INTRODUCTION

Today, an anchor and a newsreader are quite different from their counterparts. They are now opinion makers, not merely followers of an established school of thoughts. During the time of news presentation, they ask questions and counter-questions on different topics. They should be well aware of everything under the sun. The presentation style has changed over the years.

Today, they have more responsibilities on screen. They not only have to read the news bulletins but also have to conduct live interviews. So the aspirants in this field need more practical experience through the guidance of veterans of the same field rather than traditional curriculum and stereotyped methods. But that's an irony; there is no research which can properly deal with the news anchoring in Indian context. In this research efforts will be made to cover all the possible aspects of news anchoring in India.

It will contain the quotations and interviews of all the possible prominent Indian news anchors. Researcher have been working with different media organizations and attended and conducted many workshops on the same subject which will help in understanding the sphere of news anchoring and the present scenario. News presenters in India are fast becoming telly stars in their own right. This research will also deal with the quality and the scope of news anchoring in India.

History of Television is not old in India. Same applies to anchoring. TV anchoring in India began with Doordarshan. Till then, All India Radio was the foremost authority of the news broadcast. Both AIR and DD were under the same ministry. so, most of the early anchors of Doordarshan either came directly from All India Radio or were heavily influenced by the style of Radio news readers. Today's generation may not recognize them but these TV presenters were stars of sorts of their times.

Earlier there used to be News Readers instead of News Anchors. Visuals were scarce and news readers remained on the screen for the most part of the bulletin. The medium of Television is not for reading alone and it was a challenge to look spontaneous while presenting the bulletin. Make-Up used to be a prominent aspect of anchoring. Two anchor format was introduced to break this vapidity. News Readers used to take turns to read Anchor links. Combination of male and female anchors was often used in this format.

Now the time has changed they are not just the presenters, they are the opinion makers. Now the politics and the society is highly influenced by the media and news anchors are the most important part of this media. In this way they are equally important in this changing scenario. This research is an effort to bring out the possibilities of opinion making through news anchoring and the impact of news anchors on the society.
and social changes. We have numerous TV channels and various anchors who are now the crucial faces in the political arena too. Some major controversies related to news anchors during the recent political scenario is providing a better scope for this kind of research on this crucial part of mass communication.

The presentation of political and non political events can be seen in different news channels. It’s the most instant source of information all over the world. Yet it is also a recorded fact that despite this wide spread acknowledgement of news presentation, it has not developed and is developing with a slow and steady speed. It has got the best possible style to denote any issue. Needless to say a matter of such importance is of vital consequences to the media. It also the medium, that helps keep track of the push and pull of political movement. How it covers an episode of such dimension, what it records or omit, where it is positioned and topics that are gathered around the news anchoring and the topic of research owes its origin to precisely the importance or impact of news anchoring in the mass communication specially in Indian context.