



## **FACULTY OF AGRICULTURAL SCIENCES & ALLIED INDUSTRIES**

## **Agricultural Journalism**

### ***Interview Techniques***

You interview people for getting information, ideas opinions and experience which would be of interest to our farm people. Material got from such persons will help you write news and radio release, features and picture stories for your magazine. Personal experience articles based interviews are looked for with great interest by farm readers because of the human element in them; they will read such stories with relish (like). It is a success story, it helps them make decisions.

Writing articles which have human interest and appeal to even an average reader is very popular everywhere. We should pay attention to this aspect of effectively transmitting farm information. As far as the art of interviewing is concerned you can best learn it by your experience. In this regard, you must remember the following points:

#### **Points to be remembered before the interview :-**

1. First get to know something the person you are going to interview. Find out who he is what his name is what the nature of his work is, and what his achievement are.
2. Decide on what information you want to get out of the interview.
3. Arrange a place, a time and a date to meet him and interview him.
4. List down the important question you would like to ask him to get the information you need. The question must extract the information bit by bit without confusing the interview.

#### **Points to be remembered during the interview:-**

1. Do not ask questions which bring out yes and no answers. Give him the chance to talk in his own way. This will bring out many interesting things.
2. Never convey the impression that you are superior the interviewee or that you are trying to boss him. . Talk to him in a very friendly manner. Thus dispelling his shyness.
3. Note down all important statements and details during the interview.
4. Put the persons you are interviewing at ease (frankness or feeling comfortable) as early as possible. Show that you are immensely (greatly) interested in him and his doings. Then ask your question. Don't be cowed down by them. Always be polite and give respect where it is due.
5. Make the interviewee tell you all the facts, and also unusual happenings in detail. The latter may be of much importance in making your writing spicy and interesting.

## Points to be remembered after the interview :-

### 1. Plan your writing.

- Select the main points which are unusual and interesting to the readers. Write these down.
- Decide what to retain, what to exclude and what to add.
- Decide what language to use, what lead to be given.

### 2. Write down an article as early as possible after the interview when things are fresh in your mind. While writing, keep the following points in view.

- Add something sparkling here and there so that the interest of the readers does not flag.
- Keep the writing as brief as you can make it.
- Decide what 'slant' to give to the article. 'Slant' implies the point on which you want to lay stress. For example, application of fertilizers may have produced good results. This will make a good slant.
- Think a good lead. Give a new angle to the article.
- Never give the impression that your question was important and that is why necessary information could be obtained. The question is less important in such articles than the answer. You are writing to show yourself off.
- Quote dialogues. Quotations always give life to the article and are of much human interest. Don't misquote. Give correct quotations.
- A good writing will have a good sprinkling of direct and indirect quotations and your own comments. Interest will be more in such writing.
- If possible, show the article to the interviewee before publication. He will know how you have used the information he gave, and collect any misstatement which might have crept in.

If you have not made a good job of your first interview, don't worry. Nobody did it that way the first time. You will gain experience as you go along with more interviews.

After a reporter has brought his information he has to write it properly. He has to write something which is readable. Therefore, after obtaining the facts a reporter should put them in order, make a good story. If the news is very urgent, the reporter can tell it to his office over the telephone. In fact, a good reporter should always keep in touch with his office.

While writing a news story you should write the most important facts, in the first few paragraphs.

After writing a news story you must check up the following things:

1. That you have mentioned the facts and figures correctly.
2. That you have mentioned the makes with their correct spelling.
3. That you have quoted your interviews accurately.
4. That you have explained the technical terms has been liftout.

**Points to be kept in mind while intervening:-**

As far as the art of intervening is concerned, you can best learn it by your experience. In this regard you must remember following points:

1. Prepare yourself.
2. Find out background information.
3. Prepare list of question.
4. Check list before ending.
5. Do not follow TV question technique.
6. Mode of approach.
7. Interview person at top.
8. Don't afraid interviewing with influence person.
9. Time limit with VIP.
10. Carry small notebook.
11. Note down starting statements of interviewee.
12. Establish rapport.
13. Note figures and statistics and recheck if necessary.
14. Maintain confidence.
15. Do not expose his name when her restrict.

**Types of interview:-**

For preparing news stories and features it is necessary to interview different people. Interviewing people has developed into fine art. As such, interviewers should know the different types of interviews and also the techniques of successful interviewing. Though interview stories are of many kinds, they can be broadly classified in three categories:

1. Interview for getting facts or 'news interview'.
2. Interview for opinions or 'symposium interview'.
3. 'Personality interview'.

**1. News Interview :-**

It is intended to give readers' expert comments and illumination (enlightenment or clarification) on a subject current in the news from persons directly or indirectly connected

with the news item. In the case of accident, the news reporter tries to meet as much eye witness as possible to prepare his story. The feature based on interviews of different persons would add significantly to the public knowledge and understanding of the subject. The interviews carried on with different people will not only illuminate and explain several points but also provide better understanding of the subject by clearing many clouded and puzzled facts.

### **1. Symposium or Group Interview :-**

The reporter gets his information not only from a few persons who are connected with the event as in the case of accident but from several other persons who may not be connected with the event.

In symposium interview, the interviewees are selected not for their authority on the subject or topic but as ordinary citizens whose views are worth reporting. There are no fixed rules as to how extensively the survey was conducted. Also, the same question, in substantially the same words and in the same manner should be asked from different respondents. For instance, the desirability or otherwise of dissolution of State Assemblies consequent on the defeat of the congress party in the Lok Sabha can be referred to a number of persons and their views obtained. A feature can be built on that basis. This will yield the opinion of a cross-section of the people who are not necessarily experts on the subject.

### **2. Personality interview:-**

It is done to reveal the personality of a person who is interviewed. It is different from biographical sketch. The biography gives all the details as to when the person was born, number of children, when he became ambassador, etc. Biography is helpful in writing obituaries but it rarely brings out the qualities of a person and also lacks the warmth and intimacy (familiarity).

In personality interview, the interviewer selects a man or woman who is either a newsworthy personality or has become newsworthy because of certain traits in personality – eccentricity, oddity of habit or because of certain circumstances. For instance, a beggar becoming a millionaire is certainly a newsworthy personality.

## **TIPS ON COVERING EVENTS**

Here are some tips on event coverage:

### **Prepare**

Before the event, learn what you can about what's going to happen. A

sporting event might have a program or roster with the players' numbers and names. A public meeting might have an agenda. A conference program will list the speakers. A more informal program will have an organizer who can provide an overview and some background.

But sometimes you need to go beyond the handouts and the organizers. Find some contrarians who can let you know about interesting turns the event might take Take good notes

A helpful note-taking technique for events is to use initials or other abbreviations for people. For instance, if I'm going to be a speaker at the event, you might identify me as —JM But look the program over and be sure I'm the only person with those initials who's speaking. If another JM is on the program, you might use —JM 1 forme.

If you're live tweeting or live blogging, your tweets or blog can become your notes, for the most part. But keep a notebook handy (or perhaps a Word doc on your laptop or tablet) for actual notes: facts you want to check before publishing, items to pursue in interviews during a break or after the event, possible follow-up ideas.

### **Take a 360-degree view**

At any event, the audience might provide some potential stories, sometimes a better story than the speaker or other focal point of the event. The great Canadian writing coach Don Gibb encourages what he calls a 360-degree view, looking around and behind you during an event, rather than just being riveted on the speaker.

### **Watch for the surprise**

Most events unfold as planned. But sometimes a surprise happens. A player gets injured. A coach gets fired. Protesters disrupt a meeting. You can't plan for the surprise, but you must remain alert and adjust your plans when surprises happen.

### **Visual content**

Event coverage needs to include visual content. Unless you're working with a visual journalist, you need to plan to provide the photos and/or videos needed as part of your coverage. Shoot photos of the speaker(s) and crowd. Don't shoot from the back of the room (unless trying to depict a packed room). Get close

enough to provide a clear shot of the speaker.

Video coverage can be a live stream using Periscope, Facebook Live, Livestream or another live video service, a video story summarizing the event or video highlight(s) to run with a textstory.

## **Write**

The sooner you can write after an event, the fresher and more accurate your story will be, even if you don't have an immediate deadline. If you can write a few paragraphs during a break,

before you know what your final story or your lead will be, you will help yourself write more quickly and accurately after the event.

Answer the question: —What's this story about? and that should give you the focus of your story, as well as helping with your lead.

## **Follow up**

Many times a meeting story isn't as important as the enterprise story that follows as you explain the impact of an action taken by a board or council. If an event is important to your community, follow up by gathering reaction.

If politicians are speaking or debating, follow up by fact-checking their statements. Beat reporters particularly might get good enterprise stories from the reports and other documents that are distributed, approved or handled routinely in meetings. Sports enterprise and feature stories often grow from what happens in the games: A feature on an emerging star or analysis of a struggling offense or defense.

## **Social media**

Keep an eye on social media during or after an event. You might gather some reaction quotes or a few embeds for your story or curate reaction for a sidebar. Social media might raise questions for you to pursue in your reporting.