

**NEWS ANCHOR - RADIO /VIDEO JOCKEY**  
**VACVCNA23**

**Objective:**

- To train students in the field of Television News Anchoring, giving them a background of the News presentation and public reading skills.
1. Fundamentals of Journalism – Objective of Journalism, Types of news, News values,
  2. Ethics of Journalism - Code of ethics of Indian journalist
  3. Anchor skills - Pronunciation , Modulation – Headline and Sentence Modulation
  4. Voice Over - Promo, News type, News features, Advertisement
  5. Body Language - Expressive use of movement, sense of pace, timing and style, expressive use of body posture and facial expression
  6. News Presentation Skills – Live news, recorded news, Interview Techniques ( Political & Entertainment )
  7. Studio Mannerisms – Make-up and dressing up for the show

Cognitive Level: K1, K2, K3, K4.

The Internal Evaluation (40 marks) is based on the news Reading and Anchoring.

The End Evaluation (60 marks) is based on the Viva-voce and the quality of the News production and Anchoring presented for the Examination.