

## Inside Interpretive Writing: How to Create Stories That Make a Difference

*Center for Heritage Interpretation - Bulgaria*

### How does the woodpecker do it?

After all, the woodpecker does it! Thanks to the soft connection between the base of his beak (nose) and his brain, he is not getting severe headaches ..... Want to try? To reach its prey in deep cavities of the tree woodpecker makes holes, big enough to slip his long tongue into the hole. But how long is this tongue? Imagine the body of the bird as big as the human body: the tongue of the woodpecker can reach and lick the ice cream of a child who sits on the other end of the table!



*Rita de Stefano, Pangea Institute*

The visitor will not remember the length of the beak of the woodpecker in cm, but will remember the story!

Creative writing is both an art and a craft. Q to ask yourself: does your writing move readers, change their hearts and minds, and communicate in the most effective way possible?

How do you take what you know - about your site, your resource, about interpretation itself - and weave it into writing that inspires, intrigues, delights, and educates? How do you turn that knowledge into writing that is powerful,

passionate, and persuasive?

Interpretive writing is not easy. It needs full devotion of the writer. It draws from practically every form and category of writing, from detailed scientific studies to poetry. At its best, it paints memorable images and ideas that connect on profound and emotional levels with the reader, precipitating changes in beliefs and behavior. At its worst, it alienates the people we are trying to engage.

Can we think of ways to lift our written language above the ordinary? Let's try, discuss and share results.