

WRITING

ELEARNING

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Getting
Starting

2

Persuasive
Writing

3

Writing
Dialogue

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FOUR STRATEGIES FOR CONQUERING THE BLANK PAGE

- 1 Look for inspiration
- 2 Create and use prompts
- 3 Use freewriting strategies
- 4 Sketch out your ideas



FIND INSPIRATION

- ❑ In your prior work
- ❑ In the work of others
- ❑ On websites on the topic
- ❑ In image-based media

HOW TO USE PROMPTS

- ❑ Before you start the storyboard
- ❑ Build into the storyboard
- ❑ As a brainstorming tool

HOW TO FREE WRITE

1. Get a pen/pencil and paper.
2. Set the timer.
3. Write without stopping to fix errors.

HOW SKETCHING LEADS TO WRITING

- You're doing *something*
- The sketch depends on the words
- The sketch helps you imagine a world

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FOUR RHETORICAL WRITING TECHNIQUES

- 1 Understand what the learners need to believe
- 2 Tell stories
- 3 Create opportunities to use faces
- 4 Use rhetorical devices



WHAT LEARNERS SHOULD BELIEVE

USING WRITING TO INFLUENCE BELIEF

- Get clear on the journey
- Sell life *with the car*, not the *car*
- Use voices of experience or authority

USING STORYTELLING TO PERSUADE

- ❑ Stories can evoke emotions
- ❑ Emotion often controls what we do
- ❑ Opportunity to sell a “Happy ever after”

CREATE OPPORTUNITIES TO USE FACES

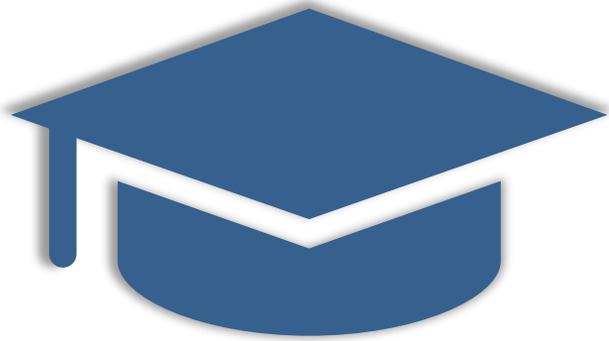
USING FACES TO PERSUADE

- The text supports the imagery and vice versa
- Faces communicate information and set the mood



RHETORICAL DEVICES: MODES OF PERSUASION

ETHOS



An appeal to the character and authority of the author or speaker.

PATHOS



An appeal to the learner's emotions.

LOGOS



An appeal to intellectual reasoning.

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GIVE CHARACTER THEIR OWN VOICES

Giving me my own voice contributes to the learning experience, right? It creates a more authentic situation and hearing me express my thoughts in my own way, could like, encourage empathy, you know? It's also a chance to distinguish characters from one another by conveying our distinct personalities through our speech patterns.



< PREV

NEXT >

D.A.R.E. TO WRITE GREAT DIALOGUE

Dialogue must be personalized with a unique, character-specific voice. All talk responds to a need, engages a purpose, and performs an action. Ultimately, speech is an outward execution of an inner action.

The **DARE** acronym may help you remember what to consider when writing dialogue.

Distinctive

- Reflects the character's personality
- Different from other characters

Active

- Moves the story forward
- Has right amount of information

Realistic

- Sounds like the character would say this
- Content needed to be said

Expressive

- Conveys emotion
- Has a rhythm