

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

By Karl Iglesias

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

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.

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Editorial Review

Review

...provides plenty of techniques, including the most comprehensive and practical discussion on dialogue that I have seen. -- *Scr(i)pt Magazine*-Mar./Apr. 2006

From the Back Cover

IT'S NOT ABOUT PLOT POINTS. IT'S NOT ABOUT ACT STRUCTURE. IT'S NOT ABOUT CHARACTER. IT'S 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*

Users Review

From reader reviews:

Johnny Mosier:

Book is definitely written, printed, or outlined for everything. You can understand everything you want by a guide. Book has a different type. As we know that book is important point to bring us around the world. Close to that you can your reading ability was fluently. A guide *Writing for Emotional Impact: Advanced Dramatic Techniques to Attract, Engage, and Fascinate the Reader from Beginning to End* will make you to possibly be smarter. You can feel more confidence if you can know about every little thing. But some of you

think in which open or reading a new book make you bored. It is far from make you fun. Why they are often thought like that? Have you seeking best book or acceptable book with you?

Aimee Nguyen:

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Bruce Mull:

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