

NARRATIVE RECOMMENDATIONS SUMMARY

For example...

1

Values are the oil in your pan

Instead of launching straight into a description of a problem, oil your pan first: lead your messages with a sentence that showcases a value.

"We all know it's important to keep the commitments we've made ..."
or
"In South Africa, we believe in ubuntu ..."

2

People's strong belief in change and prosperity is ready to be squeezed

There is widespread agreement that South Africa and its economy can change for the better. Take advantage of this by showing how change can come to life through the actions of united people.

Instead of saying: "Inequality will be fixed when politicians share the money ..."
Try saying: "It's up to us to demand a better distribution of resources."

3

A positive tone adds sweetness

Avoid words and images linked to war and destruction, and emphasize instead how things can be better if people support a certain cause.

Instead of: "Our country finds itself at the edge of a cliff ..."
Try saying: "If we work together, our kids can have the bright futures they deserve."

4

Keep negations away from your kitchen

By saying, "X is not true," we make X more present in people's minds, which is not what we want. Offer an alternative view instead of negating.

Instead of: "It's not true that income support for unemployed people is bad for the economy ..."
Try saying: "Money spent by people receiving income support circulates through the economy. It generates income for businesses, which spend that income on wages and purchases."

		For example...
<p data-bbox="65 315 180 483">5</p>	<p data-bbox="252 286 954 371">A good explanation is your best meat — or tofu!</p> <p data-bbox="252 378 992 593">Linking people's common struggles with a cause and agents responsible for them effectively increases people's understanding of the important role the government plays in the economy.</p>	<p data-bbox="1046 226 1560 651">Try something like: "When governments borrow money from the IMF, it comes with strings attached. For example, governments might be forced to cut public budgets. This affects public services like schools and hospitals. To compensate, women have to do more unpaid care work, like looking after children or caring for sick family members, reducing opportunities for them to earn an income. This is how austerity worsens gender inequalities."</p>
<p data-bbox="65 775 180 943">6</p>	<p data-bbox="252 734 807 777">Use metaphors to spice things up</p> <p data-bbox="252 781 989 949">A good metaphor will strengthen your explanation, helping people get a better sense of a complex issue by comparing it to something they're already familiar with.</p>	<p data-bbox="1046 757 1565 828">Instead of: "Executives," "entrepreneurs," "businesspeople,"</p> <p data-bbox="1046 866 1538 969">Try saying: "Business fat cats who hog our food and leave us to fight over the crumbs."</p>
<p data-bbox="65 1155 180 1323">7</p>	<p data-bbox="252 1140 999 1225">A dash of something concrete to make it real for people</p> <p data-bbox="252 1232 999 1357">When concepts are too abstract and complex, try creating concrete images that bring them to life in people's minds.</p>	<p data-bbox="1046 1088 1513 1191">Instead of: "The government should invest more in public services to end inequality ..."</p> <p data-bbox="1046 1232 1554 1408">Try saying: "The government needs to tax everybody fairly — the wealthy most of all — and invest that money in improving our schools, hospitals, and housing."</p>
<p data-bbox="65 1561 180 1749">8</p>	<p data-bbox="252 1534 754 1574">Solutions are the magic sauce</p> <p data-bbox="252 1579 925 1794">The best way to finalize a story in a hopeful manner is with a concrete solution. In South Africa, mentioning human rights increases people's sense of empowerment when demanding a solution.</p>	<p data-bbox="1046 1503 1549 1606">Instead of: "Inequality needs to be fixed and the government should stop ignoring our demands ..."</p> <p data-bbox="1046 1646 1568 1823">Try saying: "It's up to us to make the Bill of Rights a reality for all, by working together to demand that the government bring our resources back to our communities."</p>
<p data-bbox="65 1942 180 2110">9</p>	<p data-bbox="252 1901 426 1942">Repetition</p> <p data-bbox="252 1946 975 2161">Just like the act of washing a sink full of dishes, communicating effectively is a matter of repetition. We need all our messengers to stick to the story we define and never shy away from repeating it.</p>	