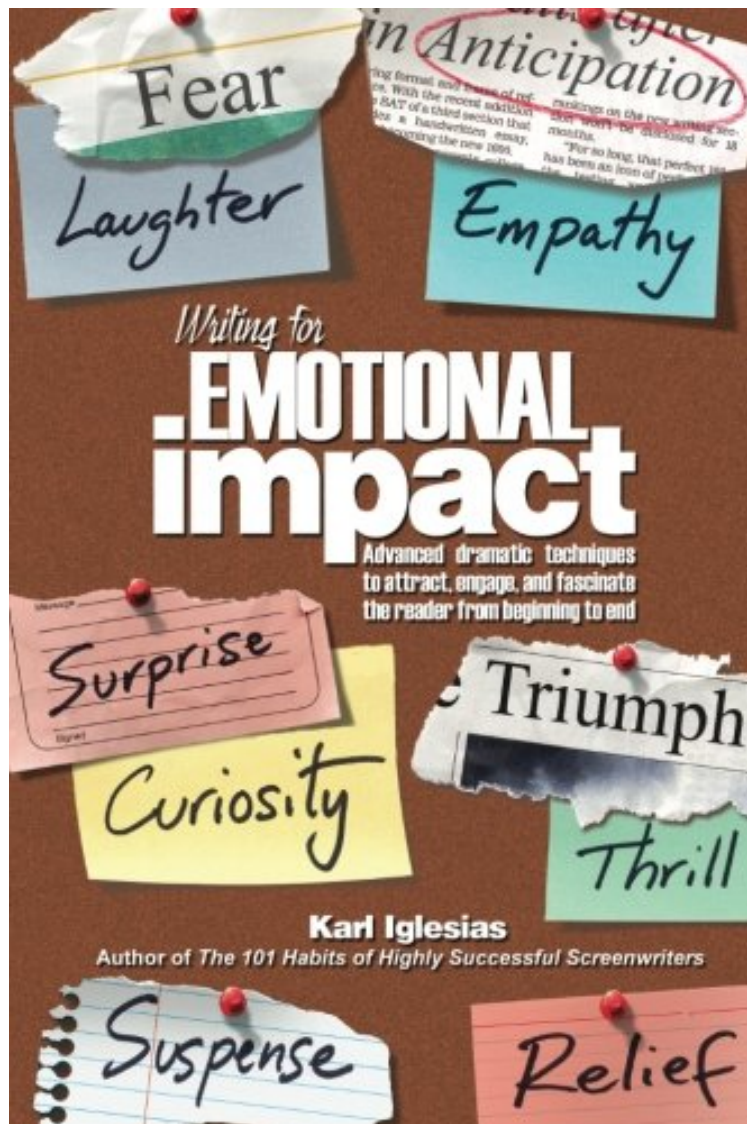


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# Writing for Emotional Impact: Advanced Dramatic Techniques to Attract, Engage, and Fascinate the Reader from Beginning to End

Karl Iglesias

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**Karl Iglesias : Writing for Emotional Impact: Advanced Dramatic Techniques to Attract, Engage, and Fascinate the Reader from Beginning to End** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Writing for Emotional Impact: Advanced Dramatic Techniques to Attract, Engage, and Fascinate the Reader from Beginning to End:

1 of 1 people found the following review helpful. A Must Have. Changes The Way You See A Story On A Broad Scale, and Down To Each BeatBy AlexanderThis book was absolutely fantastic. I actually loaned it out to others who were struggling with writing. With its use of examples from famous movies and the breakdown of what a story actually is, Mr. Iglesias actually transformed my writing. I now realize how to package the emotions I want my audience to feel into a movie. I now realize and see the importance of every little scene and detail. I've written ten scripts, and never have I taken such care as with my most recent one and it is far better than any in the past. Definitely a good book to read. A must have if you're looking to up your game, and understand what a good story looks like.8 of 8 people found the following review helpful. Character Journey vs Audience Journey - a must understandBy Kindle CustomerFascinating book about writing. It's not for the easily intimidated though. This book assumes a working knowledge of ARCs, Three-Act-Play, Character Development, Etc. It is written for screenwriters, although 99% of the content applies to novelists as well.It teaches something very specific - How to connect the two primary emotional ARCs of a story. The emotions of the character on the page. The emotions of the audience beyond the page. Fascinating stuff and he teaches it in a very applicable format.This earns a place on my very small keeper shelf for writing craft (right next to Swain).0 of 0 people found the following review helpful. The best writing book I ownBy Grey Area 51As an aspiring novelist I have a decent library of books on the craft, and most of them are helpful in a tangential sort of way. They are more like attending a motivational speech: they give you a rush of inspiration and positive energy, but a week later it's gone.I'd resorted to a DIY approach to building stories and characters. I would collect my favorite TV shows, movies, and novels, and try to figure out what made certain stories or characters compelling. I made lists and it was the most helpful thing I'd done for my writing, but it was like a child trying to figure out the universe by studying the stars: fumbling and incomplete.Writing for Emotional Impact is the map of the universe. It's a comprehensive, practical, uninhibited manual on how to make your characters and stories hit home in the real world. If this book can't help you write a good story, nothing can. It's geared towards screenwriting, but also excellent for the novelists among us.

There are three kinds of feelings when reading a story boredom, interest, and WOW! To become a successful writer you must create the WOW! Feeling on as many pages as possible, and this requires writing that engages the reader emotionally. In his best-selling 101 Habits of Highly Successful Screenwriters, screenwriter Karl Iglesias explored the working habits of A-list Hollywood scribes. Now, he breaks new ground by focusing on the psychology of the reader. Based on his acclaimed classes at UCLA Extension, Writing for Emotional Impact goes beyond the basics and argues that Hollywood is in the emotion-delivery business, selling emotional experiences packaged in movies and TV shows. Karl not only encourages you to deliver emotional impact on as many pages as possible, he shows you how, offering you hundreds of dramatic techniques to take your writing to the professional level.

...provides plenty of techniques, including the most comprehensive and practical discussion on dialogue that I have seen. -- Scr(i)pt Magazine-Mar./Apr. 2006From the Back CoverITS NOT ABOUT PLOT POINTS. ITS NOT ABOUT ACT STRUCTURE. ITS NOT ABOUT CHARACTER. ITS ABOUT EMOTION! There are three kinds of feelings when reading a story boredom, interest, and WOW! To become a successful writer you must create that WOW! feeling on as many pages as possible, and this requires writing that engages the reader emotionally. In his best-selling 101 Habits of Highly Successful Screenwriters, screenwriter Karl Iglesias explored the working habits of A-list Hollywood scribes. Now, he breaks new ground by focusing on the psychology of the reader. Based on his acclaimed classes at UCLA Extension, Writing for Emotional Impact goes beyond the basics and argues that Hollywood is in the emotion-delivery business, selling emotional experiences packaged in movies and TV shows. Karl not only encourages you to deliver emotional impact on as many pages as possible, he shows you how, offering you hundreds of dramatic techniques to take your writing to the professional level. You'll learn: - Over 40 techniques to humanize a character for instant empathy. - The seven essential storytelling emotions and over 70 techniques to create them. - Over 50 ways to craft powerful scenes, including the Emotional Palette. - Over 30 techniques to shape your words and energize your narrative description. - The most common dialogue flaws and fixes for each. - Over 60 techniques to craft dynamic dialogue that snaps, crackles, and pops off the page. "Not only does Karl Iglesias get emotion, he shares insider secrets for moving the reader from tears to laughter and everywhere in between. This is a must-have book for every screenwriter, director, and producer." -Rosa Graham, president of Find The Funny "Reading Writing for Emotional Impact will shake up your world. This is the book that tears through the clutter so that you can write from the heart." -Michael Lent, author Breakfast With Sharks, co-producer Hard Scrambled