

Introduction to Storytelling

Lesson #1

Objectives of the lesson:

- **Recognize the difference between a *Story* and a *Fact***
- **Understand why stories are Sense-Making devices**
- **Understand the 4 key elements of a story**
- **Define the Freytag's pyramid of Storytelling**

Reference: J. Gottschall, *The Storytelling Animal*, 2014

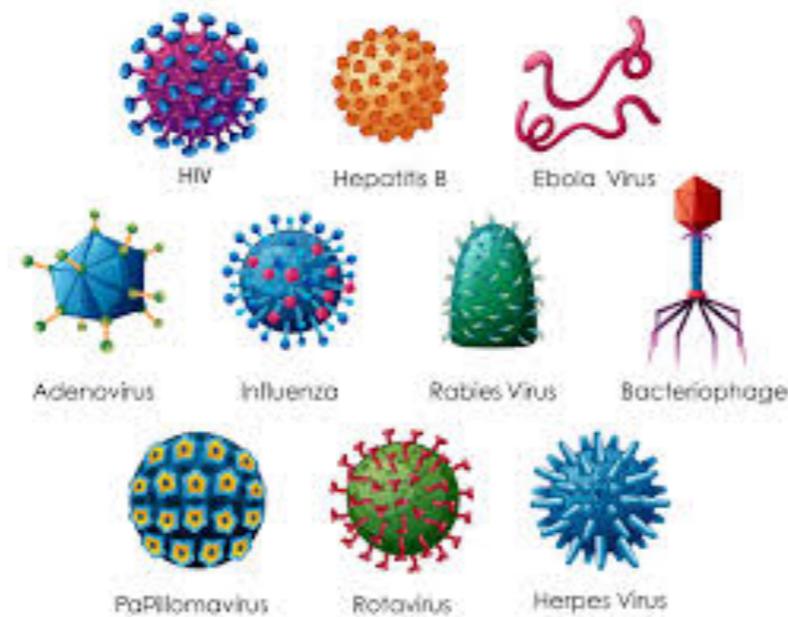
Is this a story?



<https://www.youtube.com/watch?v=TPKgC8KPBMg>
(Budweiser, Lost Dog, spot, 2015)

**Every Story
is the Resolution
of a Conflict**

Is this a story?



Different viruses

**Every Story
is the product
of a Narrative Logic**

Is this a story?

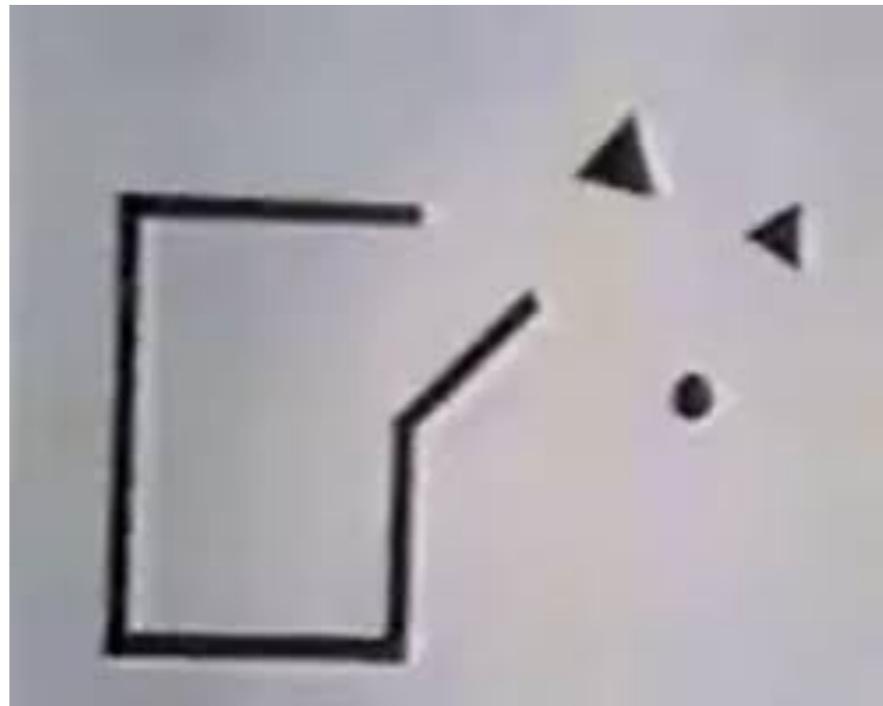


***You have been in Afghanistan, I perceive.
(A.C.Doyle, A Study in Scarlet, 1887)***

We need Stories to make sense of reality

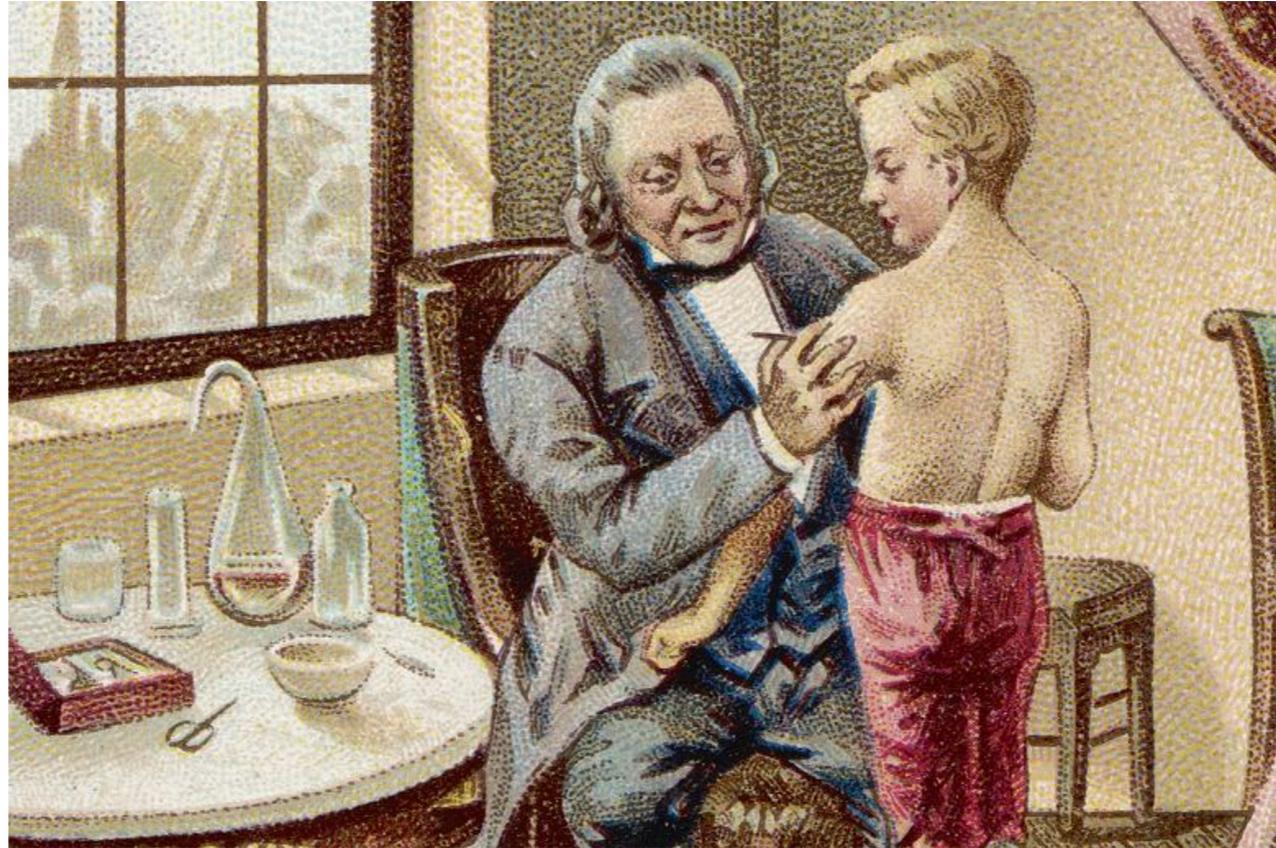
**“Story is for a human as water is for a fish -
all-all-encompassing and not quite palpable”
J. Gottschall**

Stories as Sense-Making devices



<https://youtu.be/VTNmLt7QX8E>
(Heider-Simmel Experiment, 1944)

Is this a story?



Edward Jenner and the first vaccine (1796)

Stories are made of 4 key elements:

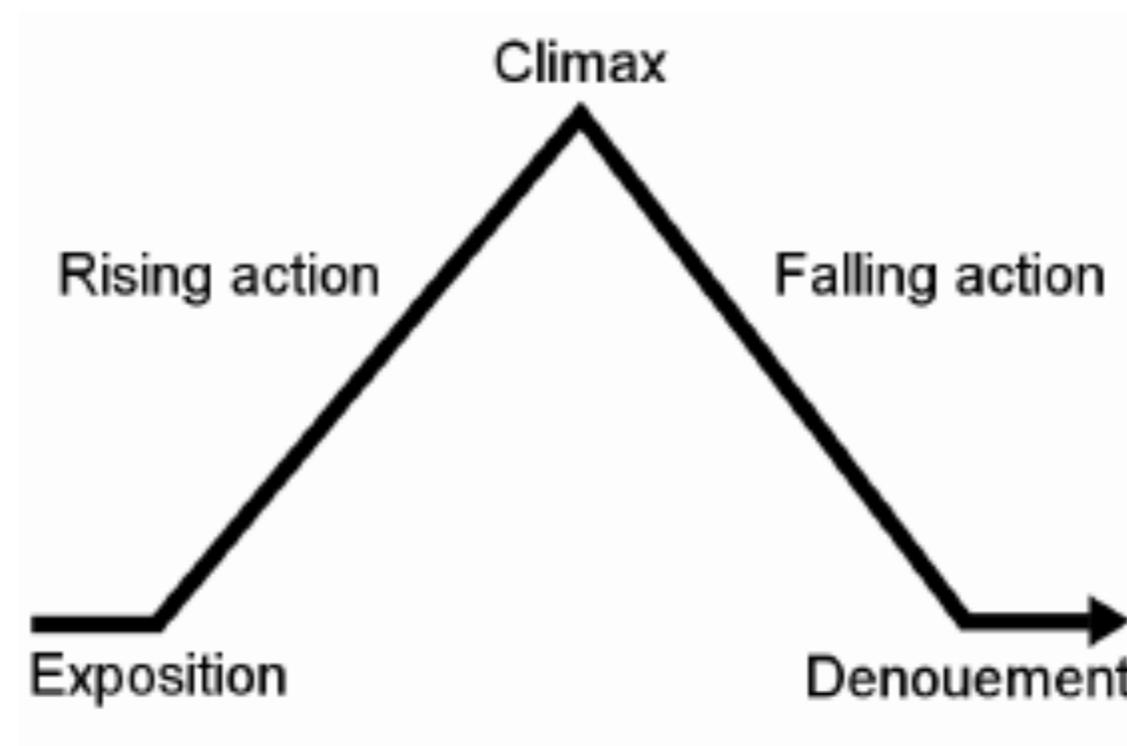
Conflict

Characters

Plot

Message

Plot structure: the Freytag's Pyramid



G. Freytag, *Technique of the Drama*, 1896

Message: what is the message/ moral of this story?



https://youtu.be/_m3PIkZW6o8
(Huawei, In your hands, spot, 2018)

Q&A lesson #1:

- **What is the main difference between a *Story* and a *Fact*?** A Fact doesn't include a conflict. A story needs a conflict and the resolution to that conflict.
- **What's the meaning of: stories are Sense-Making devices?** We need a narrative logic to make sense of reality, otherwise it would be too chaotic. Humans are brain-wired for stories as it helps put different randomic inputs into a narrative with a logic. We keep on constructing stories, even when we dream!
- **List the 4 key elements of a story:**
 - Conflict (to be resolved);
 - Characters (to act in the play of the story and to work as *agencies*);
 - Plot (structures as a pyramid as in Freytag's explanation);
 - Message (the Moral of the story, the Meaning that the story conveys)
- **List the 5 phases of the Freytag's pyramid of Storytelling:**
 - Exposition: the setting. Here characters are presented
 - Rising Actions: the inciting incident brings to the rise of conflicts
 - Climax: the highest degree of conflict
 - Falling Actions: the hero goes back to the beginning of the journey
 - Denouement: the resolution of the story