



Storylines

Whatever the topic of your presentation, you can always shape it according to a storyline. A storyline is a standard structure for a story, with fixed steps that, when taken together, 'make' the story. Here's a few examples of often used storylines. We use the same topic 'a study into the cause of Alzheimer's disease', to illustrate how the same story changes with a different story line.

Type	Typical 'steps'	The Alzheimer's example
From bad to good	<ol style="list-style-type: none"> 1. What is happening now in the world, and why is that bad? 2. What are you planning to do about it? 3. Why do you expect that to work? 4. What will be the outcome and why is that good? 	Alzheimer's disease is a big problem, not just costing money on the societal level but also creating terrible suffering. I intend to combat Alzheimer's by finding its root cause and an efficient treatment for it, by...
The Battle	<ol style="list-style-type: none"> 1. Two (or more) competing hypothesis about a phenomenon 2. How are you going to put them to trial? 3. Why will the trial be particularly distinguishing? 4. What do you expect the outcome to be, and why? 	Up until now, there have been two theories about the causes of Alzheimer's: it's either primarily genetic, or primarily a lifestyle-effect. With my research, I want to find out which is which, by...
The Journey	<ol style="list-style-type: none"> 1. Here's a broad overview of the phenomenon I'm investigating 2. Let's take a look at detailed element number 1 3. Let's take a look at detailed element number 2 6. If we now return to the broad overview, remember: it's more complicated than you think 	Alzheimer's disease is a complex disease with many different facets to it. Let's first look at the demographic factors, then at the cognitive symptoms patients experience, and finally at what actually happened at the neurophysiological level...
The Detective/ The Hunt	<ol style="list-style-type: none"> 1. Here's an intriguing phenomenon. What would be the cause of it? 2. Is this a possible cause? No, because... 3. Might this be a possible cause? Maybe, because... 6. Whatever the cause may be, this story shows we still need to do more research 	Alzheimer's disease is a complex disease that has mystified researchers for decades. One possible culprit has been a genetic susceptibility. Or maybe it's lifestyle, or a combination of the two...?
The Big Surprise	<ol style="list-style-type: none"> 1. The old way of thinking about a phenomenon has always been... 2. This has led to fruitful results, but now seems to be a dead end, because... 3. Which is why I bring you this surprising new theory 4. Here's why it explains the phenomenon better 	We used to think that Alzheimer's disease was a risk you were born with: if you were genetically susceptible, it was up to chance if you actually developed it. This explained, for example, why we often see Alzheimer's running in families. But I have a new theory: Alzheimer's is actually caused by lifestyle behaviours, whose patterns are set in early childhood and are influenced by a genetically based responsiveness to <i>exercise</i> , not a genetically determined direct causal factor...