

WORD CHOICE

**STORYTELLING
"ALLEGORY, PARABLES"**



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WORD CHOICE

Learn how to know what to say but fundamentally how to say it to inspire listeners. You will learn how to create positive feelings with audience members and acquire devotion from each person in the following areas: repetition, emotion and storytelling.

KNOW WHAT TO SAY & WHEN TO SAY IT



WORD CHOICE

Storytelling
Emotion
Repetition



**TED TALK ED. (2015) .Plato's Allegory of the Cave - Alex Gendler. Access.
<https://www.youtube.com/watch?v=4IOsFCieGQA>**



**OREGON STATE UNIVERSITY. (2020). "What is an Allegory?":
A Literary Guide for English Students and Teachers. Access.
<https://www.youtube.com/watch?v=4IOsFCieGQA>**



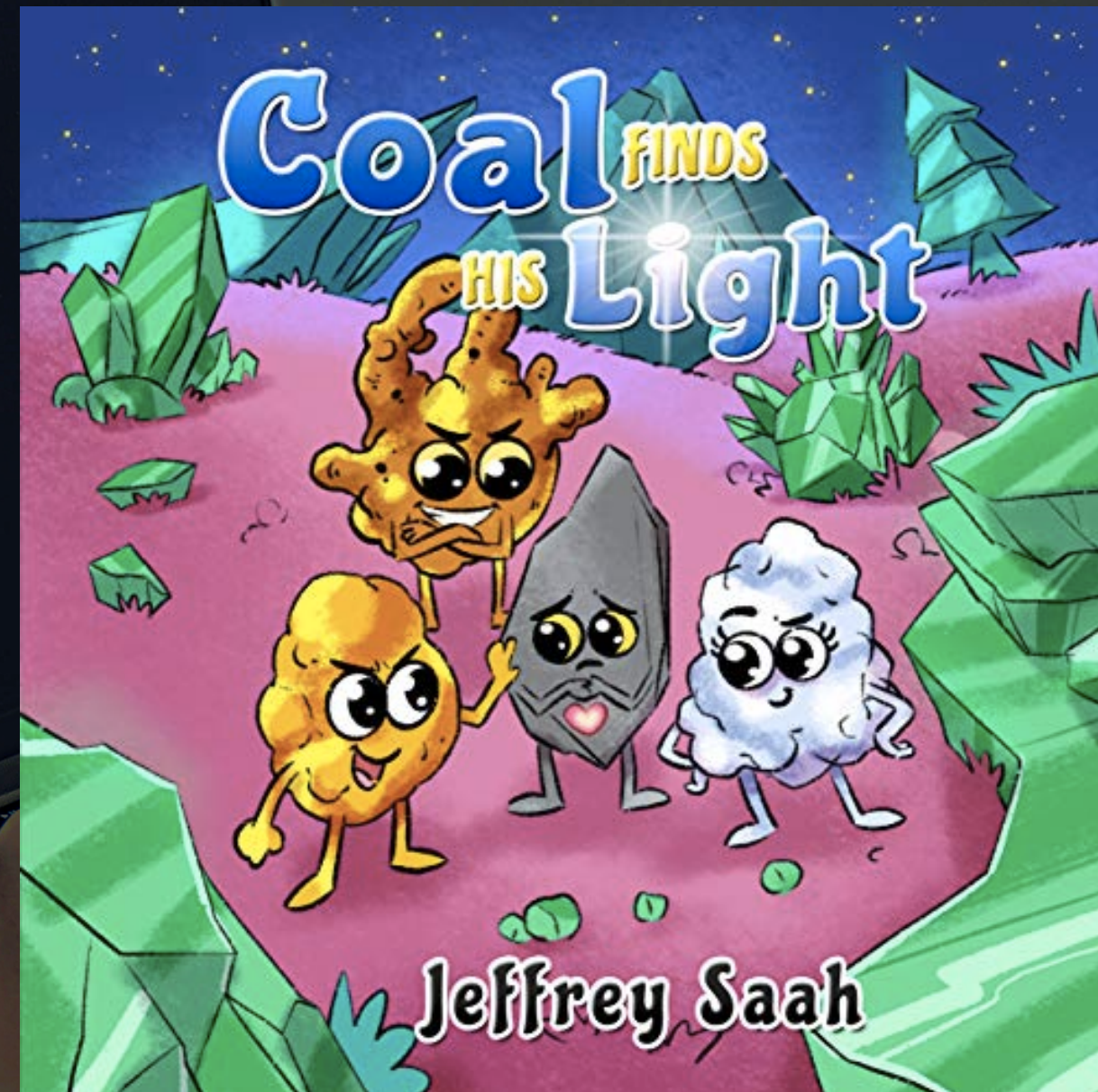
**"Allegories say one thing and mean another..."
(Tambling 2010).**

**Stephen Brown, Lorna Stevens & Pauline Maclaran (2022) What's the story,
allegory?, Consumption Markets & Culture, 25:1, 34-51, DOI:
10.1080/10253866.2021.1948840**

2018 ALUMNI

COAL FINDS HIS LIGHT STORY BY JEFFREY SAAH

All of Coal's life, he was made to believe that he wasn't good enough and that he couldn't accomplish anything. But when Coal finds his hidden light, he realizes that there is much more to him than he ever expected.





WORD CHOICE

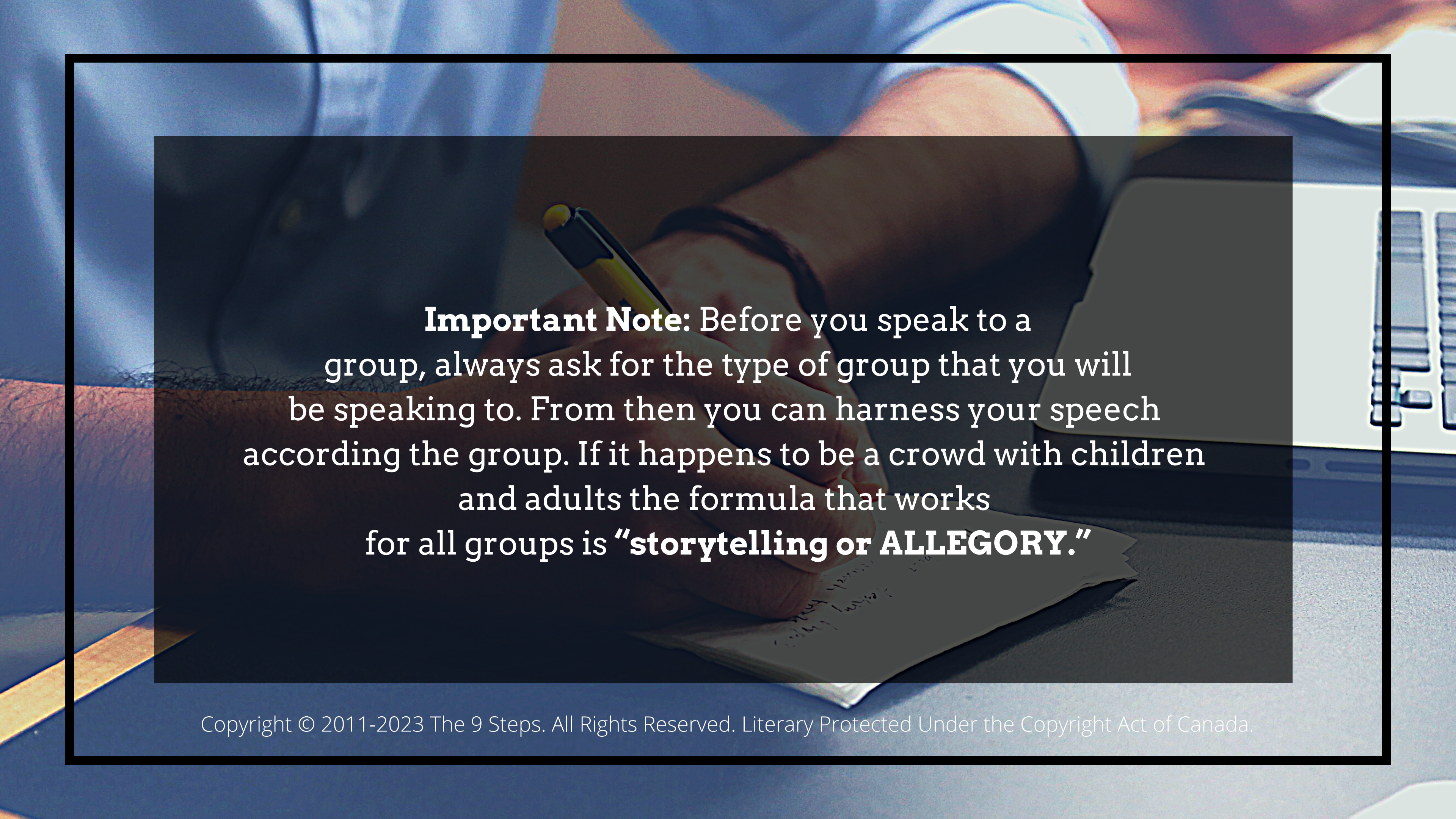
The 3 types of groups are children, youth and adults. Each group calls for a different approach. It is important that your words align to the subject, content and purpose of your presentation.

WORD CHOICE

For Group 1: Children, use words that create strong emotional feelings such as “Mom” or “Dad.”
Feelings inspire response.

For Group 2: Youth, use words that creates imaginary or pictures in the mind.
Youth are inspired by what they can visualize.

For Group 3: Adults, use words that inspire intelligence. Educate your audience.

A close-up photograph of a person's hands writing in a notebook. The person is wearing a blue long-sleeved shirt. They are holding a yellow and black pen and writing on a piece of white paper. The background is slightly blurred, showing a laptop keyboard and a desk. The lighting is warm, suggesting an indoor setting.

Important Note: Before you speak to a group, always ask for the type of group that you will be speaking to. From then you can harness your speech according the group. If it happens to be a crowd with children and adults the formula that works for all groups is "**storytelling or ALLEGORY.**"



**The word comes from the Ancient Greek allegoreo, meaning
to speak of the other in the marketplace**

**Stephen Brown, Lorna Stevens & Pauline Maclaran (2022) What's the story,
allegory?, Consumption Markets & Culture, 25:1, 34-51, DOI:
10.1080/10253866.2021.1948840**

A close-up photograph of a person's hands writing on a small, white notepad with a yellow pen. The person is wearing a blue long-sleeved shirt. In the background, a portion of a laptop keyboard is visible. The entire scene is overlaid with a semi-transparent dark grey rectangle. Centered within this rectangle is the text "ALLEGORY IS A **STORY** WITH A HIDDEN MEANING." in a white, bold, sans-serif font.

ALLEGORY IS A **STORY** WITH A HIDDEN MEANING.

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"Allegory may be one of the most ancient literary genres, yet it always has something to say (Tambling 2010)."

Stephen Brown, Lorna Stevens & Pauline Maclaran (2022) What's the story, allegory?, Consumption Markets & Culture, 25:1, 34-51, DOI: 10.1080/10253866.2021.1948840

Modernization "When we think about "Social" Media, "social" is the idea of culture exchanging information, ideas, traditions to another. "Media" is the vehicle is which such things are exchanged, which now has become faster." - Lance A. Constantine

Oral Traditions "Oral tradition, or oral lore, is a form of human communication wherein knowledge, art, ideas and cultural material is received, preserved, and transmitted orally from one generation to another.[1][2][3]"

From Wikipedia, the free encyclopedia (n.d) Oral Traditions. Access.
https://en.wikipedia.org/wiki/Oral_tradition

A close-up photograph of a person's hands writing in a notebook. The person is wearing a blue long-sleeved shirt and a black wristband. They are using a yellow highlighter to write on a piece of paper. The background is slightly blurred, showing a laptop keyboard and a desk. The text is overlaid on a semi-transparent dark grey rectangle.

ALLEGORY IS AN ANCIENT PRACTICE USED FOR CENTURIES
TO PAST DOWN CULTURAL TRADITIONS & BELIEFS.

IN ANCIENT TIMES, ALLEGORY WAS USED TO PRESERVE
HISTORY. IT IS A COMMON PRACTICE.

ANOTHER WORD FOR 'ALLEGORY' IS **STORYTELLING**.

TOPIC

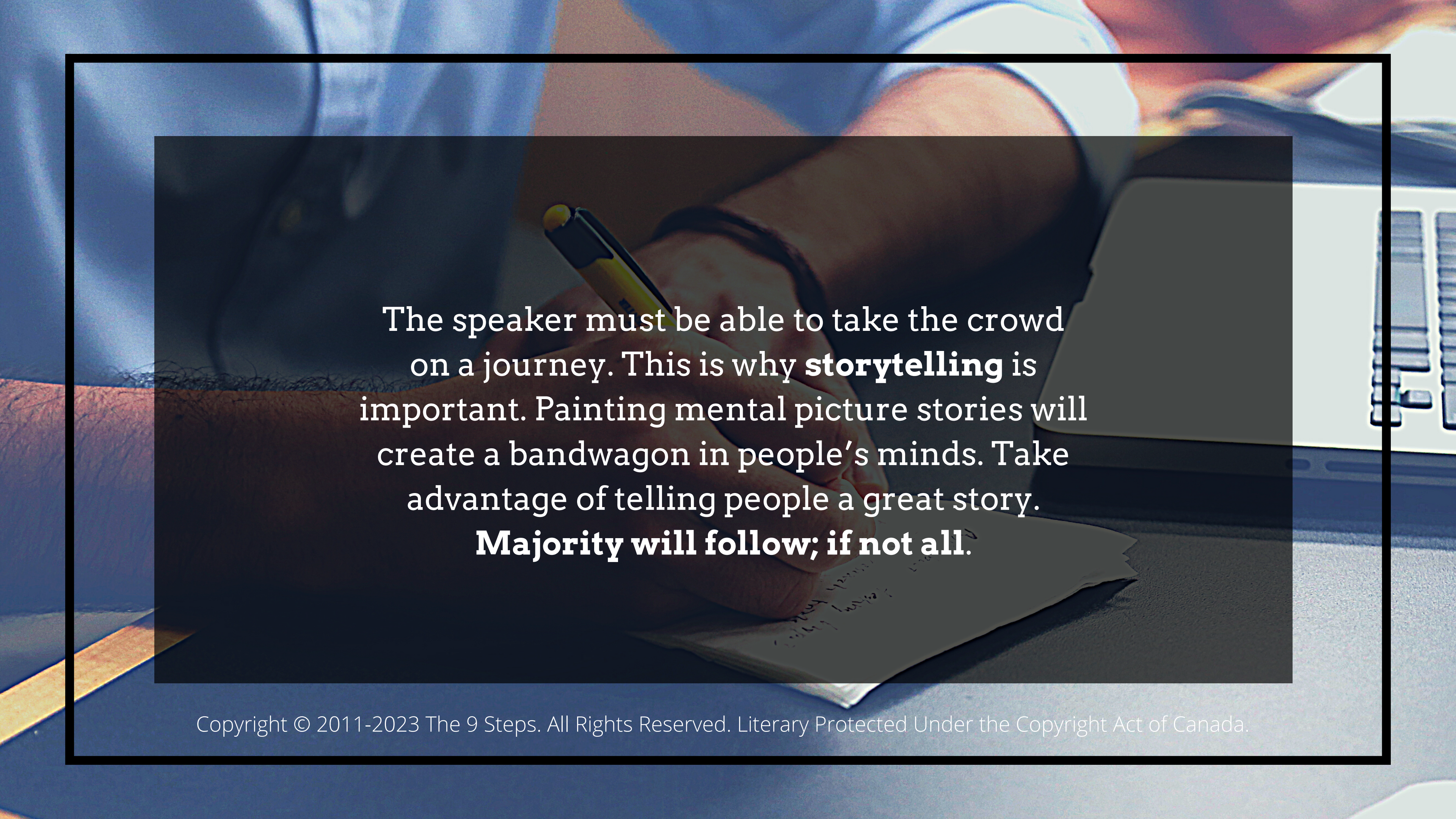
STORYTELLING
"ALLEGORY, PARABLES"





The Storytelling Effect

1. Commitment
2. Dedication
3. Inquisitiveness



The speaker must be able to take the crowd
on a journey. This is why **storytelling** is
important. Painting mental picture stories will
create a bandwagon in people's minds. Take
advantage of telling people a great story.
Majority will follow; if not all.

When Using Storytelling

(1) The audience will always wait to hear the ending. We will go on the journey with you.

(2) The audience will always relate to mental picture stories. We will see ourselves within your story.

(3) The audience will be inspired to visualize. We will remember 50% of what we hear and see. Inspire us.

A close-up photograph of a person's hands writing in a notebook. The person is wearing a blue shirt. The notebook is open, and the person is using a yellow and black pen. The background is slightly blurred, showing a desk and a laptop. The text is overlaid on a dark, semi-transparent rectangular area.

Practice the Art of Storytelling

A mental picture story with a moral ending.

Commitment: Use words that represents something that everyone is aware of. For example, an animal (a lion, an eagle etc.)

Dedication: Use words to describes common life events that people can relate to. For example, fitting in with others.

Inquisitiveness: Use words as metaphors or symbolisms. For example, bright like the sun.



STORYTELLING

The art of storytelling engages audience members
from start to finish.

Storytelling is a mental picture story
with a moral ending.

EXAMPLE

**STORYTELLING
THE EAGLE & CHICKEN STORY**



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HOMEWORK:
CREATE YOUR OWN ALLEGORICAL STORY
FOR NEXT WEEK.

