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Unit 37

Task 2:

The presentation role I have chosen is that of a newsreader, because this style of presentation can vary greatly depending on the audience, the purpose of the news programme, and what stories are reported.

The audience that newsreaders address varies on the news programme they present. Generally the target audience of most news programmes is so large, it’s hard to pinpoint what the primary audience is. There are few exceptions to this rule, such as fox news in America; a news programme that most people agree has a conservative bias, so it’s audience is primarily conservative, white Americans. News programmes like BBC news don’t have a particular audience in mind, since they try their hardest to remain impartial.

The intended effect of most news programmes is to inform, first and foremost, however news programmes are not unknown to try and entertain with stories about strange or amusing events that have happened in the world, but news programmes are not designed to instruct, whereas government broadcasts might be.

Newsreaders are suitable for the medium of news broadcasts because they help connect the viewers to the stories on screen by talking about them, and by introducing guests, and acting as a go between for field reporters and weather forecasters.

Newsreaders represent the different institutions they are employed by, such as ABC, NBC, FOX, CNN, the BBC, ITV, Channel 4 or Channel 5. These institutions may have a certain agenda, and FOX news once again is a great example of this, since Rupert Murdoch, it’s founder and CEO publicly stated that he discouraged liberal bias in the news, so in turn many believe FOX news to have a severe conservative bias, in response to liberal bias.