
UNIT 8 PRESENTATION TECHNIQUES FOR RADIO & TV

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8.0 INTRODUCTION

In the previous three units of this block on Radio and TV Journalism you learnt about the unique attributes of radio and television mediums, script writing, and content production. In this last unit of the block we shall try to understand the skills required to present radio and television programmes in a manner so as to make it interesting, effective and successful in the process of communication. You will agree that any programme will fail to make the desired impact, despite having good content and a well written script, if it is not presented attractively. In this unit we shall examine the attributes of a good presenter and learn how to work on a script before presenting it over the microphone or camera.

8.1 LEARNING OUTCOMES

After going through this unit you should be able to:

- understand the importance of presentation in radio and TV;
- identify the categories of presenters in radio;
- discuss the attributes of a good radio and television presenter; and
- improve your presentation skills for radio and television.

8.2 PRESENTATION TECHNIQUE FOR RADIO

Overall impact of a radio programme depends on the script, production quality and also the way of presentation. You may argue that presentation and packaging is a part of production quality and that is subsumed into it. However, being an aural medium, the selection of words for the script is as important as the rendering of it i.e. presentation. Therefore, it is imperative that the producers of radio

programmes should learn about the presentation techniques equally well because that can make or mar the entire production.

In our day to day communication and conversation, facial expressions and body gestures add a lot of meaning to the spoken words, thereby helping in understanding and adding more impact to the message. But a radio presenter does not have the visual support of such facial expressions and body movements during communication, as listeners cannot see him/her, and therefore one has to put more efforts and creativity into the art of rendering the speech to make it memorable and impactful.

For our understanding, presentation broadly means packaging of the content in a radio programme and technique means art, method or procedure for attractive and effective presentation. Radio being a medium of sound, radio presenters should possess a pleasant, good quality voice, command over the language/dialect of broadcast, good diction and flawless pronunciation as well as confidence and flow in speaking. They should have what is called 'the gift of the gab', meaning 'the ability to speak with eloquence and fluency'.

8.2.1 Categories of Presenters

Presenters are, in effect, representatives of the broadcasting organisations and act as links between the organisation and listeners. While the internal hierarchy and programme production team of the organisation remain in the background, a listener identifies with the presenters and establishes a rapport with them. Presenter's success lies in compelling the listener to listen that programme. It can be easily seen that a presenter's role becomes crucial in establishing and then maintaining a vibrant rapport with the unseen listener. Radio presenters can be classified into various categories which may sometime appear overlapping but subtle variations give rise to various forms. Some of the prominent categories of Radio Presenters are discussed below.

Announcer/Compere

Announcers have been the traditional identity of Radio Stations, particularly in All India Radio. Sometimes by just listening to a voice you can say which AIR station you are tuned to.

The broad general category where all presenters have to start is the announcer/compere category. Announcers generally announce all of the important information relating to the public, including programme details, time, commercials, public interest messages and sometimes weather reports.

An announcer essentially introduces the broadcast of a particular programme/item with all its necessary details. These details vary as per the nature and genre of the programme. For instance, if it is a talk, then these details include the subject or the title of the talk, the name of the talker, i.e. the person delivering the talk and a very short and crisp introduction of the talker (to justify why this particular individual was chosen to deliver the talk on this particular subject). If it is an interview, then the announcer has to tell the listeners about the subject or theme, the name of the expert or interviewee (again with a short introduction to justify his selection) and also the name and a shorter introduction of the interviewer. If it is a discussion, then there ought to be more than two participants and a moderator who need to be introduced along with the subject. Other genres

like poetry recitation, short stories, features and documentaries, radio drama, magazines, commentaries, etc.; almost all have a title and a cast of performers as well as producers, editors, voice over artists and so on, to be announced by the announcer.

As has been mentioned, announcers also need strong writing skills, because they normally write their own material. In addition, the announcer should be able to improvise all or some part of the show. It is crucial that an announcer has the temperament to work under tight deadlines. Sometimes some of the announcements have some peculiar names of people, places, procedures etc. These announcements need to be pre-written and properly rehearsed in advance before going for broadcast.

News Reader

The news is an important segment of programming. You are aware that a News Reader reads the script of a bulletin prepared by the News Editor and team. However, in some radio stations, just like television news anchors, news readers are also journalists. In such cases they perform a dual role of journalist cum presenter. The first and foremost quality that a News Reader should have is good voice which is steady but not shrill or jarring. S/he should be fluent in reading with perfect diction, pronunciation, pace, pauses and pitch. The reading should reflect a sense of confidence which comes with a good understanding of the news content included in the bulletin. S/he should have adequate knowledge of the events and happenings within the country and around the world. An aptitude for journalism would be a great asset in this regard. In any emergency or crisis situation, s/he should remain unruffled and be able to present even unrehearsed, handwritten news items flawlessly.

The basic difference between news reading and presentation of other programmes is that news is presented in a formal, fact of the matter and objective style in which emotions are avoided.

Narrator/Voiceover Artist

Features and documentaries are among the most popular radio formats. In these programmes the linking narration is the backbone which ties up different channels of content together. When you listen to a radio feature the first thing that attracts you is the voice of its narrator. Depending on the demands of the theme of a feature or documentary, an artist is chosen to do the narration so that s/he can enhance the effect of the programme with his/her unique voice quality and narration style suited for that particular programme.

Voiceover is a term used mainly in television production. In a TV programme or documentary when you do not see the speaker on the screen and only his/her voice is used for the programme, it is known as voiceover. Voiceover artists these days have a huge role in dubbing dramatic programmes or films from one language to the other. Cartoon and animation programmes also utilise their talent and skills in a big way.

Radio Jockey

You might have come across terms like DJ, VJ and RJ. These terms basically define the role of a person in an event, activity or broadcast. DJ or Disc Jockey presents and plays film or pop music on popular demand usually in a public

place like a restaurant, club, etc. or during a celebratory event like a wedding. The term comes from the days when primarily discs or records were played for music. VJ or Video Jockey is also an announcer who presents music videos as well as live performances mostly on private commercial television stations.

Commentator

The word 'Commentator' immediately brings to mind sports commentators. Around the world, sports commentary has been one of the most popular forms of radio programming. In India, we have had many iconic sports commentators like Jasdev Singh, Sushil Doshi, Murli Manohar Manjul, Suresh Saraiya, etc. Many people feel that one of the most important factors contributing to the popularity of Cricket in India has been its radio commentary on AIR stations. Sports commentary has not been confined to Cricket alone, Jasdev Singh himself was a legendary Hockey commentator.

The art and craft of radio commentary does not limit itself to just sports commentary. There can be many kinds of non-sports commentators also, specialising in some particular field, activity or event. If you have heard the Republic Day Parade Radio Commentary from Rajpath in New Delhi describing all the action as it happens, you would know how the commentators create an exact word and sound picture of the parade for the people who are listening to the commentary.

Anchor/Host

Anchors are radio programme hosts who put together different items seamlessly using sound bites and narratives. Anchors usually conduct and moderate live broadcasts with provision for real time listeners' participation through phone calls, SMS, e-mails, etc. along with the participation and interaction with subject matter specialists, experts and opinion makers normally present in the studio. Anchoring is arguably perhaps the most complex of the range of jobs a presenter can undertake. During the special radio shows and phone-in programmes, anchors handle various tasks such as dial outs also.

Stock Characters

To attract and retain audience through appropriate use of dramatic elements, many a times

comperes perform as Stock Characters, i.e. they adopt the names and mannerisms of such nature that over a period of time, these characters become instantly recognisable to members of a the target audience group. Because of this, use of stock characters in skits and family serials is very popular.

8.2.2 Requirements for a Presenter

Senior and experienced broadcasters have enumerated from time to time, the attributes of a good radio presenter. If we collate those with some other important aspects we may summarise these as follows:

- For being a good radio presenter, a pleasant and well-modulated voice, good sense of timing, rich vocabulary, correct pronunciation and command over the language are basic requirements.

- Radio is a very personal and intimate medium. It requires talking to your audience on a one-to-one basis. The presenter must talk to the audience in a very personal and intimate tone. Speak as if you are talking to a friend - an equal and intelligent person, never talk at or talk down to your listeners. Therefore, always imagine a friend's face on the microphone and then talk to him or her. Radio is for talking to a person. Even if lakhs of people are listening to you, they are doing so individually and not collectively as a crowd. Hence, always speak as if you are addressing one person.
- The first and foremost responsibility of those speaking into the microphone is to communicate in an easily intelligible way. Therefore, the radio performer needs to first develop and then further refine his/her speaking skills – articulation, enunciation, intonation, pronunciation, variety and naturalness. That is why education to enhance communication skills has become an increasingly important factor.
- The language used should be colloquial, spoken language which we use in our day to day conversations. It should not be offensive or vulgar. Good taste and decency should always be maintained.
- Build your own style. Understand your own personality and try to be yourself. Don't imitate or copy anyone else. People would like it if you are honest to yourself and speak with conviction and self-belief.
- As far as possible, try to maintain an equal distance from the microphone. Getting too close or moving too far away will affect the level of your voice. Similarly, you also need to watch your angle to the microphone when you are speaking. Sometimes people tend to spread all pages of their script on a table and start reading. That results in continuous change in the angle of your mouth to the microphone which may adversely affect the quality of your voice and delivery.
- While reading take a single sheet of paper in your hand, keep it behind the microphone and after finishing the page, put it down gently. Normally the news readers fix each single page on a cardboard and pick these one after the other. That would be the best practice. However, if that is not possible, then fold the corners of the pages of your script and lift them one by one and after reading, put these gently on the table. Softly picking up and dropping of a sheet makes less noise than dragging it on the table, which creates a paper rustling sound. The microphones installed in a broadcast studio are very sensitive and the rustling noise picked up by them is very irritating as well as distracting.
- Sitting posture is also important when you are broadcasting or recording a script. If the chair is not comfortable; it is too high or too low; it will affect the quality of your delivery. If you are sitting in a slouching position, you may not be able to speak with the desired intensity. Presentation is a performance and it has to be taken in that spirit. That means you have to be agile and alert while speaking.
- Good sense of humour will always enhance your performance as a presenter. Communication made in a very serious manner is not always desirable. Try to have a smile and warmth in your tone as you speak into the microphone.

You should be aware that you have only the medium of sound to convey your message, thoughts, information and emotions. You can't use actions, gestures or a visible smile to support your communication. So, try to put everything into your voice, which is required as per the script or the nature of the programme. Read it with interest excitement, humour and above all a personal touch. Remember, a smile can be heard.

8.2.3 Script for Presentation

While writing a script for Radio presentation the following things must be kept in mind:

- The language used should be the spoken language, which is conversational and colloquial. Choose simple and descriptive words and use simple and short sentences.
- Avoid negative constructions and passive voice.
- Avoid homophones (similar sounding words that are spelt differently – such as 'aloud' and 'allowed') and alliterations as these create confusion of sound and meaning.
- While using numbers - especially multi-digit figures, it is advisable to round them off and use with words like approximately, around, more than etc.
- For ease of reading before the microphone, use good quality of paper. The copy should preferably be cleanly typed, with double line spacing and enough margins on both sides. Write or print only on one side of the sheet. It is also advisable to use a bigger font size and divide the matter into paragraphs. Do not split the sentence on to two pages. Always complete a sentence on the same page.
- Incorporate all the necessary instructions in the script.
- Avoid abbreviations and use of words that are unfamiliar.
- The best way to improve your script as well as rendering is to read it aloud. When you read it aloud to yourself, you are more likely to identify and make the desired changes in the script and also improve your presentation.

8.2.4 Do's and Don'ts While Presenting a Programme

We have already discussed the many do's and don'ts of radio presentation in previous sections. Here are a few more.

- Do not tap or strike the table with your legs or any other object as it creates a disturbing sound. Often we do it as a habit or nervousness without even realizing.
- Participants should see the cues (signals) given by the Recordist or Producer. S/he must understand these properly and act accordingly.
- Use a participatory style of presentation and use a friendly tone. Imagine that you are in a group discussion talking to a small group of people. Avoid lecturing as if to a large audience.
- Keep track of the time and properly wind up the session by thanking experts and participants.

- Announce the theme, date and the time of the next session.
- Anchor should summarise the content in the end, preferably point wise.
- During the broadcast if there is no interaction with the listeners, anchor should be ready with some questions to make the session interactive and lively.
- Welcome the listeners and participants in the beginning of the programme and thank them at the end.
- Introduce the theme and resource persons for the session in progress.
- Announce telephone, fax numbers and email ids. Help the listeners from time to time as to how they should ask questions, giving advice such as first they should mention their names and the places from where they are calling. They should be advised to ask their question slowly and clearly to make sure it has been understood by the expert.
- Never use a pinned up or stapled script. Before starting the recording or broadcast, remove the staples of the script and use one page at a time.

Check Your Progress: 2

Note: 1) Use the space below for writing your answers.

2) Compare your answers with those given at the end of this unit.

1) What are the essential qualities of a Radio Presenter?

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2) What are the categories of radio presenters?

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8.3 PRESENTATION TECHNIQUE FOR TV

Television news channels, by and large, revamp themselves from time to time in order to establish a stronger visual connect with their viewers. They understand the value of overall presentation as it gives the brand better recall value and credibility.

News presenters or anchors are an integral part of the overall packaging and presentation of a television news channel. They are the mediators between a channel and the viewers. Anchors try to maintain the continuity between different segments of a programme or a news bulletin. The news presenter’s knowledge, look, personality and presentation style influence public perception about the news item. Hence, news channel anchors represent the channel and also function as conduit of credibility. Television anchoring is not just about reading the lines from a teleprompter. Here the most important factors are speech, knowledge, body language, voice modulation and command over spoken language. A good anchor is expected to strike a balance in all these territories while anchoring.

The task of presenting a programme is challenging one because anchors are expected to reinvent themselves as per the evolving media scenario and changing requirements of their channel and viewers. The anchor is responsible for not only providing information, but also to ensure that a programme or news bulletin is delivered in a credible and authentic manner. Today the ever-changing media landscape keeps the news channels on their toes while providing them with a plethora of options - to revamp, innovate and introduce new presentation techniques.

8.3.1 Television News Presenters: Essential Qualities

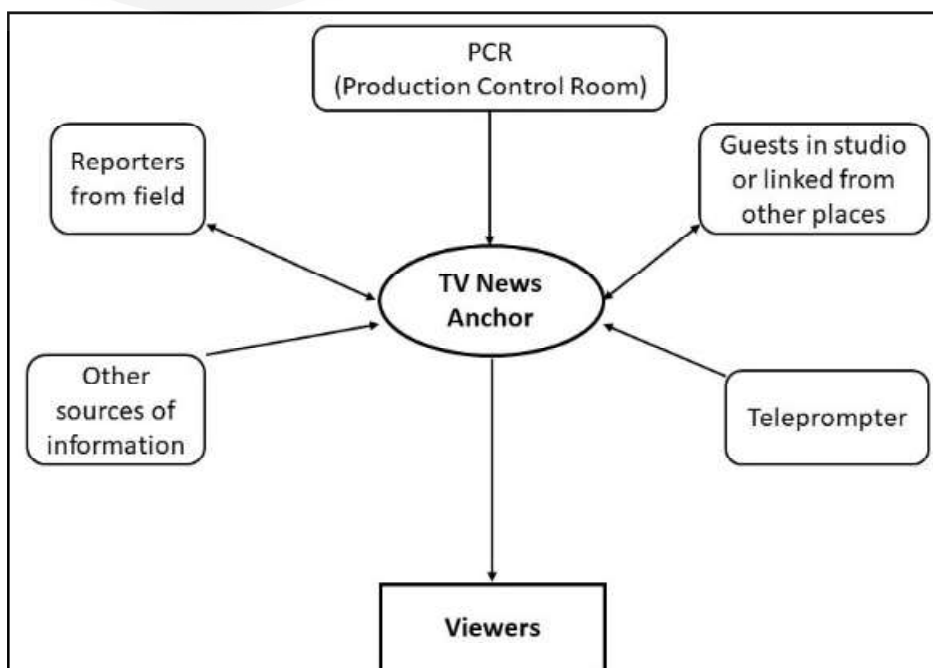
Reading the news from a teleprompter and anchoring a news bulletin may sound easy, but it is more cumbersome than it seems. In last two decades, there has been tremendous change in the media scenario in India due to launching of dozens of news channels in English, Hindi and various other Indian languages. It has increased the competition and resulted in the requirement of skilled and innovative news presenters. A good anchor must possess the following qualities:

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.

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 (Figure:1).



The ability to take and follow the producer's instructions via an earpiece while searching information from news websites and social media, listen to what other reporters are sharing and panellists are adding and monitor incoming video simultaneously is very important.

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.

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.

Dressing Sense

Television news anchors have to carefully choose the kind of dresses, accessories and jewellery 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 colours 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.

You should also be careful about the colour of your outfit in front of the camera. Contrasting colour scheme and cool colours are considered more suitable. Anchors are generally advised to avoid bright white to the extent possible. Shirts in solid-colours like blue, beige, and off-white are considered as best options though. And if you wear a bright white shirt or blouse in front of the camera, then you can balance it by wearing a dark jacket over it. You should avoid fabrics with complicated patterns, checks and close stripes. However, pastel shirts work well on television. Very shiny or glossy fabrics that reflect light into the camera, should also be avoided.

Anchors generally prefer to wear clothes of natural fabrics that can breathe easily under the warm studio lights. While one may also love wearing loose clothes, but wearing them on air can make it more difficult for the microphone to stay in place, and it is bothersome to constantly adjust it. On the other hand, anything too tight can look inappropriate. Anchors are also expected to avoid jewellery that sparkles, shines or dangles in the light or those that rattle such as multiple bracelets or long necklaces as they tend to causing distracting noise while brushing against the microphone. News anchors are expected to use accessories with subtle patterns. Male anchors are also expected to avoid neckties with tightly designed patterns and shiny fabrics as they are not suitable in front of the camera.

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.

Skills to Use Teleprompter

The teleprompter plays an important role in reducing the stress associated with anchoring. The main advantage of using the teleprompter is that it allows you to look directly into the camera lens while reading the script. The script is reflected on a monitor and that monitor is placed directly in front of the camera lens. It allows an anchor to be comfortable in front of the camera. However, you have to keep the following things in mind while using a teleprompter:

- Speed of the text that is scrolling down is controlled by the teleprompter operator. So, you do not have to worry that you will run out of words. But nowadays, the teleprompter is operated by the news anchors in most of the news channels. Therefore, you should learn to maintain a proper speed of your text on teleprompter.
- You are advised to keep the current read words in the middle of the teleprompter screen.
- You should try to read the script at least once before the bulletin or show.
- You need to practice pacing with the teleprompter.
- Use conversational tone and talk to the camera as if you are talking to your viewers.
- Try to keep your body posture relaxed because if it is in a rigid position and only your eyes are moving to read the text, your viewers will come to know about it and it reduces your credibility. Do not slouch but be relaxed.
- You should set the font size according to your comfort. Remember that if the font is bigger, the number of words on the TP screen will be fewer and you will not be able to look at the whole /or a large part of the sentence.

Voice Modulation

Voice Modulation is done to change the different properties of your voice to make the presentation more effective. It is change in stress, pitch, loudness and an inflection of the voice which gives your voice mood, meaning and makes it sound more attractive. The most important responsibility of an anchor is to avoid monotonous pace in order to make every news story sound different. Pauses at right intervals and adding expression to every sentence prevent a monotone. Also, an anchor must change the tone of his/her voice before moving on to the next story.

Acquaintance with Journalistic Ethics and Laws

An anchor should follow a code of journalistic ethics. Ethical responsibility demands that inaccurate information, information that endangers public safety, words that can create panic and traumatize the victims should be avoided. It also requires an anchor to be free from any sort of inclinations or associations that

instigate him/her to compromise on honesty and thus eventually affecting reliability.

Ethical challenges have been heightened by the 24x7 news scenario. News channels get considerably less time to verify or cross check the information. Hence, under the pressure to boast being the first channel to give particular breaking news to viewers, sometimes anchors are asked to go on air with unconfirmed information which may be misleading and inaccurate. Anchors must also be aware of the consequences and legal implications which may generate trouble for them as well as their channels.

After knowing the essential qualities of a television news anchor, you can practice in different ways to improve your capabilities. As a student, reading the news stories aloud from a newspaper can be the first step towards practicing. Aspiring anchors can practice by recording their voice on various applications available on phone. You should work on your reading style to make it more conversational.

8.3.2 Writing Anchor Script

Once a rundown has been completed or sometimes even before that, the news bulletin producer can start writing anchor scripts of individual news stories. It is also known as anchor link or “The Readers”. It is like intro of the report and presented by anchor. You should not squeeze too much information into one or two sentences if it is an anchor link of a news package. If you are writing an anchor link, keep the following things in your mind:

- You should keep sentences simple and short as it is easier to digest and share idea of the story by using simple and clear information. Difficult words should be written phonetically, and producers should ensure that they point them out in advance.
- You should be careful with numbers. It is ideal to take big numbers and write them in words to make it easier for anchors to read them in a flow. For example, instead of “the government promises to generate 800000 employment opportunities in next five years,” the anchor script should be written, “the government promises to generate 8 lakh employment opportunities in next five years.”
- You should avoid passive voice sentences and use conversational tone. Anchor script should be written in active voice and should appear as if the anchor is speaking to the viewers. Using conversational tone is very important to establish connect with the viewers. It should not appear as if the anchor is just reading from the teleprompter.
- You should try to use compelling words in anchor links. The viewers should be hooked to watch the whole report or segment after hearing the anchor link.
- Share main idea of the news report. Try to identify specific W questions that you should provide answers to in the readers/anchor links.
- Try to introduce the name of the reporter while writing anchor link of a news report. If s/he is reporting live in an area, recognize that so and so is reporting live and specify name in the script as well if it is an exclusive report as the reporter deserves the credit.

8.3.3 Challenges for a TV News Anchor

The challenges faced by news anchors have increased because of the 24-hour news cycle. This news scenario leads to rushed stories, inaccurate reports, incomplete information and sometimes even misleading content. Hence, the anchors have to go straight on air with information that may not be accurate and which may make them more susceptible to action under libel laws. Some other challenges faced by news anchors on a day-to-day basis are as follows:

Learn to maintain composure under crisis: Anchors have to keep calm during a time of crisis. Sometimes the crisis may be due to a bad and horrible news story or at other times, it may involve some on-air technical problem.

Last minute changes: Anchors are always required to be ready for a complete change in rundown and script at a moment's notice. If a breaking news story comes during the on-air bulletin, the producer may take the decision to make sudden changes in the rundown and insert it into news bulletin.

Long work hours: a news anchor cannot afford to have a regular 9 to 5 type of job. Plans have to be cancelled on a moment's notice if suddenly a big breaking news comes along during a bulletin. Their working hours and timings are fixed as per the requirement of the news channel they are working for.

Public criticism: A television news anchor has to develop a thick skin to realize that you cannot please everybody. Some viewers may criticize the anchors for their hair, dresses, style of speaking, having political bias, or being too aggressive. News anchors have to accept it as a part of their job.

Artificial Intelligence supported robot anchors: AI (Artificial Intelligence) supported robot news anchors have been experimented in few countries. Like many other fields, artificial intelligence may pose new challenges to the human news anchors. So, in future, anchors need to be more creative and continuous innovations will be required to keep human anchors relevant for the television news industry.

Check Your Progress: 2

Note: 1) Use the space below for writing your answers.

2) Compare your answers with those given at the end of this unit.

1) What are the important points one should keep in mind while writing script for anchors?

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2) List any five essential qualities of a good television news anchor.

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8.4 LET US SUM UP

In this Unit, we have discussed various aspects of radio and television presentation. It is hoped that this discussion will help aspiring anchors in understanding the dynamics of anchoring and will also help them to hone their anchoring skills. Radio and television anchoring demands a lot of hard work, sincerity, perseverance and knowledge. Knowledge about different fields and current affairs, command over language, ability of multitasking, knowledge of journalistic ethics and laws and voice modulation are a few essential qualities required for a good radio or television news presenter.

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8.6 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

Check Your Progress - 1

- 1) A radio presenter should have a good command over language, along with a well-modulated voice, correct pronunciation and good vocabulary. S/he needs to build a personal relationship with listeners while being able to multi- task. A presenter should be able to communicate clearly and thus should be articulate, with clear enunciation, and intonation. S/he should use everyday language for the programmes.
- 2) Radio presenters are divided into several categories according to the shows they host. These are: Announcer/Compere, News Reader, Narrator/Voiceover Artist, Radio Jockey, Commentator, Anchor/Host and Stock Characters.

Check Your Progress - 2

- 1) Keep sentences short, write big numbers in words, use conversational language, cover only the gist of the report, try to introduce the name of the reporter, etc.
- 2) Knowledge of different fields, ability of multitasking, command over language, capability of Sight Reading and skill to use teleprompter.