Research Article

Synthetic Smiles and Robotic Voices: Decoding Kinesics in AI-Generated News Anchors in Indian Public and Private Broadcasts

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ABSTRACT

As artificial intelligence (AI) becomes more common in the field of media, the use of AI-generated news anchors raises important concerns about authenticity, emotional expressiveness, and audience connection. This study examines the kinesics, or nonverbal communication cues such as facial expressions, voice modulation, hand gestures, and body movements, of AI news anchors on public (DD Kisan) and private (Aaj Tak AI) news channels. Using a structured observation method and qualitative video content analysis, this study assessed four AI anchors (Bhoomi, Krish, Sana, and Naina) across 160 news segments broadcast between August 2024 and February 2025. The findings show that AI anchors displayed robotic and repetitive kinesics patterns, including rigid postures, misaligned lip movements, flat speech modulation, and limited gesture. While some variation was observed, particularly with Naina showing relatively better expressiveness, AI presenters overall lacked the emotional depth and dynamism of human anchormen. These limitations reduce audience engagement and credibility and contribute to the "uncanny valley" effect. This study provides a gap in prior study by focusing kinesics rather than textual or technical issues. It provides insights about how to improve the accuracy and trustworthiness of AI news anchors while also adding to discussions about AI-human interaction and the future of automated journalism.

INTRODUCTION

Background on AI anchors in news media:

AI- Generated news anchors represent a major technological development in news media. Using natural language processing and machine learning algorithms, these virtual presenters can provide news items similar to those of real anchors. AI- Generated news anchors have been developed to increase productivity, cut expenses, and offer round-the-clock news coverage. China's state news outlet Xinhua debuted the world's first AI-Generated news anchor in 2018, launching the concept of AI- Generated news anchors. The virtual anchors were created in collaboration with Sogou, a Chinese search engine company, and were modelled after real Xinhua news anchors. The AI- Generated news anchors were able to read

words clearly in a natural voice, with realistic gestures and facial expressions on their faces. Since then, several global media houses have experimented with AI- Generated news anchors. For example, the Russian news channel Rossiya 24 launched "Alex," a computer-generated anchor capable of presenting news in the Russian language. In 2020, the South Korean news network MBN made history when it introduced an AI- Generated news anchor to the country's media environment. AI- generated news anchors are typically conveyed by deep learning methods, such as generative adversarial networks (GANs) and natural language processing (NLP) models. These algorithms are trained on enormous amounts of human anchor video and audio data, enabling them to imitate speech patterns, facial expressions, and body language.

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Although AI anchors have some benefits, like 24/7 working capacity and the ability to provide news in various languages, they encounter ethical issues and challenges. Critics argue that AI- Generated news anchors have the capability to spread misinformation if it is not properly controlled, and that the loss of jobs for human reporters and anchors is a problem. Despite these issues, the use of AI- generated news anchors continue to grow. still, AI-generated news anchors are not planned to replace human journalists in the news industry. Rather, they are considered augmenting tools to perform routine news-reading tasks, as human journalists focus on more challenging reporting and investigation tasks. With advancements in technology, more advanced AI news anchors with improved natural language understanding and generation capabilities can be anticipated. AI anchors can also interact in real time, respond to questions, and interview people. Ultimately, AI anchors pose a major technological leap for the media, with both opportunities to add new options for delivering content and major questions for journalism's future. While the future development and embedding of this technology within newsrooms worldwide is forthcoming, it will be imperative to find equilibrium in its optimization with an answer for its ethics, as well as the implications it presents to society at large.

This study is important because it develop our understanding of AI-generated news anchors by examining their kinesics, including body language, gestures, and facial expressions, which have been relatively overlooked in the AI journalism research. Media companies seeking to enhance AI- Genreated news anchors to boost audience engagement and realism will obtain valuable results from this study. Additionally, by highlighting the limitations of AI anchors in conveying emotions and nonverbal cues, this study raises significant questions about the role of AI in journalism and provides ethical and technological insights. The practical implications of this study include guidance for AI engineers to improve the realism of synthetic presenters, ultimately making AI-driven news more credible and engaging for viewers. Furthermore, this study will help broadcasters assess whether AI can effectively replace or complement human news anchors in the media sector by exploring audience attitudes toward and acceptance of kinesics exhibited by AI anchors.

Review Literature

The evolution of AI news anchors and their nonverbal communication, or kinesics, is attracting increasing research interest. According to Aqili and Nejad (2016), the role of nonverbal cues in news presentations was examined, showing how facial expressions and tone shape audience perception and public opinion. As AI technology has advanced, Santhoshkumar and Geetha (2019) explored emotion recognition through body movements, highlighting the advantages of analysing gestures and postures in news presentations. Vetere

et al. (2020) investigated gaze detection in AI systems, demonstrating its importance in inferring user intentions and improving AI-human interaction. Wani et al. (2022) applied AI-powered body language recognition, showing its potential to enhance facial expressions and gesture realism in AI anchors. Nandi et al. (2022) examined AI-driven real-time feedback to improve gestures, body language, and facial expressions for communication. Ying et al. (2023) analysed AI news anchors' ability to mimic human behaviours, revealing their efficiency in reducing operational expenses and enhancing engagement, though they still lack emotional depth and authenticity. Similarly, Zhao et al. (2023) studied AI-human collaboration models in virtual anchoring and found that interactive AI-human approaches improve audience engagement, especially when humour is integrated.

In 2024, Ghazali et al. (2024) conducted a systematic literature analysis on AI communication in China, comparing AI-generated anchors with human presenters and highlighting challenges in credibility, engagement, and audience perception. Quan (2024) examined trust issues in AI news anchors, focusing on credibility concerns and whether audiences accept AI-generated news. Jiang (2024) explored AI anchors on social media platforms like TikTok, noting that while they help reduce labor costs and improve delivery accuracy, they face challenges in audience acceptance. Shi (2024) analyzed AI virtual anchors in live-streaming ecommerce, emphasizing their ability to enhance engagement through personalized recommendations and raising concerns about data security and realism. Niu (2024) compared AI and human anchors, showing that while AI anchors excel in speech synthesis and content delivery, they lack emotional resonance and personalization. Raman and Singh (2024) discuss the threat of AI news anchors to traditional journalism jobs, raising concerns regarding job displacement, diversity, and ethical implications of AI-generated news. Aly (2024) found that 65% of audience reactions to AI anchors were negative, with viewers criticizing their artificial The appearance of AI anchors, characterized by unrealistic gestures and a lack of human-like expressions, is fueling concerns about the risks of propaganda and misinformation. Rui and Yan (2024) explored emotion recognition in AI news anchors, emphasizing their struggles with spontaneity, authenticity, and audience connections in live news settings. Anburaj and Mukesh (2024) analyzed kinesics in AI news. The study focused on AI anchors, examining their posture, facial expressions, and gestures while also highlighting cultural differences in audience perception. Du et al. (2024) examined the persuasive power of AI anchors' gestures, speech rates, and attire, revealing that gestures improve Faster speech enhances persuasion in both male and female anchors, but persuasiveness is only affected in male anchors. Fitria (2024) explored AI anchors in China, South Korea, Russia, Kuwait, India, and Indonesia, showing that, despite technological advancements like text-to-

speech synthesis, AI anchors still struggle with emotional expression and audience acceptance. Singh et al. (2024) investigated the use of Generative Adversarial Networks (GANs) to create AI news anchors, finding that while GANs enhance accuracy and reduce media bias, concerns persist regarding credibility, ethics, and job displacement. Huawei Tu et al. (2024) conducted a study on the uncanny valley effect in AI news anchors, demonstrating that minor imperfections in AI-generated faces and movements cause audience discomfort, while attractiveness contributes to a reduction in eerie feelings. Yuan Chun Wu (2024) examined how AI virtual anchors transform media by enhancing interactivity but also warned of ethical concerns regarding authenticity and privacy risks.

In 2025, Zhang et al. (2025) compared AI anchors to Internet celebrities in e-commerce and found that AI anchors struggled with emotional engagement, reducing their effectiveness in audience retention. Ghazali et al. (2025) analysed audience experiences with AI news anchors and found weak correlations between AI content and audience engagement, suggesting that there must be better integration of facial expressions and voice modulation in AI-generated content. Linehan Li (2025) explored the efficiency of AI anchors, highlighting their 24/7 availability and multilingual capabilities, but noting that human anchors remain essential for emotional depth and critical thinking. Landesberg and Cao (2025) examined AI-generated voices, revealing concerns about authenticity, trust, and emotional limitations of AI in news broadcasting. Satapathy and Panda (2025) analysed YouTube viewership trends for AI news anchors, showing that interest in AI presenters declines over time due to a lack of emotional connections and competition from human anchors. In summary, AI news anchors have advanced in nonverbal communication and News delivery is improving, but media outlets still struggle with issues of credibility, emotional engagement, and audience trust.

Although AI news anchors are gaining popularity in the present media environment, research focused specifically on their kinesics behavior, like gestures, facial expressions, body movements, and voice modulation, remains limited. Most of the studies have pyritize aspects such as automation efficiency, audience trust, and credibility, often overlooking the critical role of nonverbal cues in shaping audience engagement and perception. While the concept of the "uncanny valley" is frequently cited in discussions of AI over dependency, few practical strategies have been proposed to enhance the naturalness and emotional expressiveness of AI-generated anchors. as well limited attention has been given to how different cultural contexts influence the interpretation of body language in AI-generated news anchors. This study looks for to address these gaps by analysis the nonverbal communicative behavior of AI news anchors including facial expressions, hand gestures, body posture, and voice modulation and assess their effects on audience engagement and emotional connection, particularly within the Indian media environment.

OBJECTIVES

- To assess the facial expressions exhibited by AI news anchors during news broadcasts.
- To study the voice modulation patterns of AI news anchors in delivering news.
- To evaluate AI news anchors' use of hand gestures and their correlation with news delivery.
- To observe AI anchors body movements.

METHODOLOGY

This study utilized qualitative content analysis to investigate the nonverbal communication traits of AI-generated news anchors on two different news channels: DD Kisan (a public channel) and Aaj Tak AI (a private one). These channels were chosen because of the availability of AI anchors and the need to compare AI-driven news presentations in both public and private broadcasting environments.

Sample Selection

This study focuses on four AI news anchors.
- Bhoomi (DD Kisan)
- Krish (DD Kisan)
- Sana (Aaj Tak AI)
- Naina (Aaj Tak AI)

The study employed a qualitative content analysis of 160 news clips presented by AI-generated news anchors 80 from DD Kisan and 80 from the Aaj Tak-AI news channel. For each channel, 40 segments were selected for two different AI anchors, ensuring a balanced comparison. The videos were collected between August 1, 2024, and February 28, 2025, to capture recent trends in AI-driven news presentations. Purposive sampling was used to ensure diversity in news topics and presentation styles. A structured codebook was developed to assess key nonverbal cues, including facial expressions (e.g., neutral, smiling, serious), body posture (static, dynamic), hand gestures (minimal, moderate, exaggerated), and voice modulation (tone, tempo, and pitch). Observational data were recorded manually and analyzed using frequency counts and thematic categorization to evaluate the degree of expressiveness and compare patterns across public and private broadcasters.

Table 1: Nonverbal communication traits of ai anchors across public and private channels

Variables	Measured indicators
Fascial expression	Neutral, Smiling, Serious, Surprised
Hand gesture	Minimal, Moderate, Exaggerated
Voice modulation	Static, Slight Movement, Dynamic
Body posture	Monotone, Varied pitch, Speed, Pauses

Table 2: Nonverbal Communication Traits of AI-Generated News Anchors Across Public and Private Channels.

Parameter	Bhoomi	Krish	Sana	Naina
News segment duration	All news segments are one to three minutes long and focus on weather and farming, as delivered in the Hindi language.	All news segments were between one and three minutes long and focused on weather, farming, and general knowledge news in Hindi.	All news segments are between 1 and 10 min long, covering various categories such as weather, technology, global events, and national events. The news is covered in both Hindi and English.	All news segments are between one and ten minutes long and cover mostly local issues in the Bhojpuri language.
Facial Expressions	AI anchors consistently display a neutral facial expression with a subtle smile, characterized by minimal, yet controlled, lip movements. Their facial dynamics feature slight eyebrow movements, especially at the beginning or end of a sentence, which contributes to a structured yet mechanical delivery. Furthermore, eye blinking appeared natural, enhancing the overall perception of realism in their presentation. The lips look like gabbles.	AI anchors typically maintain a natural appearance with a slightly serious expression. Their lips moved slightly, and their eyebrows were adjusted slightly. They blink naturally, and their necks occasionally move; however, they do not exhibit many different emotions. The lips look like a gabble.	AI anchors typically exhibit neutral to slightly smiling expressions, with occasional moments of seriousness. Their lip movements are minimal and often do not align well with audio, making their speech delivery seem unnatural. Although they blink occasionally, this occurs infrequently, contributing to a robotic appearance. Their facial expressions remain largely unchanged, regardless of the news context, and lack the natural variations that human anchors display. This rigidity in expression, combined with their limited emotional responsiveness, makes it difficult for audiences to engage with them; their lip movements often seem disconnected from the actual speech, resembling more of a gabble than a coherent dialogue than a coherent dialogue.	AI anchors consistently display a neutral facial expression with a subtle smile, characterized by minimal yet controlled lip movements. Their facial dynamics feature slight eyebrow movements, especially at the beginning or end of a sentence, which contribute to a structured yet mechanical delivery. Furthermore, eye blinking appears natural, enhancing the overall perception of realism in their presentation. The lips look like a gabble.
Voice Modulation	AI-generated voices are clear and articulate but often have monotone qualities with little variation in how sentences are delivered. The pitch of AI voices tends to remain at a consistent medium level, accompanied by a moderate speech pace and a flat tone that lacks emotional depth. The researchers noted a significant synchronization issue in which the voice was heard before the corresponding lip movements. The lips looked like a gabble. This misalignment leads to unnatural articulation because lip movements do not fully correspond to the spoken words or sentences.	AI-generated voices are clear and articulate; however, they often have monotone qualities with little variation in how sentences are delivered. The pitch of AI voices tends to remain at a consistent medium level, accompanied by a moderate speech pace and flat tone that lack emotional depth. The researchers noted a significant synchronization issue in which the voice was heard before the corresponding lip movements occurred. The lips look like a gabble. This misalignment leads to unnatural articulation because lip movements do not fully correspond to spoken words or sentences.	Although AI voices are clear and well-articulated, they often lack modulation, making them monotonous. AI anchors do not establish a connection with news content as their voices remain unchanged regardless of the context. For example, even when delivering tragic news, they maintain the same tone without appropriate emotional variation. This lack of expressive modulation makes their delivery appear robotic and less engaging for the audience.	AI-generated voices are clear and articulate, but they often have monotone qualities with little variation in how sentences are delivered. The pitch of AI voices tends to remain at a consistent medium level, accompanied by a moderate speech pace and flat tone, which lacks emotional depth. The researchers noted a significant synchronization issue, in which the voice was heard before the corresponding lip movements occurred. The lips look like a gabble. This misalignment leads to unnatural articulation because lip movements do not fully correspond to spoken words or sentences.

Hand Gestures	AI anchors employ a set of pre-programmed, repetitive hand gestures that do not change with the news context. Their movements are confined to two or three fixed gestures that are used repeatedly throughout the broadcast. Furthermore, they often keep their hands folded, further limiting the natural variability of their hand gestures.	AI anchors tend to use fixed and repetitive hand movements that do not vary according to the news content. They often keep their hands folded and avoid using their fingers to convey their natural expression. Rather than moving their hands freely, they rely on small finger movements to express emotions.	AI anchors tend to use the same hand movements repeatedly without adapting them to the news content. At times, they folded their hands while reading, and at other times, they relied on just two or three simple gestures. Unlike human anchors, these devices do not employ various natural hand movements.	AI anchors employ a set of preprogrammed, repetitive hand gestures that do not change with the news context. Their movements are confined to two or three fixed gestures that are used repeatedly throughout the broadcast. Furthermore, they often keep their hands folded, which further limits the natural variability of their hand expression.
Body Movements	AI anchors either stand or sit in a fixed posture, lacking natural body movements, such as walking or shifting, resulting in a rigid and static presentation.	AI anchors either stand or sit in a fixed posture, lacking natural body movements, such as walking or shifting, resulting in a rigid and static presentation.	AI anchors either stand or sit in a fixed posture, lacking natural body movements, such as walking or shifting, resulting in a rigid and static presentation.	AI anchors either stand or sit in a fixed posture, lacking natural body movements such as walking or shifting, resulting in a rigid and static presentation.

Source (Authors compilation)

Key Variables of Analysis

This study focused on four important kinesics components of AI anchors: body motion, hand gestures, vocal modulation, and facial expressions. Facial expressions were examined to ascertain whether AI anchors exhibited suitable emotions, such as neutrality, smiling, seriousness, or surprise, and whether these expressions corresponded with the news content. To determine whether AI anchors retain monotone delivery or display variations in their discourse, voice modulation was evaluated based on pitch (low, medium, and high), tempo (slow, medium, and quick), and tone (flat, warm, and sharp). Hand gestures can be classified into four categories based on their frequency and contextual significance: none, minimal, moderate, and high. This classification focuses on recognizing repetitive and preprogrammed movements. Additionally, body movements were analyzed to assess the level of physical engagement during the news delivery. AI anchors are typically static, either standing or sitting, and do not exhibit dynamic movements, such as walking or changing their posture. This lack of authentic body language diminishes the viewers' ability to engage effectively.

Data Collection and Analysis

This study adopted video content analysis as the primary method of data collection. Each news segment was systematically coded based on a predefined codebook that included qualitative descriptors of facial expressions, voice modulation, hand gestures, and body movements.

Observation Method

The researchers analyzed lip synchronization, hand movements, and voice modulation of AI news anchors.

Notable findings included repetitive hand motions, monotone voice delivery, and lip movements that did not align with the spoken words. To ensure the accuracy of these observations, the researcher reviewed the video with three other researchers, all of whom independently confirmed the same results. This consistency in their observations underscores the significant limitations of the presentation of AI-generated news and strengthens the validity of this study.

Qualitative Thematic Analysis

This method identifies recurring patterns in AI anchor behavior and highlights the differences in presentation styles between public and private channels.

Observation

Observation of four news anchors taken by DD Kisan and AAJ Tak AI.

An analysis of AI anchors from the DD Kisan public-sector news station and the Aaj Tak AI private-sector news channel anchors revealed performance discrepancies. Bhoomi and Krish, the AI anchors for DD Kisan, primarily presented brief news segments lasting one to three minutes, focusing mainly on weather and agricultural topics. Their expressiveness and facial movement accuracy appeared to be slightly more sophisticated because of the narrow focus of news.

In complement, Sana and Naina, the anchors of Aaj Tak-AI news channels, provided longer news segments of up to ten minutes that covered broader issues, including national and international news. This longer length and broader scope draw attention to deeper gaps in lip synchronization, facial expressions, and voice modulation.

Table 3: Comparison Between Public and Private AI News Anchors

AI Anchor	Facial Expressions	Voice Modulations	Hand Gestures	Body Movements	News Category	News segment duration.
Bhoomi (DD Kisan New channel) public channel	Neutral, slight smile	Flat, medium pitch	2-3 repetitive gestures, folded hands	Static, no walking or posture change	Only weather and farming were considered.	Short (1–3 minutes)
Krish (DD Kisan New channel) public channel	Neutral, slightly serious	Flat, medium pitch	Similar, limited gestures	Same as Bhoomi	Whether farming and GK.	Short (1–3 minutes)
Sana (Aaj tak AI) private channel	Mostly neutral, robotic	Monotone, robotic	Mostly fixed, robotic	Most rigid, no movement	All types of news, such as national, international, entertainment, weather, technology, and political news.	Longer (up to 10 minutes)
Naina (Aaj tak AI)	Neutral, slight smile	Slightly better modulation	Some variation but still repetitive	Slightly better, occasional	Only regional news was covered.	Longer (up to 10 minutes)

Source (Authors compilation)

Table 4: Nonverbal communication analysis of AI Anchors

AI Anchor	Facial Expressions (%)	Voice Modulation (%)	Hand Gestures (%)	Body Movements (%)
Bhoomi	60%	65%	50%	0%
Krish	65%	60%	55%	0%
Sana	40%	45%	35%	0%
Naina	70%	68%	60%	0%

Source (Authors compilation)

Sana's kinesics were particularly rigid and robotic, miss facial expression and show minimal blinking, which made her presentation less engaging and credible. By contrast, Naina show some improvements in posture and voice modulation, suggesting that certain private-sector AI anchors are beginning to enhance nonverbal communication features.

Naina was the most expressive AI- Generated news anchor in terms of facial expressions, voice modulation, and hand gestures, whereas Sana was the least expressive AI- Generated news anchor. All anchors fix body movements, which may have limited their ability to engage the audience.

Discussion

The analysis of AI-generated news anchors Bhoomi and Krish from DD Kisan, a public-sector news channel, and Sana and Naina from Aaj Tak-AI, a private-sector news channel, show significant limitations in their nonverbal communication skills. These limitations are particularly noticeable in areas such as facial expressions, voice modulation, hand gestures, and body movement. These findings support existing scholarly research indicating that AI- Generated news anchors often struggle to replicate the complex kinesics and expressive gestures typical of human anchors. Therefore, these limitations negatively affect viewer engagement, audience perception, and overall trust in AI-Generated news broadcasts. The absence of dynamic and contextually appropriate nonverbal cues reduces the effectiveness of AI-Generated news anchors, raising concerns about their credibility and long-term future prospects in professional journalism. According to Xue et al. (2022), audiences prefer human news anchors to AI- Generated news anchor due to their restricted nonverbal expressiveness. The absence of expressiveness affects the credibility and attraction of

AI- Generated news anchors. Similarly, Gao et al. (2022) observed that the absence of authentic body language in AI- Generated news might result in the "uncanny valley" effect, which causes viewers discomfort.

Facial expressions

Facial expressions are important for communicating and interacting with an audience because they help show emotional credibility and make the news more interesting. The study of the AI-generated news anchors showed that they mostly kept a neutral facial expression with few changes, except for the occasional slight smile or eyebrow movement. However, these emotional shows do not have the natural movement that comes with human conversation. Rather, they often look robotic, rigid, and disconnected. The findings of Tu et al. (2024) agree with this statement. They found that AI news anchors usually found it difficult to connect emotionally with their viewers because AI-generated news anchors have limited facial expressions.

Lip synchronizing is challenging because the words that are spoken do not always match up perfectly with the lip movements. This imbalance makes speech sound unnatural and makes it more challenging for the audience to understand what is being said. This makes the speaker seem less real. Zheng et al. (2021) developed a neural lip-sync framework designed to create an AI news anchor that resembles a real person. They pointed out that the methods that are currently available often make things look fake and cause visual inconsistencies that can make viewers lose faith.

Additionally, AI-generated news anchors generally do not have natural facial expressions, which change based on the context and situation. If they read sensitive news, their facial expressions adjust all the news that aligns with the emotional tone of the news content. Human anchors naturally change their facial expressions to match the tone of the news: they smile for favorable news, look serious for adverse news, and look worried for adverse news. In contrast, AI anchors present information with a consistently neutral expression, which can create the impression of being impersonal and distanced. According to Gao et al. (2024), AI-generated presenters that lack dynamic emotional responsiveness tend to evoke the "uncanny valley" effect, making viewers feel uneasy because of their almost human-like yet imperfect facial expressions.

AI-generated news anchors face significant challenges in getting public acceptance because they are unable to interact emotionally and express real facial expressions. AI anchors frequently seem rigid and robotic during presentations, in comparison to human anchors who engage their audiences with expressive facial expressions. Because their facial expressions are so static, it is difficult to tell how they feel about the news. Lip synchronization also detracts from viewers and anchors' trustworthiness.

Thus, viewers Favor human news anchors who can convey their emotions more authentically over AI ones. Despite ongoing technological advancements, overcoming these obstacles in nonverbal communication is crucial to gaining audience acceptance and confidence in news broadcasts given by artificial intelligence.

Voice modulations

Voice modulation is important for making news clear and engaging and emphasizing the delivery of news. However, the AI anchors in this study maintained a constant tone, speed, and pitch throughout the whole video. Their tone had not the emotional range needed for sad, serious, or uplifting news reports, and their pitch was consistent and moderate.

Further, All AI anchors also experienced issues with voice-lip synchronization, when spoken words would appear before matching lip movements. Since AI-generated presentations are unnatural and disconnected, speech sounds less natural and coherent (Xue et al., 2022). Human news anchors naturally adjust their tone and pitch to the news' attraction and context, stressing key topics and enhancing viewer understanding. It is difficult for the AI news anchors to develop relatability, urgency, and trust, all of which are essential elements of successful journalism. This is because they are unable to explain themselves in an expressive manner.

Hand Gestures

A recent study highlighted that AI anchors only use a small number of preprogrammed hand gestures that do not change based on new information. AI anchors do not move their hands around much or keep them folded like human anchors do to make their points and show excitement. This lack of flexibility in their gestures diminishes the expressiveness of anchors and fails to effectively support their spoken words. Research suggests that these issues with nonverbal cues may cause individuals to lose interest in the discourse and doubt the speaker's reliability (Yiqiong 2023).

Body Movements

AI anchors have been seen to stay in the same position, either standing or sitting, without moving their bodies in a natural way, like shifting their weight, leaning, or walking. Because they could not move, their presentation style was rigid and lifeless. On the other hand, human anchors frequently use small body movements to capture the audience's attention and show that they are sure of themselves. AI anchors do not have these behaviours, which makes their content less engaging and dynamic. The "uncanny valley" effect is when viewers feel uncomfortable because of small flaws in how people act that make them look like people. This scenario can happen when AI anchors do not use real body language (Gao et al. 2023).

Conclusion

This study shows that AI news anchors like Bhoomi, Krish, Sana, and Naina aren't as engaging as human anchors because of their stiff faces, flat voices, and repetitive hand gestures. These problems make it tough for viewers to feel connected or trust the news, as AI anchors miss the warmth and natural movements of humans. For instance, Naina was a bit more expressive (70% for facial expressions, per Table 4), but all anchors stayed stiff, with no body movement, which lowers their appeal. To make AI anchors better, developers should work on livelier faces and voices, better gesture timing, and natural movements like humans have. These changes could make AI anchors feel more real and trustworthy. Future studies should check how different groups, like people from various cultures or ages, react to AI anchors, especially in regional languages like Bhojpuri, and compare them to human anchors in live news. This study shows AI in news needs to focus on making viewers feel connected, not just delivering facts fast. It gives useful ideas for improving AI anchors and raises big questions about AI's place in news.Limitations and Future Research Directions of this study

This study has limited applicability to different media environments because it focuses solely on AI news anchors from two Indian networks, DD Kisan and Aaj Tak AI. The data collection period of six months (from August 1, 2024, to February 28, 2025) may not capture the long-term trends. While this study provides a detailed qualitative content analysis of gestures, facial expressions, voice modulation, and body movements, it does not consider real-time audience reactions. The selection of 160 news segments may not accurately reflect the evolving presentation styles of AI anchors. Additionally, this study did not explore aspects such as speech synthesis, AI modelling, or cultural differences in audience perception. Despite these limitations, this study serves as a valuable starting point for further research on the kinesics and audience interaction of AI anchoring.

This study highlights the advantages and limitations of using AI-generated news anchors. However, further research is needed to explore how different demographic and cultural groups perceive them. Additionally, comparing AI and human anchors in live news settings could provide further insights into how AI-generated news presentations influence audience trust and engagement.

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APPENDIX

Table A: Code book

Serial No.	News Channel name	Variable	Definition	Categories
	DD Kisan, Aaj tak AI			
1.		News Segment Duration	Fall in under	DD Kisan primarily focuses on a limited range of news categories, including weather updates, agricultural developments, and general knowledge. This content aligns with the target audience of farmers and rural communities. In contrast, Aaj Tak AI covers a broader spectrum of news, including national and international affairs, technology, entertainment, regional updates, and the weather. This distinction highlights the difference in content strategy: DD Kisan maintains a niche focus, whereas Aaj Tak AI adopts a more diverse and comprehensive approach to delivering news.
2		Facial Expressions	Facial expressions made by AI anchor during news delivery	Neutral (No visible emotion) Smiling (Positive emotion) Serious (Slight frown, no smile) Surprised (Widened eyes, raised eyebrows) Other
3		Voice Modulation	Variations in pitch, pace, and tone of AI anchor's voice	Monotone (Little/no variation) Moderate modulation (Occasional shifts) High modulation (Frequent distinct shifts)
			Pitch: Variation in the anchor's	Low Medium High
			Pace: Speed of speech	Slow Medium Fast
			Tone: Emotional quality of voice	Flat Warm Sharp
4		Hand Gestures	Movements of hands or arms made by the AI anchor	No gestures (Hands stationary/not visible) Minimal gestures (Subtle, infrequent movements) Moderate gestures (Occasional, clear hand movements) High gestures (Frequent/exaggerated hand movements)
5.		Body Movements		Static posture (sitting or standing without movement) Minor movement (slight head tilt, shoulder movement) Dynamic movement (walking, shifting posture mostly absent)