

**Journalistic Interviewing Techniques (A704164)**
**Course size** *(nominal values; actual values may depend on programme)*
**Credits 3.0** **Study time 90 h**
**Course offerings and teaching methods in academic year 2026-2027**

A (semester 1)	Dutch	Gent	independent work	
			lecture	0.0h
			seminar	

**Lecturers in academic year 2026-2027**

Van Hoof, Sarah	LW22	lecturer-in-charge
Claeys, An-Sofie	LW22	co-lecturer

**Offered in the following programmes in 2026-2027**

	crdts	offering
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, French)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Spanish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, English, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, German)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, French, Spanish)	3	A
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Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, German, Turkish)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Italian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages(main subject Dutch, Russian)	3	A
Master of Arts in Multilingual Communication: a combination of at least two languages	3	A

**Teaching languages**

Dutch

**Keywords**

Media, radio, podcast, television, newspaper, magazine, interviewing, media training

**Position of the course**

In the study unit "Journalistic interview techniques" (K4JT), students acquire techniques to increase their communication skills in a journalistic context. The course consists of two parts: an introduction to interviewing and an introduction to media training.

The first part focuses on both written interviews (for newspapers, magazines or online media) and spoken interviews (radio, podcast). The course familiarizes students with the journalistic process, introduces them to different genres of interviews and their stylistic features, and to basic interviewing and journalistic writing skills. Students learn to develop concepts for interviews, prepare interviews, write intros, and recognize and apply different interview techniques in a variety of journalistic context. Attention is paid to asking questions, reacting to answers and clear, attractive and correct phrasing.

The second part of the course introduces students to the basics of media training. They acquire insight in verbal and non-verbal media training techniques and the impact of the most common media training techniques. They practice the skills that are needed to give a good interview as a spokesperson.

**Contents**

Editing skills: developing and executing concepts for a journalistic assignment

Interview techniques: analyzing different types of interviews, preparing, conducting and editing interviews; optimizing one's verbal and nonverbal behaviour as a journalist during interviews.

Media training: optimizing one's verbal and nonverbal techniques as interviewee

**Initial competences**

Final competences of the bachelor in applied language studies. Students need to have an excellent oral proficiency in Dutch.

**Final competences**

- 1 Judging and acting with critical self-reflection in the unpredictable and complex context of the journalistic interview (MC.3.3; not assessed).
- 2 Functioning effectively in the context of the journalistic interview as a communication specialist, both independently and in a team, with due attention for process management (MC.4.1; not assessed).
- 3 Integrating language and culture sensitivity and respect for diversity into the professional environment and the social debate. (MC.5.2; not assessed).
- 4 Providing effective written and oral communication in Dutch in a journalistic context. (MC.6.1; assessed).
- 5 Communicating effectively nonverbally and verbally in Dutch as the spokesperson of an organization (MC.6.1; assessed).
- 6 Making adequate use of an advanced insight into the role of contextual variables, text types and text strategies as a journalist and as a spokesperson. (MC.6.2; assessed).
- 7 Making adequate use of the acquired insights into journalistic communication and the communication of spokespersons. (MC. 6.3; assessed).
- 8 Making adequate use of an advanced degree of contrasting linguistic expertise at different levels (lexically, grammatically, textually, pragmatically) during the journalistic process (MC.6.4; assessed).
- 9 Making use of traditional and electronic resources as well as specific technological tools during the journalistic process. (MC.6.6; assessed).
- 10 Managing the journalistic process and the role of spokesperson of an organisation within the set time boundaries, thanks to sound planning and adequate stress and time management, both independently and as part of a

team. (MC.6.7; assessed).

#### **Conditions for credit contract**

Access to this course unit via a credit contract is determined after successful competences assessment

#### **Conditions for exam contract**

This course unit cannot be taken via an exam contract

#### **Teaching methods**

Seminar, Lecture, Independent work

#### **Extra information on the teaching methods**

Lectures and seminars: theory and exercises

Independent work: preparing and interviewing informants; acquiring editing skills in

Audacity by means of an online tutorial

This course unit assumes responsible use of generative artificial intelligence (GAI).

What this means will be explained in class.

#### **Study material**

Type: Slides

Name: slides

Indicative price: Free or paid by faculty

Optional: no

Language : Dutch

Available on Ufora : Yes

#### **References**

Asbreuk, H., De Moor, A. & E. van der Meer (2021). Basisboek journalistiek schrijven. Groningen/Utrecht: Noordhoff.

De Waele, A., Claeys, A.-S. & M. Opgenhaffen (2020). Preparing to face the media in times of crisis: Training spokespersons' verbal and nonverbal cues. *Public Relations Review*, 46(2), 101871.

Donkers, H., Markhorst, S. & M. Smits (2010). Journalistiek schrijven voor het hoger onderwijs. Bussum: Coutinho.

Pelgrims, P. (2005). Journalistieke radio- en tv-teksten schrijven. Tielt: LannooCampus.

Van der Lught, D. (2006). Interviewen in de praktijk. Groningen/Houten: Wolters-Noordhoff.

#### **Course content-related study coaching**

Individual and collective feedback during seminars.

Extra feedback is sent by email or can be given after making an appointment during office hours.

#### **Assessment moments**

continuous assessment

#### **Examination methods in case of periodic assessment during the first examination period**

#### **Examination methods in case of periodic assessment during the second examination period**

#### **Examination methods in case of permanent assessment**

Skills test, Assignment

#### **Possibilities of retake in case of permanent assessment**

examination during the second examination period is possible

#### **Extra information on the examination methods**

First examination period:

4 assignments:

- individual assignment: interview for a written or audiomedium

- individual assignment: giving an interview as a spokesperson to a mediatrainer

- duo assignment: a live interview in class, in which one student acts as journalist and the other as spokesperson

Second examination period:

The student makes new assignments for the ones for which they did not pass.

#### **Calculation of the examination mark**

See heading 'Details on the examination methods'  
Partial marks for assignments for which the students passed in the first examination period are transferred to the second examination period.

#### **Facilities for Working Students**

Student attendance is mandatory during the guest lectures and the sessions in which the assignments for the evaluation take place.  
Feedback can be given by email or during an appointment.

#### **Addendum**

K4JT