

The spectators incline to judge the whole medium by news broadcast because of its importance. Reporting has privileged status in program structure of almost every TV station. The main reporting broadcast is groundwork of station's program quotation. Contrary to the another programs which depend on age, gender, taste, education, interest and other subjective and objective factors of the specific watcher, the reporting is the genre, that speaks to the widest spectrum of the audience (with exception of the children).

This is the reason why the public presentation of the reporting moderator's is so important. Work of the whole editorial team is presented by moderator's appearance. His performance can influence how the watcher accepts the information.

A main function of the moderator is to establish contact with the viewer and to keep his attention while watching the news. Moderator becomes the watcher's companion, he explains him unknown expressions and creates the connections between the information.