

# The power of storytelling for Journalists

CLS Tools and methods



**Attention is valuable.**

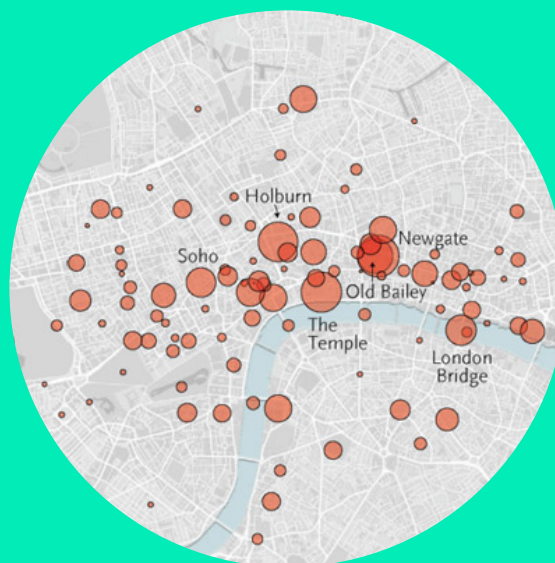


Leveraging fiction and the tools of CLS can provide creative inspiration, better narrative building, and connection to your audience.

## Example: Emotions of London

Algorithmically analyse large collections of text to create visuals that show patterns such as the incidence of place names over time.

Show the connection between literary narratives and contemporary issues.



See The Emotions of London project, Stanford Literary Lab ([litlab.stanford.edu](http://litlab.stanford.edu))

**CLS INFRA has identified ways to use literature in policy making based on interviews with policy makers.**



Find the report\*, interviews, video explainers and more resources: [clsinfra.io/resources/beyond-academia](http://clsinfra.io/resources/beyond-academia)

*\*D3.5: Understanding User Requirements beyond Academic Research, 2024.*



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