

# Structuring the Emotional Story



#NPStoryConf  
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How do you decide?

Rational  
reasoning?

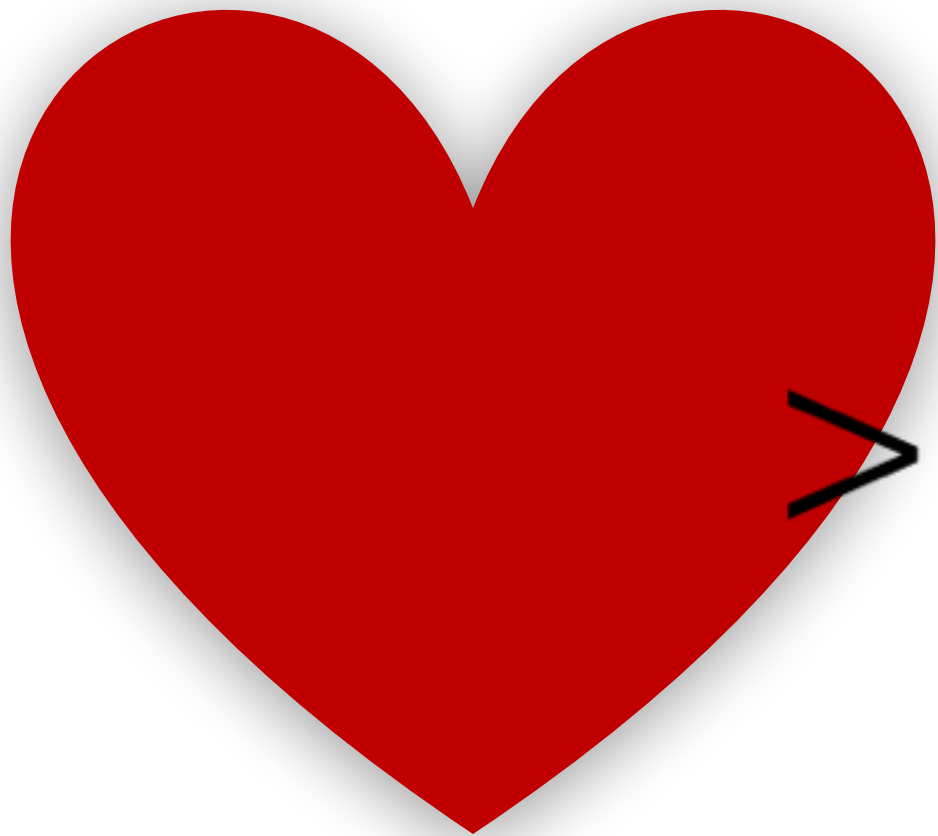


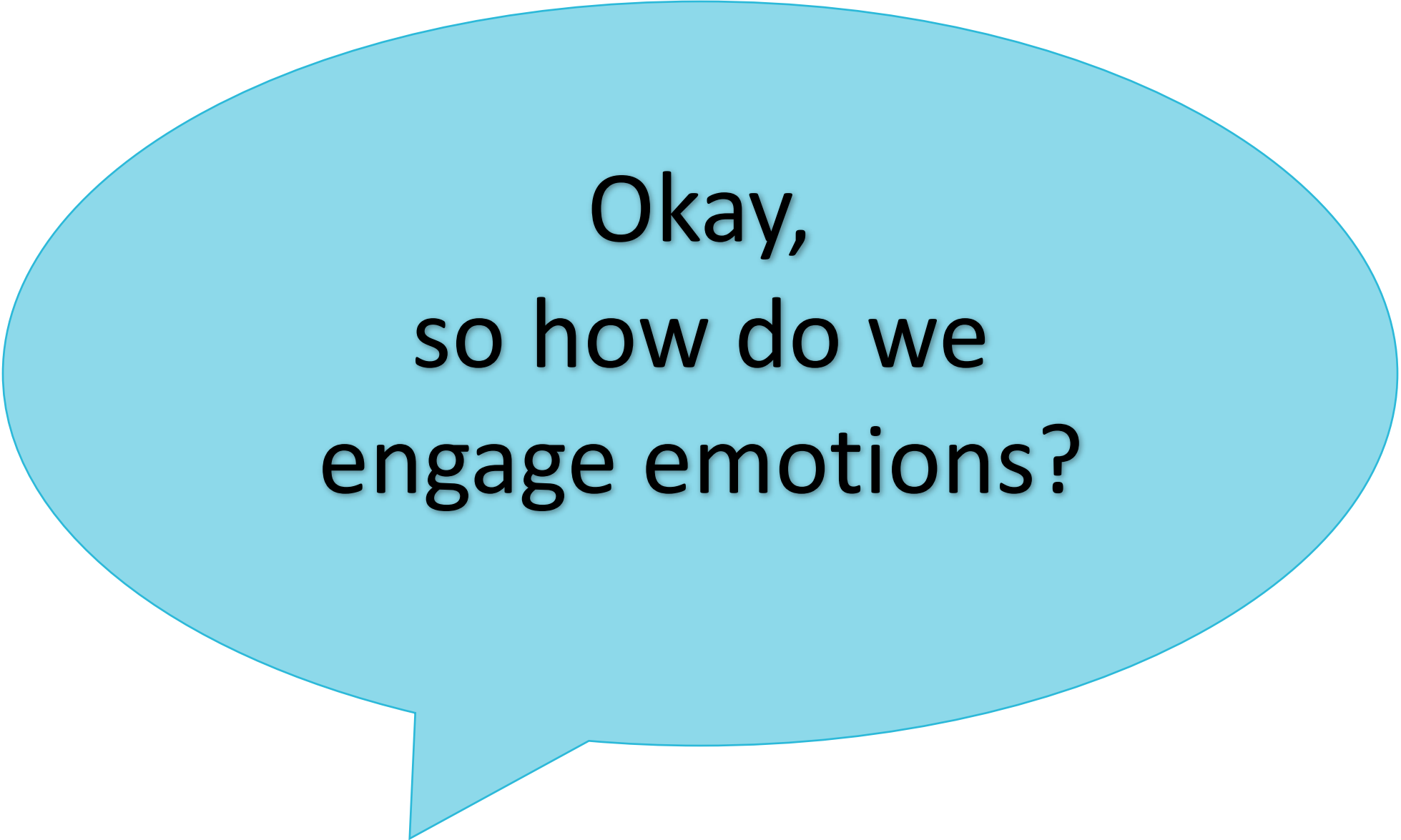


Or with all  
the feels?

Shout out to Agents of Good



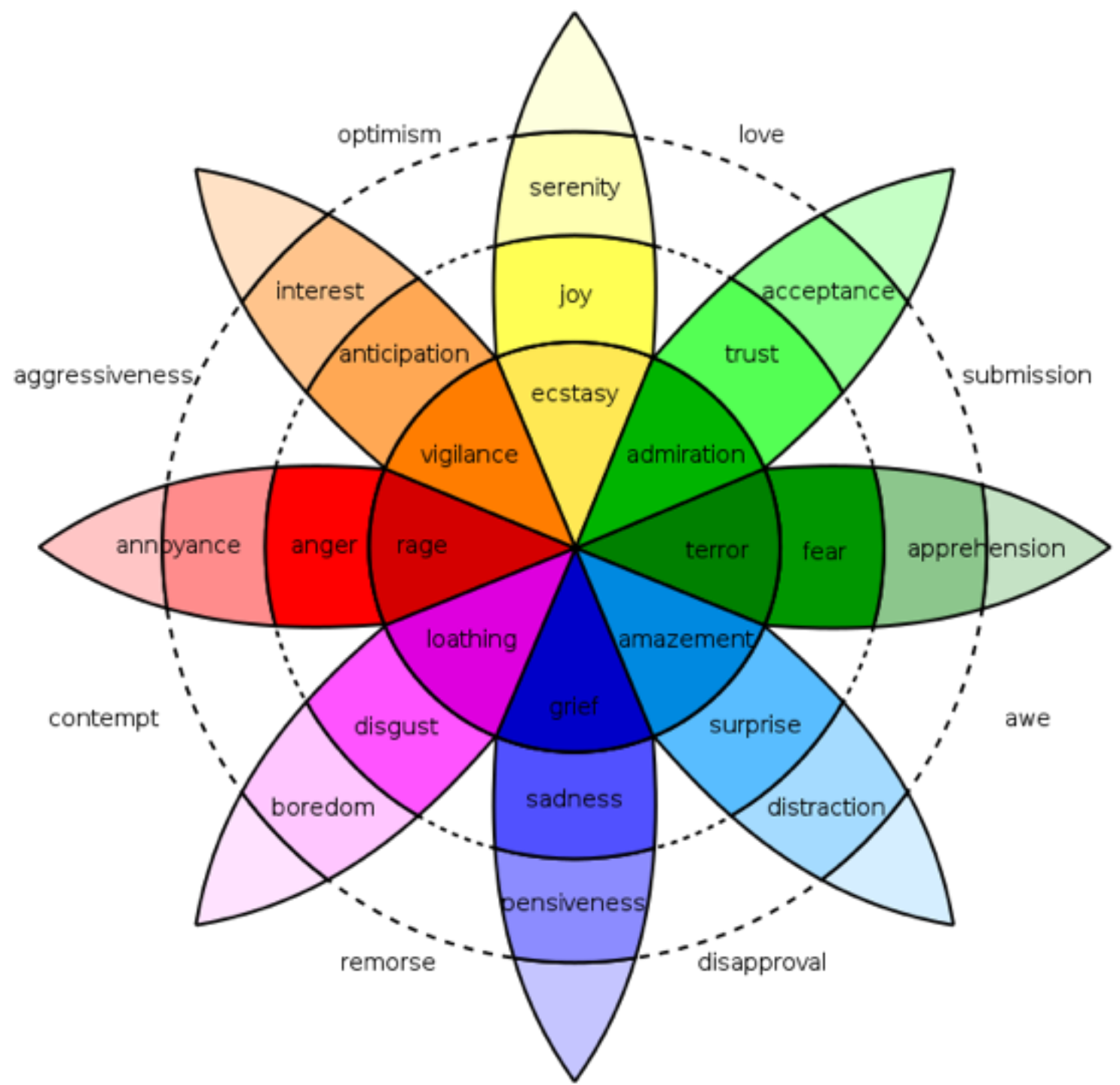




Okay,  
so how do we  
engage emotions?



# Plutchik's Wheel of Emotions

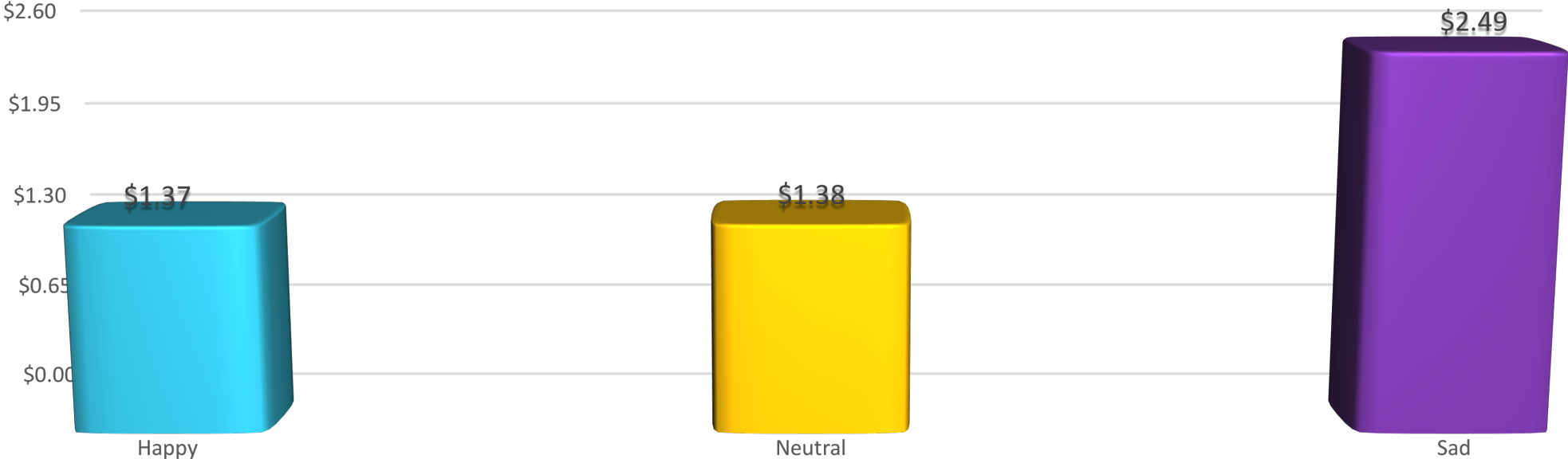




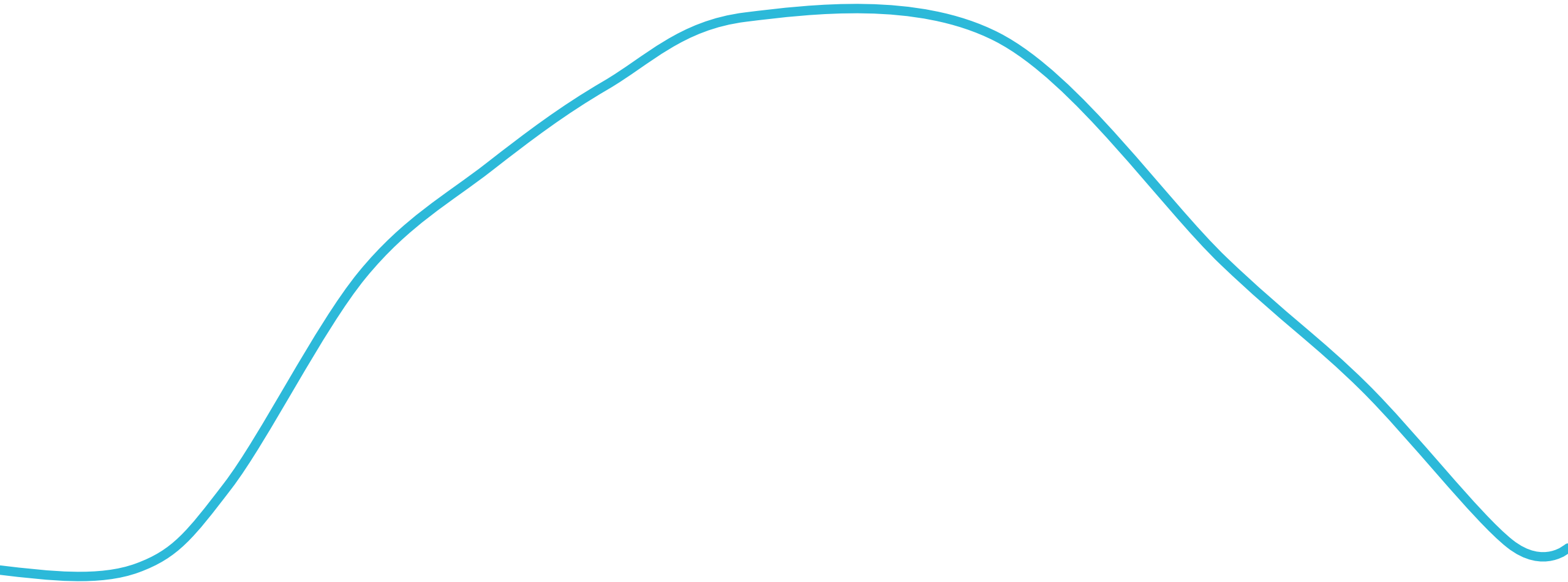
# Mean Donations by Emotion Expression

(D. Small, N. Verocchi, 2009)

Donation Amount

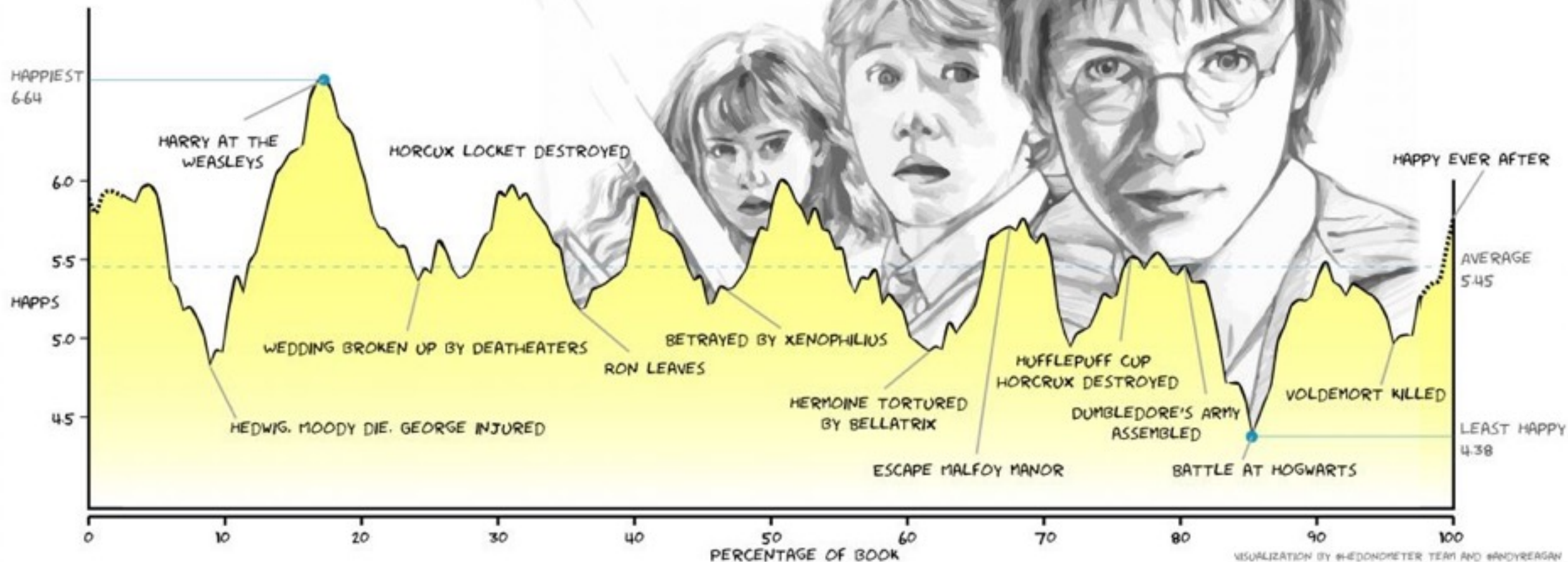


In the simplest terms, the narrative arc is shaped by the beginning, middle, and end of a story.



# Harry Potter and the Deathly Hallows

by J.K. Rowling





VISUALIZATION BY @EDONDIMETER TEAM AND @ANDYREAGAN  
ILLUSTRATION BY @RISCH (@STRAY-CATS-@HOTMAIL.COM)

## Man in Hole





The main character gets into trouble then gets out of it again and ends up better off for the experience.

-  Arsenic and Old Lace
-  Harold & Kumar Go To White Castle

## Boy Meets Girl





The main character comes across something wonderful, gets it, loses it, then gets it back forever.

-  Jane Eyre
-  Eternal Sunshine of the Spotless Mind

## From Bad to Worse





The main character starts off poorly then gets continually worse with no hope for improvement.

-  The Metamorphosis
-  The Twilight Zone

## Which Way Is Up?



The story has a lifelike ambiguity that keeps us from knowing if new developments are good or bad.

-  Hamlet
-  The Sopranos

## Creation Story




In many cultures' creation stories, humankind receives incremental gifts from a deity. First major staples like the earth and sky, then smaller things like sparrows and cell phones. Not a common shape for Western stories, however.

## Old Testament




Humankind receives incremental gifts from a deity, but is suddenly ousted from good standing in a fall of enormous proportions.

-  Great Expectations with original ending

## New Testament



Humankind receives incremental gifts from a deity, is suddenly ousted from good standing, but then receives off-the-charts bliss.

-  Great Expectations with revised ending

## Cinderella

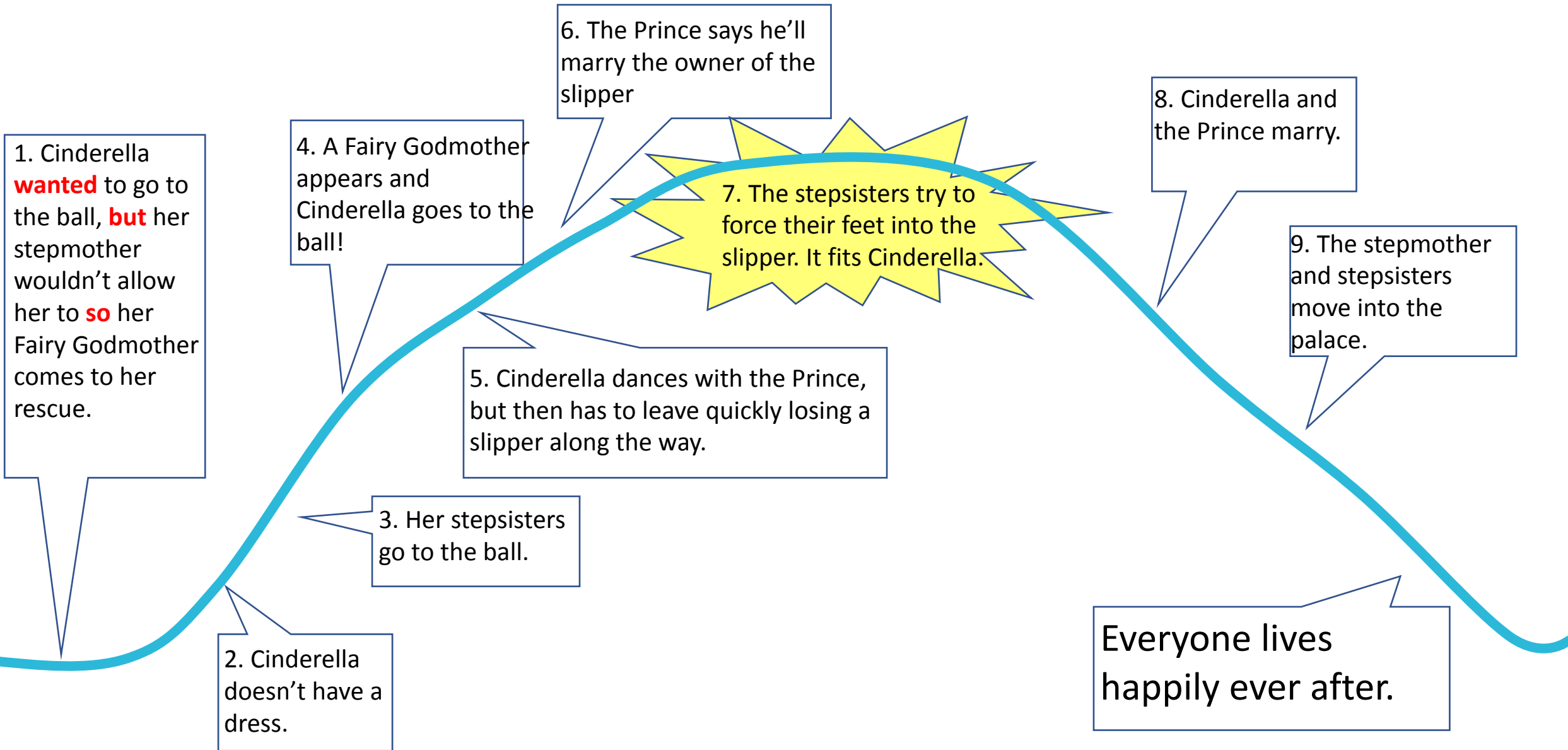


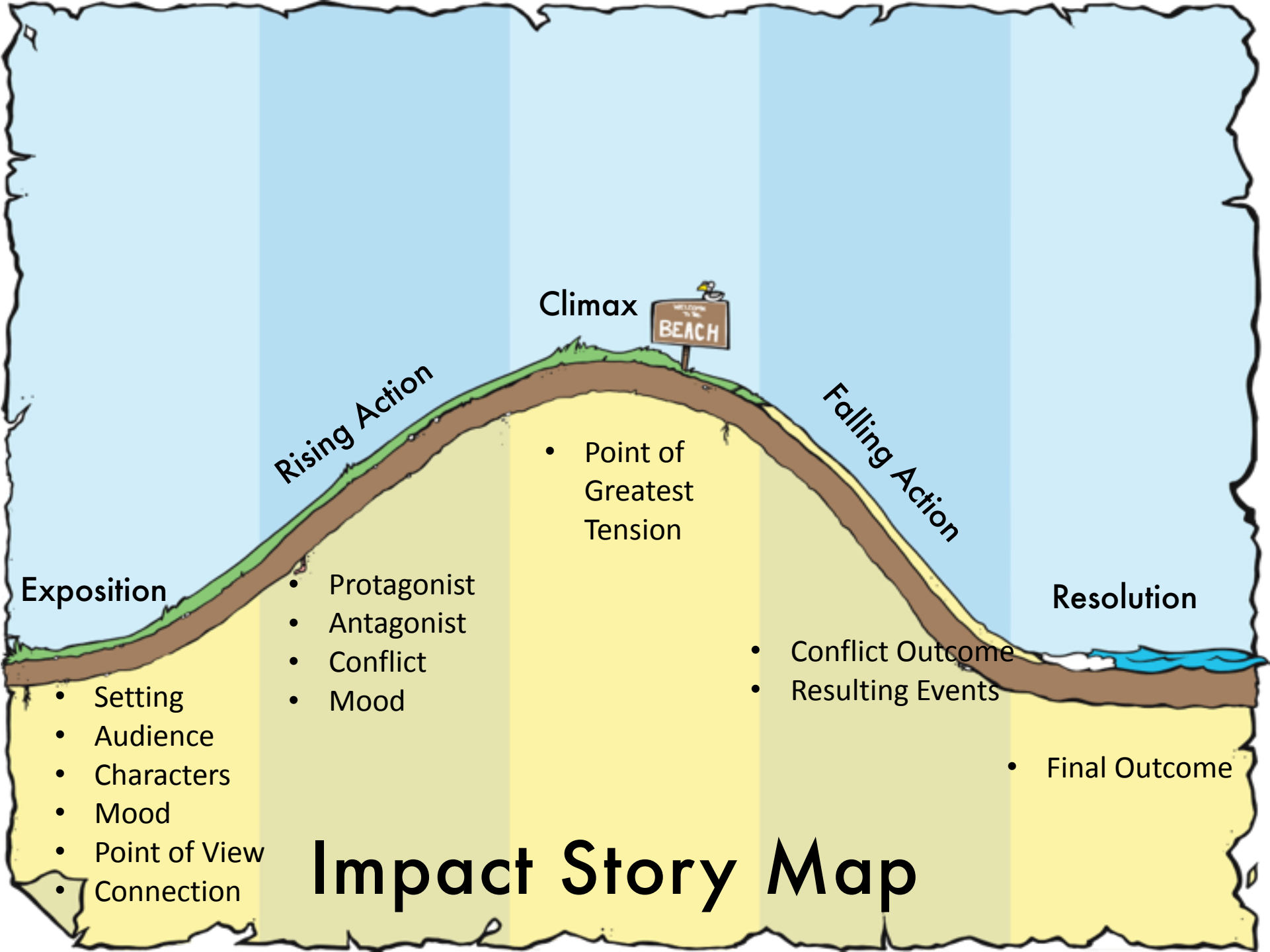
It was the similarity between the shapes of Cinderella and the New Testament that thrilled Vonnegut for the first time in 1947 and then over the course of his life as he continued to write essays and give lectures on the shapes of stories.

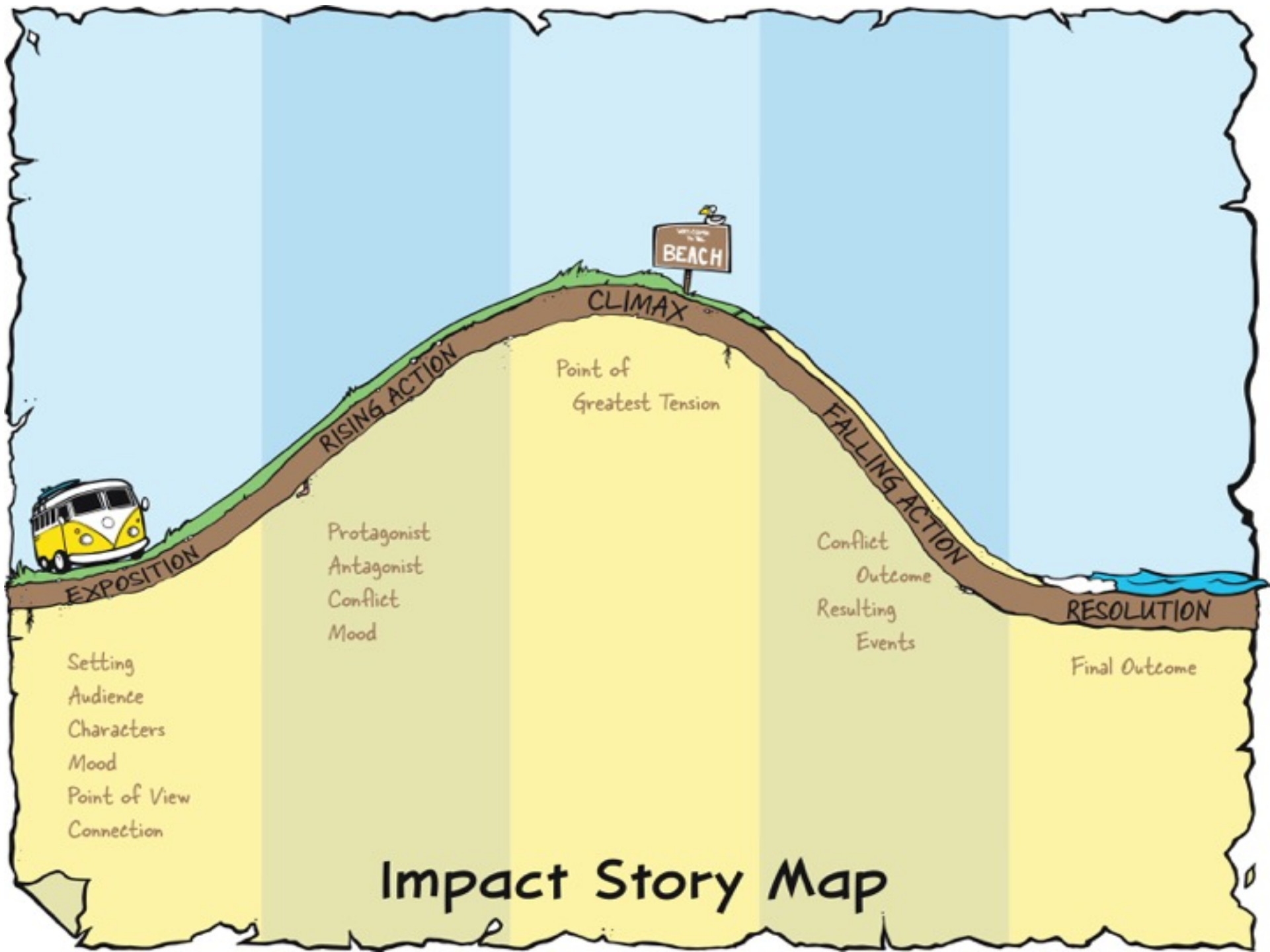


# Cinderella Story Arc

Setting: In a Kingdom a Long Time Ago

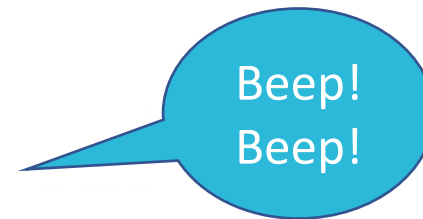






## Impact Story Map

# Your task today ...



P.S. Don't forget to come back here at 4:30pm for the Impact Story Workshop!