

Storytelling: The Art of Altering the Discourse

Maureen Charles & Ana Krista Johnson, Presenters
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Resources

Videos

Pixar in a Box: The Art of Storytelling. Free Khan Academy video education series with multiple lessons and activities.

<https://www.khanacademy.org/partner-content/pixar/storytelling>

The Magical Science of Storytelling. TEDxStockholm Talk by David JP Philips.

<https://www.youtube.com/watch?v=Nj-hdQMa3uA>

**Note: You can access multiple TED Talks on storytelling as a topic, and the best TED Talks on any subject are all great examples of storytelling.

Books

Abel, Jessica. ***Out on the Wire: The Storytelling Secrets of the New Masters of Radio.*** Broadway Books. 2015.

Ciampa, Rob; Moore, Theresa; et. al. ***YouTube Channels For Dummies.*** For Dummies. 2nd edition to be released June 23, 2020.

Cron, Lisa. ***Wired for Story: The Writer's Guide to Using Brain Science to Hook Readers from the Very First Sentence.*** Ten Speed Press. 2012.

Hall, Kindra. ***Stories that Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business.*** Harper Collins. 2019

Lambert, Joe. ***Seven Stages: Story and the Human Experience.*** Digital Diner Press. 2013. [Joe Lambert is Executive Director of StoryCenter.org.]

Lambert, Joe, and Hessler, Brooke. ***Digital Storytelling: Story Work for Urgent Times.*** Sixth Edition. 2020. Available at storycenter.org > publications.

Lopate, Phillip. ***The Art of the Personal Essay.*** Anchor Books. 1995.

Munroe, Roberta Marie. ***How Not to Make a Short Film: Secrets from a Sundance Programmer.*** Hachette Books. 2009.

Stockman, Steve. ***How to Shoot Video That Doesn't Suck: Advice to Make Any Amateur Look Like a Pro.*** Workman Publishing. 2011.

Tacchi, Jo, and Tufte, Thomas*. Eds. ***Communicating for Change: Concepts to Think With*** (Palgrave Studies in Communication for Social Change). 1st ed. To be released July 3, 2020.

Truby, John. ***The Anatomy of Story: 22 Steps to Becoming a Master Storyteller.*** Farrar, Straus and Giroux. 2008. A classic guide to screenwriting, its distinctions will impact your writing/storytelling whether in print or on screen. [YouTube also has quite a few interviews with John Truby.]

Tufte, Thomas. ***Communication and Social Change: A Citizen Perspective.*** Polity. 2017. Thomas Tufte, PhD, is Institute Director for the Institute for Media and Creative Industries at Loughborough University Scotland and a leading scholar in the field of communication for social change.

VanDeCarr, Paul. ***Storytelling and Social Change: A Guide for Activists, Organizations, and Social Entrepreneurs.*** Second edition. Working Narratives. 2015. This is a **FREE BOOK** under Creative Commons License available at: <https://workingnarratives.org/download-guide/>

Blogs/Articles

15 Storytelling Techniques for Amazing Brand Story. <https://writtent.com/blog/15-storytelling-techniques-writing-better-brand-story/>

18 Tips for Telling a Story Through an Artwork. “Much of the best illustration work tells stories to engage viewers and convey their meaning. Here leading illustrators reveal their favorite narrative techniques.”
www.digitalartsonline.co.uk/features/illustration/18-tips-for-telling-story-through-artwork/

Changing Our Narrative about Narrative by Rashad Robinson, Executive Director, Color Of Change, the nation's largest online racial justice organization. Discusses the difference between narrative “presence” and narrative “power” and gives specific examples (both of where we go wrong and how we can effect change) from a progressive activist’s “boots on the ground” experience.
<https://belonging.berkeley.edu/changing-our-narrative-about-narrative>

The Four Truths of the Storyteller (Harvard Business Review) by Peter Guber, Chairman and CEO of Mandalay Entertainment, owner and co-executive chairman of the Golden State Warriors, and a professor at UCLA. A master storyteller giving us some basics about how to impact others with story.
www.hbr.org/2007/12/the-four-truths-of-the-storyteller

How to Be a Storyteller in Songwriting by Tyler Stenson. One blog among many that comprise The Song Journal on Medium. <https://medium.com/the-song-journal>

How to Tell a Story with Data by Jim Stikeleather, Executive Strategist, Innovation for Dell Services. <https://hbr.org/2013/04/how-to-tell-a-story-with-data>

Why Purpose-Led Mission and Narrative Hold the Key to Transformation by Ben Felton. This article discusses narrative as a transformative tool used to focus attention (across an organization) on specific outcomes, thus steering companies in new directions. <https://thestorytellers.com/purpose-led-mission-and-narrative/>

Other Digital Resources (including podcasts)

[FutureofStorytelling.org \(FoST\)](#). The Future of StoryTelling (FoST) is a passionate community of people from the worlds of media, technology, and communications who are exploring how storytelling is evolving in the digital age. In addition to an annual Summit, FoST produces a wide range of year-round content and programming. There are many resources on their website, and they just launched a fabulous podcast series.

[Lucas Museum of Narrative Art](#). George Lucas's actively expanding collection looks at art through three lenses: (1) The History of Narrative Art, (2) The Art of Cinema, and (3) Digital Art. <https://lucasmuseum.org/collection>

[Masterclass.com](#). Want to study with the greats? Consider getting a Masterclass subscription. Learn filmmaking from Ken Burns, Jodie Foster, Spike Lee, and more. Study the Art of Storytelling with Neil Gaiman or David Sedaris. Learn to write from Malcolm Gladwell, Margaret Atwood, David Mamet, Joyce Carol Oates, and others.

[StoryCenter.org](#) (formerly the Center for Digital Storytelling). StoryCenter has worked with nearly a thousand organizations around the world and trained more than 15,000 people in hundreds of workshops to share stories from their lives. Through their wide-ranging work, they have transformed the way that community activists, educators, health and human services agencies, business professionals, and artists think about the power of personal voice in creating change. Take a class, read their blog posts, or look at the many examples of digital stories posted on their site.

[TheMoth.org](#). "The Moths's mission is to promote the art and craft of storytelling and to honor and celebrate the diversity and commonality of human experience." Listen to The Moth Radio or The Moth Podcast. Go to their website for more on the art of oral storytelling.

[ThisAmericanLife.org](#). This weekly public radio program and podcast features some of the best storytelling ever! Executive Producer Ira Glass shares a ton of resources for making your own radio/podcast at www.thisamericanlife.org/about/make-radio

[WorldPulse.com](#). Share stories with women from 190 countries around the globe. Founded by Jensine Larsen in 2003 (her Self-Expression & Leadership Program community project) WorldPulse is "an award-winning social network connecting women worldwide for change." Through the power of technology, they "help create a world — both online and off — where women unite to share resources, launch movements, start businesses, run for office, and courageously tell their stories. A world where all women thrive."

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