

**Faculty of Economics and 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

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

**b.Intellectual Skills: :**

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

**c.Professional and Practical Skills: :**

|     |                                                                  |
|-----|------------------------------------------------------------------|
| 1 - | Identify question types and their uses                           |
| 2 - | Use professional measures in handling quotes out of an interview |
| 3 - | Practice professional interviewing skills                        |
| 4 - | Learn how to objectively work questions                          |

**d.General and Transferable Skills: :**

|     |                                                  |
|-----|--------------------------------------------------|
| 1 - | Apply practical and professional problem solving |
| 2 - | Translate to and from other languages.           |
| 3 - | Work in a team environment.                      |
| 4 - | Use computers and the Internet.                  |
| 5 - | Learn networking skills                          |

**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

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