



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Journalistic Interview Techniques For Media Professionals Training

Communication Studies and Language / Media Studies

Unit Standard 110360 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips media professionals with advanced journalistic interview techniques to conduct effective, ethical, and engaging interviews across various platforms. Participants will learn to prepare thoroughly, adapt questioning styles, and manage challenging interview dynamics while adhering to professional standards.

Category	Communication Studies and Language
Subfield	Media Studies
Unit Standard	110360
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply structured interview preparation techniques, including research on interviewees and topics.
- Demonstrate effective questioning strategies, including open-ended, closed, and probing questions.
- Analyze interview responses to adapt questioning in real-time for depth and clarity.
- Evaluate ethical considerations and legal boundaries in journalistic interviews.
- Implement techniques to manage difficult interviewees and unexpected situations during interviews.

WHO SHOULD ATTEND

- Journalists, broadcasters, podcasters, and content creators who conduct interviews as part of their media roles, as well as public relations professionals seeking to enhance their media interview skills.

COURSE OUTLINE

Day 1: Foundations of Journalistic Interviewing

- Introduction to journalistic interviewing: purpose and context
- Types of interviews: news, feature, investigative, and live
- Ethics and law: consent, defamation, and confidentiality
- Pre-interview research and question formulation
- Structuring an interview: opening, body, closing

Day 2: Questioning Techniques and Active Listening

- Crafting effective questions: open-ended, closed, and probing
- Active listening techniques: paraphrasing, summarizing, reflecting
- Dealing with difficult interviewees: deflection, hostility, silence
- The art of the follow-up question
- Non-verbal communication cues

Day 3: Interview Dynamics and Adaptability

- Adapting style: formal vs. informal, confrontational vs. collaborative
- Building rapport and trust
- Interviewing vulnerable sources: trauma-informed approaches
- Environmental challenges: remote, field, and live interviews
- Managing time and staying on track

Day 4: Recording, Note-Taking, and Verification

- Audio/video recording best practices and legalities
- Note-taking techniques: shorthand, keywords, and structure
- On-the-spot fact-checking and source verification
- Transcribing and data organization
- Ethical handling of sensitive recordings

Day 5: Practical Integration and Assessment

- Mock interview practice with feedback
- Self-assessment and peer review
- Adapting to unexpected scenarios
- Creating a personal interviewing checklist
- Final Q&A; and course wrap-up

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 110360) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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