



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 3: Storytelling & Creative Formats



ENGGAR *(she/her)*

Trainer at RNTC
Strategic communications consultant



Camera on, mic off



Notebook and pen



OLA account



Smartphone

WHAT YOU NEED



**our approach to
content creation**

Target Audiences

Persuasive Aims

Storytelling

Creative Formats

SRHR Content

Popular Platforms

AGENDA DAY 3

What are Stories?

The Essential Elements of a Story

Creative Formats: Single & Wrapper

The 10 Formats: Mix & Match

Medium & Channels

RECAP AND REFLECTION



Introduction

The Sorrows of Young Werther, published in 1774, was Goethe's first work of narrative art. It is presented as a collection of letters written by Werther, a sensitive and passionate young artist, to his friend Wilhelm. Werther falls hopelessly in love with Charlotte, who is engaged to a man named Albert. Tragically, Werther's unrequited passion for Charlotte and intense jealousy of Albert led him to suicide. The novel is known to be a loosely autobiographical account of Goethe's love of Charlotte Buff, who was engaged to a friend of his.

The novel was an immediate sensation and was responsible for launching the Sturm und Drang period in German literature, which influenced the later Romantic literary movement. It was Goethe's first major success, turning him from an unknown writer into a celebrated author practically overnight. The novel also started a trend of great suicides, with many youths dressed in Werther's yellow waistcoat, found dead with copies of the novel tucked in their pockets.

popular work, with a ne-
executed narrative. It
and misery with
as a time ca-



IDEA STORM

**What is a story?
What does storytelling
mean to you?**



IDEA STORM

Go to **menti.com**, enter the code **3490 5713** and answer the following question:

What is a story? What does storytelling mean to you?



STORY

- A narrative, story, or tale is any **account of a series of related events or experiences, whether non fictional or fictional.**
- Narratives **can be presented** through a sequence of written or spoken **words**, still or moving **images**, or any combination of these.





STORYTELLING

It is the way we **share** a story, a way of **learning** and making **sense** of the world.

**Point of View
(PoV)**

**Conflict -
Resolution**

Time/Space

Narrator

STORY

**Tension
points**

Characters





Four decades after the end of the Cambodian civil war, land mines still plagued the country. By some experts estimate more than a million mines are still in the ground and they have killed over a hundred people in 2013.



It's early morning and Mandy is brought in the bus for her regular journey to the training fields. But today, she has a big test ahead to see if she is ready to join an elite team on a mine clearing mission to Mozambique.



REFLECTION

1. Which video do you prefer?
2. Which one is more memorable?
3. Which one has more information?



REFLECTION

Go to **menti.com**, enter the code **3490 5713** and answer the following questions:

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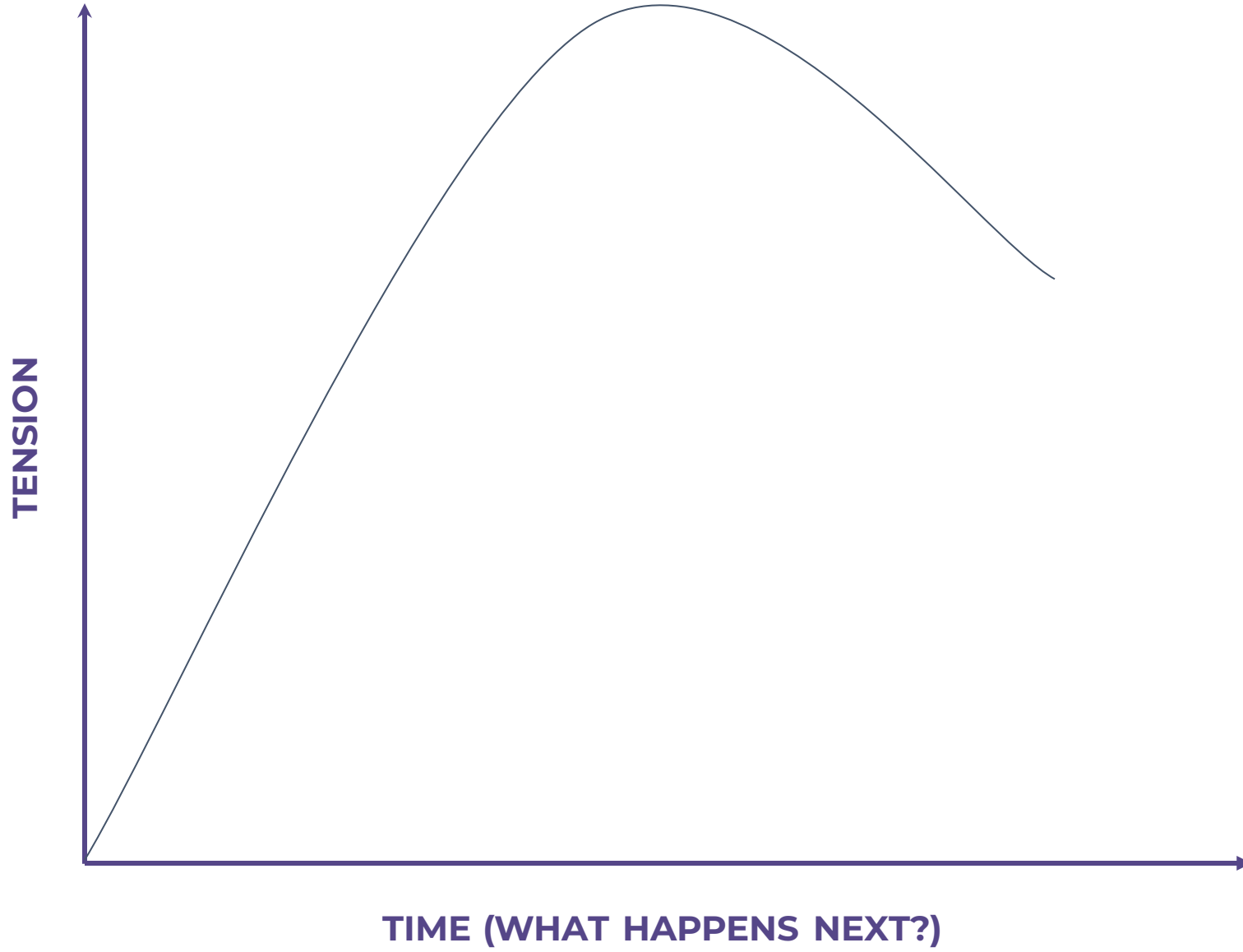
HOW TO TELL POWERFUL STORIES:

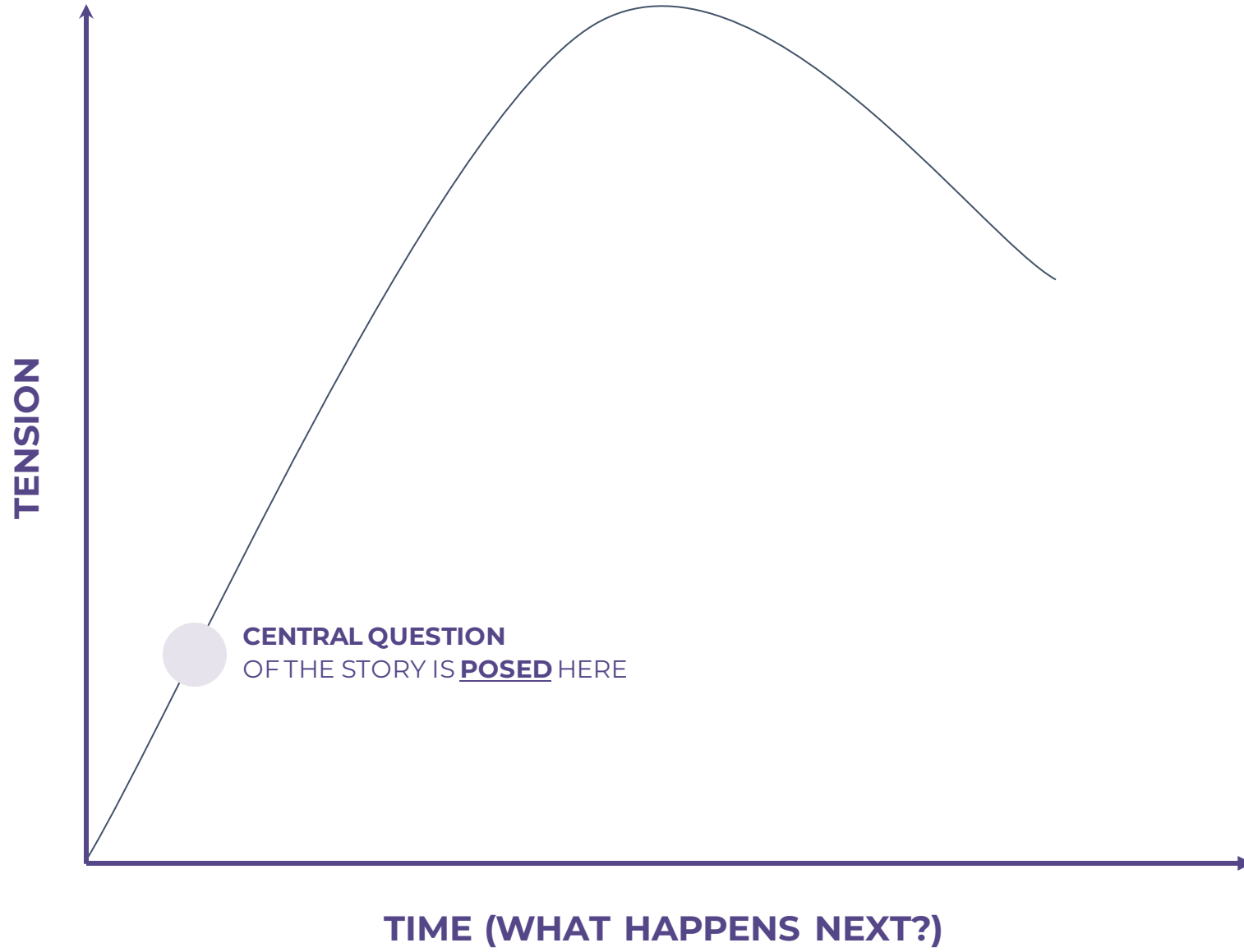
8 Essential Elements

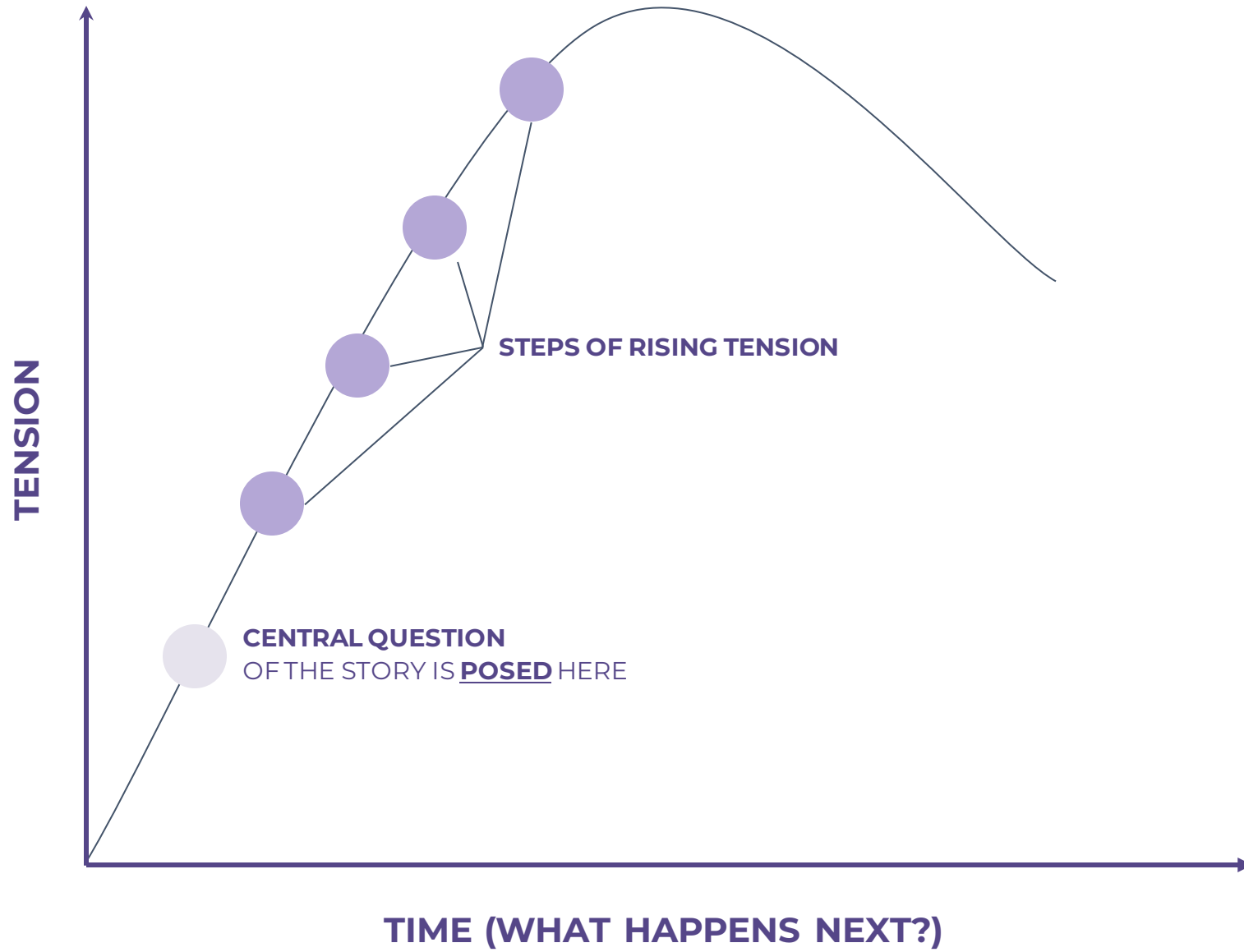
(not just boring information)

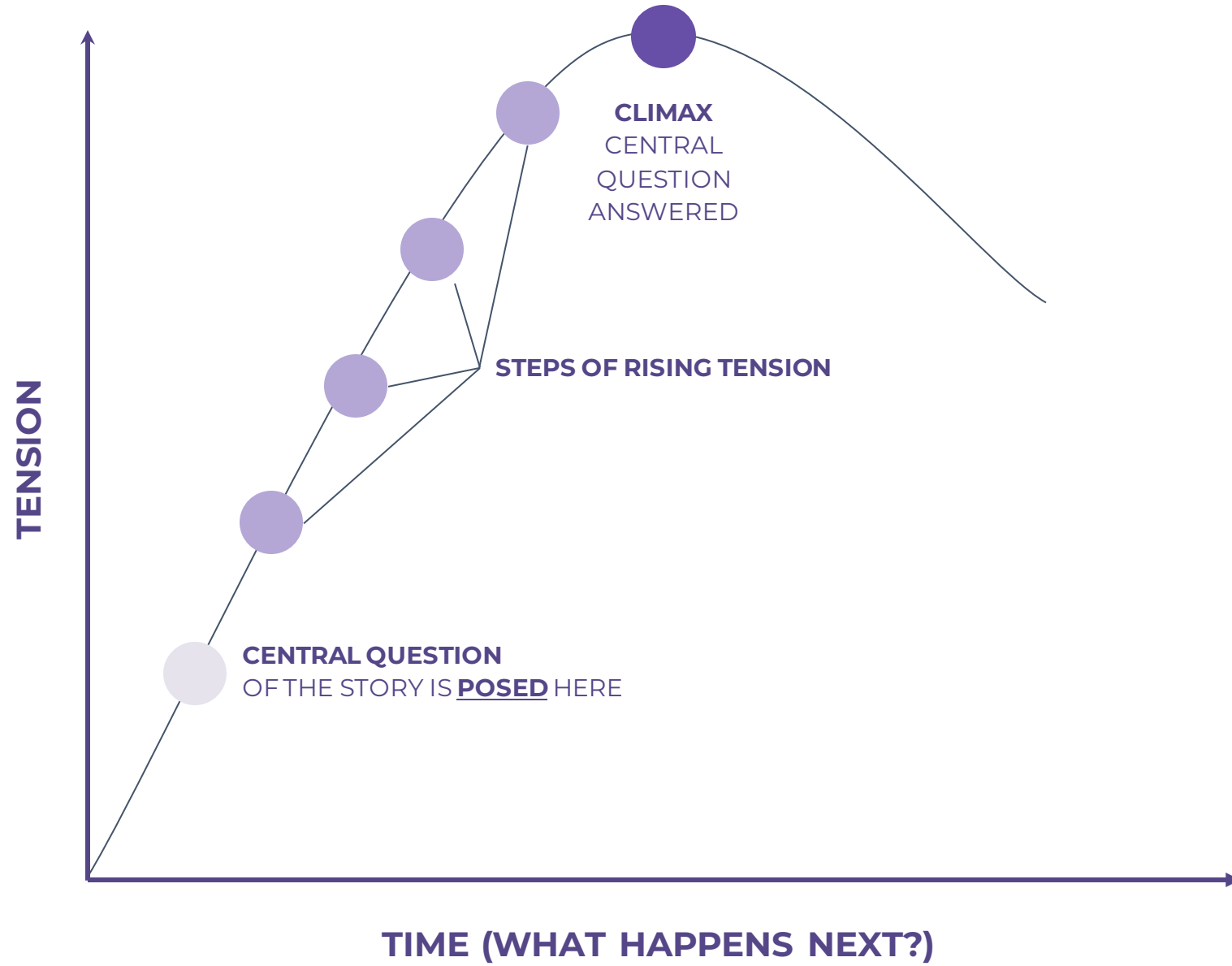


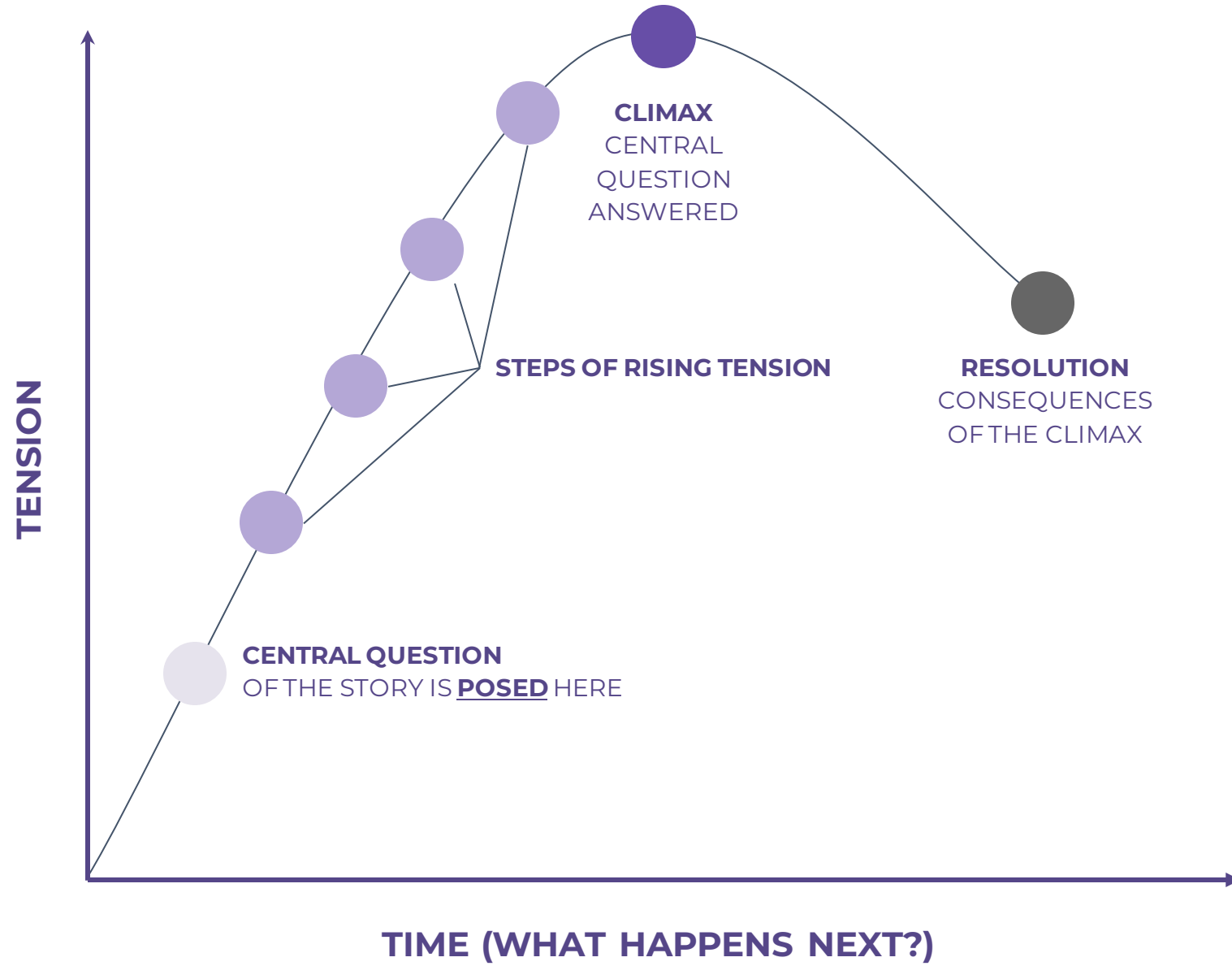


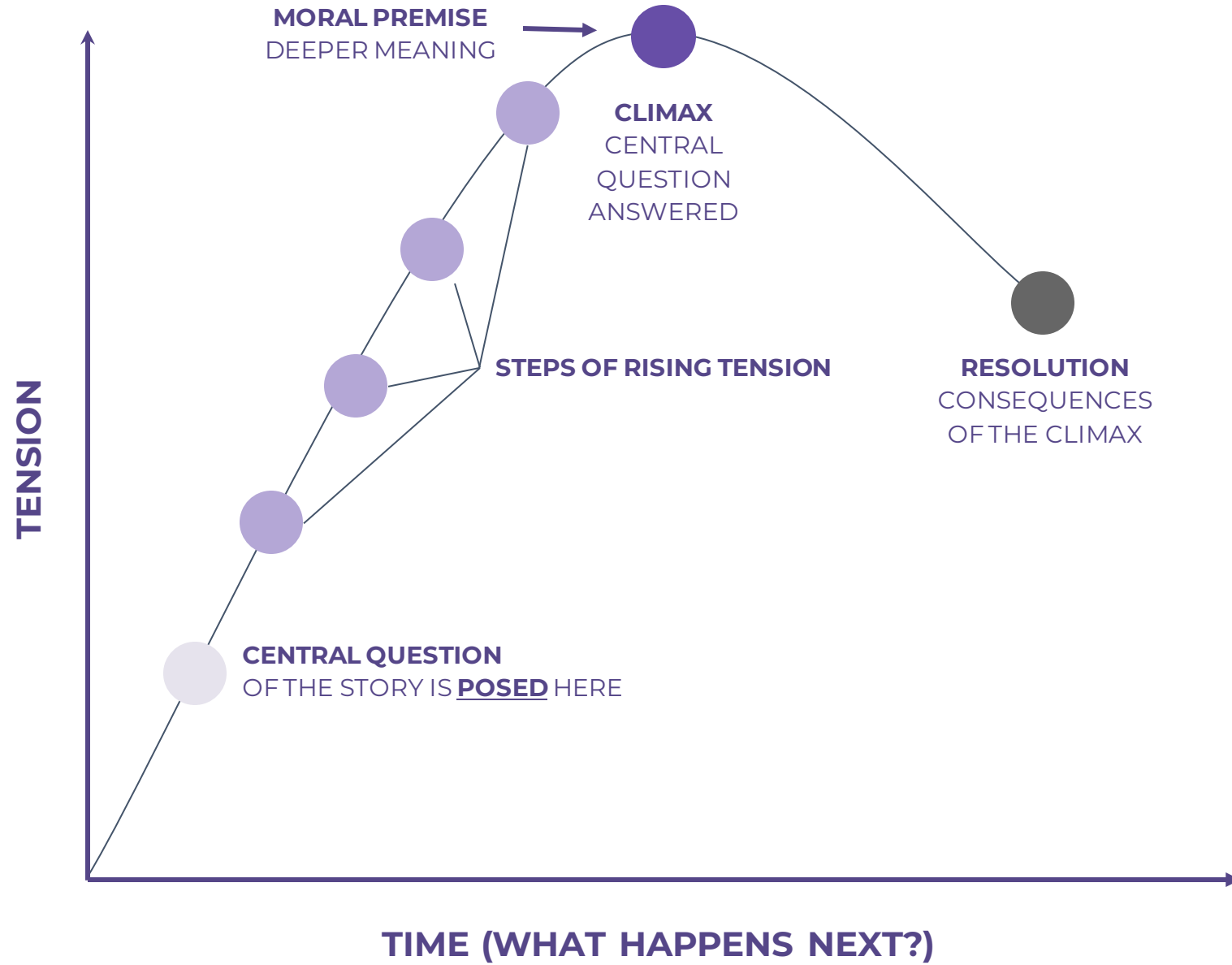


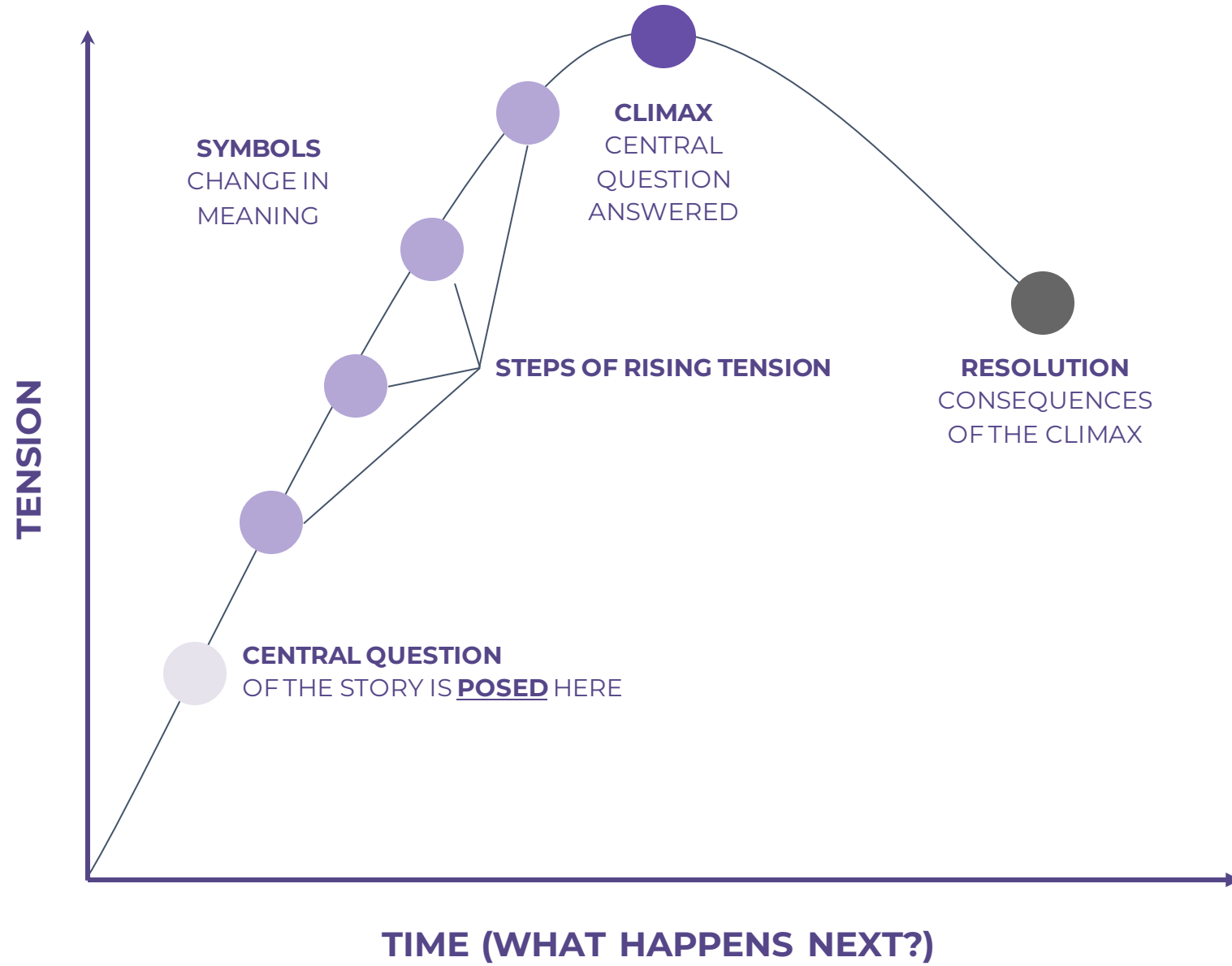










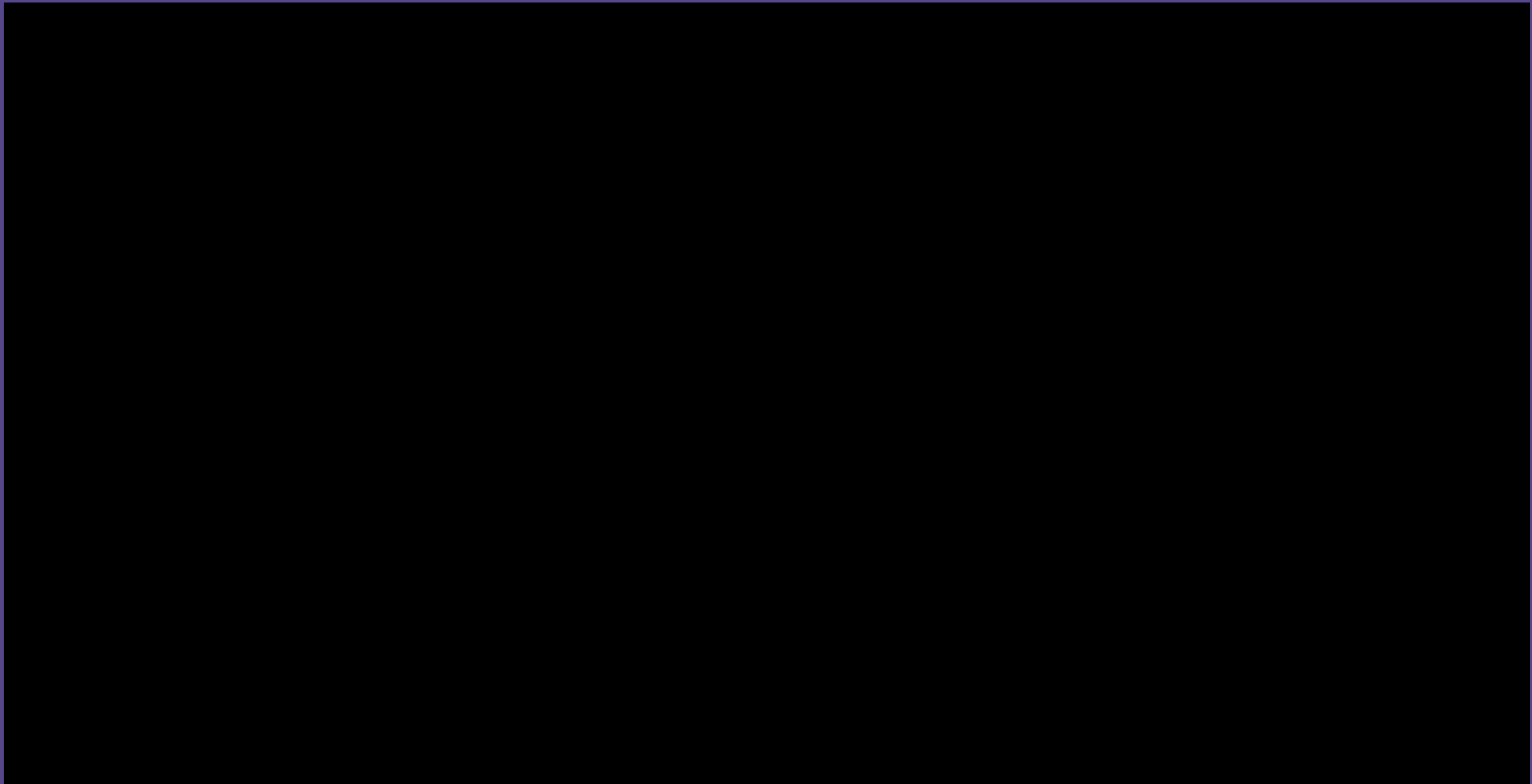




SYMBOLS



CHARACTERS





GROUP EXERCISE

In groups, identify & discuss the 8 essential elements you see in the video.

MARI REHAT DULU



Bonus tips!

- Good stories don't have to be chronological, we need tension, not a history lesson.
- Pick one character or a small group of characters that the action happens to. Your audience is more likely to connect to a specific individual or subset rather than a broad group.
- Don't underestimate the power of symbols. Symbols can make a story come to life.



The Brexit Story

Version 1

Months of debate has finally ended in Britons deciding to end their more than four decade-long stint in the EU. The UK voted to quit the European Union after more than four decades in a stunning rejection of the continent's post-war political and economic order. The pound plunged to the lowest since 1985 and Asian stocks tumbled in one of the most dramatic 24-hours in modern British history. Sterling initially soared after an opinion poll suggested that 52% of voters had backed "Remain". That rally evaporated as results started to roll in showing that investors and pollsters had miscalculated. At 5.11 am London time, BBC projections showed voters backing "Leave" by 52% to 48%.

The Brexit Story

Version 2

Sally clutched a union jack in her left hand as she, and 100 other British expats, took over an Irish pub in the centre of Amsterdam to watch the Brexit results come in. She moved from Yorkshire 4 years ago, to start a blog about food in Amsterdam. That city's British population had swollen to 50 thousand since the UK joined the EU way back in 1973. "It seems natural to call myself a European," Sally said. "I've been European all my life. I don't know what or even who I'll be come tomorrow if we lose. I won't know where to go. Back to a UK that voted for Brexit? No way. Stay here? I don't know if they'll let me." Sally took a large swallow of ale from her pint glass, as the results trickled in.

- At midnight, remain had a big lead. Sally all smiles, waving her Union Jack. The crowd's mood, festive. Many beers consumed.
- At 2 am, remain and leave neck and neck. Sally has all the nails on her left hand firmly in between her teeth. Beer consumption stagnant.
- At 4 am, leave in the lead. Sally slumped a little over the bar. Mascara black lines framed her eyes. Her Union Jack now hangs limply from her hand.
- At 5:11 am the BBC calls the referendum: 52% percent of voters have chosen to leave the EU.
- At 5:12 am the pound plummeted to its 1985 value. Asian stocks tumbled. Panic ensued at the market worldwide.

At 5:15 am, the pub was empty. Sally's Union Jack stands in the centre of a puddle of beer. It has fallen to half-mast and...it is alone. The next day, Sally applied for Dutch citizenship.

Jonathan Groubert

CONTENT CREATION



FORMAT



MEDIUM



CHANNEL





**A format is a
unique way to
tell a story.**

It describes how the tension is created.

Think of each format as a different colour.

To create your work, you can use one colour
or you can use a combination of colours.



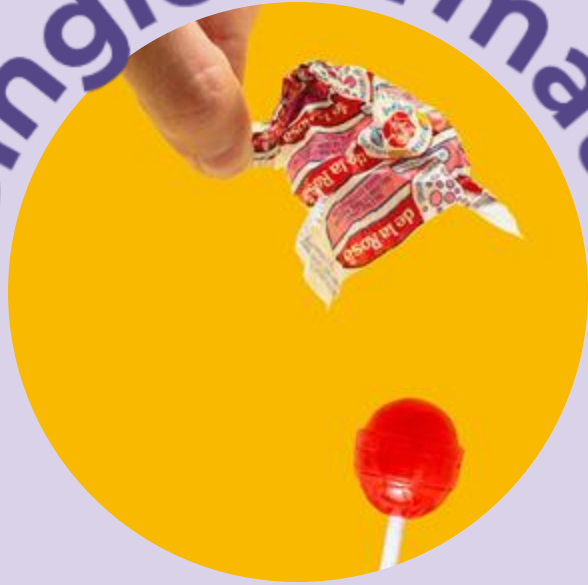


GROUP EXERCISE

There are essentially 10 ways stories can be presented to an audience.

- In groups, see if you can identify the 10 formats. They are commonly used in television, radio, print.
- Think about your favorite shows, what kind of shows do you enjoy? Can these be put into a category?

single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

single formats



- Drama
- Testimonial
- Interview
- Discussion
- Demonstration

Wrapper formats



- Magazine
- Report
- Actuality
- Montage
- Game

10 formats & what makes them unique

DRAMA

a story told with actors

TESTIMONIAL

personal opinion

MAGAZINE

links and items

REPORT

single subject explored by a reporter

INTERVIEW

question and answer

ACTUALITY

live, unedited

DISCUSSION

arguments

DEMONSTRATION

step by step

MONTAGE

told through the editing

GAME

rules

Magazine:	Lifestyle	Medical	Sport	Historical	Investigative	Gossip
Report:	News	Business	Political	Current Affairs	Travel	Fashion
Game:	Reality game	Dating game	Quiz Game	Talent competition	Survival	Sports
Actuality:	Live Sports	Political Speeches	Breaking news	Events/Riots	Disasters	Hidden Camera
Montage:	Fly on the wall	Music Video	Sketch show	Sports Highlights	Wildlife	Title sequences
Drama:	Comedy	Horror	Stage play	Action	Reconstructions	Fantasy
Testimonial:	Religious	Advertising	Eye-witness	Endorsement	Political speech	Weather
Interview:	Expert	On the street	Personality Profile	Group	Exploratory	Informative
Discussion:	Educational	Political	Women's Views	With Children	Dinner Party	Panel
Demonstration:	Cooking	Do it Yourself	Dance/Exercise	Education	Sports	Gardening



REFLECTION

Which of these formats are your favourites? Which do you use the most?



WHAT FORMATS ARE USED?



Radio Phone-in



Big Brother (Reality TV)



Football highlights



Live shopping channel selling
kitchen equipment



Pop song video



President's address to the
nation



Cinema film trailer



Chat show with celebrity guests



Press conference



Stand-up comedy



Parliamentary debate

ANSWERS



Radio Phone-in

Magazine of phone interviews



Big Brother (Reality TV)

Game (with interview, testimony, montage)



Football highlights

Magazine of football reports



Live shopping channel selling kitchen equipment

Actuality, magazine of demonstrations



Pop song video

Montage



President's address to the nation

testimony



Montage

Cinema film trailer



Magazine of interviews

Chat show with celebrity guests



Testimony followed by (group) interview

Press conference



Drama, testimony

Stand-up comedy



Diye, actuality discussion

Parliamentary debate



rntc

FACTS **EMOTION**



GROUP EXERCISE

In groups, divide the formats into those that excel at generation **emotion** and those that are good at sharing **facts**.

You may also put them somewhere in the middle

TYPES OF MEDIA

VIDEO	AUDIO	PRINT/ TEXT	VISUAL	ON THE GROUND
Animation Short Videos Vlogs Long Form Montages Immersive VR Live Broadcasts	Podcasts Radio Sound Bites Audio Notes Songs Jingles Themes	Articles Written Reports Essays Typography Idea Clouds Blogs Tweets Lists Surveys	Graphics Photos Photo Essays Charts Graphs	Meetings Interviews Press Releases Events Flash Mobs Graffiti Takeovers Theatre/Plays Town Halls Demos/Strikes

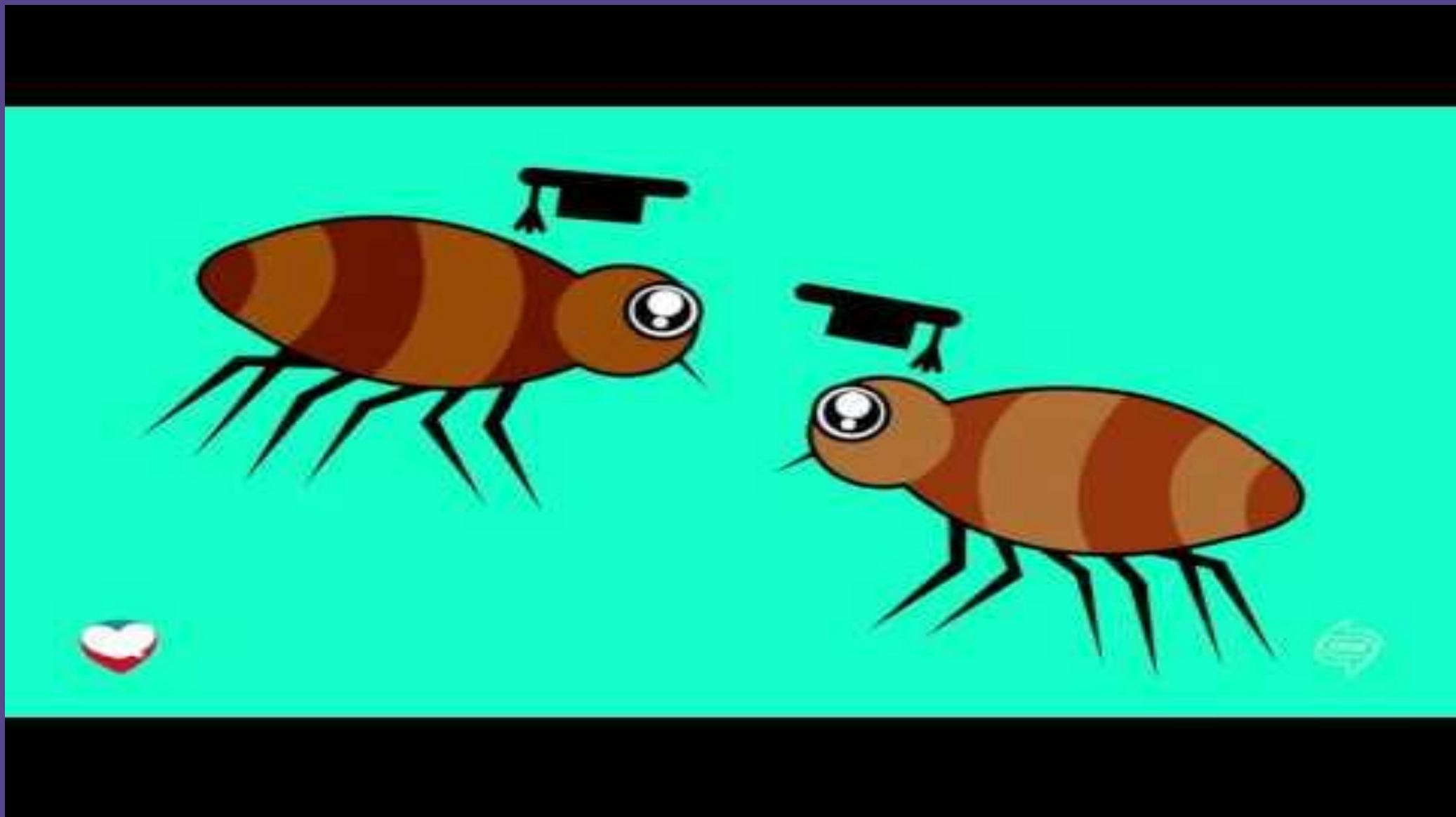
Condom Song





一起谈性说爱

for love's sake Remember, love matters

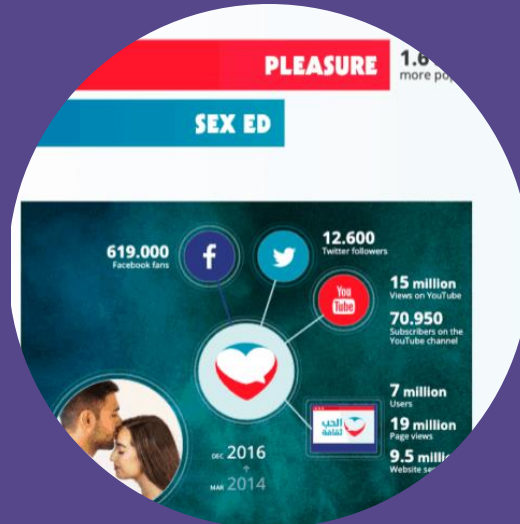


DRIVING SRHR ENGAGEMENT

Why do these media work well?



Illustrations



Infographics



Animations



Quiz/Game



Almost ready! Alone or with others as usual?





程雨傘



THE SHORTCUT



再剪短一些...
再短一些...
再短一些...

短

THE SHORTCUT

发

TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Billboards

Television

Cinema



NEW MEDIA CHANNELS

Online Video

Social Media

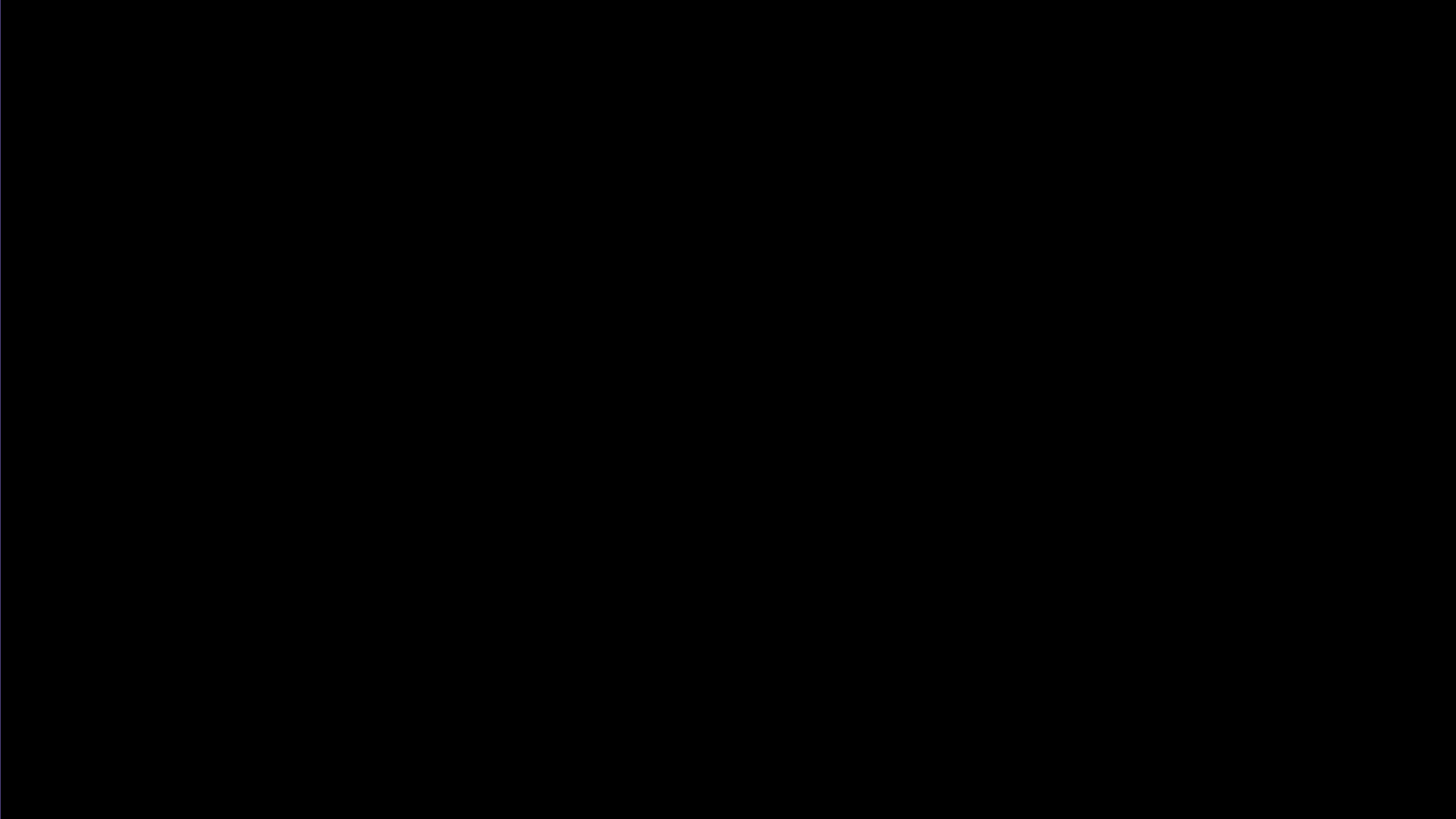
Direct Message Apps

Blogs and Web Pages

Emails

Games and AR








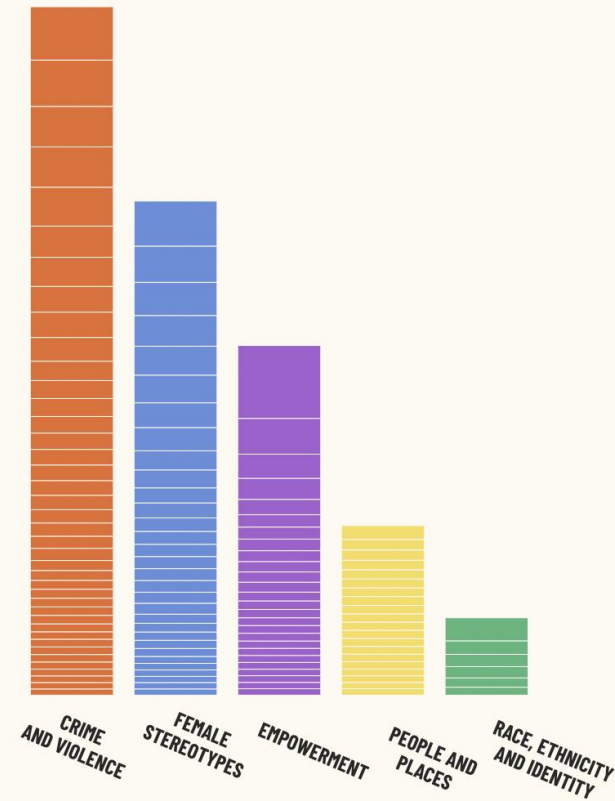
Multimodality

By using different media types, multimodality is a form of communication that combines images, text, audio, etc. to create a universe of meaning.

Finally, insights can be generated by comparing frequencies between themes. Here, each **word**  ↓ is as high as the number of times it is used, and stacked upon other words in the same theme. As it turns out, for every occurrence of an empowering word, we read two words of crime and violence.

Words used in headlines about women

Arranged by theme and sized by frequency



“Women in headlines”

The Pudding made a visual essay to demonstrate how women are portrayed in media. A combination of **words, images, and graphs** was used.

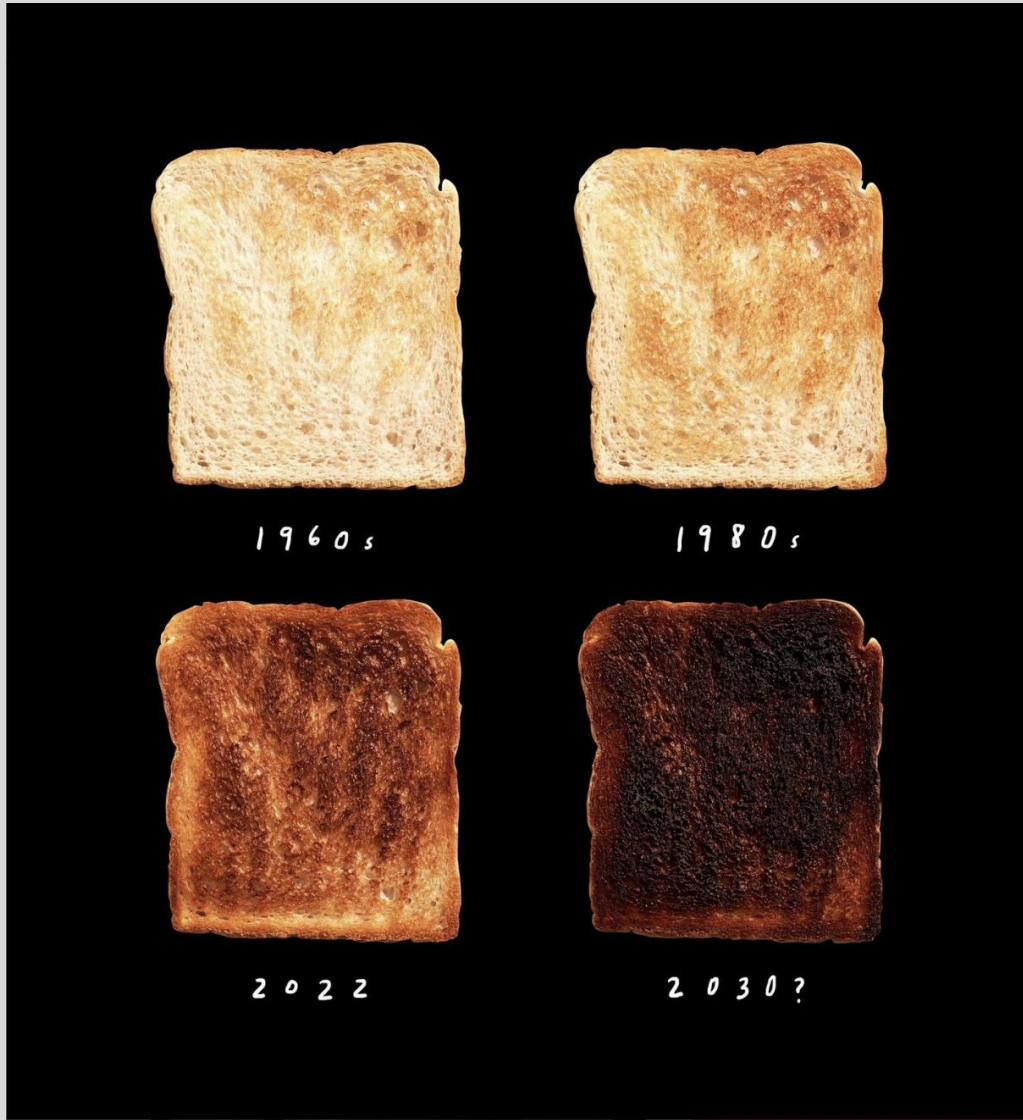
Preguntamos a
varias mujeres...

¿CÓMO ES PARA TI UN ORGASMO?

Y estas fueron sus
respuestas:

How does an orgasm feel for you?

Pictoline asked several people how
did they experience orgasms and
then made an **animation video with
text** on TikTok to represent the
answers.



“Climate change is not negotiable”

NY Times uses IG to share snippets of their articles in engaging ways. This uses a combination of **images, text, and #hashtags** to make a point about climate change



#imjustakid

4.6B visualizaciones



Muchas cosas cambian con el tiempo menos tú, ¡muéstranos cómo recreas esa foto favorita de tu infancia!



lance210 ✓
Remaking our baby photo...



daviddobrik ✓
9 years later and just as a...



mmmjoemele ✓
I can't tell a difference 😂 ...

“#ImJustaKid”

TikTok has a trend in challenges: **games, music, and images** are used to create **user-generated content**.

This challenge #imjustakid invites people to recreate childhood pictures as adults.



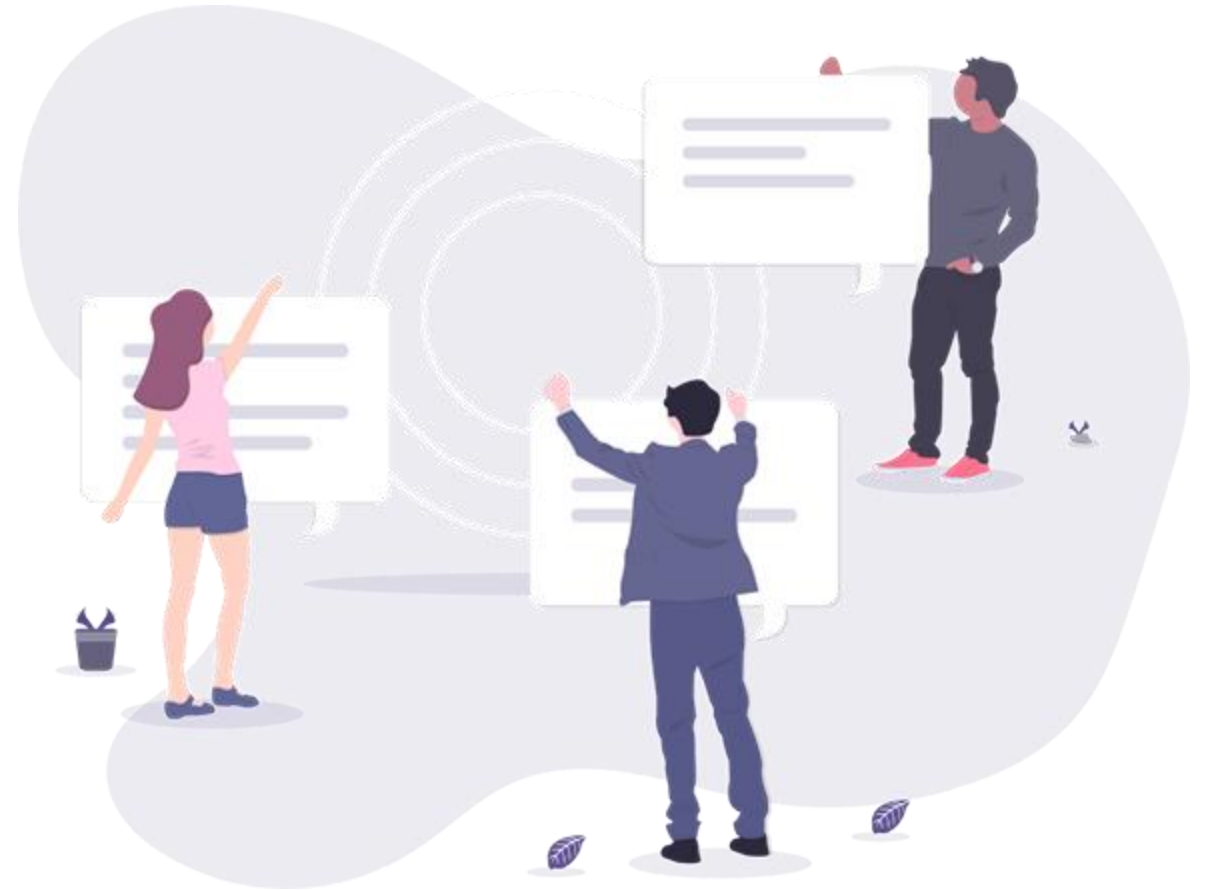
REFLECTION

Go to **menti.com**, enter the code **3490 5713** and answer the following question:

What is your key takeaway from this session?

ASSIGNMENT

Develop your story and choose your format, medium & channel





Thank you!