Introduction

Interviews are distinguishable from ordinary conversations, as interviews depend on a system of turn taking, which determines the order of talk and the roles of each person in the interaction. Sports interviews differ from other common interactions due to how the conversation is produced and ended. There are expectations from each individual during an interview that plays into the framework of the reporter to anticipate responses. In this paper, I plan to outline the effective ways a reporter extracts information for the audience in post-game, sports interviews.

Questions/notes

* Literature- how does interviewer put interviewee’s at ease?
* Interviewer takes 2nd spot to athlete who is the main focus.
  + Center audience on interviewee and let them provide info and develop answers
* Interview is for entertainment of TV audience
  + H&C - Phrases like “mm-hm,” “uh huh,” “yes,” or “oh” are noticeable patterns to acknowledging someone’s response
    - Explains that news conversation is meant to lack these recognizable features, since the interview is for recognizable for the viewing of the public, not the people on set.

- Does this compare to sports interviews?

* Quickly engage the athlete and keep a positive conversation and put themselves in the background.
  + H&C- **Neutrality** - When interviewing it is important to maintain neutrality- don’t set someone up for defensive position – just want to report the information.
  + Do you see any examples where they asked questions that might create conflict or make the athlete defensive? Probably not. This may further support your position about the openings setting them up for a good, engaging interview
  + How do they build report and keep athlete talking?

**Priming** - Media provide a context for public discussion of an issue, setting the stage for audience understanding.

* + Prevalent in sport interviews? You probably won’t see the reporter priming, or only a limited amount, because the sports event that just ended or is about to start, already set the stage for the interview. You might see some priming related to explaining the specific athlete’s role in the game – highest scorer, MVP, etc.

**Agenda setting theory** –

Openings – What type of questions lead to fruitful answers and a quality interview?

* + Does how you start off the interview effect the rest of the interview.
* Open ended questions vs close format questions (yes/no)
* Do they smile at the opening, touch the athlete, make eye contact? All of these things could lead to a better connection.
* Need to have accuracy and purpose in reporting/posing questions
  + Prior to Game 2 of the 2014 NBA Finals, a reporter actually asked him, via [*USA Today*](http://ftw.usatoday.com/2014/06/gregg-popovich-one-question-pregame-press-conference): "Pop, for those of us that are not in this building more than at Finals time, does it feel normal air-wise to you, temperature-wise to you tonight?

1. What is reporter’s **frame** for the interview? Is the goal to present the athlete in a positive way or to challenge them?
   1. Does the reporter smile?
   2. Does the reporter interrupt the athlete?
   3. Does the reporter ask questions that key off what the athlete says, or do they follow their own line of questioning?
   4. Do they encourage the athlete in other ways?
   5. Does the reporter guide the interview or does the athlete take charge? How does this happen?
   6. Is there a difference if they won or lost?
2. What is the athlete’s frame for the interview? Are they in a hurry to get away or do they want to use the interview to present themselves in a positive way?
   1. Does the athlete smile?
   2. Do they make eye contact?
   3. Do they give short, curt answers or do they seem to engage with the reporter?
   4. Are they engaged while talking or do they seem uninterested and want to get away? What behaviors lead you to see this?
   5. Are the behaviors different if the athlete won or lost?
3. Who ends the interview?
4. How many question and answer exchanges occur?

**Heritage & Clayman**

Conversation analysis separates institutional talk and everyday interaction.

Institutional talk is viewed as a confined level of ordinary conversation in social insitutions

Turn taking

* “The turn taking system is constitutive of the news interview as a singular form of talk.”-P.215
* “By acting in accordance with a distinctive method of taking turns, the participants construct their interaction, turn by turn… 215
  + audience can hear this system and know an interview is in progress
    - attracts me to pay attention to the TV
* Rules and practices in turn taking system shape the resources that interviewers and interviewee’s have to pursue their objectives. P. 216
* Turn Taking is responsive for two institutional demands. First, it arises from presence of broadcast audience. This interaction should be managed as “talk for over hearers,” so the audience doesn’t feel like they are listening to a conversation. In essence the talk is being conducted for their benefit. Second, interviewers are recognized as a status of professional journalism. They must rely on the basics of interviewing, which means maintaining a neutralistic posture by not expressing their own views or views of their employing company.

Format

In on court, post-game basketball interviews there is no specific format since the interviewer cannot predict what the speaker will say, or how long they will speak for. Also, the content and order of speaking is not fixed, it is determined by the participants. “Every time a speaker arrives at the end of a grammatical unit, that constitutes a transition relevance place, a place where a turn transition may occur as a different speaker takes the floor.” Each participant, including the interviewer, has specific role that they must maintain, in order for the interview to function properly. The “interviewers are obligated to restrict themselves to asking questions.” While the “interviewee’s should restrict themselves to answering questions.”P.216 As both people perform their tasks correctly, valuable information may be processed and understood better for the audience.

Questions

Through my analysis of on court, post-game basketball interviews, I’ve noticed that the obligation to question is the main constraint on interviewer’s job, and is the majority of their contribution to the interview. While this is the main focus for the interviewer, what stands at an allowable question is broad. Most often the questions are elaborated with prefatory remarks used as declarative statements. These statement prefaces might seem to expand the boundaries of questioning, but they are allowed as they provide background information for the athlete and media audience to understand the importance of the question and why it’s being asked. Prefaces also clarify the relevance of the question, which may otherwise seem random without it. Interviewers must be clear and precise in how they provide a question. Not giving a question to answer to may understandably result in an unrecognizable answer. However, even yes or no questions can result in an elaborate response.

Institutional function of turn-taking system (question-answer rule)

Broadcast interviews are supposed to remain objective. It’s important for the interviewer to remain neutral when dealing with public figures, even though people tend to think that neutrality is unattainable. However, the turn taking system allows for neutrality for interviewers in various ways. By mandating the activity of questioning, the system restricts interviewers to an action accountable for seeking information, rather than expressing opinion. As I have noticed, interviewers avoid opinionated assertions, except as a way of leading up to a question(insert). They also avoid producing acknowledgement phrases like uh huh, yeah, oh, okay, and right, as these tokens could indicate support for, or belief in what the athlete has just said. As a result, avoidance serves as the ideal of neutralism. When listening to an interview, or watching one on TV, you don’t get the feeling that you are listening in on a private conversation. Instead, you feel that the interaction is conducted for the audience’s benefit, even though you are rarely addressed directly. Again, this shows turn-taking creates this talk that is being conducted for a ratified, but unaddressed audience of over hearers. The key is avoidance of acknowledgement and receipt token by the interviews because in ordinary conversations you acknowledge something a person has said and you imply the remark was produced for you and cast yourself as the primary recipient of the remark. Interviewers act to elicit talk through their questions, but refrain from acting as the recipient of such talk. In doing so, they allow the elicited talk to be understood as produced not for them but the audience who is listening in.

Norms

Questioning in broadcast news, such as sport interviews, is shaped by two broad professional norms, objectivity and adversarialness. Strict objectivity in news questioning is effectively impossible to achieve. But, the procedural focus on asking questions helps assure an accountable basis for objectivity, since questioning interviewee’s is antiethical to agreeing or disagreeing with them. So as long as interviewers stick to their role of asking questions, they have addressed this norm of and behaved in what we have called a formally neutral fashion. Next, interviewers should work to be appropriately adversarial. To exhibit this adversarial norm, interviewers should challenge their sources, rather than be a just mouthpiece for them. The norm is that one pushes the interviewee to prevent the interview from becoming a platform for interviewees to answer with little thought or effort. Their job is to question athletes on behalf of receiving information for the audience. The audience wants to hear input from the game through the participant’s words and perspective.

Framing

*Interactional Trouble in Emergency Service Requests: A problem with Frames*

Set of expectations people intend to use in a given scenario.

What is an In-Depth Interview?

<http://www2.pathfinder.org/site/DocServer/m_e_tool_series_indepth_interviews.pdf>

In-depth interviewing is a qualitative research technique that involves conducting intensive individual interviews with a small number of respondents to explore their perspectives on a particular idea, program, or situation and in terms of sports, the game. For example, interviewers might ask athletes about their experience and expectations related to the game just played, as well as, their thoughts they have concerning the outcome, and performances of the game. In certain outcomes, especially in a loss, athletes are asked about the changes they perceive in the team or themselves as a result of their involvement in the game and their organization.

In-depth interviews are useful during post-game interviews, as you want detailed information about a person’s thoughts and behaviors. Interviews are often used to provide context to the audience about the details of the game from the eyes of the athlete.

<https://www.ok.gov/opm/documents/structured%20interview%20manual.pdf>

In post-game sport interviews, it is useful for the interviewer to open the conversation with an open-ended question, and continue to pose them throughout. Asking open-ended questions compared to questions that can be answered with a yes or no, encourages athletes to reveal more about their thoughts and helps the interviewer gather more information.

Google searches\*

interview opening and closing analysis scholar

interviews in sports to provide information to the audience

Kyle Lowry and Ron Black post-game interview

Win

https://www.youtube.com/watch?v=uKpTP-AwWZA

1. Ron Black:   Here is Kyle Lowry. Welcome back (.3) way to ease yourself back into it.

2. Kyle Lowry:   Man, if imma play, if imma play I ain’t goin, ain’t no minute restriction

3.                on me man. I got a couple games to get right and um you know ii-I can

4.                    just go out there and if I’m going to play it ain’t no ain’t no easing into it. It’s

5.                     going out here and playing balls to the wall.

6. Ron Black:   Wild game obviously, big come back, down 20 you take a charge late, you 7.                       come back down the floor (.3) was it hard getting back into the flow? 8.                       You've been gone for a month and a half.

9. Kyle Lowry: No, (.2) I mean like I always said if you guys will adjust to me and that

10.                     we're good team and um you know for me just having fun out here helping 11.                     the guys helping our team win get as many wins as possible um that’s the

12.                     most important thing.

13. Ron Black:   You said the other day Kyle Lowry will tell Kyle Lowry when

14.                     Kyle Lowry can play. What did Kyle Lowry say to you earlier today?

15. Kyle Lowry:   Go play tonight, go get a W.

16. Ron Black:   Go play tonight, go get a W, and have a great game.

17.  Kyle Lowry: thank you I appreciate it.

18.  Ron Black:  Congratulations Kyle Lowry welcome back.

Kobe Bryant and Lisa Salters

Win

<https://www.youtube.com/watch?v=7_yJYvaj8XI>

1. Kobe: Wooh!

2. Lisa:  Kobe, are you sure, you sure you want to retire 60 points? Seriously hhh.

3. Kobe: hhh I'm sure I’m sure I’m absolutely sure.

4. Lisa: At what what point did you think I’m going I’m going for it?

5. Kobe: Well I mean all night hh all night long my teammates would just continue to

6. feed me the ball and so I just had to take the challenge the physical to try 7. and play through it and do the best I could.

8. Lisa: What does it mean to you to have played your entire Twenty-year career in 9. the purple and gold?

10. Kobe: Words can’t describe it honestly I mean it’s I grew up a die-hard Laker fan 11. you know. And so to spend twenty years here and to carry on the legacy and 12. tradition of all the great Lakers that came before. I mean I can't it’s 13. unfathomable I mean I can't even express what a dream come true this is.

14. It’s unbelievable.

15. Lisa: Look at all this for you. I mean has it sunk in yet that it its over?

16. Kobe: It’s I mean it’s hard I mean I try to not watch the news, not watch the stories. 17. You know and try to just stay in the present as much as I could because I 18. didn't want to come out here and completely stink it up. Which I did for the 19. first five minutes.

20. Lisa: Yeah yeah you kinda did.

21. Kobe: You know what I mean. So it was like woah I just got to settle down and play 22. the game that i've been playing since I two.

23. Lisa: What clicked for you, and when?

24. Kobe: Well you know I defensively I got some plays, I got some steals, I got a 25. block and that kind of got me into the game a little bit.

26. Lisa: Lastly, when you walk off this floor, take of the uniform for the last time.

27. What will you have let out here on the court?

28. Kobe: My heart and soul. I mean I gave everything I possibly could to the game.

29. You know that’s why um I’m so comfortable walking away from it. I mean I’ve

30. bared my soul to this game. I mean there’s nothing there’s no stone left un 31. turn. In so, you know I’ve left it all here and uh when I go to sleep tonight I'm 32. just gonna you know thank god for this beautiful opportunity uh continue to 33. thank my family and just spend as much time as I can with them and 34. enjoying the future.

35. Lisa: Thanks for the memories.

Joe Johnson and Jay A Adande

Win

<https://www.youtube.com/watch?v=cA56KGWYKqQ>

1. Jay a: Joe first of all take through that last play

2. Joe: I just want us to get the last shot. Uh I could have went like three or 3. four seconds on the clock but I''l pulled it back and waited to about two 4. that way once we got a shot out we was the only one you know getting 5. A shot at the end.

6. Jay A: Is this what you envisioned when you signed with Utah

7. Joe: Hhh yeah uh we've got a great young team and we just gotta keep 8. fighting obviously. Our big fella went down but uh man we made up for 9. it with a lot of effort a lot of hustle plays.

10. Jay A: what kept you guys from folding or from from reading that big sigh 11. when you saw Gobert? Had to be so deflating yet you guys really didn't 12. seem to lose anythin, what kept you guys going?

13. Joe: It was motivating actually man uh we knew that was going to write us 14. off with a big fella going down but guys guys stepped up and made

15. plays.

16. Jay A: Now it's supposed to be the young guys taking over this team but there 17. in the fourth quarter the balls in your hands again especially at the end, 18. how comfortable are you in that situation? And I guess it's going to be a 19. while before you leave it to the younger guys.

20. Joe: Um I'm very comfortable in those situations man uhh that was uhh you 21. no one of the reasons what what made them come out to me to

22. summer and uh and man I'm glad to be a part of this great young team.

23. Jay A: We don't know the status of Rudy Gobert yet but if you have to go

24. without him, what can you take them tonight for the rest of the series?

25. Joe: Man we just got to keep fightin man. We've got to keep fightin and keep 26. believin.

27. Jay A:   Thanks a lot Joe, congratulations.

28. Joe: Thank you.

Nigel Williams- Goss and Andy Katz

Loss

https://www.youtube.com/watch?v=ihRFkKZxcQY

1. Andy:        Nigel you guys had (.2) so many chances to take the lead potentially win this 2.         game. How do you rationalize the way it ended?

3. Nigel:        Yeah its tough, it’s tough when you feel like you had plenty of chances plenty

4.                  of opportunities to make plays uh to win a game uh you know this is kind of

5.                  like one of those once-in-a-lifetime opportunities and uh it hurts because you

6.                  know you might not get this opportunity again. So you got to give Carolina a

7.                 lot of credit <they played hard they played tough both teams battled but> it

8.                  does sting when you didn't capitalize on those opportunities.

9. Andy:        You say it hurt you've obviously been tearing up a little (.2) how do you

10.                describe the pain that you're feeling right now?

11. Nigel:      You know i-it's tough it's tough when uh (.2) you feel like if you are at your

12.                best night that y-you win the game you know and I wasn't at my best tonight

13.               and um you know I think-same goes for you know a lot of other players on this

14.                team and none of us feel like we played o-our best and that’s tough to swallow

15. but you know we can hang our hats on the fact that we know we put in the 16. work and tonight just wasn’t our night, which is tough.

17. Andy:      You hurt your ankle right toward the end as a timeout (.2) and then you

18.                came back in your shot was a little bit short, how much did it affect you?

19. Nigel:      Yeah I sprained it pretty good you know and I’m not going to lie. <It did it did

20.                hurt> but I missed some easy shots all game. Uh credit you know to Carolina 21.                they did make some good defensive plays at times and then there was times 22.                where I just missing shots I normally make. So uh you know it only happened

23.               the last you know (.2) minute and uh I was able to get through it and it just 24. hurts.

25. Andy:      You got this program to the national championship game within a couple

26.                possessions of winning it, what have you and these players do you think

27.                meant to Gonzaga and the Spokane Community.

28. Nigel:      I think we-ve meant a lot you know and I just think of just think um seeing all

29.                the smiles on people's faces that (.9) that we put on them. Uh I feel like we

30.                made our city proud made our school proud but it just hurts that we weren't

31.                able to finish the deal. but I'm glad I was able to be part of the first team to get

32.               us to the final four and it just leaves the door open for the next group is of Zags 33.                to come in here a-and close the deal.

34. Andy:      Well congratulations on a great season.

35. Nigel:      Thank you so much.

Kennedy Meeks and Dana Jacobson

### <http://www.ncaa.com/video/basketball-men> Championship Countdown: Dana Jacobson interviews Kennedy Meeks

Win

1. Dana: Kennedy what is this moment like for you? 3s
2. Kennedy: Haha, uhh its indescribable man, uh we were down most of the game um, coach kept us poised. The starting five we stayed in the game at the end and we grinded it out. That’s all you can really ask for we national champs. It’s been a dream come true. We are going back to Chapel Hill to celebrate. 20s
3. Dana: I know you guys couldn’t watch the game film from last year, from that Nova game. How many times are you going to watch that last block you had? 5s
4. Kennedy: Uh, I’m not sure, I just trying to be in the right position for my teammates and it lucked up for me. 5s
5. Dana: You guys had such a hard time just getting a rithym even going in this second half. Was there any point it was frustrating for you? 8s
6. Kennedy: Uhh, I mean they’re a big team. Um so those those bigs did a great job walling us, but they also did a great job attacking us early. And I feel like once we kinda got into the game our bigs did a tremendous job, Tony did a great job off the bench um Isaiah def-definitley stepped up today. 15s
7. Dana: You know, when you think back to last year and that agony and the pain that you felt, how does this moment compare? 7s
8. Kennedy: Uh, it’s a total 360. Um It just shows how hard we worked. Um How tremendously blessed we are um and you gotta just thank god in these situations cause um he was definitely with us the whole way. 11s
9. Dana: Congratulations, go enjoy. 2s