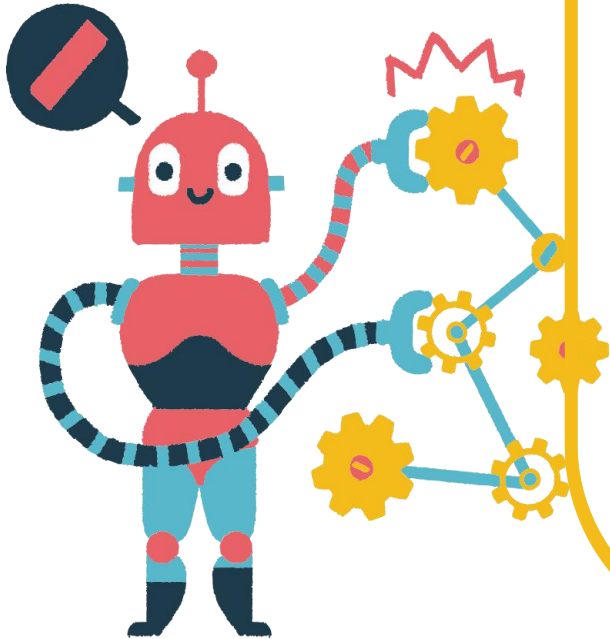


Shifting a Traditional Story to a Modern Version Suitable Worldwide





Original: a traditional Chinese story.....



The Magic Paintbrush

Ma Liang was given a magic paintbrush by an old man. The paintbrush could bring pictures to life. The man told Ma Liang to help people.

Ma Liang painted a river to help crops grow. He painted food for hungry people. A rich man stole the magic paintbrush but his paintings did not come to life. So the rich man asked Ma Liang to paint a golden mountain for him.

Ma Liang tricked the rich man and painted a deep sea. The rich man was very angry and demanded Ma Liang paint the mountain. Ma Liang painted the mountain far away across the sea.

"Paint me a ship!" the rich man ordered. Smiling to himself Ma Liang painted the ship and the rich man leaped into it.

Ma Liang painted an enormous wave which destroyed the ship and the rich man was never seen in the village again.

Ma Liang lived a long and happy life. He continued to use the magic paintbrush to help poor people and was loved by everyone.

Earth Chapter

1 Respect Earth and life in all its diversity.

3 Build democratic societies that are just, participatory, sustainable, and peaceful.

2 Care for the community of life with understanding, compassion, and love.

4 Secure Earth's bounty and beauty for present and future generations.

The original version aimed to emphasize the importance of kindness and object to greed. Besides, it also tried to address the problem of wealth disparity.

But things have changed now!



We should.....

- make the old story alive again
- make it worldwide
- make it suitable for dealing with present issues



A NWE PROTAGONIST



The protagonists are expected to have the same background stories when faced with different groups of readers.

eg.

- a) China: Ma Liang is a kind boy working for a landlord.
- b) America: Ma Liang is a clever boy working as a salesman for a big company.
- c) South Arica: Ma Liang is a diligent boy working for a plantation owner.



A NWE PROTAGONIST



The protagonist should be portrayed as a real person, not an anonymous one.

Appropriate presentation of the protagonist's inner emotions and intellectual struggles should be presented, giving audiences insight into the reasons for the protagonist's actions and provoking their sympathy and understanding.

eg.

Ma Liang was struggling inside when the landlord promised him huge benefits.

Obeying orders was an instinctive reaction for him. However



Metonymy



Convert the earth issues into specific villains in the story.

Contradictions in the story are specific. The protagonist has the power to impact the development of problems but not leave them as structural social problems.

eg.

The reason why the landlord could not turn what he paid alive was he did not treat every one and every thing equally and did not cherish natural resources.



Add Details



Try to avoid stereotypes, which increase the cost of acceptance for the audience.

Stereotypes may affect our thinking models of attributional styles, where the audiences are less likely to pay attention to the endeavor of the protagonists.

eg.

How to use the magic pen was the central issue of the story. Sustainability was not because Ma Liang could get almost everything continuously, but because he could value everything he got and utilized them to help the whole community



Leave Room for Change



Keep the story open every time, change slightly when faced with different communities, and allow the audience to participate.

Different communities will face different issues, and involving their reality dilemma in the story will add credibility. Besides, allowing the audience to interact with the story will help them build more connection with the story.

eg.

Add some customs, location information, and characters the audiences are familiar with to the story.



Visualization



Adding visual images had some significant effects on the impact of nonnarratives.

Visuals can effect issue attitudes, and adding visuals to message elicits more sympathetic feelings and transportation as compared with nonvisual stories.

eg. the bullying landlord



Truth is Relatively Unimportant.



A fictional story has the same power to attract people, as well as to educate and persuade the audience. However, when audiences are told to be persuaded intently, the effective of the story will reduce.



*Rewrite:
an oral version
for an audience
in South Africa*

The Magic Branch

Ma Liang was a diligent boy working for a plantation owner in Durban. One day, after he tried hard to rescue a big tree, the Dryad gave him a piece of branch, telling him it was a magic pen that could bring pictures to life.

Ma Liang used the branch to help his neighbors as well as all the surrounding lives. He painted a river to help crops grow. He painted food for hungry people.

The plantation owner overheard Ma Liang's experience. He chopped down a tree to the point of death, then tried to revive it. Nothing happened, then he managed to steal the magic paintbrush but his paintings did not come to life. So the rich man asked Ma Liang to paint a golden mountain for him and promise him a bright future for his whole family. Ma Liang was struggling inside when the landlord promised him huge benefits. Obeying orders was an instinctive reaction for him. However, he also tried to only paint basic things for his boss, but his demand became bigger and bigger. Ma Liang was warned by the Dryad and he told Ma Liang that unreasonable demand and overuse of the branch could end up in punishment eventually.





*Rewrite:
an oral version
for an audience
in South Africa*



The Magic Branch

Ma Liang was afraid. This time his boss wanted a big sack of gold. Ma Liang tricked his boss and painted a tall tree as well.

"Paint me a stair!" the plantation owner ordered. Smiling to himself Ma Liang painted the stair and the plantation owner leaped onto it.

Ma Liang painted a hurricane that made the trees rattle. The plantation owner felt afraid and tried to step down from the tree. However, all of the branches and leaves gathered together to form an impenetrable web. Finally, he was blown away by the hurricane and was never seen in the village again.

Ma Liang lived a long and happy life. He continued to use the magic branch to help the whole community and was loved by everyone.

**THANKS
FOR
WATCHING**

