



REACH YOUR AUDIENCE WITH STORYTELLING- TMT Online Course

25 FEBRUARY- 2 MARCH 2020

WEEK 1	Tuesday 25 February	Wednesday 26 February	Friday 28 February	Monday 2 MARCH
16:00 - 17:00	Introduction <ul style="list-style-type: none"> Introduction to the course, explanation of the week, course overview. Expectations. Introductory round Mapping 1: <ul style="list-style-type: none"> Introduction to mapping technique. Communities Agreed realities and payoffs. 	<ul style="list-style-type: none"> Recap and reflection. Persuasive Aims Introduction: <ul style="list-style-type: none"> Connecting Target audiences to Aims. How do people learn, What can be learned? 	<ul style="list-style-type: none"> Recap and reflection. Story 1: <ul style="list-style-type: none"> The components of powerful story. 	<ul style="list-style-type: none"> Recap and reflection. Final presentations <ul style="list-style-type: none"> Presentation final assignments Plenary group feedback
17:00-17:30	• Break	• Break	• Break	Break
17:30 - 19:00	Mapping 2: <ul style="list-style-type: none"> Mappable questions 	Persuasion 1: <ul style="list-style-type: none"> How are people persuaded? Credible sources, Emotional Appeals and Logical information. 	Story 2: <ul style="list-style-type: none"> The universal truth and symbols 	<ul style="list-style-type: none"> Presentation Huawei news stories Plenary group feedback
19:00 - 20:00	•	•	•	
20:00 - 21:00	Mapping 3: <ul style="list-style-type: none"> Mapping known Target Questions with feedback 	Persuasion 2: <ul style="list-style-type: none"> Analyzing persuasion in media examples 	Story 3: <ul style="list-style-type: none"> Comparing news to narrative journalism 	<ul style="list-style-type: none"> Map an influencer from your story
21:00 - 21:30	• Break	• Break	Break	Break
21:30 - 23:00	Mapping 4: <ul style="list-style-type: none"> Create your own map in groups Target audience statement 	Persuasion 3: <ul style="list-style-type: none"> Persuasive aim statements 	Story 4: <ul style="list-style-type: none"> Writing our own narrative journalistic story Discussing the final assignment 	<ul style="list-style-type: none"> Stories in a single tweet Q&A Closing remarks and evaluation