

**TV Anchor – the pride of the nation.**

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**Abstract:** All important qualities that are needed for TV anchor to perform professionally are demonstrated in the article "TV anchor - the pride of the nation". One of those skills is to have a feeling of responsibility toward an audience and information delivered, also an ability to convey it to a wide range of viewers. According to the article, journalist is not only a one who can write and demonstrate articles, statements, but also a one who has a deep feeling of love to the motherland and a pride as a representative, as being a part of his homeland; article informs about statements and suggestions of experts. Moreover, article discusses and analyzes methods of foreign broadcasters. [Yulduz Zohidova. **TV Anchor – the pride of the nation.** *Rep Opinion* 2016;8(7):49-52]. ISSN 1553-9873 (print); ISSN 2375-7205 (online). <http://www.sciencepub.net/report>. 8. doi:[10.7537/marsroj080716.08](https://doi.org/10.7537/marsroj080716.08).

**Key words:** TV anchor, broadcaster, journalist, information, news program, audience, viewer, television, live broadcast, professional skill.

Nowadays, people have an opportunity to be aware of the events taking place in different countries around the world through the media. The development of information freedom leads the social development, as well as a gradual comprehensive personal development. Therefore, it serves to improve a political culture of citizens and expand of information freedom.

According to the experts, as the speed of information transmission rate growth, it has become a powerful tool to the human mind that effects in different directions, often affecting human life and the destiny of them or its capability of turning a variety of situations to the negative and the positive role. Currently, the majority of information is available via the Internet. Recently, non-profit and community organizations spend 30% to 80-95% of their work-time to work with information. The prerequisite of an effective social control is a possession of rapid and reliable information and an ability to ensure their timely delivery.

Is there any responsibility of information? First of all, responsiveness and efficiency. Cried at least social of the most interesting events and find them quickly is the lighting. " Responsiveness is a quick delivery and demonstration of the most interesting and socially significant events."<sup>1</sup>

Those television programs that meet above mentioned criteria are important in TV. Moreover, the main events and news of the country and countries around the world are demonstrated in more detail on the basis of reliable evidence. In fact, all nations, for example, European people highly value information programs. According to the survey, 44% of Polish

representatives watch the news program that is no longer than 20 minutes on a regular basis.

"Today, the Polish news television programs are competing with each other in order to get and increase the number of audience.<sup>2</sup>The reason is simple; those TV programs can gather millions of people in front of a TV. The results of a survey conducted in 2007 in Poland showed that 84,1% of local population, television news serves as the primary source of information, and 11.8 % as a source of additional information."<sup>3</sup>

TV researcher G.V. Kuznetsov thinks that "Information – is visit card of any TV channel". The processes of collection, processing and transmission are unique properties of information that are important.

"Психология телевизионной коммуникации", academic literature, illustrating television and its role in the life of the community, social and psychological functions:

1. to make people aware of what is happening in the world.
2. the formation of the mind.
3. social control, TV shows positive and negative behavior of the main characters, and by this clearly demonstrates ethical and aesthetic values.
4. psychotherapy.<sup>4</sup>

We can distinguish the following components of television and communication:

1. communicator is – one who delivers information;

<sup>2</sup>Kuznetsov G.V. "Television journalism".\_M.,1994.

<sup>3</sup>"Journalism". 2010, №11, -p.47.

<sup>4</sup>Matveeva L.V., Anikeeva T.Ya., Mochalova Yu.V. "Psihology of television communication".\_M., 2002, - p.27.

<sup>1</sup>Qozoqboev T. "Journalistic bases".\_ T., 2007, -p.73.

## 2. audience(s) – recipient of information;

The main function of news program is converting information materials full of facts into events. The influence of television has a huge impact on human psychology. Comparing the development of information in our country with our colleague Western TV, we have some specific aspects. For instance, they are national mentality, economic growth and existence of certain political system.

According to an article “Virtual jang, unga kim qanday tayyorgarlik ko’rmoqda?” published in a newspaper “Jamiyat,” the USA spends 137 million USD annually within the national program framework against “information war”. Moreover, more than 40 thousand “troops” are to ensure the permanent information security services.

Considering the fact, that journalist is a person who impresses an audience with his nation’s spirituality and cultural education; the period of informatization loads them with even more responsibilities. In fact, every country makes certain demands for journalists on the basis of its national interests.

International information programs for monitoring the extent, that the state will have partial information. In addition, a language I don’t understand, though, we will create a better understanding about the cause of the nation. For instance, North Korean TV news programs still keep an old style by implementation of old design and style and the way of their broadcasting. Unlikely, in South Korea the growth of technology in the sphere of Media and TV can be easily seen by their TV programs’ design and graphics.

Moreover, the diligence to create even more discoveries are clearly demonstrated in the way of formation their TV programs. USA pays a great attention to the concept of “Democracy”. Thus, journalists of News program behave themselves much free: the clothing culture, sitting straightly, hairstyles and some other aspects are usually being ignored. However, priorities go first to news information itself and the way of delivery, as well as making them memorable for the audience.

Consequently, journalists should feel a deep love to his motherland in order to demonstrate the level of the nation. If he loves his motherland, then he is able to provide this love to other people. In this case, one of Indian movie can be a good example, where an English man asks his friend whether India is still the land of Snake-masters, and a main hero surprises that English man by explaining India as a powerful country with justified facts.

Journalists are seen by a whole country, people believe in them. Thereby, journalists are taking a huge responsibility of a whole country, all people, so their

attitude must be serious toward their job. People respect creative, professional, promoting positive ideas, creating a hope for the future journalists. The movie “Legend 17” that is created by Russian director has an interesting moment, where a Hockey team before going to Canada for world championship, a coach tells to Valeriy Harlamov, one of famous hockey players, “Do not forget a whole country will watch you!”.

*The journalist is idealized as the receptor by which the reality of an event is relayed to the public who cannot experience the event for itself (Lippmann, 1922). The public, armed with pure information, may then form its own opinions. So, the journalist is to be unbiased, fair, and in other words, free from human feelings.*<sup>5</sup>

The reason why we mentioned this moment from the movie is that journalist need to contribute himself sincerely, otherwise an audience easily defines non-professionals.

“...The journalist must have not only professional informational skills and civil courage, but also a high level of culture of thinking. Journalists who do not know how to think, they are like robots or weapons which yield under the pressure of socio-political and amplifying information situations taking place in the global arena.”<sup>6</sup>

Today, journalists should be an example from all sides for young people and this requirement is the demand of time. They do not only deliver information, but take a responsibility to show the cultural and educational level of the people. We would like to finish our point with phrases of Ismoil Sulaimonov from his book “I am a journalist”. “Always cherish the reputation of the journalist and respect the preferences of the people, perform your duties with sincerely. Keep your goals for the future, try and learn.”<sup>7</sup>

Journalist in real situations should be at the scene of the event. Firstly, he will be in the course of events, secondly he creates the image of a professional in real life instead of sitting in the studio and reading texts. Every art has the right tools and methods to implement your own style. In the television sphere, art manifests itself in the behavior of the journalist in frames, in thinking, culture speech in a conversational style. A creative style of journalist helps him to appear clearly in the frame, and he will be an unforgettable one. Also, it manifests itself in the uniqueness of demonstrated information; maintain contact with the

<sup>5</sup> Kimberly Meltzer. TV news anchors and journalistic tradition: how journalists adapt to technology. – P.81.

<sup>6</sup> Ernazarov Q., Mamatova Yo., Toshaliyev I., Ernazarov Sh. Theory and practice of activity of TV correspondent. T.: 2002. –p.15.

<sup>7</sup>Sulaymonov I. I am a journalist. \_T., 2001, -p. 140.

audience and the effectiveness of the assimilation news.

*Additionally, as has been established, the ideal anchor must have certain “cosmetic advantages” – voice, presence, good looks (but not too good)- and display appropriate amounts of real emotion. Finally, the anchor must be a “company loyalist” and a “team player” who can reflect the self-images of the people within the news organization” (Diamond, 1980). Meeting all of these criteria is a tall order.<sup>8</sup>*

In the period of adaptation of modern television on new requirements of our modern life, makes us understand the term telepractice, which helps journalists to create their image. The journalist is not only a person who speaks in the frame or source of information, but also a public figure who will be able to influence a thinking of a thousand people. Gradually electronic media is being formed, in which synthesized our video perception. Today, when choosing the style, the pose and responsibilities - journalist is almost free, but this freedom sometimes generates contrasts between sides.

The image is the result of an individual's behavior in the frame. There are 2 types of images:

1. Audiovisual
2. Latents

Audiovisual journalist is determined by the etiquette of clothing, behavior, speech culture with the audience and pleasant voice. The audience, according the level of knowledge, worldviews, thoughts and social status estimates journalist in his art of conducting deliver and demonstration of information. This type of image can be called latent.

The success of the program is determined not only by the quick information, by evaluation of the audience or with the unique style of the journalist, also by the introduction of the dialogue with the audience and the desire to listen to the reviewer. A live communication is a live transmission of information from the scene, explaining the situation to the viewer. In fact, the viewer does not know what will happen in a few minutes. Consequently, the audience will come in real time, thereby becoming a participant in this event. Summing up, live program - is the introduction of the event and description to a picture of the situation in real-time. Many television news programs are performed in a genre of live broadcast: news, report, monologue and interviews. News - is a genre of journalism, where facts are transferred to the audience. Report –is thematic framework of socio-economic news. Live report can be transmitted without comment of the journalist. Also, it is impossible to present informational

programs without an interview, as shot interviews make videos interesting to the viewer.

Viewers with different tastes and worldviews evaluate journalists on their attractiveness. In modern society the media plays an important role in social Institute. “The media play an important role in creating a social community, they do not only provide people with information, but also help to improve their outlook”

During the broadcast transmission, journalist and audience interrelate with each other.<sup>9</sup>

Usually researchers think the TV as the only audio-visual tool for mass communication. The reason is that the author is a journalist on-air passes personalized information. Considering the fact that, journalists as an influential person for the general public, their role in shaping cultural values and ideals of society is priceless. Recently, the educational role of the modern television and losing responsibility for the content of transmitted information are often discussed. Therefore, it is important to assess the impact of a journalist to the audience from the point of view of science. This idea is supported by the scientists who carried out research in the field of mass communication (E. E., Karavanova, Century Agricultural Manarov, JLB, Matveev, V. F. Petrenko, E. E. Pronina, Goldhaber, M. McLuhan and others). Many researchers consider the formation of the imagination of a man as a difficult thing. Charisma, charm and beauty are some of the qualities of a human. People will be able to influence others with these same qualities. Therefore, it is necessary to determine the mechanism of action of charm to influence people.

*You have to be able to make people trust you with just a few words out of your mouth which requires a kind of presentation and certain kind of confidence in a very specific way in yourself that is necessary to be successful as an anchor or a correspondent (personal interview with P.K., former veteran television news producer, 2006).<sup>10</sup>*

Journalist –is a social orator, a pleasant companion, the interviewer who asks the questions. His role in the formation and management of social perception is infinite. The journalist can intensify the attitude of the audience to communicate. He knows how to effectively use the communication based on technical tools. A skilled journalist can associate a time and place.” The event takes place in here and now and you are now witnesses of this event.” Also, he has a rich vocabulary and skills. He knows the

<sup>9</sup>Г. М. Андреева, -p.242.

<sup>10</sup> Kimberly Meltzer. TV news anchors and journalistic tradition: how journalists adapt to technology. – P.95.

<sup>8</sup> Kimberly Meltzer. TV news anchors and journalistic tradition: how journalists adapt to technology. – P.97.

methods and secrets of attracting the attention of the audience. Language, knowledge, skills and speech skills will serve to program to be even more interesting.

News program journalist must be physically healthy, pleasant, polite, with a beautiful voice, right pronunciation words, understanding life and people, ready to respond to any unpleasant situation during the live broadcast, and have many other good qualities. Everything should be on demand, from voice to appearance. It is very important to be talkative and honest. Journalists with pleasant appearance and beautiful voice, has always been in great demand. It should also be noted that excessive beauty can prevent the viewer when receiving information. Transmitted information is secondary whilst the beauty comes in the first degree. In fact, journalists seem to be 5 kg more during the broadcast. Therefore, the journalist should always monitor their appearance. In addition, to improve pronunciation and make his speech understandable, he must accelerate the pace of reading. He should always be ready for any situation and find his way out of them.

According to research, many viewers want a man-journalist as a news program journalist. The reason is while the text is being read by a female journalist, the audience begins to pay attention to her appearance, clothing, hair and jewelry. Therefore, a serious TV programs prefer men as a journalists.

A professional journalist is always ready for any challenge during a real time TV program. He is aware of all socio-economic news taking place either in his motherland or in the world. He can systematically analyze a situation and can demonstrate his own point of view. Thereby, his TV programs are full of attention and interesting. So, being a journalist is an art and a talent at the same time.

When Maksim Sharafutdinov, a journalist of "1" Russian TV channel gave an interview on 25 August, 2008 to the portal Media JOBS. RU, he expressed his ideas, that journalist should be aware of each subject and full of knowledge. According to that interview, he added that during a real time program it is very challenging to explain an unknown thing to an audience, so journalist has to increase his knowledge by reading books, magazines and newspapers. In addition, he told that journalist's main goal is to deliver of a high-quality and full TV program to an audience. Moreover, he should not forget about his appearance: starting from hair style till physical form. ([www.mediajobs.ru](http://www.mediajobs.ru)).

Journalist should not limit oneself by lyric reading of articles; also he must be one who is close to audience, who delivers a pure idea of news. Then, he can make audience follow his ideas, make them believe him. Apparently, information-news program journalist should demonstrate confidence and sensitive toward the audience.

A pack of facts, revealing a certain event without including external and personal points is called news. There are certain rules and regulations for information news program and they make to perform better and quickly. According to Maksim, who has improved his working experience in the USA, he told that there in the US, no young journalists are allowed to work in a news program. When, a youth had a chance to perform on a news program, they had failed this project. According to the US experience, American people mostly prefer and believe to elder generation rather than young journalists. Whenever launches a new TV program, US information-news department is asked to give experienced employees and consequently that program's rating increases gradually. It is noteworthy, that all journalists put effort on being as free and natural as they can, because their performance demonstrates how confident and professional they are.

Chinese TV news programs put their efforts on quickness and 85% of all programs are in LIVE mode. A technical base is very high and paid a huge attention on an appearance of a journalist, pretty, good-looking costumes without accessories; they prefer classic style and have their own image-makers that are responsible to make journalists even attractive and unique according to their character. Journalists style should fit to a program they perform and they do not wear vulgar clothes even in entertain shows. News program are delivered according to national values to people. They do not broadcast materials for youth that seemed hazardous and harmful to their mind.

Conclusion: journalist can perform in a real time program with standing position and each program can distinguish from each other. No repetitions of style: starting from a delivery of information till the design of a studio.

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