



Module 1 / Semester 1:	
Title of the course	Storytelling
Coordinator of the course:	WESPE Rolf
Content/Description	<p>Storytelling, oral and written</p> <p>Storytelling: Students learn the main principles and patterns of storytelling, both oral (recorded with a camera) and in writing.</p> <p>Three learning units will provide them with basics of storytelling (October), followed by a written exercise in December and a final oral presentation in January.</p>
Workload: ECTS	<p>2 ECTS Credits</p> <p>Total student working hours: 50 hours</p> <p>Attendance: 8 hours</p> <p>Writing Exercise: 16 hours</p> <p>Amendments of writing exercise: 4 hours</p> <p>Mandatory Reading: 12 hours</p> <p>Oral exercise preparation: 10 hours</p>
Objectives	<p>The students learn that communication is more efficient if they manage to transform a message into a story.</p> <p>They learn that storytelling is a fundamental tool in the different channels of the mass media, print, radio, TV or online communication.</p> <p>They know how to transform an abstract information into a concrete story for the mass media.</p> <p>They can focus on a key message, which the public can remember.</p> <p>They are able to create interest for their message and keep the attention of the public.</p> <p>They know what it is important if they want to perform successfully in front of a camera.</p> <p>They can write a story that manages to get the attention of the public.</p> <p>They learn that <i>the story is the message</i>.</p>
Guest Lecturers (if applicable)	–
Selected References	
Mark Kramer and Wendy Call, Telling true stories. A nonfiction writers guide, London 2007	

**Important note**

This syllabus describes the course as it was delivered in **Summer Semester 2016**. Readers should note that courses of the DCLLead programme are changed and adapted every year, also taking into consideration the feedback of the participants. This syllabus is for informational purposes only. The administration of the DCLLead programme does not guarantee that the entirety of the information contained in this document clearly applies to any course that is delivered during another semester, also with the same title.