



UNIT – 1

NEWS ANCHORING

Narrate or write news stories, reviews, or commentary for print, broadcast, or other communications media such as newspapers, magazines, radio, or television.

Key takeaways:

- A news anchor is a broadcast journalist who hosts live or pre-recorded televised news programs.
- You can pursue a career as a news anchor by earning a bachelor's degree in journalism, gaining entry-level experience in broadcast news and preparing a resume tape that showcases your anchoring capabilities.
- Working as a news anchor requires skills such as public speaking, interviewing and an understanding of telecommunications technology, such as microphones, computers and video editing programs.

News Anchor Tips and Techniques

In the fast-paced world of journalism, news anchors play a crucial role in delivering information to the public. They are the face of the news, responsible for presenting stories with clarity, confidence, and professionalism. Becoming a successful news anchor requires a combination of natural talent, training, and experience. In this comprehensive guide, we will explore the essential aspects of news anchor training, from honing your on-camera skills to developing a strong journalistic presence. Whether you are a journalism student or a professional looking to transition into the world of broadcast news, this article will provide you with valuable insights and resources to help you excel in your news anchor career.

1. Develop Strong Communication Skills

As a news anchor, your ability to communicate effectively is paramount. You must be able to deliver information clearly and concisely, while also engaging your audience. Developing strong communication skills involves mastering the art of public speaking, improving your vocal delivery, and refining your body language. Consider joining a public speaking club or taking courses specifically focused on improving your communication skills.



2. Enhance Your On-Camera Presence

Being comfortable in front of the camera is a crucial aspect of news anchor training. Practice delivering news scripts in front of a camera to improve your on-camera presence. Pay attention to your posture, facial expressions, and gestures. Work on maintaining a calm and composed demeanor, even in high-pressure situations. Remember, your goal is to establish trust with your audience through your on-screen presence.

3. Master Voice Modulation and Diction

A news anchor's voice is one of their most powerful tools. It should be clear, authoritative, and easily understandable. Practice voice exercises to improve your diction, articulation, and pronunciation. Work on controlling your pitch, tone, and pace to effectively convey the message. Consider seeking feedback from professionals or enrolling in voice training classes to refine your vocal skills.

4. Develop Strong Writing Skills

News anchors often write their own scripts or contribute to the writing process. Therefore, it is essential to develop strong writing skills. Take courses in journalism, media writing, or creative writing to enhance your storytelling abilities. Practice writing news scripts that are concise, informative, and engaging. Pay attention to grammar, punctuation, and overall clarity in your writing.

5. Stay Informed and Cultivate News Awareness

To be an effective news anchor, you must stay informed about current events and have a deep understanding of various topics. Make it a habit to read newspapers, watch news programs, and follow reputable news sources. Stay updated on local, national, and international news. Cultivate an awareness of different perspectives and develop critical thinking skills to provide balanced and objective reporting.

6. Improve Interviewing Skills

Interviewing is a crucial aspect of news reporting. As a news anchor, you may have the opportunity to conduct interviews with experts, public figures, and individuals involved in news stories. Hone your interviewing skills by practicing active listening, asking insightful questions, and maintaining a professional yet empathetic approach. Consider taking courses or attending workshops to sharpen your interviewing techniques.



7. Gain Practical Experience

While theoretical knowledge is important, practical experience is equally crucial in news anchor training. Seek opportunities to gain hands-on experience through internships, volunteering, or working at local news stations. Practical experience will not only enhance your skills but also provide valuable networking opportunities within the industry.

8. Consider Professional Training Programs

If you are serious about pursuing a career as a news anchor, consider enrolling in professional training programs. Institutions like New York University (NYU) offer comprehensive journalism programs that include courses on news anchoring. Additionally, Yellow brick provides online courses specifically tailored for aspiring news anchors. These programs can provide you with specialized training and guidance from industry professionals.

9. Build a Strong Portfolio

As you progress in your news anchor training, start building a strong portfolio that showcases your skills and experiences. Include samples of your on-camera work, news scripts you have written, and any relevant projects or achievements. A well-curated portfolio will help you stand out when applying for news anchor positions.



UNIT 2

FUNCTION OF TELEVISION NEWS CHANNEL :-

- 1. Informing the audience:** news helps in informing people of what is going around them in the world. It covers the entire serious topic that every individual has right to know for the better living. Here topics like politics, business, education, foreign affairs, weather forecasts etc all are covered. News helps us to inform complicated processes in a simple way.
- 2. Educating the audience:** as discussed above news is used to inform people it is also used to educate them on the matter which is directly or indirectly related to them. For instance, there is a happening going on GST in India but many are not aware of exactly what is it so news helps us to educate on such topics and how it will affect us and others. Editorials and columns help us to educate ourselves on those topics which we might not acquire easily.
- 3. Interpreting facts and news:** people have the tendency to believe written things as it is believed that anything in written form as more authenticity. Every reporter must keep in mind to collect their information from different sources before conveying it to the audience. Before informing it to the audience reporter must go through all the facts required in the story and interpret them accordingly. The facts must be interpreted carefully to influence audience rightly and persuade them in the right direction. A good news means every fact and figure must be looked after keenly and presented in the news appropriately.
- 4. Source of entertainment:** People who have little knowledge of news would think it carries only serious topics but to balance out its serious nature it tends to also serve as an entertainment source. This news is usually read, heard and seen in the leisure time. It covers that news which is light in nature news on fashion, movie reviews, hobby columns, sports news etc. Entertaining news is gaining a great number of audience as it is attractive in nature.



5. **Spreading Awareness:** it helps in spreading awareness regarding what is going on around the world on serious topics. Politics, health, business and other people-oriented matters. For say if there is a disease spreading all over a nation then the news plays important role spread awareness on it and how to prevent ourselves from it. To provide a good news reporter must look into the matter keenly and increase people's awareness on such issues.
6. **Advertising:** At times it happens many news channel show one thing in a repetitive mode. Therefore it is easy to understand that it is an advertisement of certain things as it is commercially oriented. Many times there are messages conveyed which are of public service and for public awareness such as the message on family planning, safety while driving, blood donation etc but at times the advertisement is commercially oriented meaning on some products. The advertisement is disliked by many as people believe when news channels start to show more advertisement they lose their value and forget what their actual duties are.

Types of news stories

Straight news/Hard news

Stories that report only the most essential information in a concise and impartial manner are referred to as straight or hard news stories. This type of story typically follows the inverted pyramid style, which organizes information by descending order of importance or places the most newsworthy information at the beginning of the article. This style will be discussed in more detail below. Examples of hard news stories include those about political topics and crime.

Features

The primary difference between a feature story and a straight news story is the style. A feature article is more in-depth than a traditional hard news article and uses the types of storytelling devices and details that you might find in novels. Feature stories are considered soft news and do not focus merely on the basic facts.



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Writers typically have more flexibility to use a wider range of formats, provide rich descriptions, and include scene-setting anecdotes. Features often are given more space on the page and are accompanied by pictures, illustrations, graphics, maps, and other visual components. A profile of an athlete or a political figure is an example of a feature article. The characteristics of feature writing will be explained further in the next chapter.

Editorial

Although journalistic ethical standards call for general news writing to be objective in content and tone, news writers also have the opportunity to communicate personal points of view about current events and topics. The editorial is a type of news story used to develop an argument about an issue and even sway readers' opinions. The essay also represents the official view of an editorial board that determines what views to share after some kind of deliberative process.

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UNIT -3

TV Production Techniques

TV production is a complex process that involves numerous steps and techniques to create a high-quality program. With the rising demand for quality content, the TV production industry is becoming increasingly competitive, making it essential to master the necessary skills and techniques for success. In this article, we will explore some of the essential TV production techniques that can help you advance your career in the industry.

Pre-Production Techniques

Pre-production is the first stage of TV production, and it involves planning and preparation before filming begins. Here are some pre-production techniques to consider:

- **Scriptwriting:** This is the process of creating a script for a TV program. A good script is essential for a successful production, and it should be engaging, informative, and easy to follow.
- **Storyboarding:** Storyboarding involves creating a visual representation of the script. This helps the director and the crew to visualize the program and plan the shots and camera angles.
- **Casting:** Casting is the process of selecting actors for the program. It's crucial to find the right actors who can bring the characters to life and deliver the desired performance.
- **Location scouting:** Location scouting involves finding the right location for filming. It's essential to find a location that fits the script and provides the necessary lighting and sound quality.

Production Techniques

Production is the second stage of TV production, and it involves filming the program. Here are some production techniques to consider:

- **Lighting:** Lighting is crucial for creating the right mood and tone for the program. It's essential to understand the different types of lighting and how to use them to create the desired effect.
 - **Sound:** Sound is another critical element of TV production. It's essential to use the right microphones and recording equipment to capture high-quality sound.
 - **Camera work:** Camera work is essential for capturing the right shots and angles. It's crucial to understand the different types of shots and how to use them to tell the story effectively.
 - **Directing:** Directing involves guiding the actors and crew to achieve the desired performance and shots. It's essential to have good communication skills and be able to work well under pressure.
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Post-Production Techniques

Post-production is the final stage of TV production, and it involves editing and finalizing the program. Here are some post-production techniques to consider:

- **Editing:** Editing involves selecting the best shots and putting them together to create a cohesive program. It's essential to have good editing skills and understand the different editing techniques.
- **Sound design:** Sound design involves adding sound effects and music to the program. It's crucial to choose the right sound effects and music to enhance the program's mood and tone.
- **Color grading:** Color grading involves adjusting the color and contrast of the program to create the desired look and feel.
- **Visual effects:** Visual effects involve adding special effects to the program. It's essential to choose the right visual effects to enhance the program's story and mood.

What is a microphone?

A microphone is a device that converts sound waves into an electrical signal. It allows you to capture audio and transmit it to various devices, such as computers, amplifiers, or recording equipment.

How does a microphone work?

A microphone consists of a diaphragm, a coil or capacitor, and a magnet. When sound waves hit the diaphragm, it vibrates, and this vibration is converted into an electrical signal through the interaction between the diaphragm, coil, and magnet.

What are the different types of microphones?

There are several types of microphones, including dynamic microphones, condenser microphones, ribbon microphones, lavalier microphones, and shotgun microphones. Each type has its own characteristics and is best suited for specific applications.

What is a dynamic microphone?

A dynamic microphone is a robust and versatile type of microphone that uses electromagnetic induction to generate an electrical signal. It is commonly used in live performances, broadcasting, and recording vocals and instruments due to its durability and ability to handle high sound pressure levels.

What is a condenser microphone?

A condenser microphone, also known as a capacitor microphone, uses a charged diaphragm and a backplate to convert sound waves into an electrical signal. It requires an external power source, such as batteries or phantom power, and is widely used in studio recordings, podcasts, and professional audio applications for its high sensitivity and accuracy.



What is a ribbon microphone?

A ribbon microphone uses a thin strip of metal (usually aluminum) suspended between two magnets to capture sound. It is known for its warm and smooth sound reproduction, making it popular for recording vocals, string instruments, and guitar amplifiers.

What is a lavalier microphone?

A lavalier microphone, also called a lapel microphone, is a small microphone that can be clipped to clothing. It is commonly used in presentations, interviews, and broadcasting, allowing the speaker to have a hands-free experience while still capturing clear audio.

What is a shotgun microphone?

A shotgun microphone, named for its long and narrow shape resembling a shotgun barrel, is highly directional and excels at capturing sound from a specific direction while minimizing unwanted ambient noise. It is often used in film production, broadcasting, and outdoor recordings.

Types Of Microphones - Condenser, Dynamic, And Ribbon

There are three primary types of microphones. Those include cardioid, dynamic, and ribbon microphones.

Ideally, they all work the same but are designed to capture different elements. For example, if you're a singer, you may want your microphone to capture your voice while reducing the instruments in the background.

Let's look at each of these types of microphones and what each is best for.

What Is A Condenser Microphone?

A condenser microphone uses a capacitor to convert sound into an electrical signal. These mics are typically used in studio recordings because they have a higher quality sound than dynamic microphones and are often best for vocals and higher frequencies.

Besides recording vocals, you would also use a condenser mic to record acoustic guitars, piano, orchestral instruments, etc.

Condenser microphones come in two main types: small-diaphragm and large-diaphragm. Small-diaphragm condenser microphones are more common and are generally used for recording instruments. They are also great for capturing the sound of vocals and acoustic guitars.

On the other hand, large-diaphragm condenser microphones work well for studio recordings. They have a higher quality sound than small diaphragm condenser microphones.



Types Of Condenser Mics

Here are some condenser microphones to consider:

- [RØDE NT1](#)
- [MXL 990](#)
- [Audio-Technic AT2021](#)
- [Audio-Technic AT2035](#)
- [Tascam TM-80](#)
- [MXL 770](#)
- [Audio-Technic AT2010](#)
- [Samson C01](#)
- [Blue Yeti](#)

What Is A Dynamic Microphone?

Another type of microphone to consider is a dynamic microphone. They are more rugged and can handle high volumes, making them ideal for live performances.

Some popular dynamic microphones are the Shure SM58, Shure SM7B, the Sennheiser e935, and the Audix i5.

Dynamic microphones are less sensitive than condenser microphones, meaning they can handle more sound without distorting the audio. This also makes them better for capturing louder sounds.

You would use a dynamic mic for general recording, live streaming, voice chat when streaming your gameplay, interviews, and more.

Types Of Dynamic Microphones

Here are some of the dynamic microphones you will want to consider:

- [Shure SM7B](#)
- [Shure SM58](#)
- [Electro-Voice RE20](#)
- [Sennheiser e935](#)
- [Samson Q2U](#)
- [Heil PR 40](#)
- [Audix i5](#)

What Is A Ribbon Microphone?

Ribbon microphones are less common but offer a unique sound that can be well-suited for certain genres of music. They use a ribbon of metal to convert vibrations into an electrical signal, and they typically have a figure-8 pattern.



There are a few different types of ribbon microphones available on the market.

Ribbon microphones are not as common as condenser or dynamic mics. However, they often produce a mellower sound than other microphone types, making them well-suited for certain genres of music. They can also be used for studio recordings for capturing the sound of vocals and acoustic guitars or capturing the sound of a choir or band.

Types Of Ribbon Mics

Here are types of ribbon microphones for you to consider.

- [RØDE NTR](#)
- [MXL R144](#)
- [AEA R84](#)
- [Heil PR 30](#)
- [AEA RPQ2](#)
- [Beyerdynamic M160](#)
- [Royer SF-12 Stereo Ribbon Microphone](#)

MICROPHONE TYPES & DIRECTIONALITY

The Steele Vintage Microphone Collection contains numerous kinds of microphones. The major microphone types are Carbon, Condenser, Dynamic, Ribbon, Crystal, and Dual Element. The following pages of the pages further explain these six main types, and some are organized by microphone directionality as well. This page will clarify microphone directionality.

Microphone Directionality

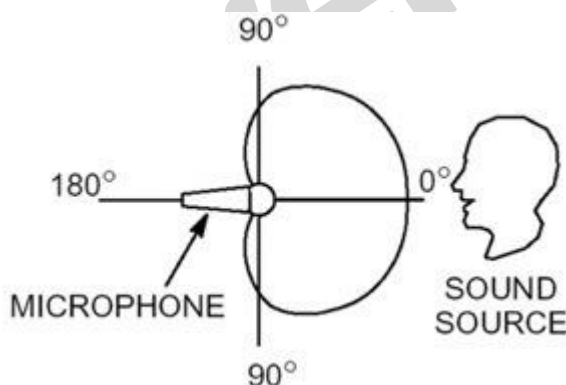


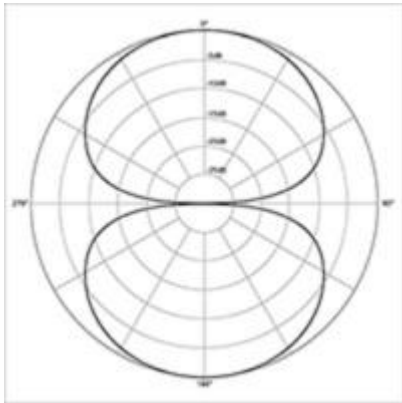
Figure T1

Microphone directionality refers to which direction a microphone gets its sound from. Some microphones can only pick up sound from one direction; others can pick up sound from all around it. Directionality is also referred to as "polar response," "polar pattern," or "frequency response."



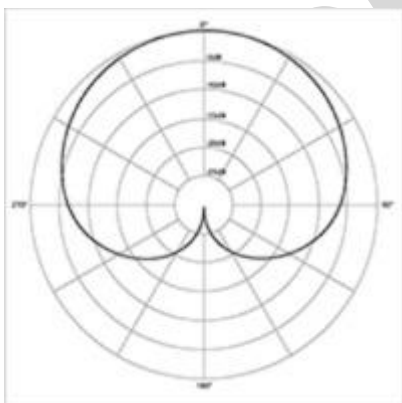
While there are numerous types of directionality in microphones, Mr. Steele's vintage microphone collection contains five types; Bi-Directional, Cardioid, Super Cardioid, Omni-Directional, and Hyper-Cardioid. Of these, the most common types in his collection are the Bi-Directional and Cardioid response types.

Figure T1 will help you understand what each of the diagrams below represent. Each pattern below is oriented as if the microphone were pointing directly up.



Bi-Directional

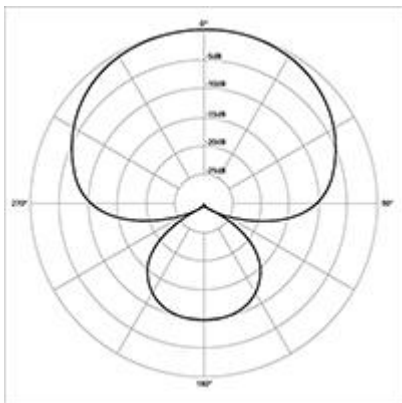
The typical pick-up pattern of a Bi-Directional microphone is demonstrated by Figure T2. Bi-Directional microphones pick up sound from only two directions; from behind and in front of the microphone. This type of directionality is effective for picking up sound from both an audience and a speaker. For example, a bi-directional microphone might be used when holding a press conference where the official being interviewed, as well as the press's questions, need be channeled through the same microphone.





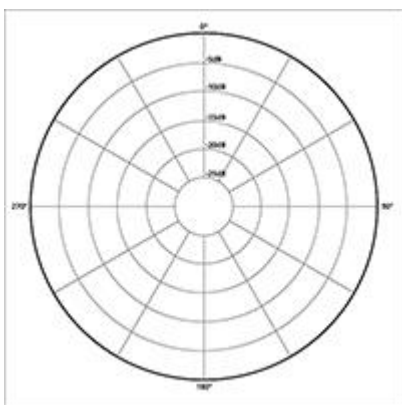
Cardioid

Figure T3 shows the pick-up pattern of a Cardioid microphone. Cardioid microphones pick up sound from only one direction; from in front of the microphone. This means that they are very effective for interviews or performances in loud places, where ambient sound needs to be cancelled out in favor of the interviewee or performer.



Super- and Hyper-Cardioid

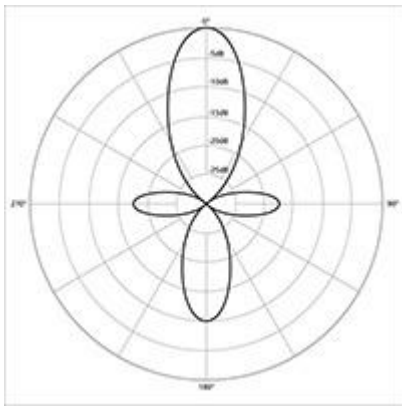
It is the pick-up pattern for Super-Cardioid and Hyper-Cardioid microphones. These are similar to Cardioid microphones, but do pick up some sound from behind the microphone as well.





Omni-Directional

It shows the pick-up pattern for Omnidirectional microphones. These microphones pick up sound from any direction, and are great for recordings of natural settings, when sound from many different directions is being recorded at one time.



"Shotgun" Directionality

The pick-up pattern for "shotgun" microphones is shown in Figure T6. These microphones were designed to pick up sound primarily from one direction, but they also pick up some sounds from the sides of the microphone, as well as from the back. These tend to have a more linear pick-up pattern.

Lighting for studio

First off, I will explain some common types of lighting equipment used and what the lighting equipment is used for. In the next section I will be exploring some photo studio lighting techniques. Studio lighting kits can be as complicated or simple as you like. Each continuous lighting kit can be used to light up a specific part of your subject, giving you different effects.

Just to be clear, many successful small business photo studio set ups involve only one or two lights or a hard light stand instead of a continuous lighting kit! So unless you have a lot of money lying around, I wouldn't recommend buying all these pieces of lighting equipment or a [lighting kit](#) that comes with everything.

The lights in a studio will either be continuous lighting (always lighting up your subject) or strobe (where it goes off at the press of a button).



Many [lights are mounted with a diffuser to soften the effect](#) on your subject. Diffusers can be soft boxes, okto box, strip boxes and umbrellas. When looking at lighting kits, look to see what type of items they include.

Other devices will limit the direction a light travels in so as not to leak into the camera at the wrong spot.

Key Light

If you could only use one artificial light source, you're going to want to get a key light. Even with a multi light source set up, a key light is the "main" one. The key light does most or all of the work for continuous lighting up your subjects face. Any other lights used will compliment the work done by the key light. The key light is most often placed to one side of and pointed directly at your subject.

Fill Light

The fill light is used in conjunction with the key light. The fill light brightens the shadow cast on your subject by the key light. The fill light can be a hard light as the [key light but generally you want a little bit of shadow](#) on your subject's face to show some dimension in your shot.

Hair Light / Separation Light / Kicker

These light is has different names depending on if your subject is a human or an object but they provide the same purpose. This light is meant to only fall upon a small part of your subject, the hair for example. The light beam is narrow so as not to hit a large part of your subject.

Of course, the closer your hair light is to your subject, the more narrow the highlight. So move your light further away from your subject if you want it to hit a slightly larger area. This light should be set as high as or higher than your [key light](#). This light is meant to help your subject stand out from the background and potentially draw your eye to a certain part of the image.

Background light

With so many lights on your subjects, sometimes your background can turn out too dark. Here is where the back light comes in handy. A back light can also help eliminate shadow cast on your backdrop by your subject. The back light is most often dimmer than or equal to the power of the key light.



Camera Mounted Flash

Ok, so camera mounted [flash isn't necessarily studio continuous lighting](#), although I am sure some photographers may be using it in their studios. Flash does fall within the artificial lights category so I am going to talk about it here as one of your lighting options. The convenience of camera mounted flash is that it's much more mobile than bulky light stands or using a secondary light.

This means you can quickly and somewhat discreetly move around and within crowds at concerts, [wedding receptions](#) and ceremonies. You can also swiftly and easily change which direction the flash is set off in.

Flash can be bounced off the ceiling to diffuse the soft light before it hits your subject. When the ceiling is so high that it doesn't bounce the soft light back down, a flash diffuser can be used to soften the effect.

More than soft light, flash diffusers come in many shapes and forms, from mini soft boxes to semi transparent plastic domes to reflective flat cards.

[Flash is also often used outdoors as a fill light](#), or a secondary light, set at a low enough power so it only lightens the shadows without overpowering your stunning images.

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UNIT – 4

Voice Modulation- Importance and Tips

While some people get nervous in public speaking, others become really confident speakers.

In public speaking, when you are delivering your speech, your confidence is one of the most important things. And what can be a better reflection of your confidence than your voice.

To give a successful and worth remembering speech, voice modulation can work wonders. It may be a difficult task but with practice, practice and more practice, you can master it and bring the best out of your speech.

Voice modulation means to control or adjust your voice according to the requirement of your speech. Your pitch, your pace everything should vary according to the requirement of the sentence you speak. If you are happy or sad, one should be able to make it out from your voice else your speech would become dull.

WHY IS VOICE MODULATION IMPORTANT?

We all happen to get a chance to speak in a family even, in a presentation at office or on the stage sooner or later, so we should be aware of the voice modulation techniques.

As said earlier, it makes your speech more engaging and interesting for the audience.

An enthusiastic voice depicts your confidence. It helps you convince the people to your point of view. It helps in delivering an effective and impactful message. If you are good at voice modulation, it can open the doors for you for many professions like marketing, customer relations etc.

If you want to become a master of public speaking, then learning this art is extremely important.

TIPS ON VOICE MODULATION

In voice modulation, a technique namely 4 P's that is Pitch, Power, Pace and Pauses is quite popular. So, let us see what they are and also some more tips on it.

1. **Pitch-** Your pitch can play a very important role while you deliver your speech. Females usually have a higher pitch as compared to men. When you are delivering your speech, keep your pitch a little low to avoid the shielding voice due to the microphone. Here is [how to use a microphone in public speaking](#).



2. **Power-** Speak powerfully, loudly, and clearly but strictly no shouting. It would be even better if you can practice your speech with a microphone before delivering it on the final day. Also, take care of the sound of your breath. It should not suppress your voice.
3. **Pace-** Keeping your pace slow will make your talk more understandable and easier to grasp. Your message would be clearer to the audience.
4. **Pauses** – Use adequate pauses for an appropriate time. Too many or too long pauses may bore the audience. They should be just enough for solving the purpose they are being used for. Pausing will help you catch the attention of your audience. [Learn using pauses in public speaking here.](#)
5. **Powerful words should be stressed-** Try stressing on some powerful words in your speech to make it more impactful. This would draw the immediate attention of the audience towards you and your message would get straight into their mind.
6. **See and learn from others-** Watch your favorite public speaker, politician, orator, celebrity, etc. who influences you in public speaking. Watch them again and again and try to grasp what you like best in them. Learn how they do voice modulation and then keep practicing.

In public speaking, your voice is an important tool. Once you master the art of voice modulation, you can connect and convey your message to your audience in a better way. This will give you confidence in yourself and the audience will also have confidence in you.

When practicing your speech, you may record it and listen to it to find out the areas that need to be improved. Keep repeating this till you are satisfied with the voice modulation in it.