

Methods and Techniques of Questioning in Television News Interviewing: Postprint

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Abstract

In contemporary China, with the continuous development of new media, public demands regarding TV journalists' questioning methods and techniques during news interviews are becoming increasingly stringent. During news interviews, TV journalists engage in direct face-to-face interaction with interviewees; consequently, questioning methods and techniques exert a certain influence on the quality of news reporting. Therefore, how TV journalists can proficiently and flexibly apply questioning methods and techniques during news interviews has emerged as a significant research topic. To this end, this paper conducts an in-depth analysis and investigation of the questioning methods and techniques employed in TV journalists' news interview work.

Full Text

Methods and Techniques of Questioning in TV Journalists' News Interview Work

Abstract: In China's current stage, with the continuous development of new media, people increasingly demand higher standards for TV journalists' questioning methods and techniques during news interviews. Since TV journalists have direct face-to-face contact with interviewees during news interviews, questioning methods and techniques directly impact news quality. Therefore, how TV journalists can skillfully and flexibly apply questioning methods and techniques has become an important topic.

This paper conducts an in-depth analysis and research on the methods and techniques of questioning in TV journalists' news interview work.

Keywords: TV journalist; news interview; questioning method; questioning technique

2. Questioning Methods and Techniques for TV Journalists in News Interviews

2.1 Maintaining a Cordial Attitude to Create a Favorable Interview Atmosphere

In most cases, interviewees experience varying degrees of psychological pressure and develop a sense of avoidance during interviews, which hinders the smooth progress of TV journalists' news interview work. Therefore, when engaging in close, fundamental verbal communication with interviewees, TV journalists must maintain a sincere and amiable attitude, using gentle language to convey respect and recognition [3]. Simultaneously, journalists should leverage their own affinity and charisma to influence interviewees, further narrowing the psychological distance and creating a favorable interview atmosphere. This effectively eliminates interviewees' tension, anxiety, and other negative emotions within a harmonious and friendly environment, enabling them to enter an optimal state quickly and speak freely without pressure.

2.2 Clarifying Objectives and Enhancing Logical Consistency in Questioning

During news interview activities, TV journalists must first clarify the purpose of the interview. To further enhance interview efficiency, journalists should master the workflow diagram of the news manuscript processing system (as shown in Figure 1 [Figure 1: see original paper]), clearly define interview objectives, and efficiently complete interview tasks according to requirements [4]. For instance, regarding the cause, process, and detailed outcomes of an event. On one hand, questions posed during interviews cannot be arbitrary; journalists must adjust the content and method of subsequent questions based on interviewees' responses. On the other hand, since most interviewee responses tend to be random and lack logical structure, increasing the difficulty of questioning, journalists must not allow subsequent interview work to deviate from the original core due to interviewees' answers. Instead, they should maintain clear interview objectives throughout the questioning process, employing strong logical thinking to center subsequent work around a single core, excavating the interviewed event layer by layer from surface to depth [5], and reporting the most authentic content to the audience. Additionally, during the questioning phase, journalists should avoid posing questions from multiple perspectives simultaneously and refrain from repeating identical questions, as this may disrupt interviewees' normal thinking patterns and negatively impact interview efficiency.

1. Types of Questions in TV Journalist News Interviews

1.1 Open-Ended Questioning

For open-ended questions, there are no fixed or uniform answers. Therefore, during daily interviews, TV journalists must obtain responses from interviewees through their own language organization. This questioning approach enables journalists to acquire more comprehensive news information and possesses certain targeted effectiveness.

1.2 Closed-Ended Questioning

In closed-ended questioning, TV journalists dominate the entire process. The most common responses in this category are primarily “yes” and “no,” requiring interviewees to adopt either an affirmative or negative stance on a particular issue [1]. This questioning method not only helps journalists obtain more news information in a short time but also effectively enhances the effectiveness and quality of news interviews to a certain extent.

1.3 Guided Questioning

Among various questioning types, guided questioning represents the most technically sophisticated approach. This method primarily targets interviewees who are unwilling to reveal the truth. In such situations, TV journalists must skillfully and flexibly apply tactical questioning as a foundation, tactfully resolving awkward silences and embarrassing moments during interviews, and gradually guiding interviewees to indirectly or directly disclose the truth and facts behind events. This questioning approach can progressively elicit valuable information from interviewees through systematic, step-by-step guidance.

2.3 Mastering Questioning and Selecting Appropriate Methods

Throughout the entire news interview process, questioning represents both the core content and the most critical component. Therefore, thorough preparation during the initial interview stage is essential. This requires TV journalists to comprehensively understand interviewees’ educational backgrounds and personality traits, select appropriate questioning methods and expressions based on their overall profiles, and employ targeted opening remarks during interviews [6]. For instance, for timid or nervous interviewees, journalists should first enliven the interview atmosphere to help them quickly acclimate to the interview setting; for more outgoing interviewees, journalists can adopt a direct, straightforward questioning approach that cuts to the chase [7]. Additionally, during actual interviews, journalists must not only select appropriate questioning methods and techniques based on interview objectives and interviewees’ comprehensive personality characteristics but also flexibly adjust subsequent questioning approaches according to interviewees’ attitudes and response styles.

For example, for relatively simple data collection questions or when soliciting interviewees' opinions on events, journalists can employ open-ended questions to provide greater space for imagination and reflection, facilitating flexible application of questioning techniques and reasonable adjustment of question content to further enhance interview efficiency [8]. Furthermore, for interviewees with strong privacy concerns or evasive emotions, guided questions should be selected to gradually weaken their defensive psychology through logical questioning, thereby further excavating the truth behind events and obtaining more valuable news information.

2.4 Questioning from the Audience' s Perspective

The ultimate purpose of TV journalists' interview work is to provide the general public with valuable news content. Therefore, during interviews, journalists should conduct targeted interviews with interviewees from the public' s perspective and report content that is welcomed and recognized by the masses. Moreover, since individuals hold different values, diverse audiences may have varying perceptions of specific news points, generating multiple viewpoints. Consequently, journalists should interview news subjects from the broad public' s perspective and pose targeted questions based on the general public' s thinking to improve interview efficiency.

Conclusion

In summary, as China' s market economy remains vibrant and the new media industry continues to develop, the efficiency and quality of TV journalists' news interviews play an increasingly significant role in the development of news media. As a fundamental skill for every TV journalist, interview questioning requires not only accumulating extensive experience through daily interview practice but also continuously improving communication abilities and cultivating adaptability through numerous interview activities. This enables flexible application of questioning methods and techniques in actual news interview work, further enhancing journalists' adaptability to diverse interview environments, thereby more efficiently gathering various news information resources and providing more valuable news reports to audiences.

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

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