

This course is designed for anyone who has to conduct interviews - whether you are a journalist, writer, researcher or just someone who is required to undertake interviews face to face or over the phone as part of your job. The course covers asking the right questions, opening gambits, avoiding closed answers, keeping an interview on-track and how to ensure you leave an interview with the information you need. The course also covers tips and tricks for dealing with reluctant or difficult interviewees.

Course Information

Duration:	One day	Location:	London
Cost:	Public course: £325 plus VAT Individual tuition: £495 plus VAT	Dates:	Please call 020 7359 9880 or visit www.lcmj.co.uk

Key topics:

- Interviews vs conversations
- Preparing for an interview
- Discovering the angle
- The interview arc
- Different types of interview
- Transcribing and quotes
- The difficult interview

Course Outline

Interviews vs conversations

- How interviews and conversations differ
- Developing an interview technique

Preparing for an interview

- Essential preparation
- What to research and how to research it

Discovering the angle

- Choosing an angle for the interview
- Establishing credibility and building rapport
- Structuring your questions
- Maintaining the angle
- Using body language
- Staying focused during an interview

The interview arc

- What is the interview arc and how does it function?

Different types of interview

- Phone, email and face to face
- Advantages and disadvantages of each
- Adapting your interview style for each medium
- Avoiding closed answers

Transcribing and quotes

- Notes or recording?
- Organising your interview notes - what to use and what to throw away
- Using quotes from your interview
- How to obtain quotes from an interview effectively and ethically
- On or off the record?
- Using information gleaned both on and off the record effectively
- Legal implications

The difficult interview

- How to deal with reluctant or difficult interviewees

All courses at the London College of Media and Journalism are supported by six months telephone Helpline support.