

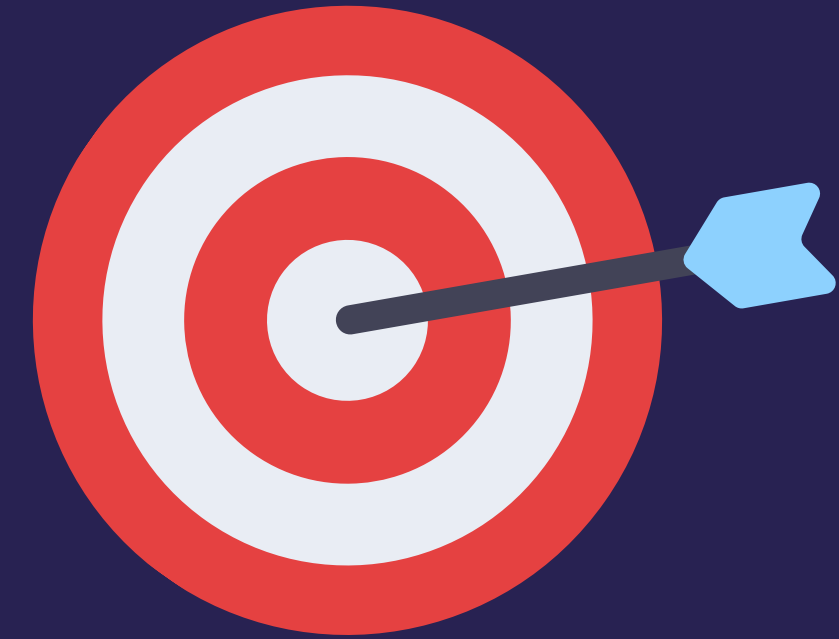
Persuasive **DIGITAL** Storytelling



English Language Arts

LEARNING OBJECTIVES

What you'll do: You will develop a digital presentation that combines persuasive writing, visual elements, and recorded narration to convince your audience to support your position on a given prompt.



01

You will create a persuasive digital story that effectively communicates a stance on a given prompt



02

You will apply storytelling techniques to enhance your persuasive argument



03

You will develop multimedia skills through digital production



04

You will demonstrate creativity in selecting and designing visual and audio elements that strengthen the emotional appeal of your argument



REMEMBER

Remember: The most effective persuasive digital stories combine logical reasoning with emotional appeal, all enhanced by creative multimedia elements that make your argument memorable and convincing.



INTRODUCTION AND REVIEW

Arguments are a part of everyday life and can be used for many purposes: to change someone's point of view, to promote social action, or to ask an audience to accept your stance on a concept, issue or problem.

Persuasive digital stories combine the power of visual storytelling with argumentative techniques to convince your audience. Your purpose is to persuade your viewers to agree with your position and motivate them to take action through a compelling blend of visuals, narration, and evidence.

1.

Clear stance

2.

Supporting
Evidence

3.

Opposing
Viewpoint

4.

Counter
Argument

5.

Visual
Reinforcements

6.

Appeal To Pathos,
Logos, Ethos

7.

Credibility

8.

Call to action

MATERIALS NEEDED

- Computers (1 for every pair of students)
- Digital storytelling software (Screencastify, Canva, or Adobe Firefly)
- Digital cameras or smartphones
- iPad (procreate)
- Voice recording tools
- Storyboarding handouts
- Internet access
- Optional: microphones
- Art materials if you plan to draw or illustrate
- Packet with instructions and links royalty free materials



PROMPT

Many schools now require teenagers to spend a certain number of hours each term doing volunteer work or community service. Some people believe this is an excellent idea as it promotes good citizenship and cultivates compassion. Others feel that forced volunteerism is not volunteering at all.



STORY TELLING STRUCTURE

Introduction

Introduce the topic, state your claim or position, and establish the overall purpose of your story.

Body-Sections

Develop your argument by presenting logical reasons, supporting evidence, and examples. Use anecdotes and storytelling elements to build emotional connections.

Counterargument

Acknowledge opposing viewpoints and address them with counter arguments and evidence.

Conclusion

Summarize your main points, restate your claim, and leave a lasting impression on the audience.



DIGITAL STORYTELLING ELEMENTS

Multimedia

Incorporate images, video, and audio to enhance engagement and storytelling. Use visuals to illustrate your points and create a dynamic narrative.

Voiceover

Record a clear and engaging voiceover to narrate your story and deliver persuasive arguments.

Visuals

Use visuals to support your arguments and create a visually appealing story. Consider using slides, graphics, and animations.

Sound Design

Choose appropriate background music and sound effects to create an immersive experience.



PERSUASIVE TECHNIQUES

Logical Reasoning

Present a clear and logical argument with supporting evidence and facts.

Emotional Appeals

Use persuasive language and storytelling techniques to evoke emotions and create empathy.

Credibility

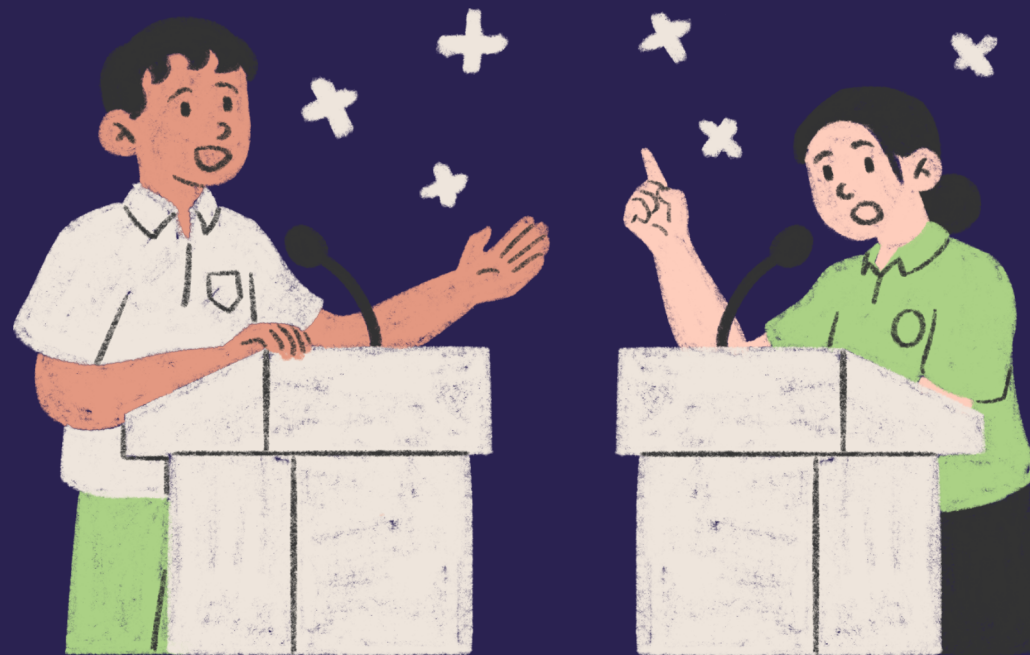
Establish your credibility by demonstrating expertise and providing reliable evidence.

Call to Action

End your story with a clear and concise call to action, encouraging the audience to take specific steps or consider your perspective.



Terms and Definitions Review



Position (or viewpoint)	the central idea the author supports in their argument
Opposing viewpoint	a position that is the opposite of another position
Claim	a statement that supports a position
Evidence	facts, statistics, and examples that show why a claim should be believed; evidence supports and “holds up” a claim
Reasoning	the process of showing how your evidence connects to and supports your claim
Counterclaim	a statement acknowledging the opposing viewpoint in an argument. It shows what people who disagree with the claim might say
Rebuttal	an author’s direct response to an opposing viewpoint or claim (the “comeback” to a counterclaim)

Story Development and Visual Planning

Lesson Goals

Create a storyboard for the digital story

Develop a script that incorporates persuasive elements

Scene:	Scene:	Scene:
Scene:	Scene:	Scene:



Purpose:
Capture
attention and
introduce the
topic

Scene 1-2: Introduction/Hook

Scene:

Example

**The Recycling Revolution: Our
Choice, Our Future**



Voiceover:

Script your narration here. (intro and
position)

Elements to include

- Engaging image or video clip that relates to your topic
- Title of your presentation
- Brief introduction to the issue
- Clear statement of your position/stance

Purpose: Present your strongest reason with supporting evidence

Scene 3-5: First Argument

Scene:

Example

Our Environment at Risk



Hi, I'm Crabby.

Voiceover:

Script your narration here. Crabby tells his side of the story.

Elements to include

- Visual that illustrates your first point
- Clear statement of your first argument
- Supporting evidence (statistic, fact, example)
- Brief explanation of why this matters

Purpose: Present your second reason with supporting evidence

Scene 6-8: Second Argument

Scene:

Example

Recycling Makes Economic Sense



Want to
save \$15

Voiceover:

Script your narration here. New character presents and persuades next point

Elements to include

- Visual that illustrates your second point
- Clear statement of your second argument
- Supporting evidence (statistic, fact, example)
- Connect to the audience

Purpose: Present your third reason with supporting evidence

Scene 9-11: Third Argument

Scene:

Example

A Recycling Journey



Listen to my experience

Voiceover:

Script your narration here. New character explains next point

Elements to include

- Visual that illustrates your third point
- Clear statement of your third argument
- Supporting evidence (statistic, fact, example)
- Emotional appeal

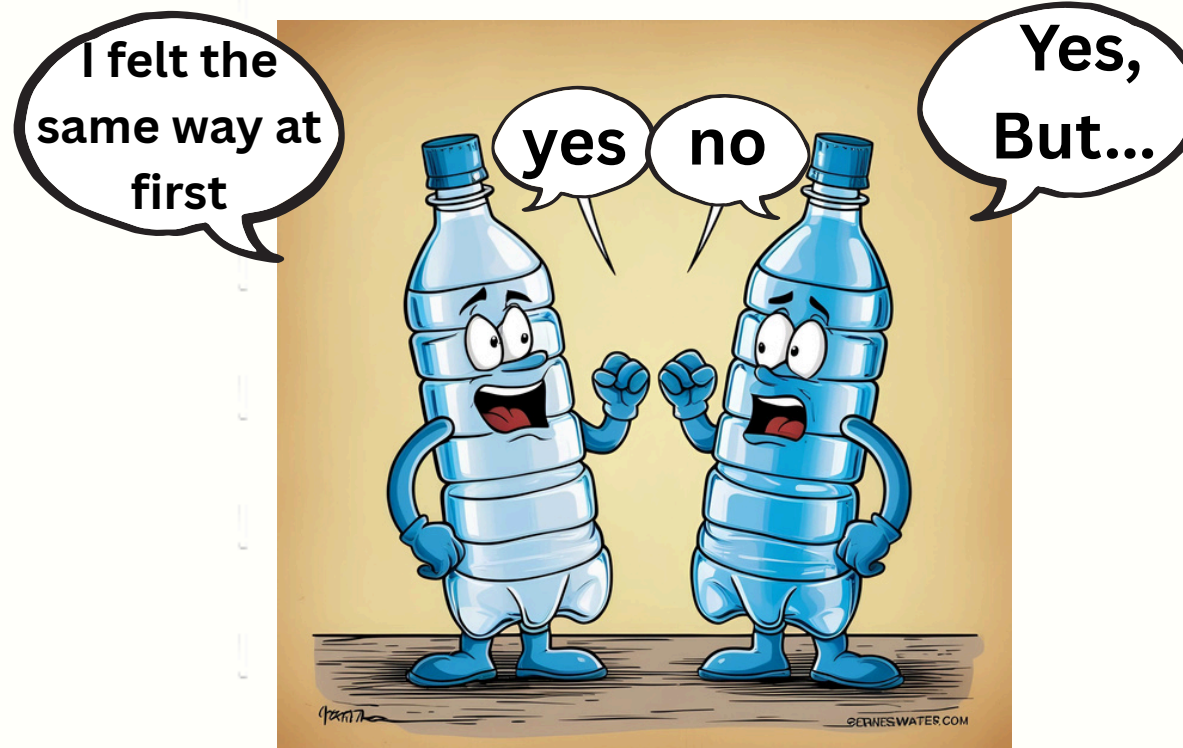
Purpose:
Acknowledge and
respond to
opposing
viewpoints

Scene 12-14: Addressing Counterarguments

Scene:

Example

Addressing Concerns



Voiceover:

Script your narration here. Two characters
having a debate

Elements to include

- Visual representing the opposing view
- Statement of the main counterargument
- Your response with evidence
- Transition to conclusion

Purpose:
Summarize
arguments and
motivate audience
to act

Scene 15-18: Conclusion and Call to Action

Scene:

Example

Start Today - Here's How

We can do
this
together

Let's
go!

Are you
ready?

I'm in



Voiceover:

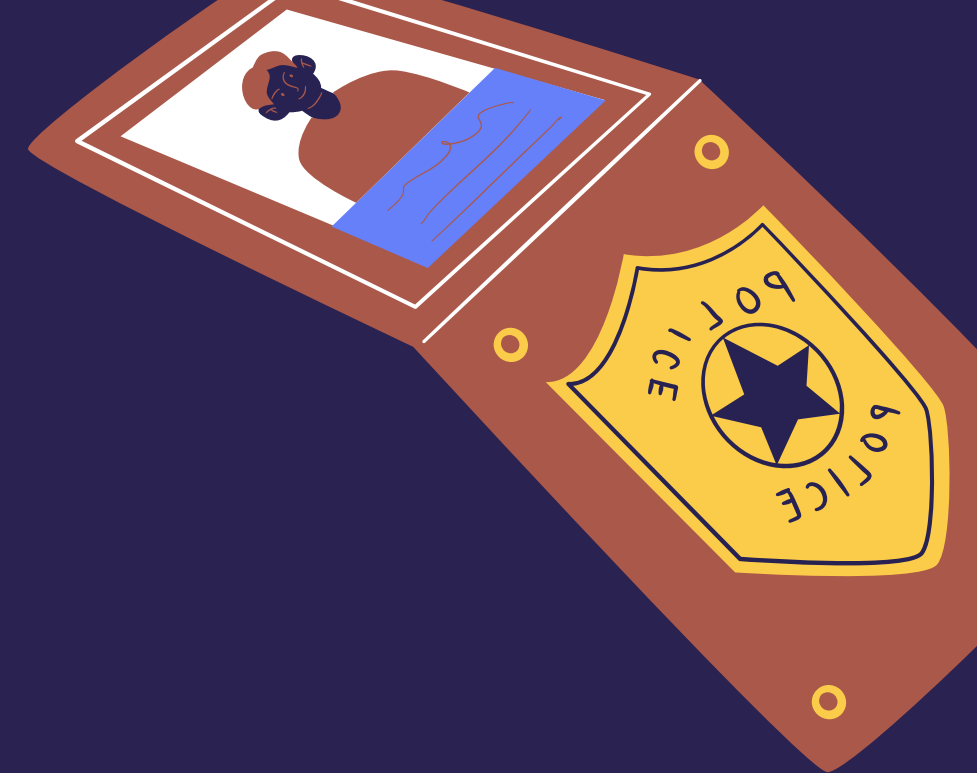
Script your narration here. Crabby and water bottle are convincing beach goers to recycle

Elements to include

- Powerful visual that reinforces your message
- Brief summary of your three main points
- Clear, specific call to action (what you want audience to do)
- Closing statement that leaves an impression

TIPS

Here are a few tips to help you create your digital story-telling project.



TIMING

Each scene should last approximately 20-30 seconds

TRANSITIONS

Plan how scenes will flow from one to the next

VISUALS

Choose high-quality images that directly support your points. Utilize royalty free images- link in your packet

TEXT ON SCREEN

Use minimal text (keywords or short phrases only)

MUSIC

Consider background music that fits the tone of your message- royalty free options in packet

NARRATION

Write out your complete script for each slide before recording

USE YOUR CREATIVITY

Your persuasive digital story should reflect your unique creative voice! While the core elements (stance, evidence, and call to action) remain essential, you have the freedom to present your argument in a variety of engaging formats. Here are few options to consider:



OPTION 1

Character-Driven Narrative

- Create original characters who guide viewers through your argument
- Develop a protagonist who encounters the problem you're addressing
- Show character growth as they learn about your issue and take action
- Use dialogue between characters to present different perspectives



OPTION 2

Mock Classroom Debate

- Structure your story as a classroom discussion with multiple viewpoints
- Create student characters who present arguments and counterarguments
- Position yourself as the debate moderator or a participant making the strongest case
- End with the debate's conclusion and class vote supporting your position



OPTION 3

Courtroom Drama

- Present your argument as a courtroom case with you as the attorney
- Introduce evidence as "exhibits" with visual proof
- Address counterarguments through "cross-examination"
- Conclude with a powerful "closing statement" and your call to action



OPTION 4

News Broadcast

- Structure your presentation as a special news report
- Include "field interviews" with experts (real or fictional)
- Present data through news graphics and charts
- End with commentary that reinforces your call to action



OPTION 5

Time Travel Journey

- Take viewers through the past, present, and future of your issue
- Show what happens if action is taken versus if nothing changes
- Use creative transitions between time periods
- End in the present with specific steps to create the better future





FINAL WORDS

Remember: Whatever creative format you choose, make sure it enhances rather than distracts from your persuasive message. Your creativity should serve your argument and make it more compelling for your audience!

**Good
Luck**