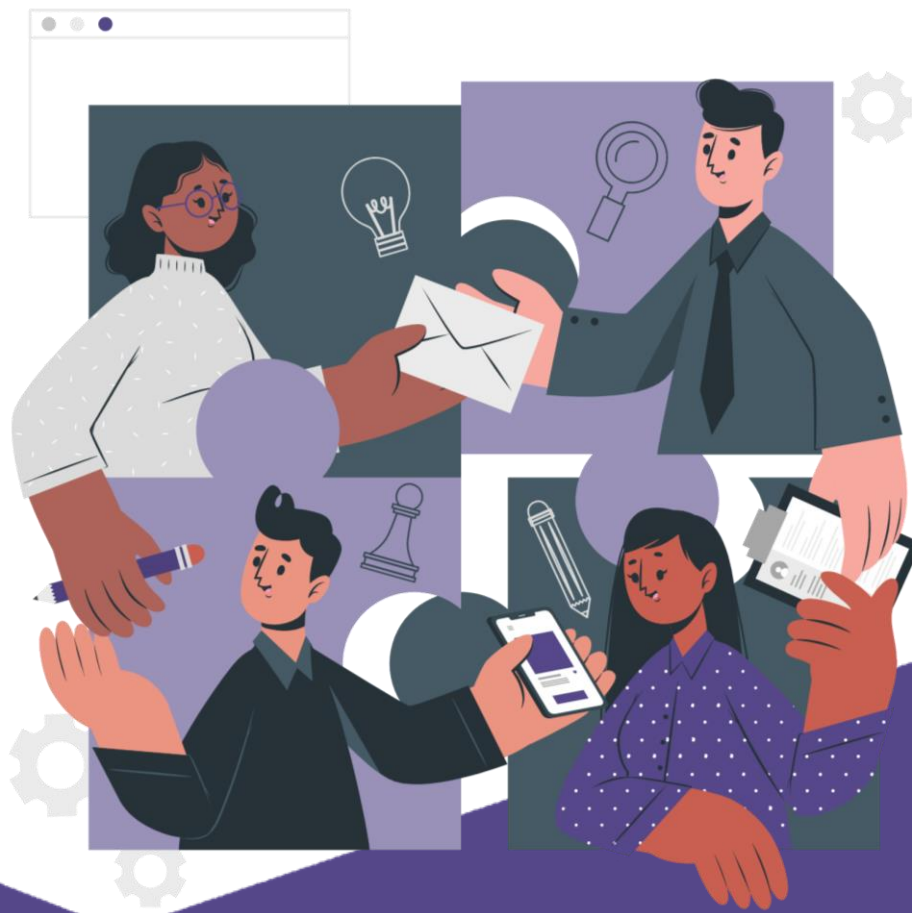




CREATIVE FORMATS

Let's break the ice.



RECAP AND REFLECTION





OUR CORE THEORY

TARGET AUDIENCES

PERSUASIVE AIMS

STORYTELLING

CREATIVE FORMATS

VIDEO REPORTING

AGENDA

DAY 5: Creative formats



5-6 hours
1 hour lunch break
1 hour assignment

Creativity

Understanding formats

Facts and Emotion inside formats

Medium and channel

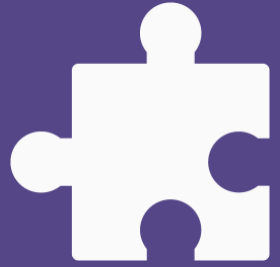


What is creativity?



Try. Fail. Try again. Fail better.

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.



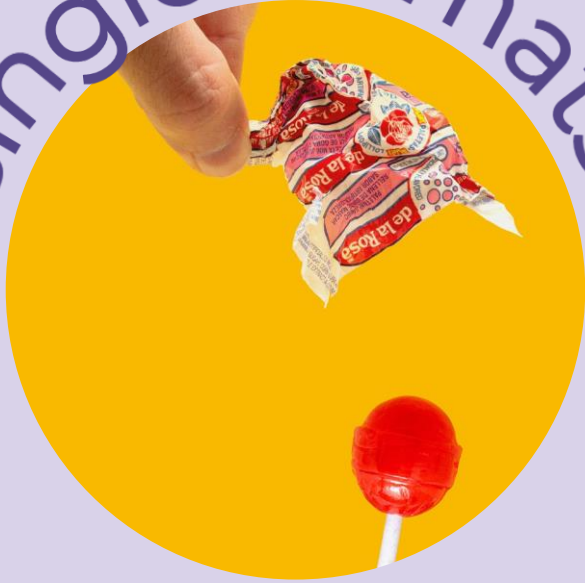


GROUP EXERCISE

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



Wrapper formats



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

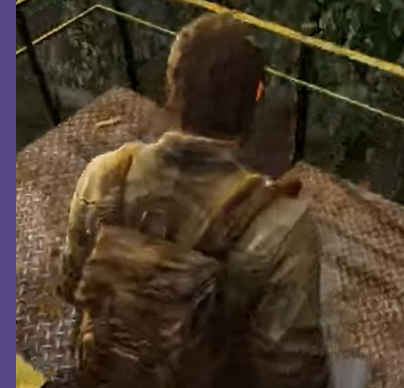
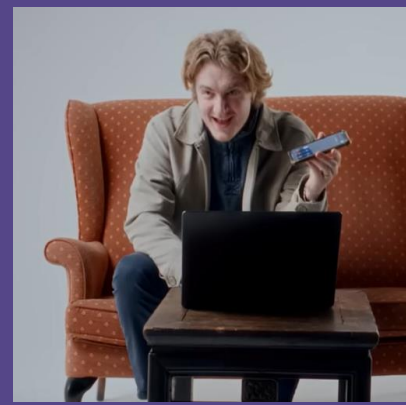
step by step

MONTAGE

told through the editing

GAME

rules





REFLECTION

Go to [menti.com](https://www.menti.com), enter the code **13 19 24 0** and answer the following question:

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

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	Challenge Video
Actuality:	Live Sports	Political Speeches	Breaking news	Events / Riots	Disasters	Hidden Camera
Montage:	Music Video	Meme video	Sketch show	Sports Highlights	Wildlife	Title Sequences
Drama:	Comedy	Horror	Stage play	Action	Reconstructions	Fantasy
Testimonial:	Religious	Advertising	Eye-witness	Endorsement	Political statement	Weather
Interview:	Expert	On the street	Personality Profile	Group	Exploratory	Informative
Discussion:	Educational	Political	Women's Views	With Children	Election Debate	Panel
Demonstration:	Cooking	Do it Yourself	Dance/Exercise	Tutorial / How-to	Workout Session	Gardening



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

FACTS

EMOTION

Demonstration

Interview

Discussion

Report

~~Magazine~~

Drama

Testimonial

Montage

Game

Actuality

Medium



Channel

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 Memes Infographics	Meetings Interviews Press Releases Events Flash Mobs Graffiti Takeovers Theatre/Plays Town Halls Demos/Strikes

TRADITIONAL CHANNELS

Hardcopy
Press

Radio

Theatre

Billboards

Television

Cinema



NEW MEDIA CHANNELS

Video channels:
YouTube

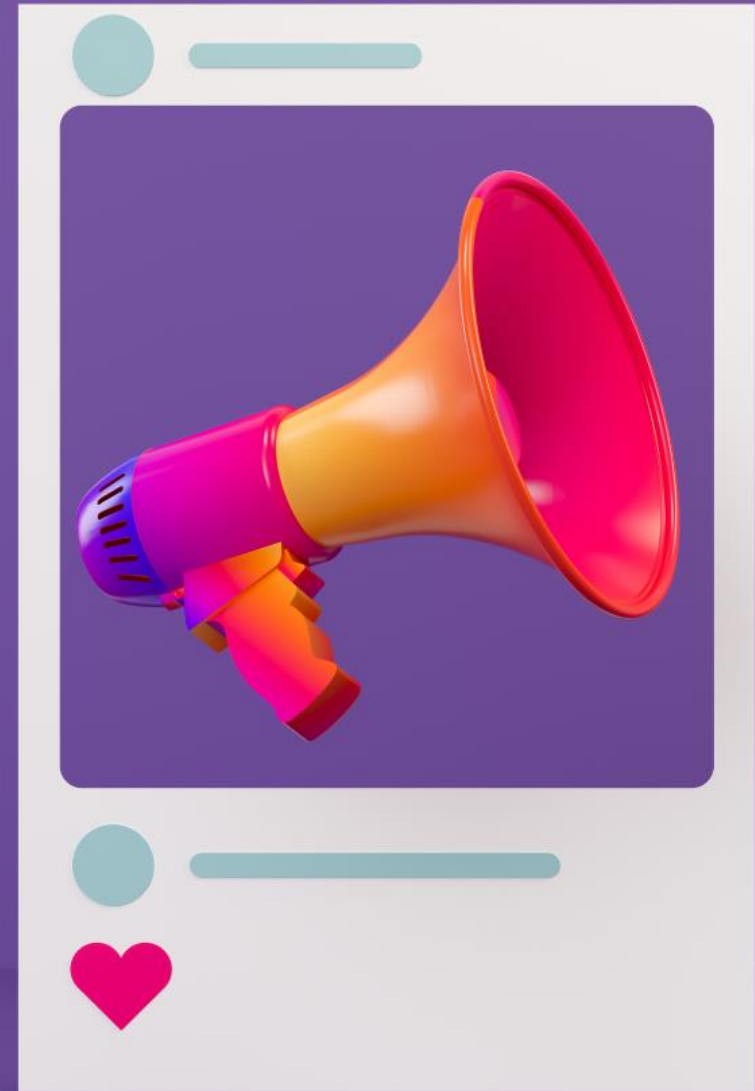
Social Media: IG,
Meta,
TikTok

Sound platforms:
Spotify

Websites/
blogs

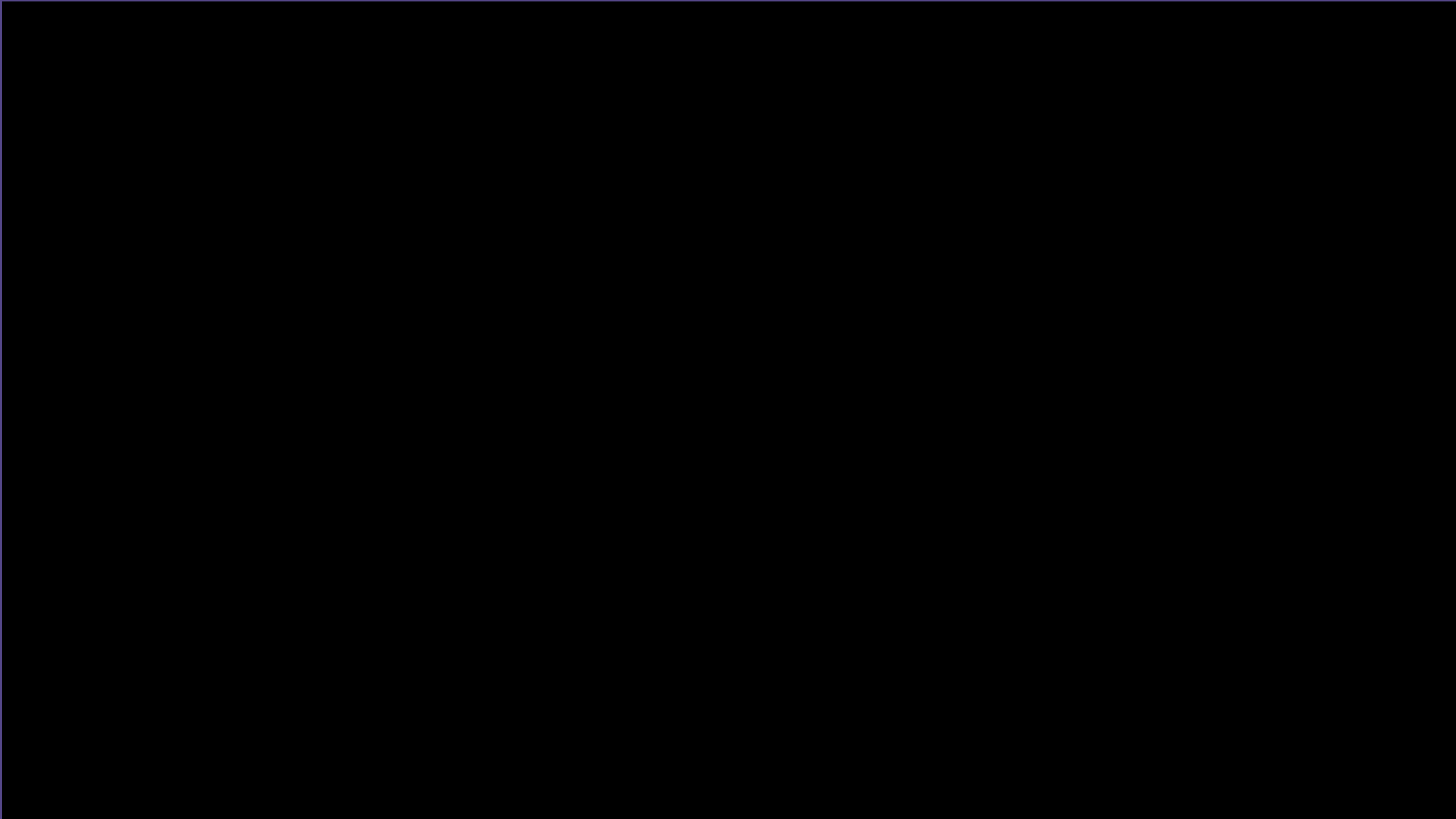
Direct messages
/ Emails

Games



Condom Song





ASSIGNMENT

Choose your format,
medium & channel





REFLECTION

Go to menti.com, enter the code **7946 3552** and answer the following question:

What formats do you think are best for campaigns to tackle disinformation?

QUESTIONS





Thank you!