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Interviewing Techniques of Television News Reporters in the Converged Media Era: Post-Print

Authors: Wang Huiqiang

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Abstract

In the era of integrated media, the methods and efficiency of news dissemination have undergone significant changes. The popularization of the internet has brought substantial impact and challenges to the development of television news, with information dissemination exhibiting a trend toward diversification. Television news interview activities possess distinct methods and characteristics. During on-site news interviews, journalists' questioning techniques have a direct impact on the effectiveness of the interview. This paper elucidates the deep integration of media and journalists' mission and responsibilities, explores questioning methodologies for journalists at news interview scenes, journalist questioning techniques, and pathways for improving news quality, analyzes the impact of integrated media on television communication, aiming to assist journalists in their interview activities.

Full Text

Questioning Techniques for TV News Reporters in the Era of Media Convergence

Abstract: In the era of media convergence, news dissemination methods and efficiency have undergone significant changes. The popularization of the internet has exerted substantial influence and impact on the development of television news, with information transmission showing a trend toward diversification. TV news interviews possess distinct methods and characteristics. During on-site news interviews, reporters' questioning techniques directly affect interview outcomes. This paper expounds on the mission and responsibilities of journalists amid deep media convergence, explores how reporters should pose questions in interview settings, examines questioning techniques, and proposes pathways for improving news quality. It also analyzes the impact of media convergence on television communication, aiming to provide assistance for journalists' interview activities.

Keywords: media convergence; TV news; interview activities; questioning techniques; characteristics

Author: Wang Huiqiang

In the era of media convergence, information content has become richer and information sources more diversified. Approaches that focus on interviewing techniques in isolation from integration no longer suit media development. Television professionals must engage in self-directed learning and self-improvement from theory to practice. TV news carries certain authority, requiring TV news reporters to adopt in-depth, flexible questioning methods to obtain news information and achieve effective news reporting. During TV news interviews, questioning constitutes a crucial link and forms the foundation of high-quality news. Therefore, reporters should emphasize questioning methods and techniques, continuously enhance their professional knowledge and personal competence, employ effective questioning approaches, obtain valuable news information, and improve TV news quality.

1. Characteristics and Principles of TV News Interviews under Media Convergence

Against the backdrop of media convergence, the media landscape and public opinion patterns have undergone profound changes. Television stations should proactively adapt to the needs of converged news production and dissemination, adjust organizational structures, reinvent workflows, and achieve integrated linkage between television and new media to capture the high ground in news and public opinion. As mainstream media, television stations must prioritize telling good news stories, serving the people, and innovating program content.

TV news interviews require adjustment of their characteristics to achieve improvement. The main features include documentary nature, visuality, and on-site presence. The documentary characteristic requires TV news reporters to film and report on environments, subjects, and details to maximize event restoration. The visuality characteristic means that different media employ different thinking modes during interviews. TV news interviews combine visual and auditory elements, thus requiring visual thinking. The interview process should be colloquial, with innovative reporting of news events to meet the enormous challenges facing television media in the convergence era. The on-site presence characteristic means TV news interviews must reflect event facts at the location. The tenet of TV news interviews is to present people in their true colors. Although TV news “restoration” includes both sound and images, limited by space and footage, it can only achieve partial “restoration.”

Reporters’ questioning should follow corresponding principles to ensure efficiency and quality. The interview process should adhere to the following principles: timeliness—ensuring news information remains “new” and maintains its time-sensitive characteristics; planning—adjusting question content and meth-

ods based on interviewees' responses; and objectivity—truthfully reflecting people and events in TV news interviews.

2. Questioning Techniques for TV News Reporters During Interviews

2.1 Questions Should Be Logical

As excellent TV news reporters, interviews should follow certain logical thinking when posing questions, gradually guiding interviewees to effectively improve interview outcomes and news quality. Without following logical thinking, interviews often become incoherent. Journalists frequently approach questions from multiple angles, blindly pursuing speed, causing interviewees' thinking to become confused and making it difficult to obtain effective information, resulting in poor interview outcomes. Therefore, during TV news interviews, reporters should follow certain logical thinking in questioning to achieve desired news effects.

2.2 Clarify Interview Objectives and Themes

The primary goal of news reporters is to obtain specific events and related materials from interviewees. If questions are too abstract or general, interviewees won't know where to begin, making in-depth questioning difficult. Therefore, during TV news interviews, it is necessary to clarify interview objectives and themes. For example, in an interview about a bumper grain harvest, a broad, all-encompassing question like "Discuss the benefits that grain cultivation has brought you?" often leaves interviewees at a loss. If rephrased as "How much can you earn in a year during a bumper grain harvest?" such a question becomes more specific and targeted, giving interviewees something to say and making them more willing to respond.

2.3 Questioning as an Art: Attend to Conversational Tone

During TV news interviews, reporters' friendly attitude and amicable tone directly affect interview outcomes and information acquisition. A sincere attitude can narrow the distance between both parties, preventing resistance to the reporter's questions and encouraging active responses. Therefore, during interviews, reporters should pay attention to their tone, respect each other, and conduct interviews without involving the other party's privacy to obtain effective news information.

2.4 Create a Suitable Interview Atmosphere

Creating a favorable interview atmosphere constitutes a basic professional competency for news reporters. Journalists should enhance their personal qualities to foster a good interview atmosphere through their own charisma and approachability. In many cases, interviewees are meeting the reporter for the first time.

Under such circumstances, a “question-and-answer” format can create nervousness and reduce enthusiasm for responding. Therefore, during interviews, reporters should not rush to question but first communicate with interviewees, integrating questions into conversation to gradually open their hearts and speak their minds. Completing questions through casual conversation makes interviews more authentic and natural, eliminates interviewees’ nervousness, and achieves twice the result with half the effort. Additionally, during interviews, reporters should actively communicate and interact with interviewees to avoid awkward silences and achieve interview objectives.

2.5 Pay Attention to Questioning Methods

During TV news interviews, reporters primarily employ two questioning methods: closed-ended and open-ended. Closed-ended questioning can understand interviewees’ views on news events but has a relatively narrow scope. Open-ended questioning has no strict requirements or restrictions, allowing interviewees to express their thoughts and opinions on topics. Additionally, TV news reporters should consider interviewees’ characteristics such as culture and personality when questioning, selecting scientific and reasonable questioning methods to ensure smooth interviews, complete tasks, and obtain valuable news information.

3. Ways to Improve News Quality through Deep Media Convergence Development

Deep media convergence development focuses on news, with breakthroughs also in news. Producing high-quality news content is fundamental. TV news dissemination must stimulate traditional advantages, broaden brand value, achieve transformation and upgrading, create key TV news columns and premium channels, and deeply integrate with new media matrices to actively occupy emerging public opinion positions. In this regard, journalists’ interview activities should accomplish the following tasks.

3.1 Strengthen Professional Knowledge and Skills of Reporters

Comprehensively improving TV news interview professional skills constitutes an important pathway to enhance TV news quality. Only through integrated innovation of new technologies, methods, and carriers can journalists quickly improve program quality. In the context of deep media convergence, the quality of news obtained by reporters directly affects TV news interview quality. Ultimately, reporters’ professional knowledge and skills significantly impact interview quality. As professional journalists, they should be able to adjust questioning techniques using their expertise to encourage interviewees to speak freely. For instance, during interviews, reporters should identify unique aspects of interviewees and pose answerable questions. When facing different interviewees, questioning techniques should be flexibly adapted, with question depth and content varying ac-

ording to the interviewee. Therefore, TV news reporters should continuously promote their professional knowledge learning and skill improvement, master questioning techniques and conversational arts, and ensure high-quality news reporting.

3.2 Face Deep Convergence Squarely, Respect Audience Perspectives

Objective facts are the sole criterion for testing news authenticity, while credibility standards are subjective. For television media, audiences are not passive objects that can be easily influenced. Every audience member has their emotions, thoughts, and beliefs. Through long-term life practice, they must identify and select large amounts of information, gradually accumulating experience that forms a psychological set. What they consider credible they accept; what they don't, they reject or oppose. Therefore, journalists should be adept at expressing their viewpoints through guidance during interviews, allowing facts to evoke audience associations and understand the philosophy contained within things. Based on deep media convergence, they should fully respect audience judgment to improve TV news ratings.

3.3 Fully Prepare for News Interview Activities

Reporters' questioning directly affects news quality and serves as an important source of news information acquisition. In the media convergence era where everyone is a self-media creator, if on-site questioning is not targeted and language deviations occur, bystanders might record and spread it on the internet, tarnishing the interview activity. Therefore, after receiving interview assignments, journalists must thoroughly prepare to ensure smooth interviews. For example, communicating with interviewees in advance helps them make psychological preparations and avoids refusals or awkward silences. Especially when conducting interviews on major topics, journalists should make sufficient preparations beforehand, gaining in-depth understanding of events and subjects to question methodically, obtain effective news information, and improve news quality.

4. Conclusion

Without innovative thinking, mainstream television media cannot grasp media transformation trends. Based on this concept, journalists should continuously strengthen their professional knowledge learning, master questioning techniques and language arts, promote news quality improvement, and fulfill their responsibilities as mainstream media by serving the people, innovating discourse, telling good stories, and conducting effective news publicity work.

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(Author’s Affiliation: Zhengzhou Television Station)

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