



7 Deadly Sins of Interviewing

Listening Guide for Sin #1

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Sin #1: Not Asking Questions



In this video you will discover the first of seven deadly sins of interviewing. Watch and you will see how making statements instead of asking questions causes interviews to go awry.

Overview

By the end of this video you will be able to:

- List the six journalistic basics of questioning.
- Name the first deadly sin of interviewing.
- Explain why it is important to ask questions instead of making statements when conducting an interview.
- Refine your own interviewing technique.
- Recognize and correct this sin before it happens.

Your Checklist:

- Watch the video.
- Follow along with the listening guide.
- Take the quiz.
- Do the exercise.

Listening Guide for Video One

1. What is Sin #1 _____
2. What are the six journalistic basics to questioning?
3. When an interview goes awry it's usually the fault of the _____.
4. When conducting an interview _____ on asking questions.

5. Example #1: Mike Francesa

What did Mike Francesa do wrong when asking his questions?

How could he have asked his questions differently?

6. Example #2: Mike Francesa

How did this interview go awry?

7. Instead of making _____... Ask _____.

8. Example #3: Taylor Swift

What did Robin Roberts of the GMA group do to make her statement sound like a question?

As a result of not asking a question what did Taylor Swift do?

Knowledge Check

1. The first deadly sin of interviewing is making a statement instead of:
 - a. Asking a question.
 - b. Writing your thoughts down before making a statement.
 - c. Researching your statement first.
 - d. None of the above.

2. The journalistic basic(s) of questioning is to ask:
 - a. Who?
 - b. What?
 - c. Where?
 - d. When?
 - e. Why?
 - f. How?
 - g. All of the above.

3. When an interview goes awry, it's usually the fault of the:
 - a. guest
 - b. interviewer
 - c. producer
 - d. co-host

Sin #1: Not Asking Questions

Exercise: Watch an Interview

Now it's your turn.

Watch or listen to your favorite interview program. This could be a sports interview, news program, talk show, etc. Listen to the questions they ask. Pay close attention to the questions being asked. When a yes/no question is asked, make note of the answer.

What was the question being asked?

What was the response that was given?

Referencing the six journalistic basics for asking a question, how would you have asked that question?

What do you imagine the response could have been by the interviewee?

Compare the actual answer with the answer you imagine the interviewee could or would have given if the question was phrased properly.

What's the difference?

Notes:
