**Roles and Techniques in Broadcasting**

**News Presenter**

Programs like the BBC news or Sky News follow the same visual and verbal techniques when presenting the news. This sort of program is presented in a studio, where background noise and people are not present so that the news is delivered without interruption. The presenters are dresses formally, suit and tie for the men and smart blouse and skirt for the women, although women do wear suits sometimes too. They read of a pre-programmed screen behind the camera. By reading off this screen, they are unlikely to fall into using slang or slip up when they are talking. By being formal, using proper language in a simple tone and speaking at a reasonable pace, the presenters come across to its audience a being smart and informative. Overall a news presentation, from location, presenter and verbal delivery is formal and always direct to the audience and to the point.

**Continuity Announcer**

On channels like BBC, Channel 4 and ITV, a voice over will announce what programme is coming up next. The voice can either be male or female and speaks in a clear voice with no hard-to-understand accent so that the vast audience can understand what is being said. The voice will introduce the name of the show, warnings as to what it might contain, i.e. language, violence, sex, drug use etc. They will also then state what is upcoming. On channels like ‘Living’ or ‘G.O.L.D’ that play a lot of replay episodes of classic shows, they voice over will shortly explain what happens in the episode, such as ‘Will Mulder discover a cure for Scully’s cancer and at what price, The X-Files is on next’.

**Broadcasting Journalist**

A Broadcasting Journalist would usually appear on a News segment, covering part of the story that takes place somewhere else. These presenters have to break the usual conventions of a news presenter because of the circumstances they are in. For example, they tend to read of a cue cards which contain the necessary information they need to relate back to audiences. Depending on where they are located, their dress wear can change. If in a warzone like place, Iraq or Afghanistan, they are usually in protective gear and have to speak loudly to be heard over background noise like helicopters and trucks.

**Magazine Presenter**

A magazine show has a mixture of formal and informal elements. Despite being presented in a studio, the sofas, tables and screens make the setting look informal. Much like a chat show, presenters will be talking to guests in a similar fashion, by having an outline of questions and topics to discuss but they do have some leeway to talk about other matters. A magazine show also has news like elements in the sense that they too have on location journalists talking about certain issues or topics or subjects that take up a short segment of the show. These can include cookery, gardening, weather, science, education or entertainment. These segments are usually short and are used to introduce a guest that will be interviewed on the show. The presenters are usually dressed smartly but not in formal suits like news presenters, so they are more informal but still smart. They speak and deliver directly into the camera at times, directing their speech at the audience watching but they also talk directly at the guests in a conversation manner.

**Lifestyle Presenter**

Lifestyle presenters, founded on channels like ‘The Food Network’, are again a mixture of formal and informal. On a show like ‘Barefoot Contessa’ or ‘Nigellas Kitchen’ they use multiple conventions from different styles of presenters. Dress wear is mostly informal as they are doing practical subjects and could get messy and dirty. The setting is on location, usually in their kitchens, as they are showing audiences how to cook meals and snacks. In some segments the hosts will go to a shop, store or farm to gather ingredients and inform the audience on the best place to get them.

**Documentary Presenter**

Shows like ‘Planet Earth’ or ‘Africa’ feature documentary presenters. On a show like this, the presenter is a voice over but on occasion the presenter will appear in a segment usually informing the audience about something their show is focusing on, whether it be wildlife or nature. In this case the presenter would be in smart but informal clothes. When performing the voice over, the presenter speaks fluently, with good pronunciation and projection which makes them sell to the audience that they are knowledgeable in their area of documentation. Most presenters like David Attenborough, are indeed very smart which can be clearly heard in the fluentness of their speech and dictation.

**DJ –** Free Radio Presenters

A DJ presenter has a high advantage over many presenters because it is only a voice. There is no formal dress wear, formal speech or formal setting. DJ presenters focus on introducing and discussing songs with and to listeners and occasionally guests that appear on their shows. Most radio stations will have the shows split into different segments with different presenters discussing and doing different things over the course of the usual hour time slot. Later in the evening, more adult shows will appear, like ‘The Sanctuary’ on Free Radio. This show will discuss matters from UFO’s, Ghosts, Sex and Relationships, Life stories, Dilemmas and political issues. This show is aimed at adults because it airs from 11 till 1 in the morning and the presenters talk in a comical but conversation like way usually featuring adult language and humour.

**Chat Show**

On a programme like Graham Norton, which involves the host interviewing celebrity guests, the situation is informal. The guests and host sit in large chairs or on sofa’s creating a homely feel to the show, making it more relaxing to watch at night. Although the guests/hosts are formally dressed, the language and body language of them is informal. Guests/host tend to swear throughout, use slang language (usually to take the mick out of something) and they don’t read of a pre-rendered screen, meaning that the speech is more fluid and they can incorporate jokes and can be a bit more lenient in what they say. Although the hosts do have a set topic to talk about, usually the guests current career, it is not a simple, Question + Answer discussion, they go off topic or reveal something about their lives which engages other guests or sometimes the audience too.

**Game Show Host**

A game show host is much like a chat show host. Dressing in a formal manner and speaking formally to the contestants during the actual game and between each round, the hosts act much like broadcasting journalist in the way that they speak off of cue cards mostly and directly to the audience and the contestants. Game hosts are usually standing up, walking around the small set and interacting with the contestants throughout.

**Panel Show**

Panel show presenters incorporate elements from chat shows, magazine shows and sometimes game shows hosts also. Mostly in informal studio settings, a panel show like ‘Mock the Week’ features guest celebrities along with series regulars and a host who discuss topics that made headlines in the week and using adult humour and language continue to mock and insult them, in a comedic way. The panel of host improvise many of their jokes and the discussions that occur on the screen however, the host is informed by series producers of the things that can be said or not and what should be avoided. Late night shows like this have an advantage that they can feature stronger language and more adult humour, making the hosts and guests more informal and conversational than the interview technique used in many other types of shows.