

ANCHORING

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Anchoring- a rewarding career

- ▶ A degree in Mass Communication offers a plethora of job options though, the job of a TV anchor is the most-rewarding as compared to any other option in the same field. It is not only lucrative but also enjoys instant popularity, respect and recognition in society.
- ▶ The job of an anchor is very challenging and nerve-wracking as s/ he has to entertain the audience throughout without allowing a dull moment to creep in.
- ▶ Regardless of the quality of the programme, success, to a great extent, depends on how the anchor introduces it and sails it through.

Origin

- ▶ The word anchor is derived from Latin 'ancora' meaning a metal device that is used to stop boats from moving.
- ▶ As the anchor does not let the boat move and lets it stay where it is, similarly a professional anchor does not let his/her audience move. Here, boat refers to the attention of the audience of any programme be it Stage, Radio or Television show




ESSENTIAL QUALITIES

- ▶ **Sound knowledge base**
- ▶ **Command of the language**
- ▶ **Communication/Presentation Skills**
- ▶ **Entertaining & Informative**
- ▶ **Acute sense of timing**
- ▶ **Being driven by curiosity**

ESSENTIAL QUALITIES

- ▶ **Confidence**
- ▶ **Decision Making skills**
- ▶ **Good memory**
- ▶ **Sense of responsibility**
- ▶ **Adapting to the mood of the audience**

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- ▶ **Positive attitude**
 - ▶ **Ability to handle criticism**
 - ▶ **Being Unbiased**
 - ▶ **Detail Oriented**
 - ▶ **Dexterous & Alert**

ESSENTIAL QUALITIES

- ▶ **Impactful voice**
- ▶ **Listening Skills**
- ▶ **Perfection in appearance**
- ▶ **Self Motivation**
- ▶ **Mastery of multitasking**

Who is your target audience ?

- ▶ A professional anchor focuses on the characteristics of the audience with as much sincerity as s/he prepares the content of the presentation.



Target Analysis

- ▶ In communication business , the target audience plays a crucial role as they are the receiver for whom the programme is planned. Therefore, the success or failure of a programme depends on them.
- ▶ Their liking/disliking, comfort zone, preferences, mood, attitude everything matters to make them stay physically as well as mentally throughout with the programme.
- ▶ Therefore, an anchor must know the target audience before the programme.
- ▶ Needless to add here, the more an anchor knows his or her audience, the better s/he can serve their needs and interests.

Types of target analysis

- ▶ **1. Demographic Analysis**
- ▶ **2. Psychographic Analysis**
- ▶ **3. Environmental Analysis**

Demographic Analysis

- ▶ **Demographic Analysis** refers to gathering demographic information such as gender, age, religion, region, caste ethnicity marital status etc.
- ▶ **These factors play a crucial role in accepting or rejecting any message that an anchor wishes to convey.**

Psychographic Analysis

- **Psychographic Analysis is finding information which includes such things as values, opinions, attitudes, beliefs etc.**

Environmental Analysis

- ▶ **Environmental Analysis is actually situational analysis as it focuses on characteristics related to the specific speaking situation situational analysis includes factors like size, venue and other logistics.**



Voice

The voice is the key quality to be possessed by an anchorAre you a storyteller on stage?

The voice is one of the essential tools to accomplish the task of engaging and inspiring the target audience.

There are a variety of ways

A professional anchor uses his/her voice to host any programme in an appealing and impactful way.

Microphone

- ▶ An anchor must be microphone friendly . S/he should know the way different microphones function as different types of microphones are used for different programmes, eg Television, Radio, Stage, Field (live commentary for special occasions like Independence Day) etc.



*If you have any query, contact us ;)
Thank you !*