

- **TV Interview**
- **Indoor & Outdoor Production**
- **Storyboard**
- **Research Interview**

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INTERVIEWS

An **interview** is a conversation between two or more people (the interviewer and the interviewee) where questions are asked by the interviewer to obtain information from the interviewee. Interviews can be divided into two rough types, interviews of assessment and interviews for information

Television Interview

- There are two basic ways of handling an interview:
- one designed for an extended interview.
- one for a short interview segment, the kind that is typical for TV news.

Extended interview

- For an extended interview you could start out by lighting and micing the set for the "A" and "B" camera positions at the same time and set up cameras in the A and B.

Short interview

- For a short interview it's easier and takes less equipment to first light and mic camera position "A." Then after you get all of your A-roll footage, move the camera to position "B," mic the reporter, and move your lights to the appropriate position for this (reverse) angle.

Types of Interviews

- GENERAL.
- TALK SHOW.
- AMBUSH
- REMOTE
- EDITED

GENERAL

- This is a one-on-one interview involving a reporter and an individual involved in a specific event or issue.
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GENERAL

- You and the PAO may grant this type of interview on a case-by-case basis, depending on the sensitivity of the issue and if the subject matter is not beyond the responsibility of the person to be interviewed. The PAO should monitor the interview and tape-record it in case questions arise later on the context of the answers or if the interviewee is misquoted.
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TALK SHOW

- Many local television and cable stations have interview shows where “people in the news” are interviewed. These are referred to as “soft” interviews that usually focus on the personality of the person or command, rather than on hard news issues. Nevertheless, prior preparation is important even for a soft interview. Be sure you know if there will be another speaker on the show who will be asked their opinions of the issues the interviewee will address.

AMBUSH

This type of “on-the-run,” unanticipated interview usually is related to some major issue or controversial event. The person leaves his home, a congressional hearing or a courtroom, and is suddenly faced with television cameras, microphones and shouted questions. The main rule here is to keep cool, smile and move as soon as possible.

REMOTE

- This is similar to the general interview but involves the interviewee in one location (such as on the ship's bridge or pier) and the interviewer in a television studio asking questions. There may also be a third party linked by another remote location or in the television studio. The interviewee has an earplug to hear the questions. The main drawback to this interview is the distraction and confusion the audio feedback makes in the earplug. This technical problem makes the interviewee more nervous and thus interferes with the ability to do the best interview possible. Practice with the remote will help, but such interviews are always difficult.

EDITED

- As you already know, any interview, whether it be print, radio or television, may be edited if it is not done live. The problem with the edited interview is that an answer may be edited out of context. One answer to this problem is to have command personnel only appear on live radio or television shows.
- However, even alive interview can be stage-managed by the host. The best advice about this interview is that you know the people you are dealing with. For example, the Navy has had very bad experiences with some so-called

How to Conduct a TV Interview

Whether you're conducting an on-air television interview for a news story or taping one for a talk show, there are a few TV interview tips you should keep in mind when sitting down in front of your subjects:

Know your subject. Do your pre-interview homework before sitting down to ask someone questions. Know their credentials or their background, research their expertise, and be aware of any controversial discussion topics.

Prep your subject. The interviewee should have the chance to prepare for the questions they'll be asked. While you don't usually need to provide a complete list of specific interview questions, give them a general idea or the key points of what they'll be asked and the topics that will be covered. You want an element of spontaneity without catching your subject completely off-guard.

Start slow. Have a goal in mind for the kind of information you want to glean from this interview, and slowly work your way towards it by asking simple questions. Interviews can be emotional, and hammering people with ‘gotcha-style’ questioning or asking the tough questions too soon can cause the interviewee to feel uncomfortable, especially if this is their first TV interview. Remember that this is an interview, not an interrogation. You want to gain your subject’s trust and build to the intense, revealing moments naturally, while also making sure to cover the main points of the story.



Use active listening. Use your body language to indicate your attention and focus is on the person you're interviewing. Letting your interviewee talk and tell their story with only minimal guidance is the ideal way to conduct your interview. You want your audience to see a person freely sharing their story, product, experience, or knowledge—not someone being prodded for sound bites. Even after your subject has answered your question, maintain eye contact and leave a small pause. It's likely your interviewee has a few prepared answers, so give them a moment to try and fill the silence themselves. What they offer may be more of value than continuously trying to steer the conversation yourself.



Ask open-ended questions. Ask follow-up questions to gain more information from your subject, but rather than searching for ‘yes’ or ‘no’ answers, ask questions that will lead to a story, or an emotional share. For instance, “how did you feel when you sold an album for the first time?” Or, “when did you realize you wanted to be a doctor?” These questions may not be part of your outline, but it’s important to react with follow-ups that can expand the story—and questions you know your viewers would want to know the answers to.

What is a Talk Show?

- o A television or radio show in which various topics are discussed to inform or educate the listeners.
- o it is usually hosted by one person, that focuses on interviews or audience participation.
- o In talk shows guests are those people who are learned, Highly educated or who have great experience in relation to whatever issue is being discussed.

- o "Talk Show" is Basically the word of American & Australian English.
- o In British English it is know by "Chat Show".

History

- o The talk show is one of the most popular types of TV programs.
- o This type of show has a long history which goes back to the time that every home got a television in the 1950's.
- o TV talk show has seen the role and characteristics of the host change throughout its history. As the TV talk show has evolved, it has developed its special format, and the role of the host has changed with the passage of the time.

- o Basically The talk show has been evolved from a radio station to a television as a TV talk show.
- o The television was not much common in every home in the over the world in the 1930's.
- o Most people used to heard the news and the events by radio.
- o Talk show was started for the first time on-air at radio.
- o After that, in the 1950's was the Golden Age which the televisions were the most popular entertainment things for every member in a family.

Classification According to the Medium

Two Types Of Medium.

Radio:

- o No doubt the talk show is emerged due to this medium but now a days it is not worthy to put any impact to the audience as compare to the TV.
- o There is short list of the talk shows in radio like the Live shows wethere it is in evening or in morning.
- o In this live show the host just chit chat on a particualar topic most probebliy in funny way.

- o Tv Talk shows:
- o As we know that the impact of the tv is more than the radio.
- o Because we can see who is speaking and what is happening.
- o With the developing in media lots of the categories are evolved in talk shows.

Categories According to the timing

- ◊ Day timing
- ◊ Afternoon
- ◊ Evening

Day Time

- ◊ Day time is a time which mostly targets the house wives.
- ◊ There are also many types of shows in that time.
- ◊ Like Morning shows, Cooking shows, Tv Magazine show
- ◊ i.e Geo Shaan Say, Utho Jago Pakistan, Subh Sawery Maya Kay Sath

Afternoon

- o This is the time when there is less viewership of tv channels
- o In this time TV Channels mostly on air the repeated telecast of live shows of the last day.
- o i.e Repeated Telecast of the Capital Talk on Geo News

Evening

- o This is basically the time when most of the People are free from their work places.
- o So they spend most of their time on watching the tv shows.
- o Thus, there is more viewership at this time so the most important or top rated shows of any tv channel on air their programs at evening time.
- o Political shows are more common at this time because of the interest of the people.

Types of talkshows

- o There are many types of talk show programs on television. These talk show programs are produced by the production staff to deliver viewing pleasure to a variety of audience. Most audiences love to follow a broadcast news program because everyone wants to be up-to-date on today's events. In addition, news programs allow their viewers to experience many headlines around the world. Some viewers are into sports, too, as these programs are exciting and fascinating. On the other hand, some prefer a much lighter content and decide to watch popular entertainment programs.

News talkshows

- o The first category of talk show is the news program. A news talk show is a program that analyses the information in current reports or events. There are many headlines to debate or discuss in this kind of talk show. For instance, political, business and stock market, educational, and cultural talk shows are those with the top ratings.
- o Sometimes the anchor is joined by a specialist to provide an in depth discussion on important topics. News talk shows are broadcast during prime time, which usually takes place during the morning and evening hours.
- o These shows are usually televised in half- to an hour-length segment. The morning segment is typically broadcast in the morning and is narrated by one host or a small team of journalists consisting of at least a male and female news anchor. These shows are either live or taped.
- o The late night program has a statelier format than the morning show and is usually hosted by one person. The night shows always deal with a specific topic, and the host is then joined by experts who were invited to discuss the topic of the day. These types of shows are aimed toward adults and older-aged viewers.

Sports talkshows

- o The second type of talk show is the sports talk show. These shows are broadcasted regularly on FOX Sports Network, ten sports and ESPN, respectively. Just like a regular talk shows, sports talk shows are produced by the production staff and consist of the host and the guest of the show.
- o These shows are relatively concise and usually last for thirty minutes. The format of the show usually contains a discussion of several headlines in sports ranging from the nation's favorites to Olympic sports. Moreover, many are specialized shows that devote all of their resources to specific sports.
- o The host of sports talk show also provides a daily updates and conducts an interview with famous athletes.

Entertainment talkshows

- o The third type of talk show is the entertainment talk show. Entertainment talk shows are created to bring a very light content to audience. Therefore, these shows are all about enjoyment factors. People in an entertainment talk show usually consist of the host, whose function is to interview the guests who were invited to share their stories.
- o The shows can be categorized into a daytime and a night-time segments. Daytime viewers are composed of women or housewives. Thus, daytime entertainment talk shows focus on home daily activities. This show has a casual style and talks about general topics but manages to grab viewer's attention. Other shows such as cooking, homemaking, home repair, and fashion are among the favorites of the day time entertainment talk show.
- o Most of the more popular evening and night or late night shows are televised in an hour length. The structure and the format of most evening show usually features a high caliber host and famous guest. The show often features several one-on-one interview, comedy, and live musical performance. The top rating evening shows are *The Oprah Winfrey Show*, late night with begum Nawazish Ali

Impact of talk shows

- o Talk shows provide us information on various aspects of the event.
- o News just tell us the event happening but talk shows give us the detail and what is the background of the story.
- o Now a days talk shows are generating political awareness among the people.
- o A person can learn how to communicate? with the help of talk shows .and how to convince others?

Impact of talk shows

- ◊ Now every person can give his own analysis on any event which is happened.
- ◊ Viewers now become opinion makers.
- ◊ Talk shows influences the persons life and become the source of social change.

Indoor & Outdoor Production



PRE-PRODUCTION PHASE

The pre-production phase is an important and the foremost stage for any production as it's the foundation of the programme being produced, whether its news or entertainment programme. The director infuses in to the script, certain liveliness and life like quality through the means of scenes

He or she is the final judge in the matter of conflict. Characterization, motivation and technique are the elements, which polish a production.

(There are two kinds of productions technically and both require different prerequisites in pre-production phase.

- ◆ Indoor production
- ◆ Outdoor production

Director as producer

The Director is called Producer in TV production as s/he handles the financial matters along with all other issues regarding programme. For any indoor or outdoor production the first thing is to prepare a budget.)

There are certain things a

Producer has to plan before any production, which include:

Talent

Talent means any person participating in the production directly or indirectly other than the technical staff of the organization. It can be researcher, scriptwriter, anchorperson, newsreader, newscaster or the actors and artists in case of drama production.

Electronic News Gathering (ENG)

It's the term used for the technical production facilities required for outdoor productions. It's the camera crew including a cameraman, an audio engineer and a light man.

Characters or performers

These may include the entire artists who have to appear on screen in any capacity as compair, anchorperson, newsreader, newscaster or the actors.

Storyboard

It is the outline of the production and in it the director decides the plan of action, how the shooting is to be done and design on what grounds the recording will be carried on.



Outdoor Production

For each Outdoor Production, reconnaissance is necessary as you are going to a remote location from the studios. It includes:

Reconnaissance

It's the survey for the location in case of outdoor productions. The director along with the camera man goes to the particular location for spot inspection and plans the placement of camera, shooting angles and other matters regarding recording.

Traveling expenses

In case of outdoor productions the director has to mention the traveling expenses to be incurred on the programme on the transportation, accommodation of the technical staff and the artists.

Unforeseen expenditures

The producer should also have the surplus budget for any unexpected expenditure, if it comes across during the course of production.

Programme Budget Proposal (PBP)

The Programme Budget proposal for each episode is always sent before any recording, as it includes the payments of the different talents in the programme so that the Accounts department prepares the cheques respectively, well in time.

Programme Budget Estimate (PBE)

Preparation of the Programme Budget Estimate is also the duty of a producer as other than the directorial function the producer has to manage the finances of the production on behalf of the organization or the channel, he or she is working for. In this whole cost of direct or indirect expenditures are mentioned for the approval from the finance department. PBE is made for a complete quarter that is of thirteen weeks and all expected expenses are catered in it.

Essentials of PBE

- ◆ Talent fee
- ◆ Script fee
- ◆ Research fee
- ◆ Transportation
- ◆ Logistics
- ◆ Accommodation
- ◆ Unforeseen expenses

Indoor Production

The requirements for indoor productions are different than that of outdoor productions, it include:

Set designing

The director has to sit together with the designer to discuss the set to be erected in the studio for the recording of any programme.

Properties

The items to be used on a set are called properties or "props" in short form, these include, furniture, decoration pieces, room accessories and other domestic items of daily utility.

The staff that matters in production

- ◆ Set designer
- ◆ Lighting director
- ◆ Cameraman
- ◆ Editor
- ◆ Director

Storyboard

Storyboarding

Some directors prefer to go in for what are known as storyboards. Scripts are the written texts of a film. Storyboards pictorially represent the shots in a sequential order. Storyboarding comes in handy particularly when we are shooting shorter videos like commercials or public service messages. Some directors go to great lengths to create storyboards even for full-length feature films!

Storyboards come in handy because they

- (a) Provide a platform for brainstorming
- (b) Help visualise the entire film as it will be seen on screen
- (c) Help optimise utilisation of human and material resources
- (d) Help avoid missing shots during filming

Storyboards also help decide

- (a) Who will appear in each scene
- (b) Which camera angle is best suited for a shot
- (c) Which shot size will best convey the intended meaning
- (d) What special lighting or camera movement is required
- (e) What transitions or special effects are to be used between shots/scenes
- (f) What music or audio effects are to be used

Storyboards are normally drawn in rectangles on a sheet. They usually represent a scene. They are usually drawn with a pencil to help edit and make changes. They need not be perfect but just indicative of shot sizes, transitions, camera movements, audio, and, where possible, the duration of each shot or scene. In lengthier projects, storyboards do not depict every shot. One source of learning to draw storyboards is comic books. Any comic strip normally looks like a storyboard. Our drawings need not be as professional as that of a comic strip. Figure 4.2 represents a typical storyboard.


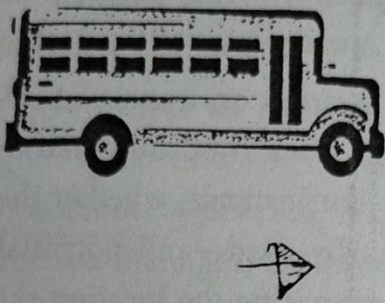

		
<p>Shot description: Vinay and Sheetal pick up a kitten. (MS) Dissolve.</p>	<p>Shot description: They go home by bus. (LS) Cut.</p>	<p>Shot description: Home, sweet home!</p>
<p>Audio: Kitten's purr. Cross-fade into bus.</p>	<p>Audio: Traffic noise.</p>	<p>Audio: Piano music.</p>

Fig. 4.2 A storyboard example

You can create your own storyboard forms on a computer. Each A4 sheet can have up to nine compartments. Take photocopies of the printout, and draw your own storyboards. Even simple line drawings, stickmen, and simple shape drawings will do. All you need now is a pencil, an eraser, and, of course, a good story!

Let us now move on to the other aspects of pre-production.

Interview method in research

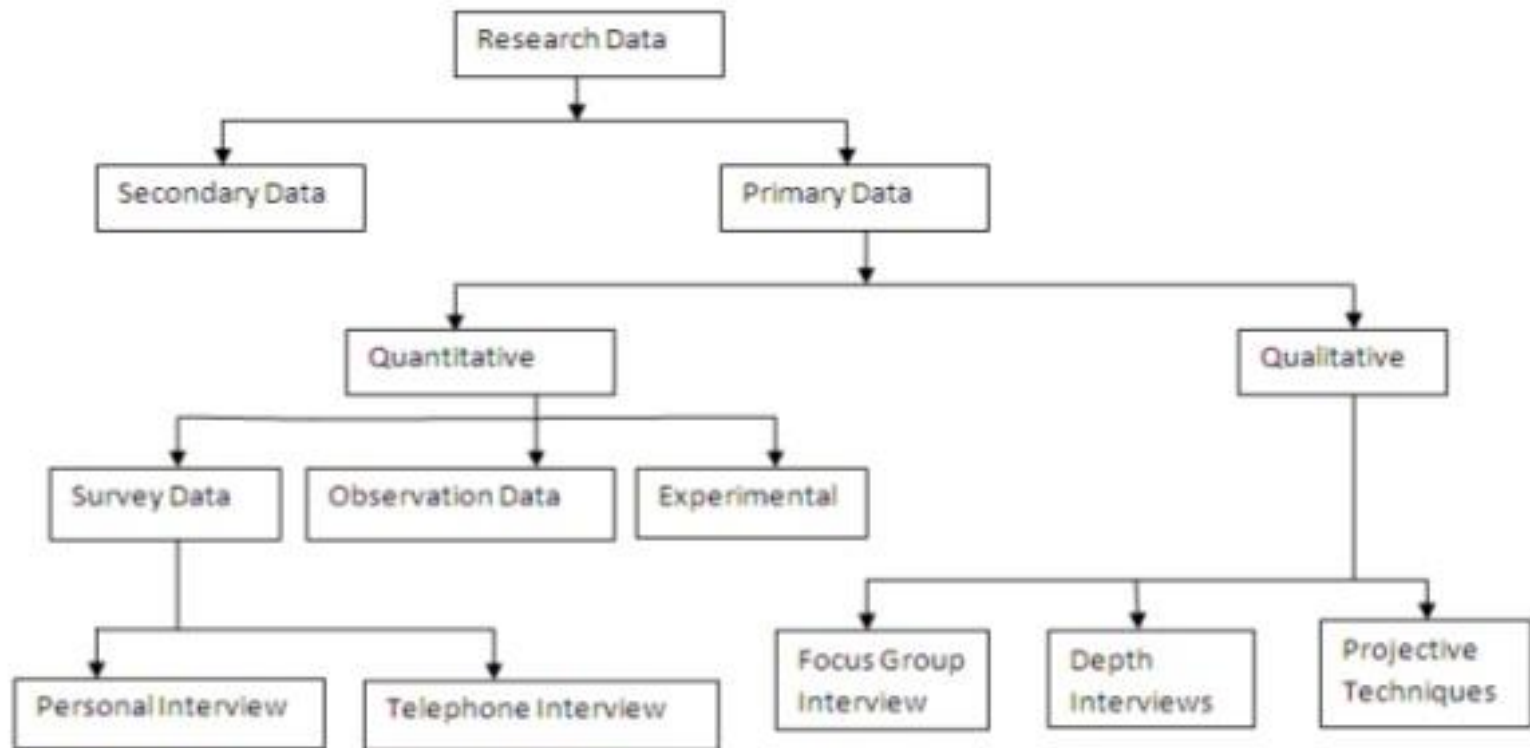
Interview is the verbal conversation between two people with the objective of collecting relevant information for the purpose of research.

DEFINITION

According to **McNamara**, 1999

- Interviews are particularly useful for getting the story behind a participant's experiences.
- The interviewer can pursue in-depth information around the topic.
- Interviews may be useful as follow-up to certain respondents.

TYPES OF RESEARCH DATA COLLECTION TECHNIQUES



TYPES OF INTERVIEW

1. Personal Interview
2. Telephone Interview
3. Focus Group Interview
4. Depth Interview
5. Projective Techniques

Personal Interview

- Personal Interview is a face to face two way communication between the interviewer and the respondents.
- Generally the personal interview is carried out in a planned manner and is referred to as 'structured interview'.
- This can be done in many forms e.g. door to door or as a planned formal executive meeting.

Methods of conducting an Personal Interview

A personal interview involves a lot of preparation. Generally an personal interview should go through the following five/5 stages they are as follows.

a. Rapport Building

1. Interviewer should increase the receptiveness of the respondent,
2. by making him believe that his opinions are very useful to the research, and is going to be a pleasure rather than an ordeal(trial).

b. Introduction

- An introduction involves the interviewer identifying himself by giving him his name, purpose and sponsorship if any.
- An introductory letter goes a long way in conveying the study's legitimacy.

c. Probing

- Probing is the technique of encouraging the respondents to answer
 - completely,
 - freely
 - relevantly.

d. Recording

- The interviewer can either write the response at the time of interview or after the interview.
- In certain cases, where the respondent allows for it, audio or visual aids can be used to record answers.

e. Closing

- After the interview, interviewer should thank the respondent and once again assure him about the worth of his answers
- And also the confidentiality of the same.

2. Telephone Interview



- Telephone interview the information is collected from the respondent by asking him questions on the phone is called as telephone interview.
- The combination of telephone and computer has made this method even more popular.
- It has certain advantages and disadvantages.

3. Focus Group Interview

- Focus group interview is an unstructured interview which involves **a moderator** leading a discussion between a small group of respondents on a specific topic.



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Focus group interview results in advantages summed up as 10 S. they as follow.

- Synergism – working together of two things
- Snowballing – Collects information as it transfers from one person to another
- Stimulation – inspires the data collection
- Security –
- Spontaneity - Information collected would be natural
- Serendipity – chance of getting relevant information to the study.
- Specialization
- Scientific scrutiny
- Structure
- speed

4. Depth Interview

Depth interview is nondirective in nature where the respondent is given freedom to answer within the boundaries of the topic of interest.

5. Projective Techniques

- Projective Techniques involve the presentation of an ambiguous, unstructured object, activity or person that a respondent is asked to interpret and explain.
 - Respondents asked to interpret the colours of dress.
- In Projective Techniques, the respondents are asked to interpret the behaviour of others/objects and this way they indirectly reveal their own behaviour in the same situation. Some of these techniques are discussed below.

Other types

- **Informal, conversational interview** - no predetermined questions are asked, in order to remain as open and adaptable as possible to the interviewee's nature and priorities; during the interview the interviewer "goes with the flow".
- **General interview guide approach** - intended to ensure that the same general areas of information are collected from each interviewee; this provides more focus than the conversational approach, but still allows a degree of freedom and adaptability in getting the information from the interviewee

- **Standardized, open-ended interview** - the same open-ended questions are asked to all interviewees; this approach facilitates faster interviews that can be more easily analyzed and compared.
- **Closed, fixed-response interview** - all interviewees are asked the same questions and asked to choose answers from among the same set of alternatives. This format is useful for those not practiced in interviewing.

Advantages of Interview Method

1. **Opportunity for Feedback** – Interviewer can provide direct feedback to the respondent, give clarifications .
2. **Probing Complex Answers** – Interviewers can investigate if the respondent's answer is too brief or unclear. This gives interviewers some flexibility in dealing with unstructured questions
is especially suited for handling complex questions.
3. **Length of Interview** – If the questionnaire is very lengthy, the personal interview is the best technique for getting respondents to cooperate, without **overtaxing their patience**

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4. **Complete Questionnaires** – Respondent will answer all questions asked, unlike in telephone interview where the respondent may hang up or in mail questionnaire where some questions may go unanswered.
5. **Props & Visual Aids** – Interviewers have the opportunity of showing respondents items such as **sample products, graphs and sketches**, which can aid in their answers.
 - Respondents can show the encyclopedia, indexing periodical while asking questions on them.
6. **High Participation** – Interviewing respondents personally can increase the likelihood of their participation, many people participate directly.

Disadvantages of Interview Method

1. **Cost** – Personal interviews are usually more expensive than mail, telephone and internet surveys.
 - Factors influencing the cost of the interview include the respondents' geographic proximity, the length and complexity of the questionnaire, and the number of non-respondents
2. **Lack of Anonymity** – Respondents are not anonymous in a personal (face-to-face) interview and may be unwilling to disclose certain information to the interviewer.
3. **Necessity for Callbacks** – When a person selected for interview cannot be reached the first time, a callback has to be scheduled which result in extra cost and time spent.

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4. **Variance Effects** – It has been shown that the demographic characteristics of the interviewer can influence the answers of the respondents. In one study, male interviewers had a much larger variance of answers than female interviewers in a sample of most female individuals
5. **Dishonesty** – Interviewers cheat to make their life easier and save time and effort
6. **Personal Style** – The interviewers individual questioning style, techniques, approach and demeanor may influence the respondents' answers.
7. **Global Considerations** – Cultural aspects may influence peoples' willingness to participate in an interview (e.g. Brutal Middle Eastern cultures discourage females from being questioned by male interviewers)

Criteria for the Interviewer

- Knowledgeable -being familiar with the topic.
- Structuring -outline the procedure of the interview.
- Clear -simple, easy and short questions which are spoken distinctly and understandably.
- Gentle -being tolerant, sensitive and patient to provocative and unconventional opinions.
- Steering -to control the course of the interview to avoid digressions from the topic.
- Critical -to test the reliability and validity of what the interviewee tells.
- Remembering -retaining the subject information from the interviewee.
- Interpreting -provide interpretation of what is said by the interviewee.

Types of Topics in Questions

- **Behaviors** -what a person has done or is doing.
- **Opinions/values** -what a person thinks about the topic.
- **Feelings** -what a person feels rather than what a person thinks.
- **Knowledge** -to get facts about the topic.
- **Sensory** -what people have seen, touched, heard, tasted or smelled.
- **Background/demographics** -standard background questions, such as age, education, etc.

After the Interview

- Verify if the tape recorder, if used, worked throughout the interview.
- Make any notes on your written notes.
- Write down any observations made during the interview.

