

TELEVISION INTERVIEWS [TEC010]

Being Interviewed for Television

SAQA Unit Standard: 115790

Credits: 5

NQF level: 5

Duration: 1 day

OVERVIEW:

Let's face it: Great leaders are great because they surround themselves with fantastic, talented people. But most leaders are not very skilled at interviewing. Making poor hiring decisions (and keeping bad hires) based on deficient interviewing skills costs companies millions of Rand every year.

A television interview can be more compelling than any other medium, purely because every facial expression, response and body language is captured by the camera.

It's important to convince viewers and your interviewer that:

- a) You are knowledgeable about your field.
- b) You are responding honestly (even when you are not)
- c) They know more about the subject matter after listening to you.

On completion of this training, participants would have learned how to:

- A basic understanding of camera's and its operation
- A basic understand of video editing
- Formulate short, sharp emotive answers that include the gist of the question
- Learning about 'cutaways' and 'noddies'
- Identify styles and types of interviews
- Plan an effective interview strategy
- Maintaining a single facial expression or eye line
- Develop good interview questions that will generate an emotive response rather than regurgitated quotes
- Successfully dodge difficult questions without losing composure
- Answer a question eloquently to which you don't know the answer
- Take precautions to prevent discrimination
- Plan for follow ups

NB. Attendees will be required to do an on-camera role play interview in the classroom environment and also in studio one-to-one. They will also be provided with a template to assist them with the interview process.