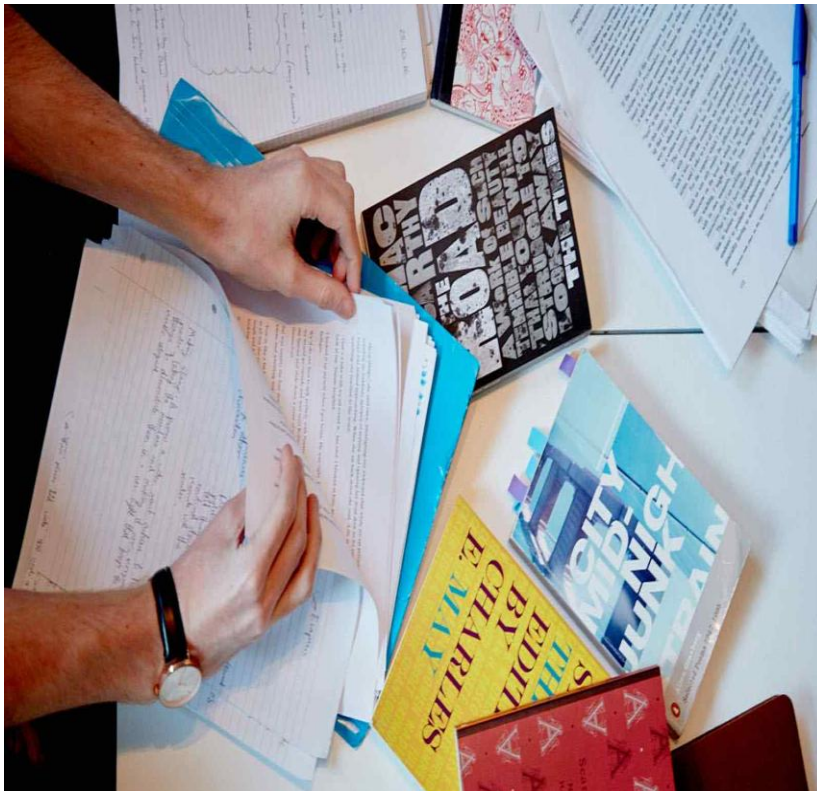


CREATIVE WRITING AND CONTENT DEVELOPMENT .

Christine Ade-Serrano | christinenze@gmail.com | 27th May 2021



CREATIVE WRITING



WHAT IS CREATIVE WRITING ?

It is any form of writing that incites imagination, emotions and invention (Oxford Dictionary).

They are work of fictions, personal experiences twisted into tales.

Examples are poems, stories, novels and books turned into movies.

Simply put, creative writing is any writing that falls outside of technical, journalistic, or academic writing.



TYPES OF CREATIVE WRITING



FICTION WRITING

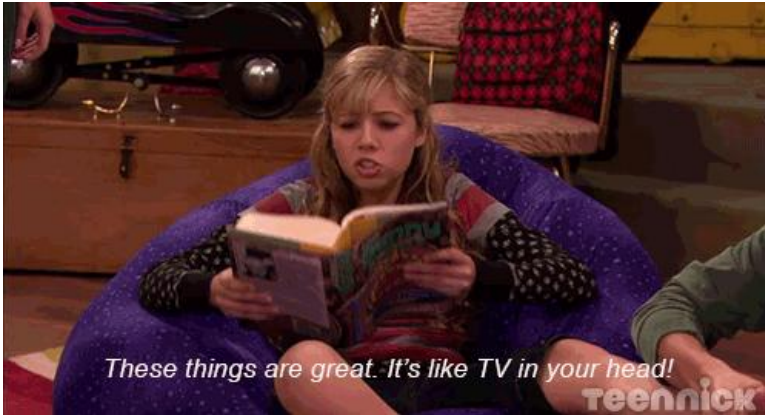
- All works of fiction (sci-fi, historical drama, suspense)
- Film and television scripts Jurassic park (pure fiction).
- Songs
- Poetry
- Plays

NON FICTIONAL WRITING

- Personal essay
- Memoirs
- Journals and diaries
- Letters



What does fictional and non fictional writing have in common?



- They are both charged with emotions that makes the audience or reader relate with the characters as they imagine and put themselves in line with the characters; keeping the reader invested and intrigued

- Emotions
- Reliability
- Imagination
- Captivation





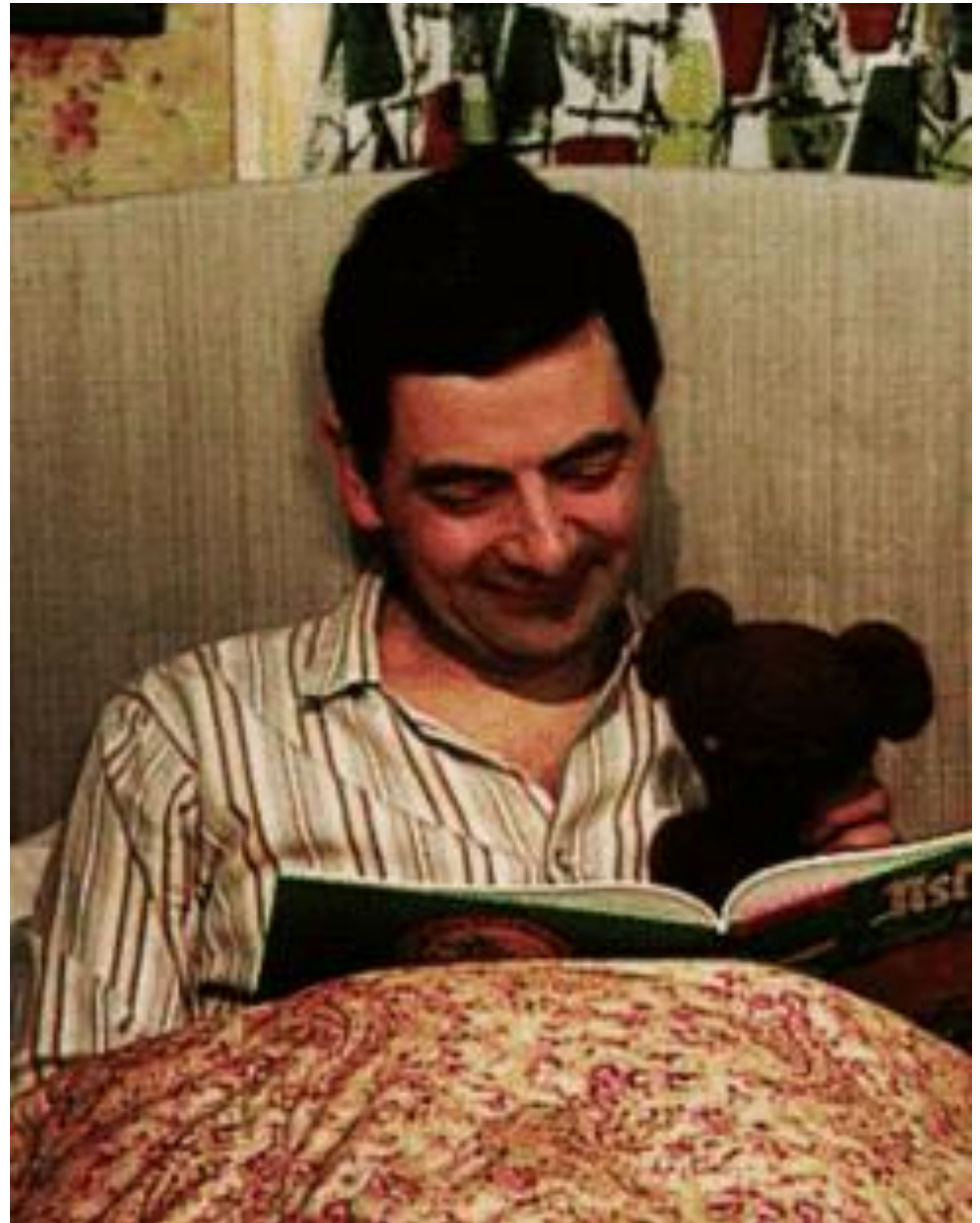
3 FACTOR TECHNIQUES TO CREATIVE WRITING

BEGINNING, MIDDLE, END

The **BEGINNING** pulls the reader/audience in, attracts their attention and keeps them wanting more.

The **MIDDLE** captivates and hold the reader/audience attention, here the characters are described, the middle either makes the reader relate to your story or is at the edge of their sit mentally waiting for what comes next.

The **END** is the feeling the reader goes away with. It is the impact your story has on the reader/audience. The ending is the most emotional part of any creative writing.





FUNDAMENTALS OF CREATIVE WRITING

- Creative Writing is a very subjective discipline and mode of writing. However, there are some universal elements to consider and strengthen, no matter what genre you wish to write in.

They are

1. Images
2. Voice
3. Character
4. Setting
5. Story



IMAGES

Have you ever wondered how an author was able to make you feel as though you were stepping into a dark room, or experiencing a first kiss?

They do it through images, by appealing to our five senses: sight, sound, smell, taste and touch.

Much of your creative writing should appeal to images. By telling the reader what you or your character saw, heard, smelled, tasted and touched, you will make the reader feel as though they are there with you or your character

Images help you create a world your reader can enter. Readers want to experience emotion through images. They do not just want to be told how a character feels.





VOICE

You have a unique writing voice, just like your speaking voice is singular to you. The language that comes naturally to you is your voice, and there's no need to change it. Yet try to be flexible and expand your vocabulary and range of style.

Let's say you want to write a short story. First, you have to consider: Who is telling the story? Who is the narrator?

There are three points of view to choose from:

"I"—spoken directly from you or from a character's direct point of view.

"You"—direct address to the reader. Second person point of view directly addresses the reader and puts the reader into the story / poem. It's not used very often and is employed more for a special effect.

"she" or "he"—spoken by a narrator about a character. Third person is the most common point of view for fiction / short story writing. This voice has the greatest range, from total objectivity to great intimacy:





CHARACTER

Think about how the people you know show their 'character' to you. How can you tell when your friend is excited, nervous, unhappy, hiding a secret? You know through your senses. Let your reader get to know your character through sense details.

The most important aspect of creating a character is knowing and showing what that character **WANTS**.

Characters must not be passive observers—they must want, and they must act. What is your character's deepest desire? What can't she / he live without? What makes your character smile, worried, upset, embarrassed, sympathetic?



KIND BIRD ILLUSTRAT



SETTING

A **setting** (or backdrop) is the time and geographic location within a narrative, either nonfiction or fiction. It is a literary element.

The **setting** initiates the main backdrop and mood for a **story**. ... Along with the plot, character, theme, and style, **setting** is considered one of the fundamental components of fiction.

Setting involves everything that supports and affects your characters. It is the props of the world that create and sustain a character's identity. Setting is part of the story, not merely scenery. Setting tells the reader about legacy and customs, identity and exclusion.





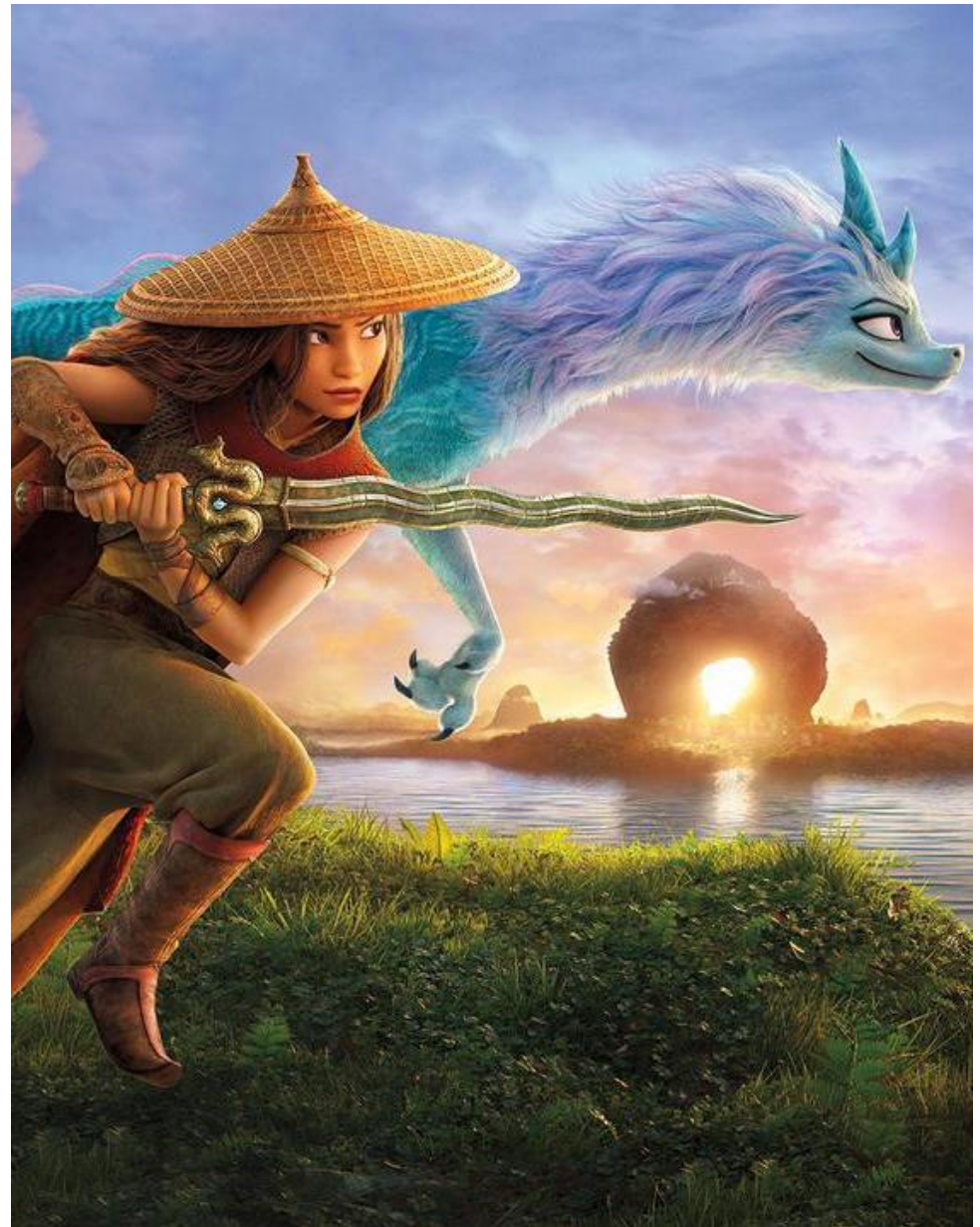
STORY

Stories are about journeys—
encountering the new and unfamiliar.

When worlds (cultures, generations,
genders, neighbourhoods) encounter
each other, conflict will occur in many
different ways.

Conflict is the fundamental of a story.
When it occurs, characters
experience connection and
disconnection. Characters change.

By the end of a story, you will want
your character to have gone through
a change.





CONCLUSION



- **Creative writing allows for artistic freedom.** Creative writing can be fiction, nonfiction, or lyrical.
- Creative writing has the capacity to entertain. Often, creative writing serves entertainment purposes, such as in fiction or creative nonfiction texts.
- **Creative writing has the potential to inform.** Creative writing can be informative, like biographies and memoirs.
- **Creative writing can build on the creative work that came before it.** With creative writing, you might adapt or repurpose previous works of creative writing—most obvious in movie sequels or serialized comics.
- **Creative writing is an art form.** Often, creative writing is evaluated on some combination of an author's mastery of language, storytelling, character development, and use of literary devices (such as metaphor, figure of speech, and foreshadowing), and worldbuilding.
- **Creative writing can explore deep themes.** Creative writing often presents a strong underlying theme—either explicitly stated (in nonfiction) or via the trials of a main character (in fiction).



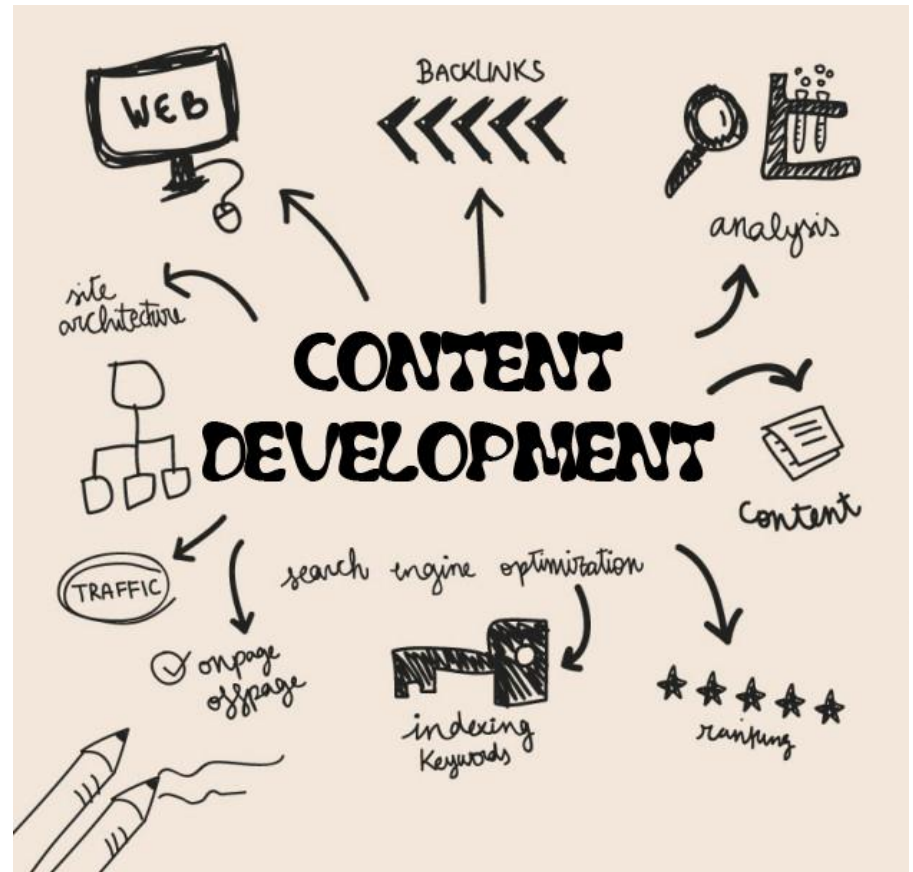
CONTENT DEVELOPMENT



Content development is researching, producing, and publishing information to meet a strategic goal.

That goal will either be to build a connection with an audience or to encourage some kind of marketing or sales outcome

Content development is therefore a vital part of a **content** marketing strategy.





CONTENT DEVELOPMENT PROCESS



- ☐ WHO ARE YOU TARGETING?
- ☐ WRITE CONTENT THAT IS APPEALING TO YOUR TARGETED READERS AND SEARCH ENGINES
- ☐ GRAB READERS' ATTENTION BY USING BULLET POINTS
- ☐ MAKE CONTENT MORE READABLE WITH CATCHY HEADLINES
- ☐ DEVELOP CONTENT THAT IS BASED ON HOT TRENDING TOPICS



WHO ARE YOUR TARGETED AUDIENCE?

Find out who you're targeting (your personas) and what they want to know (your keywords). Then develop a strategy to move them from researching their problem to finding your solution. you can't just scream your solution to the world in the hope that you'll find an audience, because that's just dopey.

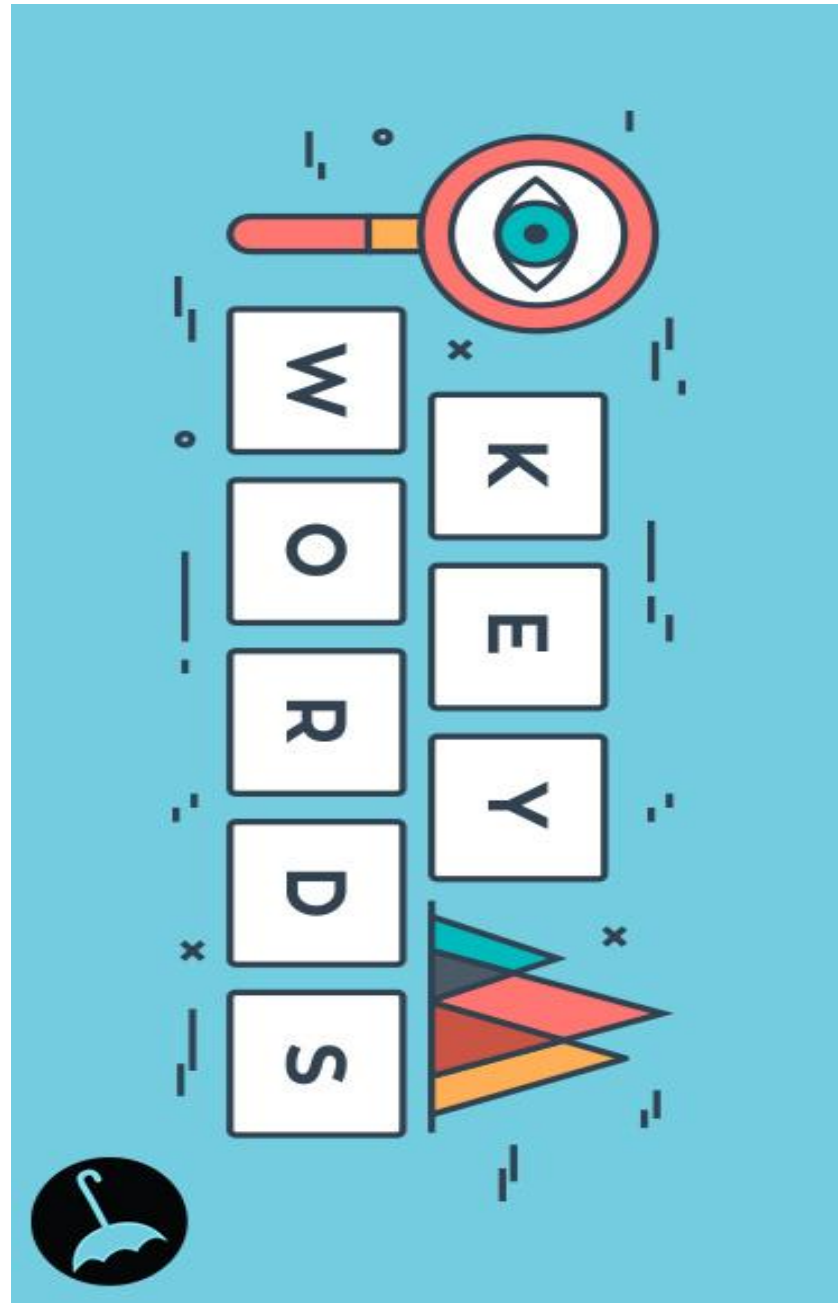




Write Content That is Appealing to your targeted Readers and Search Engines

The key to content development success is to make certain you use **KEYWORDS** that will help visitors find you and to provide content that is appealing to readers.

When developing content for your website or blog you need to write content that engages readers because you want to make certain your visitors do not abandon your website, blog or landing page the minute they arrive.





Grab Readers' Attention By Using Bullet Points

The key to effective content development is to incorporate bulleted lists that grab visitors' attention.

According to experts, using simple bullet points to emphasize important information and benefits is crucial when it comes to developing effective content.

- **bullet**
- **point**
- **lists**



Make Content More Readable With Headlines

Use of headlines has become such a common practice, visitors almost expect to see bold headlines on each and every page they visit.

Experts indicate that 8 times out of 10, visitors read the headlines if they read anything at all.

The statistics suggest that failing to create headlines as part of your overall content development plan could be one of the biggest mistakes you can make.

THE Sun

Friday, July 24, 1987 20p LUCKY BINGO NUMBERS: PAGE 11

FUR FLIES OVER FERGIE

SEE PAGE FIVE

**Archer libel jury go out today**

By IAN STURROCK

THE jury in the Jeffrey Archer libel case will go out today to decide if he did have sex with sex girl Marina Gough.

The top Tory could be awarded second damages of more than £100,000 if he wins.

But the case could cost The Sun newspaper more than £100,000.

For the loser in the 14-day case will pay all costs—and millionaire Mr Archer is thought to have already run up more than £100,000 in legal bills.

Double

The judge yesterday asked the trial "an big a libel action as you will find this century".

The star claimed Mr Archer had sex with Marina in a nearby London hotel then paid her £2,500 to keep quiet.

Marina's highest libel damages—£650,000—were awarded six weeks ago against a Greek newspaper that accused a Royal Navy officer of being a double agent.

Amazing Mary Archer—Page 7

Judge's summing-up—Page 7

WEREWOLF SEIZED IN SOUTHERN

He fights cops on all fours

By KIERON SAUNDERS

A CRAZED "werewolf" with amazing strength was seized yesterday after fighting a four-hour battle with eight terrified police.

During the struggle, the werewolf:

- SNARLED and howled with his lips curled back, CROUCHED on all fours, FOAMED at the mouth and LEAPT at police with his hands and fingers rigid in the shape of claws.
- One today was treated for scratches to his face and neck after being attacked by the beast-like man in the yard of the main police station at Southern, Essex.
- The policeman who sought to cage him were batted through the air time and time again.
- When they finally managed to drag the wildman into a cell, he refused his hand through its thick wooden door hatch and got stuck. Frightened teenagers then struggled for an hour before freeing him.
- And a doctor called to calm him had to use a double-strength sedative after his first injection—which would have killed any normal person—failed to have any effect.
- Last night, the werewolf, a 40-year-old married builder from Southend, was in a mental hospital.

SEDATIVE

Doctors were judging the possibility that he suffers from a rare form of temporary insanity known as lycanthropy.

Victims imagine themselves to be fierce wolves.

They can develop incredible strength because their mind overrides the limitations of their body.

The spine-chilling

Continued on Page Two



HOLM WAS MY LOVER SAYS WEeping BEAUTY

A STUNNED model captured on the witness box last night as she told how she became the lover of Joan Collins' husband.

Sexy Italian Rosanna Dandini was recovering in hospital early today after being carried out of the Los Angeles court on a stretcher.

She had wept hysterically as she revealed how Peter Stone SOASTED that he planned to ditch soap star Joan after getting his hands on half her fortune.

CALLER Roman, 35, his "massive flower" and PLEADED with her to have his baby.

From PETER KENT in Los Angeles

The couple's affair was revealed exclusively on The Sun on Monday. And Joan's lawyer Marvin Minskoff said later "We're very grateful to your paper."

Joan, locked in a divorce struggle with Stone over cash, stunned as loudly as Roman gave her advances.

Volunteer position—Page 11



Develop Content That is Based on Hot Trending Topics

One simple tip that everyone should incorporate in their content development plan is to routinely update their website, blog or landing page with content that includes hot trending topics.

Even if you believe that is not possible, experts suggest that no matter what type of audience your website or blog attracts, hot trending topics can be tied in with any type of content.

By incorporating information on current events, holidays, news and other topics of interest along with your content you will have an easier time connecting with your readers



CONCLUSION (CONTENT DEVELOPMENT)

To develop effective content it is important that you do the following:

1. Know your targeted audience.
2. Develop high-quality content that is well-researched, relevant and useful.
3. Incorporate information on hot trending topics and information.
4. Write content that readers will be interested in sharing with others.

