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## Analysis of Interviewing Techniques for News Journalists in the New Era (Postprint)

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**Date:** 2023-10-08T00:00:00+00:00

### Abstract

Since entering the 21st century, the Internet has become an indispensable element in people's daily lives, with various industries utilizing it as a crucial channel for information exchange, and new media technologies have emerged by riding the wave of the Internet. Today, an increasing number of new media platforms have appeared, and the traditional journalism industry has begun to embark on the path of media convergence. In the new media environment, journalists' traditional working methods have undergone transformation, offering greater convenience in information acquisition; however, the demands for news gathering and news editing capabilities have also risen significantly. Journalists can identify the impact of new media on their profession and leverage Internet channels to optimize their interviewing techniques. This paper first delineates the characteristics of the new media era, then analyzes the primary interview content for journalists in the new period, subsequently examines the influences exerted on journalistic interviews in the new period, and finally proposes strategies for enhancing journalists' interviewing skills in the new period.

### Full Text

#### Preamble

**Title:** Analysis of Interview Skills for Journalists in the New Era  
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**Abstract:** In the 21st century, the Internet has become an essential element of daily life, serving as a crucial channel for information exchange across all industries, and new media technologies have emerged riding this wave. Today, with the proliferation of new media forms, traditional journalism has entered a path of media convergence. In this new media environment, journalists' working methods have changed, making information acquisition more convenient while

significantly raising the bar for news gathering and editing capabilities. Journalists must clearly understand the impact of new media on their profession and leverage Internet channels to optimize their interview skills. This paper first elaborates on the characteristics of the new media era, then analyzes the primary content of journalists' interviews in the new era, subsequently examines the influences on journalists' interview practices, and finally proposes strategies for enhancing interview skills.

**Keywords:** Internet; information exchange; new media; journalist; interview skills

**Classification Code:** G212.1

**Document Code:** A

**Article ID:** 1671-0134(2021)02-093-03

**DOI:** 10.19483/j.cnki.11-4653/n.2021.02.027

**Citation Format:** Huang Chuanqiao. Analysis of Interview Skills for Journalists in the New Era [J]. China Media Technology, 2021(02): 93-95.

In the new era, the Internet has become the primary channel for people to obtain news information. Fragmented lifestyles are being fully utilized, and the emergence of news apps satisfies the public's need to understand current affairs while presenting new challenges for journalists. Journalists must clearly comprehend the changes in the industry's market environment and continuously enhance their professional competence to develop superior interview skills. Furthermore, they need to master fundamental competencies, including expression techniques and writing abilities, to quickly understand interviewees' psychological states and create a more relaxed interview atmosphere, thereby ensuring smooth interview processes and effective responses to questions.

## 1. Characteristics of the New Media Era

In the new era, digital and network technologies have been applied to the media industry, giving rise to new media forms. Compared with traditional media, these new forms enhance audience interactivity and feature faster dissemination speeds that break through temporal and spatial limitations. The new media era offers abundant news resources, and once published, news emphasizes shareability to meet diverse user needs, bringing together users with common interests to form communities [1]. In terms of information dissemination methods, the new media era exhibits diverse characteristics, enabling every audience member to possess their own media platform. Ordinary citizens are no longer confined to passive consumption but can independently publish information and effectively exercise their supervisory power. For instance, an increasing number of people have opened Weibo accounts to repost or directly publish information, while Weibo users can also comment below posts to express their views on news [2].

## 2. Main Content of Journalists' Interviews in the New Era

News interviewing constitutes the primary responsibility of journalists. When news events occur, journalists first conduct gathering, editing, and observation, then analyze the actual circumstances. Typically, journalists are responsible for photography, on-camera appearances, and off-camera interviews. They must consider not only newspaper article layout but also television appearances, cooperating seamlessly with photographers to ensure successful interviews [3]. During interviews, journalists must pay clear attention to the actual circumstances of news events, distinguish primary from secondary tasks, and focus on key priorities. Details are shown in Table 1 .

**Table 1 Main Content of Journalists' Interviews**

	Traditional Media Period	New Era
<b>Work Content</b>	Gathering/editing, on-camera appearance, news observation	Photography, gathering/editing, on-camera appearance, editing
<b>Specific Duties</b>	News information acquisition, interviewing parties or witnesses, verifying news information	News information acquisition, interviewing parties or witnesses, verifying news information, completing photography and subsequent news editing

## 3. Impacts on Journalists' Interviews in the New Era

In the new era, news dissemination methods have changed, news types have multiplied, and journalists' interview approaches have been significantly affected. An analysis of current interview practices reveals that these impacts manifest primarily in two aspects.

First, changing audience habits have transformed journalists' interview activities. The Internet era has gradually eliminated audiences' traditional television viewing habits, as they increasingly prefer obtaining news through mobile terminals. Contemporary youth face heavier work pressures and have increasingly fragmented leisure time. To accommodate these temporal characteristics, newly derived media forms feature greater fragmentation—news information is concise and disseminates rapidly, providing convenient conditions for young people to access news [4]. With this shift in information acquisition methods, youth are less willing to passively receive information and instead actively seek it out. Consequently, their loyalty to traditional media has declined. As information publishers, journalists who fail to interact and communicate with audiences

in a timely manner cannot retain them. Many television programs now disappear before gaining audience attention, drowning in competition among numerous new programs. Without innovation, programs risk being buried among countless alternatives. Compared with new media, traditional media's information dissemination is inherently slower, requiring journalists to further adapt to the new media market environment. Journalists must clarify their responsibilities, guide public opinion through news publication, emphasize communication with audiences, narrow the distance between themselves and audiences, capture youth attention, standardize their work content, and uphold innovative thinking during post-production to highlight program characteristics and meet audience demands [5].

Second, the new media era has heightened expectations for journalists' interviewing capabilities. As viewing habits change, audiences develop new media needs. Previously passive information recipients had minimal interaction with television programs. Under traditional media, journalists had clearly defined responsibilities within interview teams with different tasks, primarily using pen and paper to interview subjects, understand their perspectives on events, and discover additional information through professional sensitivity. However, the new media era demands more comprehensive capabilities from journalists. They must not only select appropriate questioning methods but also master techniques to guide interviewees during communication, helping them avoid external interference and provide objective responses [6]. Journalists must also understand diverse interview tools, skillfully use cameras and numerous new online tools, enabling them to handle interviewing, photography, and subsequent editing, ultimately producing better news effects that resonate with audiences.

#### **4. Strategies for Improving Journalists' Interview Skills in the New Era**

Given these circumstances, journalists in the new era must optimize their interview skills by integrating new media platforms and concepts, adapting to contemporary work requirements to improve their practices.

##### **4.1 Cultivating a Professional Work Attitude**

The current social environment has undergone significant changes, with people enjoying more convenient and prosperous living conditions and developing new spiritual needs as material demands are met. Today's society is saturated with various types of information, where foreign and traditional cultures intertwine, impacting people's values and creating a more chaotic social atmosphere. Competition across industries has become intense and restless [7]. The news media industry, influenced by information technology, faces increased competition from emerging media platforms, requiring journalists to adjust their work environments and methods. Facing greater work pressures, some journalists have been influenced by external trends, resorting to fraudulent practices to

gain attention, reputation, and economic benefits. Such behavior damages the media industry's positive image and negatively affects the social environment. In response, journalists in the new era must first maintain their integrity, adhere to professional ethics, uphold a dedicated work attitude, strictly follow professional responsibilities, courageously undertake social responsibilities, and reveal the truth of news events. When publishing content, they must uphold principles of authenticity and objectivity [8].

#### **4.2 Leveraging New Media Platforms**

Having entered the information age, the emergence of new media forms has created more development opportunities and new directions for transformation in traditional media. Television media, as an important component of traditional media and the sector most in need of transformation, must integrate its work with information technology and adopt innovative thinking to achieve reform. Driven by online platforms, traditional media's news dissemination methods have changed, requiring journalists' interview approaches to evolve accordingly. While journalists still need to use traditional interview methods when contacting subjects, they should appropriately utilize information technology to make their approaches more aligned with interviewees' real lives, making it easier for them to express their true thoughts [9]. In subsequent interviews, journalists can combine interview skills with information technology, first using digital tools to investigate interviewees' basic information, collect and organize their interests and communication styles, and prepare thoroughly. Additionally, journalists can conduct interviews without direct face-to-face contact, instead using social software to complete interviews within interviewees' limited fragmented time, facilitating access to more information.

#### **4.3 Creating a Relaxed Atmosphere**

Typically, interview subjects or witnesses experience varying degrees of nervousness during interviews, and many are appearing on camera for the first time, inevitably feeling anxious with cameras surrounding them. When interviewees experience such emotions, their answers to journalists' questions may lack reflection, resulting in imperfect responses. To improve this situation, journalists must master techniques for creating a relaxed atmosphere, using facial expressions or body language to encourage interviewees and help them feel the interview's warmth. By gradually transitioning to the main topic through casual conversation, journalists can narrow the distance between both parties, fostering trust in their hearts. Continuing thematic interviews under such conditions makes it easier to understand the actual circumstances of events while maintaining a relaxed and pleasant interview process [10]. Naturally, journalists must still conduct detailed investigations of interviewees before interviews begin, obtaining substantial information resources and filtering out useful and accurate information to highlight news event content and make reports more compelling during news writing or video editing.

#### 4.4 Selecting Appropriate Questioning Techniques

During interviews, journalists engage in extensive communication with interviewees, who must prepare numerous questions according to news event requirements to inquire about subjects' perspectives and actual situations, thereby obtaining substantial valid information resources. However, if journalists directly question interviewees from the outset, it will inevitably cause discomfort and hinder information acquisition. Therefore, journalists must consider questioning methods and formulate questions strictly based on interviewees' actual circumstances and psychological characteristics to enhance interview effectiveness. The interview stage fully demonstrates journalists' professional competence and personal characteristics. Consequently, they must focus on key content, avoid asking questions that deviate from news events, and adhere to professional standards during interviews. They must not induce or suggest answers to interviewees, avoiding subjective influence. Additionally, journalists should not limit the scope of interviewees' responses but can listen to their genuine thoughts, accepting their answers regardless of correctness to obtain their perspectives.

In summary, journalists in the new era face a more complex information environment. To quickly and accurately filter useful news information and compile it into usable reports, journalists must continuously enhance their professional competence. Only with high-level interviewing skills can journalists rapidly understand interviewees' spiritual needs, select appropriate interviewing methods, and adopt a listener's role to create a relaxed and pleasant environment that demonstrates sufficient respect, encouraging interviewees to answer questions seriously. Through accumulated experience in various practical activities, journalists can ultimately optimize their interview skills to meet new demands of the new media era.

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*Note: Figure translations are in progress. See original paper for figures.*

*Source: ChinaXiv – Machine translation. Verify with original.*