

# Broadcast Talk

Martin Montgomery

- Over the last half of the twentieth century interviews have become common in media output- news, entertainment
- Media interviews are talk for an overhearing audience. They are designed for public consumption
- The interviewer and interviewee have their pre-located roles: one asks questions and the other answers them

- The interviewer asks questions from an institutionally defined position –they hold some responsibility for setting the agenda, the topic of the discourse.
- The interviewer controls the length, shape and the style of the encounter.
- Media interview offers journalists a crucial device for supplying quotable material to underpin the news

# Four principal subgenres of interview

- Interviews with a correspondent, reporter
- Interviews with ordinary people
- Interviews with experts
- Interviews with principals :responsible people, authority

- Accountability interview
- experiential interview
- Expert interview
- Affiliated interview

	Affiliation	Knowledge	Agency	Audience alignment	
ity interview	—	(of)	+	+	—
interview	—	(of)	+	+	—
view	—	(about)	—	+	—
erview	+	(of/about)	—	—	—
with inter'er / with inter'ee					

# Steven Clayman and John Heritage

- Studying the news interview requires a distinctive mode of analysis appropriate to its distinctive character. Traditional content analysis tend to focus on matters such as themes and the balance and diversity of viewpoints represented therein.
- When we consider news interview, a different mode of analysis is in order. We study not only the thematic content but also the unfolding interaction game being played by the interviewer and the interviewee.

- Questions asked in the interview function as a 'move' within the interview game. Some questions accept and build upon the interviewee's previous remarks while other questions challenge the prior remarks.
- Some questions are relatively open ended whereas other questions put pressure on the interviewee in a particular way.



- Negatively formulated questions (didn't you...? aren't you...? Isn't it true that ...?) embody so strong preference for an affirmative answer that they are often treated by the interviewees as if they were expressing an opinion rather than asking a question.