

# PERSUASIVE STORY



# PERSUASIVE STORY PRIMER FOR JUDGES

**Storytelling promotes ideas in an entertaining way. Successful stories appeal across cultures and to all ages. Humans are wired for storytelling, a foundational way to pass down information and inspire others. Before learning to read, patterns, rhythms and structures of stories are comprehended.**

## **DEFINITION OF PERSUASIVE STORY**

Persuasive Story is an individual event where students present a true story on a topic in an argument-as-narrative format - persuading the audience of their ultimate point of view by inviting the audience into their experience. Students are provided with two provocative statements and they may respond to one or both statements. Each storyteller earns points toward the team total, and stories run no longer than ten minutes.

## **PERSUASIVE STORY FORMAT**

Each story should be developed, organized and delivered to meet the needs of the story. Story content, how it is organized and the way in which the story is shared are crucial components of impactful stories. Judges should be prepared to score each story considering the following factors:

### **Story Development Factors to Consider:**

- Content of the story in relation to the overall theme of the event
- Audience point of view
- Story context
- Characters and plot
- Call to action

### **Story Organization Factors to Consider:**

- Use of tension, resolution and surprise
- Perceived truthfulness
- Movement of the story
- Relevant details
- Journey of the story

### **Story Delivery Factors to Consider:**

- Emotions in the story
- Vivid language
- Nonverbal communication used to reinforce the story
- Fluidity of the storyteller

### **Keep in mind for storytelling:**

- True stories have personal meaning.
- Organized with a clear beginning, middle and end.  
(This doesn't preclude starting action to set the stakes before flashing back to the beginning.)
- Details are crucial, but stories should also be succinct and on point.
- Stories need physical and vocal variety for emphasis and to increase pathos.
- Storytellers should avoid memorization, lecturing or ranting.

### **For Judges: Questions to Consider**

- Does the story relate to the audience while considering the overall theme of the event?
- Does the story contain memorable characters or relevant details?
- Does the story sound truthful and contain appropriate tension, movement and surprise?
- Is the story artfully organized with a beginning, middle and end?
- Does the storyteller deliver the story in a way that is vivid and fluid?
- Is there some lesson or call to action in the story?

### **Guidelines for Persuasive Storytelling Participants**

- Students are provided two provocative statements. They may respond to one or both of the statements, but they must make it obvious to the judges how they are responding. Example:
  - How should social media companies regulate speech on their platforms?
  - Describe the conditions under which social media companies should regulate speech on their platforms.
- Students may include one small prop in their storytelling, but no presentational aids such as PowerPoints, pictures on screens, audio or video.
- Students are to approach their story content and storytelling in the spirit of the Regents' Cup with civility and respect.
- Students may not use speaking notes of any kind including phone, tablet, computer or paper.
- Stories will be original work adhering to university academic integrity standards.

# PERSUASIVE STORY DEBATE SCHEDULE

**10:45 - 11:15 A.M.**

**Persuasive Storytelling:** Individual event. One student from each team will have 10 minutes to share their persuasive story regarding one or both provocative statements.

**Judges:** Two judges per room

**Facilitators:** There will be one facilitator per room.

**Two prompts** Specific topic statements were provided to students in advance during the semester.

**Statements:** How (if at all) should social media companies regulate speech on their platforms? Describe the conditions under which social media companies should regulate speech.

**Schedule:** **30 minutes**

**1 min:** Facilitator presents two prompts

**10 min:** First team

**10 min:** Second team

**2 min:** Host wrap-up

Judges make notes and score after wrap-up.

# SAMPLE PERSUASIVE STORY SCORING SHEET

## Provocative Statements:

- How (if at all) should social media companies regulate speech on their platforms?
- Describe the conditions under which social media companies should regulate speech on their platforms.

Speaker: \_\_\_\_\_ Judge: \_\_\_\_\_

## Story Development

**40 points – Up to 8 points possible for each category**

**Total: \_\_\_\_\_**

- \_\_\_ Audience centered – audience’s point of view
- \_\_\_ Promotes social harmony and recognizes social consequences
- \_\_\_ Focuses context (fits appropriately to the topic)
- \_\_\_ Introduces us to characters that are memorable and relevant
- \_\_\_ Story has a call to action, moral or lesson; resonates with audience

Comments:

## Story Organization

**30 points – Up to 6 points possible for each category**

**Total: \_\_\_\_\_**

- \_\_\_ Utilizes elements of tension and resolution
- \_\_\_ Utilizes elements of surprise/plot twist
- \_\_\_ Story rings true and relevant
- \_\_\_ Story organization assists audience understanding of plot
- \_\_\_ Story appropriately expands or narrows for allotted time

Comments:

## Story Delivery

**30 points – Up to 6 points possible for each category**

**Total: \_\_\_\_\_**

- \_\_\_ Uses vivid language and rich description
- \_\_\_ Emotional level appropriate for subject matter
- \_\_\_ Emotional language moves, alters or motivates audience
- \_\_\_ Nonverbal communication supports (not detracts from) story
- \_\_\_ Delivery is fluid and extemporaneous

Comments: