

GUIDELINES: LONGER TRANSACTIONAL WRITING

SOURCE: ENGLISH HOME LANGUAGE PAPER 3 RESOURCE PACK/ KZN PROVINCIAL TEAM

THE INTERVIEW

Even if you do not get the opportunity to interview somebody on television or radio, normal conversation usually involves asking leading questions to show your interest in a person, or to sustain the conversation.

Writing a transcript of an interview means writing the entire conversation in dialogue form, indicating the names in full each time.

You should follow the following guidelines:

DO NOT USE INVERTED COMMAS

1. You must have a heading indicating who was interviewed and by whom. It would also be useful to include the date and place of the interview.
2. It is important that the interviewer shows the following qualities:
 - An interest in the issue
 - An interest in what is being said.
 - An understanding of the issues and what is being said.
 - The ability to analyse and interpret information.
 - The ability to ask questions based on research or understanding.
 - The ability to ask probing questions so that the interviewee does not simply answer with "Yes" or "No"
 - To be polite but firm.
3. It is better not to have lengthy monologues as answers. This ensures easier reading and understanding.
4. You may use contractions but it is poor style to use informal English, colloquial language or slang.
5. The interviewer must be detached from the conversation and should not engage in arguments. This does not mean that issues need not be probed.
6. Leave a line after each response.
7. Your response should be approximately 1½ pages in length if you have average handwriting (approximately 10 words per line).

EXAMPLE OF AN INTERVIEW

In this interview, Henry, a freelance presenter, chats to Darren, the Managing Director of East Coast Radio about the radical changes the station has made to its programmes. The interview takes place at the ECR studios.

Henry: Good morning, Darren. I am glad that you agreed to do this interview with me today.

Darren: Good morning Henry. It's no problem at all really as it benefits me as well because I know what the topic is.

Henry: Well, let us get started then (*looks at notes*). Recently you, as the Managing Director of East Coast Radio, decided to allow listeners to vote for the music they want to hear. What drove you to make such a drastic change to your programme?

Darren: I'm glad you asked this question as the show has been gathering more popularity recently. I feel that even though we have competitions and social media platforms, we don't interact with our audience enough. This allows our listeners to be a part of the show as they can vote for their favourite tunes!

Henry: That makes sense! Do you think that this will really increase listenership and interest in the show? How will this also assist with attracting new listeners?

Darren: Henry, I had very sound reasons for making this drastic change. Many people have been saying that they don't enjoy our playlist or, that the songs do not align with Durban's music genre choices. With the voting system, our listeners can have a say. Furthermore, I hope that we can capture the interest of those people who do not listen to the show.

Henry: Thank you, Darren, for sharing your thoughts with us. I wish you well for your show and I hope that your decision to change the programme of your show works well for reaching your listeners.

Darren: You're welcome and I hope this captures our passion to give our listeners what they want.

