Chapter 4

Changes in Presentation of TV News
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4.1 Traditional ways of presentation of the news cast on DD

The first news cast from Mumbai DD was given on October 2, 1972 at 7 PM. It was in black and white, and that too it had the duration of 10 minutes only. Gradually it was increased to 15 Minutes. Still in 2006, the news cast of 7 pm has the duration of 15 Minutes also.

Most of the visuals used in the initial stage on the DD news casts were just the sketches or the photographs. This used to make the Television news very boring and trash. Some times the visuals were inserted, but in those days, the visuals were shot on the film. It used to take much more time to process the film, and some times the visuals used to be ready after the news cast is over. This was the biggest hurdle, until the Electronic News Gathering Units (ENG) was introduced in 1984.

4.1.1 Changes in the content

News on television itself implied the meaning that the new arrivals were to be inserted. This could happen any time as and when required. To make any change, the hand written pages were inserted in the script of the news reader, for which they used to be very reluctant. Most of the readers were not prepared to make last minute changes with a fear of losing their image, or getting fumbled.

A. Main attraction of the DD News in old days

First News Reader in Marathi, Dr. Vishwas Mehendale, Bhakti Barve, Pradip Bhide, Smita Patil and others were the main attraction in the old days of DD News. As there were very restricted ways for the public entertainment, except Akashwani, there were only theatre plays which could hold the audiences and viewers. The participants on DD were Stars, and viewers used to
admire them. The programs like “Phul khile hai Gulshan Gulshan” were seen for the attractive style of the anchor Tabassum. Even some viewers used to watch the Batmya at 7 PM, only for the anchor Bhakti Barve.

B. Some Supporting visuals
People were used to see the photographs in the news papers, but Doordarshan had shown them their own moving images, and this was more fascinating for everybody, particularly for the politicians. Many times when the supporting visuals were not available, the photographs were utilized as a supporting visual. The only difference was that in the news papers, the images were taken to the thousands of people, and through television, it reached to the millions of people at the same time. This was the power of the electronic media.

C. Sound bites
This was another fascinating technical attraction for the participants and particularly for the politicians. In the news papers, the quotations were used, but on television, particular statement was shot on the film, and later on was recorded on the video cassette. Reproduction of the same on the small screen was exiting and thrilling, as it used to take the speaker to the masses straightway, within no time. In technical words, this was called as the sound bites. This added the audio visual quality of the news casts within a short time and made it popular.

The common listeners were habitual to listen all India radio newscasts for so many years, and now they got the pictures, which was fascinating part of the bulletins for them .In this pattern, the news reader was not a journalist. On the contrary, most of the time he or she was just a news reader. The responsibility to confirm the news and to write it was on the shoulders of the news editor. Most of the time the grave mistakes
used to take place, but the readers were not blamed. The Reader had to look to the paper hold in the hands, and his or her look used to go down, which was embarrassing for the reader. After some time, the readers felt that no control was given in their hands. Some times it affected badly on their performances.

Then the news readers thought that they should pay more attention to their own performance, look, diction and speak. The readers demanded that the sound control should be given in their hands, so that they avoid the problems occurring due to the bad throat.

DD Authorities provided them an audio switch, which could practically turn off and on the voice levels going on air. This facilitated the news reader to control the on air audio. When they felt that their own throat is bad, they used to switch off, and clear the throat, and again switch on the audio control to continue the news cast. The switch used to be in the lower portion of the reading table, so that the reader could easily access it. This facility was removed after some time and now in 2006, the teleprompter speed control was given to the news anchor. Now here in the world, this system is followed for the simple reason. If at all any change has to be made, it is made by the editor. In the changed scenario, the news producer and editor decide the speed, content and the changes in the script. For this, the division of the work is very simple on the professionally run channels. The news editor is the captain of the ship and in charge of the content. The news Producer is head of all the process related to the production.

After 2005, there was a considerable change in the working of the news Room of RNU, Mumbai. The changes in the script can be made at last moment, but not visually always.
4.1.2 Readers, instead of Anchors

From 1972, DD Mumbai appointed some actors and actresses for the important job of news Anchoring. This was done to attract the viewers. The actresses like Smita Patil, Bhakti Barve, Neena Kulkarni, Smita Talwalkar, and Actors like Nitish Bharadwaj, were some of the first news readers. Their reading used to be fluent, but they could not understand what they are reading. Nowhere in the world, is the newscast done by any non-journalist person in the history of Television.

The news anchors on DD Marathi were not journalists except a few exceptions. Most of them were simple readers who never know what they are reading. This reduced the quality of the news cast, its content, reading and presentation. The newscaster can never change any wrong content on line or when they are on air because of lack of basic journalistic knowledge. Their way of reading was trash, meaningless, lack of the convincing communicating the content to the viewers. This is in total contradiction of the other presenters on the other satellite channels. In the case of emergencies, there were several cases, of making the blunders by the readers, just because of lack of professional journalistic skills. The News anchor is supposed to be the last check, on the script, manages the synch the matter with the visual, comment on the situation, and some times make a conversation with the reporter on the location in live telecast. If the reader is not conversant with the situation or habitual to interpret the feedback, the quality of the news cast can not be maintained, and it becomes a flop show. DD Mumbai could not understand this professional approach. Until 2006, there are some news readers who have not learnt any thing in journalism, and still they have been reading the news cast for the last 25
years. This never happens in the national news room of DD in Delhi, or in any news room of the world.

4.1.3 Presentation of the weather news

While discussing the presentation and changes that took place in presentation of various segments in the news casts, weather news is an important part, which is widely seen by common viewers and specially the farmers. The information regarding the temperature is still given without any graphics or the live pictures in DD Marathi newscast. Only four to six names with the maximum and minimum figures of temperature are pronounced. This is the most out dated and old way of delivering the weather news in the news bulletin. Most of the channels are using the innovative ways of weather news like

- Separate news anchor specially for the weather bulletins
- Some are even making separate part of the bulletins exclusively devoted to the temperature, weather and rain fall reporting plus forecast
- Extensive usage of the three dimensional graphics and animation is made to make it simple for the common viewer
- Special expensive programs are utilized to create the exact or similar picture according to the map situation on weather basis.
- Some channels have gone up to the extent of deputing their own correspondents from the related city of any sub continent of the world, for reporting live on air to inform the viewer about the weather. In India, NDTV started this practice to give maximum authenticity, and offer a touch of credibility to the news bulletin.
- Some times the computerized images sent by the satellite are utilized to enhance the picture quality of weather news cast.
4.1.4 Radio Vision, and Not Television News

Even though the regional news room in Mumbai had completed 34 years, still the news bulletins look like the radio vision and not like television. The statement might sound over exaggerated and harsh, but this is a factual observation due to the following reasons:

**No NAT or ambiance**

Natural Ambiance Sound is used in the bulletins to show the atmosphere. The news cast visuals without the NAT or ambiance sound has become the bad practice of the Marathi news casts from DD Mumbai. This cannot have any excuse, or any reasons on technical grounds. This has become a practice. Nobody bothers these lacunas and loop holes, as the typical government set up and mentality are the reasons for these unprofessional production quality.

**Bites and synchs**

In the news cast of DD Marathi regional channel, practically very shoddily edited bites are used. Some times the duration is for 6 seconds; some times it goes on up to 2 minutes. There is no uniformity in the decisions of the news editors, because they are not trained in the global professional level. The news packages are not edited and made on the global standards.

**Photos and phones**

Most of the time, the photographs were put in front of the camera. The concept of decorating the news cast was not in existence at least on the regional channels. Same thing happens in the case of the undue usage of the phones. The important places like the Assembly or the Secretariat are still represents by the correspondent without camera. Then in the case of any important happenings, the correspondent gives the report on phone, which is also recorded at most of the time not
taken live. After 2001, the situation in DD Mumbai was changed and the effects were used in live transmission. In most of the countries, the phone communication is used as exception.

    Sound is the powerful tool in radio journalism, but in TV Journalism, essentially the visual has the total importance and plays vital role in communication to inform the viewer in terms of the images and not in terms of the sound.

**No Time Sense**

    One can visualize clock before the news cast goes on for one minute and fifty seconds, without any visual or any indication. This is supposed to be sheer waste of time, revenue and your own effort in terms of the revenue. The cost of per ten seconds earned through revenue on DD Marathi is Approximately 16 to 18000 in 2006. This clearly indicated that just because of lack of the time management, DD has been losing a lot of revenue every day. Even before the news cast, if the earlier program has ended before time, the rest of time has been killed just by showing the promos of the programs of own channel. There is no harm in doing so once in a while. But this has become a practice. Even it has been observed that the news cast falls short, and the rest of the time has to be covered by some irrelevant filler.

**4.2 Changes in News Gathering**

    Within 13 years after the satellite and cable channels came to India, lot of changes took place in overall production and presentation of Television news cast. Since the satellite television came in to existence, the overall process of news gathering was changed. News was gathered, assembled and sent or received mainly by carrying the tapes by hand, from one place to another. This was not only time consuming but was very difficult for the post production process also.
1. The visuals were sent by road from one place to another. The news gathering process was mainly depending on the mode of transport. In DD, most of the coverage on the state level (i.e. from Kolhapur to Mumbai, from Nanded to Mumbai) was done on road transport.

2. The second change was to utilize the Air transport. This was utilized even by the private satellite channels until 1993-94.

3. The main change in this process was to utilize DD Network of the INSAT or V sat, for the purpose of transmitting the visuals from state capital to the General News Room of the respected channels in New Delhi. Even DD RNUs (Regional News Units) were connected to the GNR on the same basis.

4. The main change after the satellite revolution in 1992 was the way of sending and getting the visuals by using the satellite services. The following were the main ways to send and receive the visuals and signals, in the process of news gathering, by using the satellite or the cable networks.
   - Optic Fiber Cable
   - Digital Satellite network(DSNG)
   - V Sat
   - Micro Wave
   - Broadband -Telephone Cables
     (Either BSNL, or Private operators like Reliance, TATA etc)

5. It became easier for the TV reporters to send the visuals to the Head Quarter of the channel, and it was time saving also for the channel head offices or for the producer of the news cast, to start the processing of the news covered, and present to the viewers within the minimum time.

6. The reporter started covering the event or any happening, and instead of carrying the cassette to the TV station, he started using the Microwave stations nearest to the location on where
he is doing the coverage. For example, A reporter covering any major program or rally in Kolhapur of western Maharashtra, after the coverage he used to travel the distance of 250 Kilometers to Pune, and give the feed from the feeding centre of Dept of telecommunication, through Microwave.

7. The quality of the feeding was not good and up to the mark, but this could serve the purpose in the initial stage this was going on from 1988 to 1994. But due to some reasons, department of telecommunication stopped giving the facility to the ministry of Information and broadcasting, and still in 2006, there is no feeding facility available to the pioneering television company in India,

4.2.1 Up linking from DD

One must keep in mind that DD was the only Official Television under the control of Govt of India enjoying the practical monopoly till 1993. After the satellite television came to India, the monopoly was over. More and more players entered in the race. The need for traffic of the video signals was felt and also one more factor affected the overall traffic of the signals.

This important factor was up linking from the soil of India. Even after the satellite channels came to India in 1992-93, the up linking was going on from the land of some foreign countries like Singapore, Thailand, Malaysia, The United States etc. On the land of any of these foreign countries, Indian rule and constitution was not in existence, but the rules and laws of the respective lands were applied to the television companies like Star network, Zee Network and many others. This created a lot of problems for the Indian government as well as the authorities. Many of the Private companies like TV today group, started produced the news based and current affairs programs like AAJ Tak and for feeding their visuals to their main production centre in New Delhi,
the also started using the DD Satellite. INSAT1 B and C. This created some problems for private players as well.

- Timings for feeds were crossed in between both the DD and the private channels. In the same allotted time of feeding for the private operators, the DD news bulletins used to be given priority, which was most obvious. This affected badly the quality and commercial revenue of both.

- Being the only Government channels of Government, DD got priority, which was against the commercial interest of the private channels. By this time in 1998, other satellite services were available in the world market, at cheaper rates.

- At the same time, in 1997 the then NDA (BJP Lead) government adopted the policy of up linking from Indian soil. This made a revolutionary change in the television Industry. By this time, more than 4 Players were there in the 24 Hours news service and 4 more were waiting for the clearance in the queue. These channels started hiring the teleports and started up linking immediately from our own soil, which saved their time, energy, and also improved the quality of work and news gathering. With in the period of three years, from 1999 to 2002, the number of 24 hour News channels went up to 14, and the up linking from our own soil made a positive dramatic effect. Most of the channels had a tie up with the satellites like Thai Com, Pan Am Sat, and also Satellites from Singapore and even INSAT 1-B. The V sat services were also used effectively by the satellite channels very effectively. This started affecting the swiftness and quality of the Private satellite channels in the following way:

4.2.2 Open Sky Policy

1. Once the satellite up linking was cleared by the government of India, the television Industry started flourishing and the
Visuals were easily sent and received from any part to any where in the country or abroad. In a way this again proved the basics of the Libertarian and Democratization Theories of Mass communication. Because making the sky open was a revolutionary decision and any political or bureaucratic control was condemned in the verdict of Supreme Court.

2. The reporting system as a whole got changed and altered due to the availability of various ways like DSNG, OFC (Optic Fiber cable Links), and even the V sat. Most of the channels started the American modules from the channels like CNN. This included the on the spot reporting and reporting from various points of the location on the same or different issues and cover them live for the viewers.

3. As the means and mediums for the feeding of the visuals got a boost the process of the production also got changed. The television companies started demanding more and more from the TV reporters. In 24 hours News channels, the need of the time was obviously to take every story forward, and show the viewer the change in the situation or show them the difference or the further happenings to enrich him by giving the latest in the news cast.

4. The next step was naturally the live coverage of any important happening or event or incidence going on. At this stage, the major big companies like TV Today, NDTV, Sahara and Star News, made up their production units with the usage of the OB Vans. The Outdoor Broadcasts were made easier by these vans. These vans were very expensive in the initial stage, even up to 2.5 crore Rs each. But in 2006, a well equipped OB van can be made even in 85 lack rupees. In 2001, there were only 8 OB vans of different channels in all over the country. But in 2006, there are more than 500 OB
vans in the 30 states, owned by more than 24 News channels in 14 languages, in our country.

5. The major change that took place after the OB vans came in to picture was the up linking started from the spot with in no time. Of course, DD was first to bring the first OB van in DD New Delhi in 1994, which was used to be mainly utilized for the coverage of cricket matches. But Mumbai DD was the first Centre in all DD centers in India, to build its own Indigenous OB Van under the leadership of the then Superintendent Engineer Girlish Chandra Rai, in 1998. Other channels also started using the OB vans in the same period, but by that time all the major 5 DD Centers like Mumbai, Delhi, Calcutta, Chennai, Hyderabad, were having their own OB vans. Mumbai centre later erected its own small OB van in 2003 and even in 2005.

6. The big OB vans in the initial stage could include five cameras setup, Production control Room, recording as well as feeding facilities on line, through the satellite service. These vans were taken to the remote places of the country like Jammu and Kashmir, to Kanyakumari, and even all the places of the cricket matches like Mumbai, Mohall and Chennai etc.

7. News Sections of DD used to get a very little priority and preferences, because of the shortage of the vans. Now in 2006, there are minimum 20 OB vans with all the centers in total. This has improved the quality of the coverage and the feeding capacity has been improved in the past few years.

8. As far as the Satellite channels are concerned, they made constant evaluation of their own needs and have tried to derive some solutions on their practical difficulties in News gathering for the 24 hour channels. The Channels like NDTV
always wanted a OB van, which could travel in the remote places of the country without any problem, and with the required technical facilities in a very small vehicle.

9. After finishing the earlier contract and getting separated from Star network, NDTV started 2 separate satellite channels and approached Dilip Chabriya, for some new economic, small but effective design of a vehicle, which could carry all the equipment inside. Then the Small Jeep was modified according to the need of the channels came in to existence and became popular. The designs were followed by other channels in somewhat different ways. Red OB vans of NDTV were so small and strong, that the crew could travel non stop without any problem and use to send visuals constantly from various spots.

10. Specially designed OB vans like NDTV, AAJ TAK, Sahara Samay and Star, had Hydraulic system of satellite searching. After landing on a specific location, the satellite search used to be completed within 60 to 90 seconds, and after getting the right direction of the satellite, the Van was ready to give any feed live, or any up linking of the live telecast by the TV reporter. Heavy Rain Fall, or cold and hot weather of the extremes, never affected the working of the OB vans, and the direct contact was maintained from the location to the control Room of the particular channel without any interference.

4.2.3 Advantages of OB Van

OB vans enriched the channel in following ways

- The viewer got the latest information with the effective visuals
- The TV Reporter could give the updates with the visual evidences or proofs at the earliest.
- Direct and live communication in between the news centre, studio and the TV reporter was made possible as and when required.

- Two was, three way and even four way communication was easily possible from different locations, even different corners of the country.

- The interactivity just removed the hurdle in between the receiving and sending ends, and this created a complete bridge in the total communication process in the 24 hour news gathering, feeding, production and presenting of TV news.

As referred earlier, because of the extensive usage of the Satellite and the Outdoor Broadcast vans, different patterns were used in the production of the newscasts as following:

1. Most of the major happenings were being covered at the earliest but the visuals used to reach the News centers very late, even in some cases, next day after the happenings. Some times the visuals were of no use after a long gap, as these were irrelevant on the next day, and something new had taken place.

2. In cases of any hard news or any important emergency, the OB vans were deputed on the coverage. The examples were natural calamities like the Earth quakes, Tsunami Disaster, or flood situations in various states of the country or in case of the bomb blasts and other terrorist acts.

3. As soon as the contact was maintained or the OB van was up linked, the live telecast was started. This saved the editing and other processing time, plus the first hand reporting is done without any delay and hurdle.

4. Of course the reporting patterns were also changed because of the OB van direct coverage. The language, Tense and
grammar was changed altogether because the reporter was talking to the viewer live and from the spot of the news happening.

5. In some OB vans, the editing facility was also given, so that the reporters or the cameramen could edit the unwanted part of the coverage and then feed it. Some times the visuals from the spot were sent via satellite in the beginning itself, which are recorded the studio end, and in case the contact was cut due to any technical reason, then the recorded visuals were used. In some cases, the voice of the reporter from the spot was used, and on the fore ground, the pre recorded visuals of the same spot were used to give the viewer the feel of the same location and the same situation.

6. Some times the TV reporter took shots from the different locations, comes to the OB van spot, and then edited in to the van and then the feed was sent to the news centre at the studio end. For the direct usage, this system worked successfully. This avoided duplication and monotony. This also made a very usable, well edited and short picture link to the viewers.

7. After being accustomed to the OB van Culture, the TV channels started playing it for the News based and current affairs programs. The three way and four way discussions and even some live or Reality shows were planned accordingly. At one place the anchors used to play the show, second place the main happening was covered on OB van, thirdly the related parties were invited in different studio in different city, and all this was connected in a same show, with using four windows, at the same time. The classic examples in recent days were Four Years Prince fell down 40 feet deep in to a well or other example was the Love story of a professor, or
youngsters going to a mandir, never to come back at their homes. In such unusual stories, the channels began deputing four units at the same time to get the various angles of the story and to interview various people involved as party in these matters, from the different locations.

8. The demarcation line in between the Direct, Live and the real show became such a thin one, that in most of the cases, the live coverage became the Real or reality shows. The intention of covering any happening live, automatically turned the event in to the Reality show, which attracted millions of people, magnetized to the TV sets at home. The process of the mass communication got turned in to the Performance of the channels as a coordinated effort, and could be treated like any pre planed film or production of any audio Visual. The Out door broadcasts got tremendous response and viewership in terms of popularity, which affected and reflected in to unexpected increase in the revenue through the advertisements and commercials received by the news channels.

9. The old concept of anchoring the news bulletin from the studio was out dated. Channels like NDTV and star started to telecast the news shows from various locations. For example, NDTV started to conduct and anchor the news show named Bombay Central, from the real Bombay Central Railway station. After the Bomb Blasts at Gate Way of India, the same channel anchored all the 16 news bulletins for next two days from the place of the blasts. This started the new trend. All the good Locations like Marine Lines, Gate Way of India, Worli Sea face, Shivaji Park, were used according to the need of the subject, or the requirement of the time relevance.
4.1 Erected set on the News floor

4.2 Virtual Reality Set
4.3 Virtual Reality Set II

4.4 News presenters on the background of real Newsroom
4.3 Revolution in the Background of News casts

Background of any news cast has a specific importance from production point of view. The backgrounds are indicators of the subject, location, relevance and the importance of the subject. It depicts either the historic moments, or locations or the modern abstracts in the various patterns of the set designed. It also carries the color combination selected by the designer, which resembles with the channel identity. There are different color combinations selected by the different TV channels, for their own separate identity and existence. Without the logo, the channels are easier to locate and identify with the combinations of the colors and compositions. For so many years television in India had seen same backdrops on DD.

4.3.1 News Reader composed in the centre of the frame

This was the most commonly used way of live news cast presentation, in the early years of DD news. On the Plain blue Curtain, the logo of DD was used to show the identity of the station. Then after some time, Plain curtain with the window was used. In that window, the images were introduced first, and later they used to appear in the forefront in bigger size. Until DD went on to the color telecast in 1984 at the time of the ASIAD sports held in New Delhi, the back drop of the news bulletins was obviously black and white.

Keeping a Television Set monitor on the corner Block was another style of making news time atmosphere. This was not a very attractive way of making a set. But in most of the countries like UK, US, Germany and even n Russia, TV sets were utilized only on the sets of the current affairs discussions. DD national television network used the computerized effect of bringing the visual from the Television Set on the background of the Anchor. This gave an unexpected turn and surprise to the viewer. The TV
Set was also utilized to give figures in small graphics and even showing some stills and photographs.

For the first time in the history of Indian Television, the visual effects for changing the background was done by the then star group in collaboration with the zee network in India. This was done by the NDTV, for the star news, with the usage of the Polyurethane Film. Different colors and designs were utilized and background was decorated beyond the expectations of the viewers. The new look of the Star News and later Zee News was impressive.

The first stage of utilizing the visuals on the film on the back drop was obviously static one. But In DD Mumbai, for the news bulletins, it needed few more years. In 1997 the new state of art studios with the modern equipment were erected, and then the news studio was also decorated by the background with film. Land marks of the state, like marine drive, Ajanta Ellora sculptures, gate way of India etc were shown in real Photographs in larger images, to give the location identity. This was done in a real professional manner under the supervision of this researcher, who was the then news Editor of the station. The dimension of the back curtain was nearly 20 feet in length and 10 feet in height, with a base color in blue. The same set is being utilized till 2006.

4.3.2 Changes in the Back Grounds

After 1993, in the next 7 Years, there were so many channels appeared in the fray of News casting for 24 hours. The main players were Zee news, Star news, and Aaj Tak, along with the biggest player, DD. As far as the Back ground is concerned, except DD, all the private satellite channels went far ahead, in utilizing the moving images in the back drops and even using the various shots to create different effect as per the requirement. Again till 2002, the various images were used in the windows or
corner blocks. But in 2003 March, when the contract of NDTV with the Star News got over, and Star started a separate news channel, NDTV also launched a separate 24 Hour News channel. The main feature of both the channels was very attractive and moving images on the backdrop. In the first turn, many suspected that the attention of the viewers would be diverted from the content and the visual aspect of the news cast. But this was not the fact. In fact viewers were attracted to the news cast because of the different look, gloss, and finished set.

Credit of launching the Chromo Key effect for the background of the news bulletin may be given to NDTV. Instead of putting some static or moving image, they showed live shots of the same city (Mumbai or Delhi), at the same time in the bulletin.

This was not a live shot, but just creating an effect with a pre recorded shots playing in the background. For this, the channel had to work hard on this effect. They had recorded all the seasons, all the hours of the day and all the lighting situations like cloudy, rainy, hot, cold and all weather conditions on camera and have utilized just according to the real weather that same day. This created a fantastic effect.

The viewer started asking whether the news room situated or Marine Drive? The reason was that they never come to understand whether it was a pre recorded effect, because of the moving vehicles atmosphere in the same visual in same weather. This could be treated as a major change, followed by the other channels while creating the backgrounds for their news bulletins.

4.3.3 Chroma Key Effect

The major characteristic of the chroma key effect was that it created the feel of the real location, but the real location was not used in telecast. The shots taken from the real location were used on the back ground by using the technology and the effect is
created to give the feel to the viewers. This effect had been used by the channels like CNN and BBC much earlier in the decade of 1980. It added to the visual variety, and also offered a different relevant informative back drop for the viewers.

Surprisingly, after the chroma key effects, again the new trend of the practical reality was brought by the CNN IBN news channel of TV 18 group. News studio building was specifically designed in a manner that, no special back drops or curtains were erected and no back ground was prepared on chroma key or any other effect. The back drop was a purely ready made real news rooms on the back ground. Because of the total transparent glass walls, the camera could capture a view on the back ground.

### 4.3.4 Real back Ground

It became a practice to utilize lobby, balcony, or even the terrace of the same building, to show the viewers that the channel is using various locations. This was done for the simple reason that the viewer always wanted the visual variety, and due to the shortage of space in the metros like Mumbai or Calcutta, the channels had to find out the various ways to tackle it. The terrace was the safest and most economical way to create the ready made back drop, for the daily reactions and the expert comments from the various reporters or the editors and the experts on various issues. When there is only one studio and there are so many guests, involved in the talk show or in the news cast, then the news directors and producers had no option but to allot the available space in to the invited guest and distribute the space in between them on the same time slot and in the same news cast.

After the screen on the same film and the chroma key, why did the news channels must have shifted to the visual and practical reality for the back ground? The following were the reasons:
• This gave a definite identity of the specific channel to the viewers automatically.
• The visual of the same channel could offer the credibility and authenticity also.
• The cost to erect huge set for creating the background is saved.
• The visual automatically gets the variety of the arrivals, exits, or whatever is happening in the lobby, corridor in the back side, as the glasses are transparent enough.
• As the glass is transparent and also sound proof, there is no disturbance of the sound or the noise.

4.3.5 Turbo iDDR Grass valley

The most advanced technique to drive Plasma and backdrop set is used by the Television channels. Name of the new state of art technology is Turbo iDDR Grass valley. This unit has the capacity to manage and select media clips, clip editing on line, and trimming and Play out including the play list creation.

In a way, the Turbo iDDR is called a complete Audio Visual Centre which has the capacity to offer two-play out channels for independent editing and previewing and deliver content to two different display systems simultaneously. Either or both of the outputs can be played out with HD or SD content on the same play list. At the same time the recording can be made in to the Turbo iDDR, including connectivity from a camera or other media source through Fire wire, removable storage device, USB 2.0, and data transfer over standard Gigabit Ethernet networks. The whole operation can be driven from the Turbo iDDR itself or from external show automation system. NDTV has used this for the first time in India in 2004.

Deputy engineer of NDTV expressed full satisfaction about this new technology server. He said that “The Turbo iDDR is an
intelligent digital disc recorder, which easily fits into any broadcasting workflows, and the infrastructure is designed for a variety of applications at the same time. NDTV is mainly using this latest technology to drive the Plasma and backdrops sets and the output is fantastic!

4.4 Importance of the Presenters

“We Promise our viewers to put them more closely in touch with the world we live in by the magnificent, unparallel means of communication, which NBC has assembled in a single room in New York. You will be better informed by us, before anybody close to you knows about the world, before you leave your home in the morning.”

Dave Garroway, TV Anchor, NBC News, USA

The culture of the talk shows and presenters for the news based current affair shows was started in America and UK. The earlier concept of the talk show was an extension to the news bulletin, and to conduct a detailed discussion on the most important happenings in the world. The viewer was enriched because of the expert comments, interpretation and even the interaction of the anchor with the viewers. This trend was changed gradually. The Talk shows like “Larry King Show” were popular because of the participatory element. Some of the talk shows in America practically contributed in the socio political change over and transformations also. The talk shows were considered as a major tool to change the public opinion, and the anchor persons were considered as the most intellectual TV journalists, who understand the ethos of the state as well as the electronic medium.
“For CNN International, the presenter has to be a really strong journalist, who knows how to write, and speak extempore without a script. There are times, during Breaking News stories, when people have to work for four hours at a stretch in front of the camera without a script. These are the people who have to have a fairly strong recall, they have to know the history, the culture, and feel confident enough to express themselves without the written script. Some people differ with me and say, 'No, an anchor is very different from a reporter. They have to look good, have a good voice, look polished all the time... and it's the reporter who has to be out there and do the story. No I can't afford to do that in CNN International.'”

Rene Golden, V P and G M, CNN International

4.4.1 Indian talk Shows
Considering the history of Indian television, the talk show culture came very late in the country. The interesting part of Indian television history is, in the initial stages, most of the talk shows in Marathi, Hindi and English were mainly produced in Mumbai alone. Indian talk shows are the classic examples of Democratization Theory, as the common viewers could raise their voices against any body in power. The following were some of the pioneering talk shows, on the public broadcasting channel, Doordarshan Mumbai. The list reflects the then cultural and social need of the society. Even Media Equation theory also applicable here, which predicts “why people respond unconsciously and automatically to communication media as if it were human”. It explains ways the audience is active.
Talk Shows on DD

Parikrama: The talk show by Kamaleshwar, which consisted of one plus two-or-three discussion on the current topic. This was the first ever talk-show on Indian Television a style producer. The show was produced by T.P Jain and later on by Virendra Sharma.

Chakravyuha: A show anchored by Dr. Vishwas Mehendale and produced by Dr. Govind Gunthe. This show was produced by the news Section exclusively, and was crafted on the latest happenings. The relevant subjects with the key related personalities were included.

Phul khile Hau Gulshan Gulshan: A show anchored by actress Tabassum, and based on the Interviews of the filmy personalities. This show included all the relevant visuals of the films, songs, major photos and other information.

Pratibha ani pratima: A talk show in Marathi, with the eminent personalities from literature, culture and any creative field.

Down the memory lane: A Talk show in English, produced by Kunvar Sinha, and was anchored by harish Bhimani, and Luku Sanyal

Madhyama: A Talk Show in Hindi

Amrut Manthan: A literary talk show in Hindi anchored by Vishwanath Sachadeva.

Dnyandeep: talk shows related to social work, produced in Marathi by Akashanand

Vaad samvad: A Talk Show in Marathi, on public related issues with the public participation Anchored by Dr. Vishwas Mehendale.

Ghatanachakra: a talk show anchored by Chandrashekhar Prabhu Samora Samor. A face to face Marathi hard talk show anchored by Kumar ketkar
**Ruperi**: A talk show with the Film Personality

**Krishi Darshan**: Talk Show exclusively for Agriculture and farmers

**Mahacharcha**: The biggest ever talk show in the history of Marathi Television, having completed more than 200 episodes and still going on air for more than 4 years.

**Loka Manas**: Talk show on the Public Issues.

**Jay Maharashtra**: Talk Show with the ministers and Bureaucrats.

**Hallo manyawar**: Talk Show with the questions from the viewers on phone

The Researcher has anchored hundreds of episodes of the six Marathi and six Hindi talk shows on different satellite Channels including DD.

### 4.4.2 Types of Indian Talk Shows

The most important impact of these talk shows was on the private satellite channels in various languages. The first reflection was on the DD New Delhi Commission Programs like “World This Week” type Programs. Then the election oriented discussions were handed over to the private producers. But DD was the pioneering agency in all the languages, to start these programs of talk shows. After the satellite channels entered in the fray, the different style was adopted by these 24 hour news channels. It was a blend of the news cast and the talk shows. In other words, the news channels were converted to the Infotainment channels. Following were some of the types of the talk shows, conducted in the period of 1993 onwards.

1. Simple Talk shows, one to one discussions (Like Sidhi Baat, anchored by Prabhu Chavla, on AAJ TAK)

2. Hard Talk shows on the current topics and key persons, mostly one
   To-one (Like ONE ON ONE of NDTV by Veer Sanghavi, AN
ENCOUNTER on Zee News or DAVID’S ADVOCATE on CNN IBN, by Karan Thapar)

3. Hard Talk show with more than two guests invited (Like THE BIG FIGHT on NDTV 24X7 by Rajdeep Sardesai)

4. Talk shows with more guests from various cities and with the Public participation (HUM LOG on NDTV India, or WE THE PEOPLE on NDTV 24X7)

5. Talk shows on conferencing across the borders of the state and even the nation, using the satellite communication (Like FACE THE NATION on CNN IBN by Rajdeep Sardesai or Bhupen Chaube)

The news readers from Satellite channels were basically journalists. They could smell the news, and knew how to gather, edit and present it. They had the capacity to correct, re edit and then read it. In the case of DD talk shows, the case was not the same. The news readers were not trend and professional enough, not studied, and experienced in Journalism and also were not conversant with the interviewing techniques.

After 1984, when Dr. Prannoy Roy started to present the programs based on the elections in India, the total dimensions of the television anchoring in India were changed. He used to present the election analysis along with Vinod Dua, and they got a big viewer ship. Even on the Public Broadcaster channel like Doordarshan, which was known as a government channel, the government had to take in to consideration, the peoples liking and popularity of these two anchors. The duo continued for the ling time and made a mark on the Indian broadcasting scenario as a whole.
4.4.3 Reasons for the changes of taste

The main reasons for the big change in the taste of the television viewers were as follows:

- People were fed up to listen to the monotones style of the DD news Readers.
- Dr Prannoy Roy and Vinod Dua were more live in their presentation; they were not only good broadcasters but also very professional journalists.
- They used to work hard on getting, gathering information, searching for the backgrounds.
- Their analysis was based on scientific ways of numeric findings through big surveys.
- Both used to adopt scientific methodologies to find out trends in which the peoples’ verdict is going to be constructed.
- The style of both the broadcasters impressed the Indian audiences, as they never had such an interesting and spell bounding experience of the broadcasting.

4.4.4 Changes in Anchoring

Anchoring on the professional Television channels has been changed altogether for the following grounds:

1. Anchor has become now a fully trained Television Journalist, instead of a simple good Reader.
2. TV anchor has to be a good presenter, with a good Personality and expression.
3. He/she has to have good communication skills.
4. Presentation is an art, and at the same time the skill.
5. Anchoring needs full knowledge of television technique, as well as the editorial skills.
6. Presenter has to be a good orator, who can pull the telecast even without any script, just on the basis of the knowledge, experience and memory.

7. The anchors of the TV shows in the changes format were compelled to understand the media and its language in a true sense, and utilize his/her unique selling points, and hide weal points.

Because of any unforeseen circumstances, the anchors are put in to a very difficult situation, where he or she has to deal with various subjects, situations and personalities to interview with. The interactions between the anchor person, the producer on the control panel and at the same time the guests invited in to the studios are present on the locations. The points to deal with are multi fold. Anchor person deals simultaneously with

A. The guest in his studio
B. Guests on some different locations
C. People present in some other bureau offices
D. OB vans
E. Producer of his Bureau control Room
F. Producer of the Master Control Room

At present, the patterns in anchoring are changing fast. Anchoring is done by the reporters as well as the Bulletins editors also. There is no hard and fast condition on this issue. Most of the Reporters are trained to handle all the situations in any given emergencies. Star News and NDTV were the first Television channels to train their journalists in all the multi dimensional technique. The style books were prepared and maintained by these channels to guide their staff. The training was given to them on different levels to work under pressures and get the maximum
information from them while they were on live telecasts. This was not easy as there was no time to think while being on air.

The Anchors or presenters are treated as the ambassadors of the channel. They are the face of the news bulletins. They are groomed. They set up tone for each story or newscast as a whole. Even when anchors are not talking, they are communicating. Listening, nodding, responding also indicate that they are interested. Anchors are judged by their appearances.

The personality of the anchor and presenter along with the knowledge and analysis as well as interpretation makes the lot of difference. Anchor satisfies the ego of the viewers that they are fully media literate, and they are satisfied, they feel that they have got value for the time spend on the channels. All these points are related not only the psychology of the viewers but also with the economy and marketing as well as the revenue earning and at the end of the show, all this is related to the survival of the channels.

4.4.5 Changes in Anchoring and Presenting

The world over the Technology has changes the presentation and production of all the news and current affairs programs. Particularly in the talk Shows or debates and the discussion oriented programs, which are produced live most of the times, the anchors are the prime important key figures, which practically run the shows. Every day telecasts are designed on some important issues of the day, and two to three talk shows are planned accordingly, with the participation of the regional state level main centers of the channels. This participatory element not only enriches the talk show but also gives additional revenue to the channels in terms of the opinion polls through the SMS massages. The deal between the mobile companies and the Channels has been very profit earning for both.
1. The Musical competitive shows like SA RE GA MA PA, ANTAKSHARI and others are based on the judgment of the viewers and the final result is also based on the reactions on sms. Here the role of the anchors and presenters is changed altogether.

2. In the serious talk shows on the hard news of the day or based on the socio political relevance, are depending upon the vocabulary of the two involved persons, anchor and the participant. Here some of the major talk shows are diverted to the extent that viewers suspect about the intention of the interviewer anchor person.

3. The example is the talk show on AAJ TAK, "Seedhi Baat". The anchor of this show, Prabhu Chavla, despite his experience of more than 30 years in the print Journalism, speaks much more than the interviewee. He not only supersedes the guest, but crosses him not allowing him to complete his point, and insists that the answer which he wants must be given by the guest. This unprofessional attitude is the indicator of the unprofessional anchoring and presenting.

4. Another example of good Anchoring is the show of Veer Sanghvi on NDTV, "One to One". He is the model example of controlled, matured and interesting anchor person, who talks less, gets more answers and opinions from the guest, and makes it interesting. The Interview of Sonia Gandhi, after she made Manmohan Singh Prime Minister, was a model interview.

5. Rajdeep Sardesai, on NDTV earlier, and now on CNN IBN is another example of attacking but also controlled professional anchor and Presenter on any issue on daily basis. It needs knowledge, interpretation, memory and communication as well
as editorial skills. He understands business, technique and journalism as well as the total package.

6. One more change in anchoring is to include citizen journalists a partly anchor of any news show. The news Show is also co anchored by the main anchor, and citizen journalists are supporting for this show from various places. Anybody who witnesses the happening or miss hap, accident, disaster or unusual event which has the news value, can send the visual through mobile or tape to the TV Channels becomes Citizen Journalist. This is done to add the spontaneity and credibility. Of course it needs a lot of coordination on technical as well as administrative level to match the timings and the style of the particular channels.

7. The anchor or presenters of the news casts or the talk shows get in touch with the first hand reporters, and tries to obtain the latest situation from him/her. This has changed the perspective of news anchoring.

8. Most of the time, on the most important subject selected for the news show, the public opinion is asked on sms. The constant monitoring is done and the poll results are modifies from time to time during the show.

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