



Module 1: Introduction to Storytelling

UNIT 2

THE POWER OF STORYTELLING: WHY WE TELL STORIES?

Timing: 90 minutes

Learning objectives

At the end of this unit:

- Participants will understand the power of telling a story;
- Participants will be able to recognize the power of storytelling in different fields;
- Participant will familiarize with basic steps of storytelling.

Learning content

List all topics covered in the unit:

- Meeting with a storyteller;
- The modern use of storytelling: as a brand, in social networks and as pedagogical tool.

Inputs and learning activities

List all activities in the logical sequence they should be followed*

- Meeting with a storyteller;
- The modern use of storytelling: listening/ watching and analyzing different ways of storytelling.

*Each module should start with overview ppt giving the big picture of the content, so the first learning activity will be the ppt itself.



Inputs

There are many reasons we tell stories. We tell stories to entertain our friends. We might tell a friend about something we saw that was funny. We also tell stories to explain who we are. We might tell a friend a story about our past. We might also tell a story to show how we are feeling. If something happened to make us feel sad or happy, we might tell that story. Then our friends understand why we are feeling sad or happy.

Storytelling is probably one of the most powerful influencing tools ever created for reaching out people. Its power comes from its ability to communicate meaning beyond the actual words we say and allows the listener to engage in the communication process—without saying a word.

The power of a story comes from its ability to connect with people on an emotional level.

For instance, storytelling in education is used among other to create awareness, foster understanding, invite for reflection and discussion, spark curiosity, establish identity and rituals. In other words, it is a lot about values, feelings, beliefs and concepts. But literally any subject or learning objective can be conveyed, or at least supported by storytelling.

Learning activity A

Title	<i>Meeting with a storyteller</i>
Type	<i>Self-learning activity: reflection and discussion. The facilitator is still supposed to be present and introduce the activity/meeting with the storyteller. S.He will then be able to facilitate the exchange and discussion between the participants and the guest.</i>
Goal	<i>Participants will understand the power of telling a story. To awake in the participants the desire and beauty of storytelling.</i>
Description	<i>The activity proposes the meeting of the participants with a real storyteller who will be able to testify in a direct way of the power and beauty of storytelling. It is proposed to the storyteller to tell the group the story of Sherazade and Shahriyar, which serves as a prologue to one of the most famous collections of short stories and folks of the Middle Eastern, "One thousand and one nights" ("Arabian nights").</i>

	<p>Participants are invited to discuss and reflect on the power of storytelling with the storyteller himself in person, while asking him questions about the reasons for his being a storyteller. Questions that could be asked to the storyteller (in case participants need input questions):</p> <ol style="list-style-type: none"> 1. What do you think the power of storytelling is? 2. Why are you telling stories? 3. Which are the benefits of being a storyteller? 4. What are the reactions you observe on your listeners? 5. What needs to be done to attract public attention? <p>...</p> <p>The trainer can invite participants to share their opinions.</p>
Additional information for trainers, if used for face to face session	<p>It might be interesting and useful to note the key elements of the discussion between the storyteller and the participants.</p> <p>The storyteller might stay for the whole duration of the unit too. That is why we advise to work and prepare this unit beforehand with the storyteller who will be invited.</p> <p>In case the trainer is unable to contact a local storyteller, the following video can be used:</p> <p>Why Stories Captivate Tomas Pueyo TEDxHumboldtBay https://www.youtube.com/watch?v=VUT6GQveD0E</p> <p>Questions that could then facilitate a post-video discussion could be as follows:</p> <ol style="list-style-type: none"> 1. What is the purpose of storytelling? 2. Which are the benefits of being a storyteller? 3. Which are the benefits of listening to a story? <p>...</p>
Material	<p>Computer Screen Internet connection</p>
Timing	<p>45 minutes</p>
Comment	<p>Sherazade story is a concrete example of the power of storytelling: the Princess manages to save her own life by telling stories to the dangerous and bloody monarch Shahrigar for almost three years, for a thousand and one nights. Stories save, cure. Imagination fills and heals.</p>

We love listening to stories because they teach us how other people solved problems.

We can actually see that in the brain. When somebody is telling a story, the brain activities of the storyteller and the audience are the same. Put in another way, it's like the storyteller is telepathically communicating what happens in his brain to the audience.

And why do we love telling stories?

Telling stories, we invent reality, which will then take shape later and as a result of our ideas. Other ways, it is enough to name things, tell them, give names, pronounce them out loud for them to come to life.

Possibility to go deeper into the webpage: Why do we tell stories?

<https://www.quora.com/Why-do-we-tell-stories/>

Inputs

With the increase of social and cultural expression, particularly through art, music and media, new forms of storytelling have emerged. Recites of known legends, myths, popular stories and poetry became more than a tool of wise ancient men and women, it became a language spoken by all who felt they had something to tell and needed a form, a structure or a method.

Stories are a consistent part of life, and always have been, but perhaps nowadays in a different way; involving several other areas and aspects of life than were conceived impossible in ancient times.

Today, human voice is waiting to be heard and shared through different mediums, whether that comes in the form of the written word, photography, art or video.

The idea that everyone has a story to tell to enlighten and to inspire the others has grown rapidly by the immense burst of social networks, platforms and channels, such like Facebook, Instagram or YouTube.

Furthermore: in modern society, stories have worked their way into the business world as most powerful and important communication tool for companies to share their core values or their brand and the stories behind the product or service they are providing.

Learning activity B

Title	<i>The modern use of storytelling</i>
Type	<i>Self-learning activity: reflection and discussion, group work. The facilitator is still supposed to be present and introduce the activity. S.He will then be able to facilitate the exchange and discussion among the participants.</i>
Goal	

	Participants will be able to recognize the power of storytelling in different fields
Description	<p>The activity aims to introduce participants to different situations and contexts in which storytelling is used as a method of communication (different audiences and with different objectives).</p> <p>The facilitator presents 3 examples of stories:</p> <ul style="list-style-type: none"> • Example (1): Storytelling as the promotion of a label, a brand, a product > spot Food is Culture - European Year of Cultural Heritage https://www.youtube.com/watch?v=Mr47o1jW_7k • Example (2): Storytelling in social networks, for audiences to remember something > tweet with multiple photos https://urlz.fr/9lbn > facebook photos album (see Create a Facebook photo album) https://buffer.com/resources/social-media-storytelling • Example (3): Storytelling as non-formal method in education > the facilitator can choose from the following two stories: "The story of an ant" "The very ugly bug" <p>from the "Storytelling CookBook" (2016) that presents stories collected from books or created by participants of storytelling trainings. The facilitator is not supposed to tell the story: it will be provided to the participants in paper form, so it will be up to them to read and analyze it.</p> <p>After presentation of each story, facilitator divides participants into 3 groups.</p> <p>Each group is expected to analyze the 3 different stories according to the following criteria:</p> <ol style="list-style-type: none"> 1. Who is the target audience? 2. What is the message that is communicated through the history? 3. What is the objective of the story? <p>Each group reflects which story is the most powerful and why.</p> <p>The facilitator invites the participants to share their opinions – positive and negative aspects of telling a story with different assets.</p>

<p>Additional information for trainers, if used for face to face session</p>	<p>For the second example, it might be interesting for the facilitator to see the following page: 20 Creative Ways to Use Social Media for Storytelling.</p> <p>For the third example, storytelling as a non-formal education method, the choice is between two stories that communicate messages of resilience, as well as self-esteem, willingness to go through hardships, which could be beneficial to the current target group.</p>
<p>Material</p>	<p>Computer Screen Internet connection A4 papers Markers Tweet with multiple photos 3 hard copies of the Example (3)</p> <p>Sources:</p> <p>Storytelling cookbook (2016) https://learningforchange.net/knowledge-base/storytelling-cookbook-a-practical-guide-for-teachers-youth-workers-and-educators-on-how-to-use-storytelling-to-enhance-creativity-and-learning/</p> <p>Digital Storytelling – Guidebook for educators https://docs.wixstatic.com/ugd/1eda8b_37267445e22243808dc60e5b0734ab2b.pdf</p>
<p>Timing</p>	<p>45 minutes</p>
<p>Comment</p>	<p>Storytelling as a brand In modern society, stories have worked their way into the business world as most powerful and important communication tool for companies to share their core values or their brand and the stories behind the product or service they are providing. By telling a story, a company can more subtly communicate the intended message to the listeners without appearing too aggressive. Today, consumers make their decisions about companies and products based on the emotional value companies represent. There may be several reasons why storytelling has become a popular and prevalent communication tool. Consumers need additional value to be convinced that one particular product will meet their needs and persuade them to choose one particular product over another. This is where storytelling can make a difference.</p> <p>Storytelling in social networks</p>

The idea that everyone has a story to tell to enlighten and to inspire the others has grown rapidly by the immense burst of social networks, platforms and channels, such like Facebook, Instagram, Twitter or YouTube. Today, human voice is waiting to be heard and shared through different mediums, whether that comes in the form of the written word, photography, art or video.

Back home after a long day of work, we tell stories, which always have a beginning, a hero (which usually coincides with our person), a mission, an enemy, a reward and a conclusion.

Creating a Facebook photo album, going live on Facebook, creating a narrative with your Instagram caption, attaching multiple photos to a tweet, creating a GIF to share on Twitter, creating a YouTube channel or playlist: why do people share content?

To bring interesting values and content to other people;

to make ourselves known to others;

to create and grow relationships;

to make our community interested in the brands and causes that affect us the most. We find ourselves doing these actions when the story told to us arouses in us key feelings, positive (inspiration, fun, emotion, pride) or negative (worry, fear, disgust, horror). If we read a story that moves us in these directions, we are likely to make it our own and tell it in turn.

Storytelling as educational tool

Over the years, the storytelling had increased its importance and, apart from its cultural and social role, it has become one of the most powerful educational and pedagogical tools. It is widely used in youth work as a therapeutic self-expressing and self-evaluating method.

The method of storytelling could be applied in a wide range of youth work situations and settings related to group and individual work with young people.

This unique way of communication allows all kinds of messages to be delivered to the listener, fulfilling its purpose of, (when structured and well-delivered), provoking awareness (self and group), providing insight, and problem analysis, enabling concept deconstruction, and many other teaching and educating skills and competences, therefore it can be used in different educational and behavioural contexts like working on functional literacy, conflict management, creative writing, emotional intelligence, communication and social inclusion.