

Let's learn

Mercoledì 4 novembre

ore 17.00

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Storytelling





Storytelling digitale

EVOLUTION + STORYTELLING

ORIGINS OF STORYTELLING



The origin of storytelling goes back to **prehistoric times**. Cavemen told each other stories for mystical rituals or before hunting. The stories were mostly transmitted orally or represented through sign language or rock drawings.

SHADOWPLAY IN ASIA



In Asia, there's a long tradition of shadow plays. This is a form of storytelling that uses paper puppets. It isn't very clear when shadow plays first came into existence (it's likely that some kind of shadow plays existed among prehistoric humans), but the first written proof of it dates back to 100 BC.

SHAKESPEARE'S PLAYS



Although a lot of people who still couldn't read during the **Renaissance period**, Shakespeare's legendary plays were a perfect solution for both the literate and illiterate. The eloquent words were understandable for people who could read, the body language and humorous sketches for those who couldn't.

ANCIENT EGYPTIAN STORIES



In **ancient Egypt**, storytelling was used for communications, entertainment and religious purposes. The three sons of Cheops, for example, entertained their father with stories.

TROUBADOURS



In the **Middle Ages**, troubadours provided the illiterate population and the court with stories, often accompanied by some music. They travelled from land to land, gathering news and learning the most **celebrated** stories from various regions.

MOVIES + RADIO



The **Industrial Revolution** brought us some storytelling machines that changed the way we make and perceive stories forever. With movies and radio, people could actually see or hear the story, which made it easier to process.

ANCIENT GREEK POETS



The Greek used their stories to explain natural occurrences, in the form of myths. Homer, the greatest of **ancient Greek** poets, created the Iliad and Odyssey, two epic poems that lie at the beginning of the Western literature.

PRINTING PRESS



In the **early 1500s**, the printing press was invented, which changed storytelling profoundly. With this new invention, books were easy to reproduce and information became accessible to the masses.

GOLDEN AGE OF TV



After World War II came the golden age of television. Now people could enjoy watching stories at home. This was also a great opportunity for brands to tell their stories through commercials. Unfortunately, air time was very expensive and only a limited number of brands could tell stories on screen.

INTERNET

This all changed with the introduction of the Internet. From this point on, everybody could tell their stories in different ways, using blog posts, YouTube videos or websites. Creating content on the Internet is not only an effective way to reach people all over the world; it's also much cheaper than television! With the Internet everywhere and smartphones and tablets being an important part of our life, characters got the chance to step out of our books.



TRANSMEDIA STORYTELLING

This is the moment we saw characters appear in all kinds of media, from books to movie theatres, in video games or on social media all over the web.



ALTERNATE REALITY GAMES

Alternate Reality Games blur the borders between reality and fiction. A story can be told now by using a different medium for each part. In this way, you can read the beginning of a story on a poster, see a second part on YouTube and discuss the end on Facebook. You can even continue the adventures of your protagonist in a videogame to make the experience more complete!



LOCATION-BASED & AUGMENTED REALITY STORYTELLING

Mobile devices also became a new technique for storytelling. With Augmented Reality Storytelling, you can integrate the story into your real life or become a character yourself with Location-Based Games. In Location-Based Games, you can follow a story by walking through a city for example. Every place will give you more information about the game and the story behind it.



THE FUTURE OF STORYTELLING

So what will the future bring for our stories? Will we be able to break down the borders between fiction and reality? Will we become real characters, interacting with our favourite superheroes? One thing is sure: storytelling will always be there, no matter how much new technology will change it.

What's your story?

Narrativa letteraria

Cinema

Giornalismo

Politica

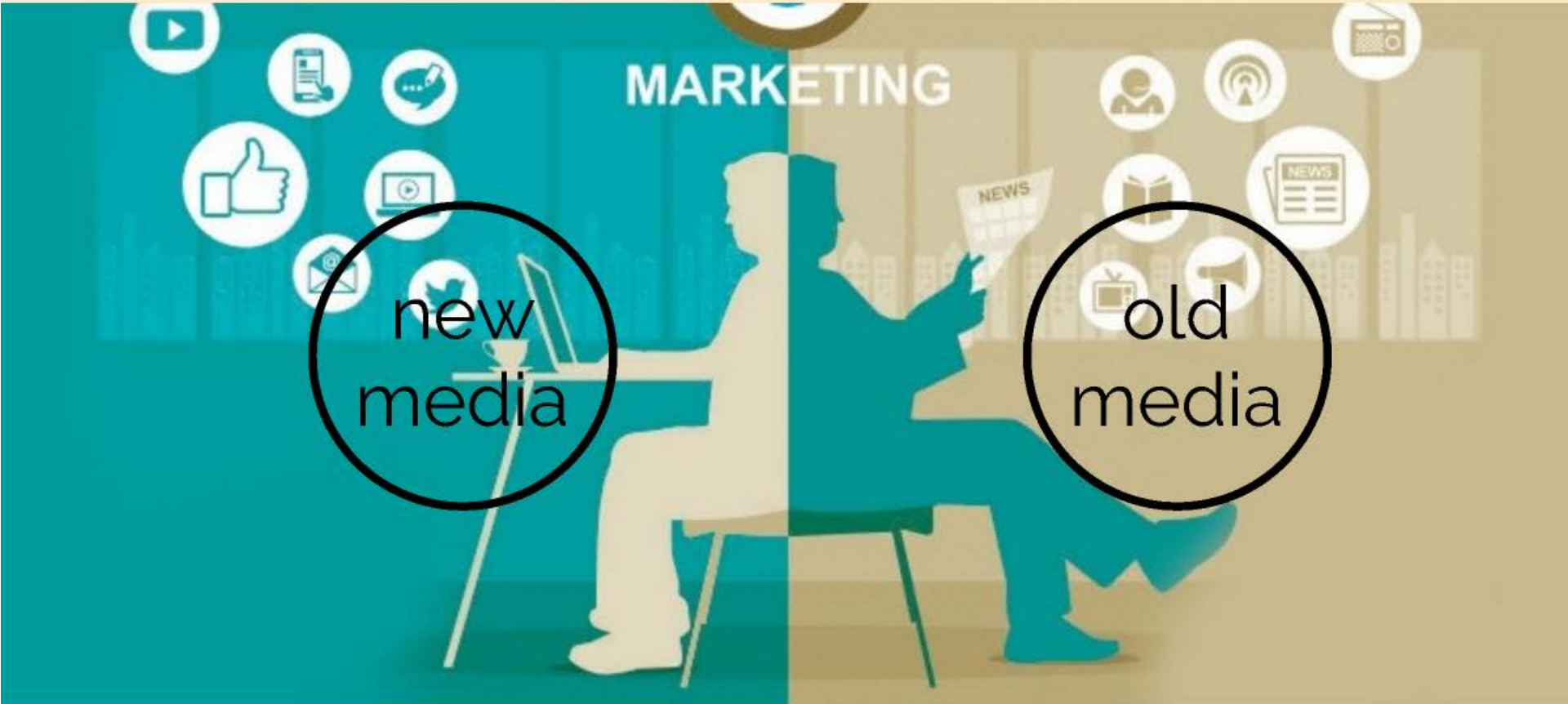
Marketing

Vita quotidiana

Gli strumenti



NEW MEDIA VS OLD MEDIA



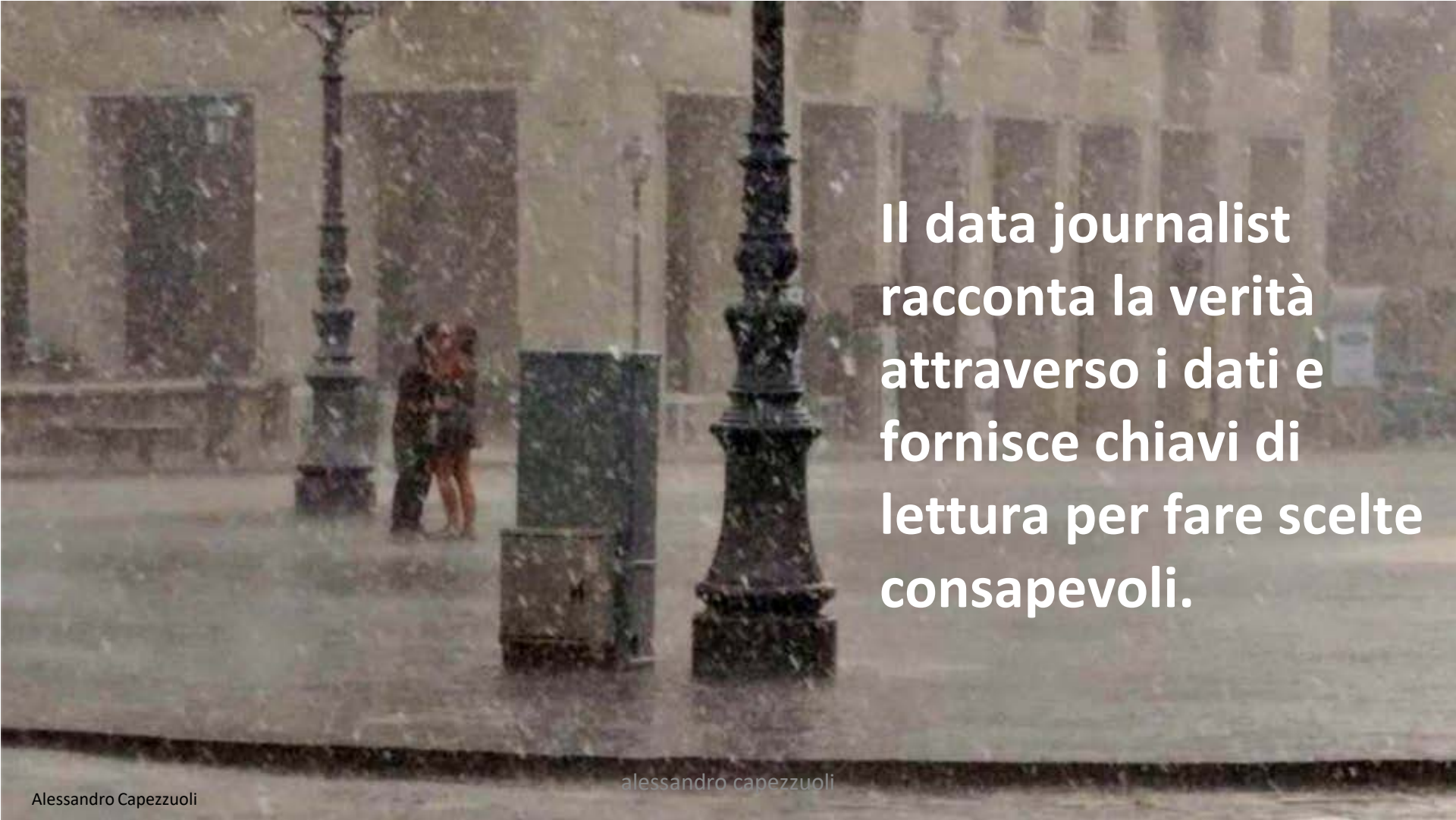
A hand is holding a smartphone in the foreground, with the screen displaying a blurred street scene. The background shows a multi-lane road with several cars driving away from the viewer. The scene is framed by trees and a utility pole on the left. The overall lighting is somewhat dim, suggesting an overcast day or a shaded area.

Digital Storyteller vs Data Journalist

Data Journalism

Storytelling



The background image is a blurred photograph of a city square. In the center-left, a man and a woman are embracing. The square is paved and features several ornate, dark-colored street lamps. The background shows a building with large windows and architectural details. The overall scene is out of focus, emphasizing the text overlay.

**Il data journalist
racconta la verità
attraverso i dati e
fornisce chiavi di
lettura per fare scelte
consapevoli.**

**La consapevolezza
senza cultura
non serve a niente**





Lo storyteller racconta la verità dal punto di vista di un bugiardo

5W

A pentirsi c'è sempre tempo,
a peccare no!

	Summa Theologiae San Tommaso d'Aquino Valutazione AZIONE MORALE	Italiano	5 W
1.	QUIS	«Chi»	“Who”
2.	QUID	«Che cosa»	“What”
3.	QUANDO	«Quando»	“When”
4.	UBI	«Dove»	“Where”
5.	CUR	«Perché»	“Why”
6.	QUANTUM	«Quanto»	assente
7.	QUOMODO	«In che modo»	assente
8.	QUIBUS AUXILIIS	«Con quali mezzi»	assente



CON LA MARMELLATA
MIGLIORA LA REPUTAZIONE



«Chi ha rubato?»	«Chi sono i destinatari delle storie?»
«Che cosa ha rubato?»	«Che cosa si aspettano dalle storie?»
«Quando ha rubato?»	«Quando hanno bisogno delle storie?»
«Dove ha rubato ?»	«Dove fruiscono delle storie?»
«Perché ha rubato?»	«Perché hanno bisogno delle storie?»
«Quanto ha rubato?»	«Quante storie gli occorrono?»
«In che modo ha rubato?»	«In che modo utilizzano le storie?»
«Con quali mezzi ha rubato?»	«Con quali mezzi?»



OGNI ANNO CENTINAIA DI PERSONE MUOIONO PER UN POWERPOINT

FERMIAMO QUESTA STRAGE!



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