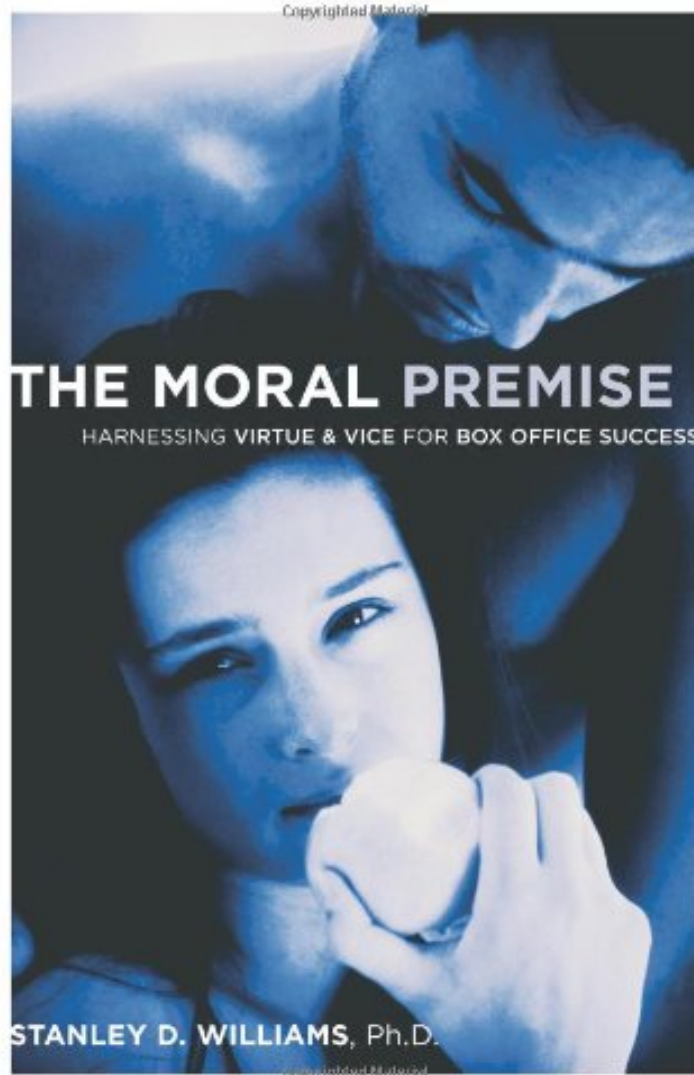


[E-BOOK] The Moral Premise: Harnessing Virtue Vice for Box Office Success

The Moral Premise: Harnessing Virtue Vice for Box Office Success

Stanley D Williams

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Stanley D Williams : The Moral Premise: Harnessing Virtue Vice for Box Office Success before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Moral Premise: Harnessing Virtue Vice for Box Office Success:

5 of 5 people found the following review helpful. If you want to make your story interesting and appealing, here's the toolsBy thip"The Moral Premise" (TMP) claims that a story, to be interesting and appealing to readers, needs a clear moral premise. Not a sermon, but as the "psychological DNA" of all characters and actions. Example : unselfishness

begets friends and help, selfishness begets enemies and abandonment. Hero acts according to the positive side of the principle, even if it initially is unpopular and/or unsuccessful (think George Bailey in "It's A Wonderful Life"); villain acts according to "the dark side". Who "wins" is up to the author and whatever point s/he wishes to make - in "Romeo And Juliet", the young lovers lose, harshly making the point spoken by the Prince of Verona at the end : if you keep clinging to old hatred, it will keep causing new and tragic deaths, and we are all punished by the tragedies that follow. TMP warns that it is perfectly possible for an author to think that (in the example above) unselfishness is stupid and self-destructive, and hence let the "villain" win - but if such a world-view runs counter to that of the intended audience, the book will have less (or no) appeal. The moral principle of "The "Da Vinci Code" could be expressed as "the truth shall set you free, and [in this story] the real Jesus had a wife, sex and children; so the established church's principles of sin and penance, pain and abstention (as expressed by the "villain" monk) are based on a falsehood and can be abandoned." No matter how exciting and immersive a story "Da Vinci" had otherwise been, this world-view will not appeal to readers in Vatican City. TMP states that moral premises express "natural laws" about ethics. A questionable statement, since various cultures throughout history have had quite different sets of ethics that seemed just as "natural" to them, as our ethics seem "natural" to us. Nevertheless, TMP's explanation of the importance of harmony between story and reader's world-view/ethics gives the author a clear understanding of an essential ingredient of appeal, and gives the author a CHOICE - step on the toes of the reader's preferences, or not. Via many enlightening examples, plus very good nuts-and-bolts directions, TMP equips the author to make a knowing choice of her/his story's "moral DNA" and to weave it, non-sermon-like, into characters and plot. That leads to a well-integrated story where the author knows very clearly what should happen and who should do it - and it will be clear and logical to the reader why they do so. Highly recommended. 0 of 0 people found the following review helpful. Bringing Clarity to Storytelling By Steven Ramirez I really enjoyed this book, and was pleased to find that I'd already read most of the books the author references. Although what he is saying is not new, I feel he does an excellent job of synthesizing the work of others, presenting those ideas in a cohesive way that brings clarity to storytelling, and more importantly provides specific guidance on how to create a solid piece of writing--whether screenplay or novel. This is one of those books that should be in every writer's library next to Egri's The Art of Dramatic Writing. 1 of 1 people found the following review helpful. Every journey has a destination By DL Fowler I've read a number of books on the craft of writing. None of them tied the whole package together as clearly and concisely as Dr. Williams' Moral Premise. He doesn't stop at telling us that a story must have a moral center, he explains why and gives a working template to show how to articulate one. Highly recommend for all writers.

The Moral Premise reveals the foundational concept at the heart of all storytelling and successful box office movies. In concrete terms it explains how you can create your own success and, in the process, entertain, delight, challenge, and uplift this generation and the ones to come.