

Chapter 2

The First Steps For The T.V Presenter

Being Exposed To The Public

It is beneficial for people who want to enter the field of announcing to try to publicly expose themselves to audience, make speeches....etc. Through certain organizations, activities or certain jobs that are modest, people can learn to face and talk to the public and the audience. Schools and colleges' activities can be a way to practice announcing and facing the public. They can also join a theater to practice in it. Participation in programs as audiences can help people to live in a natural environment of television production, and to know how their voices and appearances will be on television (Ewing, 1972).

Studying Mass Communication

There is an opinion that says that people who want to enter the field must be majored in either broadcast news or journalism and mass communication. However, there is another opinion that says that talent is more important than studying mass communication (Siller, White, and Terkel, 1960).

On the other hand, in a recent survey, it was found that 91% of the people hired in the field of T.V news in the United States are majored in either broadcast news or journalism and mass communication. This means that it is important to study mass communication because the majority in the field did it.

There is a third view that says that people need luck to succeed and to become celebrities in the field (Cross, 1983).

The First Job

While searching jobs, beginners should accept any position even if it is not the one they want. But, the job can be a step to enter the field of television. This can be taken as an advantage to learn a

about the field, to find the opportunity to practice announcing and later to get the job they want which is announcing. In summer, many people take vacations, so beginners can easily find jobs (Yorke, 1995).

It is beneficial for beginners to work in small stations because they will have the opportunity to find jobs, to practice different specializations and jobs, and to learn from others. On the other hand, in big stations, it is hard to find jobs. And, even if beginners find jobs in big stations, they will work in simple and modest jobs. Also, they will not work in many jobs because every person works in only one specialization. And, no one has time to teach beginners.

As mentioned by Ross, the medium of transmission of a message has little effect on persuasive communication (1974). In the television field, the medium of transmission is the channel. However, Mitchell said that audio, and video clarity and the technical transmission (1974) affect the message. These factors are related to the channel's broadcasting form and image. Of course, the viewers will avoid watching a channel, if the audio and video are not clear and the technical transmission has problems. Also, it is known that metropolitan station tends to draw a larger urban audience. Powerful stations and networks reach a great number of audiences (Monroe, and Ehninger, 1969). This means that TV presenter who work in powerful and metropolitan stations will be known and watched by a great number of audiences. Another opinion said that TV presenters' success is the one who positively affects the rating of the channel and makes it successful.

Writing Skills

Presenters should develop their writing skills. This is because sometimes they will be involved in writing their scripts or to correct and change parts of the scripts written and given to them. As found in most of the web ads, writing well is one of the T.V presenters' qualifications wanted by the stations.

Practice

Beginners or people who want to work in the field should practice and exercise announcing and performing (Deeter, 1995).

Practice can be done even at home. Using recorders and tapes, beginners can exercise reading scripts and ad libing. And, if there is a video camera, it will help them to get used to face and talk to the camera.

Beginners can even practice in front of the mirror to know how they use non verbal communication. And, they should watch and learn from famous presenters.

Beginners should exercise all the kinds and specialities of announcing. This is because they do not know what will be available to them to work first. Also, one person can work in different specialities of announcing (Brigance, and Henderson, 1955).

Resumé, Audition Tape, And Interviews

To apply to jobs, the beginners need to know how to write the resumé, to prepare audition tape, and to behave in interviews.

Concerning the resumé, it gives the first impression of people who seek jobs in the field. It is better to be one page. The news directors are busy so it is important to write in bold the main information. The resumé must be well typed. Work experience is the most important point that should be mentioned. Beginners can write internship or practice in any station. If mass communication and television education and degrees are found, it is better to write education before work experience.

After work and education, anything can be mentioned in the resumé such as honors, interests, and hobbies. Age, marital status, and ethnic or religious background can be written if they will be important for the job. Some said that being married gives the impression of

commitment and stability in personal lives which means that people will stay in the job for long time. It is beneficial to mention certain names, titles, and phone numbers of two to four people with whom the presenters have worked. These people should be superiors in the broadcast news field or journalism teachers. The presenters should be sure that they will say good and positive things about them. Writing a fellow reporter or a person who is a competitive to the presenters in the job should be avoided (Stephens, 1993).

The resumé must contain the truth. There are certain things that should be avoided in the resumé such as exaggeration, lies, errors, misspellings, irrelevant material.....etc. In the cover letter, the persons who seek jobs should show their love to the field, their enthusiasm to work, and their willingness to do anything to help the station succeed. Reasons and causes of working that are not related to the job should not be written. Sentences should be short, conversational, and to the point (O'Donnell, Hausman, and Benoit, 1996).

Concerning the audition tape, it should contain the best of the presenters works, but new graduates can provide a tape that is shot by home videos equipment. The presenters tape should contain at least several minutes of anchoring, liveshot, and reporting. The news directors will not be caring to see the presenters in a variety of clothing.

The tape should be from 9 to 15 minutes. The news directors do not have time to watch long tapes. The work should be put on three – quarter – inch tape or half-inch ENG which is used now but the station should be asked first. The last resort is the VHS tape. The presenters should make copies and use the help of professionals (Shook, 1989).

In the interview, the presenters should have good information and knowledge about the station. They must highlight past experiences

and show that they are prepared for the job. The presenters should dress neatly because of its effect on the first impression. The news directors will be imagining how the persons will look on camera. Presenters can use their journalistic skills and ask the news directors' questions to understand their personalities and characters. They should stay in touch with the stations and the news directors through phone calls or mails or thank-you letters (Ewing, 1972).

Responsibilities And Ethics

Working in the field, television presenters have different responsibilities. They should be informative, objective, fair, accurate, and entertaining. Another area of responsibility is to make people notice emergencies such as floods, hurricanes, tornadoes, and other natural disasters. Social responsibility should be put in presenters consideration. Whether they like it or not, most of the presenters influence society by their prestige and visibility. They should use the mass media to make a better society through discussing the society's problems and their solutions. Also, television presenters can work in any time for example in late hours, weekends, holidays, bad weather,.....etc. (Siller, White, and Terkel, 1960).

Reporting stories in which they have benefits in them, and gifts should be avoided because they look like bribes. Television presenters should avoid creating panic for the viewers. Staging should be avoided. This means that they should not ask people to act or pretend doing something. Hidden mics must be avoided. Hidden mics mean that people do not know that what they say is recorded. However, when one of the persons that faces the hidden mics knows, they can be used especially in cases of crimes, illegal cases, official corruption.....etc. (Smith, 1991).

Presenters and reporters should avoid invading the privacy of people. Also, they have to protect their sources of information. Lawmakers and courts have constructed laws for broadcasting and journalism to protect the rights of the people being reported on and the rights of the audiences. People who work in the field should know the laws, regulations, and ethics that surround their activities. The presenters in different specializations should be objective. They should avoid guessing, assuming, misunderstanding, libel, slander, defames,etc. (Stephens, 1993).

People who work in the field should take care of the times' rules by presenting and broadcasting the news and events in their actual time. Also, they should give the truth and fair comments. They should keep the names and identities of their sources of information secrets. They have to have permissions to enter certain places. Other places such as some trials are not permitted to be entered. So, presenters and reporters should be aware of these cases (Lucas, 2000).

Internet Ads Of Job Search

From what is found about T.V presenters in the internet, there are ads and web sites for job search in the field of announcing. The stations and channels need T.V presenters with certain qualifications such as experience, knowledge, energy, ability of ad libbing, making live interviews, enthusiasm, working as anchors and reporters at the same time, working any time or any day.....etc.

Biographies

Some of the sources found such as books and articles in the internet contain biographies of famous T.V presenters. Most of the biographies found are about American T.V presenters. And, no biographies found about Egyptian T.V presenters.

Barbara Walters and Oprah Winfrey are super stars and their biographies contain many beneficial advises for beginners.

When Barbara Walters was in college, she focused on literature and writing which helped in preparing her for the writing jobs she got in T.V which led to an air opportunity. Through her family connections, she could find a job in the T.V field. She could make good relations with people in the T.V field. It is mentioned that her success depends on a combination of hard work, getting publicity, recognition and good relation with powerful people who could make her able to get interviews with important persons. She used her connections to have important, powerful, and celebrity guests. The gossipy woman's touch becomes characteristic of many of her celebrity interviews. Good timing was a point that helped her to succeed. This is because big opportunities were starting in this time to open the way for women in broadcasting (Hill, 1999).



Oprah Winfrey holding the mic

Concerning Oprah Winfrey, she was born in a poor family. She worked in different places in news anchoring. But, she did not find

herself in this specialization. For example, she was very sensational and one time she cried while covering a story. A new station manager gave her the opportunity in talk shows and she had succeeded. She has become a star because of many reasons. She has a talent for speaking out and getting people to talk to her (Scott, 1996).

Her audiences feel that she is their friend or their neighbor. She is unique. Winfrey is appealing to the ordinary hard working and suffering person at the bottom and middle of the American society. She asks questions that her audiences want to know. Also, she always comes with surprising questions. She interviews people about their real-life experiences. Her intimate style inspiring self-help and therapy. And, this style has been successful and has been imitated by many T.V presenters now. She has created a rapport with her viewers and has a powerful influence on them (Shattuc, 1997).

Chapter 3

The T.V Presenter And The Interview

Kinds Of Interviews



Interview

Interviews can be classified in three general types which are opinion, information, and personality interviews. Opinion interviews are the guests' opinions which can be controversial and different from one guest to another. Information interviews are getting information about an event or news from the guests who are authorities or specialties in the topic or subject of the interview. Personality interviews are interviews with and about the guests who are always stars or having something unique (Chester, Garrison and Willis, 1971)

The interviews can be done in the field or in the studio. Field interview is in the place of an event. One camera is used. This is especially in news stories or reports. So, sound bites are needed. They are video and audio of interviewees without showing the interviewers.



studio interview

In the studio interview, many cameras can be used. So, presenters do not have to do cutaways because there will be one of the cameras directed to presenters to shoot their reactions and their questions. Live remote interview is when the presenters are in the studio and the guests are in another location. There is no personal contact between them. There is another type of live interview in which the presenters and the guests are in the field. Field and studios interviews can be on the air or recorded (Stephens, 1993).

The Guests

There are certain persons in the television crew that are specialized in getting and contacting the guests. However, some

presenters sometimes are involved in this responsibility. So, they phone the guests to organize the time, the date, and the place. Sometimes, presenters visit the guests before the interview without the camera to discuss the topics of the interview. But, if the presenters fail to convince persons to be in their programs, they can find others. They should not be very pushy while convincing persons to be guests in their programs (Biagi, 1992).

The guests are chosen according to the subjects and events that will be covered in programs. Unknown ordinary citizens are used in vox pops, studio audience, and filmed interview statements. Their frequency of use is low. Experts in special fields, spokesmen of groups or organizations, spokesmen or persons in power position of minor importance are used but with no high frequency. However, media stars, powerful figures of major importance, accepted speakers on fields are highly used as guests. Some types of people are more visible than others to television because they know how to talk to the viewers and to deal with the camera (Elliott, 1973).

The guests are a significant part of the success of an interview (Biagi, 1992). Hill mentioned that Barbara Walters has gained fame and success by interviewing famous and important persons and guests (1999).

It is better to have guests with great knowledge of the topic that will be discussed in a program, and at the same time they have experiences in dealing with the camera and in being in television interviews. However, most of the time, presenters will find that their guests are afraid of the interviews. So, they should make them relax. This can be by introducing to them the place, the studios, the crew,.....etc. to make them familiar to the place. Talking to the guests in different issues or in the topic of the program will help the guests be relaxed. Also, when the presenters feel at ease and calm their guests will not be afraid of the interview (Elliott, 1973).

Presenters should carefully research their guests' background, accomplishments, attitudes, beliefs, and positions. For example, if they will interview authors, they should read their books or review critics about their works (Shook, 1989) .

Conducting Interviews

Interviews can be too long or too short. This depends on the program's types, duration, and topics discussed. In general, the presenters should learn dealing with time restrictions especially with the guests. They should try to cue the guests to know that the time is finished. This is better than ending programs by stopping the guests who are talking because the time is up. And, in a clever way, they can control talkative guests and can cover all the points of the topics without wasting time (Lewis, 1984) .

Establishing the guests' credentials at the beginning of the interview is important. This is by saying at the start of the interview information about the guests to show that they have great knowledge and are qualified to speak in the topic of the program. From time to time, during the interview, the names and credentials of the guests should be mentioned and repeated. In television, these can be found on the television screen which are called name supers. If, they are not used in programs, the presenters should mention them. This is because the viewers can watch the T.V after the introduction and will not know the personalities in the program. If the guests are famous, it is not necessary to repeat names and titles because viewers know them (Boettinger, 1969).

The presenters should look fair while discussing the topics with the guests even if they disagree with their ideas. They should treat the guests in a polite way because if they make the guests uncomfortable and unrelaxed, the viewers will be angry from the presenters and will feel sympathy with the guests. The presenters should always

remember that the guests are the stars. They should keep control of the interview. Transitions from a subject to another should be made in a smooth and logical way (Anderson, 1987).

Being silent can encourage the guests to give more details. Difficult abbreviations, concepts, and words used by the guests can not be understood by the viewers. So, presenters have to explain these words by the guests or by themselves. When the answers of the guests are not clear, the presenters can ask the guests to give more explanations or they can explain by themselves what the guests said and then ask the guests if this what they mean. Showing interest in the guests' replies and talks will create good interviews. The presenters should never refer to conversations that were before air time. The viewers should feel that the interview is just done now for the first time (Swallow, 1966).

Presenters should not make meaningless comments such as "I see", "uh huh",.....etc. These comments annoy the producers and directors in editing words of the guests. Also, they annoy the viewers. When there are telephone calls during an interview, the presenters should be careful not to misidentify the caller. They know the names of the callers through the producers or directors by earphones or earpieces. Also, they can know the names of the callers through cue cards. Giving a wrong name will ruin the presenters' credibility. Also, presenters are responsible to keep caller to time limits (Killenberg, and Anderson, 1989).

The Subject Of Interviews

Concerning the subject of the interview, the presenters should be sure that the subject that will be discussed is interesting to them and important to the viewers. They should limit the number of topics discussed so that they can be later discussed in depth. This is better for

the audiences to understand and follow the interview. The importance of the topic can be established by asking the guests and let them explain its importance. And, of course, it is better that presenters make researches and gather information about the topic (White, 1947).

Interviews' Introductions And Closings

In the interview, presenters should prepare introductions and closings. They should not relay on ad libbing to avoid mistakes and to be accurate. What is the topic? Who are the guests? And what is the importance of the topic to the viewers? These are questions that can construct the introduction. Presenters must never end interviews with mentioning that they will end the programs because the time is up. The presenters should thank the guests in a nice way at the end of the program (Cremer, Keirstead, and Yoakam, 1995).

Interviews' Questions

Concerning the questions, presenters should use simple and direct words. The questions should not be biased. And, they should not be asked in advance before going on air or before conducting the interview. This is because the guests can refuse to be interviewed or to answer certain questions. Also, if the guests know the questions before the interview, they will not look natural and will appear as if they are memorizing the answers. The presenters should avoid asking many questions in one time because the guests will forget these questions. Questions must not contain the answers (Fang, 1968).

Presenters can plan at least few questions to start the interview with and to fill any gaps that can happen during the interview. They can ask questions from the guests' answers. The presenters should always be ready with their next question. They should avoid questions that invite yes or no answers. Fundamental questions can be asked because not all the viewers are experts in the topic of the interview.

Obvious and predictable questions should be avoided. However, predictable question can be used while interviewing famous people because their views and opinions are known to the people. Checking notes and questions written in papers should be openly done rather than furtively. Sensitive questions should be left to the end of the interview (Siller, 1972).

Presenters can avoid making their interview only a question and answer session. Sometimes, their personal opinions can be said or expressed in interviews (O'Donnell, Hausman, and Benoit, 1996).

However, it is known that presenters should be neutral. And, this means that they should not mention their opinions and views to avoid being or appearing biased. Also, it is known that the guests are the stars of the interviews. This means that the viewers want to know the guests' opinions and do not care about the presenters' views.

Before ending an interviews and especially if the presenters run out of questions, they can ask the guests whether they have nothing to add (Ewing, 1972).

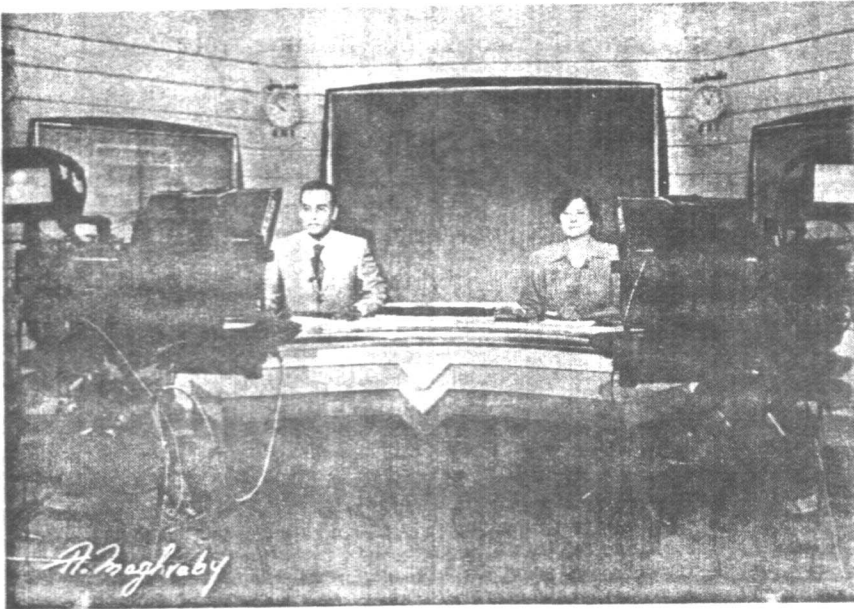
Interviews' Mood

If the mood of an interview is open and friendly, the presenters can wear informal clothes. And, they can get closer to the guests and with nothing between them not even a stick mic. Also, they can angle their bodies toward the guests rather than facing the guests' head. If the mood of an interview is investigative or adversarial, the presenters place more distance between themselves and the guests. And, they can place between themselves and the guests objects or parts of the décor and settings such as the desks, stick mic.....etc. Also, they should face the guests' straight on instead of at an angle. In this interview clothes should be formal (Shook, 1989).

Chapter 4

Specialities Of The T.V Presenter

Newscasters / Anchors



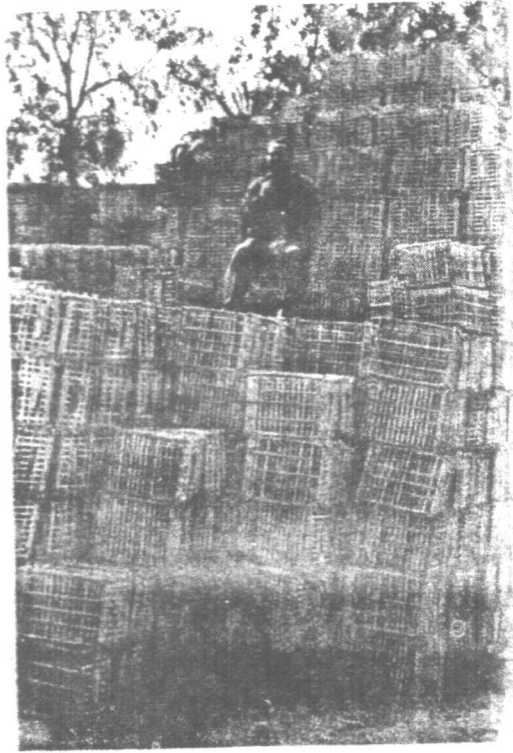
Newscasters - Anchors

Persons who present news are called newscasters or anchors. The anchors are in contact with the producers to know the last events and news. They come to the station before the news' broadcasting to get knowledge and information about the news. They look to the news stories and video of the news. Sometimes, they participate in writing and typing the scripts. One anchor can be alone or can have co-anchors (Siller, 1972).

A **toss** is a brief introduction to the weather and sports reporters, consumer affairs consultants, and other members of the news teams. Tosses are indicated on the scripts, but the anchors can ad-lib the tosses. Or they can toss the programs to someone else only by turning to that person (Yorke, 1995).

Most newscasters or anchors read news faster than they normally speak to keep things lively and avoid boring the viewers. In an effort to come to scientific conclusions about the best pace, tests were made in 1940. It was determined that 140 words per minute were too slow to maintain interest, and 200 words per minute were too fast for the average viewer to follow. The ideal pace was 175 words per minute. Nowadays, most news directors want newscasters or anchors to have an average about 150 words per minute. However, the best pace remains the natural speed. Speeds can vary from one station to another or from one anchor to another (Stephens, 1993).

Reporters



Reporter doing his stand - up

Most of the stations prefer that the anchors have journalistic skills to work as reporters in the field. The stations want to hire persons who can read news and at the same time report stories in the field. So, most of the news anchors are sometimes reporters. Some assignments are hard news such as fires, explosions, tornadoes. Other assignments are soft news such as news conferences.....etc. Also, the reporters can face breaking news (Ward, Bermingham, and Wherry, 2000).

Arriving at the scene of the story, reporters plan their coverage. Traditional who, what, when, where, and why of journalism should be asked and searched by reporters. They can guide cameramen while shooting or they leave them shoot alone if the cameramen are professionals. Reporters make interviews which will be turned to sound bites. Also, they do their stand-ups. Stand-ups are on-camera commentaries. They can come at any point in the story but are always at the end (Adams, 1992).

Reporters write scripts which will be used for voice over and editing. The voice over is when the reporters cover the shots of their reports or news' stories by their voices only. They read the part of the audio in the script. Voice over is like a narration. Reporters record the voice over in the field but in a quiet place or in the vans. Most of the reporters prefer to record the voice over in the stations' studios. Concerning editing, in big stations, editors use the reporters' scripts in mixing stand-ups, sound bites and shots into a package. However, in small stations, the reporters will do the editing by themselves (Burrows, Wood, and Gross, 1992).

Live reporting needs an ability of ad libing and a broad knowledge. They make conclusions, statements, and reports from their minds. So, they should have knowledge and data about the event and other fields. They are asked questions by the anchors who are in the studios. The questions are not prepared and determined before going on air. And, reporters should answer all the questions in a fluent and knowledgeable way (Cremer, Keirstead, and Yoakam, 1995).

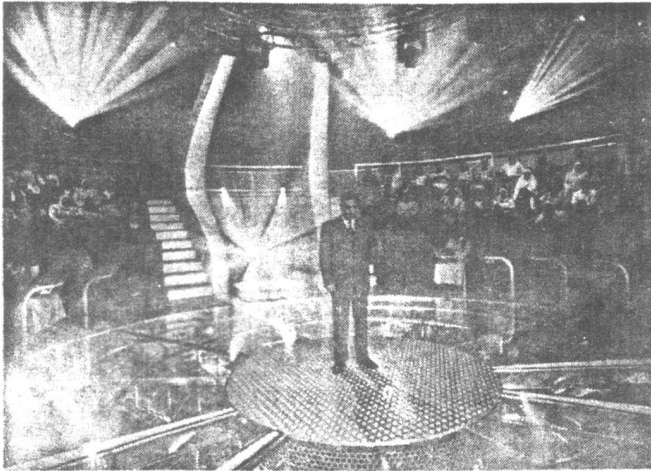
Sports

Sports' announcing includes sports reporting, play-by-play coverage, and play analysis. Working in sports announcing, entertainment should be found besides reporting or analyzing events. People who work in this field should have a good knowledge of every

sport's vocabulary, rules, regulations, and stars. Information should be gotten about the teams, the games, the players, and the athletes. Before games, the names, numbers, positions, and if possible appearances of all the players should be memorized.

The scores of the game should be repeated from time to time. Talking should be as close to the visual as possible to describe to the audiences what they are watching on television. Following what appears on the screen is necessary. Showing excitement can be done by keeping the energy level high and speaking with intensity. It is better to give the time remaining in games. From time to time, it is advisable to keep an eye on the monitor screen and the other eye on the playing field itself. Using numbers to designate people should be avoided (Heath, and Gelfand, 1951).

Game Shows



Game Shows

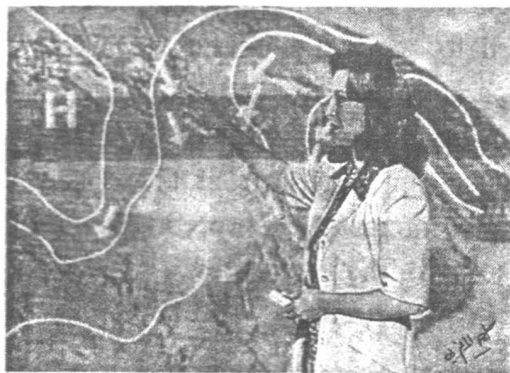
In game shows, the presenters should create suspense, conflict, or humor to attract the viewers. They should know how to make intelligent comments between questions to make the programs appear as not only questions and answers. Enthusiasm should be found but without artificiality. The presenters must be fair in dealing with contestants and in putting scores. This is to look sincere, credible, and trustworthy. The presenters should not ridicule the contestants' personal characteristics, information, and answers (Chester, Garrison, and Willis, 1971).

Narration

Narration is description of a visual scene provided by a narrator, frequently as a voice over (Qelene, 2000). Presenters with perfect speech and delivery skills are used in narration. There are certain techniques for effective narration. First, the narrators should develop a personality that communicates but does not dominate. Second, if working to picture, the presenters should position the screen and the

script where both can be seen easily. So, presenters do not have to adopt unnatural postures that negatively affect the voice and delivery. Third, the mood should be appropriate to the topic of the script. And, the delivery should be adjusted to time (O'Donnell, Hausman, and Benoit, 1996)

Weather



Presenting The Weather

Television has three primary ways of handling weather information in regularly scheduled newscasts. In one, most often used on small or low budget stations, the anchors deliver the report. Larger budget stations have professional meteorologists who report the weather and explain the causes of meteorological phenomena to educate the audiences. Many meteorologists engage in T.V reporting as only one part of their professional careers. At some stations, professional announcers or presenters who are not trained meteorologists may become specialists in weather reporting. Others can take courses in meteorology before reporting weather (Hyde, 1987).

They use chroma-keyed maps and satellite photos for weather information. They stand in front of a large blank screen or wall usually of a medium shade of blue. The weather reporters point to it

however they look to the monitor where the actual maps are found. The viewers watch these maps as if the weather reporters point to them, however, the weather reporters point to the blue wall.

Sometimes weather reporters can be in the field to cover weather's disasters. Disasters hold the attention of the viewers. It is obvious that weather is newsworthy when it is violent. Tornadoes, hurricanes, exceptional snowfalls, and floods need only to be accurately reported to serve the interest of viewers. The daily news weather and temperature are not interesting to people who have a stable weather. Also, people will not be interested to know the weather in other distant places from them. The weather reporter should try to arouse interest by interpreting significance of news and to make reports useful for the viewers.

Women's Programs

In women's programs, presenters should be warm and friendly. Also, they should have a conversational style of delivery. Good information is necessary. And, closed contact with the viewers should be created. Women's programs in the past focused on topics such as fashion, interior decorating, cooking,...etc. But, nowadays, the programs include social and political topics of local and international significance, child care, introducing women to labor.....etc (Chester, Garrison, and Willis, 1971).

Part II

Study About The Factors Influencing The Success Of T.V Presenters

Chapter 5: Research Design And Methodology

Chapter 6: Theoretical Framework

Chapter 7: Results, Conclusions, and Recommendations

Chapter 5

Research Design And Methodology

Although the Egyptian television broadcasting has begun in 1960, there are few successful television presenters. Most of the press critics, mass communication professors, and the audiences are not satisfied with the performance of the T.V presenters (Mohy El-Din, 1988). Their criticisms are showed in the newspapers, magazines, and conferences. This criticism reflects not only their personal opinion but also the views of the general public who is not specialized in this field. Their criticisms are widespread and obvious in the society. The T.V presenters are criticized due to the low level of knowledge, of Arabic language and grammar, of announcing, presenting, and interviewing skills, and looks. It is said also that they are subjective in discussing issues, and they have bad taste in choosing their clothes and their make-up. Others criticize them as not having university degree or training courses in their specialized field, which is mass communication.

When the T.V presenter is successful, he or she becomes a public figure, important, powerful, and influential in the field of television. The audiences and viewers always relate the program to his or her T.V presenter. And, they always relate or identify a channel with the T.V presenter who is successful. (Fang, 1968). This means that T.V presenters are one of the most important factor and component of the success of T.V programs.

Although of this powerful effect of the T.V presenter, there are rare studies that focus on the characteristics and factors that influence his or her success or failure. Few researches have studied and analyzed audience opinion about the T.V presenter and what the audience likes or dislikes of his or her characteristics and behavior. And, these researches are ratings researches that are done by the

stations or channels. So, they are not published to the public and are not shown to the T.V presenters. Therefore, there is a need for studies not only ratings about them. Also, there is no study that has tried to examine the influence of the channel, the message, the audience, the program's production and personal characteristics of the T.V presenter on his or her success or failure. Moreover, the differences in the viewers' opinions are not related in any study to their differences in age, education, social class, gender,....etc.

Many T.V presenters make efforts on their own to succeed and to improve. They do not have a reference or study to guide them and to tell them what they have to do and what they should not do on television. They are trying to explore what the audience wants or likes or dislikes in them. And, they get this information by asking families, relatives, and friends. But, these views are not always honest and are not always objective because they are from people who are close to the T.V presenter; and who know them and who like them. So, the T.V presenter does not have any information and data about what can attract the audiences to them.

The same applies to the stations and channels' owners, managers, and directors. They use their experience and their intuition when they choose or employ T.V presenters. And, when they prepare to produce a new program, they do not have scientific scales or criteria to choose the T.V presenter who is suitable to the topic or issue of the program and to its target audience. They always look to the language, diction, and speech ability and skills, however, there are other factors that should be put into consideration that the study will try to discover.

For all of these reasons, it is important to study the factors that influence the success or the failure of the T.V presenter in the Egyptian television according to the Egyptian audiences' opinions.

Also, it is important to put into consideration and to study not only the influence of the language, diction, and speech capabilities and skills on the success or failure of the T.V presenter, but, it is also important to study other factors such as the channel, the message, the program, the audience, and the personal characteristics of the T.V presenter.

The Importance Of The Study

This study is considered the first about this topic not only in the American University in Cairo, but also in the Egyptian universities. So, it is a new topic and issue that should be discovered.

Also, T.V presenters' roles in television and in programs are very important. They can attract viewers to T.V programs and channels. And, they can lead to the success or failure of programs, channels and even the policies or political system of a country (Boyd, 1982).

T.V presenters deserve to be studied not only because they are important, but also because they need this research. Also, people who are responsible to hire and examine T.V presenters in T.V stations and channels need this study. This is because they need to know what the viewers want or like to find in the T.V presenters from characteristics.

The Purpose Of The Study

The purpose of this study is to discover the factors that influence the success of the T.V presenters in the Egyptian television according to the Egyptian audiences.

The study aims to discover the influence of certain factors on the success of the T.V presenter. These factors are personal characteristics of the T.V presenter, the content of the message, the channel, the program's time, production, directing, guests, and finally the audience.

Also, the purpose of the study is to discover objective scales and criteria to evaluate the T.V presenter according to different audience (different in age, gender, education, and social class); and according to different T.V presenters (different in the specialties of the programs such as news, political, sports, entertainment, women,...etc programs).

And, finally, the study wants to make recommendations to improve the skills and performance of the T.V presenters.

The Significance Of The Study

This study will be a significant contribution in the scholarship in mass communication especially in Egypt and the Arab World. The study will enhance the knowledge in the field especially in T.V announcing and presenting. It will help and guide the T.V presenters in their works. And, it will help and guide the channels and stations' owners, managers, and directors in choosing the T.V presenters in the programs. The study will open new lines of thinking about the factors and characteristics of the T.V presenters and their success.

Research Questions

- Question 1: What are the factors that influence the success of the T.V presenter in the Egyptian television according to the Egyptian audiences ?
- Question 2: Is the success of the T.V presenter influenced by the T.V presenter's personal characteristics, the content of the program, program's directing, production, décor, time, guests, the channel's credibility, the audiences' differences in age, gender, education, and social class, the high frequency of appearance of the T.V presenter, the benefit from the program, the credibility of the T.V

presenter, and the agreement of thoughts and views between the T.V presenter and the audiences ?

Question 3: What are the differences in opinions and evaluations among audiences according to their age, gender, education, and social class about the T.V presenters in different specialization such as announcing and presenting news, political, youth, entertainment, women, sports' programs ?

Hypothesis

- Hypothesis 1:** The personal characteristics of the T.V presenter are the most important factors influencing his or her success.
- Hypothesis 2:** The success of the T.V presenter is positively influenced by the program's directing.
- Hypothesis 3:** The success of the T.V presenter is positively influenced by the program's production.
- Hypothesis 4:** The success of the T.V presenter is positively influenced by the program's décor.
- Hypothesis 5:** The success of the T.V presenter is positively influenced by the program's time.
- Hypothesis 6:** The success of the T.V presenter is positively influenced by the program's guest.
- Hypothesis 7:** The success of the T.V presenter is positively influenced by the channel's credibility.
- Hypothesis 8:** The success of the T.V presenter is positively influenced by the high frequency appearance of the T.V presenter on T.V.

- Hypothesis 9: The success of the T.V presenter is positively influenced by the benefit the audiences get from the program.
- Hypothesis 9: The success of the T.V presenter is positively influenced by the content of the program's message.
- Hypothesis 10: The success of the T.V presenter is positively influenced by the approval of thoughts and views between him or her and the audiences.
- Hypothesis 11: If the T.V presenter is considered credible to the audiences, he or she will be successful.
- Hypothesis 12: There are differences between the factors of the success of the T.V presenters from one specialty to another.
- Hypothesis 13: The success of the T.V presenter is positively influenced by the audiences' gender, social class, education and age.

Research Approach

The quantitative method is used in this study. This is because it gives numbers and percentages that are needed in the research. It is accurate with its results. And, it is more objective than qualitative method. The researcher can generalize the results using the quantitative method (Priest, 1996).

The research approach used in the study is the survey research. The survey research is used because it has advantages that are suitable for this study. For example, a great amount of data can be collected from many people. Many variables can be examined and different statistics can be used to analyze the data. The cost is reasonable. And, it can be done in realistic settings (Berger, 1991).

The type of the survey research used in the study is the analytical survey which describes and explains why certain situations exist. Two or more variables are examined to test the hypothesis. The results help the researcher examine interrelationship between variables and put explanations of the responses. It shows relationships between kinds of behavior and different social and demographic characteristics of people (Berger, 2000).

Gathering survey data in the study is by using the personal interview. Personal interview is one - on - one interview. The subjects are interviewed in their places or the places chosen by the researchers. Personal interviews have high response rates (Adams, 1989). It is used in this study because some subjects can not read and write. They will not be able to answer the questionnaires. So, it is important to have the researcher to ask them the questions of the questionnaires and to record their answers. The interview is a structured interview in which the questions are asked in a predetermined order and as they are written in the questionnaires. This interview is easy to tabulate and analyze (Wimmer, and Dominick, 2000).

Questionnaires

The questionnaires contain and use the closed-ended questions and very few open - ended questions. Closed - ended questions used in the questionnaires are yes/no and multiple choice questions. The closed - ended questions are used because they are easier in tabulation and analysis of the responses and faster in time needed to collect and analyze answers than open - ended questions. However, open - ended questions are used to get information and answers that could be unseen or unpredictable to the researcher. They give the subjects freedom in answering. But, they are used in a limited way to avoid their disadvantages such as taking a long time in collecting, tabulating, and analyzing the responses (Anderson, and Meyer, 1988).

Sample

As it is mentioned by Wimmer, and Dominick, the researcher decides whether to use a probability or nonprobability sample according to the purpose of the study, cost versus value, time constraints, and amount of acceptable error (2000). Therefore, this research will use the probability sample because its purpose is to generalize its results. Also, it wants to eliminate and reduce the sampling error. And, concerning the cost and time constraints, this research will not use a small sample but at the same time it will try to have the best value with a reasonable cost and without time consuming.

Simple random sample is used in the study. It has many advantages. It does not need to have detailed knowledge of the population. It obtains a representative group. It eliminates the possibility of classification error. And, external validity may be statistically inferred. Also, percentages and numbers are needed to be gotten to help in presenting the responses (Anderson, 1987).

Sample Size

The sample size depends on the project's type, purpose, complexity, amount of error tolerated, time, and financial constraints, and previous research in the field. There is no answer about the adequate size that can be used in a study. However, it is mentioned that 300 = good and 500 = very good. Also, it is said that researchers can use sample sizes which were used by other similar previous studies and which were representative, reliable, and successful (Wimmer, and Dominick, 2000). For all of these reasons, the sample size in this study will be 485. This is because it is used by other researchers in similar studies in the field. This size eliminates and

reduces the sample errors. It is adequate for a survey research method which is used in this study. Also, it is adequate to put certain generalizations from the results. Time and financial constraints are reasons of the choice of this sample size.

Sample's Description

The sample is composed of 485 subjects that are chosen randomly. Statistics show the numbers and percentages of the subjects involved in this study according to the gender, age, education, and social class.

Concerning the gender, the sample is composed of 216 male subjects and 269 female subjects. This means that female subjects are more than male subjects. Female subjects are 55% and male subjects are 45%.

Concerning the age, there are 151 subjects from 15-25. They are 31%. There are 115 subjects from 25-35. They are 24%. There are 81 subjects from 35-45. They are 17%. There are 73 subjects from 45-55. They are 15%. Finally, there are 65 subjects from 55-over. They are 13%. This means that the highest number of the subjects is from 15-25 followed by 25-35, 35-45, 45-55, and the least number of the subjects is from 55-over.

Concerning education, from the 485 subjects, 51 are illiterate. They are 11%. 108 have pre university education. They are 22%. 239 have university education. They are 49%. 87 have post university education. They are 18%. This means that the highest number of the subjects has university education followed by pre university education, post university education, and the least number of the subjects is illiterate.

Concerning the social class, 100 subjects are from a low social class. They are 21%. 175 subjects are from a middle social class. They

are 36%. And, 210 subjects are from a high social class. They are 43%. This means that the highest number of the subjects is from a high social class followed by middle social class, and the least number of the subjects is from a low social class.

The Variables

Independent variable is the variable that is varied by the researcher in a systematic way. Dependent variable is the variable that is observed and its value is presumed to depend on the independent variable (Williams, Rile, and Rogers, 1988).

A. Dependent variable

The T.V presenter

B. Independent variable

1. Personal characteristics of the T.V presenter
2. The T.V presenter's credibility.
3. The content of the program.
4. The program's directing.
5. The program's production.
6. The program's décor.
7. The program's time.
8. The program's guests.
9. The channel's credibility.
10. The audiences' differences in age, gender, education, and social class.
11. The high frequency of appearance of the T.V presenter.
12. The benefit from the program.
13. The approval of thoughts and views between the T.V presenter and the audiences.

Reliability And Validity

As a pilot study and to test the hypothesis and the questionnaires, reliability and validity will be done. Reliability is a measure's property to give the same answer at different times. Validity is the degree to which a test measures what it should be measured (Backstorm, and Cesar, 1981).

Reliability will be done by randomly choosing twenty subjects to repeat and test their questionnaires' answers. After ten days of their first personal interview with the researcher, they will be interviewed another time. This is to be sure that their responses and their answers in the questionnaires are the same in the two personal interviews. This is an indication that the subjects' answers and responses are adequate and are their real views.

Concerning validity, the questionnaires will be tested and evaluated by five mass communication professors. This is to be sure that the questionnaires are testing what they should be testing, and that the questions are adequate to the topic, and the purpose of the research. Validity will be testing the degree of agreement of the five mass communication professors about every question. If there is a high degree of agreement that a question measures what is really measures, the question will be applied. And, if they disagree in a high degree about a question, the question will be changed according to their suggestions. Statistics proved the reliability and validity of the study.

Statistics' Description

Statistics used are Anova and T-test for quantitative items and questions, and Chi-square (X^2) is used for qualitative items and questions. Anova is variance's analysis. It is a procedure that is used

statistically to decompose variation's sources into two or more independent variables. For example, it is used with the age, social class, and education variables. Every variable or factor is composed of more than two categories or groups. T-test is statistically used to know the significance between group means. It is for example used for comparison of the results of the gender which is between females and males. Chi-square is a measurement of observed versus expected frequencies. It is often referred to as crosstabs (Wimmer, and Dominick, 2000).

Chapter 6

Theoretical Framework

The study uses and applies the uses and gratifications theory and the source credibility model. The uses and gratifications theory deals with how the audiences consume the content of the media and how they use and satisfy their needs from the media. And, because the T.V presenter is part of the media content and is one of the media components, so this model and theory can be used to study and analyze the audiences' choices and opinions about the T.V presenter and his or her characteristics that they like and prefer to consider the T.V presenter successful. The source credibility model focuses on the behavior change and persuasion which are not the main concern of this study. This research will only take the classifications of the source credibility that are put by the model to test the audience opinions about the factors that influence the success of the T.V presenter. There are other models and theories which can be used but they are more related to other field of studies such as the likelihood model which is based on psychological applications. Also, performer Q is not used in this study because it is used to give information to the producers and directors about the successful performers in the field to get these performers in their shows and in their channels. Performer Q studies the popularity, appeal, and familiarity of the performers. It focuses on the T.V presenters' names. Therefore, it will not be used in this study which seeks to know the characteristics and the factors of T.V presenters in general that make them successful.

Uses and gratifications approach was first introduced by Elihu Katz (1959) in an article in which he responded to Bernard Berelson's claim (1959) that research in mass communication is dead. Katz said that what was dying is the research of mass communication as persuasion. And, now, the studies are not focusing on what the media

do to people, but what the people do with the media. And, he gave examples of researches that were already done. One was asking people during a newspaper strike about what they missed in their newspapers. And, other studies show that people use the media for different purposes (Davison, and Yu, 1974).

Many researchers have suggested different categories for the needs, uses, and gratifications of the media. For example, Mc Quail, Blumler, and Brown (1972) put these categories: 1. Diversion, 2. Personal relationships, 3. Personal identity or individual psychology, 4. Surveillance. Katz, Gurevitch, and Haas (1973) focused on their classifications and categories of needs on the social and psychological functions. Their categories are: 1. Cognitive needs, 2. Affective needs, 3. Personal integrative needs, 4. Social integrative needs, and 5. Tension release needs (Baran, and Davis, 1995).

The uses and gratifications theory was criticized of being nontheoretical and did not give accurate definitions of key words and concepts such as needs. Also, it was criticized of being nothing except collecting data. Criticisms focused on giving the audience more freedom and activity which is really found in reality.

Later, many researches were conducted that had different and contradicting results about the uses and gratifications theory and about the audience's activity. Some researchers supported the theory and others did not (Rice, and Etal, 1984).

With the new technology, many channels are available to the audience. This makes the audience active and free with many choices of television content. And, he can choose and use the media that satisfy his needs. There are developments in the theory. For example, there is a movement that wants activity to be treated as a variable. And, there is a direction to look to the media use for satifying

particular needs or specific needs (Corner, Schlesinger, and Silverstone, 1997).

The Second model used in this study is source credibility. Whitehead found that there are four dominant factors which are trustworthiness, professionalism or competence, dynamism, and objectivity.

They are based on the following scales: (trustworthiness) right - wrong, honest - dishonest, trustworthy - untrustworthy, just - unjust; (Professionalism or competence) experienced - inexperienced, has professional manners - lacks professional manners; (dynamism) aggressive - meek, active - passive; (objectivity) open minded - closed minded, objective - subjective (Severin, and Tankard, 1997). These scales will be used to test the credibility of the T.V presenter.

Aristotle first defined credibility as one of the three forms of proof. He used the term *ethos* and considered it the proof that is built by the receiver of the message by the character of the speaker. There are certain kinds of credibility. Direct credibility is when persons give direct statements about themselves. Secondary credibility is when the speakers or the sources use other persons' credibility as basis in their arguments. Indirect credibility is when the speakers or sources develop arguments, and support them in a credible way to the listeners. The fourth kind of credibility is reputation. It is out of the control of the speakers. It is based on what the receivers of the message know about the sources in advance of the communication (Rieke, and Sillars, 1975).

Chapter 7

Results, Conclusions, And Recommendations

From the results of this study, it can be concluded that the personal characteristics of the TV presenters are the most important factors influencing his or her success. This means that the first hypothesis is confirmed. This is because in general the highest choice for most of the subjects shows that they are attracted and interested in the presenter's personal characteristics. And, the subjects who say that these factors are not important are rare. Most of the subjects prefer the male TV presenter to be handsome, fashionable, intellectual, trustworthy, objective, experienced, and active. Also, the majority of the subjects prefer the male TV presenter to be in his middle age, to have a distinguished voice, to speak fossha and amaya, and to use a moderate speed of delivery. Concerning the female TV presenter, most of the subjects prefer her to be beautiful, young, fashionable, intellectual, trustworthy, objective, experienced, and active. Also, the majority of the subjects prefer the female TV presenter to have a distinguished voice, to speak fossha and amaya, and to use a moderate speed of delivery. From these results, it can be said that there are no differences between the personal characteristics that the majority of the subjects prefer in both male and female TV presenters except in the age. Most of the subjects prefer the middle age male TV presenter and the young female TV presenter. This could be because many people prefer the male to be mature and experienced. And, these characteristics are difficult to find in the youth. But, at the same time, they want him to be mature and not too old to be energetic and active. And, these qualifications can be found in the middle age people because they are not very young and they are not old. Concerning females, it seems that most of the people relate women's beauty to their age. And, they feel that when the women are old, they are less

beautiful. Therefore, they prefer the youth female TV presenter to be in a good shape and have a perfect look.

The looks and appearances are important for most of the subjects even for male TV presenter and not only for female TV presenter as many people thought. And, they are important factors in their success. As mentioned by Montaseer in his article in Al-Ahram, the TV presenter George Kardahe has become a super star in television because he is handsome, fashionable and attractive in his look and appearance. But, Montaseer adds another reason for the success, which is the perfect content of the program. George Kardahe presents the most successful program in Egypt and the Arab World these days. The program is called "Who wants to be a millionaire".

Concerning clothing, most of the subjects want to watch a fashionable TV presenter. So, this factor is also important. And, this means that TV presenters should not wear clothes that are less modest than what their audiences can wear (Helal, 1997).

Concerning age, the majority of the subjects are caring also about this factor. Not only viewers are interested in certain ages for the TV presenters, but also the stations. Stations nowadays look to anchors with experiences and are at the same time young.

Concerning voice, it is also considered one of the most important factors of the success of TV presenters. Perfect voice, speech, and delivery attract listeners and viewers (Milne, and Cheeseman, 1957). This is found in this study in which the majority of the subjects say that they want the TV presenter to have a distinguished voice.

Concerning the language and dialect, the majority of the subjects prefer that the TV presenters speak both fossha and amaya. This means that this point or factor will help them to succeed by being understood by all the viewers and by being respected by the

intellectuals who are against the use of amaya. As mentioned by Al Damarany in his article in Al-Ahram, there are contradicting and different views about the language that should be used in the mass media especially in television. Some people say that classical (fossha) should be used to protect it from being deteriorating and extinction by the colloquial (amaya) or by globalization. Others say that colloquial (amaya) language should be used because it is popular, simple, and understood by all the people. A third view says that mass media especially television should use both classical (fossha) and colloquial (amaya). This is by using simple classical (fossha) and avoiding slang in colloquial (amaya). However, the opinion of Al Damarany as mentioned in his article is that classical (fossha) should be used in television especially in cultural and political programs (2002).

Concerning the speed of delivery, from the results, it can be concluded that it is an important factor in the success of TV presenters. This is because the highest percentage of the subjects prefers the moderate speed of delivery and does not say that speed of delivery does not matter to them. However, "does not matter" is a choice given to the subjects. They prefer the moderate speed of delivery. As mentioned by Andrews, fast delivery should be avoided. So, the best is the speed that makes the listeners and viewers understand the content of the message and the script (1987). This speed is the moderate because slow speed can make the viewers and listeners feel bored. And, fast delivery can make the viewers lose their concentration and do not understand the script and can make the TV presenters get out of breath in the middle of the sentences and can make mistakes.

Concerning intellectuality, most of the subjects consider it an important factor. This is because they chose the first choice, which is given to them, which is "Intellectual" and they leave the other two

choices, which are "Moderate" and "Does not matter". Knowledge and information of the speakers positively affect the viewers. Intellectual speakers are respected and are trusted by the viewers (Verderber, 1991).

Concerning trustworthiness, most of the subjects prefer the TV presenters to be trustworthy which is a part of their success. Anchors should build a reputation of being trustworthy and credible persons.

Concerning objectivity, the majority of the subjects prefer the TV presenters to be objective. This is positively affecting their success. In an article in Sout Elomma newspaper, it is mentioned that the press and the TV programs for many weeks have focused on criticizing an Egyptian TV presenter who is working in Al Gezira channel. This is because he was subjective while interviewing an Egyptian businessman. All the viewers and the critics consider the TV presenter as a failure because he did not give the audiences the information that they wanted to know about this businessman work and escape from Egypt. All what the TV presenter did was presenting his views and opinions and attacking Egypt. And, he did not give his guest an opportunity to talk or to answer the questions (Al Baz, 2002). From these points, it can be said that when the TV presenter is subjective, viewers will consider him or her as a failure. And, they will not believe or respect him or her.

Concerning professionalism, the highest percentage of the subjects prefers the experienced TV presenters. The senders of messages are positively affected by experience and background (Mitchell, 1974). This could be because with experience, the TV presenters will be natural in their delivery, talks, movement, and posture because they have no fear from the camera, the studio, the mic, and the environment of the work. This is because they will be

familiar with all of these things. Also, with experience in the work, the errors will be limited.

Concerning dynamism, the majority of the subjects want the TV presenters to be active. This is because as mentioned by Scheidel when the speakers are active, they appear to the viewers as interested in their messages. And, this is transmitted to the viewers who become interested in and attracted to the messages (1972).

From all the above, it can be concluded that the first hypothesis is confirmed. It says that the personal characteristics of the TV presenter are the most important factors influencing his or her success.

The second hypothesis suggests that the program's directing positively influences the success of the TV presenter.

Concerning the results, the majority of the subjects say that there is a relation between their liking of the TV presenters and the directing of the program. Some of them do not understand what is meant by directing or what is the job of the directors. However, they say yes in the question that asks about the directing because they have a tendency to answer yes in most of the questions. This is called prestige bias because they say they do while they do not (Wimmer, and Dominick, 2000). Other people say that there is a relation between their liking of the TV presenters and the directing of the program because they know that the good directors have their effects on the TV presenters by giving instructions and advises about the TV presenters' look, appearance, clothes, movement, ... etc. Also, they can edit the TV presenters' errors and wrong movements or behavior. This makes the TV presenters appear to the viewers as ideal or in a good form. Also, certain directors can make the TV presenters relax or nervous. And, this is of course can affect their performances. Moreover, the directors can make the TV presenters look like stars through attractive

editing, promotions, and programs' credits. As mentioned by Eastman, Head, and Klein, viewers and audiences are attracted to beauty not only of the physical appearance of TV presenter, but also of the shooting, the lighting, the image, ... etc. (1989). This means that the directing can attract the viewers so they will watch and know the TV presenters through the attractiveness of the directing. By the time, they can build and develop familiarity and liking with the TV presenters if they deserve. Finally, it can be said that directing has a positive relation and is a factor in the success of the TV presenter.

The third hypothesis presumes that there is a positive relation between the success of the TV presenters and the program's production.

The results show that the highest percentage of the subjects say that there is a positive relation between their liking of the TV presenters and the production of the program. Some of the subjects have the prestige bias, which was explained before. Others are aware of the roles and jobs of the producers. So, they know that the producers have roles in hiring and choosing the crew. When the TV presenters, directors, and the other members of the crew are good, this means that the producers were successful in choosing them. Also, the more the production is attractive and luxurious, the more the viewers are attracted to and respect the program. As it was said before, the good picture attracts viewers and helps the TV presenters to be known and popular very quickly. Finally, it can be said that this hypothesis is confirmed and that the TV presenters are positively influenced by the production of the program.

The fourth hypothesis states that the success of the TV presenters is positively influenced by the programs' décor.

The results indicate that the majority of the subjects say that there is a relation between their liking of the TV presenters and the décor of the program. Some of the subjects have the prestige bias, which was explained before. Others are affected by the attractive décor. So, they will watch a program if the picture is attractive. And, it will be attractive not only by the directing and production, but also by the décor. Bad décor can annoy the eyes of the viewers and can make them avoid watching a program or a presenter. However, good décor can encourage the viewers to watch a program and to know its TV presenters. And, if the TV presenters are good, they will like them. This means that the décor plays a role in making people watch and know TV presenters or avoid them even if they are good. From these points, it can be said that this hypothesis is confirmed because the highest percentage of the subjects says that there is a relation between their liking of a TV presenter and the décor of the program.

The fifth hypothesis suggests that the success of the TV presenter is positively influenced by the program's time.

The results of this study shows that most of the subjects say that there is a relation between their liking of the TV presenters and the time of the broadcasting of the programs. This means that the success of the TV presenters is positively influenced by the time of the program. This is because the success of the TV presenters is related to the numbers of the people who are exposed to their programs. And, if the programs of good and perfect TV presenters are broadcasted in a bad time, the viewers will not watch the programs and will not be exposed to the TV presenters. This leads that the TV presenters will not be watched and will not be known by the viewers and will have low ratings. So, viewers like the TV presenters who can be available to them when they can watch TV. For example, if they have something important as their works in a time in which a program of a

perfect TV presenter is broadcasted, they can not leave their work to watch the program. And, if the TV presenter is new, these viewers will not know him or her at all because the time of his or her program is not adequate to them. Finally, it can be said that the fifth hypothesis is confirmed.

The sixth hypothesis says that the program's guests positively influence the success of the TV presenter.

The results shows that the highest percentage of the subjects say that there is a relation between their liking of a TV presenter and the program's guests. This is because many people think that the TV presenters are the ones who choose and bring the guests in the programs. But, it is known that the famous and successful TV presenters are the ones who bring and choose their guests in the programs. Some subjects have the opinions that the good guests will not agree to appear in a program of a failure TV presenter and they will only accept to appear in the program of a successful TV presenter. To say the truth, sometimes this happens and sometimes does not happen. And, important guests can be found in programs of unknown or new TV presenters. As a fact, famous and important guests can attract the viewers to watch programs and TV presenters. And, if the TV presenters always have attractive guests in their programs, the viewers will like them and will always watch their programs because they bring the people and the guests that they like to watch. Finally, it can be said that the sixth hypothesis is confirmed and that the program's guests positively influence the success of the TV presenter.

The seventh hypothesis assumes that the success of the TV presenter is positively influenced by the channel's credibility.

The results indicate that the majority of the subjects say that there is a relation between their liking of the TV presenters and the channel's credibility. This means that the success of the TV presenters is influenced by the channel in which they work. First, it is obvious that most of the successful TV presenters work in the famous and successful channels. This is because these channels always have the perfect and successful directors, producers, set designers, and other members of the crew. So, all the components of the program which can positively influence the success of the TV presenters are found and help the TV presenters to present unique and distinguished programs. Also, these channels have all the new and developed technologies, cameras, equipment, and studios that make the TV presenters look in a perfect form, appearance, look, and voice. Also, these channels give the TV presenters good salary, bring to them the best make up artists and hair dressers, and buy their clothes from the most important fashion designers. All of these help the TV presenters to be successful especially that this study has proved that the look and appearances of the TV presenters are important. Finally, it can be said that the seventh hypothesis is confirmed and that the channel positively influences the success of the TV presenters.

The eighth hypothesis suggests that the success of the TV presenter is positively influenced by the high frequency appearance of the TV presenter on TV. The highest percentage of the subjects says that there is no relation between their liking of the TV presenters and their high frequency of appearances in different programs. Most of the subjects say that if they see a TV presenter a lot in many programs, they will feel bored of him or her. They consider this high frequency of appearance as a negative point from the channel and its directors.

However, it is said that people in television who are admired are the people who are highly publicized by the media (Cross, 1983). In

the field of advertising, marketing, and mass communication, it is known that repetition and high frequency of appearance of a person, message, or product hold the attention of the viewers. Also, high level of persuasibility can be reached by repetition. Others have discovered that viewers can feel bored when a subject, a message, or a person appears a lot on TV (Brembeck, and Howell, 1952). And, this last opinion is the one that agrees with the results of this study and its subjects. So, the eighth hypothesis is not confirmed.

The ninth hypothesis concentrates on that the success of the TV presenter is influenced by the benefit the audiences get from the program. The majority of the subjects say that there is a relation between their liking of a TV presenter and their benefit of the program. Many viewers do not know the person who writes the script. Sometimes, he or she is the scriptwriter and sometimes he or she is the TV presenter. But, in general, they always relate what is said in a program to the TV presenter. To say the truth, in the Egyptian television, even if the program has a script writer, the TV presenter sometimes prepares and writes his or her script. It seems that the viewers are aware of this fact. And, they will like the TV presenters if what they say is beneficial to them. It is said that when the viewers feel that they will benefit from the message, they will pay attention to what the speakers say (Osborn, and Osborn, 1994). Finally, it is found that the ninth hypothesis is confirmed and that the success of the TV presenters is positively influenced by the benefit the audiences get from the program.

The tenth hypothesis says that the success of the TV presenter is influenced by the content of the message. This hypothesis and its explanations are related and are the same as the above in the ninth hypothesis. This is because all what is said and presented by the successful TV presenters in the Egyptian television is prepared and

written by the TV presenters. However, in rare programs, there are active scriptwriters who have their influence on the content of the message. The results show that most of the subjects say that there is a relation between their liking of the TV presenters and the content of the programs. And because the ratings of programs are based on their content (Samson, 1984) and because Fletcher said that the content of the message attracts viewers (1990), the tenth hypothesis is confirmed because the TV presenters are seen by the viewers as responsible of the content. So, they will be successful with good content.

The eleventh hypothesis suggests that the success of the TV presenter is positively influenced by the approval of thoughts and views between him or her and the audiences. The results show that the majority of the subjects say that there is a relation between their liking of the TV presenter and the approval of their thoughts and views with his or her thoughts and views. This is explained by what Boettinger said which is listeners will pay attention to the speakers who have similar views and beliefs with them. And, they will neglect the ones who have different opinions (1969). This is related to selective exposure which is based on that individuals have a tendency to expose themselves to communications that are in agreement with their attitudes, beliefs, and behavior and to avoid communications that are not in agreement with them (Severin, and Tankard, 1997). From all of these points, it can be said that the success of the TV presenters is positively influenced by the approval of their thoughts and views with the audiences' thoughts and views. This means that the viewers will like these TV presenters. This means that the eleventh hypothesis is confirmed.

The twelfth hypothesis says that if the TV presenter is considered credible to the audiences, he or she will be successful.

Whitehead found four dominant factors of credibility. They are trustworthiness, professionalism or competence, dynamism, and objectivity (Severin, and Tankard, 1997). This research studies the credibility of the TV presenters using these four factors.

The results show that the majority of the subjects prefer the TV presenters to be trustworthy, experienced, active, and objective. This means that the subjects agree in a high percentage that the TV presenters should have the four factors of credibility. And, the subjects have the opinions that these factors lead to the success of the TV presenters. Therefore, the twelfth hypothesis is confirmed. This is because when the TV presenter has the four factors of credibility, he or she will be credible. And, this credibility will lead to his or her success.

The thirteenth hypothesis suggests that there are differences between the factors of the success of the TV presenters from one speciality to another. This study focuses only on two factors, which are the gender and the age.

Concerning the gender of the TV presenters, the results show that the highest percentage of the subjects prefers the male TV presenters to present the newscasts, news and political programs, cultural programs, sport's programs, and economic programs. This is because they feel that males are more serious and have more knowledge in these issues. Also, they feel that these programs need a deep and powerful voice, which can be found in males.

On the other hand, most of the subjects prefer the female TV presenters to present entertainment and women's programs. This is because the majority of the people feel that females are more attractive, funny, nice, and lighter than males. So, they will suit more the entertainment programs. And, for women's programs, the highest

percentage of the subjects sees that women know more women's problems, needs, interests, ... etc. So, they are more suitable to present women's programs.

Concerning the age of the TV presenters, the majority of the subjects want the middle age TV presenters to present newscasts, news and political programs, talk shows, cultural programs, women's programs, and economic programs. This is because they feel that the middle age TV presenters will have experiences in life and in work. but at the same time still look young. And, they see that experiences and knowledge are important in these programs. And, the appearances and look of the young people are attractive in television.

On the other hand, most of the subjects prefer the youth TV presenters to present entertainment, sport's and youth programs. This is because the youth will be more energetic, and active. And, these should be found in these programs. Also, in sport's programs, the youth TV presenters will be able to move in the matches between the players in a free and fast way to conduct interviews. And, the youth TV presenters will be suitable in the youth programs because they are more aware of the problems, needs, interests, ... etc. of the people from their same age.

Finally, concerning age and gender, it can be said that the factors of the success of the TV presenters are different from one specialty to another. This is found in the age and the gender of the TV presenters because the subjects differ in their opinions about the ages and gender in the different specialities. Maybe the ages and gender chosen by the subjects are not varied a lot. But, still there are differences between the factors of the success of the TV presenters from one specialty to another.

The fourteenth hypothesis says that the audiences' gender, social class, education, and ages positively influence the success of the TV

presenter. This means that certain factors can be important for certain gender, social class, education, and age and can not be important for the others. The results show that certain differences between the subjects' responses are caused and are related to their differences in the gender, social class, education, and age. However, other differences in responses are not caused and are not related to the differences of the subjects. Therefore, the hypothesis is proved with only the factors in which the differences in the subjects are statistically significant to cause differences in responses.

Concerning the gender, there is a significant difference between males and females in watching the television to know about the news. Males watch TV for this reason more than females. However, there is a universal interest in news because the audiences want to know what is going on the world (Eastman, Head, and Klein, 1989). The differences can be because the number of the males who work is more than the number of the females who work. Therefore, working makes people more aware and interested in news. Males watch TV to acquire information more than females. This could be because they do not have time from their hard works to acquire information from any other sources. And, it is said that information is one of the important factors and motives of viewing television (Abelman, Atkin, and Rand, 1997).

Females watch Nile TV International more than males because females have more skills in language than males. And, this channel presents its programs in foreign languages.

Females are more than males in considering Ch. 1 their favorite channel. This could be explained because Ch. 1 has more programs for women. Also, females prefer Ch. 3 more than males. This is because Ch. 3 tries to solve the viewers' problems. So, women like to watch it because they are more concerned with the problems of their daily lives. Males prefer Ch. 5 more than females. This could be

because Ch. 5 presents good sports' programs that men like. Females prefer Ch. 8 more than males. This could be because women can be exposed to television and its channels more than males because the number of the women who are not working and who are staying at home is more than the number of men. As was mentioned and explained before, females prefer Nile TV International more than males.

Females watch television in the noon more than males. And, they watch TV in prime time more than males. These could be explained that women stay at home more hours compared to men who can be working in the morning and in the night.

Females watch entertainment programs more than males. This is because they are attracted more to light and not serious programs especially if they are not educated and are not working. And, more women are not educated and are not working. Males watch sport's programs more than females. This is because males understand more and practice more different kinds of sports. Females watch women's programs more than males. This is because these programs are specialized in and are directed to women. Females watch youth programs more than males. This is because females watch TV more than males.

Males prefer more the male TV presenter to present the newscasts. Females prefer more the female TV presenter to present entertainment programs. Male subjects prefer the male TV presenter and female subjects prefer the female TV presenter in talk shows. Male subjects prefer male TV presenters to present sport's programs more than female subjects. In youth programs, male subjects prefer the male TV presenter and female subjects prefer the female TV presenter. From all the above, it can be said that the viewers prefer more the TV presenters to be from their gender.

Males prefer the male TV presenter to use *fossha* and *amaya* more than females because they are used to the use of both *fossha* and *amaya* in their works. The same is found concerning the female TV presenter.

Female subjects prefer the middle age TV presenter to present the talk shows more than male subjects. This is because this age can attract the different ages because the appearance is not young and at the same time not old. And, women are always attracted to appearances.

There is a relation between the liking of a TV presenter and the program's guests for the male subjects more than the female subjects. This is because they are more influenced by logical arguments that can be created when good guests are found in the program.

There is a relation between the liking of the TV presenter and the channel's credibility for male subjects more than females. This is because the males do not have time to watch all the programs of the TV presenters to evaluate them. But, they depend on their past experiences and knowledge about a channel and its prestige and success.

Females watch the satellite channels more than males in the early morning, the noon, early evening, and prime time. Concerning prime time, in general for all the viewers, television viewing is five times heavier during the prime time hours than during the day time (Fowles, 1992). However, females are watching these satellite channels more than males in different times because they stay more hours and more time at home.

Males watch newscasts in the satellite channels more than females. This is because they are more aware of the importance of the news. Females watch the satellite channels for entertainment more

than males. This is because they prefer more the light and not serious programs. Males watch sports more than females in the satellite channels. This is because they practice sports more than females. Females watch women programs more than males because these programs are specialized in and directed to women.

All of these results are caused by the differences in gender which is statistically significant, but the other items or results of the questions are not mentioned because gender does not cause them.

Concerning social class, the high social class compared to the other social classes, and the middle social class compared to the low social class watch T.V more to know about the news. This is because most of them are educated. So, they will be aware of the importance of news.

The low social class subjects watch ch.3 more than the high social class subjects. And, the middle social class subjects watch ch.3 more than the high social class subjects. This is because channel 3 focuses on the problems of the viewers especially from low and middle social class. Concerning Nile T.V International, the high social class subjects watch it more than the other social classes. And, the middle social class subjects watch it more than the low. This is because in these classes more people can understand and communicate with foreign languages. Concerning ch.1, the low social class subjects watch it more than the other social classes. And, the middle social class subjects watch it more than the high social class. This is because people from these social classes prefer to watch movies and serials more than the other social classes. And, these materials are found more in channel 1. The same result is found concerning ch.5 and ch.8. But, this is because they watch television more than the others.

Low social class subjects watch T.V in the early morning more than the other social classes. This is because the number of the

unemployed people in this social class is more than the other social classes. So, they will be able to watch T.V in different times and hours more than the others. This is the same concerning the noon and early evening.

The low social class subjects watch entertainment programs more than the other social classes. However, one of the main function of television for all the viewer is entertainment (Blakely, 1971). The low social classes like more the light programs because these programs do not need thinking or having knowledge. This is because many people from this social class are not educated. Concerning sport's programs, middle social class subjects watch them more than the other social classes. And, low and middle social classes watch women's programs more than the subjects from high social class. This is because these social classes need to get information about the issues of these programs from television because they can not get these information from other sources.

The subjects from high social class are attracted to the programs because of the T.V presenter more than the other social classes. This is because they like to watch the programs of the most successful T.V presenters in Egypt who have power over all the elements of the programs.

The low social class subjects are attracted to the program because of its content more than the middle social class subjects which are more than the high social class subjects.

The middle social class subjects are attracted to programs according to the directing more than the other social classes. This means that they are attracted more to the good picture and composition.

The middle social class subjects are attracted to the program according to its time more than the other social classes. This could be because they are more busy and prefer the program which is in an adequate time for them.

The low social class subjects prefer the male T.V presenter to present news and political programs more than the middle social class which is more than the high. This is because people from lower social classes prefer males in serious and intellectual works.

The high social class subjects prefer the fashionable male T.V presenter more than the subjects from low and middle social classes. This could be because they are interested more in the appearances and looks.

The middle social class subjects prefer the male T.V presenter to have a distinguished voice more than the other social classes. This means that they are interested in the objective factors of success of people.

The low social class subjects prefer that the male T.V presenter speaks amaya more than the other social classes. This is because most of them are not educated and fossha can be difficult for them to understand. But, both middle and high social classes prefer the fossha and amaya because they are used to the use of the two together in their works.

The low social class subjects prefer the speed of delivery of the male T.V presenter to be slow. This is because most of them are not educated and sometimes they can not understand difficult words spoken by the T.V presenters. So, the slow speed of delivery will let them understand more. But, both middle and high social classes prefer

the moderate speed of delivery because they are used to this speed in their works which is the best speed of delivery.

The high social class prefers the male T.V presenter to be intellectual more than the middle which is more than the low. This is because the more the persons are educated and intellectual, the more they respect and the more they are exposed to the intellectual people.

The high social class prefers the male T.V presenters to be trustworthy more than the middle which is more than the low. This is because education makes people more aware and interested in these points.

The middle social class subjects prefer the male T.V presenter to be objective more than the high social class which is more than the low. This is related to the level of education and awareness.

The high social class prefers the male T.V presenter to be experienced more than the middle which is more than the low. The same is for dynamism.

The high social class prefers the female T.V presenter to be fashionable more than the middle which is more than the low.

The low prefers the female T.V presenter to speak amaya and both middle and high prefer the fossha and amaya.

The low prefers the slow speed of delivery for the female T.V presenters and both middle and high prefer the moderate speed.

The high prefers the female T.V presenter to be intellectual more than the middle which is more than the low. The same is for trustworthiness, objectivity, and dynamism.

The low prefers the middle age to present the entertainment programs. The middle prefers the youth in these programs more than the high.

Concerning the relation between the subjects' liking of a T.V presenter and the program's guests, the low is more than the high in having this relation.

Concerning the relation between the subjects' liking of a T.V presenter and the time of broadcasting of the program, the low is more than the high which is more than the middle in having this relation. Webster and Wakshlag's model of television program choice suggests that six factors interact to predict viewing behavior such as the viewer needs, the structure of program options, program type preference, viewer availability, viewing group membership, and viewer awareness of program options (Rosenstein, and Grant, 1997). This means that viewer availability which is the time is important in watching television.

Concerning the relation between the subjects' liking of the T.V presenter and the directing of the program, the low is more than the high in having this relation. However, the middle does not have this relation.

Concerning the relation between the subjects' liking of the T.V presenter and the décor of the program, the low is more than the high in having this relation. However, the middle does not have this relation.

Concerning the relation between the subjects' liking of the T.V presenter and the high frequency of appearance on T.V, the low has this relation, but the middle is more than the high in not having this relation.

Concerning the nonverbal communication, the high wants and prefers the T.V presenter to use it sometimes more than the middle which is more than the low. But, all of them need it sometimes. Nonverbal communication is an effective way to transmit messages to

listeners. But, overdoing it and exaggerating movements will distract the viewers from the messages and will annoy them (Blake, 1933).

Concerning the reasons or causes of watching the satellite channels, the high watches them more than the middle to be entertained, to know about the news, and to satisfy a habit. Concerning habit, it plays an important role in determining patterns of viewing. Habit's components could be found as a channel loyalty which is developing a relationship with a particular channel, inheritance effects which is being used from many years to watch a specific channel or program, or repeat viewing which is the likelihood of an individual to watch the next episode of a program (Rosenstien, and Grant, 1997).

The high social class subjects watch the satellite channels more than the middle in the early morning, in the early evening, in the prime time, and in the late night. This is because they are used more to watch the satellite channels.

The middle social class subjects watch cultural programs in the satellite channels more than the high social class subjects. And, the high prefers to watch the game shows in the satellite channels more than the middle.

The high social class prefers the programs according to their content, their directing, and their time more than the middle.

All of the above differences in results are caused because of the differences in the social class between the subjects. And, the other items or results of the questions in the questionnaire are not statistically significant according to the social class.

Concerning the differences in education, subjects with university education is more than illiterate, and subjects with pre university

education is more than illiterate in watching T.V to know the news. This is related to education and awareness of the importance of news. Also, the more people are educated, the more they watch T.V to acquire information. Subjects with pre university education watch T.V to satisfy a habit more than university education.

Subjects with post university and university education watch ch.2 more than the illiterate. Subjects with post university education watch Nile T.V International more than the others. This is the same for ch.1, and ch.2. Subjects with pre university education watch ch.5 and ch.8 more than the others.

Illiterate and pre university education are higher in watching T.V in early morning, the noon and early evening.

Post university educated subjects prefer to watch the newscasts and news and political programs more than the others. Illiterate subjects prefer to watch entertainment, sport's and women's programs, and game shows more than the others. Subjects with university education prefer to watch youth programs more than the others.

Illiterate and pre university educated subjects are attracted to programs because of the T.V presenter more than others. University educated subjects are attracted to the programs because of the content of the program more than others. Illiterate and pre university educated subjects are attracted to the programs because of the directing more than others.

Illiterate, pre university educated, and post university educated subjects are attracted more to the programs according to the time of broadcasting.

Illiterate subjects prefer the male T.V presenter to present the news and political programs more than the others. Post university

educated subjects prefer the female to present entertainment programs more than the others. Pre university educated subjects prefer male in youth programs more than the others, and university educated subjects prefer female in these programs.

Concerning the male T.V presenter, subjects with university education want him to be fashionable, to have a distinguished voice, and to speak fossha and amaya. Illiterate subjects prefer him to speak amaya. Post university educated subjects prefer the male T.V presenter to use a moderate speed of delivery and to be intellectual, trustworthy, objective, experienced, and active.

Concerning the female T.V presenters, post university educated subjects prefer her to be moderate, however, pre university educated subjects prefer her to be beautiful more than others. Subjects with university education prefer her to be fashionable and to speak fossha and amaya more than the others. Illiterate subjects prefer her to use slow speed of delivery. And, post university educated subjects prefer her to use moderate speed of delivery, and to be intellectual, trustworthy, objective, experienced, and active. Concerning the language, the majority of the subjects prefer the fossha and amaya and especially university educated subjects. Language should be easy, familiar, concrete, and direct to be understood (Miranne, and Flaherty, 1967). As mentioned by Rieke, and Sillars, there is a study that said that college students' credibility increases when they find unfamiliar and big words. However, to a large extent, speaking the language of the listeners establishes common ground with them (1975).

Subjects with university education prefer the middle age presenter to present the newscasts, news and political programs and talk shows more than the other subjects. Illiterate subjects prefer the old T.V presenters in news and political programs. Post university educated

subjects prefer the middle age in entertainment programs and university educated subjects prefer the youth in these programs more than the other subjects.

Concerning the relation between the liking of the T.V presenter and the program's guest, the illiterate subjects have this relation more than the others. Concerning the time of broadcasting of the program, the illiterate subjects have this relation more than the others. Concerning the directing, the subjects with university education have this relation more than the others. The same is with the production, the décor, and high frequency of appearance of the T.V presenter on television.

Subjects with university education prefer the T.V presenter to use the nonverbal communication sometimes more than the others.

Post university educated subjects prefer to watch the satellite channels to be entertained, to know about the news and to satisfy a habit more than the others.

The subjects with university and post university education watch satellite channels in prime time more than the others. And, post university educated subjects watch these channels in late night more than the others.

Concerning the programs that the subjects prefer in satellite channels, subjects with university education prefer newscasts and news and political programs more than others. And, subjects with pre university education prefer game shows more than the other subjects.

Subjects with university education and post university education prefer the programs because of the T.V presenter and the content more than the other subjects. And, post university educated subjects prefer the programs because of their time.

All of these results are caused by the differences in education which is statistically significant, but the other items or results of the questions are not mentioned because education does not cause them.

Concerning age, subjects from 55-over watch T.V to know the news than the others. Subjects from 45-55, and 55-over watch ch. 1 more than the others. And, subjects from 55-over watch ch. 4 more than the others. Subjects from 35-45, and from 55-over watch ch. 6 more than the other subjects. Subjects from 25-35, 35-45, and 55-over watch ch. 8 more than others. Subjects from 15-25, and 25-35 watch Nile T.V International more than others.

Channel 1 is the favorite channel for subjects from 55-over more than the others. Channel 2 is the favorite channel for 35-45, channel 3 is for 25-35, channel 5 is for 45-55, channel 8 is for 25-35, and Nile T.V International is for 25-35.

Subjects from 55-over prefer to watch T.V in early morning, noon, and early evening more than others.

Subjects from 55-over watch newscasts more than the other subjects. And, subjects from 45-55 watch political programs more than others. Subjects from 35-45 watch youth programs more than the others.

Subjects from 35-45 prefer male to present talk shows more than the other subjects and subjects from 15-25 prefer him in these programs more than the other subjects. And, subjects from 25-35 prefer female in youth programs more than the others. And, subjects from 45-55 prefer male in these programs more than the others.

Concerning male T.V presenter, subjects from 35-45 prefer him to use the moderate speed of delivery. And, from 15-25, they prefer him

a youth male T.V presenter more than the others. And, from 35-45, they prefer him in his middle age more than the others.

Concerning the female T.V presenter, from 15-25, subjects prefer her to be youth more than the others. And, from 45-55, subjects prefer her to be in her middle age more than the others. Subjects from 15-25 prefer her to be fashionable more than the others. From 35-45, subjects prefer her to use a moderate speed of delivery more than others.

Concerning the age of the T.V presenters in the different kinds of programs, the subjects prefer th T.V presenters to be in their same ages. Harwood says that younger adult and older adult like to watch characters in television from their own age (1997). However, old subjects sometimes prefer the youth and middle age T.V presenters in certain programs which need energy and activity such as youth and sport's programs.

Concerning the relation between the subjects' liking of the T.V presenter and the décor, subjects from 15-25 have this relation more than the others. The more the subjects are younger, the more they are attracted to the good picture and design. Concerning this relation and the high frequency of appearance of T.V presenter on T.V, from 35-45, the subjects have this relation more than the others.

Subjects from 55-over watch satellite channels to know about the news more than the others. The more the people are older, the more they are interested in news. Subjects from 25-35, and from 55-over watch satellite channels in the noon more than the others. Concerning the prime time, the more the subjects are older, the more they watch the satellite channels in this time.

Subjects from 55-over watch the newscasts in satellite channels more than the others. From 35-45, subjects watch political and news

programs in these channels more than the other subjects. And, this is the same for youth programs.

Subjects from 35-45, and 45-55 are attracted to the programs because of their directing. And, from 35-45, the subjects are attracted to the programs because of their time.

All of the above results are caused by the differences in age which is statistically significant, but the other items or results of the questions are not mentioned because age does not cause them.

From the results of the gender, social class, education, and age, it can be said that the fourteenth hypothesis is confirmed even if not all the items or differences in results are caused by these four factors but most of them are. Therefore, it is found in this study that some of the factors of the success of the T.V presenter are influenced by the gender, age, social class, and education. Some factors are influenced by the four or less or even one of the gender, age, social class, and education. Young girls do not vary from the boys in general level of persuasibility. The differences appear as they grow older (Ross, 1974). But, it is obvious that education is the main cause of differences and is even affecting gender, age, and social class.

Recommendations

This study favors certain recommendations. First, the T.V presenter is an important element in the program as stated by Comstock, and Scharrer, the reasons for choosing a particular newscasts are the quality of the local coverage, and on-air personalities (1999). Therefore, the T.V presenter needs more research and studies to understand more his or her role in programs and to explore the factors of his or her success. This study is one of the pioneer studies in this field. So, it has tried to study the T.V presenters

in general. And, this research has tried to examine two factors which are age and gender in different specialties of T.V presenter. Therefore, there should be researches that study the factors of the success of the T.V presenter in every specialty.

Second, it is discovered from the results that the majority of the subjects want the T.V presenters to be ideal in every factor and every characteristic. And, this is their rights and this is what should be found on television especially that Egypt has many talents and many unique persons that can not reach the television building because they do not have personal relations with important authorities in the Egyptian television. Therefore, 'the T.V presenters' examinations and hiring should be done in a strict way. The T.V presenter or the person who will be hired should be perfect in appearance, looks, intellectuality, knowledge, voice, language, speed of delivery, objectivity, dynamism, and all the factors mentioned in this study. The viewers deserve and have the rights to watch and to have on television the perfect T.V presenters. It is better to hire young T.V presenters who have all these skills and are perfect in all the factors. The young T.V presenters will grow with the channel and will build an intimate relationship with the viewers year after year. But, concerning knowledge, information, and intellectuality, they should be evaluated according to the knowledge that should be found in this age and not in older people. And, by time, their knowledge and information will be improved, but they should have first the basic knowledge and information that are suitable and are adequate to their ages.

Third, the T.V channel or station should play a role in helping the T.V presenters to have a good appearance and looks. This could be achieved by giving them a good salary, by bringing stylists to help them in choosing their clothes, and by having a hairdresser and a make up artist with every T.V presenter in the studio or in the field while working. Also, the stations and channels should have a

distinguished department of perfect hairdressers and make up artists. These points should be done because as the results of this study indicated the looks and appearance of the T.V presenters are very important factors of their success.

Fourth, the channels and stations should organize from time to time courses and workshops for the T.V presenters to improve their skills and their knowledge in the field and in other domains. For example, every T.V presenter should take at least two courses every year. Courses could be on voice, delivery, language, grammar, mass media and mass communication, directing, production, décor, editing, general knowledge and even courses in make up.

Fifth, T.V stations and channels should play a role in creating stars or making their T.V presenters stars. They should help the T.V presenters to be known through the press with interviews or ads about their programs and through T.V promotions about the channel or about their programs.

Sixth, T.V station and channels should give their T.V presenters all the elements and the factors of the success concerning the program. This study discovers that the success and the liking of the T.V presenters are influenced by the program's directing, production, décor, time, and the guests. So, the stations should make all of these elements available in a perfect level to the T.V presenters to be successful. The programs should have distinguished directors, producers, set designers, and guests. And, at the same time, the programs should be broadcasted in a good and adequate time in which the target audience and viewers can watch these programs.

Seventh, the T.V stations and channels should hire the T.V presenters that have the characteristics that the viewers like according to viewers' age, gender, social class, and education. Also, they should choose the adequate T.V presenters to the adequate viewers.

Moreover, they should choose the adequate T.V presenters in their adequate specialties according to their characteristics. And, these are found by this study that viewers differ in their opinions about the characteristics of the T.V presenters that they like according to different specialties in presenting and announcing. And, the difference in views has resulted from their differences in gender, age, social class, and education. Also, every specialty of television presenting and announcing needs different characteristics of the T.V presenters.

Eighth, the T.V presenters should be handsome if they are males and should be beautiful if they are females. Also, they should be fashionable, intellectual, trustworthy, objective, experienced, and active. Moreover, they should have a distinguished voice, speak fossha and amaya, and use a moderate speed of delivery. T.V presenters should try to bring or have in their programs perfect directors, producers, set designers, and guests. And, they should try to make their programs be broadcasted in a good and suitable time for the viewers. Also, they should try to work in a famous and successful channel. T.V presenters should not appear in a high frequency on T.V in different programs because the viewers will feel bored of them. T.V presenters should make the viewers get benefits from their programs. They should also have the same thoughts and views of their target audiences. Moreover, they should be credible to the viewers by being trustworthy, experienced, active, and objective. If the T.V presenters can make all of the above, they will be successful. And, people who want to enter this field should improve and develop these factors and characteristics.

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