

Lolli's World Ep 9

Lolli's World Ep 9.1(Canvas)



Storytelling

Storytelling is the process of using episodes and narrative to communicate some core message to your audience. It is sometimes described as an "art", it requires creativity, vision, skill, and practice. Storytelling isn't something you can acquire technically after one course. It's a trial-and-error process of mastery. Therefore it requires practice.

Narration is the best way to send a memorable message. **Through storytelling you can:**

- Inspire actions
- Capture attention
- Motivates
- Persuades

The key elements of a story are:

- **Character:** every story features at least one character, and this character will be the key to bridge the message and the audience. If your audience can put themselves in your character's shoes, they'll be more likely understand and remember your message.
- **Objective:** a story needs a goal to achieve of a desired outcome to motivate the protagonist. It must be very clear and well described.
- **Conflict:** the character has to overcome a challenge during the story. Conflict in the story elicits emotions and connects the audience with the characters. If there's no conflict in your story, there is no point in telling that story.
- **Action:** action is the core of the story, it is how the character manages to overcome the obstacles.
- **Resolution:** every good story have a take-home-message. Your story's resolution should wrap up the story, set a new status quo after the goal has been achieved, and leave the audience with a call-to-action.

The following videos give some insights and useful tips for designing an effective story.

Video 1 [🔗\(https://www.youtube.com/watch?v=P2CVIGuRg4E\)](https://www.youtube.com/watch?v=P2CVIGuRg4E)

Video 2:

3 Principles To Master Storytelling



Useful resources: [TEDX Speaker Guide](#) 

(https://storage.ted.com/tedx/manuals/tedx_speaker_guide.pdf).

Activity for students: Story Analysis

Students watch the following video and then identify the key elements of the story:

- Character
- Objective
- Conflict
- Action
- Resolution



Students individually think about and prepare a brief description of each element of that story.

Next, in pairs or small groups they discuss the following questions:

- *Who is the target of the commercial?*
- *Which emotions do they want to elicit?*
- *Which is the message they want to send?*

Identify an effective story

Individually, students identify a story they consider effective in transmitting a message. It can be whatever kind of story, a commercial, a movie, a novel, a fable, a speech or any kind of story.

They share the story in the classroom or before the lesson (others students check these stories before they come to the classroom).

In the classroom, students work in small groups. Each group gets a few examples chosen by students. They identify the key elements of the stories and discuss why they think it an effective example of storytelling.

Creation of a storyboard

How to script your story?

The starting point for most of the effective stories is the conflict (with an obstacle, with other people, with herself or even with God or Nature itself). Be descriptive to paint the initial situation and the characters and to set up the turning point of the story by establishing the norm. You need to describe the difficulties to climb, the opponents, the reaction of the subject and the result of the effort made.

1. Students work in pairs or groups and they **identify the target of the story they want to tell to promote their business/project idea.**

Then they imagine which feelings they want to elicit and what is the core message.

2. They prepare the script of the story following the principles shown in this module. They can do that in the classroom or at home before the next lesson.

3. They present their story in front of other students in the classroom or they can create the video in advance.

With their permission, the video can be uploaded on YouTube (link will be added to the compendium created in the scope of the project).

Lolli's World Ep 9 Conclusion

Lolli's World Ep 9.2 (Canvas)

