Mr. Waleed Ahmed Saleem

CEO, PANASH GROUP

News Anchoring

Course Outline

Course Name

News Anchoring

Lead Trainer

Mr. Raheel Akhtar (Anchor Person – BOL News)

People aspire to live an extra ordinary life but he gave meaning to his ordinary life. When he was called to quit and surrender his passion and dreams in the way of achieving a secure future in terms of wealth, and recognition, Raheel Akhtar instead stood strong and determined in the face of all the challenges and had his sights adhere on his dreams. Today, he is not only living his dreams but his exemplary struggle has made others to be inspired by him. His smartness and maturity couldn’t be more explained when he waited for the right time and hit the nail on its head. This young gentleman, who didn’t let him wander away from his objective, accepted this turning point and joined Bol TV for News Anchor ship in 2016. His clarity of thoughts, opinionated personality and yet humble approach towards life has made him the most respectable and the biggest shining star of the debating lot of his time. His current program on aired on one of the most watched channels is one of the greatest hits in the long list of his achievements. With record breaking TRP’s of his channel and program, he stands out on the pedestal of success which now cannot be overlooked.

Quite interestingly, Raheel Akhtar has served for more than 20 years and has experienced the maximum diversity in work including TV media, corporate sector, education and communication. He is also a young C.E.O of an international Training & Consultancy Company “Speak Smart Pakistan” having offices in Pakistan and Estonia.

Despite of all, this man kept arrogance, conceit and pride at bay. Though he has always been devoted to public speaking but his actions spoke louder than words and he had won thousands of hearts by this gesture.

Class Days

WEEKDAYS: MON, WED, SAT

SLOTS: 11AM TO 1PM / 3PM TO 5PM / 5PM TO 7PM

WEEKEND: SAT & SUN

SLOTS: 2PM TO 5PM

SUNDAY ONLY: 1PM TO 5PM

## Course Objective

In This 21st Century Of Massive Information Revolution The Need For A Responsible Media Platform Becomes A Mandatory Step Towards Achieving A Larger Audience. With Great Power Comes Greater Responsibility The Media Channels Today Hold A Massive Chunk Of Human Resource Hence Bigger The Responsibility. This Media Frenzy Requires Organizations To Hire Personnel Who Are Inclined More Towards The Changing Market Trends And Gimmicks.

This News Anchoring Course Will Train You On Various Techniques An Anchor Person Must Have That Includes Reading, Speaking And Communication Skills. At The End Of The Course, You Will Be Able To:

* Read News Bulletins In Any Renowned News Channel
* Make News Scripts According To The Requirement Of The Channels

This Course Is Ideal For Anyone That Wishes To Gain A Greater Understanding Of News Anchoring.

## Course Requirements

This Course Will Not Require You To Have Previous Experience In Any Particular Area But You Should Have A High School Reading Level. No Books Will Be Required.

## Course Plan

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| **Week** | **Class No.** | **Main Topic** | **Sub Topics** |
| ***Week 1*** | 1 | ***Introductory Class*** | How the concept of news initiated? |
| What is news? |
| How many types of news exist in the market? |
| What are the jargons used in newsroom? |
| What things we should know about the audience? |
| What makes the story/news/ report complete? |
| What is News Anchoring? |
| What questions should an anchor asked himself/ herself while making any decision? |
| 2 | *Studio Session* | Self-Introduction |
| Use of Jargons In News Room |
| Read Habits |
| Newspaper Reading |
| Prompter Reading |
| 3 | *Studio Session* | Mirror Newspaper Reading |
| Pitch Practices |
| Debate |
| Poetry |
| Prompter |
| 4 | *Studio Session* | Mirror Newspaper Reading |
| Pitch Practices |
| Debate |
| Poetry |
| Prompter |
| ***Week 2*** | 5 | ***Language: An Important Aspect*** | Importance of Urdu Language |
| Language Accent |
| Voice Pitch |
| Vocabulary |
| Unlock the Power of A "Pause" |
| News Reading - Live Training |
| 6 | *Studio Session* | Mirror Newspaper Reading |
| Pitch Practices |
| Debate |
| Poetry |
| Prompter |
| 7 | *Studio Session* | Mirror Newspaper Reading |
| Pitch Practices |
| Debate |
| Poetry |
| Prompter |
| 8 | *Studio Session* | 1 on 1 Read |
| Daily News |
| Create Bulletin |
| Prompter |
| Bulletin |
| ***Week 3*** | 9 | ***An Introduction to News Anchoring*** | Issues in News Anchoring |
| Presentation Ethics |
| Current Affairs |
| Studio Reporting |
| Virtual Story Telling |
| News Reading - Live Training |
| 10 | *Studio Session* | 1 on 1 Read |
| Daily News |
| Create Bulletin |
| Prompter |
| Bulletin |
| 11 | *Studio Session* | Jargons |
| Poetry Daily News |
| Create Bulletin |
| Prompter |
| 12 | *Studio Session* | Jargons |
| Poetry Daily News |
| Create Bulletin |
| Prompter |
| ***Week 4*** | 13 | ***Engaging Audience*** | Engagement Techniques |
| Presentation Skills |
| Acting Skills |
| Lead Creation Tips and Techniques |
| 14 | *Studio Session* | 1 on 1 Read |
| Newspaper |
| Daily News |
| Create Bulletin |
| Prompter |
| 15 | *Exercise Session* | Live Show |
| 16 | *Exercise Session* | Field Report |
| ***Week 5*** | 17 | ***Key Skills of Grooming*** | Personal Development |
| Etiquette |
| Dressing |
| Communication Skills |
| Personal Grooming |
| Makeup and Hair Styling |
| 18 | *Studio Session* | Newspaper |
| Debate |
| Poetry |
| 19 | *Studio Session* | Newspaper |
| Debate |
| Poetry |
| 20 | *Studio Session* | Newspaper |
| Debate |
| Poetry |
| ***Week 6*** | 21 | ***A Glimpse to Journalism*** | Journalism |
| About Live Reporting |
| Issues in Journalism & News Reporting |
| Females & Journalism |
| Story Telling/ Writing in Journalism |
| 22 | *Exercise Session* | Field Report |
| 23 | *Studio Session* | Newspaper |
| Daily News |
| Creation |
| Prompter |
| Bulletin |
| 24 | *Studio Session* | Newspaper |
| Daily News |
| Creation |
| Bulletin |
| IVY |
| ***Week 7*** | 25 | ***Attribution: Sourcing the Information*** | What are the sources of News? |
| Types of Sources. |
| How to measure the reliability of the sources? |
| Attribution in sourcing the News? |
| Interviews |
| Types of Interviews |
| How to Do Q/A Sessions |
| Q/A with Guests & Reporters |
| 26 | *Exercise Session* | Field Report |
| 27 | *Exercise Session* | Poetry Competition |
| 28 | *Exercise Session* | Live Show |
| 29 | *Studio Session* | Newspaper |
| Daily News |
| Create Bulletin |
| Bulletin |
| IVY |
| 30 | *Studio Session* | Newspaper |
| Daily News |
| Create Bulletin |
| Bulletin |
| IVY |
| 31 | *Studio Session* | Newspaper |
| Daily News |
| Create Bulletin |
| Bulletin |
| IVY |
| ***Week 8*** | ***32*** | ***Panash Studio*** | ***FINAL EXAM*** |