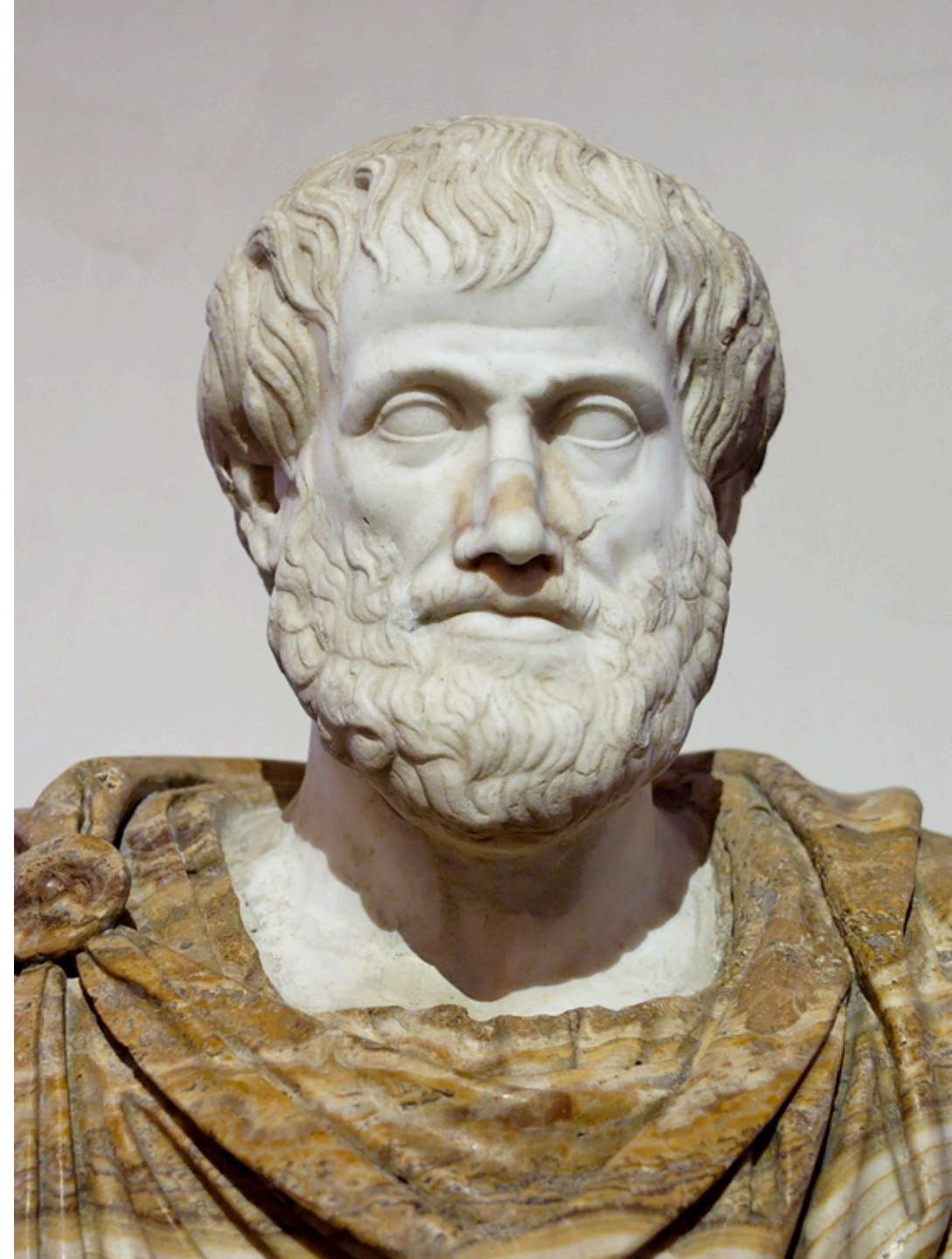


# Content

Telling Stories with Data

November 27, 2017



# Plan for today

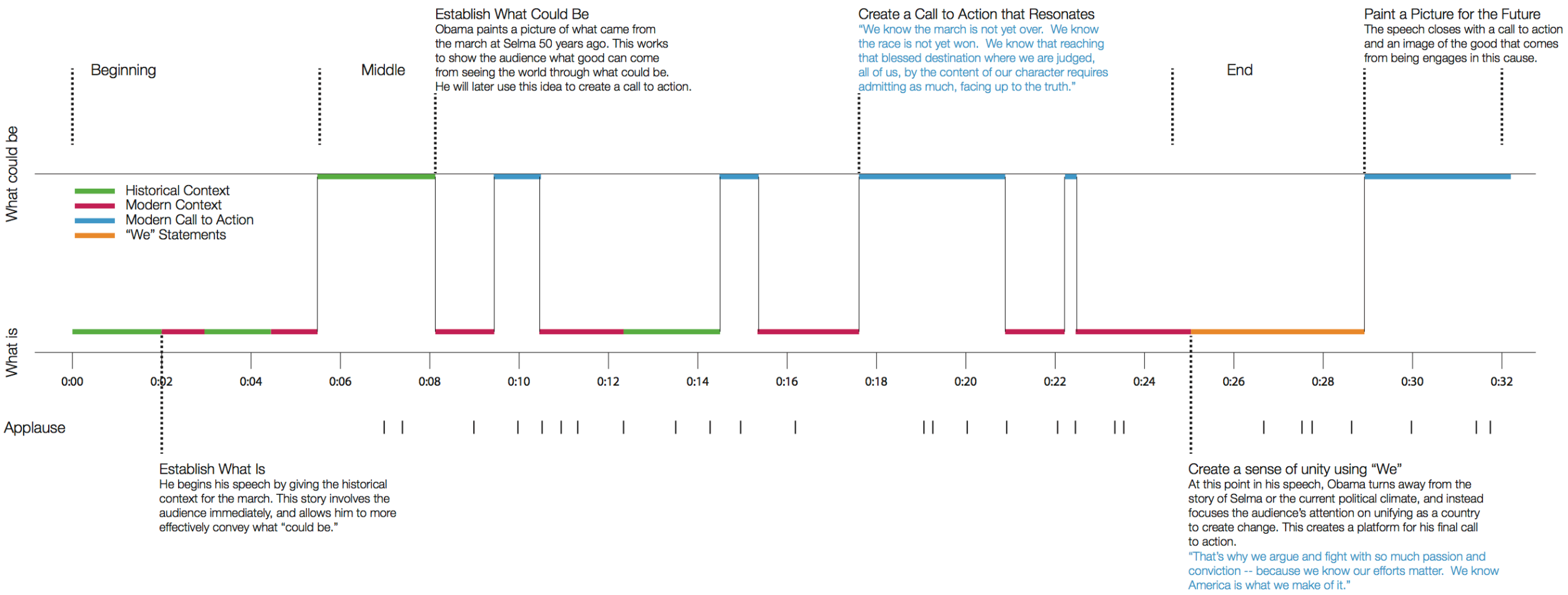
Announcements and miscellanea

Contrast → change

Relating

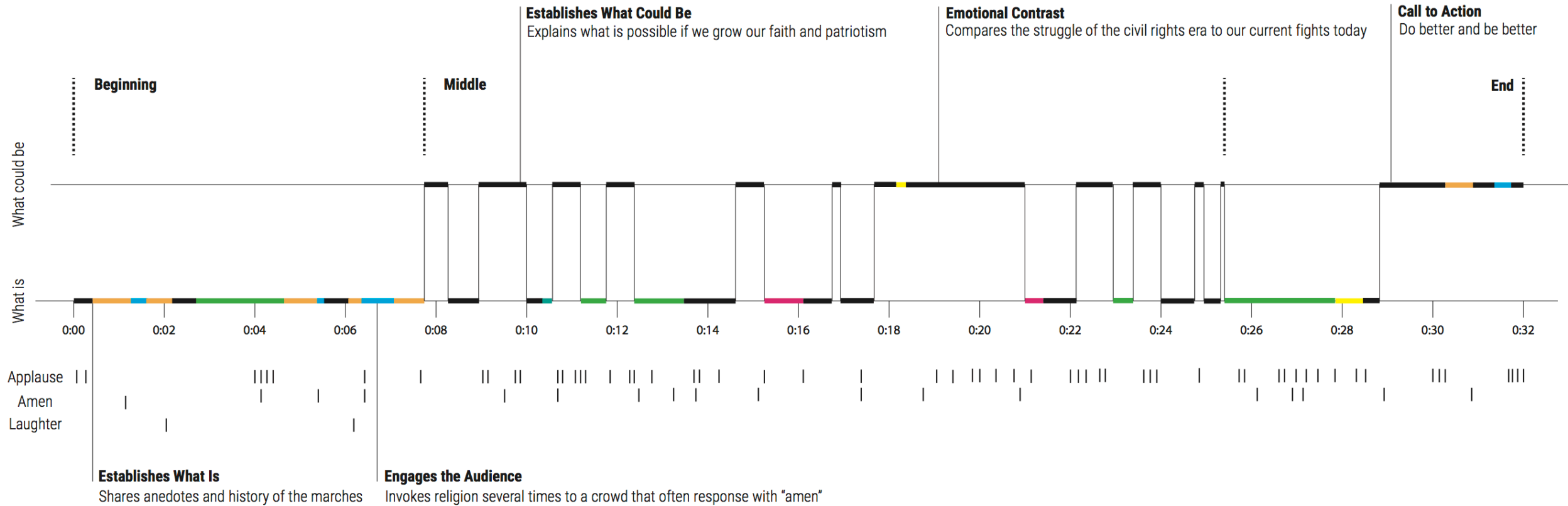
Tips, tricks, and feedback

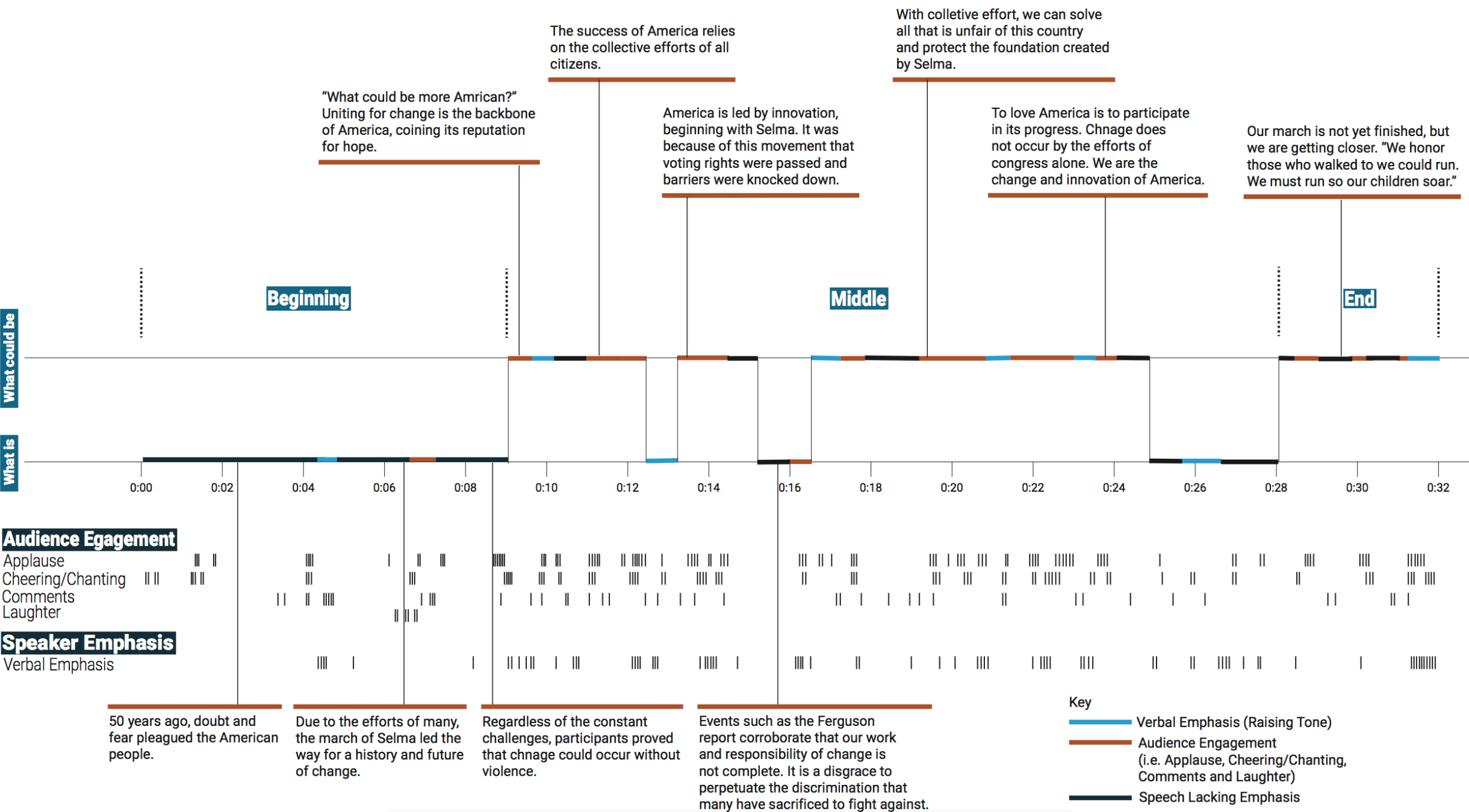
Announcements  
and miscellanea



Barack Obama | March 7, 2015 | Selma, Alabama

- Original Ideas & Thoughts
- History of Selma March
- Religious Literature
- United States History
- United States Founding Document
- Current Event
- Author or Writer





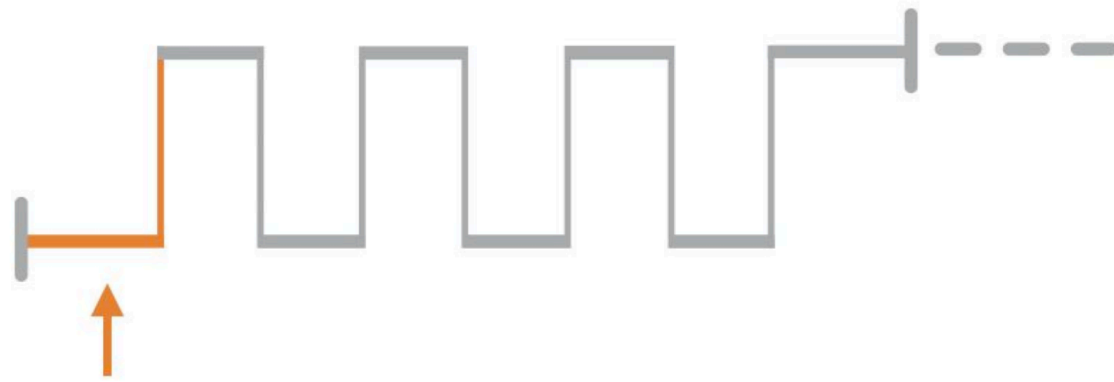
Story map

Project 3

Final project

Contrast → change





Beginning

Call to adventure

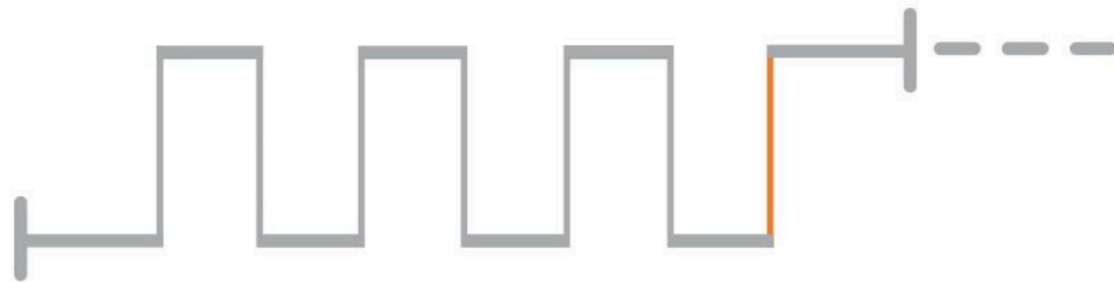


Contrast

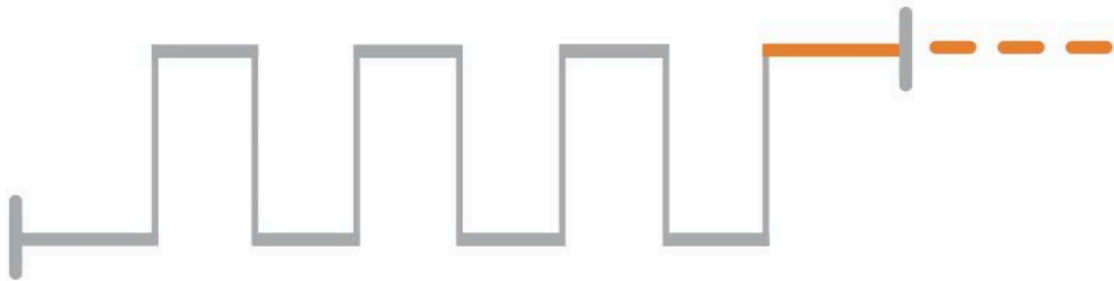
Content

Emotion

Delivery



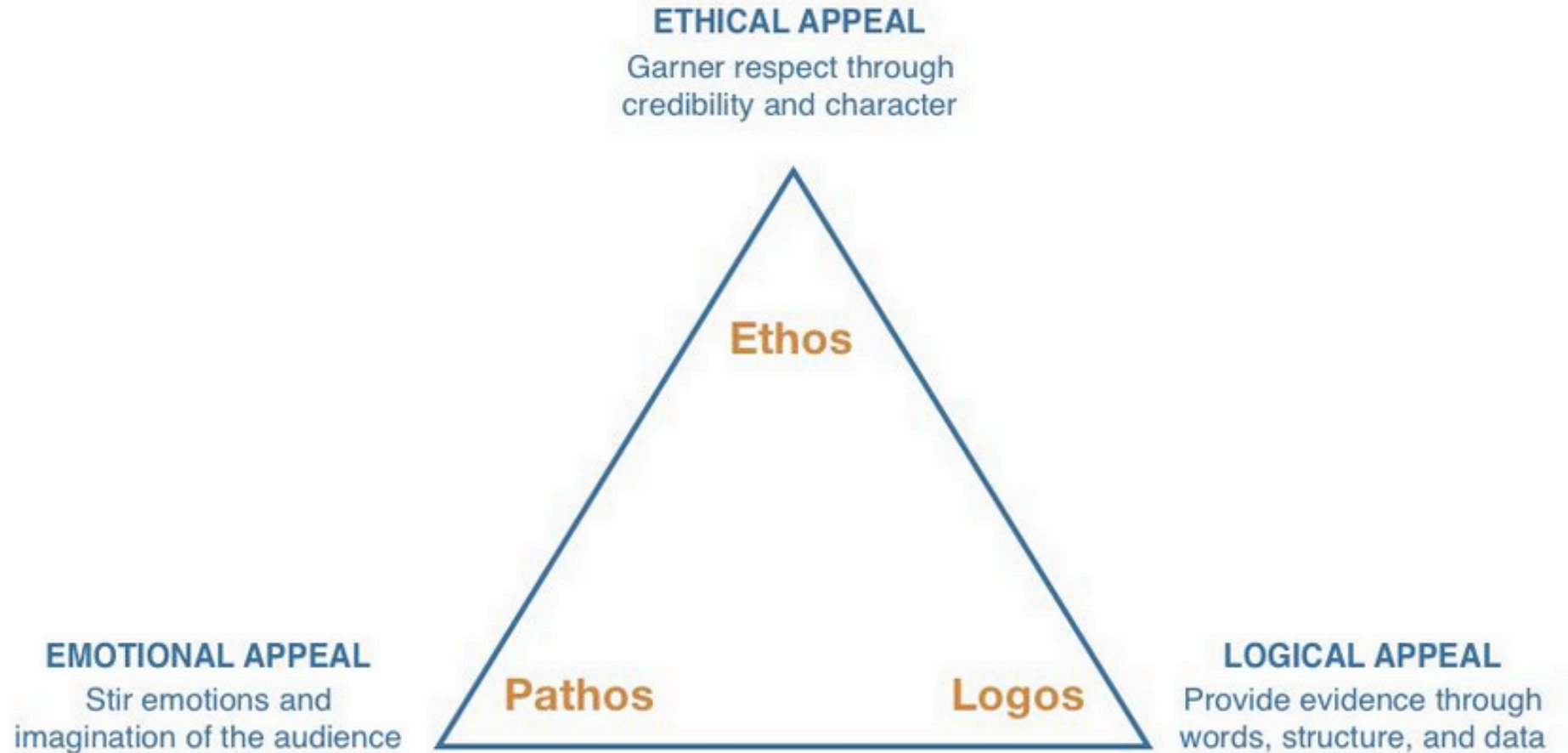
Call to action



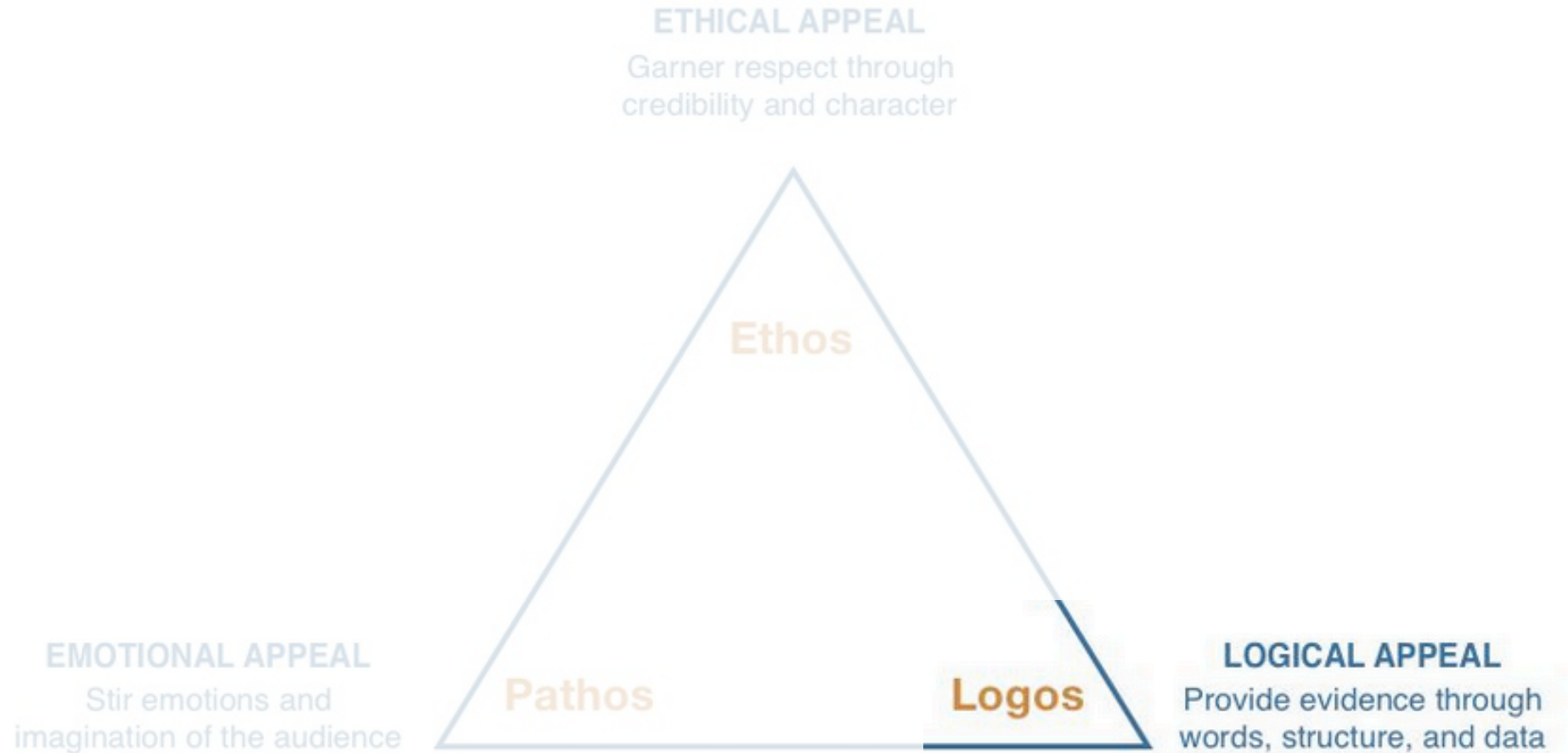
The end

Call to new adventure

# Aristotelian persuasion



# Facts alone don't create resonance





Goal

Evidence & facts

Motivation

Memories

Delivery

Precision

Credibility &  
engagement

Theatrical



How did Rosling create logos, pathos, and ethos?

What was Rosling's Big Idea?

How did Rosling use rhetoric to create contrast and resonance?

# Contrast and change



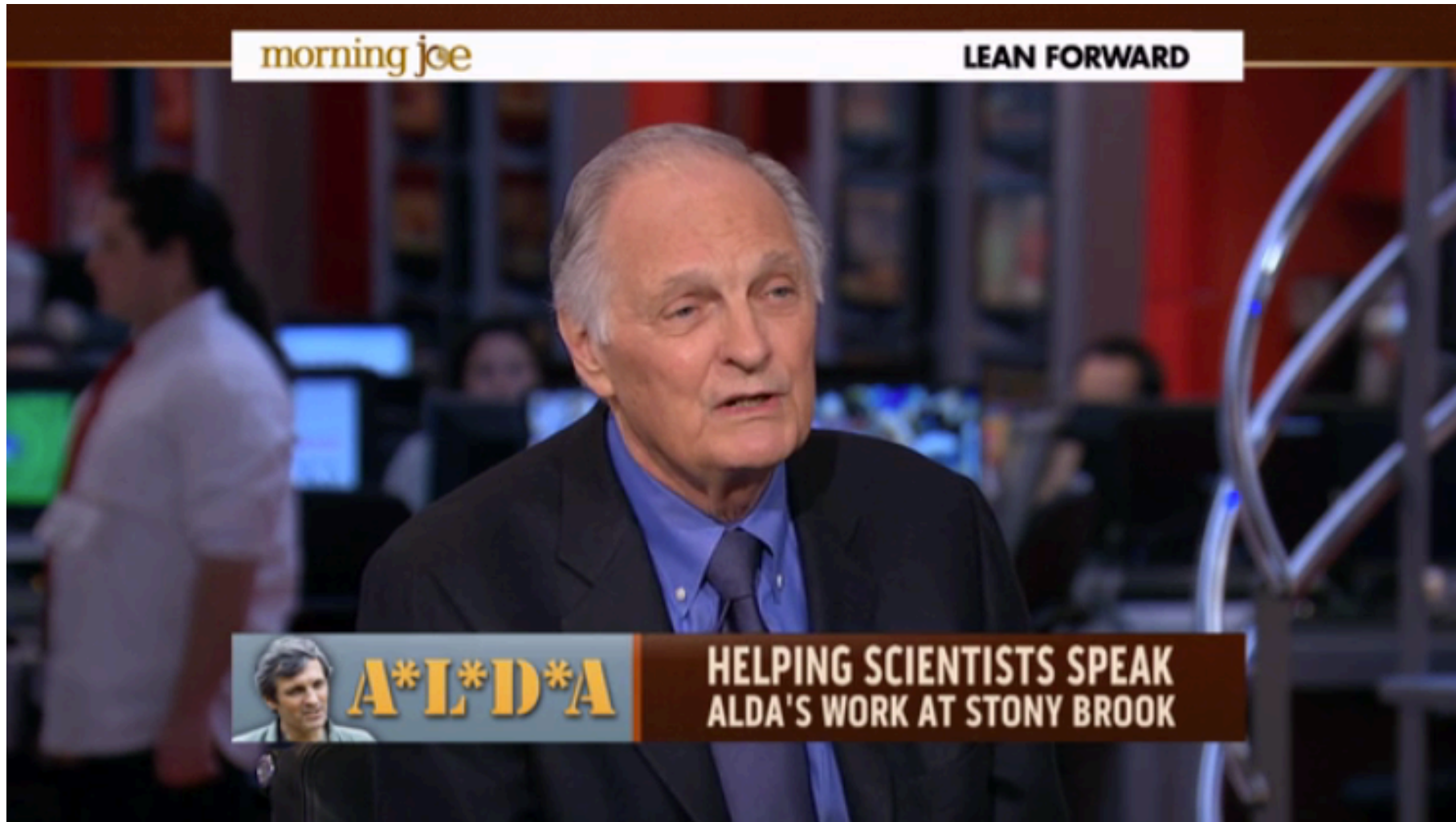
“Communicating an idea juxtaposed with its polar opposite creates energy ... [and] encourages full engagement.”

# Relating

The secret to ~~science~~ communication



# Introduction to IIUYWIHTLOMF



## Logos

“What if scientists could be helped to shed this magnetic attraction to the cold North Pole of jargon?”

## Pathos

“What if they could make a warm connection with their audiences and enjoy the pleasure of natural, conversational tone?”

# Why improv?

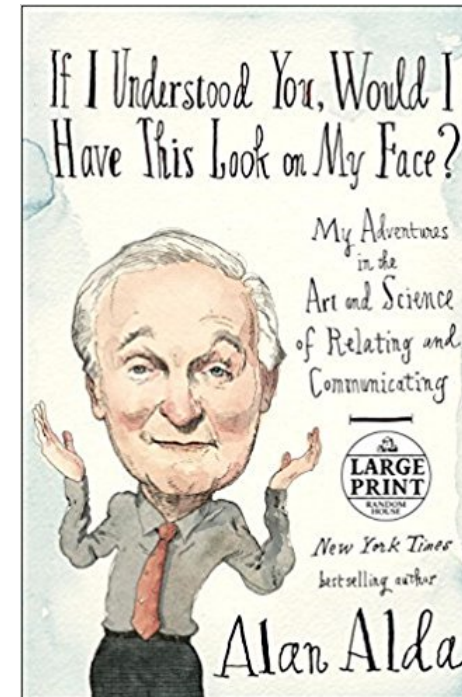


# Resonating and relating

Great, but overkill

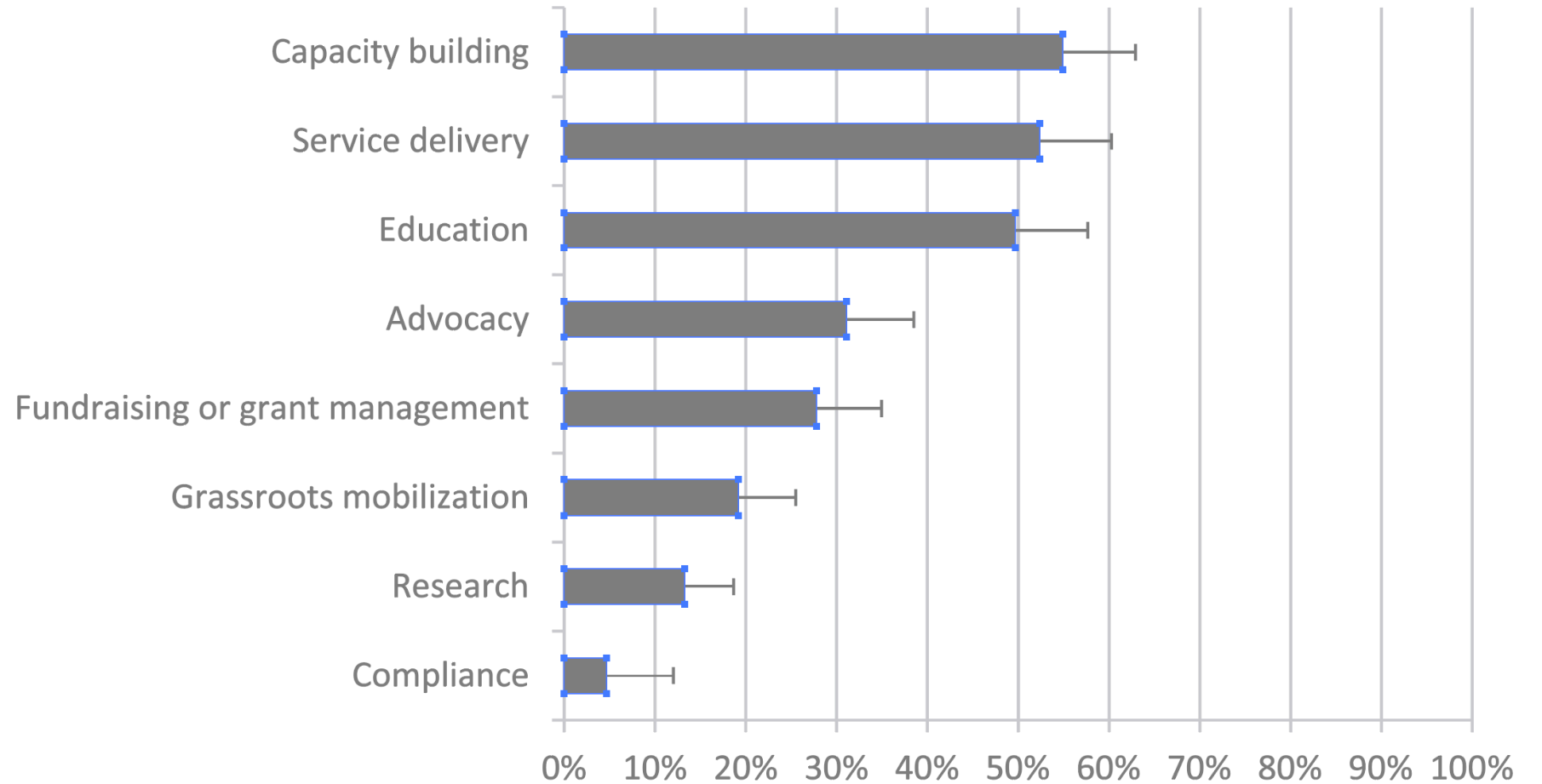


More universal



Tips, tricks, and feedback

# Editing published figures



# Audience analysis feedback

## *Task 1: Audience analysis*

Read through your assigned article again and describe the following:

Create a one-sentence Big Idea, following Duarte's instructions in chapter 4

Identify the (1) main audience, (2) audience segments, and (3) the benefits and risks for each of the segments for these versions of your article:

60-minute presentation

10-minute presentation

Policy brief

Op-ed

Blog post

Tweet