**Roles:**

News Presenter: A news presenter is someone who sits in a studio when the news channel and states what is going to be talked about in that episode of the news, They will also talk about the different stories in brief, giving a few facts from each news story. The News presenter will dress very formal and will speak in the most respectable language, they will act very formal.

Continuity editor: A continuity announcer is person behind the voice you hear on channels like BBC 2 and G.O.L.D before the next program is about to start. A continuity announcer won’t have to dress formal however; they might not have to use as formal a language as other people who have other roles.

Broadcast Journalist: A broadcast journalist is someone who actually goes out on location and presents live from the scene. An example would be Syria at the minute. We have news reporters doing live coverage of the events that are taking place in Syria. The broadcast journalists are talking about the events as they happen and they are reporting amidst what is going on. Broadcast journalists sometimes dress formally and sometimes they do not, it depends on where they are reporting from and what they are reporting about. A person reporting on Syria amidst the action won’t be dressed in formal attire they will be dressed informal. On the other hand a person who is reporting from an outside location in the UK will more likely be dressed formally. It all depends on where they are reporting. A broadcast journalists language will mostly be of formal nature

A magazine programme presenter is someone who is the presenter on a magazine show. A magazine show is a show that just talks about everyday things whether it is about families or other things. They cover a wide variety of things that are everyday. They might talk about things like cooking or things like camping. The host of a show like this will dress informal and wont use formal language.

A lifestyle presenter is someone who presents a lifestyle programme. A lifestyle program is always focused on apart of lifestyle whether it be cooking or maybe even where to live. There are many examples of lifestyle shows out there but here are two popular shows “Saturday Kitchen” and “Homes under the hammer”

A documentary presenter is someone who presents documentary shows. There are many well-known documentaries out there that have popular presenters presenting them. Here is an example of a few, “Wonders of the Solar System” ~ Bryan Cox “The life of Mammals” ~ David Attenborough

A DJ can do one of many things. A DJ can have something to do with Music concerts, Parties and they even do radio! Radio DJ’s often talk as well as mixing daily tracks, they also invite special guests onto the radio as well.

A chat show host is someone who hosts a chat show. Chat shows are mainly found on TV and Radio. Special guest celebrities are invited to the shows to talk informally about various topics. An example of a chat show would be the Paul O’Grady show

A game show is a show where people compete to win some form of prize. A well-known chat show is The Chase, which is hosted by Bradley Walsh.

**Verbal Techniques:**

Language and phrase structure: Depending on the role of the person, the language and phrase structure will change. A presenter for a chat show or a game show will be using informal language. The way the person will say what they have to say will change with roles as a person on a News report will sound serious and important etc… Presenters of shows will often rephrase sentences to give them a different feel. For example “Two men were killed yesterday outside Birmingham city centre” changed to “Two innocent men tragically and brutally murdered at the hands of a cold blooded killer outside Birmingham city centre yesterday”

Vocabulary: The vocabulary used by presenters and the like changes with where they are presenting. For example if you had a news reporter reporting from a government place you only hear the queens English, meaning she/he would be presenting using only the finest words. A different example of this would a chat show, the chat show host wont have to be using the finest English in the world he will talking informal and so will the special guests invited on the show. So then again the language and vocabulary used by the people on shows changes with what role they are assigned and what the type of show they are working on is.

Phrasing: You will often see presenters and the like changing the structures of sentences to suit what they are talking about, they might change a very simple sentence structure into and very complex and high vocabulary sentence.

An example of this would be, “Armin Van Buuren arrived late at the Grammy’s” changed to “Armin Van Buuren arrived fashionably late to the world famous Grammy awards”.

Sentence structure is the grammatical arrange of words in sentences. This is very important when it comes to TV and radio as the audience listening to the TV show or radio show need to understand what you are saying. The structure of the sentence has to be understandable and readable both for the audience and the presenter. Common structural problems you will find in sentences are things like improper use of nouns, Words in the wrong place or even using the wrong words altogether. An example of using the wrong words is “me and my friend went…” the appropriate change would be “My friend and I”.

Paragraphs: Paragraphs are key to keeping the text neat and tidy. Paragraphs allow for easier reading and are generally more appealing than seeing a page full of text.

Paragraphs space out the text so that it looks readable and so that you can find whereabouts in the text you are. Paragraphs are there if you want to change subject or simply just to move on.

Paraphrasing is expressing the meaning of something, whether it is written or spoken using different words, especially when you want to make it clearer and more understandable to whoever is listening or reading. Because of this, paraphrasing is key in communicating to your audience.

Illustrative language is used to Illustrate or explain a point or belief. You will see this on chat shows and news shows as the people watching and listening want to know and understand what is being said. An example of this would be “now we move on to abortion, now as you all know abortion is the process in which a fetus is killed”.

Use of quotations: You will often see Quotations in books and on the news feeds and even some TV shows. Quotations are used to quote someone saying a sentence.

For example “Imagination is more important than knowledge.” ~ Albert Einstein

Quotations have to be used when it comes to writing reports and other things related, as plagiarism could be an issue. You need to quote anything you found out in the internet and if you are using quotes that someone else has said then you must quote them.

Consistency: You will see this a lot on documentaries, it is the process of keeping a topic going in the meaning that you will begin unfolding possible answers to that topic whilst going back over it. An example used in documentaries, particularly space documentaries could be “Could humans ever live on Jupiter’s moon Callisto?”

Catchphrases: A catch phrase is a well-known sentence or phrase, usually one that is linked to a particular famous person

They can be obtained from very well-known shows such as the weakest link, a very well-known catchphrase from the TV show weakest link “You are the weakest link, goodbye.”

Accents: Accents are key in some parts of Film, TV and radio. Accents might be required for a certain role in a film or TV show, a very good example of requiring an accent for a TV show would be Laurie Brett. Laurie Brett plays the role of Christine Mulgrew in the TV series Waterloo Road; The show is set up north at the top of England/ south of Scotland. Laurie Brett does not have a northern accent by default, she has to adapt to the show and act using a northern accent or else the character wouldn’t fit in the show well. Accents can be used to draw in an audience and gain more views, as some people prefer hearing a certain accent than other accents.

Tone of Voice: The tone of a persons voice is very important when it comes to presenting, especially on news channels or sports events. On the news channels you will hear that their tone of voice will be more serious on a BBC news report than a Sports report.

The tone of voice for a news presenter on the BBC will most likely be the same throughout the report, never changing dramatically. This gives a serious feel to the report. In a Sports show the commentators on that show will be serious sounding but their voices will change quite a lot during the match as they don’t know what is going to happen next, they also change their voices to make it interesting for the viewers at home.

Pace of delivery: the pace of delivery is key to making sure the audience understand what is being said. The pace also means how fast and in terms of how they deliver a speech or paragraphs it means how fast they say the text.

Timbre: The timbre is the uniqueness of ones voice, its how they stand out from the rest. The timbre is also the tone and qualities of a persons voice making them sound different from everyone else, we all have our own timbre.

The timbre of someone’s voice can decipher whether they get certain roles that require certain voices etc… an example would be the voice for a kids show. For a kids show you would need an appropriate voice that suits the character or role that you are undertaking.

Appropriateness to audience: Your presenting has to be appropriate to the audience it is aimed at. You need to talk in an appropriate tone and sound, dress in the right attire etc… With the voice, you have to make sure your voice is correct in your role, you need to make sure that voice is appropriate for your role.

If you are a news presenter you need to make sure your voice is clear and distinct, in a role like a voice over for a Space documentary you have to make sure that your voice is interesting and not monotone, you have to have emotion and you have to be clear and understandable when you speak your lines.

Whereas if you were undertaking the role of a character on a kids TV show, you have to make sure that you are funny sounding (if needed), clear, loud, jumpy, Kid-like etc…

**Visual Techniques:**

Dress and Appearance: When undertaking a role on TV, you have to make sure that you are dressed appropriately for that role. For instance if you were presenting on a mainstream news channel which gets watched by adults, you would need to make sure that you dressed in formal clothing E.G suits and tie for male presenters and dress for Female Presenters.

An example of a fail In being dressed appropriately for presenting would be, If you came onto BBC news dressed as “Mr. Tumble” from the Cebeebies show “Something Special”, this would be inappropriate as you are there to look formal and to present the news to the people who are tuning in.

A news presenter on a show like BBC News would be dressed in posh formal attire and would look very smart.

A person on a news show for kids however wouldn’t be dressed very formal, they would most likely be in smart casual clothing like Jeans etc…

Body Language: In any role, a person’s Body Language is key to their role and their success. If for example you are playing the role of a timid character in a film, you have to make sure your body language makes you look like you are timid.

Your body language needs to suit the role you are playing whether it be that you are a news presenter or a TV show host or an actor or any kind of role on TV.

If your body language is inappropriate then it won’t look right and the people viewing the show will be confused.

Physical Gestures are the movements made by people when they are speaking or talking. They can show how a person is feeling and how they are talking about something. They also add more emotion to the speaking making it more dramatic for people watching. People on the news do this a lot when they are talking about the news stories that are currently happening.

Movement only happens when it is necessary. For instance, you wont see much movement on a news show as the news presenter is like standing still or sitting down however on shows such as children’s shows, you will see a lot of moving around. The movement can add energy to the show making it more enjoyable.

But remember it must only be used when it is necessary to the show you are making.

Facial Expressions: Facial expressions are very important to the role of a presenter or an actor, they need the right facial expressions for the role they are undertaking and the facial expressions need to be appropriate with what is being said or what is happening. If something sad or slightly disturbing for some viewers is about to come on then the facial expressions need to show that.

Again you need to be appropriate to your target audience by wearing the right things, saying the right things, using the right facial expressions etc…

If what you are doing isn’t suitable for the target audience then the show will fail and the audiences wont understand what is happening and it wont feel right.

Production institutions are the places in which you produce TV shows films for. A good example of a production institution would be the BBC. When you are a part of a production institution you produce everything under their name meaning the show will come under BBC when it is produced.

Background and location change depending on the show you are making, your show is a telemarketing show it will most likely be in a studio, the same with news shows. However if you are doing a show such as Bargain Hunt you will not be in a studio.

Your Location has to be appropriate for your target, meaning the location for a kids show can’t be used for a news program etc…