



**DevCom** Annual Meeting 2009, Dublin  
Informal Network of DAC  
Development Communicators

# **Communicating *About* Development Results:**

**A Template for Gathering Stories on  
Development Effectiveness –  
What do we have to say?**

# Claude Lévi-Strauss 1908-2009

- French anthropologist and linguist
- Brought structuralism from linguistics into the rest of the social sciences (and wrote extensively about myths and stories)



*CLS in Brazil, aged 28.*

# Some questions to ask :

1. Where/when(?) – Set the context
2. Who(?) – are the principal players?
3. Why(?) – problem → solution
4. What(?) – show what happened, how.
5. What results(?) – impact on peoples' lives
6. What lessons(?) – can we (and the audience) draw from this

# Two additional considerations:

- How(?) – should you tell the story:
  1. Create images in the audience's mind
  2. Respect the people in the story and your audience (→ cf. code of conduct on images and messages)

# To work!

- Fabrice Boulé (Media21): *Working with the media*
- Talk around your table for 10 minutes
- Bring one idea back to the discussion (have three ready, just in case)