



Constru^{cting} a structure



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The classic structure of a story consists of three acts.

ACT 1. String or Exposition. In this part, we show the environment that surrounds the main character. This helps us to understand who he or she is. At the same time, it allows our reader or viewer to find something in common between the character and himself.

ACT 2. Development and Struggle. In this part, we need to remember something from the previous lecture. Remember the mandatory elements – a Turning point, a Decision, an Obstacle and an Overcoming? You may find all of them in this piece of your story. Little Red Riding Hood left the house, met The Grey Wolf, and even talked to him heart-to-heart. The Grey Wolf ate the Grandma and is about to eat the Hat. Emotions run high. All this develops in the Second Act of our story.

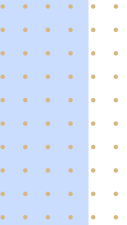
ACT 3. Denouement. The happy/unhappy ending. Hunters came and killed the Wolf. That was the end of the story.

Such a structure can be expanded to almost any story. But since real human stories are usually more complicated than fairy tales, their components can be repeated or mixed in any way. But **all of them must be present**, otherwise, the plot of the story would turn out holes, and would not reach the hearts of the audience and would not fulfill the Goal.



Tip: Create a plan for your story. The plan will help you not only to see the whole picture but also to build the correct logic of the narrative. You will be able to see what blocks should be moved and what sequence is the best. This tip helps to start if you have no thoughts about what to begin with. Just write down the logic of the story, and it will continue to acquire details. If you need to break the text into parts, the points of the plan will become subheadings. This is often necessary for the long-reads and also for the blocks for videos.


TYPES OF STORIES




Depending on the task of the story, it can be **functional** or **emotional**. A functional story has a specific question, and the answer can be some step-by-step instruction. An emotional story is designed for emotional response.

In NGO stories, these tasks are often mixed. For example, first, we tell an emotional story about the problem, like what is happening with the ecology, and then give instructions on how to act in these circumstances.

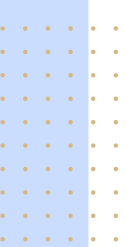
Even if there is no climax in the story, the string and denouement will still be there. But if you master some techniques of writing, you can create a story with any dynamics.





Now let's speak about writing techniques that help to create great intrigue in your story. And the first example of such a technique is to **start from the end**. You start with how it ended, and then you develop the story back to where it began.

The second way is to **start in the middle**. This scheme is more complicated. It starts with the character finding himself in the middle of something and then tells how he got into it.



The third way to make the story more exciting is by **looping the plot**. This technique usually works best with images. For example, in the very beginning, you use the image of a toy and at the very end, we use the same toy to finish the whole story.

The fourth technique is to **create the tree-story**. This method involves making complex connections where one story intertwines with others.

Think about how you want to tell your story. From what angle should you look at it to cause more emotions? Perhaps the easiest way is to tell everything in straight order, and that's good too. But anyway, we advise you to play with it, and try to rearrange the blocks of your structure. Maybe the result will surprise you.

