




## Raise your written language out of the ordinary!

<b>Title of activity</b>	Raise your written language out the ordinary!
<b>Theme</b>	Creative writing as a tool for interpreting heritage.
<b>Learning goals</b>	To guide a young audience through the principles of the creative writing process.
<b>Target audience</b>	Group size – all participants (10+).
<b>Type of activity</b>	Sharing knowledge and good practice in practicing creative writing.
<b>Keywords</b>	Communication and perception of heritage; Creative writing; Emotional and cognitive interpretation.
<b>Step-by-step</b>	<ol style="list-style-type: none"> <li>1. Introduction to the basic principles of creative writing: powerful, passionate, and persuasive expression. Presentation of 2 or 3 short texts (See references).</li> <li>2. Discuss how to use our knowledge of heritage and weave it into writing that inspires, intrigues, delights and educates. Discuss on how to turn this knowledge into writing.</li> <li>3. All participants have 30 min to write a short text on a specific item/ritual of the local heritage.</li> <li>4. Participants each read out their written work.</li> </ol> <p><i>Debriefing:</i> The trainer holds a discussion with the participants. The participants should learn about how to express themselves and intrigue readers and make them curious to learn more about the object/subject.</p>

	<p>They should develop an understanding that creative writing requires the writer's full commitment and is applicable to every writing format: research or entertainment.</p> <p>When done well, it draws images in the mind and connects readers emotionally, thus allowing for changing behaviour and attitudes.</p>
<b>Venue</b>	Meeting room.
<b>Materials required</b>	Samples of creative writing, paper and pens.
<b>Duration</b>	1.5 to 2 hours.
<b>References</b>	<p>Literature: Heritage Interpretation, David L. Uzzell.</p> <p>Inside Interpretive Writing: How to Create Stories That Make a Difference (CHI).</p> <p>The Art of Heritage Story Telling (CHI).</p>
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