
How To Transmedia #104

What Are The Benefits Of Telling A Good Story?

Content Is Still God!

Everyone tells stories. It is THE common communication currency. Teachers, preachers, politicians, parents, journalists, murder squad detectives, tax inspectors, astronauts, old soldiers and kids – **EVERYONE TELLS STORIES!**

Why? Because a story conveys an experience or message and shares the positives and negatives gained from that experience.

Stories make us unique, memorable and valuable. In the present day media landscape where audience attention is splintered by multiple media channels and numerous devices, stories are needed to give the audience something to hold on to and remember you by.

Good stories **GRIP** and **ENGAGE** people. If you are telling a great story the audience will follow it over any channel or device. If you are selling something your story will validate you and help the audience to retain information.

Social media and other new communication channels enable the audience to participate in that story; they can share comments, enter competitions, become members of a unique club, and create their own story-based **User Generated Content** or fan fiction.

This kind of audience involvement is incredibly attractive to business, advertising, education and entertainment. Storytelling is no longer a one-way feed; it is interactive and inclusive of the audience and can adapt to the likes and dislikes of its audience.

“People are hungry for stories. It’s part of our very being. Storytelling is a form of history, of immortality too. It goes from one generation to another.”

(Studs Terkel)

Authors Note: Studs Terkel would absolutely LOVE Transmedia!

Suggested reading:

‘User Generated Content’ definition on Wikipedia

Studs Terkel article

American Dreams: Lost and Found by Studs Terkel