

THE STORYTELLING ANIMAL

ALESSIO SARTORE, PHD

REF: THE STORYTELLING ANIMAL, J. GOTTSCHELL, 2012

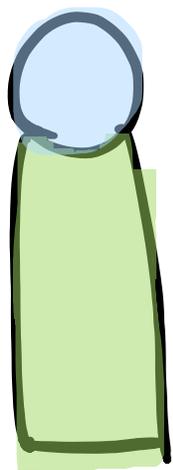
HUMANS
ARE
STORYTELLING
ANIMALS

STORIES ARE
THE CURRENCY
OF LIFE



« WE ARE A CONFEDERATION OF RELATIVELY
INDEPENDENT AGENTS, EACH STRUGGLING
TO BE PART OF OUR NARRATIVE THAT IS OUR STORY »

M. GAZZANIGA, 2016



« HUMANS ARE STORYTELLING ANIMALS
WHO WANT TO LEAVE BEHIND NOT A CHAOTIC WAKE,
NOT AN EMPTY SPACE,
BUT THE COMFORTING TRAIL SIGNS OF STORIES:
AS LONG AS THERE'S A STORY, IT'S ALL RIGHT. »

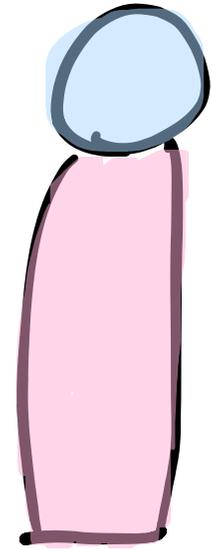
GRAHAM SWIFT
'WATERLAND', 1983

BUT IT IS NECESSARY TO STANDARDIZE OUR INTERPRETATIONS.

IN ADDITION TO OUR PERSONAL NARRATIVE, WE PRODUCE COLLECTIVE FICCTIONS THAT ARE A UNIQUELY HUMAN CAPACITY.

"WE CONTROL THE WORLD BASICALLY BECAUSE WE ARE THE ONLY ANIMALS THAT CAN COOPERATE FLEXIBLY IN VERY LARGE NUMBERS"

COOPERATION IS BASED ON FICCTIONS LIKE 'NATION', 'MONEY', 'HUMAN RIGHTS'



YUVAL HARARI, 2014
'SAPIENS'

STORIES ARE POWER TOOLS, THE (MOST HUMAN)
TECHNOLOGY THAT "ENABLES US TO CONTROL
OUR NICHE ON EARTH.

IT IS THE INVENTIVE INTERPRETIVE MIND
FIRST APPLYING ITSELF TO OUR PERSONAL LIFE
AND THEN TO OUR SOCIAL EXISTANCE
THAT IS OUR CORE SKILL"



GAZZANIGA
2016

THERE ARE 10 WAYS STORIES SATURATE OUR LIVES (GOTSCHALL, 2014)

NEVERLAND

DREAMS

FANTASIES

RELIGION

SONGS

VIDEOGAMES

TV COMMERCIALS

CONSPIRACY THEORIES

NON-FICTION

LIFE STORIES

1. NEVERLAND

CHILDREN PLAY AT STORY BY INSTINCT,
THEY DON'T NEED TO BE TUTORED.

2. DREAMS

AN INNATE FORM OF STORYTELLING,
'INTENSE SENSORIMOTOR HALLUCINATIONS
WITH A NARRATIVE STRUCTURE'

3. FANTASIES

DAYDREAMING IS THE WAKING MIND'S DEFAULT STATE.
WE SPEND UP TO 8 HOURS A DAY FANTASIZING,
1/3 OF OUR LIVES.

4. RELIGIONS

THEY ARE ANTHOLOGIES OF STORIES.
RELIGION IS THE ULTIMATE EXPRESSION OF
STORY'S DOMINION OVER OUR MIND

5. SONGS

WE LISTEN TO ABOUT 5 HOURS OF MUSIC PER DAY.
OFTEN SONGS TELL THE STORY OF A PERSON
STRUGGLING TO GET WHAT HE/SHE WANTS.

6. VIDEOGAMES

IMMERSIVE FORM OF STORYTELLING WHERE YOU
OFTEN CO-CREATE THE STORY

7. TV COMMERCIALS

TV CONTENT IS MADE OF STORIES AND BREAKS (COMMERCIALS)
WITH MORE SHORT-STORIES

8. CONSPIRACY THEORIES

FICTION STORIES THAT SOME (A LOT OF) PEOPLE BELIEVE IN.
(VIVIDLY CREATIVE, GREAT PLOTS)

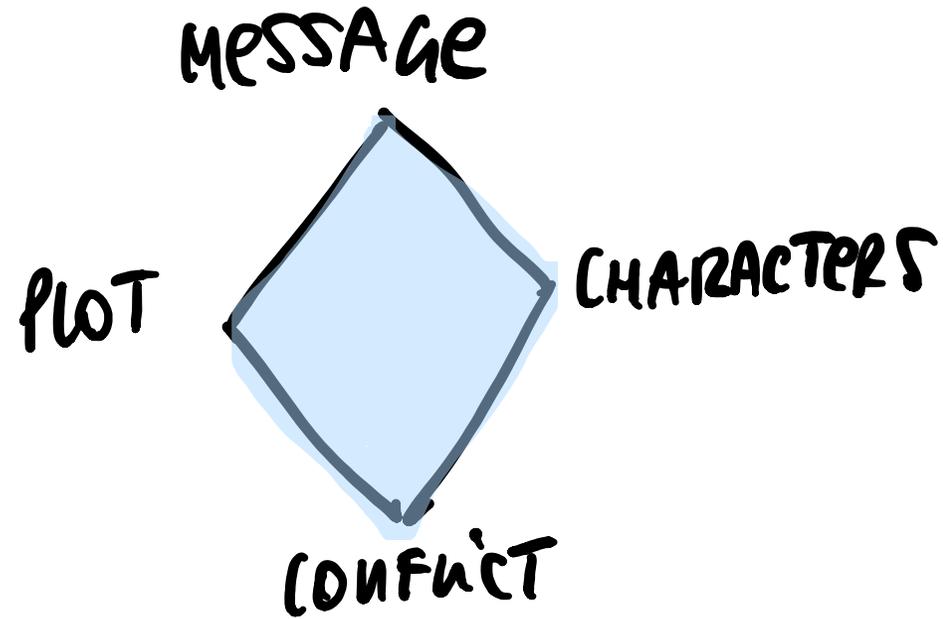
9. NON-FICTION

SINCE '60S: NEW JOURNALISM: FICTION TECHNIQUES
IN NON-FICTION WORKS

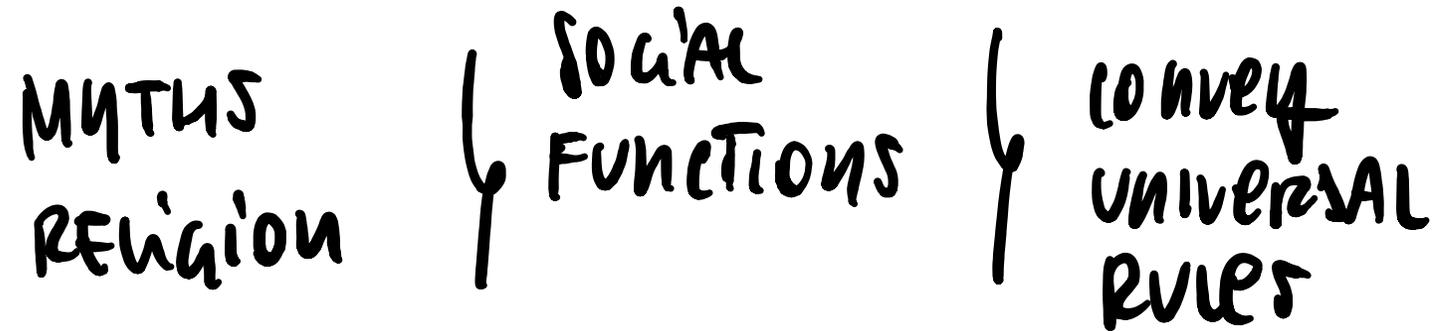
10. LIFE STORIES

A PERSONAL MYTH, OUR IDENTITY, CONSTANTLY DISTORTED
BY OUR HOPES AND DREAMS. ALWAYS CHANGING, EVOLVING.

4 BASIC ELEMENTS OF A STORY

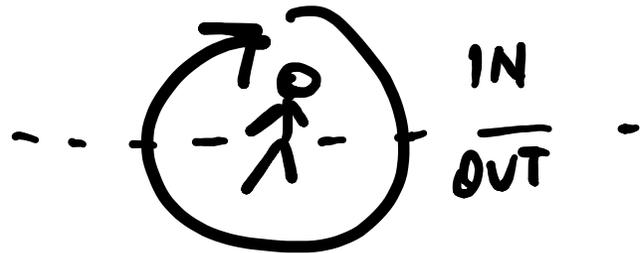


MESSAGE = MORAL = SENSE MAKING



= STRATEGIC ELEMENT OF THE STORY

CHARACTERS = HEROES COMPLETE A JOURNEY



CONFLICT : OUR BRAIN IS WIRED TO ALWAYS TRY TO SOLVE PROBLEMS

: WITHOUT A CONFLICT THERE IS NO STORY

: THE MECHANISM THAT MAKES THE STORY WORK

PLOTS : BME = BEGINNING, MIDDLE, END

