



National Unit Specification: general information

UNIT Media: Radio Interviewing (SCQF level 6)

CODE F58B 12

SUMMARY

The purpose of this Unit is to introduce candidates to the key factors that affect radio interviews. Candidates will have the opportunity to learn of the importance of such factors as microphones, location, research, questioning techniques, and communication. They will then have the opportunity to apply this knowledge during the planning of an interview and during the implementation of both studio and location interviews.

The Unit is designed to enable candidates to develop the knowledge and skills involved in radio interviewing.

The Unit is suitable for candidates who are undertaking study of the subject for the first time and who wish to obtain a basic understanding of the radio interviewing process.

OUTCOMES

- 1 Describe the key factors affecting recording of radio interviews.
- 2 Plan the content of radio interviews.
- 3 Record a radio interview in a radio studio.
- 4 Record a radio interview on location.

RECOMMENDED ENTRY

Entry is at the discretion of the centre. Good skills in communication would be an advantage.

Administrative Information

Superclass: KD

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CREDIT VALUE

1 credit at Higher (6 SCQF credit points at SCQF level 6*).

**SCQF credit points are used to allocate credit to qualifications in the Scottish Credit and Qualifications Framework (SCQF). Each qualification in the Framework is allocated a number of SCQF credit points at an SCQF level. There are 12 SCQF levels, ranging from Access 1 to Doctorates.*

CORE SKILLS

There is no automatic certification of Core Skills in this Unit.

There are opportunities for Core Skill development, these are highlighted in the Support Notes of this Unit Specification.

National Unit Specification: statement of standards

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Acceptable performance in this Unit will be the satisfactory achievement of the standards set out in this part of the Unit Specification. All sections of the statement of standards are mandatory and cannot be altered without reference to SQA.

OUTCOME 1

Describe the key factors affecting recording of radio interviews.

Performance Criteria

- (a) Identify a range of microphones and describe the importance of microphone positioning.
- (b) Describe the impact of location choice.
- (c) Describe the purpose of preliminary subject and interviewee research.
- (d) Describe a range of questioning techniques.
- (e) Describe the importance of verbal and non verbal communication.

OUTCOME 2

Plan the content of radio interviews.

Performance Criteria

- (a) Select an appropriate subject for a radio interview and an appropriate interviewee.
- (b) Conduct preliminary research on the subject of the interview.
- (c) Conduct preliminary research on the interviewee.
- (d) Produce a list of appropriate questions.

OUTCOME 3

Record a radio interview in a radio studio.

Performance Criteria

- (a) Correctly operate studio equipment.
- (b) Use appropriate microphone techniques.
- (c) Use appropriate verbal and non-verbal communication skills.
- (d) Use effective questioning techniques.

National Unit Specification: statement of standards (cont)

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OUTCOME 4

Record a radio interview on location.

Performance Criteria

- (a) Correctly set up and operate portable recording equipment.
- (b) Use appropriate microphone technique.
- (c) Use appropriate verbal communication skills.
- (d) Use effective questioning techniques.

EVIDENCE REQUIREMENTS FOR THIS UNIT

Evidence is required to demonstrate that the candidates have achieved all of the Outcomes and Performance Criteria.

Outcome 1 — Written and/or Oral Evidence

Evidence is required which demonstrates that candidates have achieved Outcome 1 to the standard specified in the Outcome and Performance Criteria. The evidence for this Outcome should be obtained under open-book, controlled conditions at appropriate points throughout the Unit.

Written and/or oral evidence must:

- ◆ identify a range of microphones, including omni-directional and uni-directional (ie cardioid).
- ◆ describe the importance of the correct positioning of the microphones in relation to location, background noise, and the strength of the speaker's voice.
- ◆ describe the impact of location choice in relation to acoustic qualities of different recording environments.
- ◆ describe the purpose of both preliminary subject and interviewee research in relation to the effective planning and conduct of an interview, and the production of appropriate questions.
- ◆ describe a range of questioning techniques appropriate to different situations including introductory questions, closed questions, open-ended questions and follow-up questions.
- ◆ describe the importance of verbal and non verbal communication in radio interviewing. Non verbal communication should include reference to the importance of posture and eye contact.

National Unit Specification: statement of standards (cont)

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Outcome 2 — Written and/or Oral Evidence

For Outcome 2 candidates should individually produce an individual folio of evidence. This should be gathered at appropriate points throughout the Unit and will detail:

- ◆ an appropriate subject and interviewee for radio interviews.
- ◆ preliminary research on the subject area including subject title, intended audience and background context.
- ◆ preliminary research on the interviewee including name, designations, area(s) of expertise and background context.
- ◆ a list of appropriate questions. These must be appropriate to the interview's purpose, sufficient for the duration of the interview, and include at least two different questioning techniques. The questions must be presented in a logical sequence with supplementary questions where appropriate.

Outcomes 3 and 4 — Product and Performance Evidence

Product and performance evidence is required to demonstrate that the candidates have achieved Outcomes 3 and 4 to the standard specified in the Outcomes and Performance Criteria. This evidence should be gathered individually. This evidence for Outcome 3 should be gathered on one assessment occasion. The evidence for Outcome 4 should be gathered on one assessment occasion.

Product evidence for Outcome 3 and 4 is required in the form of an audio recording of two separate interviews.

Candidates will produce:

- ◆ product evidence in the form of an audio recording of a studio interview of a minimum of two minutes duration
- ◆ product evidence in the form of an audio recording of a location interview of a minimum of two minutes duration

Candidates are not required to achieve technical perfection at this level of study, however they are required to produce recordings in which speech is clearly audible and the recordings could be edited to produce an interview of an acceptable standard for broadcast. Both recordings should use appropriate verbal communication skills which put the interviewee at ease and elicit responses.

Editing is not a requirement of this Unit.

Performance evidence is also required for Outcome 3 and 4, supported by an assessor observation checklist which shows that candidates are able to:

- ◆ correctly operate studio equipment to achieve a studio recording of acceptable standard. This will include appropriate positioning of self, guest and microphones.
- ◆ correctly set up and operate portable recording equipment to achieve a location recording of acceptable standard. This will include the appropriate positioning of self, guest and microphones.
- ◆ appropriately monitor the progress of recording.
- ◆ use appropriate microphone techniques during studio and location recordings.

National Unit Specification: statement of standards (cont)

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- ◆ use appropriate verbal communication skills to put interviewees at ease and elicit responses during studio and audio recordings.
- ◆ use appropriate non-verbal communication skills to put interviewees at ease and elicit responses during studio recordings.
- ◆ use effective questioning techniques during studio and location recordings.

National Unit Specification: support notes

UNIT Media: Radio Interviewing (SCQF level 6)

This part of the Unit Specification is offered as guidance. The support notes are not mandatory.

While the exact time allocated to this Unit is at the discretion of the centre, the notional design length is 40 hours.

GUIDANCE ON THE CONTENT AND CONTEXT FOR THIS UNIT

This Unit is an optional Unit within the National Certificate Group Award in Media (SCQF level 6), but can be taken as a free-standing Unit.

This is a practical Unit in which candidates will require access to recording equipment. Candidates are required to record interviews in studio and on location. Centres must ensure that enough time is available in a properly equipped radio studio and that candidates have access to recording and review equipment.

Outcome 1 requires candidates to explain factors affecting the recording of radio interviews. This knowledge provides the basis for the successful completion of Outcomes 2, 3 and 4.

In Outcome 1 candidates will be introduced to the effect of location on the recording of radio interviews. Location choice relates to the acoustic qualities of different recording environments; for example, why small confined spaces with hard surfaces are unsuitable because of reflected sound, and busy streets can be unsuitable because of interruption and background noise.

Candidates will be introduced to the importance of carrying out research prior to radio interviews in order to develop enough knowledge to properly plan and conduct an interview, and to produce effective questions. In addition, candidates will explore different questioning techniques. This will concentrate on the different kind of questions interviewers use in different situations; introductory questions to put interviewees at ease, closed questions to provide facts in interviews where the purpose is to inform, open-ended questions to encourage longer responses, and follow-up questions for clarification. Candidates should be introduced to the concepts of the five Ws and H: who, what, where, why, when and how.

Outcome 1 will also introduce candidates to the importance of non verbal communication in audio interviewing as a means to avoid the interviewee's answers being interrupted by the interviewer's verbal agreement and encouragement. Candidates should be made aware of the importance of posture and eye contact in active listening. They should also understand the importance of using both verbal and non-verbal communication in putting interviewees at ease so that they are relaxed and confident when the interview begins.

Candidates should be encouraged to use listening skills.

Outcome 2 asks candidates to plan the content of a radio interview. This research should be focussed enough to help the candidate produce a list of questions and conduct the interview knowledgeably. Questions should follow the techniques explained in Outcome 1 and should be presented in a logical sequence with supplementary questions where appropriate. Candidates should be encouraged not to provide interviewees with the questions prior to the interview.

National Unit Specification: support notes (cont)

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Successful completion of Outcomes 3 and 4 involves effective preparation and using a combination of technical and communication skills.

Candidates are expected to operate recording equipment competently in Outcomes 3 and 4. They are also expected to control the interview situation ensuring that interviews begin and end properly. They should be encouraged to use the knowledge gained in Outcome 1 as well as the preparation for an interview carried out in Outcome 2. The preparation for interview completed in Outcome 2 could be used as a basis for the implementation of an interview in either Outcome 3 or 4. Candidates should be encouraged to listen to the responses of the interviewee and deviate from plans where necessary.

GUIDANCE ON LEARNING AND TEACHING APPROACHES FOR THIS UNIT

Radio interviewing combines a variety of technical and communication skills. To complete the Unit candidates will require time to practise interviewing and listening to the results. It would be practical to conduct interviews in groups within the class where candidates could be interviewers, interviewees or spectators/note-takers.

While it can be informative to perform the role of interviewee candidates will also require access to interviewees from beyond the class group for a more realistic interview scenario.

OPPORTUNITIES FOR CORE SKILL DEVELOPMENT

Candidates will be producing written and/or oral communication evidence as part of the assessment for Outcomes 1 and 2. In addition, candidates will be conducting oral interviews as part of Outcome 2 and 3. This provides opportunities for candidates to develop aspects of the Core Skill of *Communication*.

Should candidates choose to work in groups during learning and teaching exercises in Outcomes 3 and 4 to conduct short interviews, there will be opportunities to develop the Core Skill of *Working with Others*.

National Unit Specification: support notes (cont)

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GUIDANCE ON APPROACHES TO ASSESSMENT FOR THIS UNIT

The following approaches to assessment are suggested:

Outcome 1	Restricted response questions
Outcome 2	Folio — containing research materials and a list of interview questions
Outcomes 3 and 4	Practical exercises, supplemented by performance checklists

Outcome 1 addresses the underpinning knowledge required to successfully conduct radio interviews and it may be practical to undertake assessment for this Outcome first. It may be practical to combine Outcome 2 (preparation) with either Outcome 3 or 4.

It is recommended that the research materials gathered for Outcome 2 should include research notes and a list of URLs or references rather than pages simply printed from the web.

The studio interview conducted in Outcome 3 could be based on candidates interviewing each other on familiar topics. This would provide a useful learning experience prior to a more challenging task in Outcome 4 of conducting an interview with a less familiar interviewee, on a less familiar topic.

In Outcome 3 and 4 the completed audio recordings should be saved in accordance with centre policy. This will most likely apply to the location and titling of a digital audio file. In some centres the proper titling and description of a minidisc or audio tape would be acceptable.

Time should be allowed for any necessary re-assessment.

Opportunities for the use of e-assessment

E-assessment may be appropriate for some assessments in this Unit. By e-assessment we mean assessment which is supported by information and communications technology (ICT), such as e-testing or the use of e-portfolios or e-checklists. Centres which wish to use e-assessment must ensure that the national standard is applied to all candidate evidence and that conditions of assessment as specified in the Evidence Requirements are met, regardless of the mode of gathering evidence. Further advice is available in *SQA Guidelines on Online Assessment for Further Education (AA1641, March 2003)*, *SQA Guidelines on e-assessment for Schools (BD2625, June 2005)*.

CANDIDATES WITH DISABILITIES AND/OR ADDITIONAL SUPPORT NEEDS

The additional support needs of individual candidates should be taken into account when planning learning experiences, selecting assessment instruments, or considering alternative Outcomes for Units. Further advice can be found in the SQA document *Guidance on Assessment Arrangements for Candidates with Disabilities and/or Additional Support Needs* (www.sqa.org.uk).