

# Online Radio School

## Critical Media Questions to Consider When Interviewing

### Starting Off

What's the main issue here?

What information do I have?

What information do I still need?

What are the pros about this information?

What are the negatives about this information?

What's interesting about this information?

Force yourself to look for alternatives to the information presented.

[Want to try the first nine lectures of Discover The Secrets To Successful Media Interviews for free? Click here.](#)

### Using Graphs and Pictures

It's often easier to use graphics, graphs, mind maps, flow charts, etc. when representing written information. If you can, turn the written information into a visual representation.

### Be Objective

Most of us think in a way which backs up our views; however, we need to be objective. What are your biases?

Subconsciously you may lean towards certain points of view. Kill your beliefs and become neutral with the information.

Do you know anyone who has an entirely different viewpoint from yourself? Talk to them about the information with regards to their point of view. E.G. you may be looking at the information from a left wing perspective. Talk to them and get a right wing perspective. They may spot things that you hadn't considered.

### Don't Jump to Conclusions

Analyse the topic etc. from all angles.

Can you trust the numbers and information being used to support this point of view?

Are there assumptions being made with this information?

Is the information reliable and genuine or is it based on an assumption?

Are there alternatives to this information?

What other things do you need to know?

Take the information and come at it from an opposite point of view.

Find/create counter arguments to the evidence. Don't just accept the information at face value.

### **What Are You Taking for Granted?**

When researching a topic or interviewing on a subject, ask yourself "what am I taking for granted?"

Is what I'm reading true?

Are there persuasion techniques being used with the information/argument?

Does this information/evidence use emotion instead of sound facts/information?

Are you being forced to conclude a point? Should you explore different viewpoints?

As you study the information, what do you need to keep in mind?

### **Play with Different Endings**

Take the information and create various outcomes.

Who are the main players?

What are their viewpoints?

How does this outcome benefit the main players?

How does this outcome hinder the opposition?

Analyse all outcomes. Invent different outcomes. Who's set to win with your conclusion? Who's set to lose?

What effect will your conclusion have on others?

Who will disagree with your conclusion? What are their main arguments against your conclusion? Do their arguments make sense? If it does, what have you missed?

When creating your final argument, what was the primary information that you based your decision upon? Is that information reliable? Would new information change your final argument?

This information has been added to my  
[Discover The Secrets To Successful Media Interviews Course](#)