

QUALITIES OF A NEWSCASTER

- ▣ **News caster:**
- ▣ The Anchorperson Newscaster is the person who reads the news to the listeners on radio and conducts interviews if needed.
- ▣ **Essentials of a Newscaster:**
- ▣ A good news caster must possess the following prerequisites:

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- ▣ **Authority:**
- ▣ “Authority is not a sound. Authority is a state of knowing what you are talking about and being able to explain it convincingly and readily to somebody else.” (David Dunhill, **BBC Voice Trainer, Former Newscaster**).

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- ▣ **Credibility:**
- ▣ A newscaster must be a good journalist not a good actor. Good journalist means that he has got sufficient knowledge of what he is reading out to the listeners. It must appear from his tone whatever he is reading out, he must know its worth as well otherwise he has full chances to commit mistake. Sometimes it happens that the composer of the news script makes some errors in the spellings or in the names of the proper nouns.

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- ▣ **Credibility: (continued)**
- ▣ In such cases, if the newscaster is ignorant of basic facts and figures, he will not be able to correct the information and wrong information will go on air. From event to the broadcast, a news story passes through many hands but the newscaster is the person who enters into the scene at the end and holds the final presentation. It implies that manifold responsibility lies with him/her. Knowledge is confidence and knowledge is credibility

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- ▣ **Language:**
- ▣ We talk about language in terms of grammar, pronunciation and accent. As far as grammar is concerned, a newscaster must be well versed in the rules and principals of the language he is reading news in. Some important areas regarding grammar to be concentrated by a newscaster are: Tenses; Nouns; Verbs; Adjectives; Structures; Use of conditionals; Causatives.

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- ▣ **Pronunciation:**

- ▣ Whatever the language is if the pronunciation of the speaker is bad it gives bad impression and sometimes it changes the meaning of the word as well. For instance,

Sentence(noun) means a set of words that carries a subject and a verb; and conveys a message.

Sen`tence (verb) means to announce punishment.

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- ▣ **Accent:**
- ▣ Accent is not necessary to be followed but pronunciation is something that must not be compromised.
- ▣ **Unbiased:**
- ▣ A professional newscaster is the one who is unbiased at least when he/she is reading out news bulletin. He must be able to hide his feelings of hatred or liking for any one whose news he is reading out.

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- ▣ **Punctual:**
- ▣ Rain or storm, a newscaster is in form. What may come in the way, a newscaster has to reach the studio at least 30 minutes before the bulletin starts so that he may go through the script well in advance.

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- ▣ **Voice:**
- ▣ As far as the voice quality of a newscaster is concerned, it must be:
 - ▣ Good but not necessarily exceptionally good.
 - ▣ Comfortable.
 - ▣ Confident.
 - ▣ Clear.
 - ▣ Healthy.
 - ▣ Lively.
 - ▣ Microphone friendly.

REFERENCES

- ▣ MCM515 – Radio News Reporting & Production , Virtual University of Pakistan.
- ▣ Barnard, S. (2000) Studying Radio, London: Arnold.

**That's All
Thank
You**