

Unit 1

What is a TV Announcer?

A TV Announcer is the person who runs or anchors a television show. The key purpose of such a host is to relay information about the show to the viewers, interact with the guests, and to help make smooth transitions between segments. There are many kinds of television programs that employ a television presenter, but they are particularly common on chat shows. In addition to assisting with transitions within a show, a presenter is also often responsible for commenting on the content of the shows. This is particularly common in game shows. The commentary of the presenter can help viewers to understand exactly what is going on from moment to moment, especially when important events are taking place or when events are taking place at a rapid pace. It is common for a TV presenter to have a background in theater, screen acting, or news broadcasting as the skills related to these professions relate directly to the skills needed to present a television show.

Role of TV Announcer

TV Presenters lead many different types of television shows in front of live studio audiences. The presenter often contributes to the preparation and editing of the content of the show and strives to keep the attention of the live audience as well as people watching the TV show at home. An effective presenter will have a strong understanding of the format and is devoted to the production process.

The presenter will review scripts and take directions from stage managers and producers. TV show presenters often discuss issues with the audience and schedule special guest appearances and also interview guests and ask interesting questions. They strive to provide vibrant and entertaining details on topics. Most TV show presenters specialise in specific types of television shows such as game shows, chat shows, reality shows, and sports shows.

Having said, a TV presenter is the central element of a chat show. Whether mediating discussions, bringing in experts to educate the audience, or interviewing celebrities, the TV presenter is the face of the show.

Becoming the presenter of a chat show is a complicated career path, but most well-known presenters have a background at some level of journalism or entertainment.

A TV presenter will appear in the vast majority of episodes, providing the show with a stable central figure. In recognition of the importance of the job, many chat shows are named after the presenter. Television TV presenters typically are awarded a chat show after already achieving some level of fame with the public; according to some media experts, having an identifiable presenter makes it more likely that viewers will watch the show. In radio, TV presenters are more likely to be recognised experts in their field, but may also achieve some form of celebrity to listeners or the general public.

Importance of announcer as communicator

The presenter of the show is the on-screen persona of the show. The job often includes:

- * Presenting information and/or opinions.
- * Introducing people and elements of the show.
- * Interviewing guests.
- * Linking between segments of the show.
- * Managing on screen activities.

Being a TV presenter is all about personality. Although presenters must learn a few simple technical skills, what usually makes or breaks a good presenter is the ability to project the right type of on screen personality, but more importantly, empathise with the guests and the audience.

Fundamentals of Anchoring Radio and TV News

An on-camera news anchor is expected to be knowledgeable in the subject matter, the guests, the general composite of the audience, as well as have the following skills:

- * Basic knowledge of television terminology and operating procedures.
- * A clear voice.
- * Self-confidence.
- * Interpersonal skills.
- * For studio, the ability to keep presenting while hearing instructions through an earpiece.
- * Improvisation skills.
- * The ability to work calmly under stress.
- * In most cases, some knowledge of the program topic (e.g. sports, etc).

Basic requirements of an Announcer

In the television industry there are a wide variety of television shows. TV show presenters are highly trained and experienced professionals that lead many different types of television shows from game shows to reality shows. There are many characteristics that will make a successful TV presenter, including the following:

- ◆ Charisma
- ◆ Great communicator
- ◆ Friendly
- ◆ Hard worker
- ◆ Drive

Announcing for Radio

Radio is oldest news medium, after print media and is accessible to wider sections of the society. Even people who cannot read or who are staying remote part of the country can access radio news. It is available in villages as well as in

cities. According to UNESCO It is “the mass medium that reaches the widest audience in the world”. Compared to newspapers and television, radio is inexpensive to produce and distribute. It is also the easiest form of broadcasting to produce. Anyone with an ability to talk can take part in a radio broadcast. It can transmit on a local level, in regional language, addressing issues of importance to local listeners. It can be interactive using telephone or SMS. However, the radio newscast is consumed sequentially. Listeners have to wait. Even if, listeners are bored by one part of the newscast, they cannot skip forward to the next segment or news. If they are interested to listen to the fifth story they have to listen the first four stories. It's like eating in a restaurant in which each dish is served in a sequence. One has to eat each course as it is presented. If one does not like a dish, he or she must wait for the next course to be served. So the stories in a radio newscast need to be chosen and made to be interesting to a significant number of listeners. Similarly, in a radio newscast if a news report is confusing, the listeners cannot rewind and reread the story as it happens in case of newspapers. They have to comprehend the news at once. They cannot go back. That's why, clarity in both sentence length and word choice is important in radio news reporting. Radio of course needs reporting that is for the listener's ear, rather than the reader's eye; sentences must be crisp and short. In radio, a complete story is called 'wrap' and its duration varies from 30 seconds to 90 seconds. It includes the reporter's narration, also called "track," and often includes sound bites and natural sound, sound that occurs naturally on location. The script contains less information than a print story, so the picture building is very important.

Announcing for TV News

Television uses both audio and video to communicate the message. It is important that the words and pictures match and that they don't give different messages. It is similar to radio news reporting, added with video. Like radio news, television viewer has no control over the pace of reporting. They cannot go back to the story to see or listen it again. As said by former CBS (U.S. TV network) News editor Ed Bliss, “The words are spoken and, once spoken, are irretrievable”. Lack of editing, in comparison to print media, demands short, sharp, succinct language of a more

conversational tone in television news reporting. The format for the story always may not be inverted pyramid style; important facts are still reported in the first paragraph. It ends decisively and do not trail off as do print news stories. Like Radio, the most of the viewers watch the news till its end. The average television news story is one minute and 30 seconds long. Read at a pace of 180 words per minute these lengths equate to 90 and 270 words respectively for radio and television news stories.

A television report begins with a general, simple sentence signalling the beginning of a story. It consists of reporter's narration or voice over and video, which may include graphics, either static or animated. Each story has a lead or intro, which captures the essence of the broadcast item to follow. The lead contains important information the viewers will need in order to understand the news item to follow. It can come in various shapes and formats depending on the context and content of the news item. A lead-in can be very news oriented, limiting itself to facts. But if the broadcast item to follow is more conversational or casual then the lead-in can be more creative. The reporting follows the basic storytelling principles. The lead may not always include 5 Ws and 1H as it would make it too long and too hard to follow. The two or three most significant points may be selected and used in the lead. Rest can follow the lead.

Video is an essential part of television news reporting. It is combined with words to make the story powerful. The visuals tell the 'what' of the story, whereas the words tell the 'why'. It is said that 'seeing may be believing but it isn't understanding'. The writing should be synchronised with the video. It is found that viewers understand and remember stories much better when the words and video match. When the video and words do not match, they surely fight each other for the viewer's attention, making it difficult for the viewer to understand the story. Also matching the video and word does not mean that reporters should simply describe what the viewer can see. Instead, the audio track should offer information that adds context and meaning to the picture. Usually, news for television is written after viewing the unedited video tape. This helps in logically arranging words and visuals. All of the fresh information is given in the words, but it is the pictures that carry the impact for the viewers. For some stories like economy, in which fresh video is not available, file tape and graphics are chosen

to explain the story. Numbers can be presented by using graphics such as graphs, pie charts or other visual aids.