Hooked!

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Hold audience attention
Why is it so hard to hold audience attention?
Too many distractions
The Logical Argument Outline

I. Here's where I state the obvious
   A. Predictable supporting statement
      1. Soporific evidence
         a. First snooze
         b. Second snooze
   B. Another predictable supporting statement
      1. Soporific evidence pt 1
      2. Soporific evidence pt 2
         a. First snooze
         b. Second snooze
      3. More soporific evidence

II. Here's where I state more of the obvious
   A. Predictable supporting statement
      1. Soporific evidence
         a. First snooze
         b. Second snooze
      2. More soporific evidence

III. Big Conclusion
   A. You guessed it
   B. Here it is
“A man hears what he wants to hear and disregards the rest.”
Predictably boring
1. Narrative structure
What makes a story interesting?
Stories = mental simulation
Narrative

knowledge gap

complication (−)

resolution (+)
How can we borrow this?
Rhetoric

knowledge gap

problem (−)

solution (+)
Insight

Knowledge gaps spark curiosity
I still make coffee for two
Two-sentence stories
Exercise 1
2. Heightening attention
Context

status quo (∅) → inciting incident → +

-
Foreshadowing
Progressive complications
How can we borrow this?
Accentuate structure to heighten attention
3.

Irony / paradox
They laughed when I said I wanted to be a comedian.

They’re not laughing now.
ONE CHILD IS HOLDING SOMETHING THAT'S BEEN BANNED IN AMERICA TO PROTECT THEM.
GUESS WHICH ONE.

We ban the game dodgeball because it's viewed as being too violent. Why not assault weapons?
MOMSDEMANDACTION.ORG
Insight

Violate expectations to keep it interesting
How can we borrow this?
Give it a Twist
Exercise 2
Putting it all together
Holding audience attention

• Complication-resolution
• Heighten (context, foreshadowing, progressive complications)
• Violating expectations (irony)
Resurrection Athletic Club
Kensington Ave. - Somerset St.
Phila, Pa.

Promotion
Tony Gazzo

Tue. Nov. 25
Doors open 8 P.M. First bout 8:15 P.M.

Lovell 'Spider' Rico
Champion - Phila.

-Vs.- 10 Rds.

The Italian Stallion

Rocky Balboa
Philadelphia

Joe 'Kid' Brooks
Philadelphia

-Vs.- 6 Rds.

Garnet 'Sugar' Johnson
Philadelphia

Prices
$1.00 - $2.00 - $2.50
Including all taxes

Main Ticket Office
Central City Ticket Office - 1422 Chestnut St.
Phone: Locust 4-6366
Resurrection A.C. - Kensington Ave & Somerset St.

Our Authorizes Agencies
Resurrection A.C. - Kensington Ave & Somerset St.
Phone: Evergreen 6-555
Mighty Mick's Boxing - 2147 N. Front St.

Rico Weighs 210 Lbs. - 6'3"
Balboa Weighs 195 Lbs. - 5'11"

(Permission Not Required)
Will Rocky take his shot?

C: Apollo challenges Rocky
D1: Rocky accepts challenge
D2: Rocky makes sacrifices
D3: Rocky gains insight
R: Rocky meets challenge
Detecting narrative structure

Exercise 3
Ironies of narrative structure
Negative information builds credibility upfront
Missing information holds audience attention throughout
Expectation violations feel true-to-life and leave audiences wanting more.
Pay attention to the stories you tell
Selected resources


