

Write to Change the World

By Denise Baden



George Orwell proclaimed that one of the reasons many writers write is to change the world and share their vision of the kind of society they want to live in. Writing with an aim to change behaviour or attitudes is perilous and can lead to preachy or clunky writing, but when done well it can be transformative, inspiring the imagination and infusing readers with hope, excitement, and useful knowledge on how they can be effective in the world.

This talk will briefly cover my research in this field and give examples of good and bad practice. Attendees will gain insights into common mistakes and optimal approaches. The session will be interactive with opportunities for attendees to write around a theme and then share their work for feedback. This would be a useful session for any writers who'd like their fiction to make a difference, whether their message be about gender, race, climate, equality, injustice etc.

Biography

Denise has conducted numerous keynotes, talks and podcasts on writing: for example, to screenwriters via Bafta, to solution-focussed practitioners, creative writing students, aspiring writers, and professional writers.

She set up the Green Stories project in 2018, and since then has run 20 free writing competitions, numerous workshops, and published several books. As an author, she has published widely in the academic realm and in fiction, including several screenplays and the script for a musical.

Denise's most recent research explores the use of storytelling to promote green behaviours: looking at how readers respond to eco-themed stories.