**Oral communication**

**Summative Storytelling**

**Storytelling** is the social and culture activity of conveying stories in words, sounds, often by improvisation, theatrics, or embellishment. Stories or narratives have been shared in every culture as a means of *entertainment*, education, cultural preservation and instilling moral values (Wikipedia).

After you have written and proof read your short story creation, you will present it orally through audio. In other words, you will be creating an audiobook for a target audience. Your audio will be *evaluated summatively*. It can be recorded in any given format, as long as I can **open it,** in order for me to listen to it. Here are a *few techniques* to succeed.

1. Take the time to prepare

You must prepare what you want to **say** and **how** you want to say it. Why would you treat your short story any differently?

That means verifying details and gathering information that would embellish your story.

2. Learn how to tell a good story

All the preparation and planning in the world will only get you so far if you don’t know anything about the [art of storytelling](http://writtent.com/blog/win-customers-hearts-art-storytelling/). Make sure your story includes the basics of action, character, emotion, and imagery. Then refine it with a specific mood.

3. Focus on the active struggle

Stories that depict a character’s active pursuit--of justice, love, triumph--are far more interesting because the character actually *does*something. “If the scene bores you when you read it, rest assured it will bore the audience.” Focusing on the activity, the drama of the story, is what keeps your audience engaged and interested.

4. Skip the slow parts

Because you’ll retell your story over and over, you won’t necessarily need to include every single detail every time. Telling the slower parts of the story at the wrong time or to the wrong audience can cause them to lose interest. Cherry-picking the best details for each retelling helps you **keep** their interest and **keeps** the story from feeling stale or old.

5. Match your brand story to the format

Writing for the ear (e.g. sales calls, elevator pitches, videos, speeches) is not the same as writing for the eye (e.g. blog posts, ebooks, articles, ads). Adapting your storytelling to fit the format prevents the story from sounding wooden, generic, or rehearsed, and it strengthens the **appeal** to each different audience.

When writing your story for audio formats like videos and conversations, pay special attention to:

* **volume and tone of voice**
* **facial expressions**
* **eye contact**
* **hand gestures**
* **pauses and pacing**

6. Control your pacing

Tell your story **too slowly**, and the audience will lose interest. But go **too fast**, and they won’t be able to keep up. It’s okay to speed up and slow down the pace of the story according to its tension as long as you can **gauge** your audience and keep them with you.

**Pacing** also applies to the speed at which you tell the story. This storytelling technique is critical since **your voice** is the medium.

**Delivery elements:**

 **Sincerity and whole heartedness** (Be earnest!),

 **Enthusiasm** (This does not mean artificial or noisy excitement),

 **Animation** (in your gestures, voice, facial expressions)

Stories are more interesting when there is animation and variety in the ***voice*** of the teller.

**Particular Oral Storytelling Skills:**  
A Storyteller’s skills include:*emphasis, repetition, transition, pause* and *proportion*.

 **Dialog** should make use of different voices for different characters

 **Use your voice** to create the atmosphere or tension as the story progresses.

 **Pacing** involves both the volume and rate at which you speak, and the progression of the action in the story. **Dialog** slows a story's pace down, while **narrating** action speeds it up.

 **Repetition** and **Exaggeration** have always been basic elements of storytelling.

Experience will hone these skills, and when - and how - to use them most effectively.

**Finally...and most importantly:**

* The more you practice- the more skilled you will become.
* Don't be afraid to try different methods.
* Be creative.
* Expect to flop, the best of us do.
* Don't be overly self-conscious.
* **Have fun and share the joy of story**.

http://www.eldrbarry.net/roos/eest.htm

http://writtent.com/blog/15-storytelling-techniques-writing-better-brand-story/

**SUMMATIVE – ORAL COMMUNICATION**

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| **Work to submit** | **Due date** |
| Audio copy (mp3, youtube address, etc….) |  |