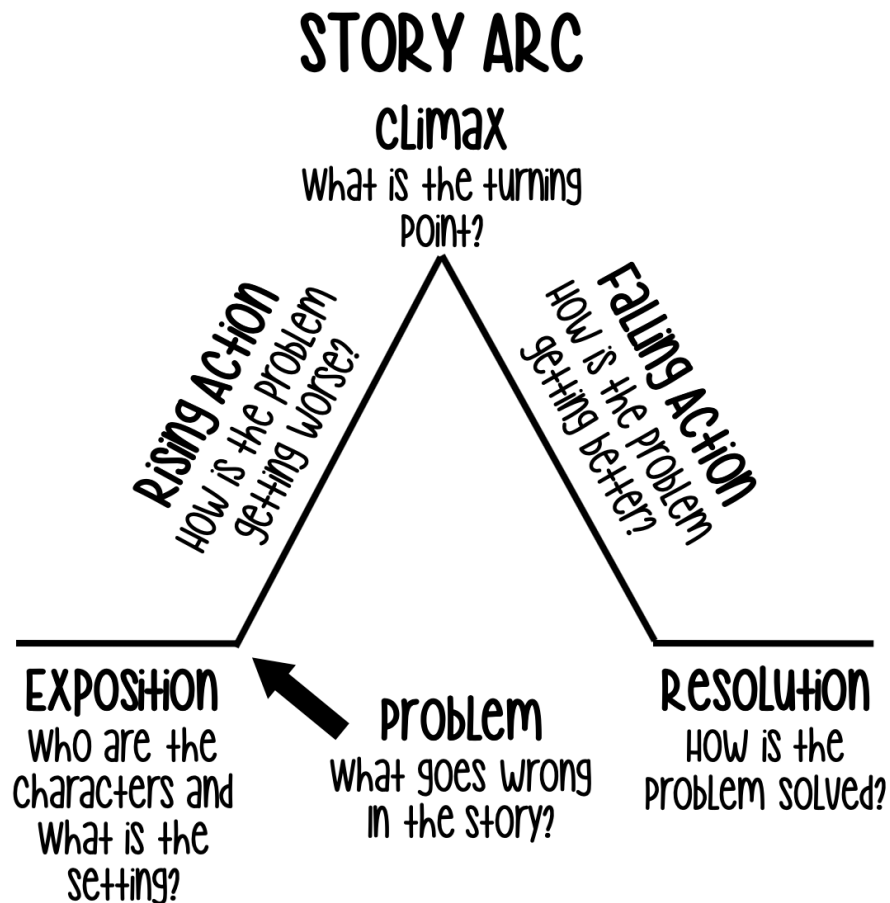


Storytelling Basics

The Ancient Greek thinker Aristotle (367 BC – 347 BC) wrote in his “Poetics” (<http://classics.mit.edu/Aristotle/poetics.html>) about effective dramatic structure:

‘A whole should have a beginning, middle and an end... A well constructed plot ... must neither begin nor end at haphazard.’

A strong storytelling arc follows this principle. It shows rise and fall, cause and effect, in a way that makes sense.



More info about classic Story Arcs:

[The Shape of Stories by Kurt Vonnegut](http://www.openculture.com/2014/02/kurt-vonnegut-masters-thesis-rejected-by-u-chicago.html)

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