

Session on Storytelling and Digital Communication

Cali, 1st July 2022



Co-funded by the
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What's your story?



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What's your story?

A small-town girl who was introverted innocent and lived a good childhood.who grew up to help people & wanted to make a change in the world seeing injustice & Suffering in the world, therefore took Social work & research, changing little things.

Soy una mujer negra de 31 años, nacida en el puerto de Buenaventura. Me gusta leer novelas y ver películas de comedia romántica. Me encanta visitar el mar, comer camarones, y tomar cerveza con mis amigos. Tengo un perro de 1 año que se llama Camus.

when I discovered that IT could be powerful also for social inclusion, I had no doubts in saying that I love my job.Never without a book, music and a suitcase

soy defensora de derechos humanos

Soy una joven mujer que nació por equivocación ¿Cómo no va a funcionar la ligadura de trompas?. Fui un milagro, así me iban a llamar.Soy la hija menor entre 7 hermanos y hermanas.

Soy una chica de un pueblo en Bolívar. Tranquila, estudiosa y responsable. 🍷

A lithuanian, 27 years old, an engineer, passionate traveller and a to-do person. Always having the need to communicate and expand my knowledge.

Soy fundraiser (y no trabajo de..) y formadora, apasionada de España y Latino América ❤️ Ahora mismo estoy triste pq no me quiero volver...

I think there is an Issue In nowadays and challenge at the same time for woman to manage all spheres of her life and balance among the family, herself and professional life. In disadvantaged countries the challenges for woman are different.

storytelling

noun [U] UK /'stɔːrɪ,tel.ɪŋ/ US /'stɔːrɪ,tel.ɪŋ/

the activity of writing, telling, or reading stories (Cambridge dictionary)

→ **social and cultural activity** of sharing stories and every culture has its own narratives!

3 crucial elements:

plot > sequence of events where each affects the next one through the principle of cause-and-effect;

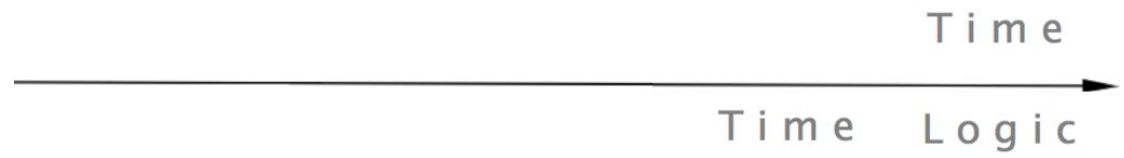
character(s) > is a person in the narrative that can be entirely fictional or based on a real-life person;

and **narrative point of view** (role of the narrator)

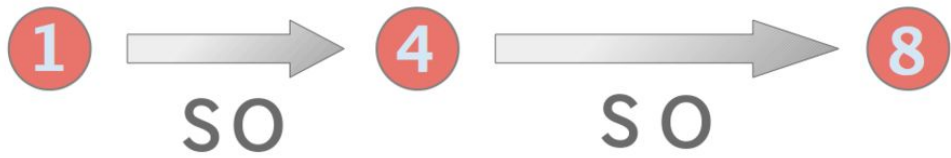




S T O R Y



P L O T



Point of View: Who Is Telling the Story?

First Person

The main character is telling the story.

*Keywords: I, me, we, my, our, ours.

Second Person

The author or narrator is telling the story to YOU, the reader.

*Keywords: You, your, yours.

Third Person

The author or narrator is telling the story, but is NOT part of it. Can be omniscient or limited view.

*Keywords: He, she, it, they, them.

STORY ARC

NARRATIVE ARC



This story arc including following 7 elements:

1. **Setup**: An introduction to story i.e. primary characters and setting mood;
2. **Inciting incident**: Present *conflict* that is the main goal to achieve or overcome;
3. **Rising action**: Actions leading towards the climax;
4. **Climax**: A truing point for plot goals and main character;
5. **Success or failure**: Action of climax;
6. **Falling action**: Discovering plot points, questions being answered, character development;
7. **Resolution**: End of story that can leave readers/ viewers with satisfaction or questions.

<https://www.youtube.com/watch?v=RBQ-loHfimQ>

Traditional Content Types



Book/Booklet



Sticker



TV Shows



Brochure



Roll-Up & Spider



Radio



Poster



Policy document



Outdoor
Advertisement



Banner



News



Flyer

Dijital Content



Whitepaper, E-book



Mobile Apps



**Online Games,
Widgetlar**



E-mail



**Video, Animation,
Vlog**



Podcast



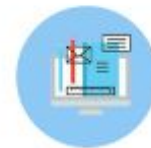
E-learning



**Web Site, Blog,
Vblog**



Photo & Graphics



**Webinar/Webcast,
Screencast**



**Social media
contents**



Wikis

Kinds of Digital Storytelling



Digital storytelling comes in many forms.

- 1 Personal Storytelling:** Sharing your own experiences and learning.
- 2 Campaign Storytelling:** Sharing the stories behind an issue campaign and why it matters to you.
- 3 Digital Reporting:** Documenting a specific action or event using digital tools and communicating to an online audience.
- 4 Community Storytelling:** Helping to share a collective story of a group of people.



Any questions?