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On How Television Journalists Can Improve News Interviewing in the Digital Age: Postprint

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Abstract

With the continuous development of the era, information volume has demonstrated an explosive growth trend. Therefore, under the evolving new media landscape, it is imperative to commence with conducting thorough developmental research to meet developmental requirements. Especially for journalism professionals, they must adhere to advancing with the times and proactively enhance their own professionalism and comprehensive qualities, thereby acquiring accurate information and improving the effectiveness of news. Based on this, this paper provides a brief exposition on how television journalists in the network context can effectively conduct news interview work, and puts forward several personal views for reference.

Full Text

How Television Journalists Can Conduct Effective News Interviews in the Internet Context

Abstract

With the continuous development of the era, information volume has exhibited explosive growth. Consequently, in the new media age, it is imperative to conduct developmental research to meet evolving demands. For journalists in particular, they must keep pace with the times and proactively enhance their professionalism and comprehensive competencies to obtain accurate information and improve news effectiveness. Television journalists must adopt correct work attitudes, actively disseminate news information, continuously improve their ability to identify and appreciate valuable information, and ensure information authenticity to enhance media credibility. This paper briefly elaborates on how TV journalists can conduct effective news interviews in the internet context and offers several perspectives for reference.

Introduction

In the rapid development of the internet era, it is essential to recognize the importance of news interviewing and to demonstrate the advantages of journalistic work in alignment with contemporary demands. By enhancing their professionalism, journalists can improve the persuasiveness of news. As the era progresses, the television industry must move beyond traditional development models to ensure the effective conduct of news interview work, thereby increasing the influence of television news. During specific interviews, journalists must master workflow and clarify operational details. By communicating with subjects, they can ensure interview completeness. Journalists should appropriately guide interviewees to obtain authentic information. However, some interviewees suffer from poor psychological quality and often struggle to relax during interviews, which affects smooth implementation. To address this phenomenon, journalists must prepare in advance and develop targeted interview plans to ensure orderly processes. Throughout interviews, journalists must grasp the essential characteristics of news to attract audience attention while meeting authenticity requirements. To ensure smooth interviewing, journalists must proceed from audience needs, maximize interview quality, ensure reasonable news dissemination scope, and satisfy public demand for news. With continuous internet technology development, interviews generate substantial information, requiring timely screening to improve news authority and guide public opinion. Only by engaging in news interview work can journalists provide valuable information to the public while adhering to industry norms.

Challenges in News Interviewing

2.1 Material Collection Issues

Under the rapid development of online information, news media has made considerable progress while simultaneously impacting traditional media. Although information volume has increased significantly, substantial false information exists. Some journalists collect materials without conducting field investigations, merely borrowing information from other websites, which compromises authenticity and affects audience judgment. In this context, television journalists must adopt correct work attitudes, actively disseminate news information, continuously improve their ability to identify and appreciate valuable information, and ensure information authenticity to enhance media credibility.

2.2 Insufficient Comprehensive Quality

The rapid development of information technology has affected the survival and development of traditional media. However, regarding the essence of news, timeliness remains paramount. Under new media development, information can be disseminated within the shortest time, causing content reported by television media to become secondary material for other new media platforms and resulting in audience migration. With the rapid development of the times, people's

quality of life has improved significantly, and their information reception methods have evolved—for instance, acquiring information through mobile phones or computers. This convenient access allows them to grasp the most novel information without time constraints. Television journalists must continuously enhance their insight to better identify news and ensure reported content maintains authenticity while satisfying news veracity requirements. However, research reveals that due to some journalists' inadequate comprehensive qualities, they directly copy news from other online media, affecting the completeness of news events. Influenced by multiple factors, such practices result in low news value that ultimately fails to meet audience demands.

2.3 Deficiencies in Interview Techniques

Journalists dominate news interviews and must determine news themes and select scientific interview methods based on interviewee characteristics. From this perspective, interview techniques require continuous improvement based on actual conditions. However, in some television stations, journalists' insufficient interview abilities prevent them from properly guiding interviewees, resulting in unsatisfactory interview quality. During interviews, journalists must actively communicate with interviewees to ensure they relax and express their genuine thoughts through effective interviewing. Nevertheless, influenced by various factors, some television journalists cannot implement this approach, ultimately affecting the accuracy of reported content.

Strategies for Effective Interviewing

3.1 Preparation Work

Before conducting interviews, journalists must thoroughly prepare to improve accuracy. First, they should organize collected materials; second, determine interview themes and direction; third, research interviewee characteristics to enhance effectiveness. Only by completing preparatory work in each segment can journalists ensure orderly operations and smooth interview processes. During preparation, journalists must also study relevant policies and theories. For instance, when facing economy-related news, they need to understand financial content to determine appropriate themes; for education-related topics, they must grasp advanced national education policies and theories to lay foundations for subsequent interviews. Daily work requires journalists to actively accumulate knowledge across different fields to improve reporting accuracy. Before formal interviews, journalists should collect materials based on existing knowledge to ensure reported content attracts audience attention.

3.2 Mastering Interview Techniques

During interviews, journalists require certain questioning abilities to ensure effectiveness. They must actively learn professional knowledge and continuously

improve interview techniques. First, employ direct questioning methods, adhering to straightforward and concise principles to ensure effective interviews and directly obtain valuable information. Second, utilize side questioning methods. Side questioning can guide interviewees indirectly, prompting them to express their thoughts. For example, some introverted interviewees possess insufficient communication skills and struggle to articulate their ideas accurately. When facing such interviewees, journalists must conduct gradual guidance. Third, employ rhetorical questioning methods, primarily used when interviewees refuse interviews due to other psychological factors. Journalists must use rhetorical questions to stimulate interviewees' desire to respond.

3.3 Enhancing Professional Competence

In news interviews, television journalists must exercise proper dominance to conduct interviews effectively and improve work quality. Practically, they must enhance professional ethics and quality to ensure professionalism. First, improve professional competence. During interviews, journalists must clearly recognize their equal status with interviewees to analyze issues from interviewees' perspectives, sense their emotional changes, and ensure smooth interviews based on established trust. Second, actively learn professional knowledge and improve professional skills. This includes enhancing writing and language abilities to control interview frequency and rhythm, using appropriate techniques to express genuine thoughts. In today's rapid development, networks have been widely applied, requiring television journalists to master modern interview techniques and facilities to improve methods. Third, possess good insight. During interviews, emotional changes in interviewees often occur, requiring journalists to maintain concentration, detect emotional changes, and make adjustments accordingly. Fourth, employ advanced technical means. Under rapid network development, information technology has significantly improved, requiring journalists to continuously enhance professional abilities, identify news events' cores and priorities, and select valuable information for interviews. Only by identifying false information can journalists conduct better news reporting.

Conclusion

In summary, in the new era, television journalists must start by clarifying interview objectives, continuously improve professional techniques and capabilities, actively participate in interviews, solve emerging problems, and obtain valuable information to lay foundations for improving news quality.

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

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