

“Storytelling - Getting ready for our next Zoom session”

Dr. Armeda Reitzel, Professor of Communication, Humboldt State University

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In the past I have taught American Public Discourse (Comm 300) asynchronously as a fully online course. This semester I included some synchronous Zoom sessions for the first time. This assignment is designed to guide students in preparing for and engaging in a synchronous small group discussion in breakout rooms in a synchronous Zoom session on the topic of storytelling and the narrative paradigm. The activity covers fundamental concepts in the narrative paradigm. Students are encouraged to think about and discuss the role of storytelling in their own lives and in advertising.

QLT Rubric. Core Objectives addressed in this new assignment:

CORE) 2.3 The learning activities (including the assignments and ungraded activities) promote the achievement of the SLOs.

(CORE) 3.1 Instructor provides students with adequate time and notice to acquire course materials.

(CORE) 4.4 Learning activities facilitate and support active learning that encourages frequent and ongoing peer-to-peer engagement.

(CORE) 4.7 The course learning activities help students understand fundamental concepts, and build skills useful outside of the course.

(CORE) 5.8 Instructor provides reminders of due dates and duration of respective modules, as well as other instructions to keep students on task.

I posted this new assignment on Canvas on Feb. 13, 2021.

I marked it as a “to-do” task dated Feb. 18, 2021 in order to get students thinking about the discussion before they left for a week of spring break.

The link to the Google Doc with the prompts guiding the Zoom breakout group discussions will be emailed to students 2 days before the scheduled synchronous Zoom meeting on March 2. That link will be provided again to the students in the chat box during the Zoom session. Here is [the link to that document](#) that will be the focus of the breakout discussions.

Below is a screenshot of the module where the assignment is first mentioned followed by a series of screenshots showing the page in Canvas titled “Storytelling - Getting ready for our next Zoom session.” Here are the links to the two videos mentioned in the page below: [“Pixar in a Box: Introduction to Storytelling”](#) and [“Your unique perspective”](#) video.

Week 5 Module (Feb. 14-20)		✓	+	⋮
⋮	Check your HSU email at least one time daily Monday through Friday plus at least once on the weekend!	✓		⋮
⋮	📄 What you need to do for Week 5	✓		⋮
⋮	📄 The Narrative Paradigm	✓		⋮
⋮	📄 Storytelling - Getting ready for our next Zoom session Feb 18	✓		⋮
⋮	📄 The Dramatistic Perspective	✓		⋮



Storytelling - Getting ready for our next Zoom session ^{AV}

To-Do Date: Feb 18 at 5:00pm

Once upon a time, there was a Communication professor by the name of Walter Fisher who developed the Narrative Paradigm....



Ah, Storytelling!

In 1978, Walter Fisher proposed a theory of narrative communication, which advances the idea that humans inherently tell stories and like to have stories told to them. From cave paintings and pyramid drawings to folklore and bedtime stories, history indicates a long-held tradition of understanding the world in which we live through narratives. Sometimes these stories teach morals, sometimes they explain a preferred course of action, and sometimes they create identification between the storyteller and the audience.

Allen, M. (2017). *The sage encyclopedia of communication research methods* (Vols. 1-4). Thousand Oaks, CA: SAGE Publications, Inc doi: 10.4135/9781483381411

Student Learning Outcomes:

1. Define and describe major characteristics of the narrative paradigm.
2. Explain the role of storytelling in communication.
3. Apply the narrative paradigm to human communication.
4. Explain how commercials use storytelling.
5. Apply the narrative paradigm to the study of mediated public discourse.

What should you do now? Keep on reading....

First, watch: ["Pixar in a Box: Introduction to Storytelling" video](#) [↗]

Then watch: ["Your unique perspective" video](#) [↗]

There is an important line I want you to know from the ["Your unique perspective" video](#) [↗]. It begins at 3:33/3:34. It ends at 3:47/3:48. Write down this line and keep it handy.

Then think about a memory that you have that resonates with you and that you have, over time, developed a story about that you have shared with others. For example, do you remember the story I told you during one of our Zoom sessions about people coming up to me as if they knew me after I was featured in a major ad campaign for the St. Joseph Hospital system back in 2017 after I had my heart attack? I talked about my feelings being approached by strangers who seemed to know me already. I used it as an example of a parasocial interaction due to the media blitz through mediated communication. People felt as if they knew me since I had shared the story of my heart attack and recovery on television, in print, on radio, and through social media. (I'll always remember the man who came up to me and asked me if I was eating my broccoli. That is NOT a typical way to greet a stranger!).

In our next Zoom session on March 2 (which will be the Tuesday after the week after spring break), I will use the breakout rooms for you to engage in small group discussions. You and your group members will add your responses to a set of prompts on a Google Doc. I will share the link to that Google Doc via email about 2 days before the start of the Zoom session and again in the chat box during the Zoom session after I introduce the breakout group activity. That Google Doc will have specific prompts on it for you and your group members to discuss. Your breakout room group will share your responses on one group Google Doc (you will need to designate one group member as the discussion recorder) which you will share with me. I will gather together all of your responses and create a "library" of your Google Doc discussions. That document will be available to you on Canvas as you study for Test #2 in our course.

To get ready for that discussion, I encourage you to:

- Watch and take notes on the two videos: ["Pixar in a Box: Introduction to Storytelling" video](#) [↗] and ["Your unique perspective" video](#) [↗]. Remember to write down that one very significant statement from the second video that I mentioned.
- Review the resources on the narrative paradigm on Canvas so you will be able to give good definitions and description of coherence and fidelity.
- Think about a vivid memory that you had shared with others as a story. Identify the emotions that the story taps into. Answer the question: When and why have you shared that story?
- Then think about a commercial that is memorable to you. Describe the story that the commercial tells. Identify the emotions that the story taps into. Explain how that story meets the notions of coherence and fidelity.

Once again, I encourage you to complete the suggested tasks above to get ready for another interactive and insightful, engaging and educational class discussion via Zoom. Watch for the Google Doc for our March 2nd Zoom session to arrive in your email inbox about 2 days before the start of our Zoom meeting.