

G = Girl B = Boy W = Woman M = Man

1

G: I've been asked to tell a _____ story about my friend at her birthday party but I'm rubbish at stuff like that.

B: As long as you practise first, you'll be OK. _____ your voice is important. No one wants to hear a story told with a boring _____. That doesn't mean that there have to be _____ of different tones, though a monotonous one is pretty unappealing. The climax is obviously up there, especially if it comes as a _____ surprise, but it's no good if everyone's lost the plot. Probably the key thing is to capture everyone's interest right from the _____ go.

G: You know, I went to a storytelling event last _____. Supposing I'd paid more attention to the storytellers, I'd know what to do _____.

B: Isn't storytelling for kids?

G: Oh, not necessarily. It's fun to be sitting in a group, listening to the _____ story and yet seeing something completely different in our minds. What makes the _____ stand out is the focus on the rhythm of the language as opposed to just the meaning. It's something we miss out on when we _____ on our own. You know, I even cried at one point – but then I do that at home too.

2

B: The toughest thing about launching the paper is _____ to be getting people to read it. I think we can do that provided we bring people together and create a stronger _____ identity.

G: I'd say that's the result of getting readers rather than the _____. Our focus should be on including _____ for everyone, not just the people we hang out with.

B: I was thinking we need to include funny articles but maybe _____ varied stories is the way to go. There certainly are a lot of people from different _____ at our school, so we'll have lots of source material.

G: I love the idea of making people laugh but I think _____, worthy topics have their place too.

B: Fair enough. You know, at my old school the _____ failed because the articles weren't very good.

G: How can we avoid the same fate?

B: Well, photos draw readers into an article, so we have to choose them _____, but imagine if we overused them. They'd detract from the writing. _____ that

feature personal stories about the lives of students can _____ a lot of attention. But then again if they're written like academic essays, it puts readers _____, so tone should be our main priority.

3

W: So, our attempt to appeal to young people has _____ and we need to come up with a new strategy. Any ideas?

M: Well, we clearly can't rely on our company _____ any more. Talking about the company founder added an element of realism for our _____ but teenagers obviously care more about what we stand for today. I think to _____ to them, we should've shown them what our _____ means rather than tell them. What if we'd done something like that adventure _____ brand did recently? We might have been more successful.

W: What did they do?

M: They set up virtual pop-up shops in these beautiful _____ around the world. Adventurous customers that travelled there were able to _____ a prize using their mobile's GPS.

W: So, it was the customers that had the adventure, then presumably _____ their experience online. It's not difficult to see why it made an _____. It's a novel idea that should be celebrated but, of course, our brand's very _____ so I'd be very wary of doing something _____ the same. Having said that, if we did something as creative and relevant to us, it could really help _____ get what we're about.