



Institute for the Advancement
of Journalism



Interviewing Skills



Interviewing Skills

Interviewing someone involves much more than just asking questions – it's about asking the right person the right questions at the right time. This highly interactive workshop will not only provide participants with a keen understanding of the powerful impact they can have when handling an interview successfully, but will also enable them to translate good interviews into excellent copy.

Outcomes

- Find the right person to interview (it's not always the most obvious one)
- Identify the best strategy for the interview to ensure you get an interesting interview out of your subject
- Set up and the protocols around interviewing
- Relax before the interview and using nervousness as a positive edge
- Use appropriate posture and body language for interviews
- Get to the point of the interview, but also take advantage of the unexpected
- Deal with non-responsive, evasive or hostile interviewees
- Cover news conferences and major announcements
- The art of the celebrity or personality interview: what to ask and how
- Cut through the political speak to get to the actual story
- Be true to the story of interviewees
- Transform the interview into a solid story
- Get more out of past interviewees in stories not necessarily related.



Institute for the advancement of journalism

Leading edge mid-career journalism and communications training across Africa



Who should attend this course?

This course is designed for mainstream and beat journalists and is a core-level course.

How you will learn

The course focuses on the individual learners. There are group learning sessions, but most learning happens on your own, as you apply your skills in the real world. The course is designed for both distance and contact learning, following the virtual classroom model. Learning is constantly assessed, and special attention is available for learners who experience difficulties.

Course Duration

Two days full time. Face-to Face or Online

Certification

All successful delegates will receive a certificate of completion.

Contact

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