

## Using Story Telling As A Therapeutic Tool With Children Helping Children With Feelings

Learning Through Storytelling in Higher Education explores ways of using storytelling as a teaching and learning tool. When storytelling is formalized in meaningful ways, it can capture everyday examples of practice and turn them into an opportunity to learn - encouraging both reflection, a deeper understanding of a topic and stimulating critical thinking skills. The technique can accommodate diverse cultural, emotional and experiential incidents, and may be used in many different contexts eg formal/informal; one-on-one/group setting. The authors outline the different models of storytelling and explain how to make use of this technique and encourage a 'storytelling culture' within the workplace or in tutorial sessions. Academic yet accessible, this book provides a new perspective on learning techniques and will be a great asset to any educator looking to improve reflective practice.

The practice of law is the business of persuasion, and storytelling is the most effective means of persuading. A credible lawyer capable of telling a well-reasoned story that moves the listener will always beat the lawyer who cannot. This entertaining book shows you how to convey legal information in a cogent, persuasive way to the client who needs the help, to opposing counsel, and to the decision-maker who has to make

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the final call."

To be a storyteller is an incredible position from which to influence hearts and minds, and each one of us has the capacity to utilise storytelling for a sustainable future. This book offers unique and powerful insights into how stories and storytelling can be utilised within higher education to support sustainability literacy. Stories can shape our perspective of the world around us and how we interact with it, and this is where storytelling becomes a useful tool for facilitating understanding of sustainability concepts which tend to be complex and multifaceted. The craft of storytelling is as old as time and has influenced human experience throughout the ages. The conscious use of storytelling in higher education is likewise not new, although less prevalent in certain academic disciplines; what this book offers is the opportunity to delve into the concept of storytelling as an educational tool regardless of and beyond the boundaries of subject area. Written by academics and storytellers, the book is based on the authors' own experiences of using stories within teaching, from a story of "the Ecology of Law" to the exploration of sustainability in accounting and finance via contemporary cinema. Practical advice in each chapter ensures that ideas may be put into practice with ease. In addition to examples from the classroom, the book also explores wider uses of storytelling for communication and sense-making and ways of assessing student storytelling work. It also offers fascinating research insights, for example in addressing the question of whether positive utopian stories relating to climate change will have a

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stronger impact on changing the behaviour of readers than will dystopian stories. Everyone working as an educator should find some inspiration here for their own practice; on using storytelling and stories to co-design positive futures together with our students.

Connections. We all want them. We seek them in our everyday lives, in our relationships with people, places and things. Emotion is at the heart of any meaningful connection, and how we talk to each other taps into it. Our character, brought to life through our voice, is the most powerful tool we have to connect with people, especially when it comes to connecting on an emotional level. In the past, a transactional relationship with customers was sufficient. A simple experience that delivered a clear benefit, such as extra money in their pocket or the easy completion of a task, was all you needed to satisfy and retain existing customers. But times have changed. Today, more than ever, consumers gravitate toward—and increasingly, crave—meaningful experiences. This book focuses on the role of a voice and tone strategy as a part of a successful content strategy. *Voice and Tone Strategy: Connecting with People through Content* shows you how to create a voice and tone strategy that addresses customer needs and helps you build exceptional customer relationships.

Harness digital storytelling as a powerful tool to teach traditional and 21st-century literacy skills to help students reach deeper understandings in all areas of the curriculum!

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"A terrific and timely book that makes a compelling case for fundamentally rethinking how your business communicates. Recommended!" —Jay Baer, founder of Convince & Convert and author of Hug Your Haters "Once upon a time, storytelling was confused with talking at people. Not anymore. Shane and Joe are your narrators in a journey that will transform how you talk to other human beings to be more believable, relevant, compelling and unforgettable." —Brian Solis, experience architect, digital anthropologist, best-selling author "Shane Snow and Joe Lazauskas spend the overwhelming majority of their time thinking, writing, and theorizing about brand storytelling - so you don't have to. They're smart and they know this topic inside out (and sideways). Read their book. While I can't guarantee you'll rise to Shane and Joe's ridiculously obsessive level, you will be infinitely better prepared to tell your own brand's story. Promise!" —Rebecca Lieb, Analyst, Author & Advisor "The Contently team understands the power of story, and how to craft and spread a great narrative, like no other. In an era where brand, design, and mission are a competitive advantage for every business, Contently underscores the importance of stories and how they transform companies and industries." —Scott Belsky, Entrepreneur, Investor, & Author (Founder of Behance, bestselling author of Making Ideas Happen) "I can't think of a better way to illustrate the power of story telling than by telling great stories. This book should be required reading not just by those with content in their titles, but by anyone in Marketing AND Sales. Then, when you're done, give it to your CEO to read... but make sure you get it back, because I guarantee you'll

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refer to it more than once." —Shawna Dennis, Senior Marketing Leader "Neuroscience, algorithms, illustrations, personal anecdotes and good, old-fashioned empathy: This entertaining and informative tome journeys to the core of how we communicate and pushes us, as marketers and humans, to do it better, "speeding the reader through and leaving us wanting more." —Ann Hynek, VP of global content marketing at Morgan Stanley Transform your business through the power of storytelling. Content strategists Joe Lazauskas and Shane Snow offer an insider's guide to transforming your business—and all the relationships that matter to it—through the art and science of telling great stories. Smart businesses today understand the need to use stories to better connect with the people they care about. But few know how to do it well. In *The Storytelling Edge*, the strategy minds behind Contently, the world renowned content marketing technology company, reveal their secrets that have helped award-winning brands to build relationships with millions of advocates and customers. Join as they dive into the neuroscience of storytelling, the elements of powerful stories, and methodologies to grow businesses through engaging and accountable content. With *The Storytelling Edge* you will discover how leaders and workers can craft the powerful stories that not only build brands and engage customers, but also build relationships and make people care—in work and in life.

A contributing editor at *Wired* examines the way entertainment has shifted in the face of new media and discusses the way that people such as Will Wright, James Cameron

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and Damon Lindelof are changing how we play, relax and think. Reprint.

A classic work of American literature that has not stopped changing minds and lives since it burst onto the literary scene, *The Things They Carried* is a ground-breaking meditation on war, memory, imagination, and the redemptive power of storytelling. *The Things They Carried* depicts the men of Alpha Company: Jimmy Cross, Henry Dobbins, Rat Kiley, Mitchell Sanders, Norman Bowker, Kiowa, and the character Tim O'Brien, who has survived his tour in Vietnam to become a father and writer at the age of forty-three. Taught everywhere—from high school classrooms to graduate seminars in creative writing—it has become required reading for any American and continues to challenge readers in their perceptions of fact and fiction, war and peace, courage and fear and longing. *The Things They Carried* won France's prestigious Prix du Meilleur Livre Etranger and the Chicago Tribune Heartland Prize; it was also a finalist for the Pulitzer Prize and the National Book Critics Circle Award.

*Storytelling in Early Childhood* is a captivating book which explores the multiple dimensions of storytelling and story acting and shows how they enrich language and literacy learning in the early years. Foregrounding the power of children's own stories in the early and primary years, it provides evidence that storytelling and story acting, a pedagogic approach first developed by Vivian Gussin Paley, affords rich opportunities to foster learning within a play-based and language-rich curriculum. The book explores a number of themes and topics, including: the role of imaginary play and its dynamic relationship to narrative; how socially situated symbolic actions enrich the emotional, cognitive and social development of children; how the interrelated

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practices of storytelling and dramatisation enhance language and literacy learning, and contribute to an inclusive classroom culture; the challenges practitioners face in aligning their understanding of child literacy and learning with a narrow, mandated curriculum which focuses on measurable outcomes. Driven by an international approach and based on new empirical studies, this volume further advances the field, offering new theoretical and practical analyses of storytelling and story acting from complementary disciplinary perspectives. This book is a potent and engaging read for anyone intrigued by Paley's storytelling and story acting curriculum, as well as those practitioners and students with a vested interest in early years literacy and language learning. With contributions from Vivian Gussin Paley, Patricia 'Patsy' Cooper, Dorothy Faulkner, Natalia Kucirkova, Gillian Dowley McNamee and Ageliki Nicolopoulou.

Can you captivate an audience with your story? Many of us would love to hold the attention of a crowd, a classroom, or just a group of our friends by telling them a great story. We have felt the pressure of a public presentation or the disappointment of telling a story that others ignore. We are ready to be heard, ready to captivate. In *The Art of Storytelling*, John Walsh takes us through the steps to presenting a compelling story—outlining the strategies that helped him move from stutterer to storyteller. This book will help any person with a story to share by walking you through all aspects of presentation . . . from what to do with your hands as you speak all the way to crafting a killer ending. Whether you're telling bedtime stories to your children or Bible stories to a congregation, this book will take your storytelling to a new level. Discusses methods of storytelling, and encourages the storyteller to think on their feet, by using facial expressions, voice control, timing, hand movements, style, imagery, and other

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details that enhance a tale-telling session

Provides information on integrating digital storytelling into curriculum design.

This invaluable resource includes everything teachers or librarians need to know for using storytelling in a classroom. It covers a range of topics including recommendations for using storytelling to enliven curriculum, ways to develop literacy and language skills, techniques for learning to tell stories, tips for teaching creativity, and ways to build community with other cultures. It even includes ready to tell tales for the classroom and correlates learning activities to the Common Core Standards.

Through accessible language and candid discussions, *Storytelling for Social Justice* explores the stories we tell ourselves and each other about race and racism in our society. Making sense of the racial constructions expressed through the language and images we encounter every day, this book provides strategies for developing a more critical understanding of how racism operates culturally and institutionally in our society. Using the arts in general, and storytelling in particular, the book examines ways to teach and learn about race by creating counter-storytelling communities that can promote more critical and thoughtful dialogue about racism and the remedies necessary to dismantle it in our institutions and interactions.

Illustrated throughout with examples drawn from contemporary movements for change, high school and college classrooms, community building and professional development programs, the book provides tools for examining racism as well as other issues of social justice. For every facilitator and educator who has struggled with how to get the conversation on race going or who has suffered through silences and antagonism, the innovative model presented in this book offers a practical and critical framework for thinking about and acting on stories about

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racism and other forms of injustice. This new edition includes: Social science examples, in addition to the arts, for elucidating the storytelling model; Short essays by users that illustrate some of the ways the storytelling model has been used in teaching, training, community building and activism; Updated examples, references and resources.

With the wide variety of devices, touch points, and channels in use, your ability to control how people navigate your well-crafted experiences is fading. Yet it's still important to understand where people are in their journey if you're to deliver the right content and interactions at the right time and on the right device. This practical guide shows you how storytelling can make a powerful difference in product design. Author Anna Dahlström details the many ways you can use storytelling in your projects and throughout your organization. By applying tried-and-tested principles from film and fiction to the context of design and business, you'll learn to create great product experiences. Learn how the anatomy of a great story can make a difference in product design Explore how traditional storytelling principles, tools, and methods relate to key product design aspects Understand how purposeful storytelling helps tell the right story and move people into action Use storytelling principles to tell, sell, and present your work Storytelling with Data A Data Visualization Guide for Business Professionals John Wiley & Sons A guide to understanding storytelling in context.

Fox Eades shows how storytelling is a crucial element of children's education that can enrich the school curriculum and encourage social and thinking skills. She discusses the different kinds of story that are useful in the classroom, and explores the impact of individual and group dynamics on the telling and reception

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of these stories.

"Features powerful stories for 21 of the toughest challenges businesspeople face"--Jacket.

Since the early 2000s, storytelling as a means of managerial communication has been increasingly advocated, with a focus on the management practices of leadership, change and organizational culture. Most research on storytelling in management practice derives from practitioner experience, but little is known about the specific dynamics behind storytelling as a tool for managerial communication. This book derives from one of the first research studies into storytelling in management practice, which sought to evaluate the assumed, but not necessarily proven, effectiveness of storytelling as a management tool. Building on existing theories of narrative and storytelling in organizations, the book explores how managers use storytelling in their daily practice, revealing that it can be employed both, purposively - like a tool, and perceptively - spontaneously and intuitively. The book explains that storytelling has different functions in management practice at different levels of the organization, such as: Creating direction for the organization Translating strategic messages into operational ones and supporting the professional development of staff Shaping the organization's social fabric through the sharing of personal stories Aided by a

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wealth of interviews and case studies, *Storytelling in Management Practice* reveals an analysis of the dynamic relationship between story, storyteller, audience and organizational context. As such, it will be useful for students and researchers working across a variety of sub-disciplines, including: leadership, organizational behaviour and business communication.

Business presentations could be simpler, more engaging and so much more effective, and our business lives so much more rewarding if we remember to restore the emotional power of storytelling. In an age that is Data Rich but Insight-Poor and when most people in the world of business find themselves caught up in a system of numbers and spread sheets, this book shows that the time has come to restore the lost art of storytelling; to put the "author" back in "authority"; to write less and think more. Through a simple step-by step approach, the author shows that we need to change how we communicate in our day-to-day lives, and that if we revert to our inherent role as storytellers we are more likely to be both more effective and productive, and a lot less frustrated into the bargain. LID Publishing's popular Concise Advice Lab notebooks are designed to be quick and comprehensive brainstorming tools for busy professionals. The small trim size makes it easy to take along in a briefcase or purse. Interior pages are matte finish, so ink won't smear, and there's plenty of space to jot notes. A ribbon

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makes it easy to mark your place, and the elastic outer band keeps the notebook closed.

Must-read for managers on a powerful branding tool of the future. Up-to-date cases from the business world, plenty of illustrations and easy-to-use tools. Recommended by managers of top international firms. Covers both the internal and external benefits of storytelling for a business company. Danish version sold more than 2000 copies.

Master the secret to engaging any audience, from classrooms to colleagues. Everyone loves a good story. More than entertainment, stories told well captivate listeners and motivate action. This guidebook shows how to leverage the power of storytelling to engage and persuade any audience. Featuring current cognitive neuroscience research and updated references, the book includes: Detailed breakdowns of the essential elements all great stories share, and templates for creating yours Tips for supercharging your stories by drawing from personal experience as well as familiar movies, TV shows, and popular media. A guide to effective story delivery, including optimized vocal inflection and body language. Like Stephen Krashen's important work in *The Power of Reading*, *Story Proof* collects and analyzes the research that validates the importance of story, story reading, and storytelling to the brain development and education of children and

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adults. Accomplished researcher and storyteller Kendall Haven, establishes the need for understanding the research findings in neural psychology and brain development and the value of a common definition of story if one is to fully grasp the importance and necessity of story to the development of the human mind. To support his case, he reviews a wealth of research from storytellers, teachers, and others who have experienced the power of story firsthand. The author has collected anecdotal experiences from over 100 performing storytellers and from 1,800 story practitioners (mostly teachers) who have made extensive use of stories. He has read more than 150 qualitative and quantitative research studies that discuss the effectiveness of stories and/or storytelling for one or more specific applications (education, organizational management, knowledge management, medical and narrative therapy, etc.). Forty of these studies were literature reviews and comparative studies including analysis of over 1,000 studies and descriptive articles. He has also gathered research evidence from his own story performances for total audiences of over 4 million and from conducting story writing workshops with 200,000 students and 40,000 teachers. Master the art and science of data storytelling—with frameworks and techniques to help you craft compelling stories with data. The ability to effectively communicate with data is no longer a luxury in today's economy; it is a

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necessity. Transforming data into visual communication is only one part of the picture. It is equally important to engage your audience with a narrative—to tell a story with the numbers. Effective Data Storytelling will teach you the essential skills necessary to communicate your insights through persuasive and memorable data stories. Narratives are more powerful than raw statistics, more enduring than pretty charts. When done correctly, data stories can influence decisions and drive change. Most other books focus only on data visualization while neglecting the powerful narrative and psychological aspects of telling stories with data. Author Brent Dykes shows you how to take the three central elements of data storytelling—data, narrative, and visuals—and combine them for maximum effectiveness. Taking a comprehensive look at all the elements of data storytelling, this unique book will enable you to: Transform your insights and data visualizations into appealing, impactful data stories Learn the fundamental elements of a data story and key audience drivers Understand the differences between how the brain processes facts and narrative Structure your findings as a data narrative, using a four-step storyboarding process Incorporate the seven essential principles of better visual storytelling into your work Avoid common data storytelling mistakes by learning from historical and modern examples Effective Data Storytelling: How to Drive Change with Data, Narrative and Visuals is a

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must-have resource for anyone who communicates regularly with data, including business professionals, analysts, marketers, salespeople, financial managers, and educators.

Don't simply show your data—tell a story with it! *Storytelling with Data* teaches you the fundamentals of data visualization and how to communicate effectively with data. You'll discover the power of storytelling and the way to make data a pivotal point in your story. The lessons in this illuminative text are grounded in theory, but made accessible through numerous real-world examples—ready for immediate application to your next graph or presentation. Storytelling is not an inherent skill, especially when it comes to data visualization, and the tools at our disposal don't make it any easier. This book demonstrates how to go beyond conventional tools to reach the root of your data, and how to use your data to create an engaging, informative, compelling story. Specifically, you'll learn how to:

- Understand the importance of context and audience
- Determine the appropriate type of graph for your situation
- Recognize and eliminate the clutter clouding your information
- Direct your audience's attention to the most important parts of your data
- Think like a designer and utilize concepts of design in data visualization
- Leverage the power of storytelling to help your message resonate with your audience

Together, the lessons in this book will help you turn your data

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into high impact visual stories that stick with your audience. Rid your world of ineffective graphs, one exploding 3D pie chart at a time. There is a story in your data—Storytelling with Data will give you the skills and power to tell it!

Children love family storytelling and parents can learn this practical, magical art. Here are methods, tips and resources to enable you to: create a listening space, use the day's events and rhythms to make stories, transform old stories and make up new ones, bring your personal and family stories to life, learn stories by heart using pictures, inner theatre, walk-about, singing the story and other methods, and find the tale you want from Nancy's rich story-cupboard.

This practical handbook begins with the philosophy and psychology underpinning the therapeutic value of story telling. It shows how to use story telling as a therapeutic tool with children and how to make an effective response when a child tells a story to you. It is an essential accompaniment to the "Helping Children with Feelings" series and covers issues such as: Why story telling is such a good way of helping children with their feelings? What resources you may need in a story-telling session? How to construct your own therapeutic story for a child? What to do when children tell stories to you? Things to do and say when working with a child's story.

Take control of your communications—before someone else does What if

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someone told you that your behavior was controlled by a powerful, invisible force? Most of us would be skeptical of such a claim—but it's largely true. Our brains are constantly transmitting and receiving signals of which we are unaware. Studies show that these constant inputs drive the great majority of our decisions about what to do next—and we become conscious of the decisions only after we start acting on them. Many may find that disturbing. But the implications for leadership are profound. In this provocative yet practical book, renowned speaking coach and communication expert Nick Morgan highlights recent research that shows how humans are programmed to respond to the nonverbal cues of others—subtle gestures, sounds, and signals—that elicit emotion. He then provides a clear, useful framework of seven “power cues” that will be essential for any leader in business, the public sector, or almost any context. You'll learn crucial skills, from measuring nonverbal signs of confidence, to the art and practice of gestures and vocal tones, to figuring out what your gut is really telling you. This concise and engaging guide will help leaders and aspiring leaders of all stripes to connect powerfully, communicate more effectively, and command influence.

Once upon a time the practice of storytelling was about collecting interesting stories about the past, and converting them into soundbite pitches. Now it is more

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about foretelling the ways the future is approaching the present, prompting a re-storying of the past. Storytelling has progressed and is about a diversity of voices, not just one teller of one past; it is how a group or organization of people negotiates the telling of history and the telling of what future is arriving in the present. With the changes in storytelling practices and theory there is a growing need to look at new and different methodologies. Within this exciting new book, David M. Boje develops new ways to ask questions in interviews and make observations of practice that are about storytelling the future. This, after all, is where management practice concentrates its storytelling, while much of the theory and method work is all about how the past might recur in the future. Storytelling Organizational Practices takes the reader on a journey: from looking at narratives of past experience through looking at living stories of emergence in the present to looking at how the future is arriving in ways that prompts a re-storying of the past.

The author shared personal reflections, anecdotes, wisdom, and guidance in his letters to Francesca, a first-year teacher, as he attempted to help her deal with the challenges she faced and encouraged her to do her best.

Storytelling! Make YOUR MESSAGE STICK in the Minds and Imaginations of Your Clients, Customers or Family! Find, Create, and Tell Your Great Stories

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Without Having to be a Professional Storyteller. When you order Sean's workbook right now, you will soon be communicating with clarity to adults, teens, and children. Imagine Yourself In One of These Scenes: You stand on the stage or platform using business storytelling and every eye is glued on you, all ears eager to catch your next sentence. Perhaps you are a classroom teacher or librarian and you feel a sense of pride and accomplishment as students say to you, "Thanks! You are the best teacher!" Not only that, but they always master the content you teach them. Their test scores could prove it. Maybe you are a preacher or medical professional and your message, framed in the power of story, could change lives every day. You are a parent and your children say, "No, not the book. Tell me one of your stories!" We want to help make these scenarios come true for you with our workbook! Now, right in your home or office, you could master the art of oral storytelling for all groups! Grow your bottom line, increase customer, staff, or volunteer retention + even communicate better with your family when you... all possible when you use your new power of storytelling. You can master your message to your audience, inviting them into a powerful experience, unlike any other speaker they've heard. You can tell a great story. Grab hold of the attention of your audience and keep them riveted to your message. Corporate gatherings, schools, churches, sales, and special events all

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benefit from the must-know skill of oral storytelling. \*Execs, trainers, sales and HR staff: Enliven your work with powerful stories. \*Librarians and teachers: Go beyond reading to creating important events. \*Students of all levels: Propel past the presentations of other students. \*Parents: Mesmerize your own children with stories of your life. Forget what you think you know about storytelling- this has nothing to do with reading books to children. Storytelling is a powerful art form that has grown up way past the porch swing and glasses of lemonade. Now, you can grasp this skill that has been used for centuries and apply it to your unique audiences using this excellent workbook. Your audiences will want NEED to hear your message when you use storytelling techniques effectively. In the workbook's pages of fun, entertaining exercises and teachings you'll learn things such as: How EVERYONE has a story to tell. How to apply ESSENTIAL skills- even if you've NEVER told a story before. How to dig through your experiences to discover your HIDDEN STORIES! How to NEVER lose a story when you practice INTENTIONALITY. How to use EPISODIC telling and give up memorizing stories. How to say words so that you PAINT PICTURES in your listener's mind. ...and more than we can list here. Your host on your journey into the POWERFUL SKILLS of storytelling is K. Sean Buvala ...a master storyteller and teacher with decades of (and current) real-life development of this training kit. An award-

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winning storyteller recognized by his national peers as a leader in the art of storytelling, Sean takes you through the basics of learning to tell stories using the same techniques he has used to teach thousands of new storytellers in live training events since 1986! Thousands of hours of experience (and thousands of dollars of research and training) have gone into this practical, no-nonsense workbook. Dive in and learn a new skill today.

"In Story screenwriting guru Robert McKee presents his powerful and much sought-after knowledge in a comprehensive guide to the essentials of screenwriting and storytelling." -- Methuen.

Listen deeply. Tell stories. This is the mantra of the Center for Digital Storytelling (CDS) in Berkeley California, which, since 1998 has worked with nearly 1,000 organizations around the world and trained more than 15,000 people in the art of digital storytelling. In this revised and updated edition of the CDS's popular guide to digital storytelling, co-founder Joe Lambert details the history and methods of digital storytelling practices. Using a "7 Steps" approach, Lambert helps storytellers identify the fundamentals of dynamic digital storytelling--from seeing the story, assembling it, and sharing it. As in the last edition, readers of the fourth edition will also find new explorations of the applications of digital storytelling and updated appendices that provide resources for budding digital storytellers, including information about past and present CDS-affiliated projects and place-based storytelling, a narrative-based approach to understanding

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experience and landscape. A companion website further brings the entire storytelling process to life. Over the years, the CDS's work has transformed the way that community activists, educators, health and human services agencies, business professionals, and artists think about story, media, culture, and the power of personal voice in creating change. For those who yearn to tell multimedia stories, Digital Storytelling is the place to begin.

Explores the latest beliefs about why people tell stories and what stories reveal about human nature, offering insights into such related topics as universal themes and what it means to have a storytelling brain.

"Presents concrete methods of incorporating storytelling by students of all ages into classroom practice to help teachers meet U.S. education standards of reading, writing, speaking, listening, viewing, and visually representing"--Provided by publisher.

Good writing skills and habits are critical for scholarly success. Every article is a story, and employing the techniques of effective storytelling enhances scholars' abilities to share their insights and ideas, increasing the impact of their research. This book draws on the tools and techniques of storytelling employed in fiction and non-fiction writing to help academic writers enhance the clarity, presentation, and flow of their scholarly work, and provides insights on navigating the writing, reviewing, and coauthoring processes.

A guide for librarians discusses a variety of techniques to engage young listeners and

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make stories interesting and exciting, including such topics as how to encourage audience participation and how to choose a story.

This one-of-a-kind book reveals the secrets of a story's power to persuade, inspire, influence, and to teach. • Shows how to use the power of story to get your message across in any medium or venue • Explores the convergence of the neural science of story with the art of communication to reveal the power of words • Provides tips, techniques, and strategies for structuring your stories for the most impact • Reveals the common communication pitfalls to avoid

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