

THE ROLE OF TV PRESENTER IN NEWS PROGRAMS

TECHMIND-2021

Shakhnoza Khamrayeva

Master student of Uzbekistan

Journalism and mass communications university



Abstract

The article pays special attention to the problems of modern news programs and the position of TV presenter in solving these issues as a face of the program. This research reveals modern tendencies of news programs and demands which are required from TV presenter. Besides the article aims to deal with the function and position of TV presenter according to global standards.

Key words:

News program, TV presenter, mass media, telespace.

In all developing countries, as in all spheres, the media is improving based on the principles of a democratic society. Today, life is itself consists of information and several types of mass media deal with sharing it in various formats. According to Article 67 of the Constitution of the Republic of Uzbekistan, the media is free and operates in accordance with the law. The media is responsible for the accuracy of the information in the prescribed manner, and censorship is guaranteed. As a leading type of mass media, TV is entering every community and human life by its strategic importance in forming an objective opinion of population about native and world events. Being aware news is so urgent as water and as air for modern societies and this great need lean on mass media, especially TV and news programs. Because TV is only quick source of taking information for most people, even we live in Internet age so many populations of world are far from it and do not own connection to it.

“As known, TV is based on the programming characteristics and already said that today it is designed primarily for pinpoint emotional influences. It develops inside of the ever greater fragmentation of information, and, accordingly, the fragmentation of the picture of the world appearing before us on the screen.”¹

“The TV news program is the backbone of all television networks, be they national, regional or local. These types of programs have been changing over the time. The essence of the information is being modified and has adopted a new format. The media is having a boomerang effect on the current population, a boomerang that catalyses and meditates their way of living. The media companies consider the audience as a test subject for their media experiments. The audience does not demand any specific programs but consumes the products on the market because there is no other choice. Because the large economic groups are in turn linked with the political power, the representation of the world is therefore clearly mediated in favour of one ideology or another and, thus, there is a great control of the information.”²

As told below media concerns collect information, the media cover it and prepare for publication. But there is also an extremely important person who connects this chain with the audience. The TV presenter remains one of the most demanded and famous television professions, acting as the main face of any television program. In all world presenters have almost replaced

¹М.А.Муасникова, А.С.Енгорн. “Роль ведущего новостей в ходе экранно-клипового моделирования телепространства”. Гуманитарный вектор. 2017. № 2

² Begona Gutierrez San Miguel, Maribel Rodriguez Fidalgo, Maria del Camino Gallego Santos. “Analysing the development of TV news programmes: from information to dramatization”. Revista Latina de comunicacion social. 2010. p: 126-145

both announcers and journalists, being at the same time authors, producers, creators and even owners of their own programs. Although the differences between these roles are obvious.

TV presenter becomes not just a "person from the screen" or a source of information, but also a public figure, whose opinion and position turn out to be an important reference point for most people: A person speaking in front of such a large audience, is clothed with great responsibility: on almost the whole country watches and listens to him, his words can have a powerful effect on the consciousness of people, on their views, their understanding of certain phenomena of life. "The presenter is not a speaker, not an actor; he is an accomplice the news production process. He is such the same team player as producers, reporters or cameramen. The host cannot be over the fight, cannot be into the side of the production and release process news program."³

The main characteristic of TV presenter is communication skills. The presenter should be as close to the viewer as possible, be the same a simple man like him. A professional presenter differs from a non-professional by the ability to calmly and confidently communicate with the viewer directly in real time. Can be added to this ability to separate the main from the secondary, to connect between are scattered facts, construct the same screen-clip model, which was mentioned above, thereby creating a single picture of the day. For the news anchor in particular, is, as a rule, not only a simple performer-informant, but also independent storyteller and news program editor.

Through the image of the presenter, his behavior is the author of the program broadcasts in plain text or in a veiled forms your main idea. The image of the TV presenter is the personification of the lifestyle that the creators of the program in hidden form are offered to viewers as a role model. Being the core of television production, the image of the presenter becomes the main director's technique, defining the rest of the set of techniques and expressive screen means.

"At the same time, some new trends in the work of the presenter of the information program are sometimes more clearly traced precisely in the Internet broadcasting space, since the Internet is essentially an experimental environment for testing certain other forms of implementing the functions of the leader."⁴

Impact on TV audiences with images of the TV presenter are realized through the mechanisms of perception and are associated with the problems of the psychology of interpersonal knowledge.

References:

1. Constitution of the Republic of Uzbekistan
2. Law of the Republic of Uzbekistan on "Mass media"
3. М.А.Мьясникова, А.С.Еингорн. "Роль ведущего новостей в ходе экранно-клипового моделирования телепространства". Гуманитарный вектор. 2017. № 2
4. Begona Gutierrez San Miguel, Maribel Rodriguez Fidalgo, Maria del Camino Gallego Santos. "Analysing the development of TV news programmes: from information to dramatization". Revista Latina de comunicacion social. 2010. p: 126-145
5. Sheremet P. G. TV between illusion and truth of life. М. : Partizan, 2009.400 p.

³ Sheremet P. G. TV between illusion and truth of life. М. : Partizan, 2009.400 p.

⁴ М.А.Мьясникова, А.С.Еингорн. "Роль ведущего новостей в ходе экранно-клипового моделирования телепространства". Гуманитарный вектор. 2017. № 2