue by twisting the answer. e.g.

- What is your response to the allegations made against you?
- What is your take on the music of the North-East?
- Please tell us briefly about the inception of your political career.
- As a leading sports organizer would you tell us about your achievements?

- Tell me something about your childhood and the memories you cherish.
- Would you share your experiences on working in the international arena?
- A lot of changes have come up in the musical scene of the state. Do you feel that these changes augur the beginning of an era of decline for the music industry of Asom?

Close – Ended Questions are those which elicit specific responses. Usually they are answered by a simple yes or no or very pin pointed specific response.

e.g.

- Have you been able to make any arrests so far?
- Who is your favourite sports personality?
- Name five items in your closet you can't do without.
- Are you in support of the statement made by your teammate?
- Why did you leave the Congress and join BJP?
- Who is the prime suspect in this murder case?
- Which was the first film in which you were involved as a music director?

It is important for you to remember that a good interview usually is a balanced blend of open and close ended questions put forth at the appropriate time. It is the expertise of the interviewer in maintaining this balance that determines the success of the interview. Sometimes when open ended questions do not elicit the desired response, the same question has to be rephrased to make it a close ended question which can trap the respondent into answering the question. At other time, the case may be the other way round. A respondent might outright refuse to answer a controversial close ended question. In such a situation the interviewer can shift to other topics for a while and come back to the same question after a while, having rephrased it as an open ended question.

Finally, what is to be noted is that interview and talk shows are an important genre of television broadcasting not only in India but all across the world. Many shows have gained a huge viewer base not only because of the content they showcase, but also because of the way they present these shows. The above mentioned tips can become a point of reference for you. The television industry is currently undergoing a boom and producers are

experimenting with a slew of formats for conducting interview-based programmes. *Who is interviewed* in a talk show has become as important as *Who is interviewing*..

Ultimately, interviewer skills need to be developed and honed to the highest degree. Most interviewers who have made a mark are people who not only follow the basics rules of conducting an interview, but these people also have an original and unique style. You may admire the style of interviewing of a particular host but remember you should not blindly ape him or her. Instead try to develop a style that becomes *your* signature style. .

Mental Makeup Lastly, before we finish this chapter, it is important that you understand the art of your mental makeup. It is very easy for a reporter to carry his or her psychological baggage in the newsroom. A reporter, a newsreader or the anchor is, afterall a human being with several typical or atypical problems one faces in life. However, one must understand that millions could be watching you and you simply cannot let your viewers down. The industry has cut-throat competition and there is always someone else to take your place. In TV News channels, the pressures are tremendous and one must learn to deal with them effectively, along with personal problems and present with aplomb and style.A simple Pranayama or breathing exercise just before you go into the newsroom can do wonders to relieve stress. Remember even if you are able to maintain a straight face, your mental makeup does affect your voice and that is immediately picked up by the viewers. Always remember, the camera and the microphone cannot lie.



CHECK YOUR PROGRESS

Q. 13) What are the different types of questions used in an interview?

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Q. 14) Define Open ended questions and Close ended questions.

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ACTIVITY- 13.3

1) List ten open ended questions you would like to ask in an interview with the captain of the Indian cricket team.
2) List ten close ended questions you would like to ask in an interview with a leading singer of Assam, say for e.g. Zubin Garg or Khagen Mahanta.
3) You are employed as a reporter for a local daily newspaper. There is a bomb blast in the city and you are asked to conduct an interview with the Deputy Commissioner regarding the law and order situation in the district. Prepare a list of questions you will ask him.
4) Suppose you are to conduct a 30 minute television chat show with a popular film personality of the Assamese film industry. Prepare a format for your show and the questions you will put to him or her.

13.7 LET US SUM UP

In this unit you have been introduced to the basic concepts of television news presentation. Let us quickly recapitulate these concepts once.

- Television news presentation is an audio-visual presentation where the language and style of the news should be such that it conveys the thrill and excitement, the urgency and pathos of a given event.
- Performance abilities are as important for a news anchor as journalistic knowledge. News directors normally look for anchors who are physically appealing, have pleasing voices, are skilled in interpreting copy, can work well with a prompting device and can ad lib intelligently and smoothly.
- Working conditions vary from station to station, but at a typical medium-market or large-market television station a news anchor's job may involve: writing 25-50 per cent of the copy read on the air,

covering some stories in the field, preparing occasional feature reports, working with a co-anchor as well as sports and weather reporters, preparing and delivering one or two newscast daily five days a week, meeting daily with newsroom management to discuss and help decide on the stories to be covered and the order in which they will be presented to viewers

- The art of sounding authoritative, authentic and comprehendible is not mere utterance of sentences but it needs tremendous hard work and training.
- Articulation means to utter the vowels with their respective resonant speech.
- Pronunciation means articulating sounds accurately, observing appropriate word stress, pausing at the right places in connected speech.
- every television journalist, whether it is a reporter or an anchor, interviewing skills are a must have.
- Each type of interview demands a special technique determined by purpose.
- In any interview properly phrasing the questions is as important as the question itself. If you do not use the right combination of words for phrasing the questions, then you might not get answers that satisfy the purpose of the interview.
- There are two types of types of questions — Open-Ended Questions & Close-Ended Questions

13.8 ANSWERS TO CHECK YOUR PROGRESS

Ans to Q. No. 1 :

The difference between news readers and news anchor is that news readers simply read out the news from a screen held in front of them while the job of news anchors is much more challenging. They have to provide journalistic insight into different issues as and when required apart from writing and reading out from the news script. In

live coverage of news, or when there is a breaking news story, there is no time to prepare a script to read out from. In such situations, news anchors have to 'fill in' the time by providing useful background information by the time detailed information about the incident is available at the news room. These news anchors also have to coordinate with their reporters when there is a live coverage of any event.

Ans to Q. No. 2 : The minimum distance to be maintained while speaking into a microphone is 6 inches.

Ans to Q. No.3 : Five things to avoid for good news presentation are:

- Don't use any high-tech language or industry jargon. Speak in lay terms.
- Avoid saying anything you may regret.
- Don't get into an argument. Never become defensive or angry.
- Don't speak for someone who isn't present.
- Don't let any misleading statements trap you. Make your disagreement or uncertainty known immediately.

Ans to Q. No. 4 :

The different responsibilities involved in the job of a news anchor are:

- Writing 25-50 per cent of the copy read on the air
- Covering some stories in the field
- Preparing occasional feature reports
- Working with a co-anchor as well as sports and weather reporters
- Preparing and delivering one or two newscast daily five days a week
- Meeting daily with newsroom management to discuss and help decide on the stories to be covered and the order in which they will be presented to viewers

Ans to Q. No. 5 : The different sources from which the news anchor gets the necessary materials to write the news scripts are field reports, stories written by news-writers, taped reports from a parent network or a cooperating station in a nearby market, and reports from wire services.

Ans to Q. No. 6 :

a) **Tease:** A tease is an anchor announcement which comes just before a commercial break and is designed to hold viewer interest by announcing the coming a news story to be delivered after the break. This is done to hook the audience back to the programme after the commercial break.

b) **Toss:** A toss is a brief introduction to the weather or sports reporter or other member of the news team, mostly to be found in commercial news channels. The anchor tosses the programme to someone else by turning to that person and making a smooth and quick transition to the next.

c) **Sight reading:** Sight reading means reading something at first sight, something which a person has not read or rehearsed before.

Ans to Q. No. 7 : Lead-in

Ans to Q. No. 8 : A runner is the most junior member of a television crew. He responsible for fetching and carrying about things as instructed by the other crew members.

Ans to Q. No. 9 :

The process of bringing the voice under control is known as voice culture. This involves traditional and scientific methods to improve the quality of voice.

Ans to Q. No. 10 : In broadcast media the affect of the voice of the announcer is immediate and over-powering. No amount of command over language or good on-air presence can compensate for good voice and presentation skill. It is said that voice bears the reflection of one's personality. Therefore it is very important to have a good and mature voice quality which would sound appealing to the listeners. Our voice should come alive at the onset of any presentation so as to inspire our listeners; to hook their attention. In the business of broadcast journalism, we are not just knowledge-sharers but also show persons. Our purpose is to entertain too.

Ans to Q. No. 11 : The main reasons of bad pronunciation are:

- Sloppy or Incorrect Articulation
- Physical Impairment
- Misreading
- Affectation
- Unfamiliarity with Correct Pronunciation

Ans to Q. No. 12 : There are several ways in which we can culture our voice:

- We should follow a daily routine of physical exercise which will help in loosening of the muscles.
- Practicing deep breathing and making it a habit to breathe from the diaphragm.
- Counting aloud to see how many numbers we can say in a breath without effort. Practicing this several times in a day will very soon enable us to count upto 30 without running out of breath.
- Reading aloud frequently, paying attention to the way we read, and making exaggerated use of your articulators (jaw, tongue, lip). We also have to keep a check on your pitch, trying to lower it.
- Reading passages that emphasise vowel sounds prolonging the sounds when they occur and trying to keep your throat as open as possible while doing so.

Ans to Q. No. 13 :

Open Ended Questions and Close Ended Questions.

Ans to Q. No. 14 : Questions which are designed to draw exploratory answers are called Open ended questions. E.g.- How did you get into theatre?

Questions which elicit specific responses are called close ended questions. Usually they are answered by a simple yes or no or very pin pointed specific response. E.g. – Do you watch movies?



13.9 FURTHER READING

1. Kaushik, Sharda (2003) Script to Screen : An Introduction to TV Journalism. New Delhi : Macmillan India Limited.

2. Hyde, Stuart W. (1998) Television and Radio Announcing. New Delhi : Kanishka Publishers.



13. 10 POSSIBLE QUESTIONS

Q. 1. Explain the responsibilities and working conditions of a news anchor.

Q. 2. What do you mean by articulation? Why is good pronunciation and articulation necessary for good anchor?

Q. 3. What is voice culture? Why is it necessary?

Q. 4. What are the characteristics of a good interviewer?

Q. 5. A news anchor is much more than being just the face of a news channel. Do you agree with this statement? If so, why?