**ESSENTIALS OF A GOOD INTERVIEW I**

While conducting any kind of interview we have gone through, the interviewer must carry the following points in his mind if he/she wishes to have a quality interview:

**Objective to be achieved must be clear**

It means “What is to be achieved?”, either pure information or comments and opinions.

* **Pure information**. **(accidents, disasters, floods)**

Some examples of pure information oriented questions are as under:

* + What caused the fire?
	+ What difficulties did the fire-fighters have?
	+ What was the intensity of fire?
	+ What is the new venture of top heroin?
	+ Which song do you like most?
	+ What is Pakistan’s new education policy?
	+ What incentives has Pakistan announced to allure foreign investors to invest in Pakistan?
* **Comments and Opinion**

Some examples of pure “comments and opinion” oriented questions are as under:

* Why do we need a new dam?
* What will be the reaction of the settlers over there?
* What if new dams are not planned and constructed?
* Why do you think Pakistan lost hockey champions trophy?
* What do you suggest cricket players to maintain consistency in their performance?

**Topic must be specific**

The topic about which the reporter has to ask from the interviewer must be specific and narrowed down otherwise the interview will not be well-focused and the listener and the interviewee will remain confused.

**Possible topics regarding Education**

* Primary Education
* Secondary Education
* High School Education
* Higher Education
* Masters Level
* Research Level
* Government's policy about Primary Education
* Budget Allocation
* Number of schools in Rural Areas / Urban Areas

**Research**

The most important factor a reporter needs to keep in mind is research. Interviewer must extend his/her research to the following components of the interview:

**Topic**

To have adequate knowledge about the topic reporter may consult the following **sources**

* Newspapers
* Magazines
* Books
* Experts

**Interviewee**

* Relatives/ friends must be contacted to get maximum and accurate knowledge about the interviewee.
* Achievements/ distinctions/ publications of the interviewee must be known to the interviewer.
* Temperament/ Attitude of the interviewer must be known to the interviewer.

**Preparation of the Interview**

**Questions**

Good questions produce good answers. The questions must be able to get answers.

**Types of questions**

**1. Questions demanding either YES or NO**

These questions start with helping verbs. For instance:

* + **Will** you join the organization?
	+ **Do** you think Pakistan will win the match?
	+ **Do** you agree with the changes in the cast of the film?
1. **Question words demanding names, places and timing** The questions that start with helping words:
	* **Who** asks name.
	* **When** asks timing.
	* **Where** asks location.
2. **Questions words demanding Interpretation**
	* **What** asks the nature of the incident.
	* **Why** asks the reason, the explanation.
	* **How** asks the way an incident took place.

**ESSENTIALS OF A GOOD INTERVIEW II**

**Preparation of the Interview**

**Short, single idea question**

Question must be short and clear ---to be understood by both, listeners and the interviewee. One question must carry one idea so that the interviewee feels comfy while arranging his words to be uttered in the answer of that question.

**Bad Example**

*Referring to your answer to the previous question, what I gather is that you yourself don’t see eye to eye with the illegal settlers on the railway land but owing to different reasons perhaps you are likely to give in to them. It is also said that there is a kind of mafia, I mean, a kind of pressure group that is trying to maneuver the situation. In these circumstances what policy will you go for getting the settlers to vacant the railway land?*

Now in the construction of this question there are turns and twists and the interviewee is likely to get confused. On the other hand the listener will also get lost on this winding question. Instead of getting so verbose, the reporter is required to get simple and to-the-point.

**Good Example**

*In the all bitter circumstances which you have explained, which policy will you adopt to make the illegal settlers vacant the land?*

**Logical Progress from point to point**

The flow of the conversation between interview and interviewer must be logical and natural. Every next question must have a link with the answer of the previous question. Following this strategy, the interviewee will not derail and the listeners will move with the interview smoothly and they will not find any jump in the progress of the interview.

**Avoid double questions**

At one time only one question must be asked. Making the interviewee face more than one question will certainly confuse him and he will not be able to answer properly even one question. The listener will also forget the first asked question.

This rule, however, doesn’t apply to actuality type interview. The reason being is, in actuality interview the reporter’s voice is taken out from the final production and the interviewee’s answers are required to be in detail and without more interruptions.

**Questions must be relevant to the topic**

The reporter must not beat about the bush and he is required to be to-the-point. Relevant questions will keep the interviewee on the track and the listeners will not get bored.

**Leading questions must be avoided**

The questions which lead the interviewee to a certain conclusion are called leading questions. It becomes obvious from the questions that the reporter is trying to give the words of his own choice into the mouth of the interviewee. By putting leading questions sometimes reporter appears to be biased as well that spoils his image in the minds of the listeners. It shows biasness.

**Questions with statements**

At times it is necessary to give some background information before the reporter puts a question. The question and statement must be noticeably distinct from each other.

**Out-of-date questions**

Don’t mention days & times while framing questions.

**Interviewer’s knowledge**

The interviewer’s knowledge about the topic of the interview must be up dated otherwise he may have to cut a sorry figure during the course of the interview.

**Repeating the answer in the next question**

An interviewer must avoid repeating the answer of the interviewee in the next question. He, however, frames his question from the information given by the interviewee in his answer to the previous question or questions.

**Audience**

While framing the questions an interviewer must have a precise knowledge about the audience he has to conduct interview for.

If the listeners are general then the questions must be easy and simple but if the target audience are specialized then he has the option to make the overall impression of the interview specialized. The subject of the interview must be of the interest of the audience.

**Language**

The language employed by the interviewer while conducting interview must be:

* Easy
* Spoken
* Terms & Jargons used by interviewee are to be explained by the interviewee.

**Requisites of an interviewer**

The interviewer:

* Must appear interested in the task.
* Must not impress the interviewee.
* Dress up in a proper way.
* Check & recheck the tape recorder, microphone and batteries.
* Do not forget to have at least one cassette more than he thinks he need.
* Must avoid advancing any opinion or value judgment
* Do not say “I think it is so.” But say “It might be so.” or “People think---”
* Always have eye-to-eye contact with the interviewee.
* Draw as much information as is necessary.
* Avoid tag or leading questions. “You enjoy playing England, don’t you?”
* Avoid asking cliché questions. “How do you feel on your husband's death?”
* Must ask open-ended questions.
	+ Ask “What is this?” (open-ended question)
	+ Do not ask “Is this an apple?” (close-ended question)
	+ Ask “Where do you sell your products?” (open-ended question)
	+ Do not ask “Do you sell your products in local market?” (close-ended question)