ROLE OF STORYTELLING IN LEARNING IN THE CONTEXT OF KNOWLEDGE MANAGEMENT SYSTEM

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Abstract

Humans are telling stories since ancient times. What is new is the purposeful use of narrative to achieve a practical outcome. Storytelling will become a key ingredient in managing communications, education, training, innovation and sharing knowledge in the digital learning environment. Storytelling is the act of telling a story in an entertaining, impressive or dramatic way. Adding feeling or emotion is probably very important in story-telling. How do we do it? Generally we remember the feeling of the event or imagine what our characters might be feeling and then adjust our 'delivery' accordingly. While focusing on the concept of learning style, learning methods, learning tools in knowledge management system, this article discusses the features of storytelling and how the software facilitate the telling of a story.

1.   Introduction

Humans are telling stories since ancient times. Moreover, there is a resurgence of interest in the art among today's organizational leaders. What is new is the purposeful use of narrative to achieve a practical outcome. This paper focuses on some leading concepts like learning style, learning methods, learning tools in knowledge management system. Storytelling will become a key ingredient in managing communications, education, training, innovation and sharing knowledge in the digital learning environment. Storytelling is the act of telling a story in an entertaining, impressive or dramatic way. Telling is using one's voice or sign language to present a story without reading from a book. We're all born storytellers and naturally use storytelling in one shape or other everyday - talking to neighbours, sharing secrets or gossip, recalling something dramatic, exciting or traumatic from our day.

2.   Storytelling

Storytelling is quite simply the use of stories in organizations as a communication tool to share knowledge. Storytelling uses a range of techniques to engage, involve and

inspire people, using language that is more authentic (everyday language as opposed to textbook buzzword speak) and a narrative form that people find interesting and fun. It means- Storytelling is telling a story and educating and/or entertaining. Storytelling is a process, a medium for sharing, interpreting, offering the content and meaning of a story to an audience.

3. Uses of storytelling

- Storytelling for communications;
- Storytelling to capture tacit knowledge;
- Storytelling to embody and transfer knowledge;
- Storytelling for individual growth;
- New or unexpected situations;
- Situations that require feelings as well as thoughts;
- Complex situations.

4. Categories of stories in organizations

- Stories about other people;
- Stories about the work itself ;
- Stories about the organization;
- Stories as social bonding ;
- Stories as signals ;
- Stories about the past;
- Stories about the future;
- Stories about life itself.

5. Is storytelling an interactive performance art form?

Direct interaction between the teller and audience is an essential element of the storytelling experience. An audience responds to the teller's words and actions. The teller uses this generally non-verbal feedback to immediately, spontaneously, and improvisational adjust the tones, wording, and pace of the story to better meet the needs of the audience.

6. How do we adjust our delivery?

- Tone Of Voice
- Loudness

- Rhythm
- Facial Expression
- Body Language
- Movement
- Hand gestures

7.   Choice of words

The great thing about the ancient, oral tradition of storytelling is that the storyteller gets to change the words. Stories are constantly shaped and reshaped depending on the audience, the circumstances etc. Some tellers are very careful about their choice of words and some just let it flow naturally. Some follow old traditions, learning the story word for word, gesture for gesture, keeping the story 'pure'. Some change the words and the story line freely, adapting the story to fit the audience and the circumstance.

8.   Style

We can create our own style or copy from someone else's but our storytelling style will be a particular combination of all of the above. We all have a unique style of storytelling and usually a number of styles that we can draw on depending on the circumstances or venue. We might use one style while telling a tall story in a pub with the blokes, another during morning tea at an organisational meeting with a client.

9.   What do audiences want?

All audiences want to be able to:

Hear, follow and understand a story;
Enjoy putting their imagination to work;.
Have fun or experience some other strong feelings .

Some audiences want to :

puzzle over what a story is about;
enjoy a good metaphor or other creative word plays;
be empowered ;
be reminded of their goodness;
have their beliefs acknowledged and confirmed;
feel like they belong ;
enjoy watching an artist at work

As you develop your skills you can decide to work on adding more of the above.

10. Learning Styles

Learning styles are simply different approaches or ways of learning.

10.1 Types of learning styles

- Visual Learners: learn through seeing...

- Auditory Learners: learn through listening...

- Tactile/Kinesthetic Learners: learn through, moving, doing and touching...

11. Storytelling Software

- MemoryMiner

- PHP-Nuke is a Web Portal System, storytelling software

- Comixware

- Microsoft Photo Story 3

- Windows Movie Maker

- Goldwave

11.1 MemoryMiner

- Import images (simply by dragging and dropping from a folder or photo organizer);

- Create of a list of relevant people and locations ;

- Connect people and locations to images;

- Add descriptions to images;

- Attach other digital media to images;

- Select images for export (other relevant media will be automatically selected);

- Export your photo-data package to a server of your choice (including .Mac);

- View your digital story online.

12. Benefits of Storytelling

Stories are memorable - their messages tend to stick and they get passed on. It can provide a living, breathing example of how to do something and why it works rather than telling people what to do, hence people are more open to their lessons. Stories therefore often lead to direct action - they can help to close the knowing-doing gap (the difference between knowing how to do something and actually doing it). The benefits of story telling include:

- Communicate quickly ;

- Communicate naturally;

- Communicate clearly ;

- Communicate truthfully;

- Communicate collaboratively;

- Communicate persuasively ;
- Communicate accurately;
- Communicate entertainingly ;
- Communicate movingly ;
- Communicate feelingly ;
- Communicate interactively ;
- Communicate intuitively.

13. Conclusion

Audience want an unexpected gift at an unexpected time. Adding feeling or emotion is probably most important. How do we do it? Generally we remember the feeling of the event or imagine what our characters might be feeling and then adjust our 'delivery' accordingly.

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