

Supratro Ghose

**A Textbook of
Interview
Journalism
and
Television
Anchoring**

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A Textbook of Interview Journalism and Television Anchoring



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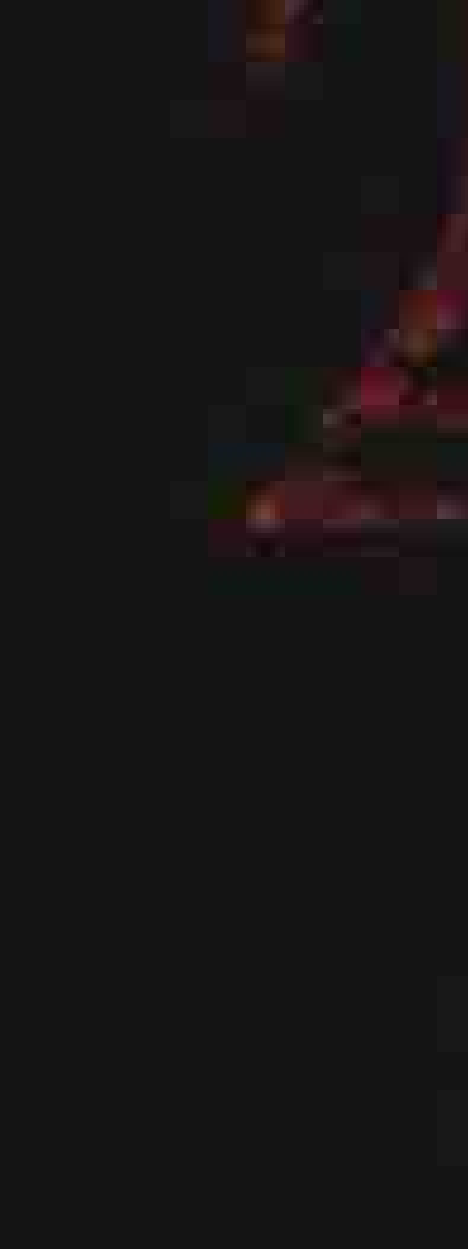
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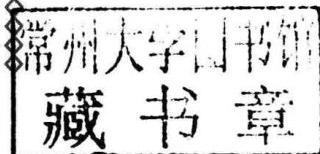
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edited by Supatro Ghose

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**A Textbook of
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and
Television Anchoring**

Volume-II

Preface

Television anchoring being a career which attracts thousands of young students of journalism across the country, happens to be a profession needing focus, judgment and discretion along with a very sharp mind and well researched and knowledge base. Entry level reporters fantasize about getting TV news jobs in exciting locations, some aspire to the big time of premier national and international news channels. The reality is that most television news reporter and interviewer jobs are in small television markets. These are places you never heard of and few people want to live. Careers in journalism that end up in great markets require years toiling in the small ones.

Prior to the television era, radio-news broadcasts often mixed news with opinion and each presenter strove for a distinctive style. These presenters were referred to as commentators. The term "newscaster" came into common use to distinguish presenters of straight news broadcasts from commentators. Similarly interviewers too came to be regarded for their own inimitable style. Reporters are one type of journalist. They create reports as a profession for broadcast or publication in mass media such as newspapers, television, radio, magazines, documentary film, and the Internet. Reporters find sources for their work, their reports can be either spoken or written, and they are often expected to report in the most objective and unbiased way to serve the public good.

This work while giving practical lessons on news presenting and anchoring also deals with general awareness topics which are a compulsory learning for any student of journalism and equally important for anybody connected with collecting, editing and delivery of news content, like *News Delivery via Systems of Internet & Comsats*, *Globalization of News Media*, *Dealing with Public Diplomacy and Political Warfare in News*, *New Ideologies of Media Control & the Journalist*, *Need to Understand People and the Civic Wisdom*, *Intrigues and Interrogations of Political Television* and *The Future Prospects of Television News* etc.

Practical lessons organized as a prelude to the field training of a television anchor include—*How to Find the Research Information You Need, How to Get Organized, How to Take Notes, How to Get the Right Interview, How to Conduct an Interview, How to Ask Good Questions, Broadcast Interviews, How to Write What People Say and How to Choose and Use Quotes.*

Then what should not be forgotten by a responsible TV newscaster is also dealt with in the chapters *What You Should Know About Legalities and Ethics, Taking Liberties, Investigation & Exposure and Doing Justice to Your Public Figure.*

The volumes are highly recommendable to students of journalism who want to set foot in the field of television with positive aspiration and a sense of responsibility.

—Supatro Ghose

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Part-II

*Practical 'How to' Guide
for New Interviewer &
Anchor*

How to Find the Research Information You Need

In the 1957 movie “Desk Set,” Katharine Hepburn plays a reference librarian at a media company. Spencer Tracy plays an efficiency expert hired by the company to streamline the reference system. His answer is a complete wall-size computer that can instantly answer any reference question Hepburn asks. Hepburn types in a question, and the computer prints out the answer in less than a minute. More than a quarter of a century later, every reporter must envy the “Desk Set” computer with instant answers to any reference question. Despite today’s technology, this omniscient computer still exists only in fantasy. Today, a reporter still must look for answers to difficult research questions in books, magazines, reports and government documents. And most of those resources are still in the library—whether the library is a staff of reference librarians working at your newspaper, a local public library, or a library you call up on your computer screen. Reporters who can find information through their computers using *database searching* and *information retrieval* must still be able to define what they want to know, just like the reporter working through a public library or with an in-house librarian. The core of good reporting today is the same as in 1957—the ability to find accurate information quickly.

Five Research Puzzles

Where would you look, for instance, if you faced the following assignments?

1. Your editor tells you on Monday morning that you will be leaving on Friday for the Middle East to do a four-part series on terrorist activities. You have never been to the Middle East—in fact, you have never traveled outside your state. Where would you look for a listing of books and articles about terrorism in the Middle East?
2. The city zoo in your town announces that the panda bear is pregnant. The baby was conceived by artificial insemination. For your story, you want to add facts about the first panda ever conceived by artificial insemination. You think it happened in China, but you can't remember the panda's name. Where do you look?
3. Fifteen separate farming operations in your area report that several of their three-month-old piglets suddenly stopped eating and then died two days later. Local veterinarians can't determine why the pigs died, and you need an expert to help you understand the possible explanations. Whom would you call?
4. The local high school announces an Indian festival honoring Crazy Horse. You can't remember who Crazy Horse was, why he is an Indian folk hero, or when he died. Where do you look?
5. Apartment owners in your town decide to take the first step to raise rents by introducing an ordinance before the city council to eliminate rent controls. You look in the telephone book, but there is no organization in your area that represents tenants' rights. How can you find a spokesperson for the tenants' point of view?