PERSUASIVE STORYTELLING
PERSUASIVE STORYTELLING OVERVIEW
Storytelling promotes ideas in an engaging way. Successful stories appeal across cultures and to all ages. Persuasive Storytelling is an individual event where students present a true story on a topic in an argument-as-narrative format - persuading the audience of their point of view by inviting the audience into their experience.

Students are provided with a statement and respond. Each storyteller earns points toward the team total, and stories run no longer than 10 minutes.

PERSUASIVE STORYTELLING 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 score each story considering the following factors:

Story Development:
• Content of the story should relate to the overall event theme
• Speaker should take audience point of view into consideration
• Story context
• Characters and plot
• Call to action that is reasonable

Story Organization:
• Use of tension, resolution and surprise that makes sense
• Perceived truthfulness
• Movement of the story
• Relevant details
• Journey of the story that is enjoyable and exciting

Story Delivery:
• Emotions in the story used effectively
• Vivid language
• Nonverbal communication used to reinforce the story
• Fluidity of the storyteller that combines non-verbal with verbal language

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.
TIPS 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 with a provocative statement and respond to it.
- 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.
- Stories will be original work adhering to university academic integrity standards.