Abstract

For television, the ethos of the news presenter is constructed in important respects by the signifying body of the speaking subject. The analysis of the signs that constitute this ethos requires the integration of two types of enunciative devices: the verbal and the audiovisual. Both combine to produce enunciations, texts and discourses and any one without the others is not possible. The presenter - the pivot of the discursivity of television news - is a signifying body that establishes identification with viewers, along with credibility, information and communication, which is nothing other than the adequacy and updating of this ethos.

Keywords

Ethos, News's Presenter, Devices of Speech, Significant Body