

The interview

Practical Exercise: do an interview!

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IR0000032 – ITINERIS, Italian Integrated Environmental Research Infrastructures System
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Mission 4 “Education and Research” - Component 2: “From research to business” - Investment
3.1: “Fund for the realisation of an integrated system of research and innovation infrastructures”



A metaphor



THE FIRST METAPHOR

THE FIRST METAPHOR

AN INTERVIEW IS LIKE A *PAS DE DEUX*

**THERE IS SOMEONE WHO LEADS
AND SOMEONE WHO IS LED**

**BUT YOU ARE PARTNER IN THE
SAME DANCE. AND YOU HAVE TO
MAKE IT NICE AND USEFUL.
TOGETHER.**

**(which also means that you can lead
it, too)**

A metaphor

GET READY

Get ready

GET READY

a) RESEARCH

b) TOPIC

2 things to keep in mind

**2 THINGS TO KEEP IN MIND IF
YOU ARE GONNA TALK
ABOUT A NEW **PIECE OF
RESEARCH****

5W and 1 H

1

5 Ws AND 1 H OF JOURNALISM

ABOUT THE RESEARCH

Who did the research?

What did they find?

When was the work done/or the result published?

Where was the work done?

How was it done?

Why was it done? What is the significance of the research and its findings?

(**So what?**) Why is this research relevant for society (or for a specific audience)?

2

NEWS VALUES

NOVELTY

PROXIMITY

EMOTION

CONFLICTS

IMPACT

TIMELINESS

STORIES/PEOPLE

CONTEXT

A metaphor

IN GENERAL

IN GENERAL

What's the news (If there is one...)?

What's the story/topic/problem?

What's the impact/application?

What's your opinion about...?

Are there some critical issues?

Talking about a topic

THINGS TO KEEP IN MIND IF YOU ARE GONNA TALK ABOUT **A TOPIC**

**THINK ABOUT THE THINGS THAT
CAN BE INTERESTING FOR THE
AUDIENCE AND THE JOURNALIST
GET INFORMED ON THE LAST PIECES OF
NEWS ABOUT THAT TOPIC**

**ASK THE JOURNALIST SOME MORE
DETAILS ABOUT THE CONTENT OF THE
INTERVIEW**

Pieces of advice

SOME ADVICE

1

**SELECT YOUR “TALKING
POINTS” BEFORE THE
INTERVIEW
(AND FOCUS ON THOSE)**

AND

TALKING ABOUT THE RESEARCH

**STRESS THE
NEWS VALUES**

2

**THINK ABOUT YOUR AUDIENCE AND THE
CONTEXT**

**YOU ARE NOT TALKING WITH or FOR YOUR
COLLEAGUES**

3

**THE MORE YOU GO INTO DETAILS, THE
HIGHER THE RISK OF CUT OR MISTAKES**

SELECT YOUR MESSAGES

4

REPEAT THE MAIN POINTS

And

**START OR/AND FINISH
YOUR ANSWER
WITH A STATEMENT**

5

DON'T KEEP IT TOO DISTANT

**ADD SOME INTERESTING DETAILS,
IF YOU CAN**

(Stories, numbers, percentages, quotes or)

6

BLOCKING AND BRIDGING

7

**KEEP THEM SHORT (BUT
NOT TOO SHORT)**

8

DON'T SPEAK FAST

9

**“THIS IS INTERESTING
FOR YOU”
ATTRACT PEOPLE’S
ATTENTION**

10

ON TV

AVOID POLKA DOTS OR STRIPES

FIND A GOOD POSTURE



THANKS!

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