

# TYPES OF STORIES

## Definition:

**Story** – an act of communication that illustrates complex interconnections between characters, ideas, events, and even abstract concepts that provides people with packets of sensory material allowing them to quickly and easily internalize the material, comprehend it, and create meaning from it.

Story Type	Comments
<b>Full story</b>	The listener experiences emotions, characters, voices, plot, drama, contrast, problem, resolution, core message, story arc.
<b>Analogy</b>	A comparison between two things that are similar in some respects, often used to explain something or make it easier to understand.
<b>Anecdote</b>	A short personal account (your personal take on a situation), a condensed story.
<b>Aphorism</b>	A concise statement of a principle; a terse formulation of a truth or sentiment.
<b>Case study</b>	An analysis of a particular case or situation used as a basis for drawing conclusions in similar situations; a record of somebody's problems and how they were dealt with. The story is usually presented in sections: Situation, Solution, Result, Analysis.
<b>Example</b>	A particular single item, fact, incident or aspect that serves to illustrate an opinion, theory, principle, rule, guideline, or concept. Often used when talking ABOUT a story instead of telling one. <i>Usually not a story, although often mistakenly identified as one.</i>
<b>Metaphor</b>	A figure of speech in which a word or phrase literally denoting one kind of object or idea is used in place of another to suggest a likeness between them (the ship plows the sea) .
<b>News</b>	A report of recent events or developments. This is an inverted pyramid structure that telegraphs the end of the story at the very beginning. The who, what, when, where, how and why are usually in the first sentence or paragraph, with additional details coming later.
<b>Profile</b>	A concise biographical sketch. <i>Sometimes mistaken for a story.</i>
<b>Scenario</b>	An imagined sequence of possible events.
<b>Tag line</b>	A phrase repeatedly used in connection with a person, organization or product, especially in publicity. <i>Sometimes mistakenly identified as a story.</i>
<b>Testimonial</b>	A favorable report or statement of qualities or virtues of somebody or something; an expression of appreciation; a statement testifying to benefits; a character reference or letter of recommendation. <i>Sometimes mistakenly identified as a story.</i>
<b>Trigger</b>	A word or series of words to initiate, actuate, or set off a story.
<b>Vignette</b>	A brief incident or scene as in a play or movie; a short elegant story.