



THE UNIVERSITY OF
SYDNEY

Interview Skills and Article Writing for Content Creators

*Centre for
Continuing Education*



Interview Skills and Article Writing for Content Creators



For bloggers, marketers and journalists, interviewing is a valuable way to obtain fresh new content. Interviews add perspective and texture to articles and recordings in a way that can't be matched by other research forms. Best of all, original interviews give your audiences content that's not available anywhere else – only on your platform.

However, the success of your interviews depends on your rigorous prework and expert conversational skills. In this one-day workshop, you'll learn a range of techniques that professional journalists use to draw out stories that are engaging, informative and factually correct.

Through several case studies and much class discussion, participants will also gain insights into how the best journalists guide a discussion, without dominating it.



Course duration

1 session, 8 hours total



Time

9am 5pm



Format

Face-to-face
or
Online in real-time



Dates

Browse available
[course dates](#)

Intended audience

This course is aimed at content creators who interview people in either a live or pre-recorded setting, for education, entertainment, market research or marketing purposes. These include marketers, researchers, lifestyle journalists, students, live-streamers, podcasters, bloggers and vloggers.



Upon completion

Every participant receives a University of Sydney certificate of completion.



Aims

This course aims to give content creators and researchers more confidence in interviewing a range of subjects, using classic journalism techniques. Participants will gain first-hand experience at interviewing a live interview subject and will leave with clear frameworks and checklists to help manage their interviews.



Learning outcomes

By the end of this course, you should be able to:

- learn how to prepare for interviewing success, by researching the back-story in a way that allows for a dynamic conversation rather than following a strict line of questioning
- gain first-hand practice of live interview skills, such as building rapport, active listening, interpreting body language, and asking questions that encourage an open-ended response
- practice a range of article formats, from the classic Q&A style to the case study and thesis-type article.



Content

Participants will explore the following modules and topics during this full-day course on journalism interviewing and article writing skills.

Module 1 – Essential preparation

- Interviewing foundations and principles
- Ethics of journalism interviewing
- How to decide on your story angle
- Background research
- Bridging knowledge gaps for technical subject-matter discussions
- Sending questions in advance
- Planning for phone, Zoom or live interviews

Module 2 – Day of the interview

- Deciding whether to handwrite, type or record
- Breaking the ice
- Building rapport
- The 6 W questions
- Probing, clarifying and pushing for detail
- Editing notes on the same day

Module 3 – Drafting the article

- Using a case study structure
- Q&A vs narrative format
- Using quotes effectively

Module 4 – Editing your article

- Writing snappy headlines
- Ensuring clear, concise sentence grammar
- Punctuation that supports correct sentence grammar
- Best practice approval process



“Very knowledgeable seminar and relatable to the actual workplace scenario. Really appreciated the university putting this teaching format together.”

Rita He

“I enjoyed it very much. It was a good balance and interaction with the facilitator and peers and the facilitator was very knowledgeable.”

Rosana Wayand



“What a great session easily one of my favourites at CCE. The course material was thorough, and the practical exercises were so fun and engaging. Facilitator was fantastic at explaining the course material and providing a lot of insight from her career. Would definitely recommend to anyone interested in Interviewing Skills for Content Creation.”

Andrea Andres



Delivery style

Interactive full-day workshop involving a combination of facilitator instruction and hands-on practice of the techniques. Participants will engage in a mix of pair, group and solo exercises. A core part of the experience will be participants’ chance to participate in a live interview via Zoom with a guest interviewee. This volunteer interviewee will vary for each group, will be selected in advance by the presenter based on their personal story, and will be introduced to the group on the day.

Materials

Participants will receive original course notes developed by the facilitator. This is provided as an editable pdf to either annotate on the day, or print out ahead of the workshop. Course notes will be distributed electronically prior to the workshop.



Organisational training and development

This course can be delivered as a private session for groups, and tailored to meet the needs of your business. Contact us to discuss our range of organisational training solutions.

[Learn more](#)



THE UNIVERSITY OF
SYDNEY

We recognise and pay respect to the Elders and communities – past, present, and emerging – of the lands that the University of Sydney's campuses stand on. For thousands of years they have shared and exchanged knowledges across innumerable generations for the benefit of all.

Empower ambition,
inspire leadership

For more information

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