



CREATE ENGAGING & PERSUASIVE SRHR CONTENT

Day 3: Storytelling & Creative Formats



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 frequent suicides, with many youths dressed in Werther's yellow waistcoat, found dead with copies of the novel in their pockets.

popular work, with a ne
executed narrative. H
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 [xxxxxxx] 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





But a new ally, the rat, is joining the fight against land mines. The



The distance from each landmine is much farther, to make the rat work more to find the land mines. They are



REFLECTION

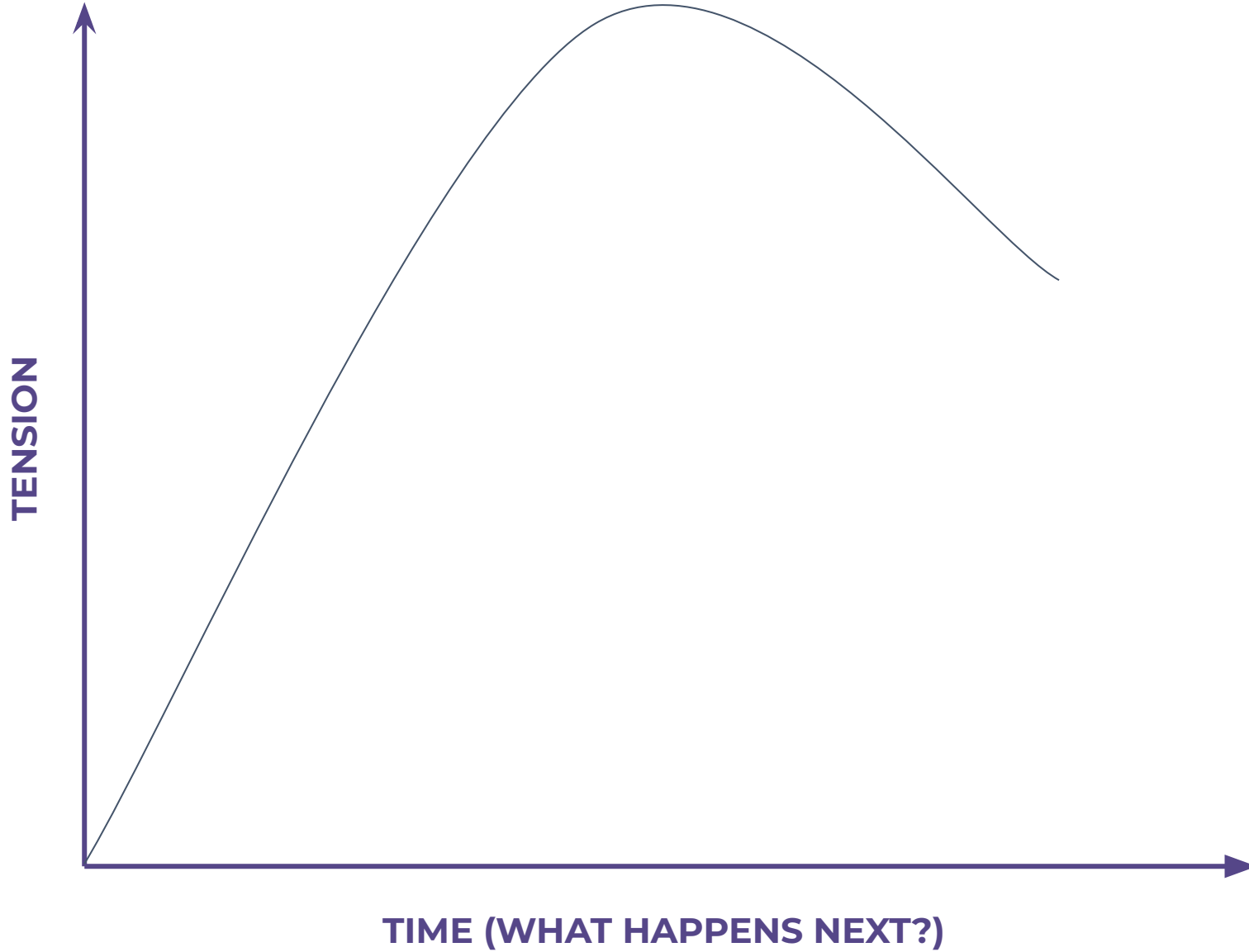
1. Which video do you prefer?
2. Which one is more memorable?
3. Which one has more information?

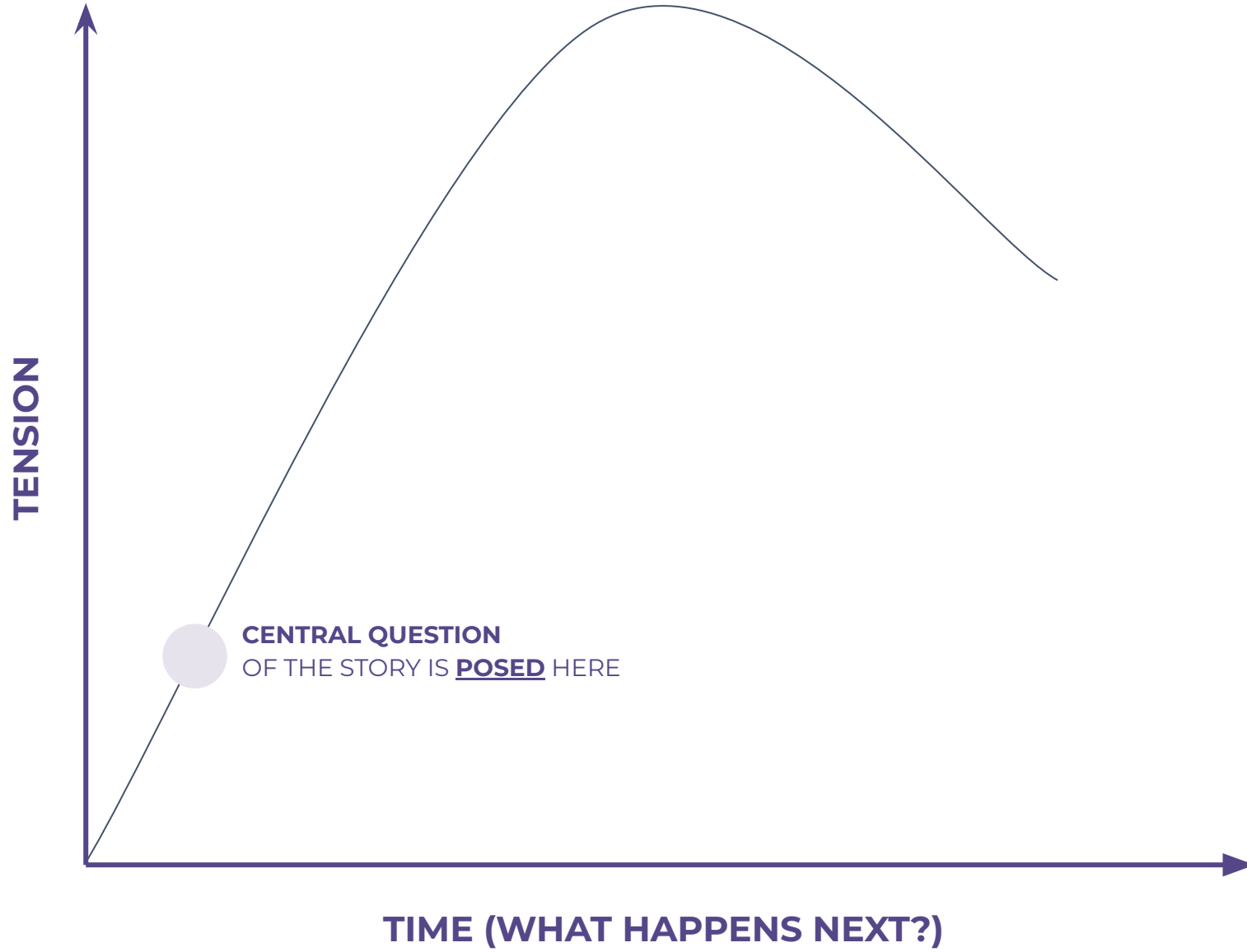
HOW TO TELL POWERFUL STORIES:

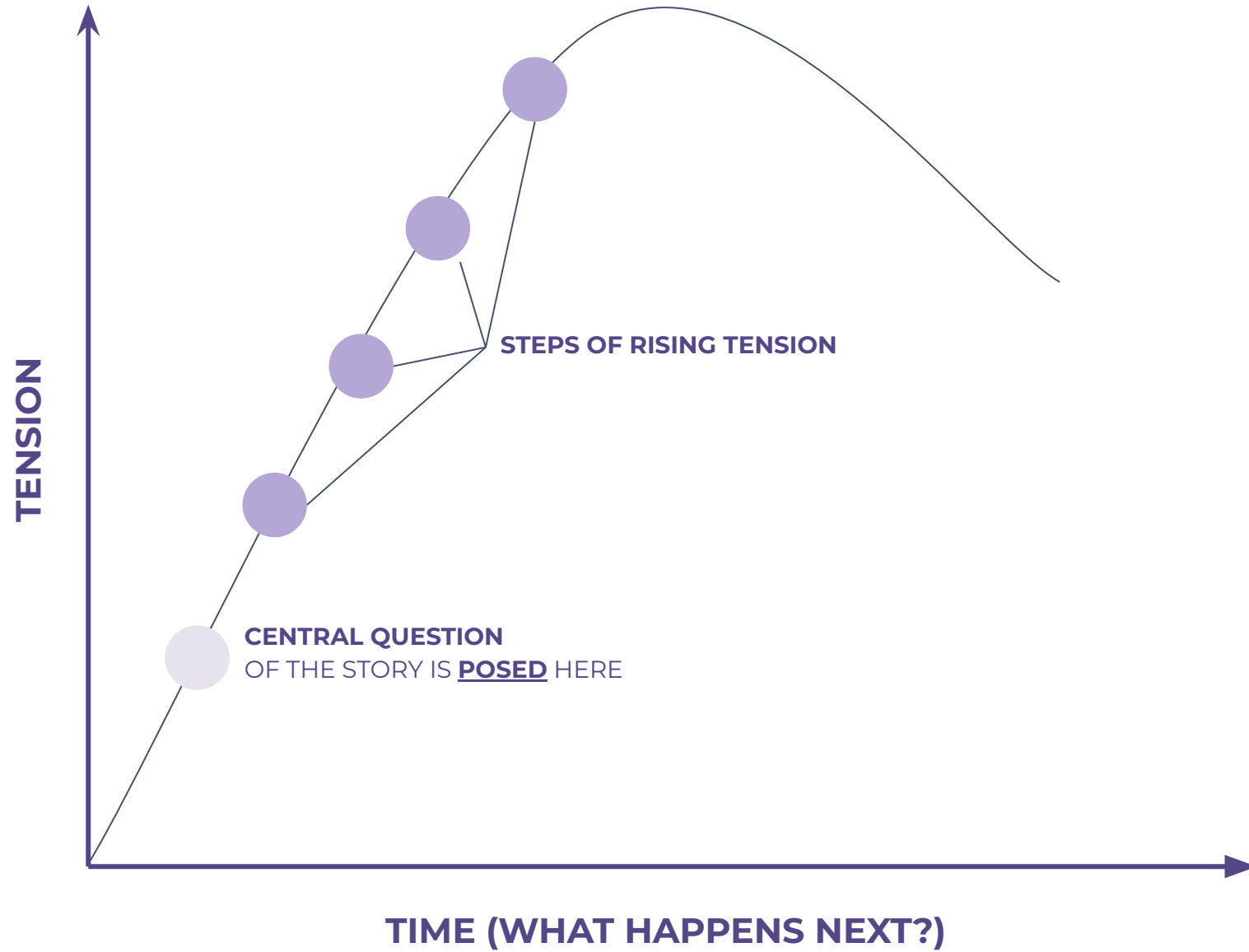
8 Essential Elements
(not just boring information)

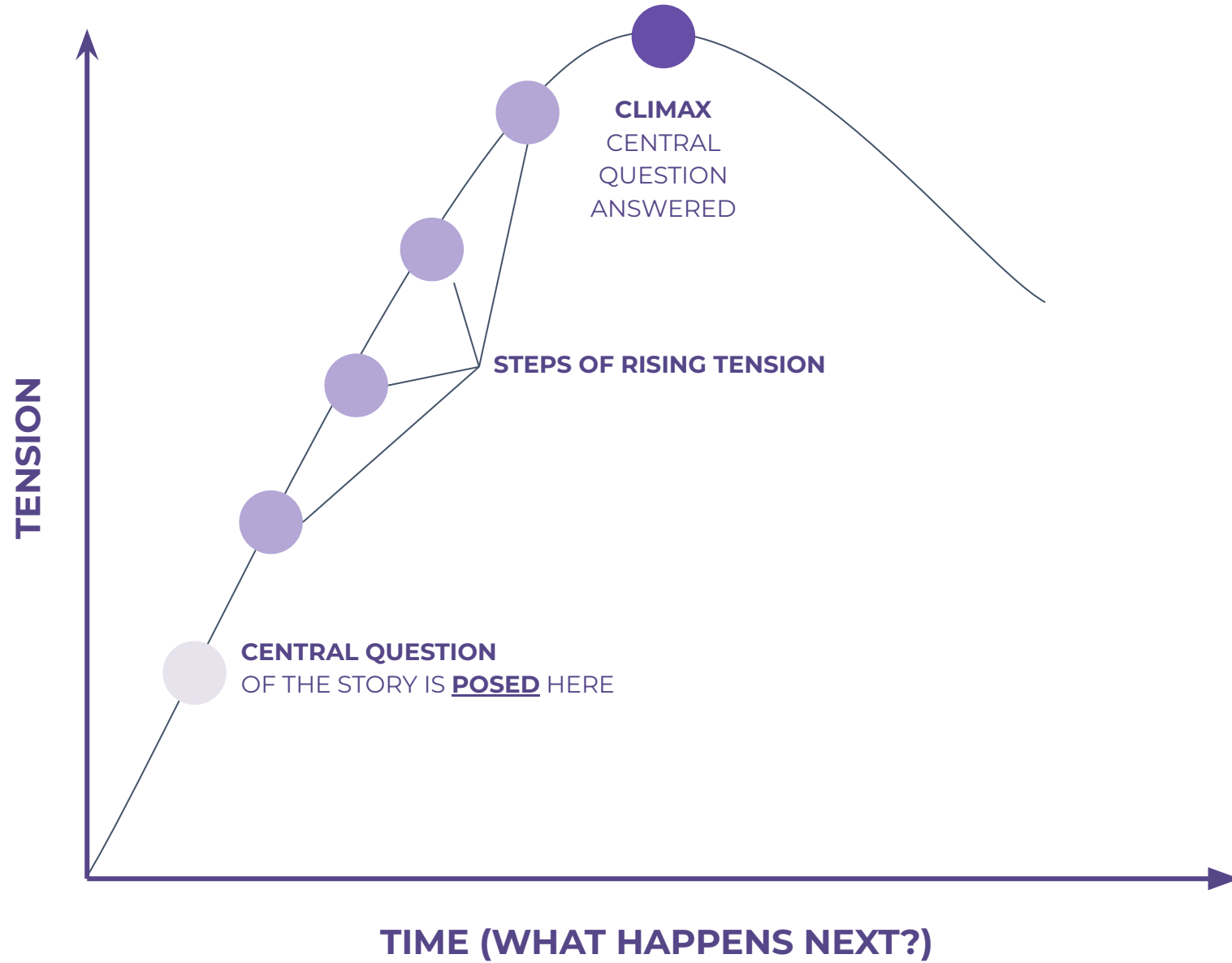


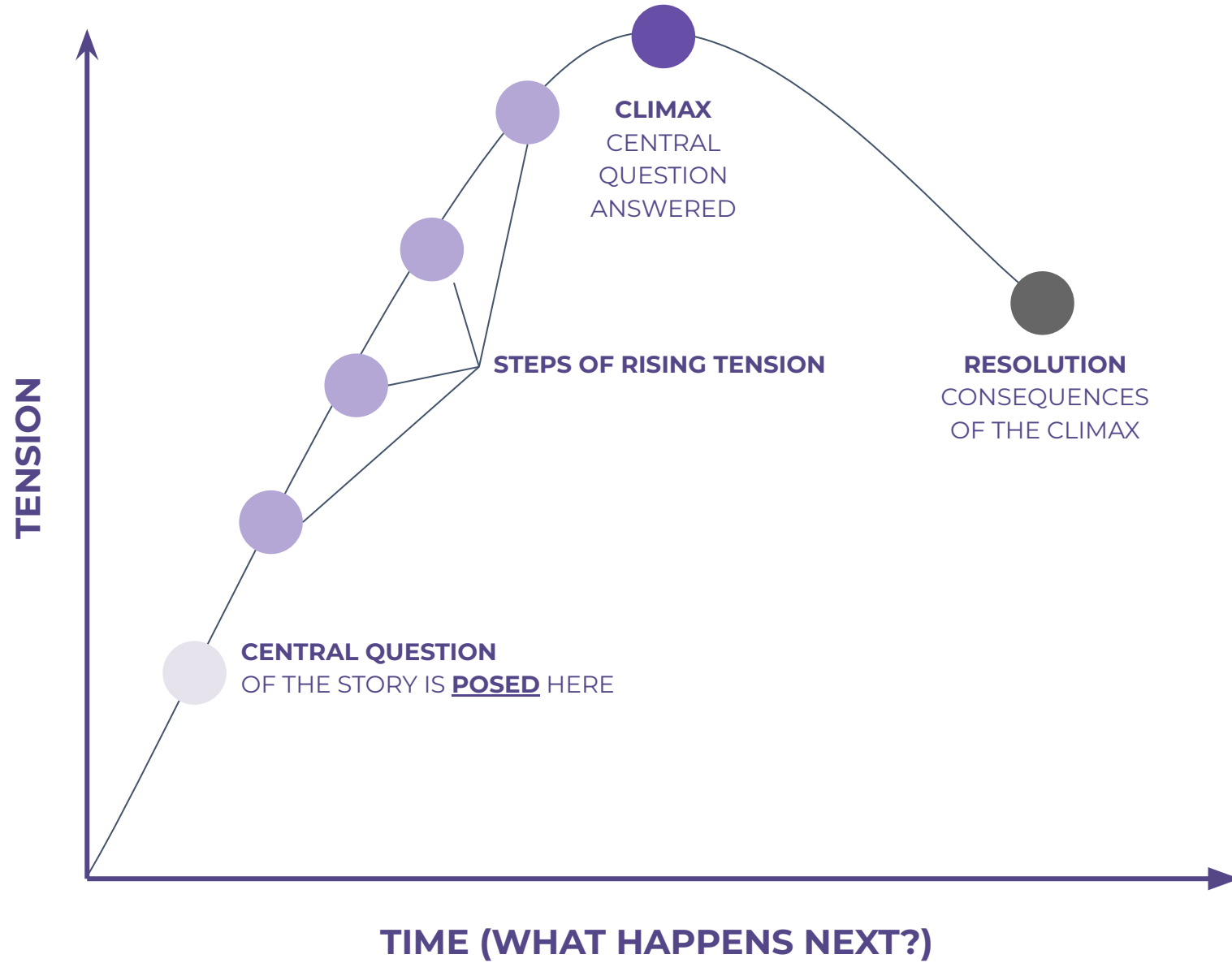


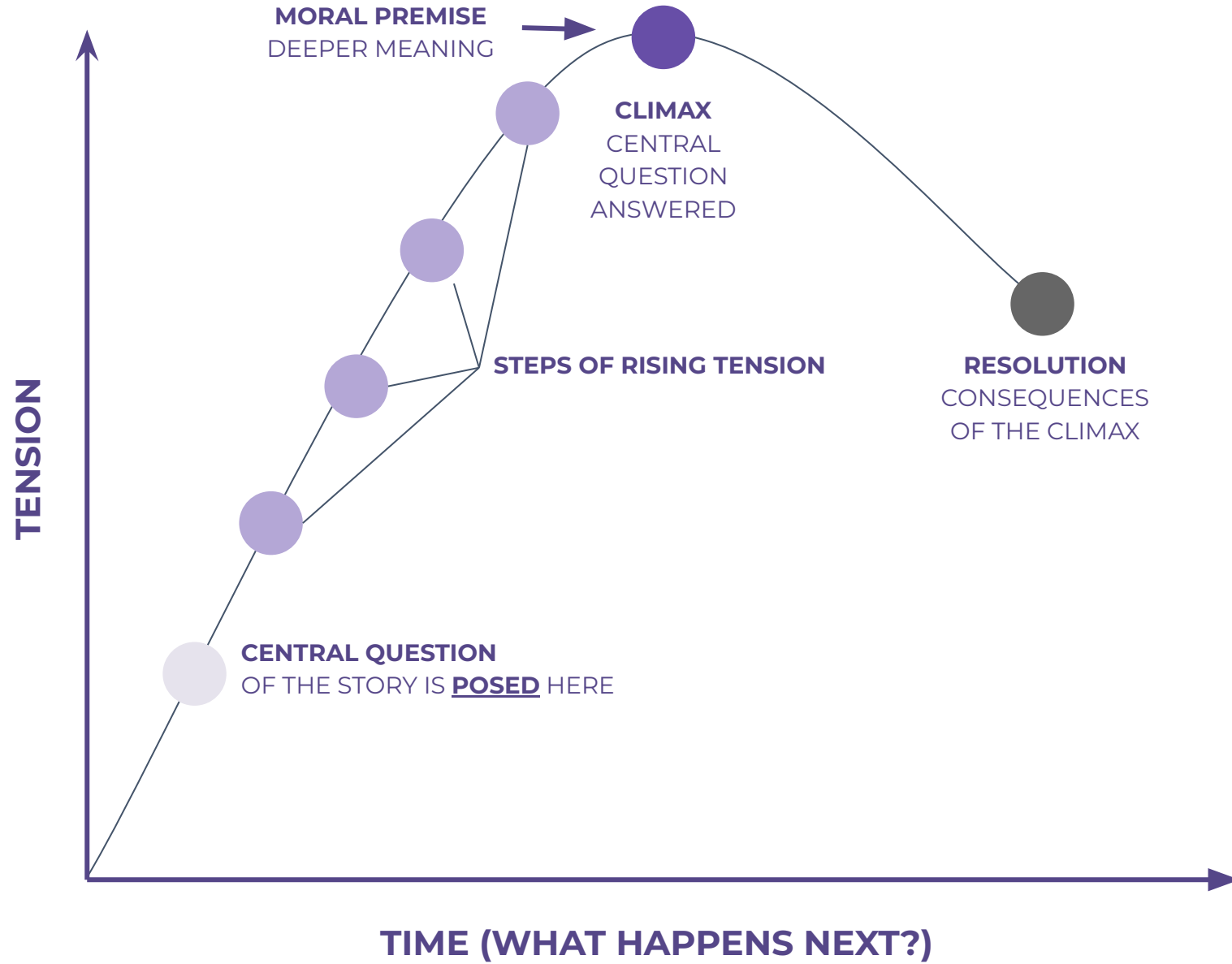


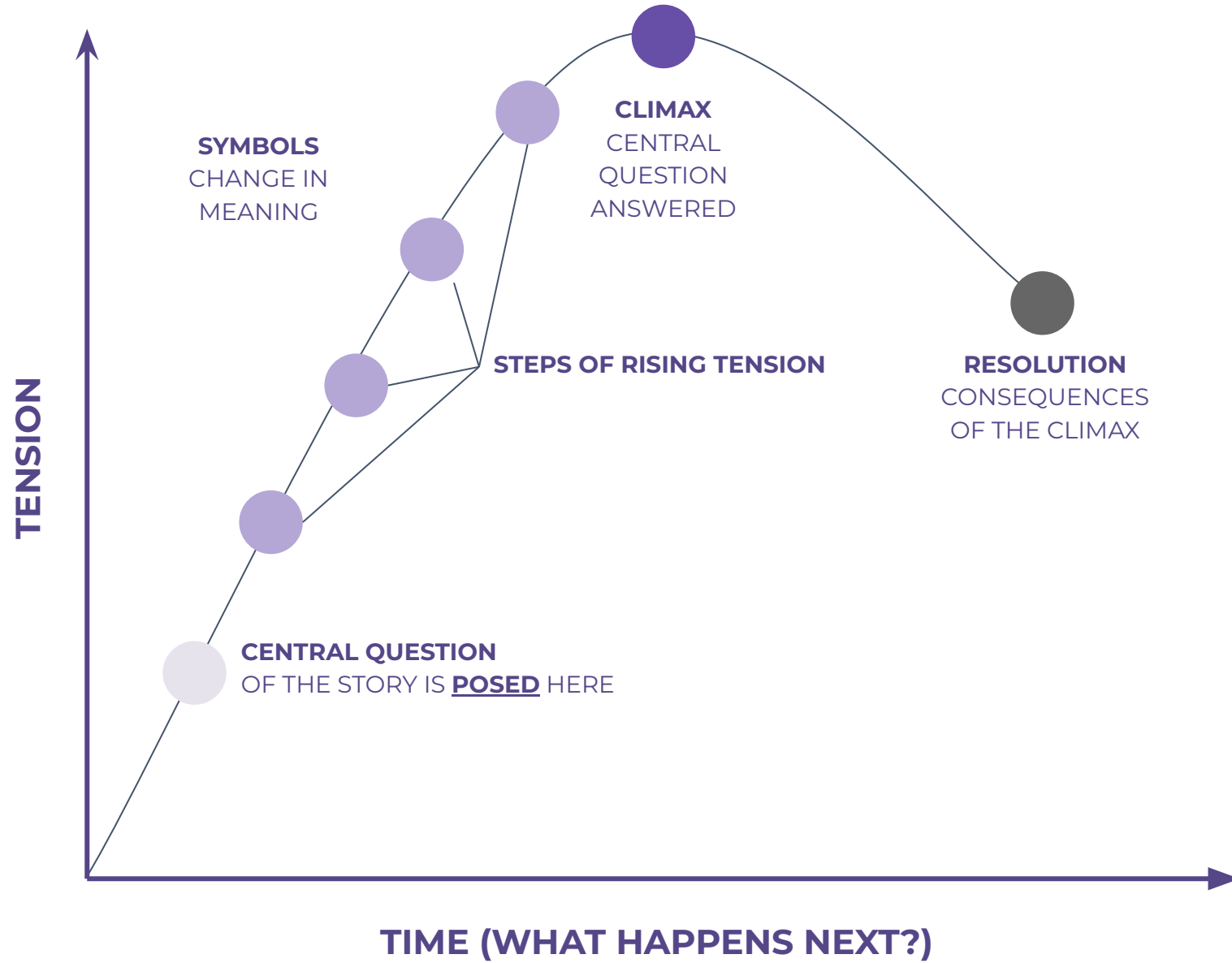














SYMBOLS



CHARACTERS





GROUP EXERCISE

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



GROUP EXERCISE

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

Bonus tips!

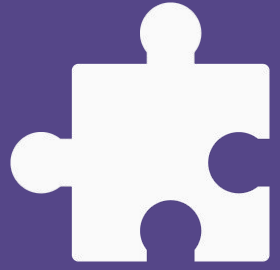
- Good stories don't have to be chronological, we need tension, not a history lesson.
- Pick one character or a small group of characters that the action happens to. Your audience is more likely to connect to a specific individual or subset rather than a broad group.
- Don't underestimate the power of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



QUESTIONS



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.





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?



HUMAN
RIGHTS
WATCH

SUBSCRIBE

rntc

WHAT FORMATS ARE USED?



Radio Phone-in



Big Brother (Reality TV)



Football highlights



Live shopping channel selling kitchen equipment



Pop song video

rntc



Decision

ANSWERS



Radio Phone-in
Magazine of phone interviews

Montage



Game (with interview, testimony, montage)
Big Brother (Reality TV)
Magazine of football reports

Magazine of interviews



Football highlights
Actuality, magazine of demonstrations

Testimony followed by (group) interview

Drama, testimony



Live shopping channel selling kitchen equipment
Montage
Live, actuality discussion



Testimony
Pop song video

rntc



Discussion about the event



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 |

#Bahana2

100%



My brain just stops working after wearing a condom!



PYAAR

HAR

RANG KA



amaze



DRIVING SRHR ENGAGEMENT

Why do these media work well?



Illustrations



Infographics



Animations



Quiz/Game





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








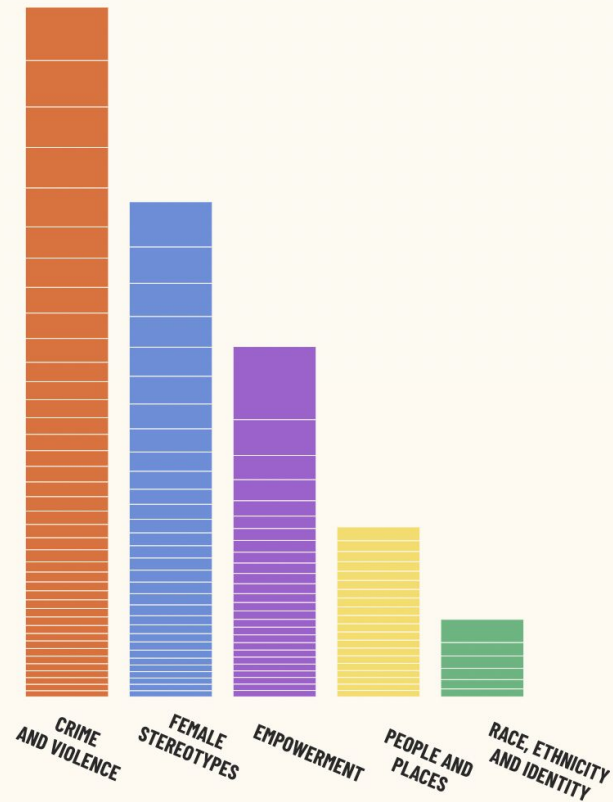
Multimodality

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.



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.



5 ways to satisfy a woman with your hands 🌹

JOSHUA VISION APARTMENTS

Did I forget something, ladies? ... See more

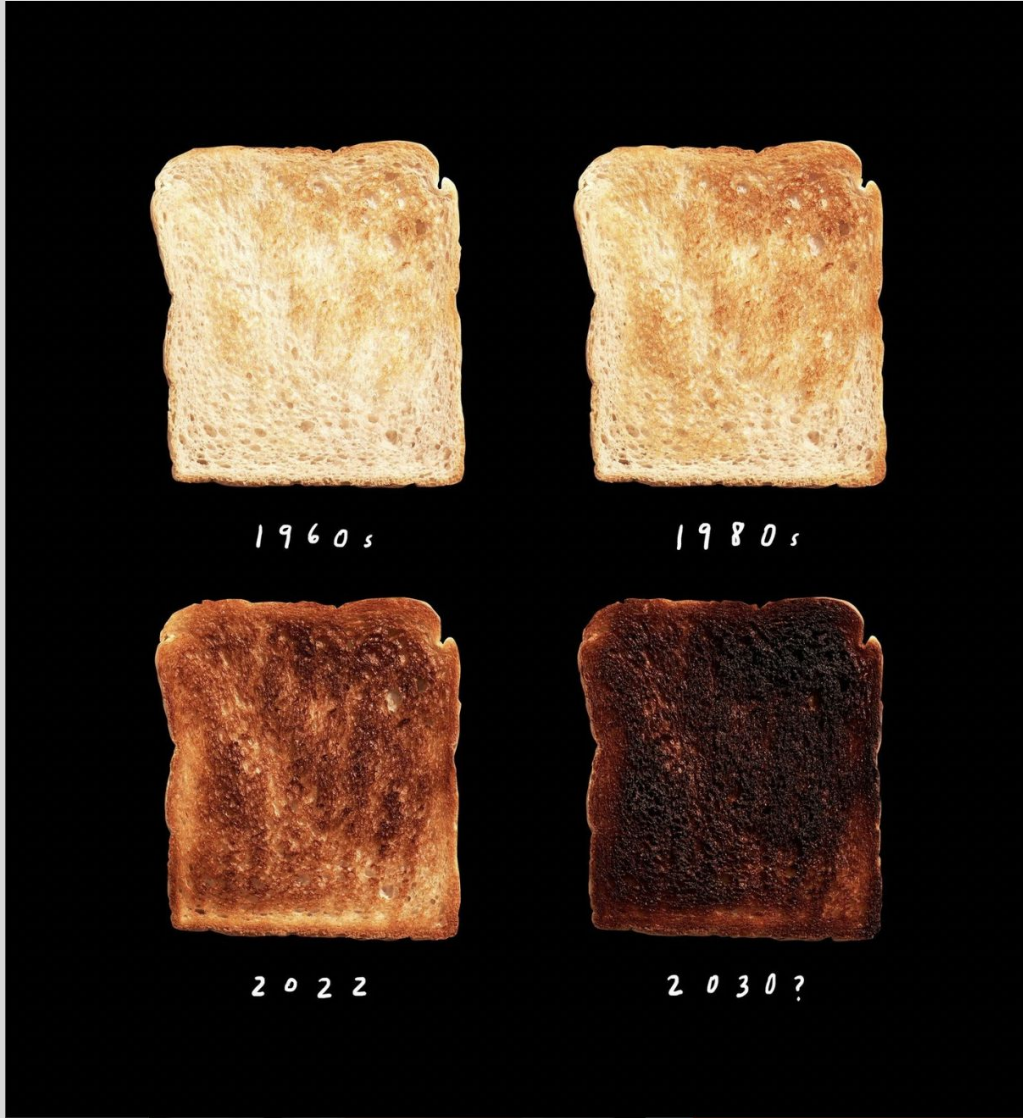
original sound - josh_t...

206.1K

3500

18.5K

77.2K



“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.

ASSIGNMENT

Develop your story and choose your format, medium & channel





Thank you!