

1. Contact of the interviewee

The most important thing for the interviewee is sincerity. For appointment-based interviews, this requires the interviewer to state his or her identity, the main purpose of the interview, and the main content of the interview when contacting the interviewee at the very beginning.

Moreover, the interview environment is very important. The interviewer's desire to express himself or herself is stronger in an environment related to the scene of the event, which means that the interview should be organically integrated with the environment, which is the mirroring nature of the language environment. For example, when interviewing a researcher, the interviewee's desire to express himself will be stronger in the laboratory, because this is the environment he is used to.

Then, the interview should be conducted at a time when the interviewee has the time, energy, and willingness to do so, with his consent. For example, if the interviewee is concentrating on his work, we should not interrupt in the middle, not to cause bad consequences, and not to cause chaos. The most important thing in an interview is to communicate in advance sincerely. For random interviews on the street, the interviewer needs to explain his or her intention at the very beginning with simple words and direct and effective supporting materials.

2. What to do before the interview

Interviews are human-to-human communication activities involving other stakeholders. To minimize trouble for the interviewee, the interviewer should clarify the purpose of the interview and write an outline of the interview as much as possible beforehand. Considering that the interviewee has the autonomy to choose whether to answer or not, we will provide him/her with the main content and outline of the interview before the interview so that he/she can have some psychological preparation. Before preparing the interview outline, the interviewer also needs to have a basic understanding of the field so that he or she can directly obtain effective information ^[1].

There are two main types of questions in the interview outline, including closed-ended questions and open-ended questions ^[4]. Closed-ended questioning is when the questioner asks questions with pre-determined answers and the respondent's answers do not need to be expanded so that the questioner can clarify certain issues. Open-ended questioning refers to asking more general, wide-ranging questions that do not strictly limit the content of the answer.

In the objective material world, any object is diverse, and finding the phenomenon of difference is the key to asking targeted questions. So, when writing an interview outline to set questions, closed questions should be more than open questions in order to ensure the effectiveness of the interview. But people are not rational machines, and open-ended questions are good to provide support for the interviewee to ease the tension and enter the interview.

When setting the content of the questions, it is also necessary to combine overview with detailed examination ^[4]. The overview focuses on the outline and the whole, such as the perception of a certain area. On the other hand, a detailed examination focuses on the details and features of the matter, such as the reasons for a certain opinion. If there is only an overview but not a detail in an interview, the report will tend to be generalized. If there is a lack of overview, the report will tend

to be one-sided.

After defining the purpose of the interview and determining the outline, the interviewer should also define the roles of the group, including the main questioner who controls the pace and focus of the interview, the who ensures that the basic outline is completed within the scheduled time, the chief mate who asks additional questions and follow-up questions, and the recorder who takes notes. If the interview is compared to sailing, the main questioner is the captain, the chief mate is the first mate, and the recorder is the pilot who is responsible for recording the logbook.

3. The interview process

According to the interview process, the interview skills can be divided into three parts, questioning skills, listening skills and observation skills.

3.1 Questioning skills

These questions can be asked about questioning: when to ask, what to ask, and how to ask [5]. This actually represents the timing, content and method of questioning. Let the interviewee speak freely. Before the interview, get a general understanding of the news content, interact with the interviewee around the news topic, let the interviewee speak freely, close the distance between the reporter and the interviewee, and make the whole dialogue environment become relaxed and free to enhance the interview effect. [7]

3.2 Listening skills

Give appropriate responses. When conducting an interview, you can respond to the interviewee's answers with appropriate actions and words. In the follow-up interview, the interviewee will also cooperate more actively with the interview. This approach also keeps the two minds in sync and prevents the interview from going off-topic. And the interviewer cannot just follow the interview outline on the fly [7]

For a long time, our communication model has been more transmitter-centered than audience-centered. The interview is not a one-way "conveyance" of established ideas and content to the audience, and such an interview will only make the interview process go on exactly according to the pre-conceived ideas, resulting in the interviewee "climbing up the pole" and the interviewer sometimes even knowingly asking awkward questions. The situation. Such an interview cannot go deeper, let alone get important and unique information [4].

3.3 Observation Skills

The interviewer should first have a positive attitude toward the interview, but also needs to take care of the interviewee's emotions, not with subjective intentions, and to conduct the interview from a neutral perspective.

News reporters should pay attention to the interviewee's words and behavior during the interview process, pay attention to the interviewee's tone, intonation and behavior and other changes, and be able to improvise and quickly adjust the next questioning style. Most random interviewees are defensive or resistant when being interviewed, and experience mood swings, which are not conducive to the smooth conduct of the interview. The interviewer needs to carefully observe the emotional changes of the interviewee during the interview, adjust the content of the questions according to these changes, pay attention to the way of communication with the interviewee, and

reduce the interviewee's psychological defenses. For some profound questions, the interviewer should carefully observe the interviewee's reaction, master the rhythm of the whole interview process, and interact well with the interviewee, so as to interview more valuable information and improve the effect of the news interview. [3] And for the same type of interviewer also according to the interviewee's different, change the interview ideas, change the interview questions

3.4 Different considerations for interviewing people with different jobs and personalities

With different levels of education, different life experiences, and different educational backgrounds, people have different personalities and emotions. There are general methods and techniques for interviewing, but different considerations are needed for interviewing people with different occupations and personalities.

For the masses, try to use colloquial expressions that are easy to understand when asking questions; dressing casually is good for improving the interviewer's affinity and can reduce the interviewee's psychological wariness [6]. Focusing on the logic and guidance of questions can inspire the interviewee's thinking [8]. The most important thing is to win trust. For professionals, do not talk about amateurs. This requires first understanding the background of the practice, its scientific value, and being prepared, otherwise it appears disrespectful. The same is true for companies and governments. During our interviews, we also found that when we conducted street interviews in the local language, more people would be interviewed - in other words, more likely to be trusted.

4. What to do after the interview

After the interview, in addition to keeping the interviewer's information secure, it is also necessary to consider whether to design national information security. When writing the script after the interview is completed, to grasp the most core useful content of an interview, you can use the inverted pyramid structure to put the most important core topics in front to attract the audience's attention.

5. Notes on online interviews

Currently, due to epidemic restrictions, many interviews can only be conducted online. However, online interviews are bad because they block non-verbal communication such as eyes, expressions, body language, etc. Online interviews such as voice chats will block such effective information, and videos will also have certain limitations of delay and clarity. If only voice interviews can be adopted, firstly, the interviewer needs to be very familiar with the interview outline and be able to clearly and accurately grasp the focus of this interview as well as the key points in the interviewee's answer content; secondly, the written manuscript needs to be sent back to the interviewee for review to ensure accuracy.

6. References

[1]刘阳,陈金.新闻记者采访的提问艺术研究[J].采写编,2021(03):83-84.

[2]徐影.电台记者针对不同采访对象的提问技巧[J].活力,2017(5):50-50.

[3]尹慧生.浅析电视台新闻记者对新闻采访技巧的运用[J].新闻研究导刊,2018(10):214-214.

- [4]徐丽颖.采访技巧谈[J].辽宁广播电视大学学报,2009(4):105-106.
- [5]赵昕.新闻采访中提问技巧对采访质量的影响及对策研究[J].新闻文化建设,2020(9):7-8.
- [6]谢磊.新闻采访技巧在基层采访中的运用[J].记者摇篮,2021(09):76-77.
- [7]杨娜.浅谈采访技巧在基层采访中的运用[J].记者摇篮,2020(04):80-81.
- [8]薛利平.小议基层新闻采访技巧[J].新闻传播,2014(02):272+274.