

# Practical 3

## Development of Essential Qualities of Presenters

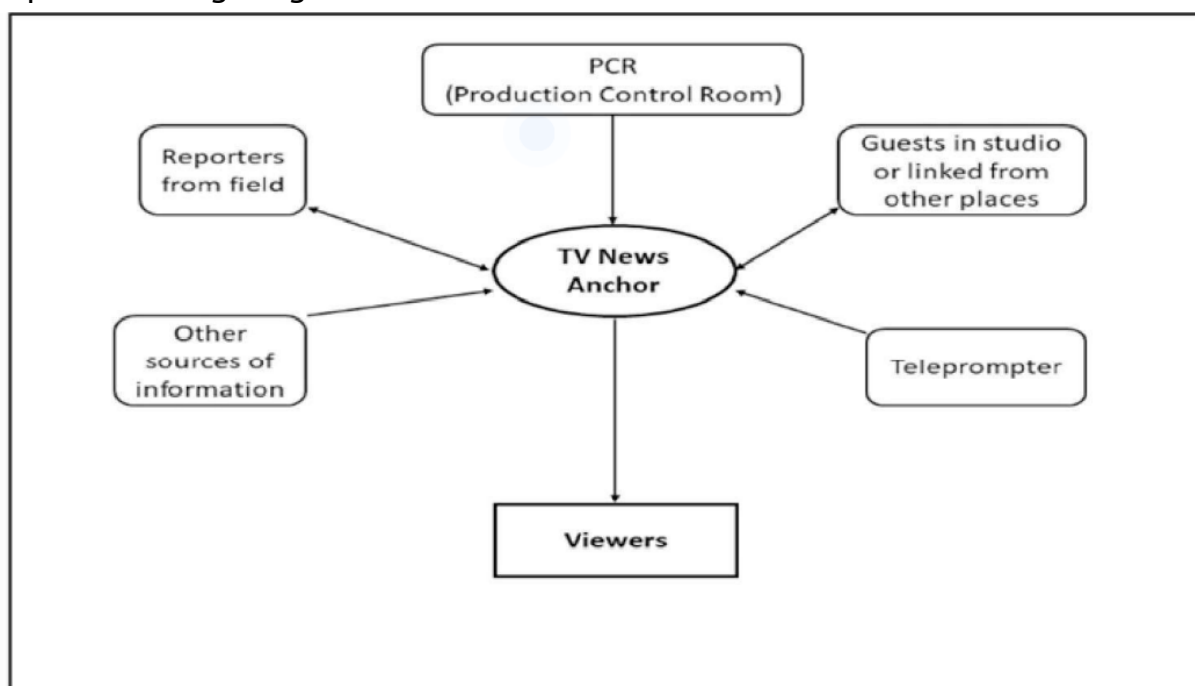
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### 1. Knowledge of Different Fields

Knowledge of different fields is an essential requirement for a successful news anchor. A good understanding of different issues and the ability to organize and retain new information is the critical aspect of anchoring a news bulletin. A news anchor must have insight into current national and international issues. S/he should have sufficient knowledge of what s/he is sharing with the viewers. At times the producer of news bulletin may make some errors in the spellings or names. In such cases, if the anchor is ignorant of basic facts and figures, s/ he will not be able to correct the information. An anchor must be well versed in current affairs, politics, geography, history, other related areas, and should have the ability to put all information in the required perspective for viewers.

### 2. Ability of Multitasking

An anchor must have the ability to multi task or handle multiple activities at the same time. You can understand the engagements of a News Presenter with the help of following image:



### 3. Objectivity

Ideally, a professional news anchor must take an unbiased or neutral stand on issues covered by the channel. S/he should be quite balanced and impartial in his/ her approach towards them. An anchor should try to not come under any kind of pressure or influence that can limit his/her professional autonomy. Moreover, s/he should not allow even his/her personal feelings of hatred or liking for anyone/ anything to be exhibited while anchoring.

### 4. Command over Language

A good command over language, proper pronunciation and neutralized accent are the basic pre-requisites to be an anchor. There are, however, different regional accents associated with Hindi and English languages in India. If you want to be an anchor, then it is necessary for you to be linguistically neutral and versatile.

### 5. Appearance

Television news anchors have to carefully choose the kind of dresses, accessories and jewelry that they wear on screen because they are expected to look decent and presentable while anchoring in front of the camera. The camera tends to pick up some colors and patterns better than others. Therefore, for both men and women, knowing what not to wear is just as important as knowing what to wear. This is because most often, if you wear anything distracting or flashy on TV, people will remember only that and not what you say.

### 6. Capability of Sight Reading

Sight reading is when you do not have the time to read or rehearse the script. As an anchor, you must get used to sudden changes in the rundown and breaking news. This is not what most people feel comfortable with doing but anchors have to face this situation regularly. Sight reading is about two things only: confidence and the ability to pick up lines quickly. Sight reading tests the anchor's ability to grasp the script and his/her improvisation skills. It also tests how well an anchor performs under pressure. A good sight reader is able to communicate with fluency and clarity without any rehearsal.