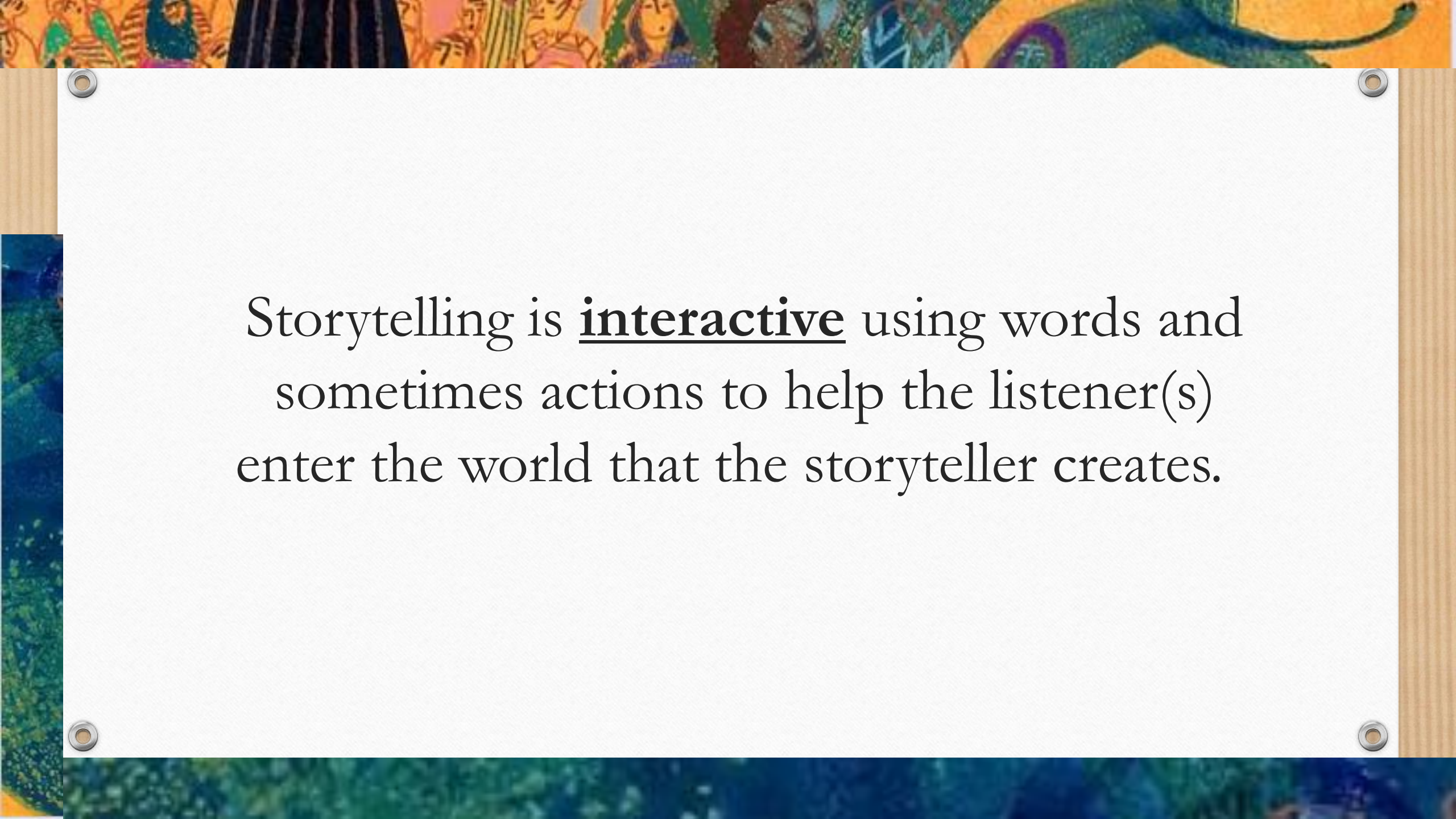


The background is a complex, abstract painting. It features a central white banner with the text 'The Power of Storytelling' in a black serif font. The painting itself is composed of various elements: a large, dark, zigzag patterned shape in the upper center; a large, dark, vertical shape in the lower center; and numerous smaller, colorful figures and shapes scattered throughout. The color palette is rich, including deep blues, greens, yellows, oranges, and purples. The overall style is expressive and somewhat chaotic, suggesting a scene of intense activity or a complex narrative. The figures are stylized, with some wearing head coverings or hats. The background is filled with swirling, organic shapes and patterns, creating a sense of movement and depth.

The Power of Storytelling



Traditional definition:



Storytelling is interactive using words and sometimes actions to help the listener(s) enter the world that the storyteller creates.



Modern day definition:






We can add audiovisual aids and music that help bring alive the story.


Nowadays storytelling can be used to help achieve other goals, for example: to build confidence / sell a product/ inspire people into taking action.

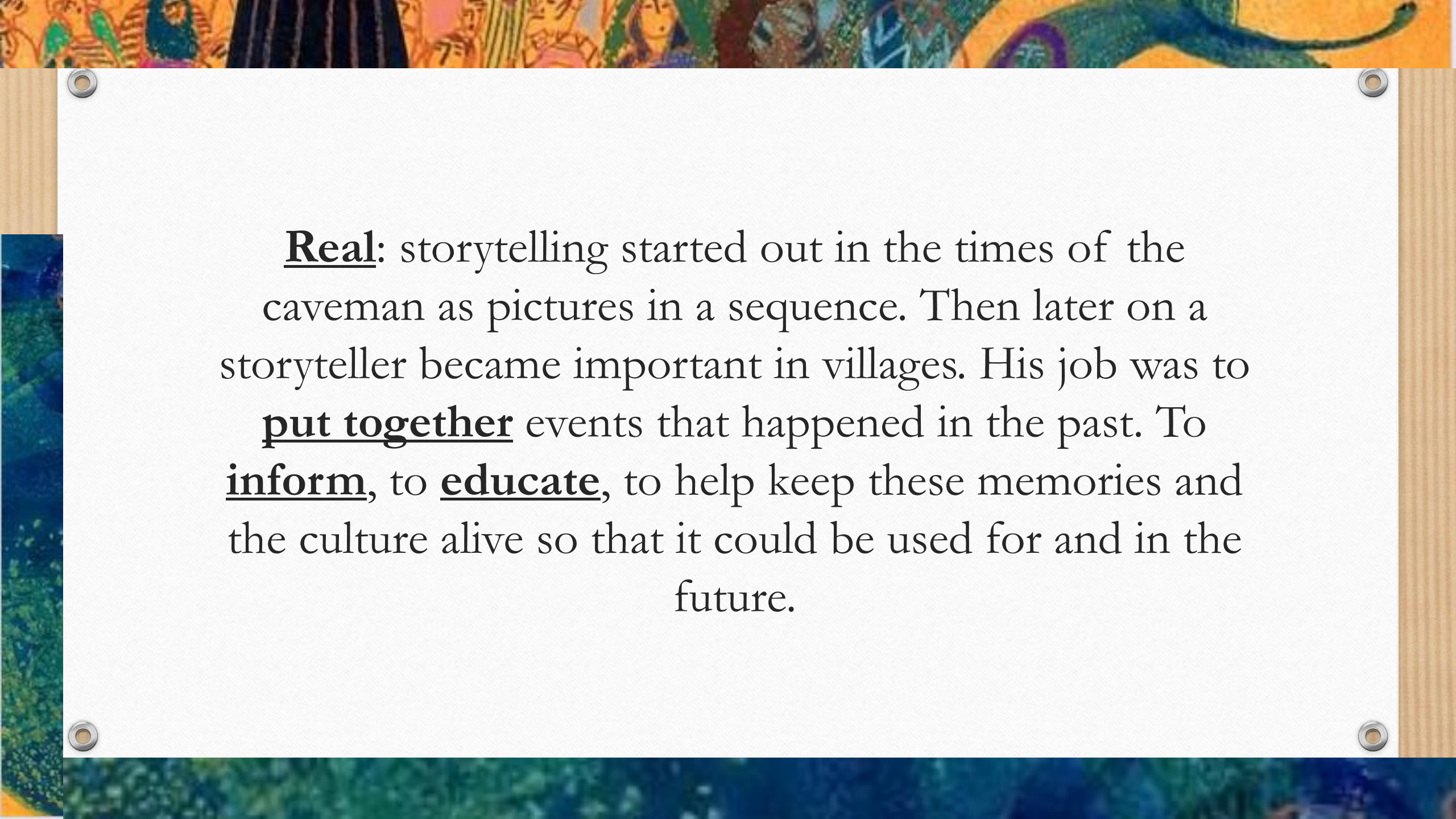
In both cases, the listener participates in the real or imaginary story that is being told.





Participate: sometimes according to age or culture there are moments when there is **verbal interaction** between the storyteller and the audience, for example with phrases repeated / humour. While other cultures may have moments when there is **a dialogue or even a song** between the storyteller and the listener(s)





Real: storytelling started out in the times of the caveman as pictures in a sequence. Then later on a storyteller became important in villages. His job was to **put together** events that happened in the past. To **inform**, to **educate**, to help keep these memories and the culture alive so that it could be used for and in the future.

Imaginary: the main job of the storyteller in this case is to **entertain** the listener(s) to take them into the world he has created and **fire up** their **imagination** a help them **feel emotions**, make them **believe** in the unbelievable..

Therefore, a storyteller was an important person in the old days was powerful and had a lot of responsibility.



But then along came the printing machine and books
were printed then came films and videos. So the
storyteller is no longer as powerful as before.
Storytelling nowadays happens through visual effects
and written DIALOGUE OR NOT.

<https://www.youtube.com/watch?v=yobobniv0sU>

(Motivational video)

https://www.youtube.com/watch?v=Yxz_wkuQb1E


(Lonely Water)

Advertisers use story telling to help sell their products.

<https://www.youtube.com/watch?v=FnWEUVIBeyE>

(Ikea)

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Businesses use storytelling when they have big meetings, conferences. The speaker usually tells a personal story to help illustrate a point they want to make. Or as an introduction to make the audience feel comfortable with the speaker so that the audience **accepts the message** and ideas of the speaker.

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A good story must:

- have a purpose or a memorable message.
- be universal – people need to relate to topics such as love/ hate/ conflict / aspirations/ personal growth / birth and death/
- have structure –a beginning / a positive memorable ending. Something to take away and think about.
- be simple and focused.
- inspire / motivate/ uplift/ inform/ educate/ transmit culture/ values / emotions.



A good story teller:

- involves the audience constantly.
- asks audience questions.
- maintains eye contact.
- speaks slowly and clearly.
- uses gestures and objects in the story effectively.
- creates suspense and surprise.
- brings characters in the story alive.
- uses humour.



<https://www.youtube.com/watch?v=bbz2boNSeL0>

(Danajaya)



What was your favourite story when you were a child?
What is your favourite film at the moment?

Be prepared to answer the question why

