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**DEPARTMENT: MASS COMMUNICATION AND JOURNALISM (MA)**

MASTER THESIS

THEME:

**MANAGEMENT OF PSYCHOLOGICAL FACTORS  
DURING THE MODERATION OF TELEVISION PROGRAMS**

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## INTRODUCTION

Television gives the public chance to get informed for what happens in the world, increases the moral and civic relevance, has an impact in the information process and in judgment values, meanwhile in cases of natural crisis, social and public, it even unites nations, institutions, governments etc. Considering the fact that, even though it is being talked about more and more about the impacts of television, which also sometimes is criticized for the negative effects on the public, and sometimes it even becomes a myth for its positivity, knowing that it has already become a global phenomenon, which means that in a form or another, television has become an unavoidable part of our life.

The reputation of a television depends on the performance of anchormen, despite all of the work of journalists, operators and other members of staff, as long as a good anchorman can improve the image of the television, meanwhile a bad one can harm it.

To be a successful anchorman, high education is necessary, a wide culture, with the aim of the anchorman to be able to observe in a fundamental way the phenomena in society in authoritative way.

But, how and how much can the psychological factors have an impact in the release of appropriate delivery of the message in public and which is the influence of the management of these factors in the delivery of message to the audience?

Object of study of this Master thesis, is moderation with a special focus on the management of psychological factors during moderation of television programs such as: emotions, perceptions, personality, prejudice etc.

In this paper work, an important place in it, will be given to the language used by anchorman, their professional level, and the methodology that they implement during television programs.

To watch a program is much more complex than the audience can think. Only by watching, audience cannot assimilate what the message perceps. This is better clarified by the quote of the American scholar David Brodwell, which says: "Even the smallest perceived part from the television message, by interpreting all the knowledge, is established while interpreting."

The human tries within the inner communication to place a psychic equivalence and achieve a cognitive and affective stability. Because it happens that within the subject, the interpersonal communication includes the opinion and its feelings, conscious and unconscious processes, and this means that psychological factors are an unavoidable part of communication and our behavior.

Therefore, the purpose of study is to release the impact of these psychological factors and their management from the side of anchorman during the moderation of television programs. The

management of psychological factors influences the anchorman himself, in order to develop a successful conversation, or fail it.

Not on coincidence, the philosopher Stefano Zecchi, says: "Human is what he sees". And taking into consideration the fact that television programs change our environment and culture, this means that we change ourselves too.

The Master thesis about the management of psychological factors during the moderation of programs, is of a special importance, because precisely the management of these factors depends on the release of the mission of those programs which is the delivery of the full message to the audience, a message which is also the purpose of establishing a television program.

The main hypothesis of this study is:

-The management of psychological factors during the moderation of television programs, caused the release of moderation, and which is the delivery of the full message to the audience from the interviewed person.

Meanwhile, the hypothesis is:

- The impact of the form of behavior of the anchorman in interviews, with the purpose of giving a full message. The methodology released in this Master thesis, is combined, in descriptive and monitoring methods, meanwhile the comparative method is unavoidable in the case of offering programs or television interviews with the same theme but different anchorman. By bringing comparisons from given examples, we gave facts on how psychological factors influence in the moderation of different programs. Even though it's not in the centre of importance, even the method of empirical research in this paper work is present. Innovations that this paper work brings, despite the fact that to be a successful anchorman to moderate in a worthy and clear form for the audience in a television program, a special role belongs to psychological factors. This is proved by the fact that the whole moderation depends on the personality of the anchorman.

"The human personality must be as strong as a rock, because everything is established in it."  
(Ivan S. Turgenev)



## **SUMMARY**

The strongest tool of massive communication is television. It plays an important role in the information, education and entertainment of human society. Television, through movable images and voice, known images, professionals of each society, journalists etc, and especially anchorman imparts real and thrilling facts of each day, form our life directly. Very often, the public is more linked to anchorman and his/her program, than the television, therefore it is often said that the key to success of a television is their anchorman. The anchorman can improve or pale the image of the television. Therefore, the anchorman must possess many professional and human abilities, such as: authority, reliability, clarification, warmth, professionalism, good voice, good appearance and to especially possess the wholeness of basic features of their personality. The possession of all of these abilities, rank the anchorman as first in the group of television anchorman, and the most liked image of the television.