

# UNIT 2 PRESENTATION TECHNIQUES

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## 2.0 INTRODUCTION

The relevance of radio is often the subject of discussion in the context of ever expanding channels of television. However, despite the glamour and popularity of Television, the success of FM Channels has given a shot in the arm of Radio. In addition, the privatization and commercialization of Radio has created a competitive spirit among various radio channels. All these channels are competing to woo the listeners with innovative presentation techniques. A good presenter can make all the difference for a radio programmer. In the 60's and 70's Radio Cylone was very popular. We still remember Amin Syani, the presenter of Binaca Geet Mala for his inimitable presentation style. In this unit, we will examine the art of presentation and the steps to prepare an effective radio presenter.

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## 2.1 OBJECTIVES

After going through this unit you will be able to:

- identify the categories of presenters;
- explain the role and importance of presentation;
- categorize the type of radio listeners;
- discuss the attributes of a good presenter;
- state the skills required to write presentation scripts; and
- analyse different presentation techniques for adopting them according to situational demands.

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## 2.2 THE ART OF PRESENTATION

Creativity manifests itself into various art forms, such as, the art of painting, sculpturing, music, dance, drama and writing. "Talking" has also earned a place in the art forms. The presenter has to master this form of art to describe a programme by using imagination and communication skills. To understand the 'Presentation Technique' we first need to know what is a 'technique'. Technique means art, method or procedure to render an artistic work. Presentation is the packaging of the content of a radio programme.

Unless a programme is presented attractively, it will fail to make the desired impact despite the good content and well written script. A good presentation takes into account the objective of the programme, needs of the listener and a thorough understanding of the strengths and limitations of the medium. A good presentation answers all the queries of audience.

We have read in the previous units that the character and demands of audio medium make radio different and unique. Unlike Television, Radio is only heard in which neither the presenter nor the listener is visible. The presenter has to create an illusion of being with the listener, and that s/he is 'talking' to him/her through voice, manner and style. Innovation, creativity, freshness and novelty are the main pillars on which the skill of presentation is built. The elements of rich vocabulary, information, knowledge and the ability to discern as to what to say and what not to say make these pillars strong and sturdy. An overall knowledge of broadcasting system stands the presenter in good stead.

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## 2.3 CATEGORIES OF PRESENTERS

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Presenters are representatives of the broadcasting organisation and act as links between the organisation and the listeners. While the organisation remains in the background, listener identifies with the presenter and establishes a rapport with him/her. A Presenter can be compared to a sales-person. S/he is expected to know all about the nature, content and mood of the programme which s/he is going to present. Presenter's job becomes crucial to develop rapport with the unseen listeners, more so, when the profile of the unseen listener is complex due to their varied social, economic, educational and demographic status. The listeners spread over from urban, rural and far flung hilly areas and deserts differ in their Economic, Social, Cultural and Educational status. Moreover, modernization, privatization and commercial aspirations have brought about a sea-change in their outlook, needs and demands.

To meet everybody's information and entertainment needs is indeed an uphill task. Moreover, a variety of media are jostling for attention. Audio and video cassettes, two-in-one, music-systems with CD players are meeting the entertainment needs of the listeners who are no longer solely dependent on the Radio. However, the personal and intimate touch of radio is the strength of the medium, and therein lies the importance of the presenter who becomes an amiable link for listeners. S/he is a friend who talks to them at 'one to one' level and connects a listener with the fellow listeners to share their thoughts, views and feelings.

A good radio presenter woos the listeners and keeps them stay tuned for the entire programme. S/he keeps them involved by encouraging them to respond through letters, phone calls, voice mail, or fax messages. The presenter needs to have many qualities, some of these hold good for all types of presenters, however, some are specific to the nature of the presentation. The following section helps us appreciate the role of presenter as a newsreader, announcer and compere.

### 2.3.1 News Reader

The news is an important segment of programming. You are aware that a News Reader reads the script of a bulletin prepared by the News Editor and his/her team. However, in some radio stations like television news channels, news readers are also journalists. In both the cases, news reader is a valued presenter in a broadcasting organisation. The first and foremost quality that a News Reader should have is a good voice which is steady but not shrill or jarring. S/he should be fluent in reading with perfect diction, pronunciation, pace, pauses and pitch. The reading should reflect a sense of confidence which comes with a good understanding of the news content included in the bulletin. S/he should have adequate knowledge of the events and happenings within the country and around the world. An aptitude for journalism would be a great asset in this regard. In any emergent situation, s/he should remain unruffled and be able to read even unrehearsed, handwritten news items flawlessly.

The basic difference between news reading and presentation of other programmes is that news is presented in a formal, matter to fact and objective style in which emotions are avoided.

### 2.3.2 Announcer

An Announcer introduces different kinds of programmes scheduled for transmission. S/he gives adequate details of the items e.g., for a classical vocal or instrumental music programme, s/he gives details of the *raga*, *bole*, *tala*, accompanists etc. A brief, catchy and appropriate introduction helps to set the pace of the programme and create interest among the listeners. For e.g., if *bhajans*, *ghazals* have to be announced, one or two couplets or lines enliven the announcements. Even in pre-recorded programmes, an announcer may create the ambience of a live programme. Sometimes, an announcer acts as a presenter-cum-programmer who not only presents the programme but devises and writes the scripts also. S/he is known as 'Presentation Announcer' and devises programmes such as listener's request, replies to listener's letters etc. In sharp contrast to news reading, emotions find their expression while making announcements or during compering.



Announcers presenting a listener's choice programme

The announcer has to do a lot of homework for the presentation. Like a warrior going to the battle field equipped with ammunition, gun or sword, an announcer goes to the studio with programme tapes, CDs, discs, pen, paper and announcements well written in advance. S/he also carries cue sheets of the transmission of that particular programme. The details of the programme are given in the cue sheet of the transmission. They are written in the box of the tape or kept in box itself. The announcer writes the announcements in advance based on these details, checks the opening and closing and runs through the tape to check the fitness of the tape as well as the programme. At times, a programme falls short of the scheduled duration and it becomes necessary to fill up the remaining time. Instrumental fillers or promotional announcements for the ensuing programmes are selected to fill up their scheduled time. These fillers are provided by the producer of the programme or selected by the announcer keeping in view the overall mood of the programme.

### 2.3.3 Compere

Comperes can be classified into Disc Jockies, Compere of special audience programme and Master of Ceremony. The Disc jockey or DJ presents popular film or pop music on public demand. The DJ adopts a distinctive style, it may be elegant or funny but remains consistent in each programme. In some programmes, DJs become very voluble and are criticised for talking too much. The fine art of balancing as to what to say and what can be avoided needs to be carefully considered. The substance of the matter also has to be taken into account by DJ whether s/he adopts a serious, witty or boisterous approach. A DJ has to make thorough preparations before making the presentation for optimum impact.



Compere selecting record from library

A compere presents special audience programmes such as Women and Children's programme, for villagers, industrial workers, armed forces etc. These programmes are basically spoken-word oriented but include musical items as well to provide variety. Programmes conducted before invited audience are handled by an experienced, vibrant and witty announcer who is known as Master of Ceremony. S/he entertains the audience and keeps them involved as participants in the whole programme by adding some anecdotes, couplets or events related with the programme.

**Check Your Progress: 1**

- Note: 1) Use the space below for your answers.  
 2) Compare your answers with those given at the end of this unit.

- 1) What factors a good presentation takes into account?  
 .....  
 .....
- 2) What is the basic difference between news reading and presentation of other programmes?  
 .....  
 .....
- 3) What material an announcer needs to carry to the studio?  
 .....  
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## 2.4 TYPES OF PRESENTATION TECHNIQUES

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Radio programmes have been broadly categorized as spoken-word and music programmes. Spoken-word can be divided into serious programmes such as news, current affairs, newsreels, reports, discussions and interviews which focus on real life happenings instead of fantasy. Another group of spoken-word programme constitutes culturally and socially oriented programmes viz. talks, drama, feature, story telling travelogues and running commentaries etc. The restraints and obligations followed in the news-based programmes are not adhered to rigidly in them. These programmes demand creative, imaginative and innovative presentation. Similarly, music programmes - vocal, instrumental, classical, light, choral and orchestral have their own characteristics and demands. The presenter has to handle the presentation of such programmes differently. Thus, the technique of presentation differs as per its inherent requirements of the programmes. Keeping in view these requirements, we can divide the presentation technique into Objective and Subjective types.

### 2.4.1 Objective Technique

This technique is well suited to the programmes of serious and sober nature like news, current affairs, newsreels, reports, interviews, political analysis and views and discussions etc. A matter-to-fact, objective style of presentation is desirable for such programmes. The first President of America once articulated, "let people know the facts, and the country will be safe". A factual and objective presentation of news invests it with authenticity. Personal views, bias and ideologies are kept out of news and different sources and views are presented to give a balanced impartial view. Simple, straight, short sentences spoken with zest and dignity are required for objective presentation. Fun, frills, personal projection and familiarity are bane for such programmes. However, it does not imply dull and insipid presentation.

### 2.4.2 Subjective Technique

In earlier days, presenters used to maintain a distance from the listeners and keep a formal approach in their presentations. The presence of international media channels and liberal thinking has, however, brought a sea-change in the demand and out-look of the listeners who have become active participants of the programmes. This has led to another approach in presentation which may be termed as Subjective Presentation technique. It allows the presenter to reflect his/her involvement with the programme as well as with the listeners. Programmes such as talks, drama, feature, reports, story telling, poetic symposia, reports and discussions on social and cultural subjects, eyewitness accounts, running commentaries, and music programmes of different categories can be presented in subjective presentation. The presenter tries to be friendly, relaxed, flexible in the use of language and expressions. However, an overbearing attitude and overacting needs to be avoided. The main objective to make the message reach across to the listeners should not be lost sight of.

Subjective presentation technique can further be classified as personalised and aggressive techniques.

**Personalised Presentation:** One of the best example of personalised presentation is phone-in programmes, where the involvement of the presenter with the listeners is almost complete. The interaction between the listener and presenter through instant replies to the requests, conveying messages of greetings etc. brings them closer. Compering of special audience programmes, replies to the listener's letters, presentation of ghazals, bhajans, geets, qawafies etc. if done with a personal touch also constitutes personalised presentation.

**Aggressive Presentation:** Aggressive presentation is more suited to commercially oriented sponsored programmes. These generally make use of frills, jokes and humour. The presenter adds interesting news items, anecdotes and notes to make the programme credible as well as interesting. Such programmes may also include advertisements and incentives by offering free gifts and prizes to attract listeners.

#### Check Your Progress: 2

- Note: 1) Use the space below for your answers.  
 2) Compare your answers with those given at the end of this unit.

19) What do you understand by personalised presentation?  
 .....

20) What kind of techniques will be suitable for programmes of serious nature?  
 .....

## 2.5 TYPES OF LISTENERS

In radio broadcasting, since listeners and presenters are not seen and known to each other, the presenter creates an illusion of being with the listener through style, manners and language. S/he conveys the feeling of 'talking' to the listener. S/he inspires the imagination of listener to help him/her visualise and believe whatever is being presented. The profile of the unseen listener is complex due to varied social, economic educational, cultural and demographic factors. To add to this complexity, our listeners differ in their attitudes as well. For easier comprehension, we can place the listeners in two broad categories; Active and Passive.

### 2.5.1 Active Listener

The Active listener listens to the programmes and expresses his/her views and offers feedback for the improvement of programmes through letters, fax, voice-mail etc. S/he is an asset to a broadcasting organisation as the feedback provided helps to improve the programmes. It is important to acknowledge the letters and share them with other listeners to give him/her a sense of pride as well as to keep him/her hooked to the channel. The suggestions whether positive or critical in nature, need to be passed on to the concerned persons and department for follow up. The letters need to be selected judiciously as inclusion of only letters of appreciation will project a partisan picture of the radio station. Adequate time needs to be given to letters of constructive criticism and suggestions.

### 2.5.2 Passive Listener

A Passive listener listens to the programme but seldom offers feedback. This may be due to lack of interest/confidence or apprehension that his/her letter may not be entertained, or simply due to inertia. The job of the presenter is to persuade such listeners to write and express their views and offer suggestions for the improvement of programmes. Incentives in the form of highlighting their letters, if any, announcing their names and requesting them to keep writing could be offered. The presenter can keep a record of such listeners in a diary who need to be reminded to keep writing to infuse a sense of belonging and ownership among the listeners.

#### Activity

Follow the broadcast of your Radio Station. List the type of questions raised by the listeners and responses given by the presenter. Analyse how the responses can be improved.

## 2.6 REQUIREMENTS FOR A PRESENTER

A successful presenter inspires imagination and liking for the programme, develops and fosters a sense of belonging among the listeners and keeps them "hooked" to the channel. S/he is approachable, amiable and dependable just like the neighbour next door. In addition, a good presenter should have a '**radio-genic personality**' which implies that the presenter sounds pleasant, confident, friendly, cheerful, vibrant and genuine. S/he should never project a larger than life image. A radio-genic personality has the following attributes:

- Well modulated voice;
- Proper pronunciation and delivery;
- Awareness and general knowledge;
- Alertness;
- Microphone manners; and
- Love for broadcasting.

Let us discuss each of these qualities in detail:

### 2.6.1 Well Modulated Voice

A good, clear and pleasant voice is a gift of nature, however, it can be cultured, polished and made amiable for broadcast purposes. As a presenter you, therefore, have to learn about the pitch, diction, pauses, stresses, modulation and rhythm. The 'pitch' or the level of voice should be stable. To ascertain the level of your voice, you should try to practice Sa, Re, Ga, Ma, Pa, Dha, Ni, Sa and figure out at which level you feel comfortable to project and sustain your voice. You also need to read aloud scripts or newspaper reports on the pitch, which you have decided to maintain for yourself. This will help you to modulate your voice and a pleasant intelligible delivery. To maintain good quality of voice, you should give proper rest to your vocal chords and avoid unnecessary shouting and screaming. Trembling, croaking, feeble and shrill voices sound jarring to the ears. You should also make a habit of gargling. We happened to notice singer Asha Bhosle gargling to smooth her vocal chords after every performance. Small wonder, even to-day she is singing with no change in her voice!

Breathing is another important factor for good presentation. Care should be taken to breathe from the diaphragm as it provides a rhythm to your delivery of sentences and controls your speed as well. While speaking, the breath should arise from the diaphragm area to last longer and help in avoiding breathlessness. You should also avoid speaking on the last breath as words will get drowned and lost. The best way to develop one's breath is to do **Pranayam**. You should inhale and hold your breath, and exhale slowly to the maximum capacity of your lungs which can be enhanced by regular practice.

### 2.6.2 Proper Pronunciation and Delivery

Proper pronunciation, correct use of consonants, vowels 'Akashars' and 'Matras' provide a natural flow to one's speech. Incorrect pronunciation affects the image of not only the presenter but also the station. The pace of delivery should neither be too fast nor slow enabling the listener to absorb the information. One must take into account the varying memory spans and the level of comprehension of different listeners so that the message does not get lost.

The rate of delivery in English is generally 120 words per minute. In Hindi, the rate is much slower. The right pronunciation, pace, pauses and stresses are vital for delivery of speech because a wrong pause can mar the desired meaning of the speech. A misplaced emphasis may alter the meaning of the sentence drastically. A careful consideration of all these factors removes the monotony of speech pattern and adds to the overall impact of the presentation. A sound knowledge of the language helps the presenter to understand the nuances of words, phrases, idioms etc. It does not necessarily mean a command on literature of the language but it refers to the capacity to choose words that are not only proper but appropriate as well.

### 2.6.3 Awareness and General knowledge

A presenter should be well aware of the events and happenings taking place in political, social and cultural spheres. S/he should be abreast with the latest trends in fine arts, music and literature. A knowledge of ragas, talas, instruments both string and percussion will be an asset. A presenter should read newspapers, magazines, attend cultural functions, witness sports events and theatre, listen to international broadcasts and watch films and international television to broaden the vision and enhance creativity. Famous English poet T.S. Eliot once wrote, "where is the wisdom that we have lost in our knowledge? Where is the knowledge which we have lost in our information?" Knowledge lies in the appropriate use of information. Assimilation of information and acquiring knowledge will make the personality of presenter, communicative and vibrant. This will touch the mind and heart of the listeners and in turn win them.

### 2.6.4 Alertness

The presenter also has to portray a remarkable degree of alertness for crisis management. At times, unexpected happenings can cause a lot of changes in scheduled programme, for instance, if an important person dies, the whole complexion of the programme gets changed. Without losing nerves and keeping one's cool, the announcer should redraft the announcements according to the situation. The usage of appropriate vocabulary and expressions help to create a sober atmosphere in which the listener can absorb the impact of the news.

In an interesting incident, during a live music broadcast of *Jal-taranga Vadan, Raag Todi* was slated to be played. The announcer prepared his announcement on the basis of the details provided. However, to his utter surprise, the raag played turned out to be *Gurjari Todi*. The Station Director who himself was a music buff, immediately pointed out the mistake to the announcer over telephone who requested the engineer to superimpose the correct announcement. Later, it was found that before the start of the item, the Tabla player had developed a bout of cough and drank the water of the *Jal-Tarang* cup of swar 'pa'. The missing 'pa' swar forced the *jal-tarang* player to play *Gurjari Todi* instead of *Raag Todi*. The situation was salvaged to a great extent by the alertness and interest taken by the announcer as well as the Station Director.

### 2.6.5 Microphone Manners

While facing microphone, sit straight so that you can use your diaphragm for your breath. You should speak straight into it to give the right projection to your voice. The Microphone being a sensitive instrument, catches breathlessness and amplifies it. You should maintain a proper distance, ideally about 45 cms. from microphone otherwise your voice will distort. The engineers will have to reduce the level of microphone in the control room which will affect the finesse of your voice. Papers and other material near microphone should not make rustling sound as even the slightest sound is amplified disturbing the speech. The papers should not be stapled and kept loose so that while turning they do not make a rustling noise.

### 2.6.6 Love for Broadcasting

Last but not the least, a presenter, should have the love for broadcasting by taking interest in one's performance and not treating it as a mere job. There is no short cut to success and one has to put in hard work and this holds true for broadcasting as well. In the previous unit you have learnt about various formats and types of programmes. It is necessary for a presenter to understand these formats thoroughly to devise his/her presentation style accordingly. By developing a distinctive style, you can carve an image for yourself and the public response and recognition will boost your confidence.

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## 2.7 SCRIPT WRITING FOR PRESENTATION

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We have already mentioned that the comprehension and memory of an individual listener varies. Moreover, a radio listener cannot seek explanation while listening nor can s/he retrieve the message which is possible while using the print media. Hence, while preparing script for presentation items, simple language which conveys the subject matter, emotions and feelings effectively should be used. The spoken language laced with indigenous flavour, local idiom and familiar colloquialism, adds to the impact of the script. Written bookish language, complex sentences, idiomatic expressions and difficult literary words need to be avoided. The audio medium thrives on live and familiar words which inspire imagination in the minds of listeners. When you write a presentation script, mark your pauses and underline stresses in your script to help in perfecting your diction, expression, speed and rhythm. You should read it aloud, so that you may assess yourself whether the flow of sentences, speed, delivery is rhythmic, whether you are able to maintain your pitch, right pauses and stresses etc. Then you should read the script before your friend, a family member or a colleague to ascertain whether the message is being conveyed. Constructive criticism and suggestions help to improve upon your script as well as the speech.

### Marking the Script

For intelligible and effective reading, most of the broadcasters mark their scripts for pauses, stresses and modulation. Some of the commonly used symbols are given below:

- For pause, use coma as a symbol ( / ). While reading, a pause does not mean to stop but to read on with a slight modulation.
- For stress, underline the word or the phrase. For normal stress use one line ( — ) and for highlighting use double line ( = ).
- For modulation from up to down, use carved line like ( ↘ ) and from down to up use opposite curve ( ↗ ).
- For breaking a long sentence, a slash ( / ) can be used.
- For bridging the connecting sentences, horizontal bracket ( — ) could be used.
- For completion of an expression or a sentence, a double slash ( // ) may be used as a stop.

### Stress or Emphasis

Stress on different words in a sentence can change the entire meaning. How stress can change the meaning and expression of a sentence is shown below:

She is going to her house  
(a simple statement)

She is going to her house  
(Stress on she will mean no body else but she)

She is going to her house  
(Modulation on she will bring an element of surprise)

She is going to her house  
(Modulation on going will denote a sort of warning that she is leaving)

She is going to her house  
(Own home)

She is going to her house  
(no where else but home)

The presenter should thoroughly rehearse the script before going on the air. S/he should know the matter and carry suitable additional material for broadcast.



**Presenter engrossed in rehearsing the script**

### Linking Narration

The presenter has to be very imaginative while selecting items for presentation. S/he must keep a balance between the programme to be presented and the linking narration. The latter could be from Science, Culture, History, Agriculture, Films, Theatre, excursions, people, places, writers, artistes or any subject under the sun. You may talk briefly and meaningfully depending on the mood and nature of the programme but care needs to be taken to maintain the fine balance between what and how to say. In addition to the details of the programme or item you may use some interesting information to enliven your presentation. You could note down jokes, quotations, interesting news items, couplets etc. in a diary for ready use in script writing. It is equally important not to patronise or 'talk down' to listener who should be treated as a friend. The presentation ignoring these points will fall flat and will lose its effectiveness. You should listen to different radio stations to evolve your own presentation style.

To cite an example, in the programme "Entertainment F.M. Style" on AIR F.M the presenter included in her script varied topics ranging from 'Gobardhan Puja', popularity of Indian food in England, scenes of 'Kabaddi' game in films, invention of stethoscope and the list of rulers of Delhi right from the time of Mahabharata to Muslim and British rulers. In another programme, the presenter identified "Baaten" i.e. 'talking' as the main theme of her programme. She did a comprehensive research on the subject as to when human beings started talking; what are the elements of meaningful, pleasant, effective talk, irritating and offending talk etc. She narrated interesting incidents and played relevant film songs to make the presentation thoroughly enjoyable by a judicious blend of information and entertainment. The presenter was witty, friendly and balanced in her approach without giving the impression of superiority or a 'know all'.

While writing the script, the broadcasting code also has to be kept in mind which aims to prohibit obscenity, abusive language and expressions, hostile criticism or derogatory-remarks vulgarity and be fair to every one. Your talk should not encourage division among people on the basis of religion, caste and creed and not offend any body, knowingly or unknowingly. However, an ideology or policy can be discussed objectively. Once Abraham Lincoln said, "with public sentiments nothing can fail, without it nothing can succeed." Your writing should aim to strengthen national unity, equality, self-respect and positive human qualities.

**Check Your Progress 3**

- Notes:** 1) Use the space below for your answers.  
 2) Compare your answers with those given at the end of this unit.

1) What steps need to be taken to maintain good quality of voice?

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2) What care should be taken while using microphones?

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3) Why is it important to read aloud the presentation script?

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## 2.8 LET US SUM UP

'Presentation Technique' means the art, method or procedure to render an artistic work on radio. Presentation is the packaging of a radio programme's content. Unless a programme is presented attractively it will fail to make the desired impact. The technique differs as per the inherent requirements of a programme. Serious, witty or humorous approach is taken as per the objectives, mood and the target listeners of the programme.

For presentation, a well modulated voice, proper diction, delivery, pitch, speed and rhythm are of prime importance. A good presenter has to be alert, aware and knowledgeable with regard to social, political and cultural developments of the country. Extensive reading, interaction with people, traveling and visiting places of importance, attending musical functions, theatre, stage performances and art exhibitions etc. help in the broadening of outlook. An overall knowledge of broadcasting system stands the presenter in good stead.

While writing presentation scripts, simple words, short sentences are used. After writing and marking the presentation script, it should be read aloud to ascertain whether the flow of sentences, speed and delivery is rhythmic, whether pitch, right pauses and stresses etc are maintained. Lastly, the script needs to be thoroughly rehearsed before going on the air.

## 2.9 GLOSSARY

<b>Cliché</b>	:	Unnecessary use of hackneyed phrases and off repeated sentences
<b>Filler</b>	:	Instrumental music or advance publicity and promotional announcement used to fill up the gap between two programmes
<b>Modulation</b>	:	Using stresses and pauses and varying the pitch as per requirement of the expression
<b>Padding</b>	:	Additional talking material
<b>Pitch</b>	:	Level of voice
<b>Rhythm</b>	:	Regular beat
<b>Stress</b>	:	Emphasis
<b>Superimpose</b>	:	Keeping the volume of the programme already on the air low and voicing the announcement

## 2.10 CHECK YOUR PROGRESS: POSSIBLE ANSWERS

### Check Your Progress: 1

- 1) A good presentation takes into account the objectives of the programme, needs of the listener and a thorough understanding of the strengths and limitations of the medium.
- 2) The basic difference between news reading and presentation of other programmes is that news is read in a formal, matter to fact and objective style in which emotions are avoided. These restraints are not followed in other types of presentations.
- 3) An announcer carries pen, paper and announcements well written in advance. S/he also carries cue-sheets of the transmission and of that particular programme, fillers, both instrumental and spoken-word, promotional or advance publicity announcements of the coming programme.

### **Check Your Progress: 2**

- 1) In personalised presentation, the involvement of the presenter with the listeners is almost complete. The intimate style of interaction between the listener and presenter through instant replies to the requests, conveying messages of greetings etc. brings them closer and provides a personal touch to the programme.
- 2) For programmes of serious nature such as news current affairs, and discussions etc., an objective style of presentation is used. In this approach simple, straight, short sentences are spoken with formal dignity and personal projection is avoided.

### **Check Your Progress: 3**

- 1) To maintain good quality of voice, proper rest to the vocal chords should be given, unnecessary shouting and screaming should be avoided. One should also make a habit of gargling.
- 2) While facing a microphone, the presenter should sit straight so that s/he can use diaphragm for breath. S/he should speak straight into the mike to give the right projection to voice. S/he should maintain a proper distance from the mike to avoid distortion of voice. Papers and other material should not make rustling sound.
- 3) The script should be read aloud to assess whether the flow of sentences, speed, delivery is rhythmic, whether one is able to maintain the pitch, right pauses and whether the message is being conveyed.