

CMST 4330.001 Interviewing ~ Tuesdays and Thursdays, 9:30 – 10:50 a.m.

Syllabus – Spring 2026 ~ CAS 106

Instructor: Lorri Allen

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Student hours: Mondays 2-5 p.m., Tuesdays 3-5 p.m. and by appointment
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Overview: An in-depth exploration of interviewing. Learn and practice techniques and purposes of different types of interviews. We'll hear from experts who ask questions for a living. We'll analyze what distinguishes good interviews. You'll be prepared for roles as interviewers and interviewees in news, employment and more.

How does this course help you?

Whether it's called "interviewing," "cross examination" or "conversation," the art of asking good questions well requires several skills: **research, listening, critical (and fast) thinking, communication and editing.** These skills will help you improve personal relationships and make you a better employee and leader.

This is a rigorous, challenging, upper level course. Succeed by paying attention to details and keeping up with reading and other assignments.

Student Learning Outcomes:

1) Interviewing
2) Writing
3) Analyzing
4) Career Preparation

By the end of this course, you'll be able to:

- Research and prepare questions for several typers of interviews (Competency: Analyzing, Interviewing)
- Ask for interviews verbally and in writing (Competency: Interviewing, Writing, Career Preparation)
- Answer questions in different settings (Competency: Analyzing, Interviewing, Career Prep)
- Write the results of interviews in appropriate formats (Competency: Analyzing, Interviewing, Writing)

Another way to look at the semester's goals:

Learning outcomes	Assignments	Marketable Skills
Interviewing	Interviews, Podcast, Interview analysis	Interviewing, Communication

Writing	Professional interview, Q&A article, Resume	Writing, Editing, Journalism, Meeting deadlines
Analyzing	Interview analysis, Crisis Communication, exams	Critical thinking, Quick thinking
Career Prep	Reading assignments, guest lectures, Resume, Job interview	Interviewing, Listening, Time management

Required Textbooks and Reading:

- “Talk to Me: How to Ask Better Questions, Get Better Answers and Interview Anyone Like a Pro” by Dean Nelson, Ph.D.
- “The Next Conversation: Argue Less, Talk More” by Jefferson Fisher
- Handouts and Canvas Modules
- “Ask Outrageously!” by Linda Swindling. The book is great and inexpensive, but I’ll provide materials to get you the basics if you don’t want to buy the book.

Required Reading/Viewing/Listening:

Immerse yourself in the world of Q&A, from news and podcasts to talk shows on radio, TV and online. Consume a variety of sources to find interviewers who resonate with you and your style. Suggestions:

Viewing: “60 Minutes,” “CBS Sunday Morning” – they can be watched in their entirety online after the initial airing.

Listening: NPR’s “Morning Edition” and “All Things Considered.”

Reading: Select feature stories provided on Canvas

Free News Apps: NPR

Special Course Notes:

- 1) *Alternate Class Locations - Field Trips* – On campus trips only for now...
- 2) *Special guests:* Professionals visit. Be polite to them. Take notes, ask questions. Their content will be vital for your projects and final exam.

Assignments and point values

- **Interviews** (Five formal interviews worth up to 100 points each): You will conduct these and then submit them using different forms of technology.
- **Ask Outrageously** A project using your interview skills. (up to 100 points)
- **The Next Conversation** A project using your listening and conversational skills
- **Interview Analysis** (up to 100 points) You will be given an interview to analyze.
- **Crisis Communication** (up to 100 points) Those of you who’ve taken MCOM

2311 or CMST 4326 will be familiar with this assignment. Teams roleplay a disaster response while the rest of the class plays hard-nosed reporters.

- **Reflection questions** (Three at 10 points each for 30 total): Learning research indicates you retain lessons longer if you reflect on how they're helpful or how they contribute to a bigger goal.
- **Final exam** (worth up to 100 points): tests your application of skills learned.

Note: I'll give you a detailed rubric for each assignment. The rubric also shows you how the assignment relates to student learning outcomes as well as real-world skills.

Grading Scale:

A	900 -- 1,000 points
B	800 -- 899 points
C	700 -- 799 points
D	600 -- 699 points
F	599 points or below

I'll grade your assignments as soon as I can; however, I keep extra credit points on a separate spreadsheet. Keep track of scores (a list of assignments is on your Course Schedule for convenience) and come to my office to confirm totals.

I use multiple assessment strategies so you can earn points in several ways—it helps those who suffer from test anxiety, and I get a more accurate measure of how much you have learned.

Grading rubrics: Even though each assignment has a rubric to guide you, the following apply to all assignments:

- **Clean copy.** Your grade for each assignment will be reduced depending on how many grammar, spelling, punctuation or AP errors you have.
- **Facts are important.** An error of fact results in a zero.
- **Names are just as important.** If you misspell a name (including mine), you will get a zero for the assignment. Many brand names are listed in the AP Stylebook.

In accordance with **Bloom's Taxonomy**, assignments increase in difficulty.

Assignment policy

- Use **Microsoft Word** to complete your writing projects.
- Include your name, date, assignment name and course name on the upper left of page 1.

Kayson Moreles

Feb. 3, 2026

Personal Interview, CMST 4330

- You must turn in all assignments by deadline. **No late assignments accepted.**

Assignments **must be turned in the way the rubric states.** If the assignment is not

CMST 4330 Interviewing ~ Syllabus and Course Schedule subject to revision.

submitted correctly, it won't be accepted and earns a grade of zero.

WHY?

Having a communications job requires excellent observation skills. Being a great employee in any field requires noticing details and following instructions. To reinforce these skills, assignments *and deadlines* will differ, *so read each rubric carefully*.

Truth, Honesty, Originality are important in *any* coursework.

Committing the following in the Communication department are especially egregious.

- **Plagiarism or fabrication in any form.** Students caught plagiarizing or fabricating **fail the assignment**, may fail the class and are **subject to academic and disciplinary action**.

Thanks to Emily Scheinfeld, Ph.D., for the following nuances:

- **Intent:** When reviewing a possible case of plagiarism, intent will *not* be taken into consideration. In other words, an act of plagiarism is plagiarism.
- **Mistakes and accidents:** The possibility you mistakenly or accidentally fabricated or committed plagiarism will *not* be taken into consideration.
- **Appeal to ignorance:** Your claim to ignorance about this policy is *not* a valid justification to plagiarize.

Forms of academic dishonesty include: Collusion— lending your work to another person to submit as their own; Fabrication— deliberately creating false information, and Plagiarism— the presentation of another person's work as your own.

The University requires us to follow copyright and fair use requirements. You're individually and solely responsible for violations of copyright and fair use laws. The University will neither protect nor defend nor assume any responsibility for *student* violations of fair use laws. Violations of copyright laws could subject you to *federal and state civil penalties and criminal liability, as well as disciplinary action*.

Academic dishonesty is never tolerated by the University or the Department of Communication.

NO LATE ASSIGNMENTS are accepted. **So, it's better to turn in unfinished work and get some points rather than none.

**If you're having challenges not related to procrastination or time management, *talk to me at least 36 hours ahead of the due date*. I may extend your deadline.

Makeup Exams are not offered.

Note: Students late to class on exam days will **not** be allowed to take the exam if others have already completed it.

Attendance Policy: Please read the UT Tyler [Class Attendance policy](#).

At the end of the semester, **if you've attended every class, you've come prepared, participated in discussions and remained engaged***, I'll add up to 5 points to your final total. For instance, you could go from an 897 (B) to 900 (A).

- Class attendance is required and expected. Plus, it helps you, and you're paying to learn.
- Work does **not** qualify as an excused absence.
- If you're sick, provide a **doctor's note** to earn an excused absence.
- If a close family member dies, send the obituary or funeral program for an excused absence. "Close" = *your* siblings, parents, child or grandparents.
- My children are my dogs, so while I empathize with the challenge of a sick pet, you can still carve 80 minutes out of your day to attend class.

Rude, disrespectful or disruptive actions may result in **points subtracted** from your final grade—at my discretion.

Class Policies:

- Devices: Turn **off** all devices unless part of our class work. Allowing devices to make noise disrupts class. No text messaging or checking the time on your phone. It's rude to your professor, guest lecturers and classmates. Keep devices in your backpack unless notified otherwise. *Take notes by hand.*
*Engaged = *not using your laptop unless part of the day's work.*
(If you have a documented reason to use a laptop when doing so is not part of the day's work, you **must** talk with me about your seat assignment.)
- No eating or drinking in the lab. Liquid in a container with a lid is permitted at the desks away from the computers.
- Treat your classmates and me with respect and kindness.

Tips to succeed in this course:

#1 – Come prepared.

#2 – Attend class. We move fast and missing even one class means you may miss crucial instruction or an Aha! breakthrough.

I offer flexibility for real-world emergencies such as COVID-19 and don't want you in class if you're contagious. I'll take appeals on a case-by-case basis.

#3 – Understand the assignment policy. You're responsible for turning in all assignments by deadline. You're responsible for following instructions on how to submit assignments.

- Assignment due dates may change at my discretion with fair notice and *always to your benefit*.
- You must complete all assignments to pass. This does not mean, however, that merely completing all assignments guarantees a passing grade.

#4 – Practice classroom courtesies, described in “class polices” above.

#5 – Stay in touch. I use Canvas and email to communicate.

- Email policy: on weekdays, I’ll do my best to answer you in 24 hours. On weekends, give me 48 hours.
- Text my personal cell if you have an emergency: 214-878-8610.

#6 – Realize Academic Honesty is the most important trait you can protect. Careers – and grades – are lost when people cheat.

- Practice academic integrity and accept responsibility for your actions.
- Academic misconduct includes, but is not limited to, cheating, unattributed use of others’ work (including test and paper “banks”), disruption of class, and discourtesy to, or harassment of, other students or me.

Artificial Intelligence policy

UT Tyler is committed to exploring and using AI tools as appropriate for the discipline and task undertaken. We encourage discussing AI tools’ ethical, societal, philosophical and disciplinary implications. All uses of AI should be acknowledged as this aligns with our commitment to honor and integrity, as noted in UT Tyler’s Honor Code. *Faculty and students must not use protected information, data or copyrighted materials when using any AI tool.*

Additionally, users should be aware that AI tools rely on predictive models to generate content that may appear correct but is sometimes shown to be incomplete, inaccurate, taken without attribution from other sources and/or biased (racist).

Consequently, an AI tool should not be considered a substitute for traditional approaches to research. You’re ultimately responsible for the quality and content of the information you submit. Misusing AI tools that violate the guidelines specified for this course (see below) is considered a breach of academic integrity. You’ll be subject to disciplinary actions as outlined in UT Tyler’s Academic Integrity Policy.

AI policy for CMST 4330

For this course, **AI is permitted for transcriptions.** Other uses of AI are allowed, *when described in an individual assignment.* Please ask if you have an idea for using AI if it is not mentioned in an assignment.

Thanks for paying attention to the syllabus details!