



A Arte de entrevistar bem (Portuguese Edition)

Thaís Oyama

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Este livro descreve os encantos e conta os segredos para escapar das ciladas daquilo que é a base da reportagem e, na opinião de muitos, seu momento mais prazeroso: a entrevista. Estudantes e até mesmo experientes profissionais do ramo muitas vezes deparam-se com situações complicadas. Como quebrar o gelo? Gravar ou não gravar? Como lidar com entrevistados difíceis? Guia abrangente, a obra aponta os erros mais comuns e indica truques infalíveis sobre o que fazer para não transformar a entrevista em um desastre, mesmo em situações imprevisíveis. Além disso, Thaís Oyama relata a experiência de 11 talentosos jornalistas para mostrar que, mais do que aprendizado teórico, a arte de entrevistar se aperfeiçoa com o exercício permanente da profissão.



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