

## TV Host

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### Abstract

This article reveals the topic of the demand for professional television presenters and what requirements are imposed on them at the present time.

**Keywords:** broadcasting, television presenter, erudition, admission, frame, publicity, improvisation, extrovert, workaholism.

History of the profession. Television broadcasting is a relatively young (this year marks its 90th anniversary) branch of the mass information system. Over the past 30 years, television technology has improved beyond recognition and acquired fantastic capabilities. Thanks to the transition to the digital form of the signal, the quality of the received image has reached unprecedented heights and the screen resolution has increased several times; Broadcasting has become round-the-clock and global, the number of channels is constantly growing. The organization of mobile and Internet television became possible [1].

The creative possibilities of television have also expanded, and today, thanks to the compactness of the equipment and the narrow bandwidth of the signal, the efficiency of organizing transmission from the scene has increased dramatically. The possibilities for recording material and processing it have expanded.

A hundred engineering and creative employees are involved in the preparation and broadcasting of the program, they are usually behind the scenes, and the viewer will know about them only if their names are displayed on the credits. The only representative of the TV company who appears on the TV screen is the TV presenter.

A TV presenter is a person who works in a television company and hosts various programs. He may be busy in the entertainment genre, presenting news, talk shows or analytical programs.

The TV presenter profession is relatively young. The first professionals in this field appeared in the 30s of the last century, and even then as a scientific experiment.

Presenters in the form in which they are now presented appeared in the late 50s along with the first thematic programs. It was only in the 1950s and 1960s that this profession became truly mass.

Directions in the profession. The TV presenter constantly communicates with the guests of the program, famous personalities, politicians, viewers. Depending on the topic of his program, his working "routine" also changes: someone is engaged in cooking and hosts programs dedicated to various cuisines of the world, someone hosts a show about traveling around the world, someone analyzes the latest events in the financial markets, etc. d.

It is customary to distinguish two main areas of work of the leaders:

entertainment television;

news and analytical programs.

The first includes those very numerous shows - from music programs to culinary programs. To the second - everything related to politics, economics (often in the format of a talk show) [2].

One of the varieties of the leading profession is announcers. This is the name of specialists who conduct news programs on radio and television.

The public nature of the profession leaves its mark on the life of a TV presenter. Even if he is not at his workplace, he must be prepared for the fact that someone recognizes him, comes up, wants to talk or take a picture with him. The TV presenter must be polite, moderately open and friendly. He must be confident in public and in front of the camera, be ready for unexpected developments, be erudite and have a sense of humor.

At the time of the birth of the profession, a TV presenter, regardless of what information he provided (international or domestic news, weather forecast or sports results), was considered a source that deserved the highest trust.

Then there were few representatives of this profession, millions literally knew them by sight and trusted their every word.

After all, what we see on the TV screen is only a tiny part of the world in which television personnel live. Many hours of rehearsals, unsuccessful takes, nervous breakdowns and mountains of material not allowed to air remain behind the scenes.

Description of the profession. A television host is one of the main roles of a television journalist, which may require a combination of the qualities of a commentator, interviewer, reporter, showman and columnist. Such a person provides a variety of information, and the popularity of the program largely depends on his charisma and professional skills.

Television broadcasting allows you to gather millions of audiences, but the TV presenter must work hard for this. The viewer, unlike other spectacular art forms, is always in the front row, and the TV presenter is in the close-up.

Each TV presenter has his own style and specifics, depending on the direction of his transmission.

A news anchor usually starts his career as a journalist or program editor. Currently, the news anchor takes a very active part in the creation of the program - he is busy preparing information, participating in the selection of materials, and not just reading out the finished text, as it was before.

The work of the host of the information program is subject to a strict scheme:

writing text (liners);

knowledge of the news agenda - as a rule, it is selected by the film crew (editors, journalists);

frame work. Each presenter in the program has its own place and its own remarks, adjusted to the second. Although live, there are often overlaps and you have to improvise.

The pinnacle of a TV presenter's career is considered to be the author's program. Often the hosts of such programs are not even professional journalists. In this case, the figure of the person himself, his talent and charm come to the fore. He must be able to tell in a fascinating way what interests him, to attract the attention of the audience, to have his own style. Very often, the leaders are people working in the theater, cinema, show business and related fields.

One of the main tasks of the entertainment program host is to attract the largest possible audience and maintain its interest in the show throughout the life cycle of the program. And this means that

you need to be able to talk with the viewer, make him an active participant, avoid conflict situations and constantly stir up interest with new and exclusive materials.

Pros and cons of being a TV presenter

The advantages of the profession of a TV presenter include:

publicity;

work with famous people;

the opportunity to become recognizable and popular;

high fees, subject to good career growth.

Minuses:

irregular working hours;

huge competition;

the same publicity, which has a lot of negative sides;

constant stress.

Personal qualities necessary for a TV presenter

phenomenal memory

Literacy and purity of diction;

Well-developed imagination and ability to improvise;

Analytical mind;

Communication and responsibility;

The ability to focus on the main thing, in any emergency;

Healthy psyche with a high degree of self-control;

Ability to make responsible decisions;

Possession of maximum working capacity;

No fear of “starting small”;

Attractive appearance and pleasant voice;

Knowledge of foreign languages;

Endurance;

Ambition and desire for development. [3]

Factors affecting the success of a TV presenter

Deep understanding of the essence of the profession. High-quality training and education in the specialty is something without which it is practically impossible to build a career in this field. A real journalist knows how to process information, how to work with the legal framework. He knows what the ethics of a journalist is.

Seeing. Reading newspapers, watching television programs, listening to the radio and, of course, using the Internet are mandatory for a TV presenter. He must be aware of everything, analyze and analyze the media, creating an objective picture of the day.

Constantly development. Education should not stop, even if the diploma was obtained many years ago. The profession assumes that a journalist keeps up with the times, is aware of all the trends and the current information background.

The ability to become an extrovert at the right time. A TV presenter is the person who needs to quickly get involved in the work, improvising, becoming “alive”, but at the same time direct. Now interview and show formats are very popular - and in them you need to be able to be interested, as well as arouse interest in the interlocutor.

Professional speech skills. Without a perfect speech technique, it is impossible to imagine a popular TV presenter - the audience remembers the voice instantly. Your task is to learn not only to speak correctly, but also to breathe, work with accents and pauses, as well as with intonations.

Easy camera work. Not being afraid of television equipment is almost a prerequisite for successful work. Shyness and confusion in front of the lens will make you a person who is unlikely to be considered a professional.

Workaholicism. The work of a TV presenter also lies in the fact that this specialist tries himself in all areas related to the release of programs: this is sound, picture, and light. By understanding how off-screen work is built, you will begin to better fulfill your own duties on set. [4]

Conclusion. Summing up, you can download that the wider the possibilities of our speech, the more diverse are its aspects that a person has yet to master. It can be said without exaggeration that the successful application of this diversity and the charm of our language, in their speeches through the events, topics or media in which they participate, setting the direction of the ideas that people need for themselves, demonstrates the mastery of today. There are several factors that contribute to the achievement of beautiful speech, and an art student can only capture the attention of the public through the effective use of these factors.

## Literature

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