3. What should a TV presenter be like? How do you think they should behave? What are the main characteristics and obligations of a good presenter? Pictures at this page can help you answer. Fill in the missing words to complete the paragraph.

introduce / host / pronunciation / attract / engage / present / voice / manner / confident / appear / inform / act

A TV presenter is a person who 1)_____ or 2)_____ programs on television. They are the famous public faces of television that 3)_____with the unseen audience and 4)_____ to them live and recorded shows across various genres. These presenters work across international, national, regional areas and 5)_____ the audiences about the programs.

TV presenters should have a well-groomed appearance, 6)_____ and pleasing personality, and a good 7) _____ and 8)_____. Presenting on television is a very demanding and high-pressure job – these professionals have to work irregular hours, constantly be under bright lights and camera, and yet put up a confident and pleasant look whenever they 9)_____ on the screen. The actual nature of a presenter's job depends upon the programs they present, such as news, sports, reality show, etc.

Although there are several similarities shared by all presenters irrespective of the program genre, they have to 10)_____ as a link between the program items and the audience by introducing or hosting a program in an interesting 11)_____. Often celebrities may be roped in by channels to present a show in order to 12)_____ viewership. In my opinion, to be a good TV presenter is quite difficult, but really exciting.

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