



ASPECTS OF AUDIENCE PERCEPTION OF THE IMAGE OF A TV ANCHOR AS A COMMUNICATIVE RESOURCE OF AN INFORMATION PROGRAM

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Article history:	Abstract:
Received: 14 th April 2025 Accepted: 11 th May 2025	The article examines the audience's perception of the image of an anchor of an informational TV program as a significant communicative resource in today's media reality. Theoretical foundations of the study are based on works of scholars who emphasize the key role of the TV presenter's personality in the process of television communication. The anchor's image is analyzed as a set of visual, speech, and behavioral characteristics influencing the perception of information and the level of audience trust. An empirical study conducted through an online survey among TV viewers in the Republic of Uzbekistan identified the most important qualities of an anchor from the audience's perspective. Results show that the key factors in forming a positive image are charisma, speech manner, and the ability to deliver information clearly and convincingly. The collected data confirms the thesis about the importance of the personal characteristics of a TV anchor as a mediator between the audience and informational content.

Keywords: anchor image, audience perception, Uzbek television, informational program anchor.

Television, as a form of mass communication, continues to play a significant role in shaping public opinion, despite the rise of digital media and social networks. In today's media environment, there remains a strong interest in informational programs, where not only content but also its presentation – particularly the anchor's personality – plays a vital role. Today's viewers pay attention not only to the facts but also to who delivers them. As noted by Bazarhandayev A.R. and Ryzhkovich V.A., «The characteristics of today's television include multi-channel broadcasting, the use of various modes of TV communication, genre diversity of programs, and a wide range of expressive means. Nevertheless, the success of a program still largely depends on the personality of its anchor» [1]. The image of a TV anchor is not merely a visual-verbal figure created on screen, but a comprehensive perception by the audience of the anchor as a personality with specific qualities, competence, and emotional appeal. The TV anchor becomes a mediator between the audience and the current news agenda. Their individuality often serves as a filter through which viewers interpret events. Gurevich P.S. points out that what attracts viewers is «a personality, an unconventional individual, a person inspired by an idea, someone with the gift of communication» [2]. Thus, not every professional can become a sought-after informational anchor – it requires a bright personality

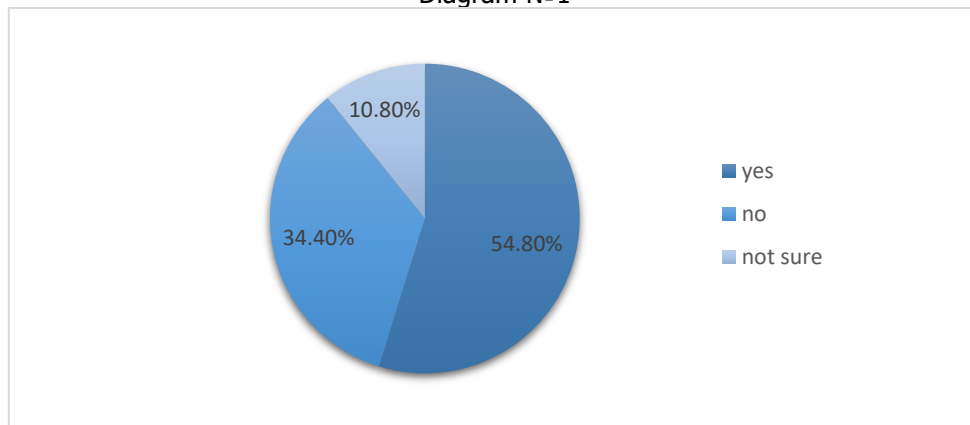
and the ability not only to deliver information but also to hold attention, gain trust, and evoke sympathy. The role of the anchor goes beyond being a mere news transmitter. They become a kind of «speaking name» – a bearer of a personal perspective. T. Ya. Anikeeva emphasizes this idea: «A TV anchor not only introduces the viewer to the world of information but also brings their own perspective and understanding of current events. The anchor plays the role of a «speaking name», not merely reading a text but implying something and often casting a critical eye on surrounding reality» [3]. The issue of trust and audience identification with the anchor is long-standing. «The question of who has the right to address the audience on their behalf» [4] has existed since the inception of television as a public communication institution. Observations show that «viewers consciously or subconsciously associate and personalize the information received from the screen with the person delivering it» [4]. This suggests that the anchor is inseparably linked with the media text, and their personal and professional qualities directly affect how information is perceived and the level of audience trust. In the conditions of media saturation and informational competition, the anchor's image becomes not only part of the overall perception of the informational program but also one of the key factors of its success. Theoretical understanding of this role provides a basis for further empirical analysis of viewers'



attitudes toward anchors, their personal characteristics, communicative strategies, and presentation style. We conducted an empirical study aimed at identifying audience attitudes toward the image of informational program anchors on Uzbek television, and determining which qualities influence the audience the most. An anonymous survey was conducted among viewers aged 18 to 70 residing in the Republic of Uzbekistan. The questionnaire was hosted on Google Forms. In total, 500 respondents took part. Responses were saved and automatically processed into charts and graphs. The gender distribution was 39% female and 61% male.

The age distribution of participants was as follows: 18-25 years – 30%; 26-35 – 23,6%; 36-45 – 25,6%; 46-55 – 15,2%; over 55 – 5,6%. The image of an informational program anchor is a combination of appearance, behavior, speech, and emotions developed through interaction with the audience. Building this image is a lengthy and complex process that requires dedicated self-development. According to the majority of respondents, anchors should adhere to certain standards of appearance and behavior (54,8%), while a significant portion believe such standards are not always necessary (34,4%) (see Diagram 1).

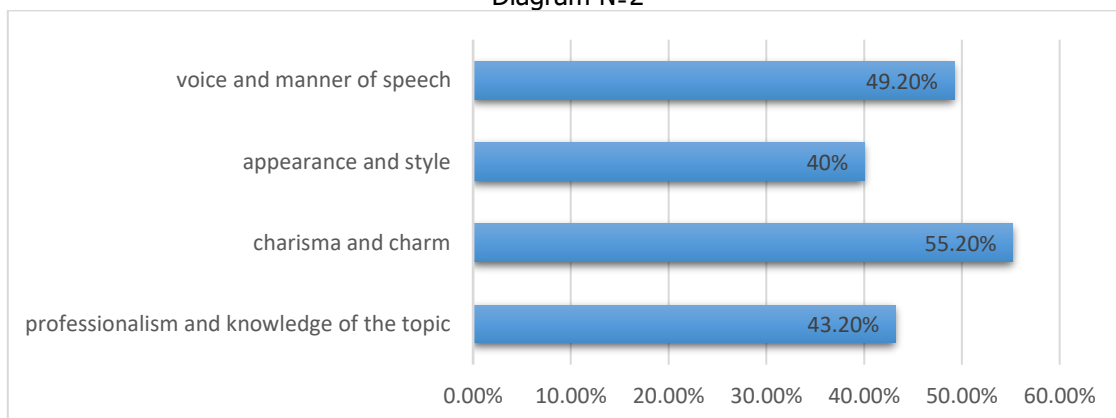
Diagram №1



Since the concept of «image» includes several components, we sought to determine which anchor characteristics are most important to viewers. Most respondents believe that charisma and charm are crucial (55,2%), followed by voice and speech manner

(49,2%). Surprisingly, professionalism and appearance were deemed less important in shaping an anchor’s image, receiving 43,2% and 40% respectively (see Diagram 2).

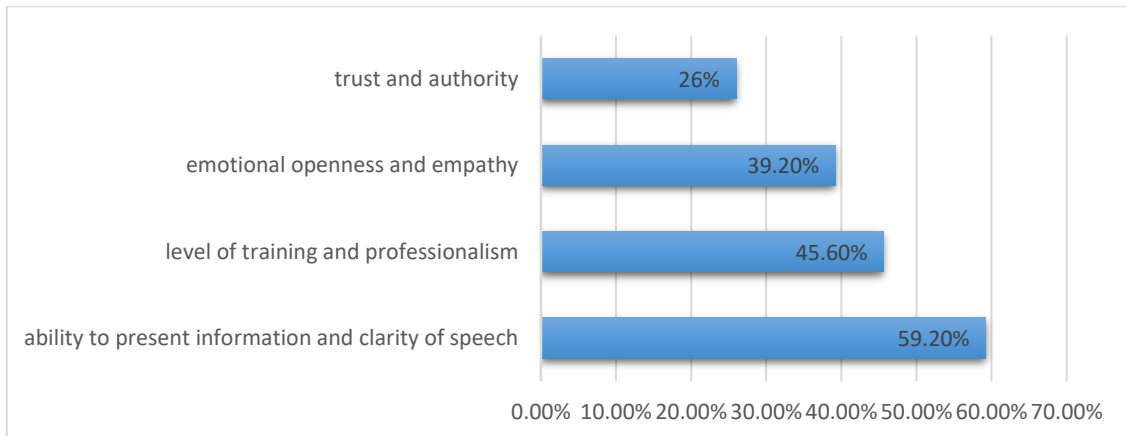
Diagram №2



An anchor’s image influences how information is perceived and the level of viewer trust in both the anchor and the channel. According to the study, the most impactful traits on information perception are the ability to present information clearly and articulately

(59,2%), followed by the anchor’s level of preparation and professionalism (45,6%). The least impactful trait was perceived trust and authority (26%), which may be due to the fact that television in Uzbekistan currently employs mostly young anchors (see Diagram 3).

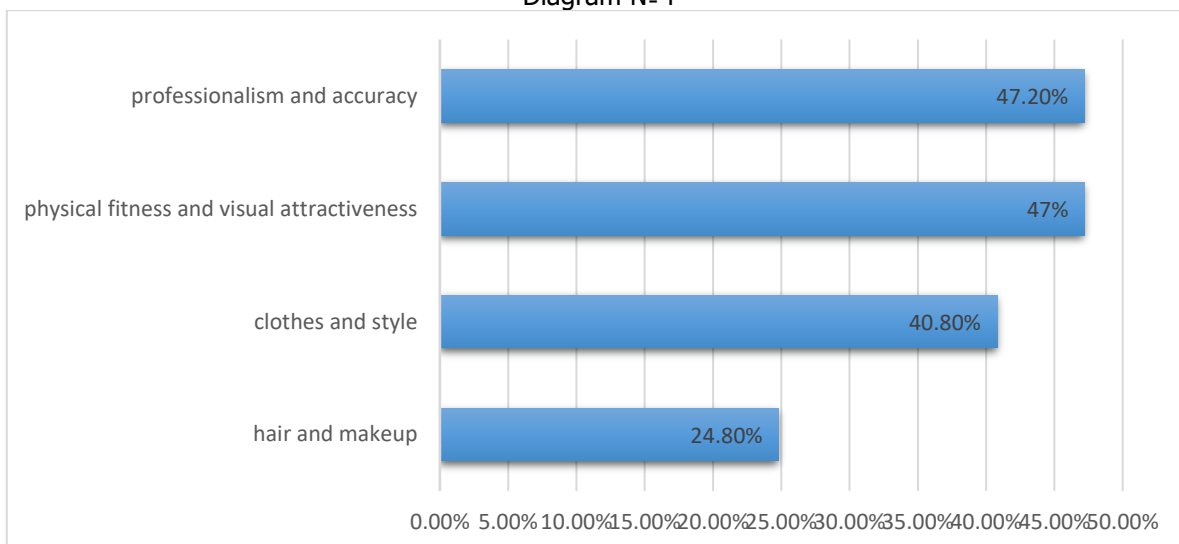
Diagram №3



In terms of appearance, viewers primarily pay attention to physical shape, attractiveness, and neatness – all of which received equal percentages (47,2%).

Style (40,8%), hairstyle, and makeup (24,8%) were considered secondary factors that exert less influence on the audience (see Diagram 4).

Diagram №4



This study was conducted to identify the qualities of informational program anchors considered most attractive and authoritative by viewers. The survey results confirm that the image of a TV anchor plays a vital role in shaping their authority and appeal. Understanding audience preferences can help TV channels better select anchors and create an image that resonates most with the public.

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