

# STORY-TELLING

*What is it?*



# What is storytelling?

STORY

CORPORATE STORY

STORYMAKING

...using **STORIES** in a targeted, deliberate and skilful way to make important content easier to understand, to support the audience's learning and thinking, to spread ideas, to encourage intellectual participation and thus add a new quality to communication.

**STORYTELLING**

# What do I need to bring with me?

- **Research skills**
- **Creative writing** (dramaturgy, screenplay, description contrasts, red threads, text person)
- **Communication skills** contact/connection with protagonists
- **Visual/technical skills** (images, video, image composition, editing)

## Examples for storytelling with pageflow

- **Danube Women**

[https://breitseite1819.pageflow.io/danubewomenstories\\_en#329613](https://breitseite1819.pageflow.io/danubewomenstories_en#329613)

- **Youth Camp 2024 Bulgaria/Romania**

<https://breitseite1819.pageflow.io/danube-confluence>

- **<https://www.pageflow.io/en>**

### **Further examples:**

<https://demokratiegeschichte.pageflow.io/meilensteine-der-demokratie-geschichte#311857>

<https://reportage.wdr.de/onkel-willi#8644>

<https://reportage.wdr.de/tschernobyl#18241>

# Generate **ATTENTION** with Storytelling

- **Stories** are entertaining
- **Stories** are playful learning and playful concentration
- **Stories** arouse emotions
- **Stories** target our subconscious and anchor information there
- We can remember **stories** better than pure facts
- **We think in stories!**

# WHY Storytelling?

- **Information overload**
- Instead of taking in more knowledge and information, **we have to filter and block out more and more** in order to be able to concentrate.
- It is becoming increasingly difficult to grab the **audience's attention** and to reach them

# 5 building blocks of storytelling



**1. every story  
needs a good  
reason to be  
told.**



**2. every story  
has a hero  
who follows the  
call of destiny.**



**3. every story  
contains an arc  
of suspense.**



**4. every story  
is emotionally  
moving.**



**5. good stories  
are shared!**

# The 7 elements of digital storytelling

- **Point of view:** What is the main point of the story?  
What is the author's perspective?
- **A dramatic question:** a key question that captures the audience's attention and is answered at the end of the story.
- **Emotional content:** serious topics that come to life in a personal and powerful way.
- **The gift of your voice** is a way to personalise the story.  
It helps the audience understand the context.



- **The power of the soundtrack:** music or other sounds that support and embellish the story.
- **Economy:** Just enough content to tell the story without overwhelming the audience.
- **Speed:** The rhythm of the story and how quickly it progresses.

## **RESOLUTION**

Every story should end with a **positive feeling**: a new realisation, a product that can solve problems and needs, a change for the better, etc.

## **How do do an interview:**

- **Research the facts (person, position,facts & figures)**
- **Prepare a questionnaire (structure the topics, reflect yourself, ask open questions)**
- **less yes/no-questions,**
- **take pictures, audio and video, also details of the surrounding**
- **prepare your technical equipment , microphone for the sound**

## How do do a reportage:

- **Vivid and lively reporting:**  
A reportage not only provides factual information, the audience gets the feeling of being right there.
- **The reporter reports from first-hand experience, often on location**
- **The report is written in the present tense**
- **Informative and entertaining**
- **A report usually begins with an exciting introduction (e.g. a scene or a quote)**

# Your work

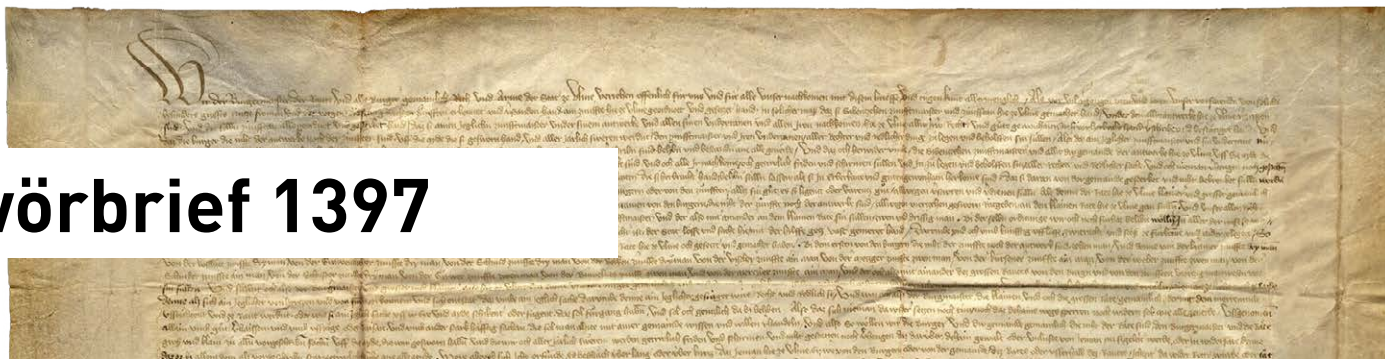
**Teams of 2 or more people**

**One team = a topic related to the people being interviewed.**  
e.g. Major of Ulm /Schwörmontag/ tradition of the city and democracy/  
Schwörbrief 1397 / the oldest city constitution in germany

**Text (reportage) + interview, audio/video elements**

**We will summarise all the stories in a multimedia  
storytelling project dedicated to the topic of democracy  
and the development of democracy.**

# Schwörbrief 1397







DEVELOP  
YOUR  
STORY!