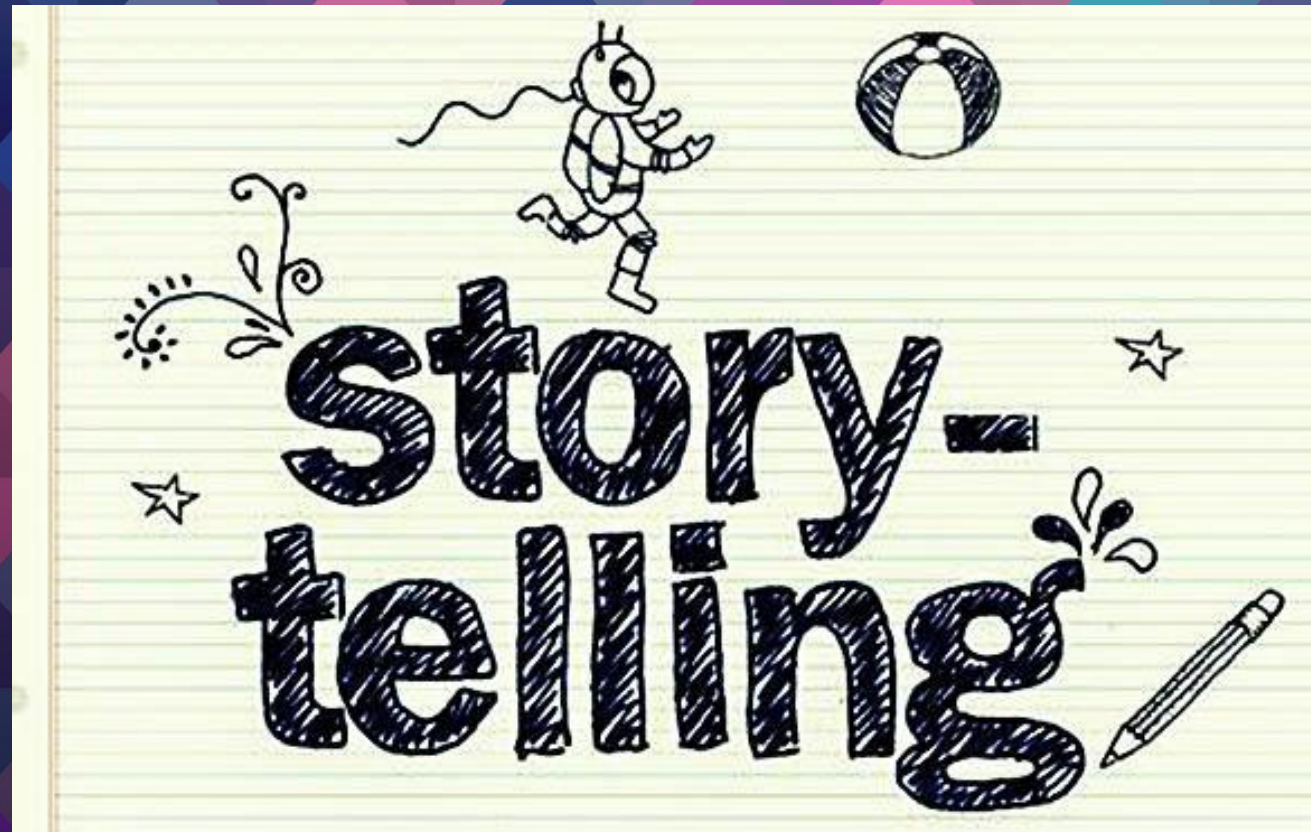


Наразі у світовій журналістиці набуває популярності таке явище, як «сторітеллінг». Що означає це поняття? Чи можна це вважати жанром журналістики, методом збору та подачі формації? Що потрібно, щоб створити якісний сторітеллінг?

Виконала: Яковлева Альона,
учениця 9А класу, гімназії №19,
команда "Royal Press"

Сторітеллінг - це розповідь різних міфів, казок, притч або билин. Причому самі розповіді можуть бути і про вигаданих, і про реальні героях. Серед психологів подібні історії носять назву метафор, так як основою їх створення є подібності та аналогії, які формуються за формулою «X відноситься до Y як А відноситься до В».





Новий жанр журналістики – сторітеллінг



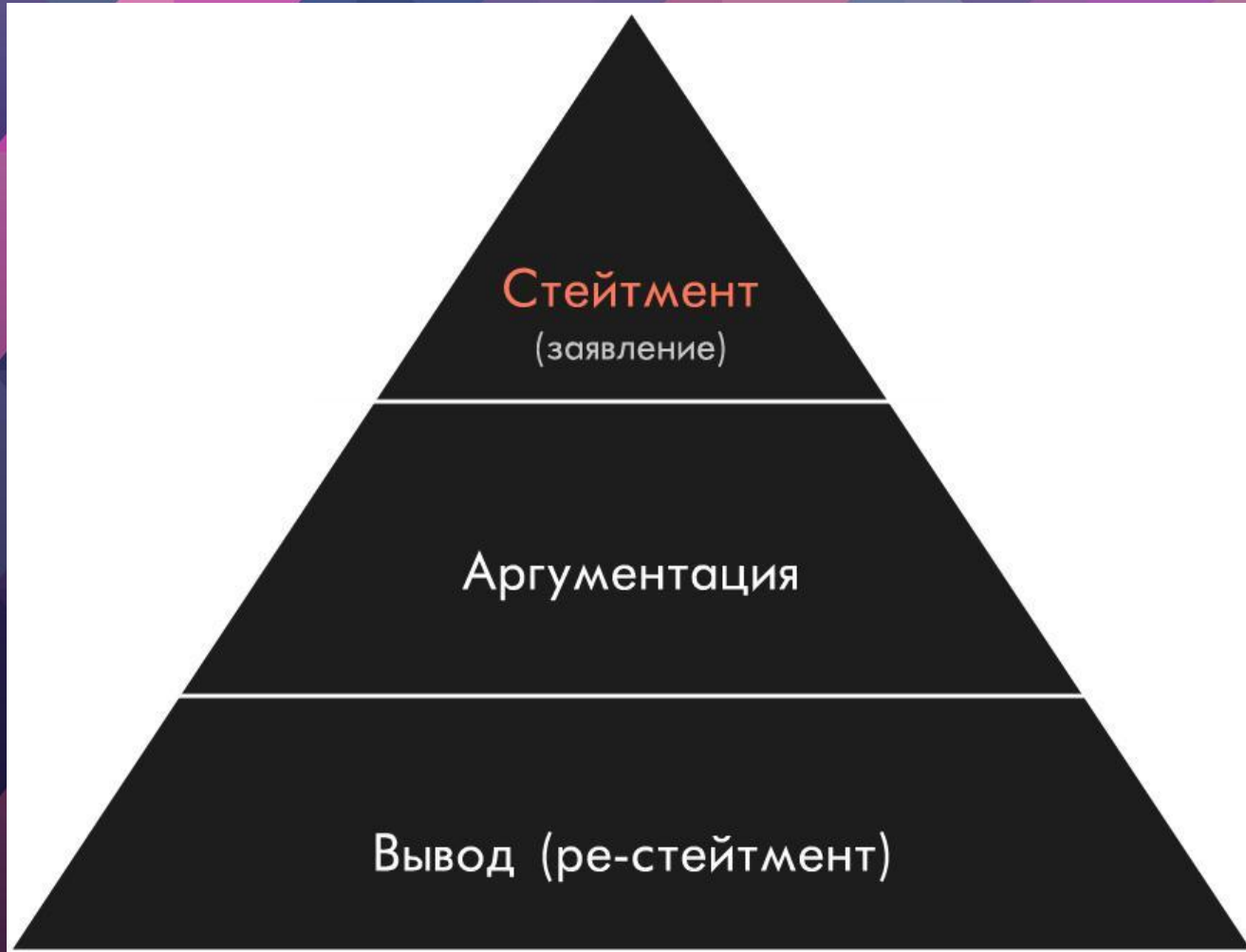
Як розповісти цікаву історію? Основні правила написання якісного сторітеллінгу

What's your story?



1

Контент - це головне



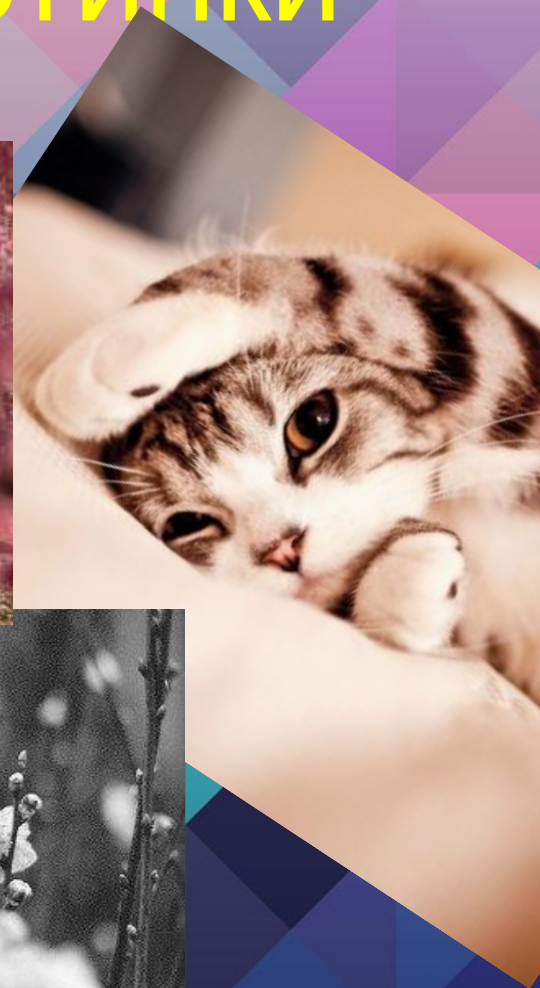
2

Будьте дослідником



З

Знайдіть красиві картинки



4

Опрацюйте заголовки



5

Проектуйте кілька шарів читання



6

Думайте паттернами


EDUCATION

Gap Year In The Mountains

While many of Joshs peers spent their gap year doing simple jobs or having internships,he took an unexpected turn and announced to his mother that hes going to Asia,to study nature of eastern landscapes.

Уникайте монотонності

So capable, you won't want to put it down. So thin and light, you won't have to.



18% thinner
6.1 mm thin
0.96 lbs


With iPad Air, we've made the most powerful tablet in the world lighter and thinner than ever. And we've made it so smart, you can use it without ever getting in the way. iPad Air is a real iPad. And it's so smart.


[Learn more about iPad Air 2.](#)

Security based on a one-of-a-kind design: your fingerprint.

iPad Air 2 comes with our breakthrough Touch ID technology. It gives you an unprecedented level of security for your most sensitive work and personal information. So with just one touch, you can instantly unlock your iPad Air 2. And Touch ID gives you peace of mind, too, so you don't have to worry about losing, sharing, or stealing. And the new Storm Red with Space Gray gives you an extra level of security, keeping your face, conversations and screen.

[Learn more about Touch ID.](#)





Not just a thinner display. A better display.

To reach the extraordinary thinness of iPad Air 2, we couldn't change the Retina display, being what has been one of the best in the world. But we did make the display thinner, a new Retina with more resolution and deeper contrast. That's why we added an extra layer of sapphire glass. iPad Air 2 is the first tablet display in the world.


[Learn more about the display.](#)

9.7" Retina display
2048 x 1536 resolution
3.1x more pixels
264 million colors

Two amazing cameras. Cleverly disguised as an iPad.

The new 8-megapixel camera is our best. iPad camera yet, with advanced lighting, an improved sensor, and a powerful image processor. It's also our best. The new 1.2-megapixel front-facing camera is also our best. And our new 1080p HD video has been redesigned, too, with an improved sensor and image processor for even better night performance. The camera for your photos and videos - it's just what you need - look amazing.


[Learn more about Camera 8.](#)




iOS 8 and iPad Air 2. A powerful combination.

With the new advanced mobile OS, you'll discover the iPad Air 2 can do even more. Introducing Siri, which can help you control your device and find it on another device. SpringBoard, which lets you multitask, share photos, books, music, and apps. With Cloud Drive, you can safely store your kind of documents and more. It's more. And more. It's the new iPad Air 2. Designed to work perfectly with iPad Air 2, giving you the advantage of the powerful A8X chip, cellular versions, and the new Retina display.

[Learn more about iOS 8.](#)



Massive power. In its most minimal form.




64-bit architecture
2.5x more performance
40% more battery
up to 10 hours battery

With only a 6.1 mm thickness, it's also so thin, powerful. We designed it to use less power. And we made it so smart, you can use it without ever getting in the way. iPad Air 2 is so smart, you can use it without ever getting in the way. iPad Air 2 is so smart, you can use it without ever getting in the way. iPad Air 2 is so smart, you can use it without ever getting in the way.

Faster wireless. Good things come to those who don't wait.

With 802.11ac Wi-Fi, you'll see that faster as fast as the previous generation - on downloading photos and streaming video. And with 4G LTE, you'll see that faster as fast as the previous generation - on downloading photos and streaming video. And with 4G LTE, you'll see that faster as fast as the previous generation - on downloading photos and streaming video.


[Learn more about Wireless.](#)



Even the covers are more brilliant.

Protect every pixel of iPad Air 2 with a Smart Cover or Smart Case. Available in seven bright new colors, the Smart Cover is made from durable polycarbonate. The Smart Case is an all-around great leather option. And the best part? Both are made from recycled materials.

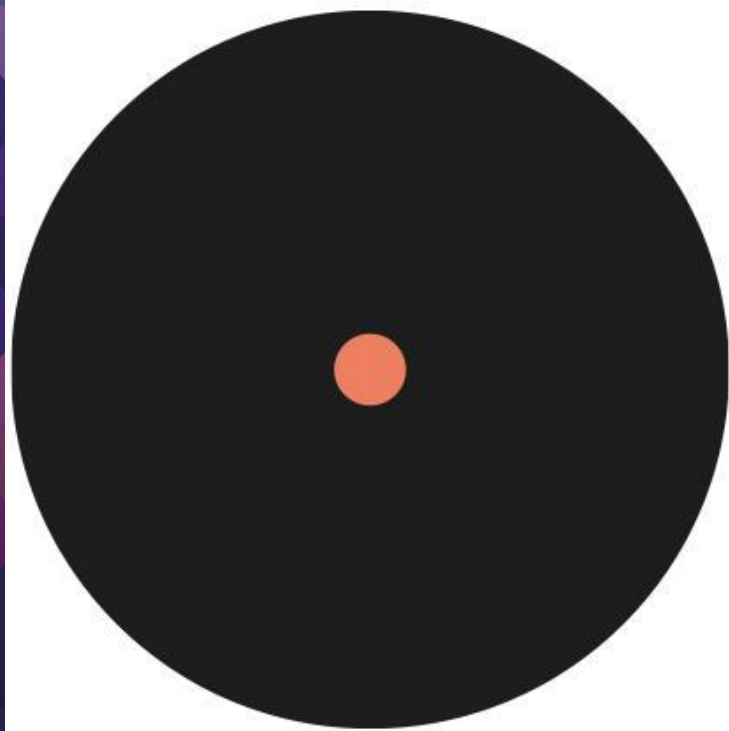
[Learn more about Accessories.](#)



Apps designed for iPad. And everything you want to do with it.

8

Єдність і контраст



90% — основний стиль

10% — акценти

9

Знайди тональність

You are under arrest

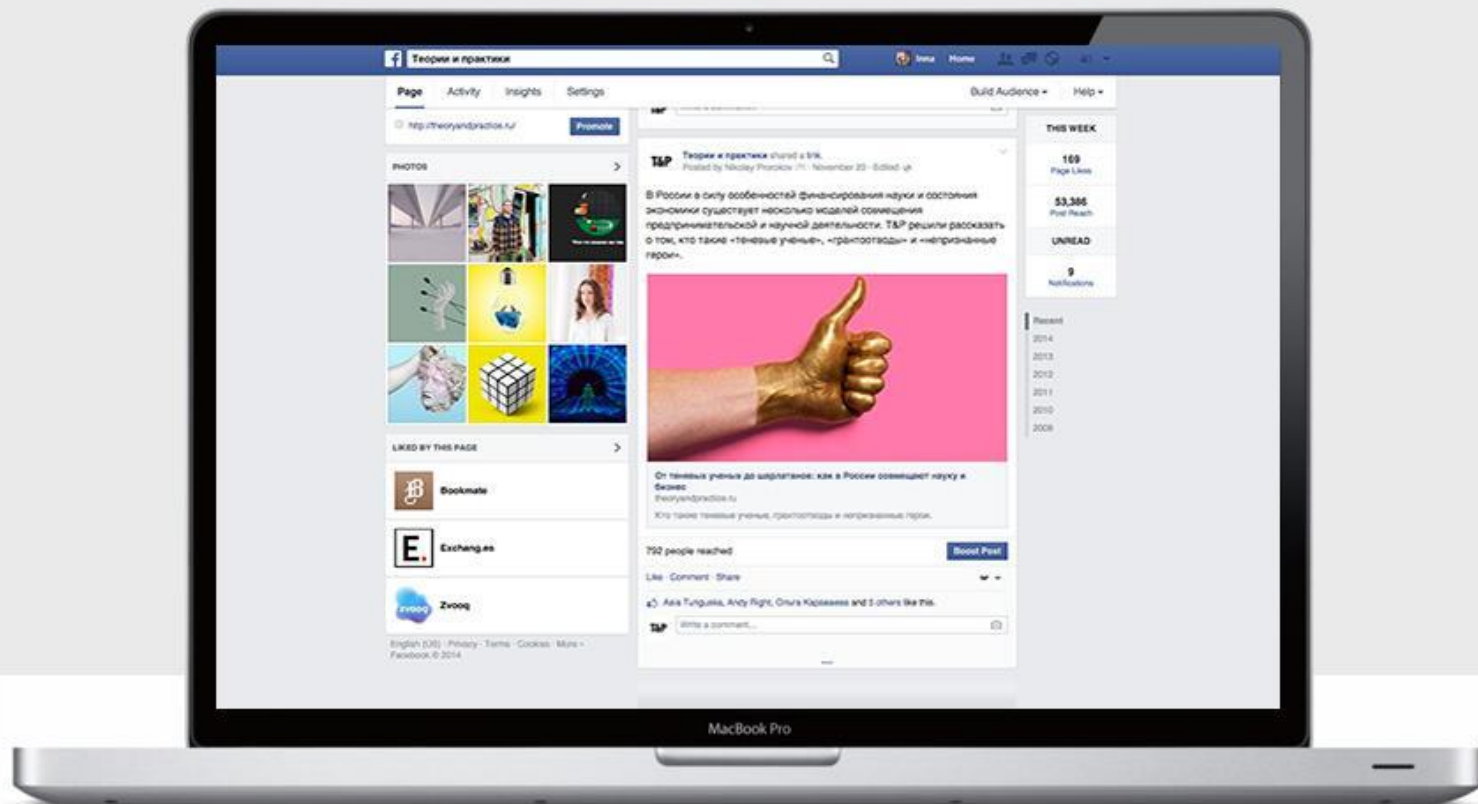
Apple Chancery

UNICORNS EAT RAINBOWS

Bank Gothic

10

Подбайте про шерінге





ДЯКУЮ ЗА
УВАГУ!