

Learning to learn video contest

**Workshop: communicating messages
effectively through videos**

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English Language Centre



CREATE YOUR
OWN STORY



ELC2S03

Persuasive Digital Storytelling:
Small Charities Big Impacts

Semester 1-2
2021-22





▶ Getting to know
you

Quiz

01

Theme

Learning to learn

02

No. of categories

3

03

Video length

30 sec to 3 min

04

Most interested category

- stories and experiences
- tips and strategies
- tools and resources
- not sure yet

05

Evaluation criteria

All of the above



Educational value

Interpretation
Relevancy



Presentation of message

Message and audience
Persuasiveness
Clarity



Artistic appeal

Originality
Creativity



Cinematography

Editing
Sound and visual effects

Evaluation criteria





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► Communicating
messages to
audience

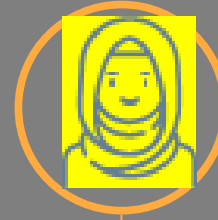


Sender

My experience
My story
My opinion
My suggestions

Message

Learning to learn is easy
/ important/ a must etc.



Receiver

Who are they?
What do they know
about L2L?
What do they want to
know?

Communication



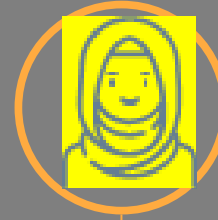


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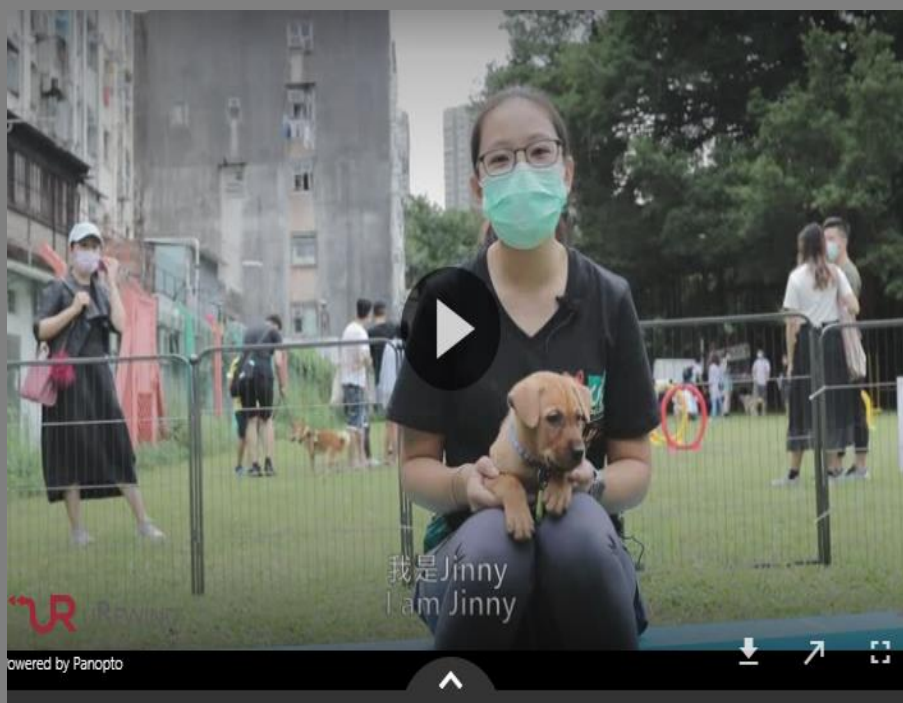




Don't cater to the audience.
Inspire the audience.

Ken Danby

“ quote fancy



Secondary audience

Hidden audience

Primary audience

Who is my audience?





Primary audience

- Students who want to get advice on learning to learn

Secondary audience -
- Judges

Hidden audience

- PolyU senior management
- People outside PolyU
- Future employers

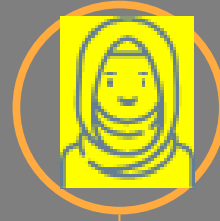
Who is my audience?





Me

Message



My audience

Communication ▲

	Message	Audience's expectations
1. Stories and experiences	Sharing: inspirational stories and insights	To be motivated
2. Tips and strategies	Sharing: tips, habits and strategies	To be enlightened
3. Tools and resources	Sharing: useful tools and resources	To be advised

▲ Categoris and audienc's
expxectations

Your video serves to

- Advise
- Motivate
- Inspire
- Persuade your audience

Your message



How to persuade



Mother's day commercial

<https://www.youtube.com/watch?v=0ruHOaHrGnQ>

How many mothers are there?





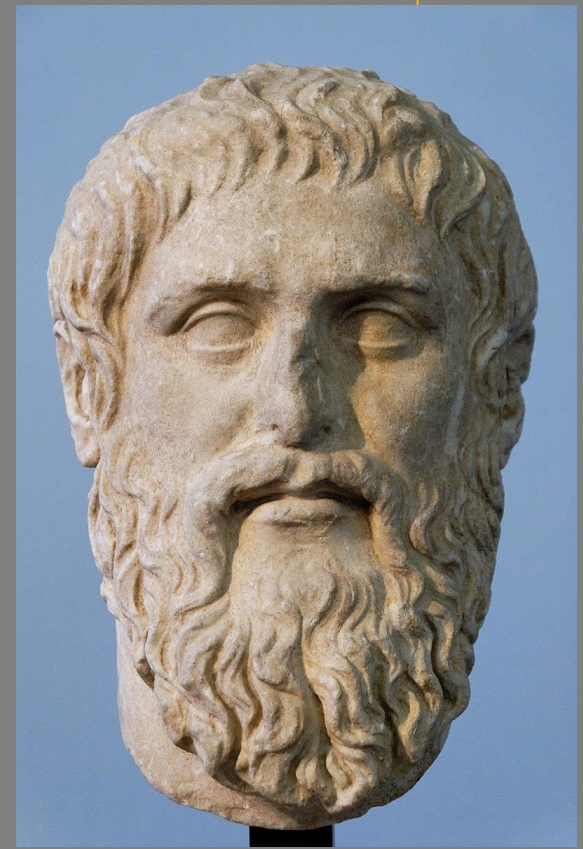


1. How did you feel when watching the ad?
 2. How many mothers appeared in the ad? Any similarities among them?
 3. What are the products sold?
 4. Why was the theme mother's day chosen?
 5. What was the message of the ad?
-



“

Those who tell stories rule
society.



–Plato



The power of storytelling

Consider:

- To what extent will stories be used in your video, throughout or partially?
- How to blend story, facts and rhetoric to persuade?



Video 2final





A video about a Cambodia school developed by ELC2S03 students

https://youtu.be/BSe_7W6wLul





What facts about Cambodia have you learnt?

What story was used as the backbone of the video?

How was language used to enhance persuasiveness?



Facts

Stories



Rhetoric



Press Esc to exit full screen

According to UNICEF,

1 in 3

Cambodian children

are never abl

Facts

Free Cambodia children from slum a story of Emmanuel Community School



Story : Slum kids

Play (k)



0:59 / 3:21

Scroll for details





Free Cambodia children from slum a story of Emmanuel Community School



Story: ECS students

Exit full screen (f)

Free Cambodia children from slum a story of Emmanuel Community School



Theme of the
story:
Uniform



What if we give them an opportunity?

**Rhetoric:
use of
questions**



Can you buy them
a UNIFORM?

**Rhetoric:
assertive use
of questions**

Play (k)

▶ ▶ 🔊 3:03 / 3:21

Scroll for details



Narration

[Slum children situation] According to UNICEF, 1 in 3 Cambodian children are never able to finish primary school education. (Boeng Tompun, Phnom penh)

Instead of wearing uniforms and going to school every day, many slum-raised children pick up plastic bottles, earning less than a dollar a day. However, this is vital to their family's survival.

These children are talented, gifted, and longing to be educated, yet, education opportunities are out of reach for them.

<music: sad>

What if we give them an opportunity?

\\slow motion smile\\

More on
rhetoric

Narration

[Slum children situation] According to UNICEF, **1 in 3 Cambodian children** are never able to finish primary school education. (Boeng Tompun, Phnom penh)

Instead of wearing uniforms and going to school every day, many slum-raised children pick up plastic bottles, **earning less than a dollar a day**. However, this is vital to their family's survival.

These children are talented, gifted, and longing to be educated, yet, education opportunities are out of reach for them.

<music: sad>

What if we give them an opportunity?

\\slow motion smile\\

Use of
numbers

Narration

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<music: sad>

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\\slow motion smile\\

Use of contrasts

Narration

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<music: sad>

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\\slow motion smile\\

Rules of three



Conclusion

01

Audience

What do they want and need to know?

02

Message

What is the intended message for my audience?

03

Strategies

Can stories be used?

04

Blending

- facts
- stories
- rhetoric

05

Rhetoric

- Use of contrast
- Rules of three
- Assertive use of questions

Video: multimodal communication

- Goes beyond language
- Visuals
- Sounds
- Editing skills

All help enhance persuasive effects



▲ A little extras

Thank YOU