

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

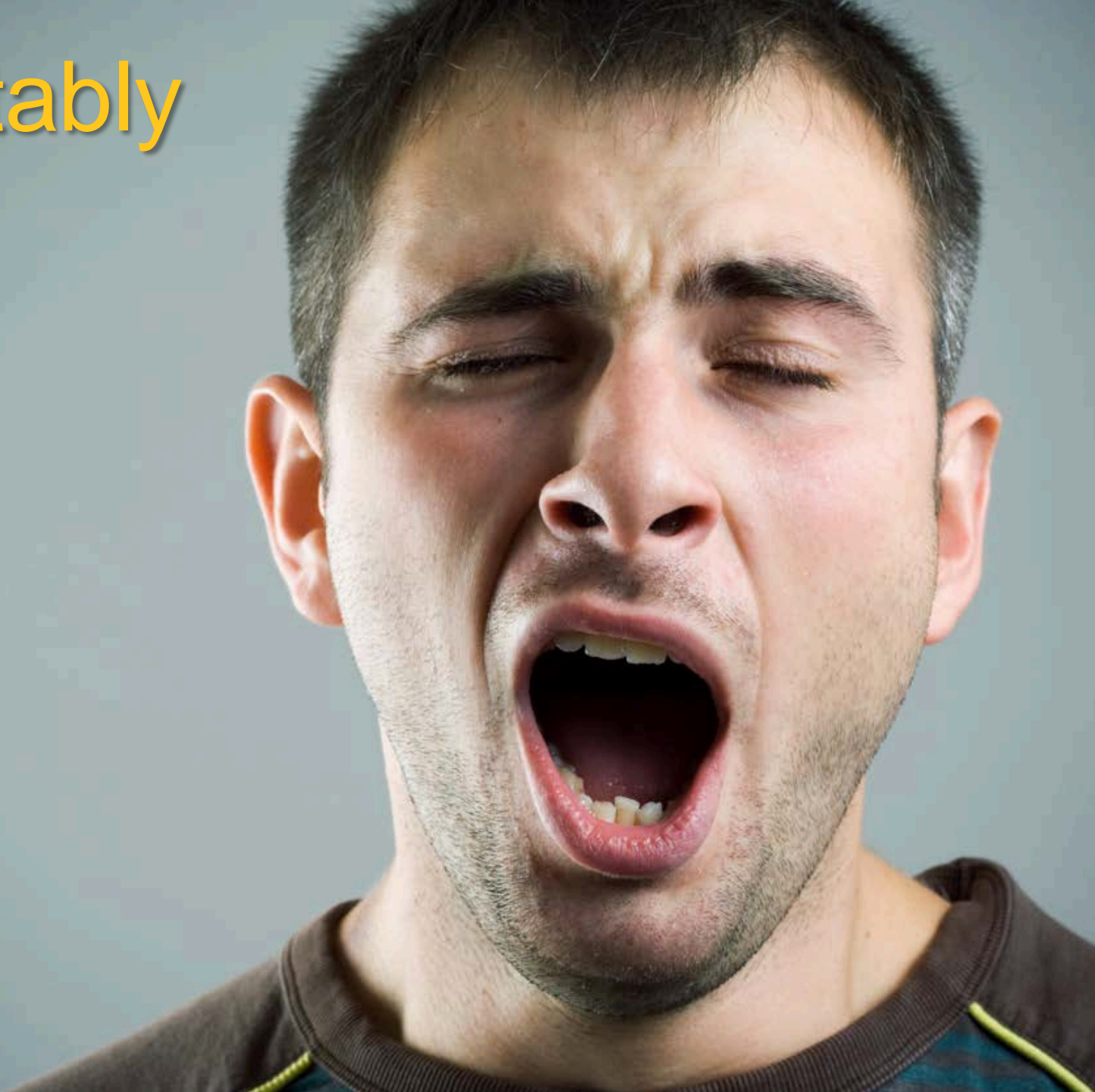
A. You guessed it

B. Here it is

“A man hears what he wants to hear and disregards the rest.”



Predictably
boring



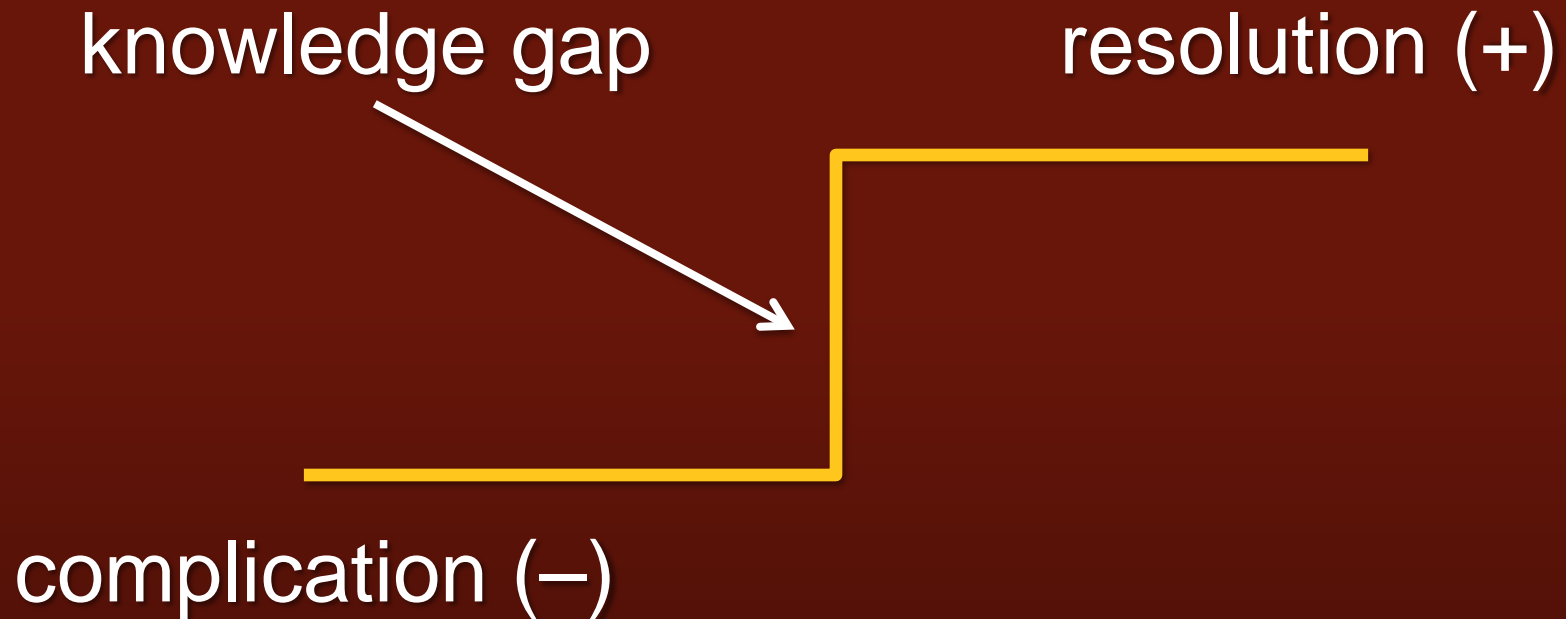
1.

Narrative structure

What makes a story interesting?

Stories = **mental simulation**

Narrative

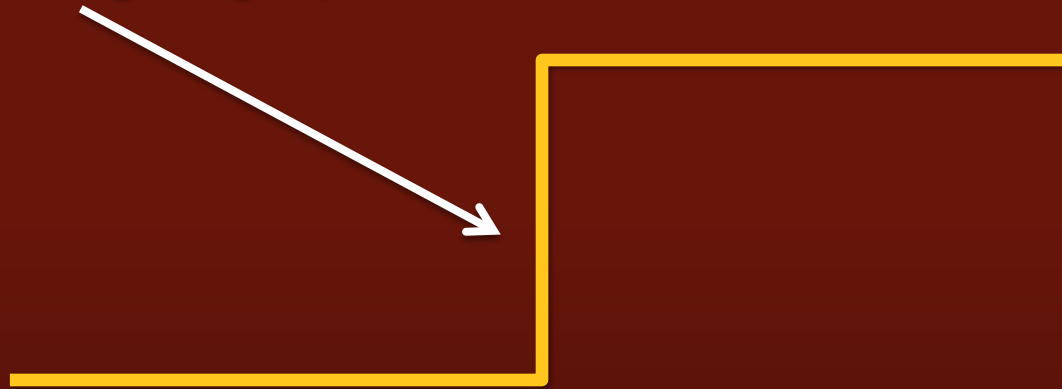


How can we borrow this?

Rhetoric

knowledge gap

solution (+)



problem (-)

Insight

Knowledge gaps
spark curiosity



I still make
coffee for two



Leave your
MORNING
MOOD
behind.



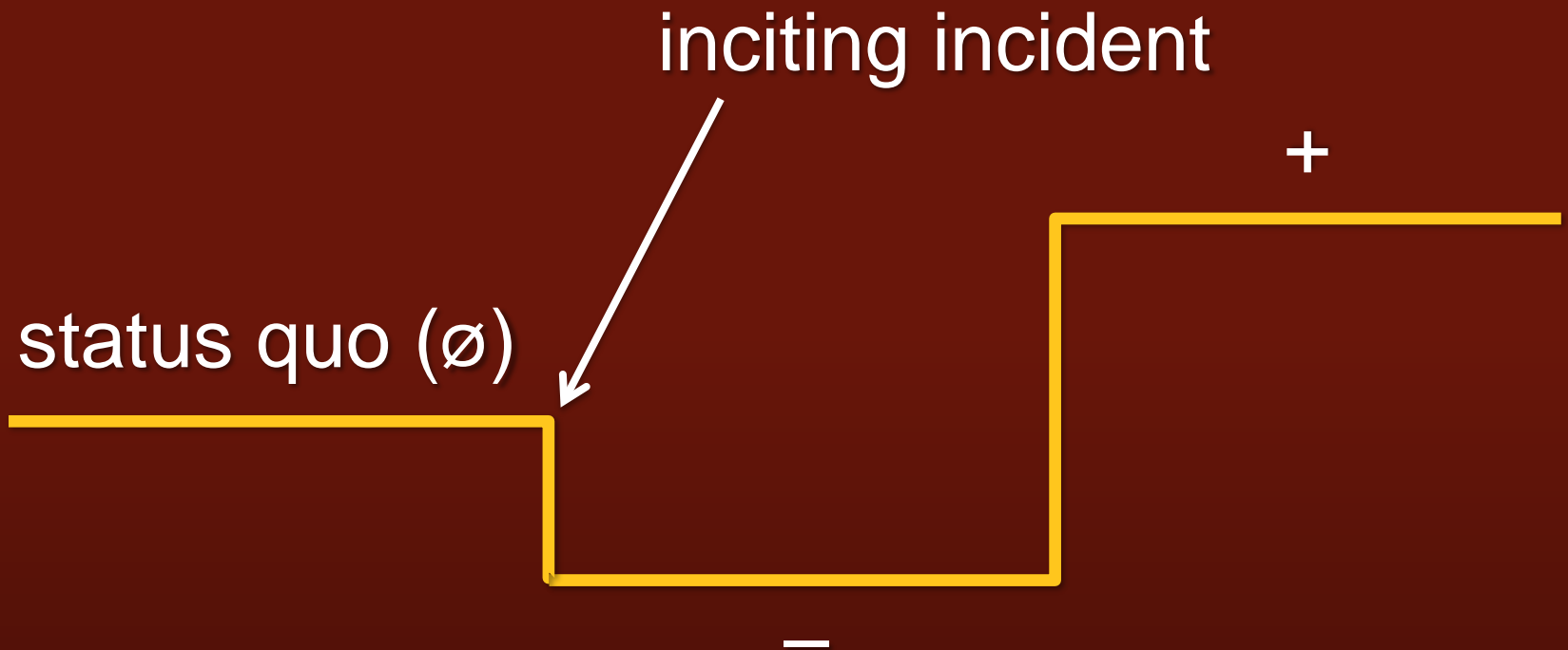
Two-sentence stories

Exercise 1

2.

Heightening attention

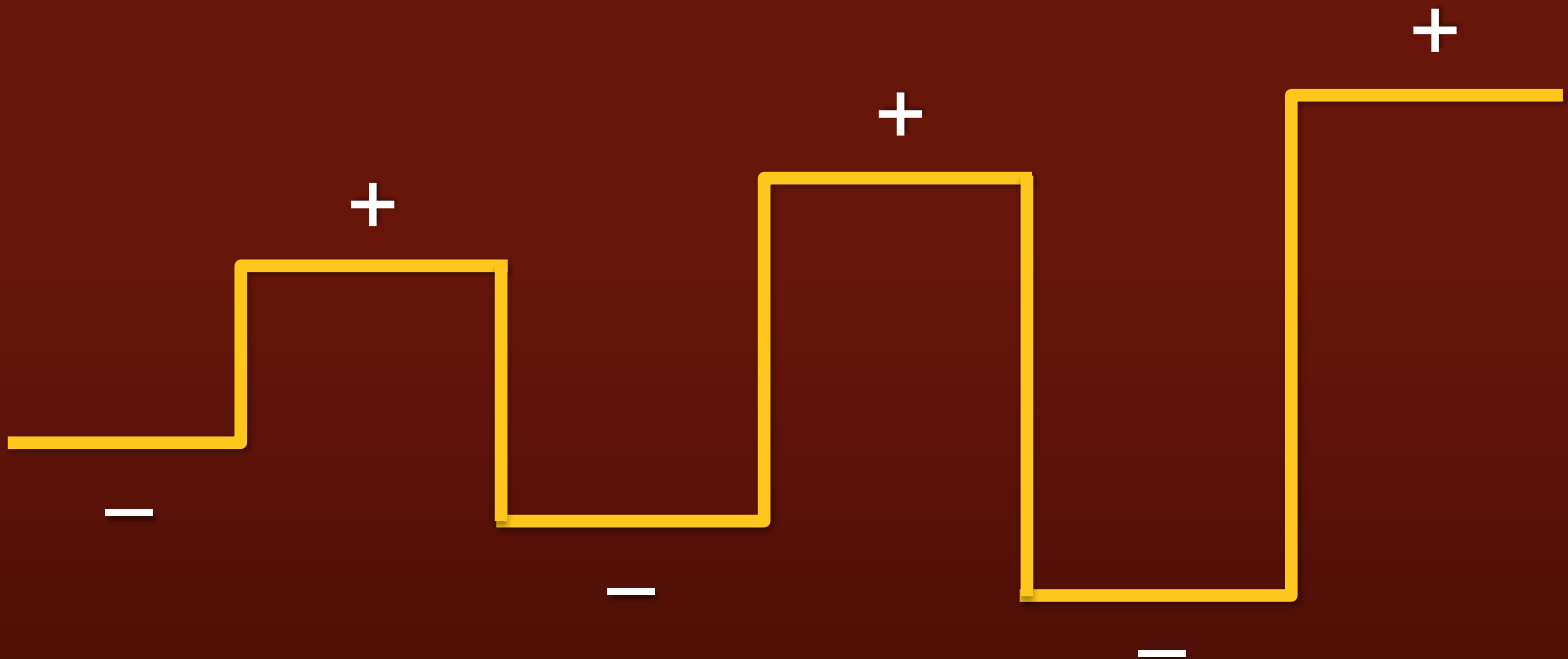
Context



Foreshadowing



Progressive complications



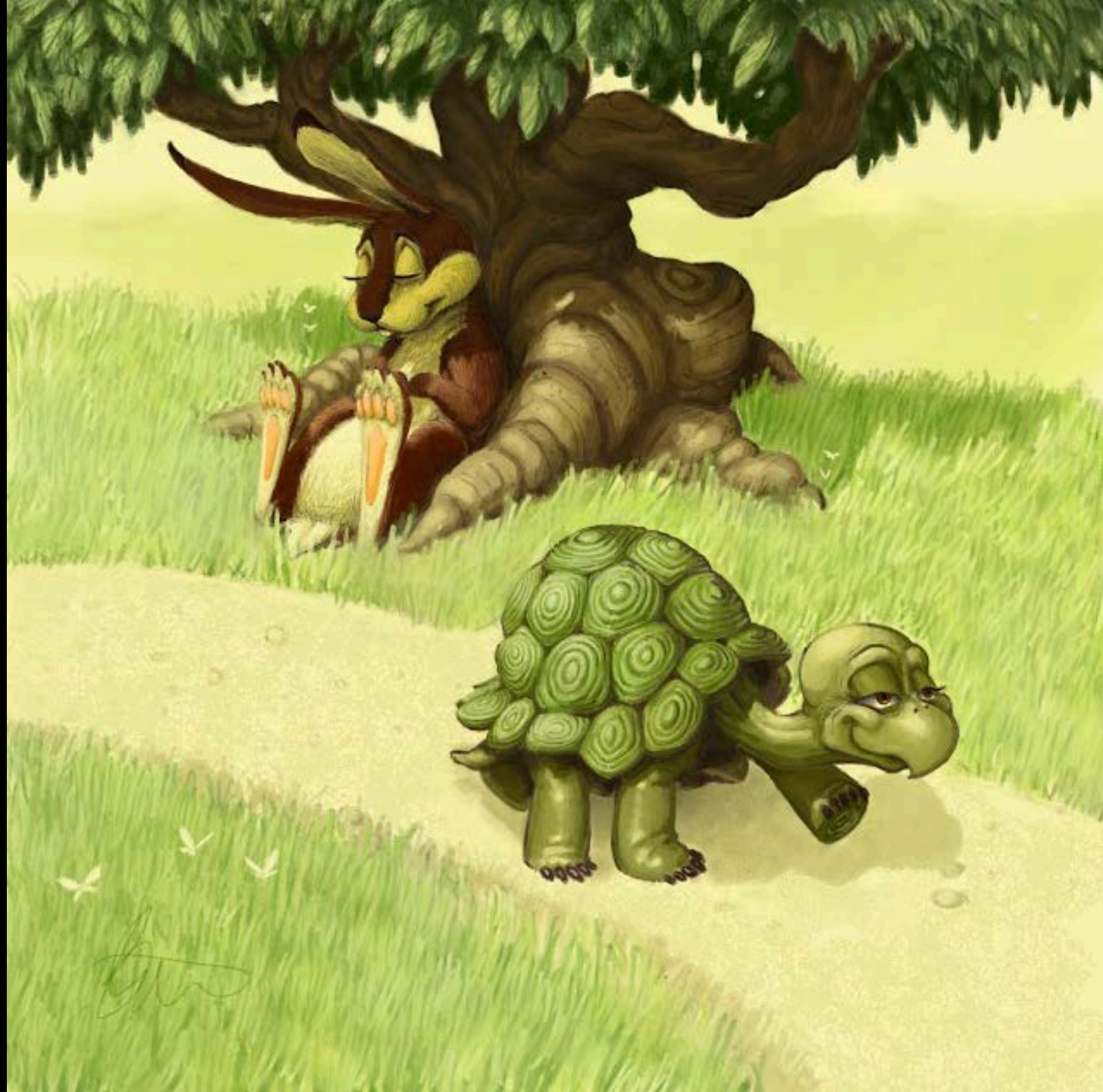
How can we borrow this?

Insight

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

**MOMS
DEMAND
ACTION**
FOR GUN SENSE
IN AMERICA

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)

ROCKY



RICO WEIGHS 210 LBS. -- 6'3"

BALBOA WEIGHS 195 LBS. -- 5'11"

Resurrection Athletic Club

KENSINGTON AVE. -- SOMERSET ST.

PHILA, PA.

PROMOTION

**TONY
GAZZO**

TUE. NOV. 25

DOORS OPEN 8 PM. FIRST BOUT 8:15 PM

LOVELL



RICO



'SPIDER' RICO

CHAMPION -- PHILA.

-VS.- 10 RDS.

**THE ITALIAN
STALLION**

'ROCKY' BALBOA

PHILADELPHIA



BALBOA

JOE 'KID' BROOKS

PHILADELPHIA

**-VS.-
6 RDS.**

GARNET 'SUGAR' JOHNSON

PHILADELPHIA

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INCLUDING ALL TAXES

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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















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

Campbell, Joseph. *The Hero With a Thousand Faces* (1949). Novato, CA: New World Library, 2008.

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Fryer, Bronwyn. "Storytelling That Moves People: A Conversation with Screenwriting Coach Robert McKee." *Harvard Business Review*. June 2003.

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Green, Melanie C. et al, eds. *Narrative Impact: Social and Cognitive Foundations*. Mahway, NJ: Lawrence Erlbaum Associates, 2002.

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Loewenstein, George. "The Psychology of Curiosity: A Review and Reinterpretation." *Psychological Bulletin*. 1994;116(1):75-98.

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