

- **Fifth lesson: Radio and television presenting**

TV and Radio programs contain a lot of kinds, like health, travel, cars show, game show hosts, but the important programs that based on special skills of presenter like News Presenter, broadcast journalist and documentary presenters.

- **News Presenter**

A key part of being a news presenter is to be formal with the audience, this is because their role is to present news and facts to viewers and having the formal profile helps get the facts across in a trustworthy way. It is important however that presenter is not seen to be talking down to the audience but talking to them. Presentation is also important for news presenters, again working the formality and trustworthy appearance.

Modern day we see announcer using trending social networks to get on a more personal level with the audience and suggest to follow the channels twitter for example to follow more 'announcements' on the social media platform.

- **BROADCAST JOURNALIST**

For the journalists, it is key to look the part and speak the part to display an official persona. This is important as when reporting they are likely to be the front of the topic and scene and must have the correct knowledge and the correct delivery for the audience. This impression on the audience gives the journalist the chance to gain trust in what it is they are saying.

Having facts that are based on research extends onto the official presence as fact will mean that the journalist is taken seriously and can back what it is they are saying. The facts must be checked by the journalist as if it were to become apparent the facts were incorrect the back fire will extend not only on the journalist but the broadcast channel / company behind them.

- **Cooking shows**

A show based around food, and not necessarily 'healthy' food. These shows will display recipes and meals that may come across to complex to an audience but are displayed to look easy. Audiences watching these shows will be inspired to cook the meals they see on the show to feel like they are more skilled in the kitchen or in some cases not feel guilty for eating sweet food because chefs had made it on TV, so it must be okay. The audience will attach to the lifestyle that allows more flavourful and interesting meals to eat on a weekly basis.

DOCUMENTARY PRESENTERS

Presenting a documentary has its differences to normal TV broadcasts, one being that the presenter isn't always seen but heard. The voice over is key when presenting a documentary as the tone and delivery must be in a way that sounds factual and at a pace that is very easily understood by the audience. With this it can make a documentary successful as the main audiences watch them to learn about the topic, so a presenter who can educate in an efficient way will work best.

- **Questions:**

Which type of presenting you prefer? Why?

What are the most important techniques that the presenter must consider?

Choose one of the paragraphs and translate it into Arabic.