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What Makes an Interview Attractive?

Four interviews produced respectively by Menger and Michael, Emily, Wency, and Nick with different themes were conducted in a RHET102 class on January 16th, 2018. Focusing on the attraction of these four interviews, in this paper, I will mainly analyze content, atmosphere, audience engagement, and coherence of these interviews and how these four aspects contribute to the attraction of interviews. In my opinion, Menger and Michael's and Wency's interviews are attractive while Emily's and Nick's are a bit boring. The meaningful content of Menger and Michael's interview and implicit audience engagement of Wency's appeal to me while the dull atmosphere in Emily's and lack of coherence in Nick's distract me. In addition to interviews, attraction plays an important role in other forms of communication, engaging people to share their ideas that contribute to great communication, from which people can learn new things from each other.

In Menger and Michael's interview produced to broadcast the news that the 18th La Liga match between Real Madrid and Celta Vigo ended in draw at 2:2, Menger acting as the interviewer asked Michael, the interviewee, for his opinion on Real Madrid's performance and Chinese soccer respectively; meanwhile, Michael showed his confidence in both Real Madrid and Chinese soccer by logical opinions and eye contact with Menger. In my opinion, this interview is attractive, because there are some meaningful points in it. For example,

when Michael shared his ideas about Chinese soccer, he mentioned that more and more teenagers playing and falling in love with soccer was the most important thing, which reminds us of a thought-provoking idea that teenagers are the basement of Chinese soccer. By offering meaningful ideas, this interview leads its audience to think about the inner rationality of these ideas, which is a form of attraction. In a word, valuable ideas can make interviews attractive, because they encourage audience to think about the main points of interviews.

However, though in Emily's interview produced to show a nuclear scientist, Prof. Frank's tough experience in World War II, Jimmy acting as Prof. Frank, the interviewee, offered a very impressive attitude by saying "I would never surrender, and I would never give in to the evil power", which shows his courage and sense of justice, this interview still failed to attract me owing to its dull atmosphere. When asked about his experience during World War II and thoughts on justice by David, the interviewer, Jimmy replied to each question slowly in a low voice that made me sleepy. Jimmy's lazy tone created a dull atmosphere in which people may easily lose their attention to the interview and miss some information, which may finally lead to a gap between the producer's intention and the audience's interpretation. As we can see, atmosphere affects the attraction deeply.

Started by Garbo, the interviewer's excited congratulations to Hayley, the interviewee with big smile, on her victory in FIRST Tech Challenge, Wency's interview about robot competition created an active atmosphere that caught my attention immediately, which was different from Emily's interview. In my opinion, Wency's interview is also attractive, because it created an active atmosphere as well as utilized implicit audience engagement. When Garbo asked Hayley for the reasons why she fell in love with robotics, Garbo said "We are

curious about what first made you fall in love with this technology? [sic]”. By using the word “we” instead of “I”, Garbo combined herself and her audience implicitly, which gave her audience a sense of involvement, making them willing to pay attention to this interview. With its audience’s attention, an interview is more likely to be understood. In a word, getting audience involved is an effective way to make interviews attractive.

In contrast to Wency’s attractive interview, in my opinion, Nick’s college admission interview produced as an example interview to help students still in Senior Three is a bit boring owing to its lack of coherence. In other words, as an audience, I did not get what I expected from Nick’s interview, which easily distracted me. For instance, to test the applicant, Teague’s quality, Charlie, the interviewer, asked Teague about how he would balance his study and entertainment if he were admitted. To my surprise, Teague just stressed the importance of managing this balance and that he had this ability without offering any concrete method in his answer, which was different from my expectation that I could obtain some practical ways from Teague. In general, not getting what they expect, audience easily lose their attention to the interview, which may lead to audience’s misunderstanding about the entire interview because of their incoherent receipt of information.

In a word, meaningful content, active atmosphere, proper audience engagement, and coherence all contribute to the attraction of interviews, which engages people and inspires them to share their opinions. In general, attraction plays the same role in other forms of communication. By engaging people in communication, attraction can build a bridge between people, offering them with appealing atmosphere in which people are willing to share their ideas with each other and finally able to learn something new and useful.

Works Cited

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