**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.

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 REPETITIONS . OTHER CULTURES MAY HAVE MOMENTS WHEN THERE IS **A DIALOGUE** 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 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**. HELP THEM **FEEL EMOTIONS,** MAKE THEM **BELIEVE** IN THE UNBELIEVABLE.

THEREFORE A STORYTELLER WAS AN IMPORTANT PERSON IN THE OLD DAYS. HE WAS POWERFUL AND HAD A LOT OF RESPONSIBILITY.

BUT THEN ALONG CAME THE **PRINTING MACHINE AND BOOKS**  AND LATER **FILMS** AND **VIDEOS**, SO THE STORYTELLER IS NO LONGER AS POWERFUL AS BEFORE. STORYTELLING NOWADAYS HAPPENS THROUGH **VISUAL EFFECTS** AND **WRITTEN DIALOGUE** . **ADVERTISERS** USE STORYTELLING TO HELP SELL THEIR PRODUCTS.

**BUSINESSES** USE STORYTELLING WHEN THEY HAVE BIG MEETINGS AND CONFERENCES. THE SPEAKER USUALLY TELLS A PERSONAL STORY TO HELP PEOPLE **KEEP FOCUSSED** ON A CERTAIN PART OF THE TALK AND TO PREPARE THEM TO **ACCEPT HIS MESSAGE** AND HIS IDEAS.

**A GOOD STORY** :

\_\_\_\_ MUST HAVE A PURPOSE OR A MEMORABLE MESSAGE.

\_\_\_\_ MUST BE UNIVERSAL ­– PEOPLE NEED TO RELATE TO TOPICS SUCH AS LOVE/ HATE/ CONFLICT / ASPIRATIONS/ PERSONAL GROWTH / BIRTH AND DEATH/

\_\_\_\_\_ MUST HAVE STRUCTURE –A BEGINNING / A POSTIVE MEMORABLE ENDING. SOMETHING TO TAKE AWAY AND THINK ABOUT.

\_\_\_\_\_ MUST BE SIMPLE AND DIRECT.

\_\_\_\_ MUST INSPIRE / MOTIVATE/ UPLIFT/ INFORM/ EDUCATE.

TRANSMIT CULTURE/ VALUES / EMOTIONS.

**A GOOD STORYTELLER**

\_\_\_\_\_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.

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

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