OBJECTIVE: To maintain the focus of the research abroad spectrum of aims and objectives are identified. The overall objective of this study is to assess the importance of News Anchoring in mass communication and the link between anchoring and politics/society/public opinion etc. with the context of the Indian News Channels. Major objectives are as follows:

1. To make a keen study about the impact and credibility of news presenters in India.
2. To identify the style of news anchoring for the Indian Electronic Media.
3. To classify news presenters and anchor according to the different time slots and programmes.
4. To find out the information about eminent news anchors and their contribution for sphere of news anchoring.
5. To seek the reactions of eminent news anchors on the present scenario.
6. To seek the reactions of the viewers on the different news anchors and presenters.
7. To distinguish news anchoring on the language grounds.
8. To draw conclusion based on the study.
9. To mention comments if required.