



# Tv Presenter skills



# A Tv Presenter

According to Dayan and Katz in their work on media events, a TV presenter is *"a symbolic figure who represents authority, trust, and continuity in televised rituals and live broadcasts, helping to structure the viewer's experience."* This definition underscores the presenter's role in framing and legitimizing televised events.

Mc Quail defines a TV presenter as *"an individual who serves as the face or voice of a program, tasked with delivering information, providing commentary, and connecting the audience to the program's themes and objectives."* This perspective highlights their role as a communicator and interpreter of content.

## Mention the Skills for a TV Presenter

Confidence

Teamwork

Time management skills

Communication skills

Creativity

Decision making skills

Interpersonal skills

# Confidence:

The work of a TV presenter involves completing tasks while on camera. To be a successful presenter, it's essential that you have confidence while presenting news and sharing your opinion. It would be best if you were composed and sure of what you're broadcasting

# Teamwork:

The ability to work in a team is a must-have skill for TV presenters. They need to liaise with news sources, directors, producers and other newsroom staff to develop or deliver any news programme. It's important that you work professionally with your colleagues

# Time management skills:

TV channels air different shows, which have specific time frames. As a presenter, it's essential that you plan and manage the time you spend on each story to ensure you cover all the news stories within the time allocated. In case you need to broadcast new developments or breaking news, it's vital that you quickly adjust your programme to ensure you present all the relevant information

# Communication:

The primary role of TV presenters is to deliver factual or entertainment news. This requires excellent communication skills to ensure the audience can hear and understand the information. In addition, they need to have active listening skills to comprehend what the producers and programme directors ask them to say or do while on live television



# Creativity:

Though it's not entirely the role of a TV presenter to create news or scripts, there are times when you may have to assist in developing stories. It's crucial that you be creative enough to create enticing and attractive stories for the public. Also, creativity is required to solve unexpected issues that arise during a live recording

# Decision-making skills:

Whenever there's breaking news or new developments, the news producers brief the news presenters during breaks or via an earpiece, expecting them to present the news. As a news presenter, it's essential that you have quick decision-making skills to process and analyse the information. You need to decide on the relevant news to deliver to the public.

## Interpersonal skills:

It's crucial that TV presenters have excellent interpersonal skills to build genuine and strong connections with their audience. They can participate in community events, charitable events and civic groups to interact and connect with their audience face to face. These connections create a favourable public image, attracting more people to watch their channel instead of their competitors.

# Identify the Do's and Dont's in Tv presentation:

## Do's:

**Research thoroughly:** Know your topic inside and out. This establishes credibility and confidence.

**Know your audience:** Tailor your language, tone, and examples to suit your target viewers.

**Maintain eye contact:** Look into the camera to establish a connection with your audience.

**Use appropriate body language:** Keep gestures natural and aligned with your message.

**Familiarize yourself with equipment:** Know how to use microphones, teleprompters, and lighting setups.

**Interact when possible:** Respond to live comments or viewer questions if the format allows.

**Dress appropriately:** Wear camera-friendly clothing, avoiding busy patterns or overly bright colors.

**Use simple language:** Avoid overly technical terms unless your audience is familiar with them.

# Don't's:

**Avoid jargon:** It can alienate your audience.

**Don't overload with information:** Focus on key points to maintain clarity.

**Avoid interruptions:** If hosting a panel, don't cut off speakers unnecessarily.

**Don't rely too much on teleprompters:** Over-reliance can seem robotic or unnatural.