

Faculty of Economics & Political Science
Conducting Interviews: The Art and Science

Information :

Course Code : PMM 406 **Level :** Undergraduate **Course Hours :** 3.00- Hours
Department : Department of Political Mass Media

Instructor Information :

Title	Name	Office hours
Lecturer	Sahar Mohamed Talaat Mohamed Abdallah El Ashmawy	9

Area Of Study :

Starting from how to choose a guest, find him/her, negotiate and prepare questions, until reaching to conducting the actual interview, editing and writing its necessary introduction and interviewee's biography, this course takes students through all this process to allow them to master the skill of conducting interviews, theoretically and practically. Part of the course is dedicated to the actual practice of conducting a successful interview with a chosen figure.

Course Goals:

- Apply professional standards in conducting interviews.
- Produce audio and video interviews
- Prepare questions and modify them throughout the interview
- Effectively manage interviews

Description :

Starting from how to choose a guest, find him/her, negotiate and prepare questions, until reaching to conducting the actual interview, editing and writing its necessary introduction and interviewee's biography, this course takes students through all this process to allow them to master the skill of conducting interviews, theoretically and practically. Part of the course is dedicated to the actual practice of conducting a successful interview with a chosen figure.

Course outcomes :

a.Knowledge and Understanding: :

1 -	Discuss the impact of different interview factors on audience's impressions
2 -	Identify the psychological state of the interviewee
3 -	Recognize types of interviews

b.Intellectual Skills: :

1 -	Select sources based on their relevance to the story
2 -	Plan interviews based on guest's biography
3 -	Examine the credibility of sources

c.Professional and Practical Skills: :

1 -	Learn how to objectively work questions
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2 -	Practice professional interviewing skills
3 -	Use professional measures in handling quotes out of an interview
4 -	Identify question types and their uses
d.General and Transferable Skills: :	
1 -	Learn networking skills
2 -	Use computers and the Internet.
3 -	Work in a team environment.
4 -	Translate to and from other languages.
5 -	Apply practical and professional problem solving

Course Topic And Contents :

Topic	No. of hours	Lecture	Tutorial / Practical
Introduction and Syllabus	4	1	1
Definition of Interviewing Types of Interviews	4	1	1
Basic Interviewing Skills	4	1	1
Selecting Guests and Reaching Them	4	1	1
Structuring the Interview: Planning, Guests' Bio, and Opening Techniques	4	1	1
Structuring the Interview: Body of the Interview and Closing the Interview	4	1	1
Midterm Exam		1	
Handling Difficult Situations	4	1	1
Types of Questions and Their Uses	8	2	2
Production Techniques for Written Interviews	4	1	1
Video Interviews: Dealing with Camera and Guest	4	1	1
Audio Interviews: Studio Recording Techniques and Remarks	4	1	1
Interviewer's Biases and Impact on Audience	4	1	1
Final Exam		1	

Teaching And Learning Methodologies :

Data-show and computer in lectures
Computer lab
Access to TV and Radio Studios
Group discussion
Project

Course Assessment :

Methods of assessment	Relative weight %	Week No	Assess What
Course Work (Participation, Attendance, Project(s))	30.00		To assess understanding and professional skills.
Final Exam	40.00	15	To assess knowledge and intellectual skills
Midterm Exam	30.00	7	To assess understanding

Periodicals :

Erica Huls and Jasper Varwijk, "Political Bias in TV Interviews," *Discourse & Society*, 22, 1, 2011

Åsa Kroon Lundell and Mats Ekström, "'Interview Bites' in Television News Production and Presentation," *Journalism Practice*, 4, 4, 2010