

Analyzing the Impact of Personality Patterns on Managing Journalistic Interviews: A Review of Concepts, Psychological and Communicative Dimensions

تحليل تأثير أنماط الشخصية على إدارة المقابلات الصحفية: قراءة في المفاهيم والأبعاد النفسية والتواصلية

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Abstract

Personality traits play a pivotal role in determining the success or failure of journalistic interviews, as they directly influence the selection, sequencing, and timing of questions. In this context, journalists encounter diverse personality types, which require high levels of adaptability, communicative awareness, and professional flexibility. Effective management of journalistic interviews depends on the interviewer's ability to interpret psychological indicators, analyze verbal and non-verbal responses, and adjust questioning strategies in accordance with the interviewee's personality. While certain personalities contribute to the establishment of an open and productive dialogue, others require deeper analysis to understand their motivations and communication patterns. This article examines the impact of personality types on the management of journalistic interviews from psychological and communicative perspectives, and proposes practical strategies to enhance interviewer performance and improve the quality of journalistic dialogue.

Keywords: Interview, Journalistic, Effectiveness, Personalities

ملخص:

تلعب السمات الشخصية دورًا محوريًا في نجاح أو فشل المقابلات الصحفية، إذ تؤثر في اختيار الأسئلة وترتيبها وتوقيت طرحها، يواجه بذلك الصحفيون أنماطًا لشخصيات، تتطلب قدرًا عاليًا من التكيف، والوعي التواصلية، والمرونة المهنية، على ضوء ذلك تعتمد إدارة المقابلة الصحفية على قدرة المحاور على قراءة المؤشرات النفسية، وتفسير الاستجابات اللفظية وغير اللفظية، وتعديل أساليب طرح الأسئلة، حيث تسهم بعض الشخصيات في خلق حوار مفتوح ومثمر، تستدعي شخصيات أخرى تحليلًا أعمق لفهم دوافعها وأنماط تواصلها، يستعرض هذا المقال تأثير أنماط الشخصية في إدارة المقابلات الصحفية من منظورين نفسي وتواصلية، مع تقديم استراتيجيات عملية لتعزيز أداء المحاور والارتقاء بجودة الحوار الصحفي.

كلمات مفتاحية: مقابلة؛ صحفية؛ فاعلية؛ شخصيات.

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1. Introduction

The journalistic interview is one of the most important tools for gathering information. Its success depends on the skills of the journalist as well as the communicative ability with the guest, who in turn shows harmony, interaction, and immersion in the dialogue by responding to the questions asked and harmonizing with the process and method of the journalistic dialogue. A radio or television interview or dialogue is a journalistic genre that relies on dialogue, whether recorded or live, that seeks to provide information, analyze events, and clarify issues comprehensively. Usually, the dialogue is initiated and managed by a journalist with the competence and experience necessary to address the topic from various angles, through good preparation of questions related to a specific topic, in order to obtain answers that help in providing information or analyses, or presenting different points of view.

2. Concept of Journalistic Interview

The journalistic interview is one of the most essential methodological tools that journalists rely on to collect information and convey it to the public with objectivity and efficiency. It is not merely a conversation between the journalist and the source; rather, it serves as a communication tool that contributes to shaping public opinion and clarifying issues by eliciting responses that reveal multiple perspectives on a given topic. A successful journalistic interview requires advanced skills that combine scientific knowledge with precision in question selection, as well as flexibility and creativity in engaging with the interviewee. As an intermediary between the speaker and the audience, the journalist bears a dual responsibility: maintaining a balance between accurately transmitting information and delivering it in a way that meets the audience's informational needs.

The "**Petit Larousse**" dictionary defines the interview not merely as a private or informal exchange, but as a public act aimed at sharing information or clarifying a particular topic for a wide audience (Dumayet, 1966) Therefore, the interview can become a powerful tool for conveying ideas, opinions, and perspectives. (MICT-International, n.d.) The journalist seeks to represent the interests of the readers by asking questions that the audience may be interested in having answered. The success of the interview requires advanced cognitive and behavioral skills from the journalist. The journalist relies on scientific principles to understand how to organize the interview, gather information, and select the appropriate questions, while applying the art of creatively and flexibly implementing these principles during the interview. The journalist must always remain aware that they are a mediator between the subject being discussed and the audience they serve. The journalist must be conscious of this dual function: speaking verbally to one person—or several people in the case

of a discussion—but the interview is ultimately directed at an audience. (L'interview, n.d.)

3. Types of Journalistic Interviews

The journalistic interview is one of the fundamental tools used by journalists to explore facts and convey information to the public in a direct and effective manner. It is not merely a process of asking questions and receiving answers; rather, it serves as a dynamic method for analyzing various issues, presenting different perspectives, and providing in-depth insights into events and personalities. Journalistic interviews vary in their nature and objectives, as they may be conducted with experts to explain complex topics, with witnesses to recount events, to gather opinions on specific issues, or to explore the personal aspects of interviewees. This diversity in interview types constitutes a crucial element of journalistic work, reinforcing its role in documenting information and fostering public awareness.

3.1. Journalistic interviews vary according to their nature and objectives.

The journalistic interview is one of the essential tools used by journalists to explore facts and convey information effectively. The interview gains special importance due to the variety of its types and the diversity of its objectives, making it a vital means of communication with the audience. These interviews involve a range of methods that enable the journalist to gain in-depth insights, ranging from gathering opinions, showcasing expertise, or providing a comprehensive portrait of individuals and events. Depending on the nature of the interview, it can be directed toward various purposes, contributing to the delivery of diverse and comprehensive information.

- A. **Interview with an Expert:** This type of interview involves questioning a specialist on a specific topic, relying on their technical, analytical, or scientific knowledge. A detailed testimony may be requested regarding a particular event or issue. This type of interview is often used in investigations, reports, or journalistic portraits. (Connin, n.d.)
- B. **Interview with a Witness:** The person being interviewed recounts what they have seen or heard. (Auger, 2010-2011)
- C. **Opinion Interview:** The person is asked to express their opinion on a specific topic.
- D. **Portrait Interview:** The person answers questions related to their life, career, and interests. Insights from their friends, colleagues, and family may also be included.

3.2. . Areas of Use for Journalistic Interviews

Journalistic interviews are fundamental tools employed by journalists to enhance media content and document events through direct quotations from involved individuals. These quotations may include images or audio clips added to the news to clarify facts and reinforce credibility. In live radio and

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television news, interviews are used to obtain direct responses from political figures, eyewitnesses, or even field reporters, contributing to providing a clear and accurate depiction of events.' In news programs, interviews serve as a key means of presenting various viewpoints on a specific event. These interviews may require follow-up questions from journalists or speakers to clarify certain aspects of the issue, facilitating comprehensive coverage. The duration of interviews varies depending on the program type, with journalists aiming to gather answers that cover the key points needed for the audience to fully comprehend the event. In journalistic reports and investigations, interviews play a vital role in supporting the accuracy of the information and data presented. Through firsthand testimonies from sources, journalists can ensure the credibility of the report and enhance the authenticity of the information provided. Interviews are also widely utilized across various media programs, including news, cultural, social, religious, educational, and artistic programs. In all of these types, interviews help present differing perspectives on the issues being discussed, thereby enriching public discourse.

4. Types and Forms of Journalistic Interviews or Dialogues

Journalistic interviews or dialogues vary depending on their purpose and nature. They can be news, investigative, or analytical interviews, depending on the subject and the source being engaged with. Interviews can take various forms, such as face-to-face interviews, or interviews conducted via phone or online platforms.

4.1. Fields of Use for Journalistic Interviews

Journalistic interviews are a fundamental tool in journalism, contributing to gathering information and analyzing issues through direct dialogue with involved individuals. Interviews vary according to their objectives, such as interrogative interviews aimed at extracting facts, or analytical interviews used for in-depth understanding of issues. They also play a crucial role in enhancing the credibility of journalistic reports by providing direct testimonies from experts and witnesses. Journalistic interviews enable effective communication with the audience, helping present a comprehensive and accurate picture of the topics discussed.

- **Interrogative Interview:** In this type of interview, the interviewer asks direct questions to the guest about a specific topic, aiming to obtain accurate and factual information. The goal is to extract the facts, with the interviewer taking control of the conversation.
- **Dialogical Interview:** This type of interview is less formal, with a more flexible exchange of dialogue between the interviewer and the guest. In this interview, the conversation may expand to include the guest's personal opinions and experiences.

- **Analytical Interview:** This type is used in programs that focus on in-depth analysis of issues or events, such as political or economic programs. The interviewer poses questions aimed at analyzing and examining the current situation, typically with the goal of providing a critical perspective that helps the audience understand the events more deeply and comprehensively. (Ross, 2005)
- **Profile Interview:** This interview focuses on the life of the guest, whether they are a public figure or an ordinary individual. It touches on the guest's personal experiences, career, and ideas, making this type of interview suitable for documentary or entertainment programs.
- **Audience Interview:** In this type of interview, the audience participates, either through phone calls or surveys, to share their opinions on a specific topic. These interviews may also involve the audience asking questions to the guest

4.2. Characteristics and Features of Journalistic Interviews

Journalistic interviews possess several characteristics that make them an effective tool for communicating with the audience and providing direct, reliable information. They are distinguished by direct interaction between the journalist and the guest, allowing for immediate responses to the questions posed and creating a live connection between the speakers and the audience. Interviews are also organized logically, with questions progressing from general to specific, gradually highlighting the topic. Journalistic interviews also give the journalist the ability to control the dialogue, helping steer the conversation towards the intended media goals, whether it is clarifying information or presenting various viewpoints. These interviews rely on transparency and clarity in both asking and answering questions, enabling the audience to fully understand the topic. In radio and television interviews, timing is crucial, as responses need to be brief and focused to maintain the audience's interest, sound and visual effects play an important role in enhancing journalistic interviews, as images and audio clips support the topics discussed, increasing the appeal of the content and making the discussion clearer and more powerful.

- **Direct Interaction:** The dialogue in the interview allows for immediate responses to the interviewer's questions, creating live interaction **between the guest and the listeners/viewers.**

- **Logical Sequence:** Interviews are typically organized in a way that the questions flow from general to specific, with the interviewer presenting the topic progressively. The questions are interconnected to achieve the interview's purpose.

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- **Control of Dialogue:** The interviewer has the ability to steer the conversation precisely to achieve the media goal, whether it's providing information, offering criticism, or exploring different viewpoints.
- **Transparency and Clarification:** The interview relies on clarity and transparency in asking questions and providing detailed responses that allow listeners or viewers to fully understand the topic at hand.
- **Appropriate Timing:** In radio and television interviews, timing is critical. Answers need to be concise enough to keep the audience engaged but detailed enough to convey the message effectively.
- **Use of Sound and Visual Effects:** In television, the dialogue is supported by images and video clips that enhance the topic being discussed. In radio, sound elements, such as tone changes or music, are used to clarify or emphasize the ideas being discussed.

4.3. Stages of Preparing for a Journalistic Interview

Prior preparation is one of the key essentials for the success of any journalistic interview. Before conducting the interview, the interviewer should study the topic and gather the necessary information to ensure the conversation flows smoothly. It is also crucial to prepare questions in advance that align with both the topic and the guest, as thorough preparation enables the interviewer to manage the conversation efficiently. While some journalists may begin interviews with only a few written questions in their notebooks, dedicating time to proper preparation is vital. Former New York Times journalist Mirtha Ochoa (Scanlan, 2013) mentions that she tries to learn as much about the topic as the experts she is interviewing. As for the questions, it's important to have a variety, including open-ended questions that allow the guest to express themselves freely, and closed questions that provide specific answers. The interviewer should also be polite and maintain a balance between asking questions and actively listening to responses. Silence, as noted by Brady Dennis of the "Washington Post" (Scanlan, 2013), opens the door to deeper listening, enriching the dialogue and helping clarify the facts more effectively.

5 Journalistic Interview Questions and Nature of Responses Based on Personality Types

A journalistic interview provides a deeper understanding of various topics. It heavily depends on the types of questions asked and the nature of the responses they elicit. Journalists must craft their questions carefully to steer the conversation, delve into important issues, and provide valuable insights to the audience. With the diversity in the interviewee's personality, their responses may vary, making it essential for the journalist to adapt their questioning style to extract the most useful and meaningful answers.

5.1 Types of Journalistic Interview Questions

Given the importance of the interview, the journalist or interviewer must have a broad understanding of the different types of questions they should consider to achieve a successful conversation. Among the questions, we can mention the following:

- ✓ **Follow-up Questions:** Based on the guest's answers, additional questions can be asked to clarify points or delve deeper into details. This approach ensures a dynamic and insightful conversation, enriching the overall interview. Journalists use different types of questions to gather information, with the aim of steering the conversation appropriately.

- ✓ **Open-ended Questions:** These questions require detailed answers and cannot be answered with a simple "yes" or "no." The goal is to encourage the guest to provide comprehensive responses. (LDLP - Librairie Du Liban Publishers, 2019)

Example: "How do you view the impact of climate change on the global economy?" or "What motivated you to choose this career path?"

Closed-ended Questions: Closed-ended questions are limited to a "yes" or "no" answer, or a brief response. They are used to obtain specific or clear information.

Example: "Was the agreement signed on time?" or "Do you support this policy?" (Dillman, Smyth, & Christian, 2009)

- ✓ **Clarifying Questions:** Clarifying questions are asked by the listener to avoid misunderstandings and ensure a clear understanding of the message. (Indeed, 2023) They enhance communication and demonstrate interest in the speaker's point. These questions are used when the journalist needs further details or clarification on something the guest has said.

Examples: "Can you clarify what you mean by this point?" or "What do you mean by the phrase 'a radical change in the economy'?"

- ✓ **Challenging Questions:** These questions are posed to offer a counterpoint or criticize a particular idea or statement, aiming to encourage the guest to think deeply or clarify their position.

Examples: "But many people say these policies could backfire. What is your response?" or "How do you respond to criticisms that this decision is unjust?"

- ✓ **Hypothetical Questions:** Hypothetical questions are based on assumptions rather than facts. They are commonly used to draw out opinions and beliefs about imagined or potential situations that do not exist in reality (SmartSurvey, n.d.) . These types of questions may also be posed in the context of events that have not yet occurred but could happen in the future, prompting the respondent to express how they would handle a hypothetical event or situation.

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Examples: "If you were in the government's position, how would you handle this crisis?" or "What if there were a significant gap between social classes? How would you address that?"

- ✓ **Cause and Effect Questions:** These questions are used to explore the reasons behind something happening or to identify its impact on other factors. (Study.com, 2016)

Examples: "What caused the rise in unemployment rates in this sector?" or "How do you think these decisions will affect the economy in the long term?"

- ✓ **Preference Questions:** These questions are used to understand the guest's preferences or opinions on a specific subject.

Examples: "Which of these options do you think is best for the environment?" or "Do you prefer working in the public sector or the private sector? Why?"

- ✓ **Motivational Questions:** These questions aim to understand the reasons or motivations behind a person's decisions or behaviors. (Anning, 2015)

Examples: "What motivates you to do this work?" or "What led you to make this difficult decision?"

- ✓ **Personal Opinion Questions:** These questions seek to understand the guest's personal opinion on a particular issue or topic.

Examples: "What is your personal opinion on the development of digital media?" or "Do you think the recent social changes are positive or negative?"

- ✓ **Comparative Questions:** These questions aim to compare two or more things and are used to understand different viewpoints.

Examples: "How do you see the difference between old and modern economic systems?" or "What sets this product apart from others in the market?"

- ✓ **Analytical Questions:** Analytical questions assess the guest's ability to apply critical thinking and logic skills. These questions require the guest to explore the deeper aspects or details of a topic and discuss its implications. (Indeed, 2024)

Examples: "How can we analyze the impact of these events on government policy?" or "Do you think technology will help reduce the economic gap between countries?"

- ✓ **Evaluative Questions:** These questions are used to assess the situation or topic from the guest's perspective.

Examples: "How do you evaluate the government's performance in handling this crisis?" or "How do you see the level of education in the country compared to other nations?"

- ✓ **Escalating Questions:** These questions begin with a simple point and gradually escalate to more complex topics.
Examples: "How did you start in this field?" or "What are the biggest challenges you've faced in your career?"

5.2 Personality types in press interviews:

Personality types in press interviews: In press interviews, it is important for the journalist to be prepared to deal with different types of personalities, as each person differs in the way he interacts with questions and the degree of his openness or reservation. These personalities may be secretive, talkative, reserved, emotional, or vague, and each type requires a special method to deal with them.

a) The Silent or Reserved Personality:

This personality tends to provide very short answers or may remain silent for long periods. They are often reserved and reluctant to share their emotions or opinions. Dealing with this type requires patience and flexibility (Guy-Evans, 2024). The interviewer should use open-ended questions and create a comfortable environment to encourage interaction.

b) The Talkative Personality:

Talkative individuals possess strong communication skills. They enjoy expressing their opinions freely and have the ability to capture attention. These individuals easily engage others in conversation and feel comfortable sharing information. The interviewer should capitalize on their ability to speak to enrich the interview. (Quora, n.d.)

c) The Cautious or Hesitant Personality:

This personality is characterized by a high level of caution when making decisions or responding to questions. They may be slow to provide information and fear responsibility or criticism. (Cautiousness, n.d.) It is important to create a safe and comfortable interview environment to encourage this personality to speak freely.

d) The Emotional Personality:

This personality tends to express their emotions clearly, whether positive or negative. They may be quick to react emotionally, and their responses could be intense. The interviewer should avoid asking questions that might provoke excessive emotional reactions, focusing instead on questions that help manage emotions. (ProWritingAid Team, n.d.)

e) 5) The Evasive or Vague Personality:

These personalities tend to avoid giving clear answers and may try to deflect direct questions. They are often ambiguous in their statements, which requires the interviewer to ask precise and direct questions to force the interviewee to provide more explicit answers. (Collins English Dictionary, 2024)

f) The Verbose Personality:

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This type is characterized by lengthy and unfocused speech, often detailing unnecessary information. While such individuals can provide a wealth of information, the interview may become confusing. The interviewer should steer the conversation and focus on key questions to ensure the interview remains on track. (Nemko, 2018)

g) The Critical or Oppositional Personality:

These personalities are inclined to criticize opinions, policies, or even individuals, often presenting opposing views. Dealing with this type requires patience and professionalism. The interviewer should avoid engaging in arguments and should allow the guest to express their objections fully without interference.

5.3 Elements of Success in Journalistic Interviews

To ensure the success of journalistic interviews, journalists must focus on a set of key elements that contribute to achieving a professional and effective dialogue. First, technical and logistical preparation is a priority for a successful interview, as equipment should be tested and the connection verified before starting the conversation to avoid interruptions that may disrupt the flow. Additionally, guests should be informed in advance about the main topics to be discussed, allowing them to prepare adequately and provide thoughtful and accurate responses. Understanding the guest's personality is also crucial, as it helps the journalist select an appropriate questioning style that facilitates interaction and enhances the quality of the dialogue.⁴ Furthermore, clear objectives for the interview should be established in line with the subject matter, whether it's obtaining specific information or discussing a particular issue. Planning the interview time carefully helps organize the flow and ensures the desired results are achieved. Moreover, managing stress is a critical factor in the success of the interview, as handling pressure effectively contributes to improving the dialogue by creating a comfortable environment for both the host and the guest. Attention should also be given to body language, as it serves as an essential form of non-verbal communication that enhances the understanding of both the guest and the audience. Finally, adherence to media laws is crucial to ensure the accuracy of the information being shared and to maintain the integrity of the interview while preserving the credibility of the media.

6. The Psychological and Communicative Dimensions of Managing Press Interviews

Understanding the psychological and communicative dimensions in managing press interviews is one of the key factors that contribute to the success of this process. A press interview is a complex interaction that goes beyond a mere exchange of questions and answers, as its flow is significantly

influenced by the personal traits of both the journalist and the guest. Studies indicate that personality types, such as those outlined in the "Big Five" model, play a crucial role in determining the nature of the interview and how the involved parties interact. These psychological dimensions highlight the effects of openness, conscientiousness, extraversion, agreeableness, and neuroticism on the dynamics of the conversation. For example, individuals with high levels of openness tend to enrich the interview with their candid expressions, leading to longer and more detailed discussions. Conversely, highly conscientious individuals are good at organizing the dialogue efficiently but may struggle to build a quick rapport with the interviewer. Social individuals contribute to creating a positive communication environment, whereas neurotic individuals may negatively impact the quality of the conversation due to anxiety and stress. Therefore, it is essential for the journalist to have a deep understanding of these psychological dimensions to steer the conversation in a way that aligns with different personalities, ensuring effective and fruitful results in the press interview.

6.1 Psychological Dimensions

1. Openness: Individuals with high levels of openness tend to express their thoughts and emotions freely, which can lead to longer and more in-depth conversations during interviews. Studies indicate that openness can increase the duration of interviews, as such individuals contribute rich and engaging content . (Salihu, 2020)
2. Conscientiousness: Highly conscientious individuals are characterized by planning and organization, which can influence how they manage interviews. They may have the ability to effectively steer the conversation, but they might struggle to build a quick rapport with the interviewer . (Rieken, 2020)
3. Extraversion: Extraverted individuals tend to engage in social interactions with ease, which can facilitate the development of a positive relationship with the interviewer. However, research suggests that extraversion may also shorten the interview duration if the person speaks too quickly (Leader, 2021)
4. Agreeableness: Agreeable individuals tend to be cooperative and harmonious, leading to smoother conversations. However, this may also result in shorter interviews due to the lack of conflicts or disagreements (Salihu, 2020)
5. Neuroticism: Individuals with high levels of neuroticism may experience anxiety or stress during interviews, which can negatively impact communication quality and conversation length. These individuals often avoid discussing sensitive topics, leading to shorter discussions (Leader, 2021)

6.2 Communicative Dimensions

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Analyzing the psychological and communicative dimensions in managing press interviews is essential for understanding how personality traits influence the course and quality of the interview. The ability to build a good rapport with the interviewee is a critical factor for the success of the interview, as journalists must employ effective communication techniques tailored to the personality of the guest to foster trust and comfort. The approaches to be used vary based on personality type; some individuals require a supportive and empathetic style to build trust, while others respond better to a direct and clear approach. Moreover, studies show that extroverted individuals exhibit strong expressive capabilities, which enhances their performance in the eyes of the interviewer, while introverted individuals may need additional training to improve their performance in this context. Therefore, understanding these personality traits is fundamental for enabling journalists to adapt their approaches, thereby enhancing the effectiveness of interviews and improving the quality of the information obtained.

- **Rapport Building:** The ability to establish a good relationship with the interviewer is crucial for a successful interview. Journalists must use effective communication techniques that align with the interviewee's personality to foster trust and comfort. (Rieken, 2020)
- **Communication Styles:** Different personality types require different communication approaches; some individuals need a supportive and empathetic style to build trust, while others respond better to a direct and clear approach. (Hilgert, Kroh, & Richter, 2016)
- **Impression Management:** Research suggests that extraverted individuals are more adept at managing impressions during interviews, leading to better performance in the eyes of interviewers. Meanwhile, more introverted individuals may require additional training to enhance their performance in this context. (Leader, 2021)

Personality traits significantly influence the management of press interviews by affecting both psychological and communicative dimensions. Understanding these traits can help journalists refine their skills and adapt their approaches to accommodate different personalities, ultimately enhancing the effectiveness of interviews and improving the quality of the information obtained.

Conclusion

The impact of personality traits on managing press interviews is a fundamental factor in ensuring successful outcomes and maintaining high-quality management. The way in which the psychological and communicative

traits of individuals are understood and absorbed can significantly influence the flow of conversation and the results achieved. Many researchers and practitioners in the field argue that conducting press interviews goes beyond preparing questions or verifying information; it extends to our ability to handle the wide variety of personalities and guide the conversation in a way that supports obtaining accurate and impactful information. In this context, the psychological dimensions of individuals, such as openness, conscientiousness, neuroticism, and agreeableness, affect their interaction with the interviewer and the journalist's ability to determine the appropriate direction for the conversation. Open and cheerful personalities are often more willing to engage and share information in-depth, contributing to richer and more expressive dialogues. On the other hand, handling introverted or neurotic personalities requires special approaches, such as creating a comfortable environment to ensure the interview progresses smoothly and avoids the negative impacts of anxiety or stress.

Moreover, communicative dimensions play a central role in the success of the press interview. The ability to build rapport between the journalist and the guest is a critical factor in determining the quality of communication. Each personality requires a specific communication style; friendly individuals may respond better to a supportive, empathetic approach, while direct individuals prefer clear and concise interactions. A journalist's understanding of these dimensions can help direct the interview in accordance with the personality traits involved, thus enhancing the effectiveness of the interaction and contributing to the acquisition of the accurate information sought by the audience.

Therefore, managing press interviews necessitates a deep understanding of the psychological and communicative dimensions of the personalities involved. A skilled journalist is one who can guide the conversation flexibly and effectively, adapting to the diversity of personalities encountered. By analyzing personality traits accurately, journalists can improve their communication skills and adjust their approaches to achieve the best results. This ultimately enables them to enhance the effectiveness of press interviews and achieve outstanding professional outcomes.

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