



**ASSESSING THE PRACTICE OF TV NEWS
ANCHORING ON TV STATIONS, A CASE OF
ETV, EBS & FANA TV**

MESSELE GEBREHIWOT

**A Thesis Submitted to the Graduate School of Journalism and
Communication**

**Presented in Partial Fulfillment of the Requirement for the Degree of
Master of Arts in Journalism and Communication**

Addis Ababa University

Addis Ababa, Ethiopia

October 2019

Addis Ababa University
Collage of Humanities, Language Studies, Journalism
and Commmunication

ASSESSING THE PRACTICE OF TV NEWS ANCHORING
ON TV STATIONS: A CASE OF
ETV, EBS & FANA TV

**A Thesis submitted to the Graduate School of Journalism and
communication Presented in Partial Fulfillment of the Requirement for
the Degree of Master of Arts in Journalism and Communication**

MESSELE GEBREHIWOT

ADVISOR: MULATU ALEMAYEHU (PhD)

Addis Ababa, Ethiopia

October 2019

DECLARATION

I, Messele G/Hiwot declare that this thesis is my original work and that all sources of the materials in this research paper have duly acknowledged. The materials cited and used, as reference in the form used in this research paper has not submitted earlier for award of any master degree to the best of my knowledge and belief.

Messele Gebrehiwot

Name of researcher

Signature

October 2019

Date

This thesis has submitted for final examination with my approval as an adviser.

Mulatu Alemayehu (PhD) _____

Name of adviser

Signature

Date

Addis Ababa University
School of Graduate Studies

This is to certify that this thesis prepared by Messele Gebrehiwot entitled; “Assessing The Practice of TV News Anchoring TV Stations: ETV, EBS and FANA TV” and submitted in partial fulfilment of the requirements for MA Degree in Journalism and communication complies with the regulations of the university and meets the accepted standard with respect to originality and quality.

Signed by the Examining Committee:

External Examiner..... Signature

Date.....

Internal Examiner..... Signature

Date

Advisor Signature.....

Date.....

.....

Department Head

ACKNOWLEDGEMENT

First, I would like to thank the Almighty God for His grace and love without which the task of writing this thesis would not have been possible.

Next, I owe my deepest gratitude to my Advisor Dr. Mulatu Alemayehu for his unreserved help and dedication in reading the entire manuscript, his provision of guidance and constructive comments.

My earnest gratitude also goes to Tesfaye Abebe for his help, direction and constructive suggestions, which have kept me on the right track throughout this research undertaking. I also thank Yonas Aseres and Seyuom Chanie and Emawyesh Girma for their help in taking care of editing the manuscript.

I would like to express my gratitude to Ethiopian Television, EBS and FANA officials for their cooperation in allowing me get access to materials on which the study was based.

My special thanks also go to my friends- Yayejew Shimels ,Walelign Kiflie and Anteneh Degfie, without whose close support and encouragement, this study would not have come in to shape. I would also like to thank Tsige Teshome for typing and adjusting the format of this paper.

Finally, my sincere appreciation goes to my wife Berhane Kebede and my family members for their support.

ABSTRACT

True that television anchors are the faces of television news channels; hence, they play crucial roles in shaping the image of their channel. This study proposed to assess the practice of TV news anchoring at TV stations in Ethiopia i.e. ETV, EBS and FANA TV. To find out the available data, qualitative research method has deployed. The study analyzes transcribed texts, an in- depth interview of three news department heads, nine news anchors, three editors, three studio directors, three feedback department heads of ETV, EBS and FANA TV. In total, 21 respondents have interviewed. Moreover, it used as primary sources vacancy advertisement of ETV, and Editorial policies of ETV, EBS and FANA. Draft guidelines of news anchors' manuals have used. In addition, five days evening news hours on air performance anchors of each station have attended. The overall result findings show that ETV, EBS and FANA TV do not have a trend of skilled TV news anchors with accepted and standardized role, duty and job responsibilities. They lack clear working systems on the input of anchors in newsroom. And most of the TV anchors lack the knowledge of reading techniques and mechanics. (i.e. pitch, tone, emphasis and pause etc.). This study concludes that the stations give no attention for anchoring. Apart from this, there is no news anchors recruitment manual and guidelines. So, clearly enhancing TV news anchoring contribution to the overall outcome of the news department through introducing a clear job description and responsibilities of TV news anchors is very important.

Key Words: *Television news, News anchoring, qualitative research*

TABLE OF CONTENTS

CONTENTS	PAGES
DECLARATION	i
ACKNOWLEDGEMENT	iii
<i>ABSTRACT</i>	iv
TABLE OF CONTENTS.....	v
ACRONYMS AND ABBRIVATIONS	viii
DEFINITIONS OF BASIC BROADCASTING TERMINOLOGIES USED IN THE STUDY	ix
CHAPTER ONE	1
INTRODUCTION	1
1.1. Background of the Study.....	1
1.2. Statement of the Problem	3
1.3. Objective of the Study.....	4
1.3.1. General Objective	4
1.3.2. Specific Objectives	4
1.4. Research Question.....	4
1.5. Significance of Study	4
1.6. Scope of the Study.....	5
1.7 Limitation of the Study	5
1.8 Organization of the Study	5
CHAPTER TWO	7
REVIEW OF RELATED LITERATURE	7
2.1. Introduction	7
2.2. Conceptual Review	7
2.2.1. The Concept of Television News Anchoring	7
2.2.2 Brief history of Ethiopian news Anchoring.....	8
2.2.3 News Anchor versus Newscaster and Announcer	10
2.3. Qualities of a TV News Anchor	11
2.3.1 Who are not to be TV news Anchors?.....	12

2.4. TV News Anchor Skills and Qualifications	13
2.5. TV News Anchoring Education and Training.....	14
2.6 TV News Anchors' Age	15
2.7. TV News Anchor Salary	16
2.8 News room management and TV news anchors	16
2.9 TV News Anchor Duties and Responsibilities.....	17
2.10 TV News Anchors' Role in News Room	18
2.11 News Anchor and News Presenting	19
2.11.1 How to Present News	20
2.12. News Anchoring Mechanics (Elements of Presenting News)	22
2.12.1 Others crafts of on-camera News presentation.....	24
2.13 TV News Anchors Dressing.....	25
2.13.1. Dress to Impress: Appropriate Clothing for News Anchors	25
2.14. Do and Don'ts of TV News Anchors	25
2.15. Opportunity and Challenging of TV news anchors.....	28
CHAPTER THREE	29
RESEARCH METHODOLOGY.....	29
Introduction.....	29
3.1. Brief Description of Area of the Study	29
3.2. Research Methodology.....	30
3.3. Data Collection Tools.....	31
3.3.1. Individual In-Depth Interview	32
3.3.2. Data Analysis.....	33
3.3.3. Observation.....	33
3.4 Sampling Method	33
3.5. Data Analysis Procedures	35
3.6 Trustworthiness of the Study	35
3.7. Ethical Consideration	35

CHAPTER FOUR.....	37
DATA PRESENTATION, ANALYSIS AND DISCUSSION.....	37
4.1. Introduction	37
4.2. TV News Anchors Requirements.....	37
4.2.1 Anchors Recruitment Manual.....	38
4.3. TV News Anchors’ roles, duty and responsibilities.....	39
4.3.1 Participation of news planning and editorial meeting	39
4.3.2 Editing and Re- Writing the news	40
4.3.3 Producing Questions and Interviewing Guests.....	42
4.3.4 Job Description and Working System	43
4.4 News anchors’ Education Background	43
4.5. TV News anchors’ benefits in news department.....	44
4.5.1 Salary and Transport Fee.....	44
4.5.2 Clothes and Cosmetics	45
4.5.3 On Job Training.....	45
4.6. Performance of TV news anchors (how to present news).....	46
4.7 Dressing.....	50
4.8. Opportunity and Challenges TV News anchors experience.....	50
4.8.1 Opportunity.....	50
4.8.2 Challenges	51
CHAPTER FIVE	54
SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION	54
5.1. Summary of Major Findings	54
5.2 Conclusions	58
5.3 Recommendations	58
REFERENCES	60
ANNEX 1: INTERVIEW QUESTIONS	63

ACRONYMS AND ABBRIVATIONS

ABC	American Broadcasting Company
BLS	Bureau of Labor Statistics
CBS	Columbia Broadcasting System
DEPT	Department
DVD	Digital Video Disc
EBS	Ethiopian Broadcasting Service
ETV	Ethiopian Television
NBC	National Broadcasting Company (America)
TV	Television
UK	United Kingdom

Definitions of Basic Broadcasting Terminologies Used in the Study

- **Ad-libbing:** Presenting without script. It could be opening, transition, ending or breaking news.
- **Anchor:** News caster fronting a major news program.
- **Announcer:** Is someone who present music, news, and/or sports and may be providing commentary or interviewing guests about these topics. Some act as a master of ceremonies.
- **Broadcasting:** Transmission of programs. This means the making and transmission of television and radio programs.
- **Cue –light:** Light on top of camera to tell presenter the camera is live.
- **Current affairs:** Important political and social events or issues of the present time. Also called current events
- **Hard news:** Information of importance about significant events
- **Headline:** Short summary of a news story given at the start or end of a bulletin.
- **Lead:** The first paragraph of the news story
- **Monitor-**Universal name for television receivers used in TV studio.
- **News:** The recent information or current events that will interest a large number of audiences.
- **Studio director:** -The person who control and manage the order of the news or program from studio.
- **Teleprompter:** - It is a mechanical or electrical prompting device which allows presenters to read a script while looking at or towards the camera.
- **Piece to camera:** - Information given by a reporter on section facing the camera.

CHAPTER ONE

INTRODUCTION

1.1. Background of the Study

A television news anchor is a person who presents the news during a news program on television to the viewers (Boyd, 1997, p.39). TV news anchor plays the role of a transmitter who reads the news, present the news, open the show that is brought on the show, present reports, interview people, call reporters outside the studio, comment news and express their ideas live, at any moment. TV News anchors may also be a working journalist who informs the public by reporting news stories and events happening on local, national and international levels.

As the title itself may suggest, TV news anchors are professionals who run and consolidate and piece together news and programs. They maintain program continuity between segments and keep flow stories after field reporters deliver their respective stories. Successful news anchors often do have loyal followers and viewers who come to trust and favor them over other options of the media industry. Some successful anchors remain in the hearts of their audiences and are remembered long enough, even years after they retired. This is certainly the case with the late Walter Cronkite, whose 19-year career with CBS included covering the 1963 assassination of President John F. Kennedy and the first moon landing in 1969 (ibid, 1997, p.41).

Basically, TV News Anchors have a long history of being a trusted source for world news and events. The best TV News Anchors don't just report the news rather they present the news in a way they will have a profound effect on politics and public opinion (Stephen and Jae, 2010, p.56).

Early history of TV news anchoring is often associated with an American early Media through an American writer called David Shidden who is best known for saying that no one remembers Richard Hubbel. During 1941 Hubbell was one of the first television news anchors. His small audience watched the show twice a week on New York's experimental CBS television. (shidden, 2006, p.4). However, his early chapter in broadcast history came to an end with World War II. The emerging television industry was put on hold while the nation focused on the war (Davis, 2014.p.66)

During the late 1940's and early 1950s television viewers began watching the news on four television networks: NBC, CBS, ABC and Dumont. In the olden days, names like Edward R. Murrow and Walter Cronkite are associated with these television networks. In the age of the 24- hour news cycle, Douglas Edwards was an American network news television anchor. He anchored CBS's first television news broadcast from 1948-1962, which was later to be titled CBS Evening News (Hersey, 2013,p.45).

Even, the term 'anchorman' originated in America with Walter Cronkite. In the UK 'newsreader' or 'newscaster' is preferred. Showing something of the difference in presentation style either side of the Atlantic –styles which are emulated around the world. Put simply, British newsreaders are seen as serious and slightly remote authority figures who would never allow their personalities to color a news story, while US anchors are serious but friendly authority figures that comment on as well as present the news (Boyd, 1997, p.44).

In the case of Ethiopia, TV News Anchors were begun being seen in 1964 (1957E.C), despite the researcher couldn't find any written account of early history of news anchors and anchoring in ETV, yet interviewed Ato Alemu Tolosa, who was ETV studio director and worked there for more than 35 years. He has recalled Samuel Ferenje and Elleni Mekuria were the first TV News Anchors in Ethiopia, who were both journalists and reporters of the station cited. Asamenew Gebrewold, Teklu Tabor, Getachew Hailemariam, Luelseged kumsa, Gizaw Dagne and Zenaneh Mekonnen were remembered as the influential News Anchors down in the history ETV.

After 50 years of ETV, the private television stations were started. such as Ethiopian broadcasting service (EBS), FANA broadcasting corporate (tv channel) and JTV etc. In Ethiopia private medias has a few years' experience in tv news anchoring.

Actually, the researcher has heard the feedbacks about news anchors performance. He also observed TV News Anchors' practices. So, this study was designed to provide insights in to the practice of Ethiopian TV news anchoring- focusing roles, responsibilities and challenges they experience taking three TV stations, ETV, EBS and Fana TV as a case in point.

1.2. Statement of the Problem

TV News anchoring is one of the jobs in broadcasting journalism. TV News anchoring plays a great role for TV stations to outshine. As often cited, in broadcasting, anchors are the face of the station or network—the source of the company's trustworthiness (Laura, 2011, p.78).

However, it is my personal observation, while talking with some audiences that there are rumors many audiences criticize news anchor's presentation and performances. In addition, the stations' feedback department stated that even some viewers do not like some anchors; because most anchors do lack the ability to control and catch the audiences' attention. Anchors also criticized based on their presentation and dressing style. Moreover, while I was developing a project proposal of this paper, I did preliminary observation, some unprofessional reading styles and inappropriate dressings.

Andrew Boyd (1997) strongly believes that in a word, an anchor has to have *believability*. The viewers have to trust what the anchor is saying. Despite the hard work of the reporter, producers and other talented members of the news team, a station's reputation stands or falls on the performance of these few front line people—namely TV news anchors (Boyd, 1997, p.44)

In spite of the above, however, studies no adequate studies made so far. In other countries, we saw scholarly works made about TV anchors. For instance, John W. Robinson A.A (1985) researched about Newscaster physical characteristics and audience preference in America, and Carl Jaeger (2015) studied about Audiences, anchors and media trust. A study by Robinson found that the newscaster physical characteristics and appearance could be significant factor relating audience appeal. Moreover, Jaeger stated that trust considered as one of the main qualities that attract individuals to certain media outlets including television news. In the case of Ethiopia, the researcher could not find studies relating to the practice of television news anchoring.

The relationship between the anchor and audience has deep interest of likely. According to my preliminary study, audience might complain with the local TV anchor. Thus, this study was carried out with a purpose assessing TV news anchoring practices in three selected TV stations in Ethiopia, notably ETV, EBS and FANA TV.

1.3. Objective of the Study

1.3.1. General Objective

The main objective of the study was to assess TV news anchoring practices or performances in three selected TV Stations in Ethiopia, ETV, EBS and FANA TV.

1.3.2. Specific Objectives

1. To assess the main tasks of an anchorperson with respect to the guideline of the profession vs. the selected TV stations
2. To identify the problems of the selected TV stations with respect to giving attention to the news anchors
3. To evaluate the performance of news anchors from the perspective of news reading mechanics
4. To analyze the TV news anchors experience and existing main challenges in the selected TV stations

1.4. Research Question

The study tries to address the following research questions:

1. What are the main tasks of TV anchorpersons in respect of the guideline of the profession vs. the selected media?
2. How the selected TV stations are giving attention to the news anchors in stations?
3. How far have the anchors acquired knowledge about news presentation?
4. What are the challenges the news anchors experience in selected TV stations?

1.5. Significance of Study

In today's fierce competition of media industry, lack of up to date empirical studies about TV news anchoring has identified as a main gap. So assessing the selected TV stations about their situation in respect of maintaining clear working flow of news anchors in newsroom is a great advantage.

In addition, the study assesses selected TV stations about the requirements and selection criteria of anchors. Specifically, this study can contribute to the TV stations about effective news presenting skills to improve their performances.

Moreover, this study was important to bridge the study gap and propose best practices in TV News Anchoring. The study also can serve as the source of empirical literature for the futuristic researcher in similar areas of research.

1.6. Scope of the Study

News presenting or casting is a broad concept, which consists of numerous interactions like in television news casting, fronting and inside the camera etc. But the scope of this study is restricted to the particular topical (only news anchoring-newscast fronting major news) and spatial areas. Topical approach of the study was limited to see nature, roles, performances& challenges areas of TV news anchoring. And the spatial aspect of the study was limited to Ethiopian Television (Etv), Ethiopian Broadcasting Service (EBS) and FANA TV.

1.7 Limitation of the Study

Since the subject of this study selected purposively, it is difficult to assume that samples are representatives of all TV anchors including sport and business anchors. As a result, the conclusions drawn from this study cannot generalize to the whole TV anchors of the stations.

The challenges of the researcher for this study are mainly lack of adequate reference books to conduct literature review. This is mainly due to very few books available about news anchoring. The topic is usually found as sub topic with in broadcast journalism books. Moreover, Lack of willingness to disclose information on part of some TV stations was a serious problem. Apart from this, lack of enough written documents to refer in the ETV, EBS and FANA, stations also a constraint to the researcher.

1.8 Organization of the Study

This thesis organized in to five chapters. This chapter introduced the thesis topic, objectives, significance, scope and limitation.

The second chapter embarks on reviewing theoretical literature on such topics as conceptual review, qualities of a TV news anchor, TV News Anchor duties and responsibilities, the role of news anchor in news room, TV News Anchor skills and qualifications, TV news anchor education and training, TV news anchor salary and outlook, TV news anchors dressing, news anchoring mechanics (elements of presenting news) and TV news anchor do's and don'ts which leads towards summary of literature review/research gap.

Chapter three encompasses research design and methodology. Data presentation, analysis and discussion evinced in chapter four. Lastly, chapter five incorporates summary of findings, conclusion and recommendations.

CHAPTER TWO

REVIEW OF RELATED LITERATURE

2.1. Introduction

This chapter embarks on reviewing theoretical literature on such topics as conceptual review, qualities of a TV news anchor, TV News Anchor skills and qualifications, TV news anchor education and training, TV News Anchor duties and responsibilities, the role of news anchor in news room, TV news anchor salary and outlook, TV news anchors dressing, news anchoring mechanics (elements of presenting news).

2.2. Conceptual Review

2.2.1. The Concept of Television News Anchoring

Television, as a visual act, is built upon illusions- illusions inherent in the workings of a camera. To see something on camera is not to see it with the naked eye; the two perceptions are quite different. The same person seen on television and seen in the flesh affords a quantitatively different impression. Some quite admirable human beings do not come across on television. Some quite superficial and even unpleasant people are remarkably telegenic (Novak, 1981 cited in Robinson 1985,p.5).

It is apparent that a television image can be accepted or rejected by the audience much in the same manner that any individual would be accepted or rejected by his or her peers. The question then arises; how does one create an image that will be accepted by the television audience? One of the means to create an image that will be accepted by the television audience is by way of a news anchor.

Research has shown that a newscaster's success may be attributable to personality, physical appearance, voice and style of news presentation. News anchor – also known as a newsreader, newscaster (short for "news broadcaster"), is a person who presents news during a news program on television, on the radio or on the Internet. They may also be a working journalist, assisting in the collection of news material and may, in addition, provide commentary during the program. News anchors most often work from either a television or radio studio, but may also present the news from remote locations in the field related to a particular major news event (Robinson 1985,p.6).

In general, the anchor is the creation of television journalism. And also he is single most important on camera position in all of television. It is a great responsibility, a

complex job and wildly rewarding both professionally and personally. In many cases, the anchor has become the face of the station (Reardon and Flynn, 2006,p.65).

2.2.2 Brief history of Ethiopian news Anchoring

Despite very trying to find concrete written accounts of TV news anchoring in Ethiopia, mainly because of the poor habit of chronicling, the researcher has stumbled upon some witnesses who have had first-hand accounts about the case in question. Very much indeed, some written documents picked 1964 to have been the year anchors begun to be introduced in the country. Yet the researcher's effort to trace far better feasible documents has led him to interview some individuals - people with relevant accounts about TV & TV anchoring in Ethiopia: namely Eleni Mekuria -the pioneer in anchoring and that of Alemu Tolosa, a studio director with 35 years' experience. These retired staffers of EBC today, what was then ETV, Eleni Mekuria and Alemu Tolosa have recalled Samuel Ferenji, who they think is the alpha of TV anchoring back in time, best known for their stylish code of dressing and appealing appearance. The witnesses have affirmed the researcher that no Ethiopian TV anchoring history can be complete putting aside legacies Asaminew Gebrewold Teklu Tabor, Getachew Hailemariam and Tefera Gizaw have left behind in the history of TV anchoring in Ethiopia.

Eleni said that the anchors were management member of ETV. There was one news hour that of 30 minutes for evening news. The anchors were few in number for a long period of time. They make rehearsals again and again before go to live. As it stated the anchors were disciplined with a very good personality while reading news. And, also charismatic and more credible by most audience specially, Getachew Hailemariam. He has a good voice and detailed knowledge about journalism. Moreover, studio director Alemu Tolosa mentioned that Zenaneh Mekonnen , Aschalew Demesie, Nigest Abate, Yeshitila Yilma, Derebew Temesgen and Genet Berhe were influential News Anchors in ETV at the end of 1979 up to 1991. Besides, Luelseged Kumsa was one of the smartest English news anchors. He was articulated and capable presenter with charismatic and graceful voice.

After the fall of Derge regime, since the 1991s (e.c) Gizaw Dagne, Fisseha gebriel, Henok Yared and Haileraguel Tadesse were TV anchors in ETV and mainly known by viewers'. Moreover, at the time ETV started news production in tigray and

oromigna languages. Mudu Ali and Frieweyni g/tsadik (Tigeregna Desk), Ayantu Guteta and Samuel Daba (Oromigna Desk) were known by viewers'. Especially Gizaw Dagne was exceptional with his golden and powerful voice and confidence people know him well. He was well known for addressing governmental news release stories of which Ethio- Eritrea conflict stories.

In early 2000th, there were many TV anchors in ETV, such as Bamlak Getachew , Genet Abebe, Amare Mamo, Hermela Gebrekidan, Hawelt Ahmed, Abebe Mulu,(Amharic news anchors) Bilen Fitsum , Shimles Lemma and Girum Tariku (English Desk Anchors) and others. Those were partially freelancer news anchors and they were not journalists. Because ETV's vacancy requirement didn't ask journalism background rather interest and educational background with any kind of field. So, if anyone has interest, talent and diploma or degree can apply for the anchoring position. In addition, if someone believed to be photogenic and has a good voice he/she will get the job.

After mid of 2000, Belay Bekele, Temesgen Beyene, Messele Gebrehiwot (the researcher one) Nebiyu Wondwossen , Temesgen Gebrehiwot and others hired as the anchor of ETV.

After 2015, the vacancy requirement has changed. Specific educational background was mandatory that is Literature or journalism degree. The examination was focused more journalism aspects like news writing and editing, translation etc. Because the ETV news format has required journalistic skills.

Recently, ETV focuses on in-house talent search with reporters and producers. It provides some news sheets and tests the desired anchors in front of camera at the studio. Then it selected some of them. From talent search there are some anchors in the media house today namely, Anteneh Degfie, Alganesh Teka, Solomon Haileyesus, Rosa Mekonnen, Getachew Yigzaw and Mekdes Tlahun etc. These anchors have been doing news reporting, host news programs and lead live transmission besides with news anchoring.

After 50 years of ETV, the private television stations started joining the mushrooming media industry of the country, namely Ethiopian Broadcast Service (EBS), FANA broadcasting corporate (tv channel), WALTA, LTV and NAHOO TV etc. Nowadays,

the news presenting style has been developing. Specially, FANA TV has started conversational reading styles and adlibbing and storytelling style. Even though, private media has a few years' experience in Ethiopia with TV news anchoring most of the anchors are regular journalists in their station.

2.2.3 News Anchor versus Newscaster and Announcer

Most often News anchor is understood as similar to newscaster and announcer though the two are different. Of course, they need similar talents. Such as, make pleasant speech sounds, clearly articulated language, vary pitch and volume effectively, pronounce words, express yourself confidently, and communicate ideas clearly both orally and non-verbally. (Hyde, 2001,p.10).

News anchor is a newscaster fronting major news program. The term 'anchorman' suggests personal strength and authority, as though the bearer of the title, through a combination of experience, personality and charisma is holding the programme together and somehow grounding it in reality. (Boyd 1997,p.53).

The term newscaster refers to broad casters who present information to the television viewer. Inclusive of sport casters and weather casters. (Robison,1985) Moreover, newscaster or news reader is one who delivers the news for broadcast on television, radio etc. not only on camera including voice over reading or back of scene.' News caster' suggests a benign oracle-an authority who has at his disposal privileged inside information which he will graciously stakes, the newscaster is a step ahead of the newsreader, but still several paces behind the anchorman (Boyd 1997,p.54).

Whereas, announcer is someone who present music, news, and/or sports and may be also one who provide commentary, or interview guests, about these topics. Some act as a master of ceremonies. Announcers present a variety of information and entertainment such as music, news, sports current events, the weather, traffic updates and commercials. They interview guests and moderate panels or discussion on their show as well as announce station programming information including program schedules and station breaks for commercials or public information. (Brain s. Brooks et al 2007,p.64).

Hyde (2001) mentioned that announcing includes in many areas of specialization. Such as, broadcast journalism, music (like DJ or Jocks), public affairs, commercial, narration, hosting special program. So, anchors or news reader categorized under broadcast journalism of Announcing.

2.3. Qualities of a TV News Anchor

The term ‘anchor’ suggests personal strength and authority, as though the bearer of that title, through a combination of experience, personality and charisma is holding the program together and somehow grounding it in reality (Boyd, 1997,p.54). Therefore, the ideal qualities for a TV news anchor are:

- 1) **Credibility:** - Match of voice, physical appearance and age. And graciously impart.
- 2) **Authority:** -The power of audibility.
- 3) **Good voice:** - If it has to be bass or thin voice but it should be natural, Clear, consistence and audible. The voice should be resonant, not nasal or stuck back in throat.
- 4) **Relax:** -confident and present without nervousness
- 5) **Personality:** neat cloth and good manner. Also, free from addiction.
- 6) **Warmth:** approach friendly with confidence and courage
- 7) **Professionalism.** Knowledge of journalism and current affairs
- 8) **Good looks:** -good physical appearance.
- 9) **Clarity:** - perfect pronunciation without dialect.
- 10) **Pace:** - proper speed (just not too much faster or not too much slower)
- 11) **Photogenic:** accepted and compatible to camera.
- 12) **Language capability** – the ability of grammar, sentence and phrase. (Boyd 1997, Reardon and Flynn 2006)

Moreover, TV anchors will need neutral accent, storytelling ability, conviction, good posture, facial expression, gesture, energetic on air, emotion when required, connecting with viewers, knowledge of the subject, and news production (Dejene Tilahun, 2009,p.79).

In America, with its Holly wood tradition, film star good looks coupled with paternal credibility often seem top requirements for TV anchor. Warmth refers how far the station goes to approach friendly. According to Reardon and Flynn (2006) suggestion,

credibility also is the bedrock of the anchor. Television is like a magnifying glass. It exposes your every flaw to the viewer and reveals a surprising amount about the person you are. Therefore, the anchor should act naturally, as him and be honest. People want to watch who is alive, connected to what they are talking about, vulnerable and confident.

That probably describes you. The more natural you appear on camera; the better anchor you will be. In addition, a warm authoritative voice is essential for a successful anchor. The viewer trusts and feels comfortable with a person who has rich sounding voice. Think of the people you have come to love to watch on television. Were they Dan rather or Diane sawyer? One thing they all have in common is a strong and deep voice. The voice should be resonant, not nasal or stuck back in throat. (Reardon and Flynn, 2006,p.88)

Therefore, anchoring the news craft is built on experience and hard work. Most journalism scholars advised that the easiest route to becoming a TV news anchor is to start as a TV news reporter. You will be able to strengthen your on-camera skills so you are comfortable with ad-libbing and present an aura of confidence and authority. (ibid, 2006).

Eventually, you will be able to fill in as a substitute anchor, even if it's on Christmas Eve. That will give you the experience to take the next anchor opening at your station, or at least to use your clips to build an anchor resume tape or DVD to get a job somewhere else (Powers, 1977,p.76).

So, an anchor must have the following skill and qualities: -Have a warm, authoritative voice, be sensitive, alert and in the moment, have focus and concentration, find a human connection to the stories, be thoroughly prepared and in command, get to the studio early enough to read and understand the stories of the day, Know the proper pronunciations, Relaxed, trusting instincts, Being yourself. (Reardon and Flynn, 2006,p.88. Powers, 1977,p.76)

2.3.1 Who are not to be TV news Anchors?

There is a situation where good-looking men and women may not be preferable for TV anchoring. The appearance of anchors should not affect the viewer's concentration for the viewers could watch the appearance rather than news information. So, TV stations hiring the anchors should focus the way how to present

the news properly rather than their appearance and fashionable wearing. On the other hand, very aged or very young persons are not preferable (Boyd, 1997,p.56).

In over all, most scholars suggested that the following persons who are not be TV news anchors.

“Lisped or stuttered person, Person with un proportional face (if the head or ear very big), who has lost some teeth, who is cross eyed, who has dialect accent, who has nerve problem or who cannot control face activities and who has blocked voice. These persons are not preferable to be news anchor.”
(Dejenie Tilahun, 2009,p.80).

In addition, Hyde (2001) mentioned that missing teeth, a fissure in the upper lip, a cleft palate, nasal, blockage or any degree of facial paralysis may make it impossible for a speaker to pronounce word clearly.

2.4. TV News Anchor Skills and Qualifications

Skilled in making news reports clear, accurate, and engaging, news anchors have a strong background in communications or broadcasting. Employers seeking news anchors look for these skills:

- 1) **Reporting:** -writing a story or telling it on the air i.e. reporting;
- 2) **Interviewing:** -Interviews thoroughly and conduct the process confidently, news reporters understand interviewing techniques that make interviewees comfortable and willing to answer their questions;
- 3) **Technical skills:** -News anchors to have technical skills – since they use computers and electronic equipment to research, write, and report stories, news reporters know how to use software, social media websites, and audio equipment;
- 4) **Research skills** – they know where to find reliable information to support their stories and how to evaluate sources to determine if they have biased or misleading content;
- 5) **Communication skills** – writing stories, interacting with guests, and telling the news on the air require clear and effective communication
- 6) **Social skill**-news anchor is the face of station, there has also understood requirement for community involvement. This means anchors will spend their own time volunteering, joining civic or charity groups. (Shedden, 2006,p.87

Moreover, Lewis (1966) mentioned that that the news anchor need the following points.

A) Knowledge: - the anchor should have experience of life and broad education. He has to know about names (especially leaders and countries name), places, regions, states system, global politics etc. Most viewers are quick to separate the mature and balanced anchors from “television personality” who merely glitters on surface.

B) Independency: -. That means anchor should not be a political party member. Free from religious and race perspective.

C) Punctuality: -one of the disciplines of news anchor is punctuality. The nature of his job is very strict. He should arrive on time. If he cannot, he has to call to editors early.

D) Working with a team – the picture that appears on the television screen is the end of a coordinated team effort. it is important that each member of a studio team co-operates with his colleagues as well as he knows how. There are reporters’ news editors, studio directors, cameraman, soundman etc. so as news anchor, he should work closely and smartly with them. And will be responsible for broadcasting newscasts throughout the day.

E) Health-good health is essential for tv news anchors. They work and read a small studio maybe for long hours. The lights will be hot and dazzling. The ventilation may be inadequate. Anchors will be unable to relax completely for hours at a time. As TV anchors you must have good health. They have to maintain themselves in a fit state in order to cope with their exacting job. (Lewis, 1966 p.67).

2.5. TV News Anchoring Education and Training

News anchors usually need a bachelor’s degree in journalism, broadcasting, or communications to find employment at news stations. Topics these programs cover include research, journalistic ethics, writing and reporting, interviewing, TV and radio production, and speech. Some employers prefer news anchors with master’s degrees in broadcasting or communications; these programs have more advanced writing, mass media, and public relations coursework. Learn about the education and preparation needed to become a news anchor. Get a quick view of the requirements as well as details about degree programs, job duties and necessary skills to find out if this is the career for you.

A news anchor presents the news and often seeks out news' stories. Most need at least a bachelor's degree, but master's programs are offered. In this competitive field, experience can be helpful for progressing to more challenging roles. News anchors work for television stations and report the news at the local or national level. In addition to reporting the news from a broadcasting station, they may need to travel to obtain the information needed to make their reports.

These professionals usually need a bachelor's degree in journalism or a related field, although some choose to earn a master's degree. Such programs may include practical experience writing news stories for the school, and they may also offer internship opportunities. Excellent oral and written communications skills are also crucial for success as a news anchor. On-the-job training is important, and why it's possible, although not easy, to forego formal education and still get hired as a TV news anchor.

It takes practice to hone a conversational, yet professional vocal delivery and to know how to handle last-minute changes that take place just before airtime. But now that many colleges and universities have TV facilities, this training can be found on campus. News programs tend to take their presenters from the ranks of experienced practitioners and the best way of putting yourself in the shop window is first to become a journalist in television (Yorke, 1995p.34).

2.6 TV News Anchors' Age

Some scholars suggest the preferable age of TV news anchors. This job needs more years work experience in journalism. The need to pass through as a reporter first and no need of being in a hurry is a very important saying. Anyone who wants to be pursue anchor career must build up practical experience of reporting in the filed first, before taking roles in studio and start presenting news.

Regarding this, most of BBC, CNN and others huge Media's anchors are in middle age from 30 up to 60. These stations have very experienced staffs in reporting, editing either presenting news including filed work. Mostly early young and very aged people are not preferable to TV news anchoring. Age can affect the credibility of news and anchors. And also credibility is built on years of reporting and presenting news. (Chanie Assefa, 1982,p.13 Reardon and Flynn 2006, p.89).

2.7. TV News Anchor Salary

The median yearly pay for news anchors, classified as broadcast news analysts by the Bureau of Labor Statistics (BLS), is around \$63,000. News anchors in the 10th percentile make around \$26,500 annually, and the best-paid anchors receive over \$195,500. Those who work full-time for news stations often get health insurance, paid vacation, and retirement benefits while freelance and part-time anchors do not.

According to Laverne mentioned that News stations will hire fewer anchors as their revenues decline and they consolidate with other stations to reduce costs and staff. News anchors with broadcasting and multimedia journalism experience will have an advantage seeking work in this competitive field.

A TV news anchor's salary covers a wide range. In a small-designated market area, an entry-level morning or weekend news anchor at an affiliate station may not earn much more than a typical reporter, possibly \$25,000 to \$30,000. On the other end of the scale, a major market anchor with decades of experience can make \$250,000 and up. Network news anchors earn in the millions (Neal, 2019,p.89).

Jennifer Harper, who is the writer in the Washington times. He said that the average salary for a news anchor is \$ 83,300, though this can range from minimum of \$ 14,000 to the maximum of \$ 875,000, depending on market size and other circumstances. A talent agent is often used to negotiate contracts. However, salaries have generally been trending downward due to the economy and the declining ratings of many newscasts.

2.8 News room management and TV news anchors

Considered by viewers to have the most visible as well as most authoritative positions in the news department, anchors deliver the news providing an introduction to stories gathered by reporters. In most of TV stations, the anchor is directly involved in the production of the news department, perhaps even serving as a Managing Editor of the news in consultation with the News Director.so anchors are one of a news room staff member, they have many duties as journalists.

“Most anchors have roots in reporting, and they tend to be among the highest-compensated positions in the newsroom. Anchors may also write or rewrite scripts used on-air”

According to Alan B. Albarran (2006), news anchor is a talent job. News department officials always search and negotiate with capable anchors. Because good talent is one of the key successful news operation, so newsroom management tries to do whatever it can to maintain a positive relationship with its on-air talent. especially who has a good voice and diction, emotion, gesture, appearance and presentation style etc. (albarran ,2006, p 235-237)

2.9 TV News Anchor Duties and Responsibilities

Prior to the television era, radio-news broadcasts often mixed news with opinion and each presenter strive for a distinctive style. These presenters were referred to as commentators (Balkrishna and Aiyer, 2005,p.78). With the development of the 24-hour news cycle and dedicated cable news channels, the role of the anchor evolved.

Anchors would still present material prepared for a news program, but they also interview experts about various aspects of breaking news stories, and themselves provide improvised commentary, all under the supervision of the producer, who coordinate the broadcast by communicating with the anchor through an earphone.

So regarding to duties and responsibility according to Balkrishna and Aiyer (2005) explanation, specific job duties for news anchors vary based on his employer. However, there are several core tasks common to all news anchors, such as: News anchors use the web, radio, and outside reports to learn about what happen locally, nationally, and internationally. In addition, using this information, they collaborate with editors, journalists, and reporters to generate story ideas to post on social media or report on the TV news. It means news anchors develop story ideas.

Moreover, news anchors have several core tasks: develop story ideas, interview the guests, research and write the news, rewrite and edit the news lead, report on TV and participate on social media sites (ibid ,2005,p.79).

The news anchors also come up with interview questions to ask guests invited by the station; so they are responsible to interview guests. In addition, along with using the information gathered from interviews, news reporters conduct extensive research on the topics and news events they report. And they can then write detailed stories or scripts to read on air or post online. This means they have responsibility to research and write news- reports on TV.

Moreover, news anchors engage with viewers on social media websites, such as Facebook and Twitter and they post updates, images, and videos of breaking news events for viewers and sometimes post full news reports as well. Because, as the most recognizable station ambassadors they are responsible to participate on social media sites (Novak, 1981,p.7).

2.10 TV News Anchors' Role in News Room

The news anchors play a role for the station by creating and distributing high value content news and make the station with a long -termed brand (Shedden, 2006). The best anchors are involved in the writing of the news and aren't simply news readers. The hour before a newscast is the most intense period for a TV news anchor. That's the time late-breaking stories are coming in, revisions are made to scripts and the anchor prepares mentally to deliver the news.

That preparation ensures that an anchor will be confident and relaxed when the cameras are turned on. While most often seen presenting the news on live TV, news anchors also work in the background creating news stories, performing interviews and research, and writing stories that appear on the web.

The News Anchor is the face of the newsroom. Although he or she is just one member of the team, it is this person whom the public identifies with the broadcast. Securing an audience's trust and loyalty is important because once that relationship is established; viewers will continue to turn to that channel to get the day's news (Novak, 1981) .

On the other hand, Lewis (1966) stated that there are four key moments in the life of news room and the news anchor is key participant throughout each of them. There are:

- 1) **Provisional meeting**, this meeting takes place once a week. Attending all news room members. Its objective is to plan the reporting packages and anticipate on current or future events.
- 2) **The newsroom meeting**, this typically takes place six to eight hours before the new cast, to build the newscast of the day.
- 3) **The preparatory meeting**, this takes place four to two hours before the news cast. This is to settle run downs.

- 4) **The debriefing**, this happens immediately following the newscast. It's about point out strength and weakness and discussing them all journalist and technicians involved in the newscast. (Lewis ,1966,p.166)

In over all, Hyde (2001) mentioned that the anchor working conditions and responsibilities vary from station to station, but a typical medium market or large market television station the anchors' job may involve the following functions.

“writing twenty-five to fifty percent of the copy you read on air, covering some stories in the field, preparing occasional features reports, working with co-anchor as well as sports and weather reporters, preparing and delivering one or two newscasts daily, five days a week. Meeting daily with newsroom management to discuss and help decide on the stories to be covered and the order in which they will be presented to viewers.” (Hyde, 2001,p.15)

2.11 News Anchor and News Presenting

Most of scholars suggested that there are useful and important of practical works expected from the anchor before and during on air.

Before air (preparation) - preparation is very essential to presenting news properly. First, the anchor should read all news aloud before air. He must ask himself where need to be stressed more than others. For example, mark your scripts where you need to pause for a short time with and where you need to pause for longer with. (Reardon and Flynn2006).

Good anchoring depends on understanding the story and preparing for it so that you can explain it to the viewer in the best possible way. And also the anchor should check all pronunciations and make sure how to correctly pronounce word or names you are not familiar with. He has to be check for spelling and grammar errors. (Dejenie Tilahun ,2009,p.46-48).

Read, read, read the news from different sources i.e. news agencies and local news. What are their stories? What angles do they source? These are questions very useful. Involving in the news bulletin and working with news room team are expected from the news anchor.

On Air: -During this time, the anchor must be concentrated. Scholars suggested the following guidelines in on air.

- Speak clearly and project your voice. Change the tone and speed of your voice. (Example: start your voice strong and powerful. Slow down towards the end of a story, keeping the power in your voice).
- When reading headlines make sure they are clear and powerful. The headline should be read with punch. The first impression you will make. (Reardon and Flynn,2006)
- Focus and concentration from beginning to ending of the news package.
- Smile at the opening and closing. Also hello and good bye should be spoken warmly with an invitation to your viewer to return, to meet again together tomorrow.
- Facial expressions can be used within limits. You can show happiness when it's a fun story, be more serious when it's a serious story.
- Sit straight with shoulders back, yet make it feel natural. Hands can be placed on the desk and can move around slightly so you do not appear stiff.
- It's OK to show some personality on air. Be prepared for the unexpected have your scripts in order. If things start to go wrong in the bulletin, it is OK to smile and show that are not perfect. Viewers like to see personality.
- Tell the story, do not be the story. Do not allow your emotions to get in the way.
- Avoid repetitive actions like playing with pen or leaning on the desk because they are distracting.
- Keep your eye on the monitor to watch the stories, fix your look and position.
- Be confident in yourself. Nerves show on air and the viewers will pick up on them. (Chanie Assefa 1982.p.72,Boyd 1997, Reardon and Flynn ,2006).

2.11.1 How to Present News

How to Read the News like a Professional News Anchor? This is very important point. -Reading the news off a teleprompter may sound easy, but it's actually more complicated than it seems. Anchors and reporters have to develop a reading style that seems natural, but isn't too fast, too slow, too nuanced, too accented, too high-pitched, too quiet, or any other extreme. Reading news like a professional news anchor requires skill, practice, and training. (Reardon and Flynn, 2006).

There are key techniques that used how to cast the news.

Natural and Conversational sounding (projection): - In layman's term, the art is to 'speak up' but not shout. As the same time you must sound natural. (Trewin, 2003).

News readers should project their voice or talk naturally. In television, a conversational tone is more appropriate to illusion of eye contact with the audience, and projection matters less because TV audience offer more on their undivided attention than radio listeners do.

Most of us sound very different when we read something aloud than when we're having a conversation with friends. It's also very easy to sound robotic when you've been reading for a long time and your attention has started to wander, which can easily happen to an anchor, particularly during a slow news day or a repetitive morning.

You can practice by reading a news story and pretending that you are telling it to a friend. You do not want to ad-lib or change the wording (which may be more formal than the way you normally speak), but you should otherwise talk conversationally. This can be difficult, especially if you are also trying to speak more slowly or enunciate more clearly, but sounding natural is an important aspect of reading the news. After all, if viewers wanted to hear the news in a monotone, they could just ask Siri to read the day's headlines. (Boyd,1997,p.59)

Adjusting Tone for Content:-In general, when you read you should sound moderately upbeat, but not overly chipper. However, you'll need to adjust your tone when reading somber stories, like those involving deaths or serious injuries. Sometimes slowing down and speaking more quietly can help you convey the seriousness of a sad situation. Therefore, the anchor should understand the news intention for adjusting his tone. (Reardon and Flynn,2006)

Accents and Dialects: -There are many different "accents" and regionalisms associated with American English. Depending on where you grew up, others may perceive an accent. If you learned English as a second language, you may have an accent associated with your first language.

While there is no single correct accent for American English, most broadcasters prefer reporters speak with a General American accent. Some people already do this, but for those with a strong accent, becoming more linguistically neutral can be difficult. Any ways when we come to news anchoring, if news anchor does have a dialect, the viewers may have focused by his regional dialect or accent instead of the news

content. They may laugh or fun by his or her accent. So the news anchor should have normal accent of language that he or she read. (Dejenie Tilahun ,2009,p.68)

Story Telling: - the anchor is a story teller and not reader. to talk a story. A good anchor needs to be knowledgeable, informed and be able to put a story in context. (Reardon and Flynn,2006).

Knowing the reading techniques: one of the important point to read news professionally is to know reading techniques. News anchor must know about pitch, tone, pause, breathing, voice using and pronunciation. (Dejenie Tilahun,2009,p.68)

2.12. News Anchoring Mechanics (Elements of Presenting News)

The best way to start is to practice reading news stories in home or in news room. It is hard to be objective about your own reading, so it's a good idea to ask others their honest opinions. Does your reading sound natural? Is it hard to understand for any reason? Would your listeners want to hear you read more?

Moat scholars clearly listed the news reading mechanics or techniques to newscast properly.

Speed: -According to Boyd (1997), Speed is one important consideration when reading the news. If you read too slowly, viewers may get bored and impatient and consider changing the channel. If you read too fast, viewers may have a hard time understanding you. Typically, news anchors read between 150 and 175 words per minute, and some stations may time new reporters or anchors to get a baseline for that individual's usual reading speed.

“news reading speed has varied in different media and language. for example, English news read from 140 –180 words per minutes averagely. But Amharic radio and television news read between 115- 120 words per minutes.”
(DejenieTilahun,2006,p.67)

If you find you are talking too fast, it may be helpful to concentrate on enunciating clearly sometimes this helps people slow down. Of course, people often talk faster when they are anxious, and your first time reading a story on-air can be nerve-racking, so sometimes the problem resolves itself after you have simply spent more time doing the job. (Boyd ,1997).

Breathing: Newsreaders, like swimmers, have a master in the art of breath control. Good breathing brings out the richness and flavor of the voice. Newsreaders should take a couple of good breaths before starting and another deep breath between each story. (Ibid, 1997).

In addition to that correctly controlled breathing is absolutely key both before you go air, to relax the vocal cords and while the transmission continues to ensure you read intelligibly. (Trewint, 2003).

Emphasis: -News readers should know a key words and descriptions. The key words may be capitalized or underlined. Some readers favour double underlining to high light different degrees of emphasis. Shifting the position of emphasis in a sentence can completely alter its meaning and tone. This can have a dramatic effect on the news.

Pitch: -As well as having rhythm, the voice also goes up and down. This called modulation, or pitch, and some readers who are new at their business or have being doing it too long can sound as though they are singing the news. The voice goes up and down a lot, but in all the wrong places. Voice trainer David Dunhill describes this as, 'Redolent of an air hostess telling me to fasten my seat belt or extinguish my cigarette.' Modulation can add interest to the voice and variety item. (Boyd, 1997).

Pause: -it is a temporary stop or rest, especially in speech or action. The main reasons to use pauses are for variety, understanding and emphasis. a pause is a form of oral punctuation that can help your audience reflect on what you just said. Un proper pause comes sing song. And it will create choppy sound.it may be distort the sentence or theme. So, Wise anchors are conscious and keep the pause when they read news. (Dejenie Tilahun, 2006).

Articulation: -articulation is concerned with the utterance of vowels, consonants and diphthongs. Good articulation aids in effective coomunication.it must be distinct and pleasing without calling attention to itself. (Brooks,2012)

Pronunciation: -appropriate pronunciation is very important to news anchoring. Foreign place name and proper name create special problems. Mostly the press services and networks compile word lists as the name appear in the news. Which of several pronunciations is "right" cannot always be decided with finality. The pronunciation "preferred" by the reference works, by public figures, and by co-workers should guide an anchor. Overly precise, pedantic pronunciation will cause the audience to react negatively to anchor and to the message. (ibid, 2012)

2.12.1 Others crafts of on-camera News presentation

On the hand, there are important techniques or crafts that to help smart and effective news presenting during on-air: -

Ad-libing ;- The term ad-lib is short for Latin ad libitum, meaning performed with freedom; freely, spontaneously.(Hyde,2001) it means presenting without a script. It could be opening, ending or transition or Either correction. Sometimes it may be breaking news telling from editors by earpiece from control room. So, the news anchor should develop the ad-libing skill.ad-libing during live coverage is a skill anchor should acquire.it don't need to be brilliant. Just experienced. This takes practice and of course it takes being relaxed. (Reardon and Flynn, 2006).

Segue: -another important and very useful thing that is segues. Segue means a transition words. These words or phrases that take you from one subject the another. the words are used at the start of the next story. Useful segue words or phrases are: meanwhile, And, well, back home, now to sports or business reports. Use of segue word makes a graceful transition from one story to next. (Ibid, 2006).

Teleprompter: it is a mechanical or electrical prompting device, which allows presenters to read a script while looking at or towards the camera. This technology is very important to effective news presenting. The anchor should use teleprompter as much as possible and do not read off from scripts. When reading without a teleprompter, try looking down as little as possible. To try to understand the topic so you can communicate it well. Many TV stations use device to project the script on to glass in front of the camera so presenters can give the impression of eye contact with viewers as they read the news. (Boyd, 1997).

In addition, Nancy Reardon stated that the teleprompter shows the anchor about five lines copy at a time. Each line consists of three to five words. The lines move upwards. The camera sits directly behind the mirrored glass where the lines appear.so when anchor reading those lines, he has to be looking directly in to the lens. Then the anchors should know about teleprompter using. The prompter has to be seen as smile on your best friend's face. The anchors should not count the words. The viewers should not know the anchors reading from prompters. (Reardon and Flynn, 2006).

Studio Sign Language and Terminology: -there are important studio sign language and jargons. These helps that to communicate effectively anchors and news directors

and camera man including studio professionals together. For example, the signs are, mic-cut (the hand put on neck), open mic (short thick fingers fold and spread out), ready (the fig finger). etc. the terminologies are stand by studio, auto cue, action, off and on mic, ear piece, phono, live, spot etc. (Lewis 1966, Dejenie Tilahun, 2009).

2.13 TV News Anchors Dressing

2.13.1. Dress to Impress: Appropriate Clothing for News Anchors

Lead you many places throughout your life. Knowing how to dress as a news anchor on TV isn't something that comes naturally, though. You probably already know that you should put your best foot forward in appearance, but when it comes to dressing for the camera, looking good isn't all there is to it. For news work, suits are usually best for men and women. They look efficient and convey authority (Trewin, 2003).

According to Trewin suggestion the following points, to impress as a news anchor, are mentioned i.e. In general, your best bet to create a pleasing image for the camera is to go with simple, high contrast color schemes. It means with pick High Contrast Color Schemes. In addition, busy patterns can actually create an image that's distracting for the viewer as they tend to appear to move on their own on your clothing; so avoid busy patterns. And do not get hot. For instance, pink, red, orange, yellow, purple and green may be among your favorites, but they are often a very poor to TV. Moreover, cool blues, taupe, tan and cream are wise choices in front of the camera. For a more extreme look that still works well on camera, black and white or dark colors like navy and white always work well (ibid 2003).

2.14. Do and Don'ts of TV News Anchors

Before the Air

One news anchor should care before going to studio. He should not take fatty foods and soft drinks since these foods thicken the saliva. It is better to take water or water with lemon. Any ways most scholars give advices the following points:

Eat sweet or chocolate beforehand is forbidden because sugar thickens the saliva. Second, always have a pen or pencil with you for marking alterations, corrections, emphasis, etc. Thirdly, if you wear them, make sure you have your glasses. Don't wear anything that could knock the table or rattle_ bangles, cuff-links. Place a glass of water near at hand. Remove any staples or paper clips from the script and separate the pages so that you can deal with each page individually. Check the clock, cue light, headphone – for talk back and cue programme, and the mic-cut key if there is one.

lastly, check your voice level is very important. (Chanie Assefa 1982, Boyd 1997, Reardon and Flynn 2006)

Forbidden when an anchor on- air

According to Cathcart (1970) news anchor may make mistakes during news reading i.e.

Read Scripts Cold: - some anchors drink coffee all day and take stimulants like 'chat' and cigarette. Those anchors are risking looking stupid on the air if they don't know how to say Shiite properly, it means in the way of reading scripts cold, and maybe they make abnormal facial expression.

On the other hand, some anchors may read in low pitch or low volume. This affects the influence of the news. Because the anchor cannot catch the viewers.

Assume you are not on the Air/Microphones Are Not Hot: -TV news bloopers are committed by news anchors who assume they are not on the air and their microphones are turned off. That is a risky assumption to make. Production technicians make mistakes. Sometimes the equipment does not work properly.

In either case, if a news anchor is telling a dirty joke to a colleague during a commercial break, he could accidentally be on the air when he thinks he's in the clear.

Panic – it means a sudden feeling of great fear that cannot be controlled. Perhaps it's during an unscripted breaking news event. Something goes wrong, so the people in the control room ask the anchor to fill sometime while they work out them. Moreover, adlibbing is not easy for some anchors. But even in the highest –stress environment, an anchor has to maintain a sense of calm and control and not look confused or fearful.

Yawn: - it means to open your mouth wide and breathe in deeply through it. There are days that any job is boring, including being on a live TV newscast. That doesn't give a news-anchor permission to look bored or tired on the air. So, TV anchor should have a high energy level on the air. Even if he gets caught, it is preferable to ask permission to the official.

Get Angry or Curse: - i.e. Implode for one reason or another. Maybe there was an egregious factual error in a script. Maybe none of the videos ran properly because of equipment failure. So, a news anchor can never show anger or his or her feeling at these mistakes.

Smile or Laugh at Inappropriate Times - Anger is never good. Smiling or even laughing is sometimes okay, but not during serious news. For example, a news anchor could be reading a story about child abuse, while off camera, someone walks in the studio, trips, and knocks over a bunch of props. That might be funny, but not in the context of what the viewer at home sees. Viewers might see the anchor get the giggles while speaking about child abuse. If that happened, an anchor would be forced to apologize on the air and explain why he was laughing.

Show Bias -A news anchor reads a story about the city's mayor making some outlandish proposal. Unfortunately, the anchor rolls his eyes in disgust when reaching the end of the story, not realizing that everyone at home saw what happened. Certainly, word would reach the mayor's office about what happened. That would doom the relationship the anchor has with city hall and might even hurt the station's relationship as well.

These days, watchdog groups and critics are always on the lookout for political bias in news, either real or imagined. An anchor's gestures should not become ammunition against the station.

Show Disrespect for a Co-Anchor -Members of some news teams are genuine friends off the air. Other news teams have to fake it because in real life the anchors, meteorologist and sports anchor cannot stand each other. However, every news team should show on-air camaraderie (or a feeling of friendship), no matter what the reality may be. Viewers will feel uncomfortable watching a station's newscast if they feel as though there are problems with the anchor team. An anchor taking an on-air dig at a colleague would be a disaster. Sure, it's sometimes fun to see an anchor take a good-natured ribbing. However, viewers can detect disrespectful behavior.

Insult a Guest -There are times when even a mild-mannered news anchor has to ask tough questions of a guest while live on the air. But that should never cross the line into insulting behavior, which might be acceptable on talk radio, but not on a traditional TV newscast. A news anchor must craft questions carefully so that while probing for information it never seems as though the anchor is belittling the person who may be evasive or becoming angry. It takes practice, a cool head and a realization that a host should always be welcoming to even the most difficult interview subject. (Cath Cart,1970)

Forbidden for an Anchors in their job

There are a number of forbidden activities in job of TV news anchors either as journalist. In over all, Brooks and other scholars (2007) mentioned that in journalism profession that unethical activities are raised conflict of interest and they have negative influence to trust of the news.

Advertising: -the news anchor should never do reading and acting, TV commercial or advertisements in any business companies. In addition, they should avoid wear company gifts like pen, watch, cape and jacket. Because those are the source of conflict of interest.

Political Party Member: as an anchor or as journalist, avoid political involvement.

Religion and Race Campaign –anchors should act independently. They never show religious sign and avoid the participation of any campaign or anniversary or large congress, especially as host (announcer) and other responsibilities on stage (Brooks et al 2007).

2.15. Opportunity and Challenging of TV news anchors

There are simply too few available positions for everyone with ambitions to be a top network anchor star. Even so, you can find fulfillment in the hundreds of anchor jobs at local TV stations across the country. The salary of a typical TV news anchor won't reach into the millions of dollars. However, money alone should not be the key to your happiness.

According to Shosteck (1974) suggestions, there are 5 compelling reasons that a TV news anchor job may be right for you i.e.

- 1) **Consider the challenge as the opportunity** - for TV news anchors, the guarantee of success isn't what drives their decision making. It's more about the opportunity;
- 2) **Appreciate the challenge-** all anchors had to keep their composure while reporting on one of the most unthinkable horrible stories of their career. That required not only to focus but to the ability to put personal emotions aside in order to communicate professionally;
- 3) **Devote to work hours-** committed to working when the job is needed.
- 4) **Ready to public criticism-** A TV news anchor has to develop a thick skin to realize that you can't please everybody all the time. It's a tough lesson and
- 5) **Take career risk-**those who accept risk factors can find rewards in delivering the news on TV each day. (Shosteck ,1974).

CHAPTER THREE

RESEARCH METHODOLOGY

Introduction

Brief description of the study area, research design and approaches, data collection method, sampling method and data analysis procedures are presented in this chapter. Further description and illustration is given on how each data collection tool is applied.

3.1. Brief Description of Area of the Study

The study embraces ETV, EBS and FANA TV, about the practices of TV news anchoring. The research, therefore, selected these stations for reason that, they have long years' experience, well organized, they have much of news hours and they have many anchors. According to this reason, the researcher believed that, the stations are appropriate to the subject of the study.

ETV started broadcasting in 1964 (1957 E.C) as the first television channel in Ethiopia. In the last couples of the decades, the broadcaster had opened multiple three channels broadcasting. such as, ETV news and program channel, ETV entertainment channel, ETV Languages (in various language) channel. It has 24 news hour. But it has many news programming format. Such as good morning news show “Tena Yestielegn Ethiopia”, Arat Maezen and Etv 57 are the main and prime news programs (editorial policy of etv, 2016).

Fana Broadcasting Corporate is a private news company operating in Ethiopia. Launched in 1994 (1987 E.C). It focuses mostly on political, economic and social affairs. FANA TV is an Ethiopian satellite television news channel owned by FANA Broadcasting Corporate and launched in 2017. Before that FANA has been broadcast in radio channel for over 25 years. It has its studios located at the headquarters of FANA Broadcasting Corporate in Addis Ababa, Ethiopia. It has many news programming such as, Fana 90, Fana Zena, Alem Shemach etc (Editorial Policy of Fana, 2017).

After privatization of the television industry in Ethiopia, the first privately run channel, EBS TV, launched in 2008(2001 E.C). The channel is based in Ethiopia with correspondent both in United States at its headquarters in Silver Springs, Maryland,

U.S EBS TV broadcasts programs in mostly Amharic. EBs tv is known for the production of local late night talk show and entertainment program. It has news program, like EBS Addis Neger news program its focus on international and local news. (Editorial policy of EBS, 2008).

According to Fajo Media Institute (2017), the selection and anchoring of the journalists should be well anchored at the different news rooms in order to ensure their support. Meanwhile, still there are less experienced journalists. That is why this researcher (TV news anchor) launches this study for the consumption of evidence based empirical information on TV news anchoring.

3.2. Research Methodology

Research approach incorporates different stages such as identification and formulation of the research problem, reviewing literatures, data collection, data analysis, solution design and implementation, validation and drawing future research direction. (Kothari, 2004).

There are two standard approaches to conduct a research: quantitative and qualitative research. Quantitative research uses statistical, logical and mathematical techniques to generate numerical data and hard facts. Structured techniques such as surveys, questionnaires, and observations are the common methods for quantitative approaches (ibid, 2004).

Qualitative research is a research that develops understanding of human and social sciences to find the way people think and feel. Methods that are used by qualitative research are non-structured techniques such as interviews, group discussions etc. The final goal of this approach is to explore, discover ideas and develop initial understanding used in the ongoing processes. Attitude or opinion research i.e., research designed to find out how people feel or what they think about a particular subject or institution is also qualitative research (ibid, 2004).

Qualitative research approach has been applied and proved to be successful in many media and communication audience studies for considerable reasons. Mytton(1999) states that qualitative research tries to discover or understand human attributes, attitudes or behaviors in a more exploratory or interpretative way. According to him numbers cannot describe or explain everything. Human behavior and everything else

that can be said about people cannot be fully encapsulated in or understood from numbers and percentages (Mytton, 1999).

Furthermore, Song (2005) indicates that qualitative study provides detailed information of people's point of view and the meaning they attribute to their experiences. Similarly, Bryman (2004) states "qualitative studies provide a detailed account of what is going on in the setting being investigated. The details provide an account of the context with in which peoples' behavior takes place."

Generally, qualitative research is concerned with the understanding of peoples' attitude in terms of context in which they express their reaction. It takes into account different viewpoints and practices in the field because of the different subjective perspectives and social backgrounds related to them (Song, 2005). In other words, though it is a subjective based interpretation, systematic coding process allows the researcher to interpret subjective data in a scientific manner.

Thus, it was with these points in mind that the researcher decided to use the qualitative approach to this study.

The purpose of adopting a qualitative research design for the study was to enable the researcher have complete opinion from the news departments about the main tasks, the requirements of TV anchorpersons, attention given to the news anchors, the performance of news anchors and the challenges TV news anchors in selected TV stations. Using quantitative approach does not give the researcher ample responses about the issue. It limits the response of the respondents. Due to the reason that quantitative approach has mostly close ended questions, the respondents would not have freedom to say what they feel about the issue.

Therefore, the researcher used qualitative approach to come up with more reliable and appropriate conclusions.

3.3. Data Collection Tools

The main data collection methods in qualitative research are interview, focus group discussions observation and content analysis. For the purpose of this study, the researcher employed qualitative data that were obtained through in – depth interview, observation and document analysis. The specific data gathering tools are detailed here below.

3.3.1. Individual In-Depth Interview

In-depth interview is designed to discover underlying motives and desires of the participants of the study. In-depth interview is held to explore needs, desires and feelings of respondents. It is an important tool that assists in the elaboration of data concerning respondent's opinions, values, motivations, recollections, experiences and feelings (Wimmer and Dominic, 2006).

Using in-depth interviews as data gathering method has its own advantages and limitations. The method is ideal to collect data in natural settings while keeping detail information about a topic or issue from few and yet key respondents. It Facilitates access for immediate follow-up data collection for clarification and omissions; it provides Flexibility for interviewer during interview process and facilitates analysis, validity checks, and triangulation (Kumar, 1999, Hughes, 2002, Wimmer and Dominick, 2006).

To gather data for this work, the researcher employed personal in-depth interviews with news anchors, editors, studio directors, news dept. heads and audience feedback department heads who are working in their stations. This tool was employed for the study because of the reason that it helped the researcher to get the first hand information from the respondents. Draft & Swift (2011) stated that in-depth interview that comprises data collection process provide the necessary tools by which the records situations, events, feelings, and ideas, all of which combine to form an increasingly rich source of material for future analysis (Draft & Swift, 2011).

Semi-structured questions were presented during the interview to solicit the participants' feelings and opinions regarding the practice of news anchoring. In semi-structured interview, the interviewer is allowed much greater freedom to ask, in case of need, supplementary questions or at times he may omit certain questions if the situation so required. Semi structured interviews also demand deep knowledge and greater skill on the part of the interviewer (Kothari, 2004). So this type of interviews helps the in formants to speak freely about the practice of news anchors in their stations.

Based on this, the in-depth interview with news anchors, editors, studio directors, News department Heads and feedback dept. heads was an important instrument to answer of the research questions mentioned in the study.

3.3.2. Data Analysis

Documents can be examined for immediate content, changing content over time and the values that such changing content manifests (Somekh and Lewin, 2005). An important advantage of documentation is that it may provide information that organization members have partly or completely forgotten (VanAken, Berends & Bij, 2007).

The aim of this document analysis is to understand what is written in the editorial policy, guidelines, manuals, ethical standards, performance reports study of the v stations. This helps the researcher to compare to their practice and analyze the issue from different perspectives to get the full picture of the issue under investigation. Any documentary material that adds value in answering the research questions will be assessed and analyzed.

Based on this, the researcher collected texts from Addis Zemen Gazette: job advertisement of ETV and Editorial policy of ETV, 2016 and FANA & EBS editorial policy. And also the News Anchors Draft Guidelines have collected.

3.3.3. Observation

Besides the above two approaches, the researcher employed observation. According to Creswell (2009), observation helps a researcher to have a first –hand experience from participants. Furthermore, by using observation it is possible to record information as it occurs and notice unusual aspects.

Therefore, the researcher observed the news anchors, the way how to present the news and how to dress properly at on-air performance. This observation focused on only news presenting skill (using reading techniques) and dressing ways. This tool was selected due to the reason that it helps to evaluate the anchor’s presentation and costume.

3.4 Sampling Method

In qualitative research, sampling occurs at several stages, both while collecting data and interpreting, reporting it. Non-probability sampling is a sampling procedure which does not demand any basis for estimating the probability an item in the population has to be in the sample. Non-probability sampling is categorized as deliberate sampling, purposive sampling and judgment sampling (Kothari, 2004).

This research employed purposive sampling, a form of non – probability sampling to select interviewees. Because in this type of sampling, items for the sample are selected deliberately by the researcher; choice concerning the items remains supreme and has the relative advantage of time and money (Kothari). Miles and Haber Man (1994) stated that sampling technique permits the selection of interviewees whose qualities or experience creates an understanding of the phenomena in question and are, therefore, valuable. This is considered as the strength of purposive sampling's (1994).

The selection of samples in purposive sampling depends on the capability of a subject in responding to set of questions that are relevant for the study. According to Morse (1994) the subjects is anyone who; -

- Have knowledge and experience that the researchers or investigators need,
- Is capable of reflection,
- Can articulate,
- Have time to be interviewed,
- Is willing to take part in the research investigation.

But, in this research work, to ensure representativeness, the participants for the interview were selected using purposive sampling method. It requires selecting individuals that are senior anchors who are supposed to have deep understanding and knowledge on the profession and subject matter from ETV, EBS and FANA. These anchors have worked more than two years. In total, twenty-one (21) respondents were selected based on their position related to news anchoring job.

The study carried out in depth interview with three News Department heads, three news anchors, three editors, and three studio directors, three audience feedback dept. heads to ETV, EBS and FANA TV.

About observation, the researcher took news presenting and dressing ways for 5 days evening news hours (from February 1 up to February 5, 2019) as sample. Totally 15 news hours were observed in three stations. Because in case of Ethiopia, the evening news was selected due to its large audience and attention given to by the stations. The stations have prime time news hour on Monday up to Friday evening (Like ETV 57, FANA 90 and EBS Addis Neger). And also evening news has long duration comparing with morning and day news hour.

In addition, the documents were selected related with news anchoring, such as, from editorial policy took only regarded news anchor, vacancy about news anchors and guidelines of news anchors.

3.5. Data Analysis Procedures

Once data is collected, there is a need to analyze them. In qualitative research, researchers use an inductive method for analysis. Data are collected relevant to some topic and grouped in to appropriate and meaningful, categories: Explanations emerge from the data themselves (Wimmer and Dominick, 2003).

Transcribing all the qualitative data collected was the first step of the process as most of them were audio tape recorded. Then, based on the research questions raised at the beginning of this study the transcribed data were categorized in a way they give meaning and be convenient to the data analysis.

Moreover, for carrying out qualitative analysis the following procedures were applied: Organizing data in a way that is easy to look at, and that allows the researcher to go through each topic to pick out concepts and themes, Finding and organizing ideas and concepts, Coding and categorizing ideas and concepts, building overarching themes in the data and Finding possible and plausible explanation of the finding.

3.6 Trustworthiness of the Study

For ensuring the consistency of the research findings and the accuracy with which a method measures; the study implemented the following way of instrument for reliability and validity.

In this study's finding, validity is enhanced because they are confirmed by more than one instrument measuring the same thing i.e. individual in-depth interview, observation and documents: texts from Addis Zemen Gazette: vacant advertisement and Editorial policy of ETV, EBS, FANA and draft manuals or guidelines.

3.7. Ethical Consideration

Research that involves human subjects or participants raises unique and complex ethical, legal, social and political issues. Research ethics is specifically interested in the analysis of ethical issues that are raised when people are involved as participants in research (Walton, 2019).

When planning to undertake a research, ethical guidelines and principles for conducting research with human participants (and non-human ones as well) are clearly needed. There was an informed consent with participants before they take part during the data collection. This means that they were provided with information so that they know exactly what they are being asked to do, and what the risks are, before they agree to take part.

In this research, the ten ethical issues proposed Bryman and Bell (2007) has been adopted. The main aim of these issues is to protect the subject involved in the research from any harm, respecting their dignity, getting consent, protecting subjects' privacy, keeping data privacy and confidentiality, anonymity of subjects, keeping balance in research objective, neutrality, honesty and transparency in communication.

Participants were informed that they are free to withdraw from the study at any time, *without giving a reason* and that they can request that the data they have given be removed from the study. There was no pressure on individuals to participate. The duty of the researcher is not to cause harm. During the process of this research, Anonymity and Confidentiality was also maintained. In addition, Works of others was acknowledged and was not presented as of own. Appropriate credit was given for the work of others through citations.

Among the ten criteria, the following ethical guidelines were put into place for the research period:

1. The research data remained confidential throughout the study and the researcher obtained the subjects permission for interview,
2. The researcher prefers to keep the anonymity of the subject and hence the name of the subject shall not be specified in the any communication. However, the position of the subject in the organization is stated,
3. However, triangulating the personnel who was the interviewed in the research could be identified considering period and name of the organization. The researcher believe that this shall not affect the privacy, dignity and wellbeing of the subject as the data stated in the research is meant to reflect what exists in the organization and what should be done in the future.

CHAPTER FOUR

DATA PRESENTATION, ANALYSIS AND DISCUSSION

4.1. Introduction

This chapter attempted to analyze and interpret the data collected and summarized. The results were made to relate to the key considerations discussed in the literature review sections. At the same time, the data was analyzed in association with the research questions raised in chapter one. The center of focus of the presentation and analysis of data was to assess TV news anchoring at selected TV Stations in Ethiopia (ETV, EBS and FANA.).

Finally, summary of findings with respect to these same issues were presented and discussed in a way the researcher could grasp ideas leading to the next conclusion section.

4.2. TV News Anchors Requirements

The news department fruitfulness is based on its effort in establishing most recognizable station ambassadors (news anchors) to the public (Liz, 2004). Actually, this effort is the cumulative effect of the journalistic integrity of the station for it remains uncompromised, map out coverage strategies questioning the content, accuracy and fairness of stories to maintain balance and station credibility.

It also encompasses managing the more day-to-day operations of the newsroom, takes care of the financial details for the news department, tracking budget information, overtime pay, departmental supplies and more and direct shots, approve show content and make sure their program or show is on track.

Moreover, it incorporates determining the composition and flow of the newscast. So, news anchors' activities are part of the aforementioned working system for the station to be recognized. And this study data analyzes transcribed texts of in depth interview of News department heads, news anchors, news editors, studio directors and feedback dept. heads to ETV, EBS and FANA TV & texts from Addis Zemen Gazette: vacant advertisement of ETV, and news anchors draft guidelines regarding to TV news anchoring in respect of the recruitment process and presented, interpreted and analyzed in the following way.

4.2.1 Anchors Recruitment Manual

According to ETV NEWS DEPARTMENT HEAD, ETV has not news anchors guideline for the last 50 years. Currently, a draft manual is issued but has still not been functional. However, for the long years, the ETV vacant advertisement to employ a freelancer anchor says:

“Vacancy: - interest to news reading,

- first degree any subject
- to have voice and to be photo genic”

(Addis Zemen Gazette: vacant advertisement of ETV, November 26, 2016)

So, for the last 50 years and even in recent days, the ETV vacant advertisement to employ freelancer news anchors do not incorporate educational requirement and essential skills.

In similar manner, the news anchor recruitment manual is issued in case of FANA and EBS; but still to issue and implement its draft manual. The manuals couldn't have still ratified. Still in under process. However, the stations TV anchor draft manuals are almost similar. (Own survey from in-depth interview of news department heads to EBS and FANA TV, February, 2019).

Actually in case of ETV, EBS, FANA news anchor recruiting manual evinced criterions i.e.: Knowledge of journalism, New information presenting and editing, Photo genic, who can internalize the news? Good voice quality and be able to communication effectively etc. (news anchor's draft manuals 2018, 2019).

Even in case of ETV no consent has been made with the staff of news department regarding to the draft. In case of FANA and EBS TV news anchor recruiting process carried out using draft news manual. They have 2 years' experience in TV broadcasting; most of their anchors are permanent workers (journalists). When they select the anchors from the whole journalists, the criteria were talent, voice and presentation skill. (depth interview with news department heads of EBS and FANA TV, February, 2019).

Imagine how the news department could become successful without laying foundation for the long term results to be realized in recruiting process. According to Fajo Media Institute (2017) for the news department it is necessary to a large extent reliant on the possibility to set up recruitment manual that is process oriented, aiming for long-term results.

Moreover, ideal qualities as the requirement should be seen it goes beyond those which are listed; it incorporates also 1) credibility, 2) authority, 3) good voice, 4) relax 5) personality 6) warmth 7) professionalism 8) good looks 9) clarity and 10) pace. In America with its Hollywood tradition, film star good looks coupled with paternal credibility often seem top requirements for TV anchor (Boyd, 1997).

Regarding this, the station's news department heads mentioned that the following problems during the selection of anchors. i.e. There is no professional news anchor guidelines and job description for long years. Talented and professional anchors are not available in market. And also Most of journalists and competitors (from vacancy) wants to be seen on tv screen and to be famous. it means they don't know their talents. Lack of awareness about qualities of tv news anchor in hiring committee or group. The draft manuals still yet to effect. (depth interview with news department heads of ETV, EBS and FANA TV, February, 2019)

4.3. TV News Anchors' roles, duty and responsibilities

This study also evaluated the present condition of ETV, EBS and FANA TV in respect of their TV news anchors roles and responsibility.

4.3.1 Participation of news planning and editorial meeting

According to own survey from in-depth interview of news anchors in ETV, EBS and FANA TV (February 2019) most of them consider themselves as only the news readers, as like copy readers. They were not allowed to participate editorial briefing sessions and news planning as news anchor. There is no working system to participate the anchors.

In case of ETV, the news dept. head mentioned that most of anchors are freelancers, they have another job. So, they arrive before one hour to newscast. Within this hour they can do only rehears the news lead. They do not have time to participate in news room, and hence have only reading role.

On the other hand, ETV anchors said that there is no agreement to wait in newsroom the whole day. They paid for only on air reading time calculated by minutes. Even the permanent workers' news anchors have no other roles on their newscast day. So the station assumed that the anchor role is only reading.

The ETV news editors mentioned that even if they are journalists or regular workers, they are not available the whole day including editorial meeting time when they assigned the newscast day. There is no working guideline regarding this. And also there is lack of awareness in some editors and officials about how to participate the anchors in news room (depth interview with news editors of ETV, February, 2019).

In case of EBS and FANA, all news anchors are permanent workers, they are reporters either editors, so they got an opportunity to participate in editorial meeting and news planning as journalist not as a news anchors. They do not participate editorial meeting when they assigned their newscast day as an anchor. (Depth interview with news anchors of EBS and FANA, February, 2019).

The two stations news dept. heads said that there is no serious instruction in newsroom about the participation of anchors in news planning and editorial meeting. Since they are journalists, know every issue. So these stations haven't faced this problem. (Depth interview with news department heads of EBS and FANA TV, February, 2019)

However, Lewis (1966) stated that there are key moments in the life of news room and the news anchor is key participant throughout each of them. There are: 1) provisional meeting, this meeting takes place once a week involving all news room members. Its objective is to plan the reporting packages and anticipate on current or future events. 2) The news room meeting typically takes place six to eight hours before the new cast, to build the newscast of the day.3) The preparatory meeting, takes place four to two hours before the news cast to settle run down.4) The debriefing happens immediately following the newscast. It's about point out strength and weakness and discussing them with all journalist and technicians involved in the newscast. (Lewis, 1966).

4.3.2 Editing and Re- Writing the news

In case of ETV, the news anchors said that they do not edit or rewrite the news lead. For this they provided many reasons. In the first place, the editors are not willing. The second is that there is no clear job description how anchors can input in news room. Thirdly, even if the editors are allowing editing or rewriting, the news lead arrives

mostly before 30 minutes to newscast hour so cannot edit or re write the news lead within these minutes.

On the other hand, the ETV editors said that one of the problem is most of anchors are not journalists. They cannot re write and edit the lead of news. It is too difficult to participate in the news editing and planning either in selection of guests and question. In addition, there is no clear job description how far the input of the anchors in newsroom is beyond reading.

However, the draft news anchors manual stated that the anchor should arrive in newsroom before one hour to newscast. So the anchors should edit and re- write or rehears the news lead. Still it is not functional.

In case of FANA-TV, the anchors said that they can rewrite and edit the news in morning news show, which has its own style. Almost they are soft news and allows the anchors to talk more adlibbing and presenting conversational style. Most of morning news are produced by anchors. So the anchors are fully participating in this news hour. (depth interview with news anchors of FANA, February, 2019)

Whereas in Day and Evening news, the anchors participation is limited since it needs more preparation. Even though, editors and reporters produce the news, the anchors have a chance to rewrite and edit the news if they have an ability or knowledge. There is a discussion and professional debating trend. All editors are willing to give a chance. The fact that anchors are regular journalist has contributed to giving them a chance and participation. (Depth interview with news editors and news head of FANA, February, 2019).

In case of EBS, the news casting experience is few years. Some of anchors are reporters, some are entertainment program hosts. The reporter of anchors has no other role. They do their reporting and they read when assigned the news cast day. The hosts come to read when they assigned. So they don't edit and rewrite the news lead, because they don't have time. The news arrives before some minutes to the newscast. Even some times the time arrive before finishing the rehearsal. (Depth interview with news anchors of EBS, February 2019)

EBS has two news hours, day and evening news, both recorded. There is no live transmission. The style is double anchoring style. The editors give the news, and the

anchors read step by step only the news lead. There is no adlibbing and talking together. So, they are presenter or copy reader not anchors. There is no trend the anchors to editing and rewriting the news lead, because of few years' experience of the station. (depth interview with news editors and news head of EBS, February, 2019). However, according to Shedden one the duties of news anchor is to edit and re write the news lead. We can assume that the final editor of the news copy is anchor (Shedden, 2006).

4.3.3 Producing Questions and Interviewing Guests

One of the duties of TV news anchors is guest interviews on air and producing the questions with editors.

In case of ETV, all news hours are live transmitted and many guests come in a day. The anchors mentioned that as the guests invited by the station they would interview according to the interview questions given to them. The anchors don't know about the topic and not producing the questions with editors. Even some times the editors give the question while the anchor is on air. As the anchors never know the subject and ask the guest by reading straightly from the paper. They have not time even to internalize the question. (depth interview with news anchors of ETV, February, 2019) Even they could not elaborate in detail about the whole process of the interview sessions in a way of expressing their responsibility and their involvement in using the information gained from the interview further.

In case of FANA, the guest comes to the station sometimes in evening news. It is very rare. The editors produce the question and discuss with anchors before newscast. (depth interview with news editors and news head of FANA, February, 2019).

In case of EBS, there is not format to providing the guests. It is only reading news by double anchoring. (Depth interview with news editors and news head of EBS, February 2019).

According to Bal Krishna, (2005) news anchors come up with interview questions to ask guests invited by the station; so they are only responsible to interview guests.

In addition, along with using the information gathered from interviews, news reporters conduct extensive research on the topics and news events they report. And they can then write detailed stories or scripts to read on air or post online. This means they have responsibility to research and write news- reports on TV.

4.3.4 Job Description and Working System

All stations, ETV, EBS and FANA TV have no skilled TV news anchors with professionally accepted and standardized role, duty and job responsibilities (Own survey from in-depth interview of news anchors in ETV, EBS and FANA TV, February, 2019). It means there is no a clear working system in the news room what the news anchors should do and informing them their role (depth interview with news anchors of ETV, EBS and FANA TV, February, 2019).

For instance, news anchors are considered as they have no role beyond reading (depth interview with news department head of FANA TV, February, 2019).

Meanwhile, according to Shedden (2006) the news anchors play the role for the station can create and distribute high value content news and make the station with a long -termed brand. Moreover, news anchors have several core tasks: - develop story ideas, interview the guests, research and write the news, rewrite and edit the news lead, report on TV and participate on social media sites. (Bal Krishna, 2005).

4.4 News anchors' Education Background

A news anchor presents the news and often seeks out news stories. This profession usually needs a specialized education. There is a need to learn about the journalism education and preparation needed to become a news anchor. According to from in-depth interview with news anchors of ETV, EBS and FANA TV (February 2019) the stations do not give enough attention about journalism education for news anchor. Their major focus is on the voice and reading interest. Even in case of ETV and FANA the news anchor draft manual does not explain well the required education as criteria.

According to from in-depth interview with News Dept. head in ETV, EBS and FANA TV (February 2019) it is too difficult to get qualified TV news anchor from market. So, most of news anchors are graduates of other fields like agriculture, law, psychology, language, literature etc.

For this reason, in case of ETV now days there are 11 news anchors on air. From 11- news anchor, only three news anchors have graduated in journalism and communication. In case of EBS from 6 news anchors only 1 news anchor has

graduated in journalism. In FANA, most of anchors have graduated out of journalism field.

Meanwhile, according to Yorke (1995) News anchors usually need a bachelor's degree in journalism, broadcasting, or communications to find employment at news stations. Topics in these programs cover research, journalistic ethics, writing and reporting, interviewing, TV and radio production, and speech.

4.5. TV News anchors' benefits in news department

As part of analyzing the evidence and reporting the findings for a research objective that assesses TV news anchoring at selected TV Stations in Ethiopia (ETV, EBS and FANA TV) this study has done surveillance on the privilege news anchors received.

4.5.1 Salary and Transport Fee

According to from in-depth interview with News Dept. heads of ETV, EBS and FANA TV (February, 2019) it is difficult to say the present salary, compensation and incentives are adequate to the actors involved in news reading; even there are occasions without additional payment assistant news editors and reporters involved in the news reading activities of news room.

In case of ETV, the lower and ceiling payment of freelancer news anchors is 5000 to 10000Eth. Birr. Moreover, there is no additional payment for the regular journalists for news reading (depth interview with TV news anchor of ETV, EBS and FANA TV, February 2019).

Meanwhile, according to Neal (2019) the median yearly pay for news anchors, classified as broadcast news analysts by the Bureau of Labor Statistics (BLS), is around \$63,000. In contrast to this the payment is too less.

In case of FANA TV as permanently employed journalists involved in reading news they are paid of 1500 to 5000 in addition to their monthly salary; even though it is not enough. In case of EBS TV as permanently employed journalists involved in reading news they are paid of talent fee 3000 to 5000 it incorporates also transport cost. (depth interview with news dept. head of FANA and EBS TV, February, 2019).

Regarding to transportation allowance in case of ETV as the news reader come to provide the service the agency pays 50 birr for transport cost (depth interview with News anchors of ETV, February, 2019).

4.5.2 Clothes and Cosmetics

In case of ETV, incentives given for clothing are not enough; two complete suits are given to the news readers once in in two years' interval. There are no incentives at all considered for the case of hairdressing.

Regarding to EBS, complete suits financed by the agency is ready in the newsroom and every newsreader wear it in respect of his/her size. In addition, there is occasion different newsreaders wear the same suit.

In case of FANA TV and EBS, the agency contract fixed hairdressing Centre and the newsreader can receive the service from the Centre. Here, there is an occasion different newsreaders wear the same suit (depth interview with news anchors of ETV, EBS and FANA TV, February, 2019).

4.5.3 On Job Training

On job, training is very important to improve and develop the performance. Most of TV stations have been given on job training for their workers.

Regarding training, all the three stations have no experience to give on job training on a regular basis. The profession needs practical training about news reading techniques at least within six months and year. The stations do not give enough training. However, they tried once a day before starting TV news format for a week. Even there is no strong evaluation trend. In addition, they do not give positive and negative feedback for anchors. (Depth interview with news anchors of ETV, EBS and FANA TV, February 2019).

The station's newsroom head stated that the stations believed giving on job training is very important but they could not implement due to reluctance of the management. They have a plan to give training. (Depth interview with newsroom heads of ETV, EBS and FANA TV, February 2019).

However, Yorke stated that excellent oral and written communications skills are also crucial for success as a news anchor. On-the-job training is therefore important (Yorke, 1995)

4.6. Performance of TV news anchors (how to present news)

This study also discussed transcribed texts of in depth interview of News Dept. head, news anchors, news editors, news director and feedback dept. heads to ETV, EBS and FANA TV, and also specially, the researcher observed five days evening news hours ETV, EBS and FANA regarding to TV news anchoring in respect of TV anchors performance and presented in the following way.

Recently, ETV took initiation for improving performance in the newsroom by assigning journalists as of news anchors; meanwhile, still these would not fulfill other criterions to the position (depth interview with news dept. head of ETV, February, 2019). Actually, in case of FANA TV assignment of news anchors are those formerly were serving radio station. In case of FANA TV and EBC, permanently employed journalists with two years' experiences are involved served as of news anchors (depth interview with newsroom head of EBS and FANA TV, February, 2019). Meanwhile, still all criterions are not equally considered in recruitment process (Addis Zemen Gazette: vacant advertisement of ETV, November 26, 2016).

Regarding this, ETV has 24 hours' live news transmission. There is morning show that doubles anchoring style and more talking anchor together. Most of the news are soft issue like health, social and entertainment. The approach is informal and it needs the anchors talking more. There is hard news within an hour. In addition, there are two prime time news hours that is lunch time and evening. Both are takes 2 hours and consists reporter live talk from outside, studio guests etc. all are leading by one anchor.

FANA has three news- hours. In morning, one anchor lads the news bulletin taking, more of informal. Most of the news is soft. Lunchtime news- hour, most of news are hard and the approach is normal leading by one anchor. One of biggest news hour is evening news. It includes different hard news and many packages also leading by two anchors (double anchoring).

EBS has two news- hours. The style is double anchoring. It is recorded. There are no guests and live reporting on air.it is formal approach.

According to this, the station's news directors and news editors mentioned and as the researcher observed from samples that there are the number problems on TV anchors' performance. The problems are -

Lack of good voice quality: - most of news readers are observed with lack of their natural vocal rather artificial. (Depth interview with News Directors, news editors, feedback dept. heads of ETV, EBS, FANA and observation February, 2019).

However, Boyd said that the voice if it's to be bass or thin, it should be natural .and also the voice should be resonant, not nasal or stuck back in throat. (Boyd, 1997)

Non-photogenic: -some anchors are incompatible to camera. It means they are thin but their voice is huge. And others are reverse. They have no grace. Subjectively, they are not attractive. (Depth interview with studio Directors, news editors, feedback dept. heads of ETV, EBS, FANA and observation February, 2019). Meanwhile, for credibility and influence, the anchor should be accepted and compatible to the camera. (Reardon and Flynn, 2006)

Lack of credibility: -Most of anchors are young and newcomer; they may not influence the viewers since credibility comes gradually and it needs some years.

On the hand, some news anchors have been host or announced the entertainment programme and events. In addition, they act as comedy. But, mostly news is hard and serious.so, this activity was raised conflict of interest. In addition, it has negative influence to the credibility of news and anchors. (Depth interview with studio Directors, news editors, feedback dept. heads of ETV, EBS, FANA and observation February 2019).

However, regarding this, most of BBC, CNN and others huge Medias' anchors are in middle age usually from 30 up to 60. They are very experienced in reporting, editing either presenting news including fieldwork. Mostly, early young and very aged people are not preferable to TV news anchor. Age can affect the credibility of news and anchors. And also credibility is built on years of reporting and presenting news. (Chanie Assefa, 1982, Reardon and Flynn, 2006)

Lack of facial expression and gesture: -Most of anchors has no facial expression. The only moves their mouth. Only they read the copy. Without gesture and facial expression cannot control the audience. Television presentation needs body activities with compatible to the issue. (depth interview with studio Directors, news editors, feedback dept. heads of ETV, EBS, FANA and observation February, 2019).

Meanwhile, the TV anchors will need neutral accent, storytelling ability, conviction, good posture, facial expression, gesture, energetic on air, emotion when required, connecting with viewers, know your subject, understands news production. (Dejenie Tilahun ,2009).

Lack of knowledge: -some anchors have no knowledge about current affairs, place name, leaders name, concept of governmental system and structure etc . Sometimes confused when they read and tried to jump or couldn't say properly (depth interview with studio Directors, news editors, feedback dept. heads of ETV, EBS, FANA and observation February, 2019).

However, Lewis said that the anchor should have experience of life and broad education. He has to know about names (specially leaders and countries name), places, regions, states system, global politics etc. Most viewers are quick to separate the mature and balanced anchors from “television personality” who merely glitters on surface. (Lewis,1966)

Monotones reading: - the anchors don't have detail knowledge about news reading science. i.e. pitch, tone, pause, stress, breathing etc. They read by their experience and from former news anchors reading trends. (depth interview with News anchors, studio Directors, news editors of ETV, EBS, FANA February, 2019).

Some of anchors always read same voice level. No pitch, improper stressing, similar tone, incorrect pause; articulation problem and improper pronunciation were observed. So it looks like read copy not news presentation. They don't use conversational tone. Just they read straightly. (depth interview with studio Directors, news editors, feedback dept. heads of ETV, EBS, FANA and observation February, 2019).

However, Boyed mentioned that the monotonous reader either has inflection in his voice at all, or the rise and fall in pitch becomes regular and repetitive. It is predictability of the vocal pattern which becomes boring. A too typical sentence 'shape' starts at a low pitch, quickly rises the top and gradually descends, arriving at the bottom again by the final full stop. (Boyd, 1997)

Using over tone and volume: -some of anchors are shouting, fast reading and using over volume. Sometimes, they exaggerated the news by their voices. Sometimes some

anchors read political party or governmental release by over volume the viewers might be label the anchors. Some viewers complained the anchors. (depth interview with studio Directors, feedback dept. heads of ETV, EBS, FANA and observation February, 2019).

Meanwhile, according to Andrew explanation Anchors and reporters have to develop a reading style that seems natural, but is not too fast, too slow, too nuanced, too accented, too high-pitched, too quiet, or any other extreme. (Boyd, 1997).

Lack of smiling at opening and ending: -most of anchors make frown their faces when start read the news and also when they end. Always the same facial expression. (depth interview with studio Directors, news editors, feedback dept. heads of ETV, EBS, FANA and observation February, 2019). However, smiling is essential for impress or catch or control the viewers. (Reardon and Flynn, 2006)

Lack of warmth: - most of newsreaders are worried being in front of camera (camera panic), un relaxation. Even when opening time, some anchor also read news coldly and in low pitch. (depth interview with studio Directors, news editors, feedback dept. heads in ETV, EBS, FANA and observation February, 2019). Meanwhile, Nancy mentioned that warmth is very important. That means approaches friendly with confidence and courage. Especially when opening time anchor should powerful and warm (Ibid, 2006).

Not using Ad-libbing and segue: - most of anchors does not use adlibbing. Mostly they read any transition and message from the paper. They couldn't use segue (transition words) when they read similar or related news. They are not conscious for these techniques. (Depth interview with studio Directors, news editors, of ETV, EBS, FANA and observation February 2019).

But, adlibbing and segue are very useful for smart presentation during live coverage.tv news anchors should acquire. (ibid,2006)

Even though, as part of improving performance so far there is no a continual on job training regarding to presentation techniques and formats (text, audio, video). (depth interview with News anchors and studio director of ETV, EBS and FANA TV, February, 2019). However, according to Fajo Media Institute (2017) for the news department it is necessary to a large extent reliant on the possibility to set up a training program structure that is process oriented, aiming for long-term results.

4.7 Dressing

Regarding to dressing style ETV, EBS, FANA has dressing code manual guiding the news reader about the preferable dressing styles (Observation, February, 2019). The dressing code says that men news anchors should dress suit with tie. The women news anchors should dress cool clothes without pictures and decoration. All news anchors should not make fashionable and backward clothes. Journalists should have acceptable dressing style by audience.

Meanwhile, some news readers add decorative materials on their dressing; but no one comments them (depth interview with news anchors of ETV, EBS and FANA TV, February, 2019).

In case of ETV and FANA TV the researcher observed news readers dressing that can divert the attention of viewer from the content. They are using fashionable and colorful clothes, stripe coat and two-color cloth. And, also using fashion hair cutting style, artificial hair. In case of EBS news readers wear traditional dressing style but they are cautious not to be decorated.

The station's news directors said that the dressing code is not implemented properly. There is no accountability. The stations don't give attention. Sometimes the anchors wear substandard suit or not quality. This it has negative influence for the credibility of news and anchors. Moreover, the feedback dept. heads stated that some viewers criticized on the anchors' wearing.

However, according to Trewin suggestion news anchors' best bet to create a pleasing image for the camera is to go with simple, high contrast color schemes. It means with pick high contrast color schemes. In addition, busy patterns can actually create an image that's distracting for the viewer as they tend to appear to move on their own on your clothing. (Trewin, 2003)

4.8. Opportunity and Challenges TV News anchors experience

4.8.1 Opportunity

The researcher asked the opportunity of being news anchorman. The stations anchors were responded the following points.

Job satisfaction: -the anchors likes their job.it makes celebrity or famous. Most viewers give admiration.so it gets job satisfaction.

Credibility: -most of viewers believes screen persons, and assumed that as family and friend. Viewers may communicate the anchors simply. This helps to engage in some additional professional businesses.

Social acceptance: -most of viewers treat and give priority any service institution to TV anchors. And also they get opportunity to participate national campaign, big conference and charity jobs. Most of their opinion and activities may have acceptance.

For keep personality: -news anchor job by nature needs personality. It is mandatory wear neat cloth, free from any addiction. So it helps to keep these instructions. It also supports to be punctual and exemplar. (depth interview with news anchors of ETV, EBS and FANA TV, February, 2019).

4.8.2 Challenges

This study also assessed the present condition of ETV, EBS and FANA TV in respect of challenges TV News anchors experience. The internal challenges of news anchors are: -

Lack of Professional Freedom: -In case of ETV both the free lancers or permanent news anchors have no work freedom during interviewing guests; only they can ask what the editor already prepared. Due to this reason the news anchors couldn't work professionally. They cannot play their role and responsibilities in the news room. (depth interview with news anchors of ETV, February, 2019). Meanwhile, the news anchor's guideline say that news reader can edit the news he/she is going to present and to have enough time for the rehearsal; meanwhile, during the time of actual implementation everything is given to the will of the editor of the day (ETV anchors draft manual, 2019).

In case of FANA TV morning editorial briefing session is participatory; it enables news anchors to exercise professional freedom. Meanwhile at night there is no editorial briefing session; and News anchors' role is almost to read the news on his hand and their participation is nil (depth interview with news dept. head and news anchors of FANA TV, February, 2019). In case of EBS he news anchors participate editorial briefing as reporter not as news anchor.

Basically according to Fajo Media Institute (2017) editorial briefing sessions are crucial to the exercise of freedom of expression in editing process because they provide platforms through which this right can be exercised. Even according to

Ethiopian policy document on development journalism, EPA (2008) the news anchors should be an active change agent, rather than as a passive reporter. In addition, political labeling, over expectation and insecurity are observed as the challenge to the news readers (depth interview with news anchors of ETV, February, 2019).

Poor news writing style: - most of the time the news writing style is not TV news style. Its print news style. it is difficult to read conversationally. In addition, most of news sentence and paragraph are long and highly formal. So it is too difficult to read. And it has negative influence for effective news presentation. In actual fact, television news should be short sentence and clear. Conversational writing style is best to TV news. If it is a long sentence, it is too difficult to read for anchor and difficult to understand to audience. (Dejenie Tilahun, 2009).

The news copy arrives not on time: -most of the time, the news lead arrives before 25 or 30 minutes to news cast hour. The anchors cannot rehearse properly and internalize the news. They have faced many problems on air due to this situation like pronouncing names, word errors etc. (depth interview with News anchors, News Directors, news editors of ETV, EBS, FANA February, 2019).

Lack of Regular Evaluation and Feedback: - there is no regular evaluation and feedback seen especially in ETV. The newsroom officials never give the feedback the daily or weekly or yearly performance of the anchors transparently. If one anchor is incapable or did some fault automatically they fired him without any feedback any warning. (depth interview with news anchors of ETV, February, 2019).

In case of EBS and FANA, the anchors have been participating in editorial meeting and they heard if there is any comment and opinion about anchors. But there is no strict evaluating and feedback system about news anchors performances. (depth interview with news anchors of ETV, February, 2019).

Financial Problems: -The other challenges of news anchors are financial problems. The salary and talent fee is not enough. Regarding to celebrity, they have different expenses. Like for keeping personality and buying different suit, tie and shirt. They need fuel and transport costs, especially if they don't have own car they take rent taxi or RIDE taxi. So they have different expenses. (depth interview with news anchor of ETV, EBS and FANA TV, February, 2019).

The external challenges of news anchors are the following:

Political Labeling: - one of the main external challenges is political labeling. The news anchors mentioned that they read governmental and parties release and stands. In that case, the audience assumes and labels the anchor as party member or cadre. This leads to a situation where these anchors to be insulted, get written hate speech and joked by their photo. (Depth interview with news anchor of ETV, EBS and FANA TV, February 2019).

Over Expectation of Viewers: - some viewers assumed that the anchors are highly paid. So they have over expectation from anchors to presence a luxuries hotel, driving car. When the anchors take a taxi or driving outdated car, some viewers will ask and comment. i.e. “still why you don’t have car? Or why don’t you drive luxury car?” And also some viewers expect much amount of money contribution for national and charity purposes from anchors. (Depth interview with news anchor of ETV, EBS and FANA TV, February 2019).

Security issue: -Security issue is one of the challenges of news anchors. Regarding to political news and release, some viewers disappointed by news transmitted by anchors may endanger them. The anchors do not have any guarantee to protect this problem. In this connection, the researcher has learnt that one anchor who was beaten or attacked by some groups at one time. (Depth interview with news anchor of ETV, EBS and FANA TV, February, 2019).

CHAPTER FIVE

SUMMARY OF FINDINGS, CONCLUSION AND RECOMMENDATION

5.1. Summary of Major Findings

This study mainly assessed TV news anchoring at selected TV Stations in Ethiopia (ETV, EBS and FANA TV). To this end, the study has tried to answer the following research questions:

- The main tasks of an anchorperson in respect of the guideline of the profession vs. the selected media?
- How TV stations look like in respect of giving attention to the news anchors in stations?
- How far do the anchors have acquired knowledge about news presentation?
And
- The challenges of news anchors experience in selected TV stations.

The study employed a qualitative research design to answer the questions and achieve the research. Based on qualitative research, this study content analyzes transcribed texts, in depth interview of News department head, news anchors, news editors, studio directors, feedback dept, head to ETV, EBS and FANA TV & texts from Addis Zemen Gazette: vacant advertisement of ETV, EBS and FANA TV and observed the performance of anchors to ETV, EBS and FANA TV.

Based on the evaluating the practices the following major findings were obtained.

Firstly, Editorial policy uncovered that till 2019, ETV was without standardized TV news anchor recruitment manual. In addition, own survey from in-depth interview of ETV news dept. head (February 2019) this day, ETV news anchor recruitment manual is issued; but still yet to come to effect. Even in case of ETV, no consent has been made with the staffs of news department regarding to the draft.

In case of EBS and FANA TV it is without standardized TV news anchor recruitment manual (depth interview with ETV and FANA TV news dept. head, February, 2019). Still now, ETV and FANA TV news anchor recruiting process carried out using news manual. Actually in case of both station news anchor recruiting manual evinced

criteria i.e. journalism knowledge, new information presenting, photo genic, language skill, Internalize, good voice and communion & skill (draft manuals).

Even in recent days the vacant advertisement to employ freelancer news anchor they listed the aforementioned requirements but not incorporated educational requirement (Addis Zemen Gazette: vacant advertisement of ETV, November 26, 2016).

They added that as the guests invited by the station they would interview according to the interview questions given to news editor. Even they could not elaborate in detail about the whole process of the interview sessions in a way of expressing their responsibility and their involvement in using the information gained from the interview further.

Even ETV, EBS and FANA TV have no clear accepted and standardized TV news anchors' role, duty and job responsibilities guidelines or manuals. (Depth interview with news anchors of ETV, EBS and FANA TV, February, 2019). It means that there is no a clear working system in the news room what the news anchors should do and informing them their role (depth interview with news anchors of ETV, EBS and FANA TV, February, 2019). For instance, news anchors are considered as they have no role beyond reading (depth interview with studio director of ETV, EBS and FANA TV, February 2019).

According to own survey from in-depth interview of News Department Head in ETV, EBS and FANA TV (February 2019) it is difficult to say the present salary, compensation and incentives deserving to the actors involved in news reading. Even in case of ETV, there is no additional payment for permanent journalist involves in news anchoring, for freelancer news anchors pay eight birr per minutes. That means the lower and ceiling basic salary 5000 to 10000Eth. Birr (depth interview with news anchor of ETV, February, 2019).

In case of FANA and EBS TV as permanently employed journalists involved in reading news, they are paid of 3000 to 5000 in addition to their monthly salary; even though it is not enough (depth interview with news dept. head of FANA TV, February 2019).

Regarding to transportation allowance in case of ETV as the newsreader come to provide the service the agency pays 50 birr for transport cost (depth interview with News Dept. Head of ETV, February 2019).

In case of ETV incentives given for clothing are not enough; two complete suits are given to the news readers once in in two years' interval. Even in case of ETV there are no incentives at all considered for the case of hair dressing and other expenses. Regarding to EBS complete suits financed by the agency is ready in the news room and every news reader wear it in respect of his/her size. And there is occasion different news readers wear the same suit. In case of FANA TV and EBS the agency contract fixed hair dressing Centre and the news reader can receive the service from the Centre here is occasion different news readers wear the same suit (depth interview with news dept. Head of EBS and FANA TV, February, 2019).

Recently, ETV took initiation for improving performance in the news room by assigning journalists as of news anchors; meanwhile, still these would not full fill other criterions to the position (depth interview with news depart. head of ETV, February, 2019).

Actually, in case of FANA TV assignment of news anchors are those formerly were serving radio station. In case of FANA TV and EBS permanently employed journalists with two years' experiences are involved served as of news anchors (depth interview with news editors of EBS and FANA TV, February, 2019). Meanwhile, still all criterions are not equally considered in recruitment process (Addis Zemen Gazette: vacant advertisement of ETV, November 26, 2016).

Even this day there is occasion we see non-photogenic TV news anchors lessening the performance. And also we see lack of their natural vocal rather artificial and worried being in front of camera (camera panic), un relaxation, no facial expression, dialect pronunciation, fast reading and using over volume etc. (depth interview with studio directors and feedback dept. heads of EBS, ETV and FANA TV, February, 2019 and observation).

In addition, as part of improving performance so far there is no a continual on job training regarding to presentation techniques and formats (text, audio, video) (depth interview with studio Director of ETV, EBS and FANA TV, February 2019).

Regarding to dressing style ETV has dressing code manual guiding the newsreader about the preferable dressing styles (Observation, February, 2019). Meanwhile, some news readers add decorative materials on their dressing; but no one comments them (depth interview with TV news anchor of ETV, EBS and FANA TV, February, 2019).

In case of FANA TV I observed news readers dressing that can divert the attention of viewer from the content. That means they wear fashionable clothes and they use fashionable hair and haircut style. In case of EBS newsreader wear traditional dressing style but they are cautious not to be decorated.

Regarding to news anchoring mechanics (how to present news) most of news readers are observed with lack of their natural vocal rather artificial and worried being in front of camera (own assess from in-depth interview of studio Director in ETV, February, 2019).

In case of FANA TV morning editorial briefing session is participatory; it enables news anchors to exercise professional freedom. Meanwhile at night there is no editorial briefing session; and News anchors' role is almost to read the news on his hand and their participation is nil (depth interview with news editor of FANA TV, February 2019).

In case of ETV Both the free lancers or permanent news anchors have no work freedom during interviewing guests; only they can ask what the editor already prepared (depth interview with news anchors of ETV, February, 2019).

Meanwhile, the news anchor manual says that news reader can edit the news he/she is going to present and to have enough time for the rehearsal; meanwhile, during the time of actual implementation everything is given to the willing of the editor of the day (news anchors draft manuals, 2019).

In case of ETV there is no editorial briefing session (depth interview with news anchors of ETV, February, 2019. Basically according to Fajo Media Institute (2017) editorial briefing sessions are crucial to the exercise of freedom of expression in editing process because they provide platforms through which this right can be exercised.

In addition, financial problem, political labeling, over expectation and insecurity are observed as the challenge to the newsreaders (depth interview with news anchors of ETV, February, 2019).

5.2 Conclusions

Based on the summary of the findings above, this study concluded that there are no professionally accepted and standardized TV news anchors, and job responsibilities in the news department all station in case. In addition, there is no implementable news anchors recruitment manual. Even there is no working freedom in newsroom. There is no clear and detail knowledge about news anchor role, duties and responsibilities in newsroom.

There is no performance based compensation, incentives and salary in the news department and Salary payment is too less. There is delay to comply with professional code of ethics in dressing style. About Performance of TV news anchors, the anchors lack News anchoring mechanics (how to present news) knowledge. Moreover, there is no on job training to improve their performances.

5.3 Recommendations

Based on the study, and assessment made the following are recommended for assessed stations:

- ✚ While hiring freelancer or selecting from permanent workers for TV news anchor, it is important give attention to a journalist. That means they should be journalist.
- ✚ The stations should hire or select the anchor based on standard qualities and skills of TV news anchor.
- ✚ It is important to clearly delineate TV news anchoring contribution to the overall outcome of the news department.
- ✚ The stations need to have a clear job description of TV news anchors.
- ✚ To minimize the burden of TV news anchors should consider staffing of all sections in the news department and improve working system.
- ✚ There is a need to put in place a proper feedback tracking system and exercising giving feedback according to the issues raised on the editorial meeting and evaluation time
- ✚ It is important to prepare BSC (Business Score Card) for every section in the news department including the news anchor.
- ✚ The stations need to properly follow up the implementation of profession code of ethic in dressing style

- ✚ To enhance the performance of TV news anchors: News reading, News anchoring mechanics (how to present news) and Dressing should be given proper attention
- ✚ There is a need for introducing a regular on job training program.
- ✚ Giving a proper attention to the behavior and nature of news anchoring and professional news anchors needed to be part of the stations in case.
- ✚ Encouraging universities to give practical news reading science.

REFERENCES

- Addis Zemen Gazette: Vacant Advertisement of ETV, November 26, 2016
- Balkrishna and Aiyer. (2005). *Digital Television Journalism*, Authors press Delhi
- Boyd A. (1997). *Broadcast Journalism Techniques of Radio and Television News*,
Printed and Bound in Great Britain by the Bath Press, Avon (4st ed.)
- Brian S. Brooks, George Kennedy, Daryl R. Moen Don Ranly(2012). *News Reporting and Writing*, Boston New York, Seventh Edition.
- (2007). *Telling the Story. The Convergence of Print, Broadcast and Online Media*, Boston New York, Third Edition.
- Bryman , A. (2004) *Social Research Methods*.(2nd ed.) Oxford: Oxford
- Cathcart, W. L. (1970). *Viewer Needs and Desires in Television Newscasters. Journal of Broadcasting*, University Press
- Creswell, J. (2009) *Research Design: Qualitative, Quantitative and Mixed Methods Approaches*. 3rd ed. Thousand Oaks: Sage Publications
- Davis S. (2014). *Pretty and Plastic: The Real Life Pressures to be News Anchor Barbi*
- Dimmick, J. (1980). *Influences on TV Newscasters on-camera Image. Journalism Quarterly*, 481-485
- Draper, A.A, & Swift, J.A (2011) *Qualitative Research Reporting; Data Collection Issues*. Third edition. New York.
- Editorial policy of ETV, 2016
- Editorial policy of EBS, 2016
- Editorial policy of FANA,2017
- Fajo Media Institute. (2017). *Feasibility Study: Strengthening Free, Independent and Professional Journalism in Ethiopia*. Retrieved from: www.fajo.com,last accessed on February19, 2019
- Hancock, Wind Ridge and Ockle Ford. *Qualitative Research*. Trent RDsu: University of Sheffield, England. Harper J. (2015). *Tuesday's Newspaper Articles the Washington Times*
- Hersey C. (2013). *Nothing but the Truthiness: A History of Television News Parody and its Entry into the Journalistic Field*
- Hyde S. (2014). *Television and Radio Announcing*. San Francisco state university, Houghton Mifflin company, Boston New York.

- Jensen, K (2002). *A Hand Book of Media & Communication Research Qualitative and Quantitative Methodology* (2nd ed.) London & New York Routledge Taylor & Frances group.
- Kothari C. (2004). *Research Methodology*. New Age International (p) Limited Publishers, New Delhi. Bangalore.
- Laura E. (2011). “Trust me. I am (Fill in the Blank Here)” What nonverbal cues affect Impressions of a Television News Anchorman’s Trustworthiness?
- Lewis B. (1966), *The technique of Television Announcing*, Hasting house publisher, New York, first edition
- Maxwell, J. (2005). *Qualitative Research Design: an Interactive Approach*. (2nd ed.) Applied Social Research Method Series, Volume London Sage publication
- Miles and Haberman (1994). *Qualitative Data Analysis, A Source Book of New Methods* (2nd ed.) New Bury Park, CA: Sage Publications.
- Mytton. G. (1999). *Hand book of Radio and Television Audience Research*. UNICEF, UNESCO and the BBC World Service Training Trust. Paris.
- Song N. (2005). *Qualitative Research Methods: a Data Collector Field Guide*, North California Family Health International, USAID.
- Neal D. (2019). *Eric K Gromly: Writing and Producing Television News* (4st ed.) Blackwell UK/Surjeet New Delhi
- Novak, M. (1981, September). The election of anchormen. *National Review*, p. 1082
- Powers, R. (1977). *The Newscasters: The News Business as Show Business*. New York: St. Martin's-Press
- Reardon and Flynn. (2006). *On Camera -How to Report, Anchor & Interview*, Focal Press, First Edition
- Robinson, B. (1985) *Newscaster Physical Characteristics and Audience Preference*, a Thesis in Mass Communications Submitted to the Graduate Faculty of Texas Tech University in Partial Fulfillment of the Requirements for the Degree of Master of arts
- Sarantakos, S. (1998). *social research*. (2nd ed.). London M Acmilian press ltd.
- Shedden D.(2006) *Early TV Anchors*, the Pointer Institute, St, Petersburg .
- Shosteck, H. (1974). Factors Influencing Appeal of TV news Personalities. *Journal of Broadcasting*, 63-71

- Somekh, B., & Lewin, C.(2005). Research Methods in the Social Sciences. London: Sage publications ltd.
- Stephen D. Reese and Jae Kook Lee. (2010). Understanding the Content of News Media Bryman, A (2004) Social Research Method (2nd Ed.). News work Oxford University Press
- Trewin J. (2003). Presenting on TV and Radio, an Insider Guide, 1st Edition, Focal
- VanAken, J.E.,Berends,H.& Bij, H.V.(2007).Problem Solving in Organizations: a Methodological Handbook for Business Students. United Kingdom: Cambridge University Press. press
- Walton N, PhD, What is Research Ethics? Retrieved From [https:// researchethics.ca/what-is-research-ethics/](https://researchethics.ca/what-is-research-ethics/), last accessed on May 28, 2019. Public Relations Research Annual, 1: 125-39:
- Wimmer, D.and Dominick J. (2003). Mass Media Research and Introduction.7th Edition Thomson Wads Worth. USA.
- Wimmer, D. and Dominick, J. (2006). Mass Media Research; on Introduction (8th ed.) United States of America; Thomas Wadsworth.
- Yorke I. (1995), Television News, Third Edition, Focal Press
- ደጅኔ ጥላሁን (2002)፣የአካባቢብና የድምጽ አጠቃቀም በሬዲዮና በቴሌቪዥን፣አዲስ አበባ፣ ማንኩሳ አሳታሚ ጫኔ አሰፋ. (1995)፣ጋዜጠኝነትና የግዘጣ ጥበብ፣አዲስ አበባ፣ያልታተመ

ANNEX 1: INTERVIEW QUESTIONS

A Depth Interview for the Stations' NEWS Room Heads

- What are the criterions of news anchor to hiring?
- What are the qualities of news anchors? Including educational background?
- Do you have a guidelines or manuals of TV news anchors?
- What are roles of your news anchors in the news room beyond reading? For example, are they participants in editorial meeting?
- What are the benefits of anchors ? i.e. clothes, cosmetics and transportation? Have they any talent fee?
- - is there news anchor dressing code?
- Did you give on job training for anchors? Is there any effort to improve their performances?
- Do you think the news anchors have knowledge about journalism and reading techniques?

Interview for News Anchors

- What are your roles and duties in newsroom beyond reading news?
- What is the relationship you and news editors?
- How far your responsibility of on that news copy?
- Do you have any benefits and talent fee? If you have, how many? What type benefit you got?
- What are the opportunity and internal and external challenges of news anchors?
- Did you get on job training?
- Do you have knowledge about reading science?
- Do you have dressing code?

Interview for NEWS Editors

- What is the relationship you and news anchors?
- How do you do with news anchors
- What are the problems of news anchors as you have seen?
- What is the responsibility of editors regarding news anchors?

Interview for NEWS Directors

- What is the performance of the news anchor? As you seen
- What are the problems of anchors regarding dressing and news presentation?
Including studio discipline?
- What is relationship you and news anchor?
- What are your responsibilities regarding news anchors?

Interview for Feedback Department Heads

- What are the critics and feedback of the viewers?
- Is there negative or positive feedback?

Observation Schedules

February 1 – 5 /2019 evening news

7:00 o'clock etv 57

7:30 o'clock ebs Addis Neger

8:00 o'clock fana 90

ETV News Anchors

1964-1970th (1957-1969th E.C)



Elini Mekuria

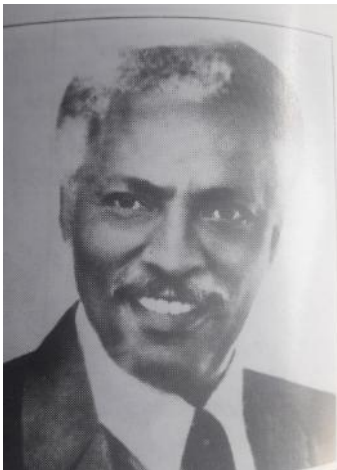


Samuel Ferenje



Asamnew G/wold

End of 1970th - 1980th (1970-1983 E.C.



Leulseged Kumsa

(English Desk)



Getachew Hailemariam



Teklu Tabor

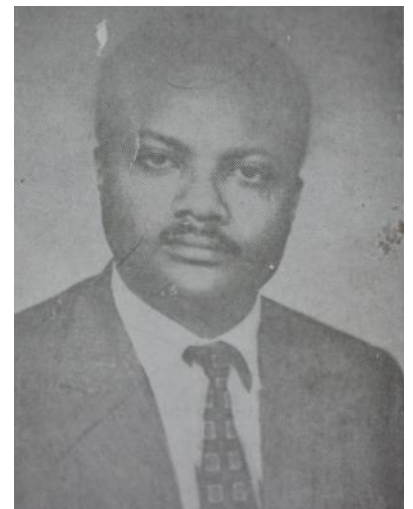
Early 1980– End of 1991 (1978– 1983 E.C)



Zenaneh Mekonnen



Nigest Abate



Fisseha Gebreil

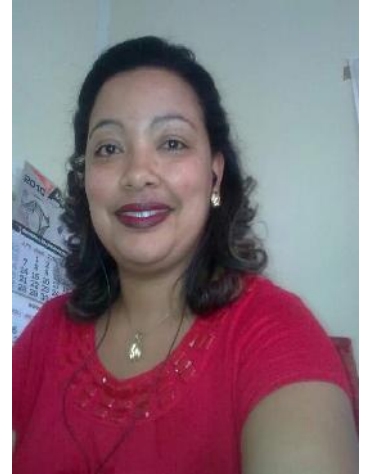
Early 1990th (1986-1998 E.C)



Gizaw Dagne



Haileraguel Taddesse



Bamlak Getachew

Early 2000th (1992-2005 E.C)



Amare Mamo



Hermela G/kidan



Hawlet Ahmed

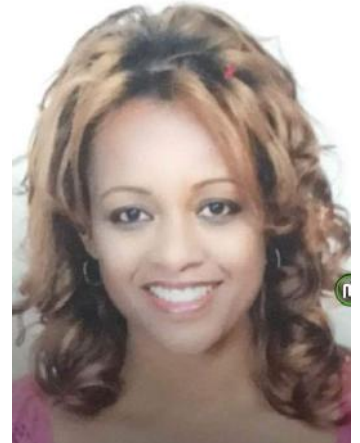
Early 2000th (1992-2005 E.C)



Abebe Mulu



Mudu Ali (Tigerigna)



Ayantu Gutata

(Ormoigna)

Early 2000th (1992-2005 E.C)



Blen Fitsum

(English Desk)



Shimles Lemma

(English Desk)



Girum Tariku

(English Desk)

From mid of 2000th (after 1998 E.C)



Belay Bekele



Temsegen Beyene



Messele G/Hiwot

From End of 2000th (after 2009 E.C)



Aleganesh Teka



Anteneh Degfie



Solomon Hailyesus