



# Editing a story



Funded by  
the European Union



EaP | Eastern Partnership



OECC

# HOW TO MAKE A STORY DYNAMIC

- ✓ **Remove** unnecessary and distracting details from the story.
- ✓ Try to **populate it with verbs** and replace the nominative forms with verbal ones.
- ✓ **Remove unnecessary words.** Introductory constructions – thus, in general, so – can slow down the perception of the text.
- ✓ **Use simple sentences.** Especially if your story is long, with lots of data, try to make it easier using short sentences.

# HOW TO MAKE A STORY MORE CONVINCING



A **good example** helps a person to include imagination. Thinking in images is much more interesting than thinking in theory.



Use **numbers**. For example, instead of “many”, “thousands”, “millions”, use real numbers and make them **clear**. Instead of saying “80% of women” say “8 out of 10 women”.



**Highlight accents** in the story. Information that accurately hits your goal is important to be highlighted in the overall flow.

# STORY ACCENTS

In the **text**, there might be quotes and callouts.

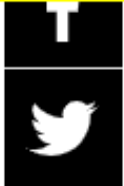
AMNESTY  
INTERNATIONAL



WHO WE ARE

WHAT WE DO

COUNTRIES



“The closure of Radio Azattyk would be a deep and stark attack on the right to freedom of expression in Kyrgyzstan adding to the continuing repression against journalists and other voices critical of the authorities. The international community cannot ignore the threat looming over human rights in Kyrgyzstan and must call on Bishkek to comply with its international human rights obligations in full. The application to close Radio Azattyk should be withdrawn, its website unblocked, and journalists and other media workers in Kyrgyzstan should be able to work without fear of reprisals.”

“

**The closure of Radio Azattyk would be a deep and stark attack on the right to freedom of expression in Kyrgyzstan adding to the continuing repression against journalists and other voices critical of the authorities**

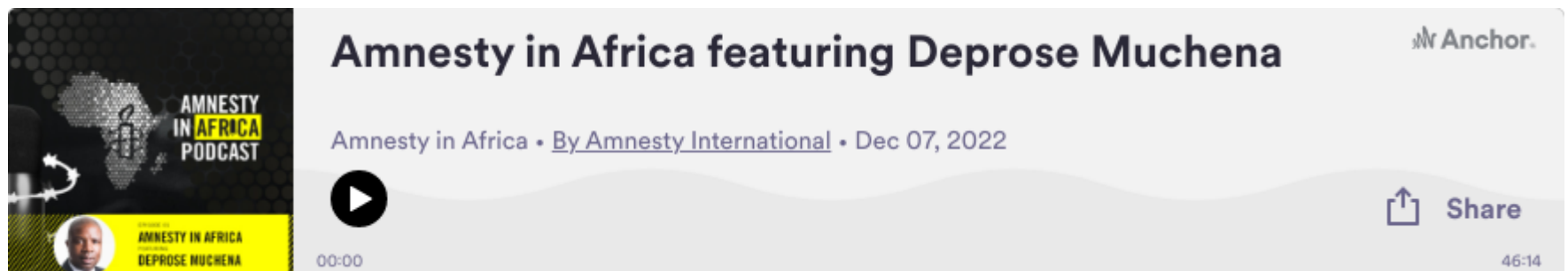
**Marie Struthers, Amnesty International’s Director for Eastern Europe and Central**

**Asia**

URL: <https://www.amnesty.org/en/latest/news/2023/01/kyrgyzstan-government-move-to-close-radio-station-is-latest-blow-to-the-right-to-freedom-of-expression/>

# STORY ACCENTS

In **audio** products it can be fragments marked with special sound effects. In addition, the audio can be emphasized by changing the background.

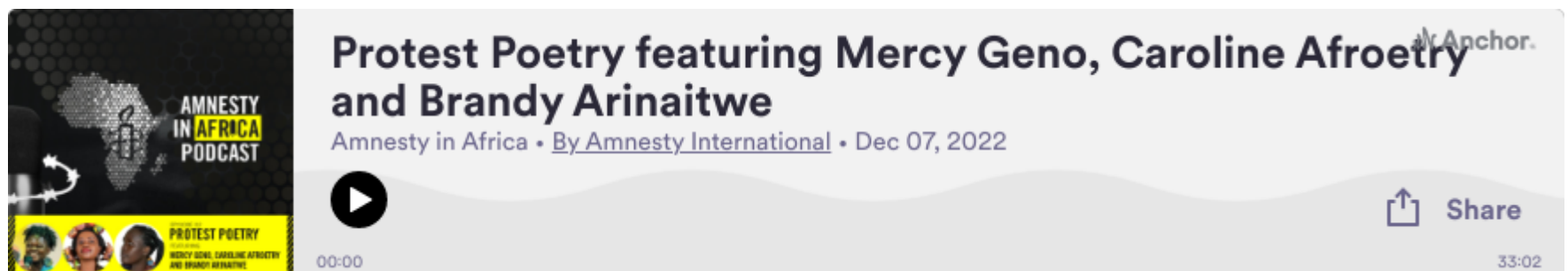


Amnesty in Africa featuring Deprese Muchena Anchor.

Amnesty in Africa • [By Amnesty International](#) • Dec 07, 2022

00:00 Share 46:14

The image shows a podcast player interface. On the left is a thumbnail for the 'Amnesty in Africa Podcast' featuring Deprese Muchena. The main area displays the episode title 'Amnesty in Africa featuring Deprese Muchena' with the Anchor logo. Below the title, it says 'Amnesty in Africa • By Amnesty International • Dec 07, 2022'. There is a play button icon, a progress bar starting at 00:00, and a 'Share' button with an icon. The total duration of the episode is 46:14.



Protest Poetry featuring Mercy Geno, Caroline Afroetry and Brandy Arinaitwe Anchor.

Amnesty in Africa • [By Amnesty International](#) • Dec 07, 2022

00:00 Share 33:02

The image shows a podcast player interface. On the left is a thumbnail for the 'Amnesty in Africa Podcast' featuring Mercy Geno, Caroline Afroetry, and Brandy Arinaitwe. The main area displays the episode title 'Protest Poetry featuring Mercy Geno, Caroline Afroetry and Brandy Arinaitwe' with the Anchor logo. Below the title, it says 'Amnesty in Africa • By Amnesty International • Dec 07, 2022'. There is a play button icon, a progress bar starting at 00:00, and a 'Share' button with an icon. The total duration of the episode is 33:02.

URL: <https://www.amnesty.org/en/latest/campaigns/2022/12/amnesty-in-africa-podcast/>

# STORY ACCENTS

In the **video**, the emphasis can be put by inserting graphics or animations.



URL: <https://www.youtube.com/watch?v=xp9OYCO8qIQ>

# BONUS TEXT TOOL

When your story is ready, try to **read it out loud**.

You will be surprised how many subtleties, inaccuracies and other problems can emerge when using such a simple tool.

You will definitely find some part of the story where you want to change something.

Reading aloud allows you to look at your story from the outside, without treating it as a product of your own creativity.