

# Storytelling through the Ink

Probably the least popular way of telling a story  
...or maybe not...?

Where do you see written words?

Why do you read them?

What attracts you to read them?

Could they be a bait?

Titles maybe?

Could it be fake news...?????????

What if it's a hook?

Well, hooks are allowed 😊

# Give me titles!

THIS is what the murderer did, right before the killing!  
Celebrities at their most intimate moments with their  
partners

5 guaranteed ways to make him get on his knees for you

Build irresistible six packs fast and **easy!**

Are refugees responsible for criminality in Greece?

Corona Virus cure found!

Or.....

Do this and you will NEVER catch Corona!

27 Reasons Why Celebrities Love THIS Product

# What have we learnt?

How do we make our writing engaging?

Hook them with the first sentence?

Put a headline and subheadings?

Offer useful information?

Have a call to action?

Ask them a question?

Allow them to identify with your story?

Be unpredictable?

Be playful?

Remain concise and focused to the subject?

Use graphics?

Tell a story?

# What is a narrative?

Novelist and theorist Henry James offered a basic model: a story + narration = a narrative.

A narrative cannot exist without the combination of both a story (the events) and narration (the telling).

A story and a narrative are two separate concepts that are to be held separately at all times.

Narratives also require both a narrator and an audience (either real or implied).

# 1. Master the Opening Line

Hit them hard with a **STRONG INTRODUCTION**

- Ask a thought-provoking **question** like,  
“Do you know what an elephant and a submarine have in common?”
- Open with a **“Quote”**  
“They say opening lines are the most important ones. But I disagree” said famous writer Alexia Palesti
- Use **Statistics**  
“According to a recently conducted survey, 99.9% of Erasmus+ participants don’t actually listen to the trainer when she’s speaking, they just nod”
- Tell a **Story**  
“In the 2020s Alexia was explaining the basic hooking rules to various Erasmus+ participants, when she began to notice a strange pattern among them”

## 2. Less is More

Long sentences don't have flexibility and they're **boring**

If difficult words come into them, they become **spiritless**

**Short Words**

**Short Sentences**

**Short Paragraphs**

**3. Don't be predictable. Be vulnerable**

**4. Don't exaggerate with adjectives and adverbs**

**5. Don't exaggerate generally**

**6. Use interactive graphics**

**photos/videos, anything with colours or that moves**

**7. Write something you would be interested to read**

# To sum up

Choose wisely according to your purpose and your target group, your means of communication and your target group(s).  
There is no guaranteed recipe for success.



# Ethics

**Narrative ethics** explores morality, or the lack of it, in the context of a story. According to James Phelan:

*Narratives themselves implicitly or explicitly ask the question: 'How should one think, judge, and act — as author, narrator, character, or audience — for the greater good?'*

**Ethical storytelling** refers to the act of storytelling. This is the idea that authors write, or that narrators narrate, with good or not-so-good intentions, depending on how much or how little the storyteller wishes to deceive their audience.

To summarize: 1) **narrative ethics** investigates the story itself and the morals or lack of morals that it contains, and 2) **ethical storytelling** investigates narrators to determine whether or not they are lying, misrepresenting, or omitting information.

# Some questions that usually occur at work

- Do we have consent to tell a story (if it's real), for this purpose and in this medium?
- Whose needs and desires are at the center of how the story is presented, the person whose story it is or the audience for the story?
- Who is the protagonist of the story, the person or our organization? Is someone empowered by this?
- Are we telling the story in a way that reinforces harmful stereotypes or stigmas about a social issue or the people who are affected by it?