Memory Threatened. Storytelling Trees

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The ability to tell stories effectively and memorably was a very valuable skill. Storytelling. Steve Jobs was famous for his keynotes. Whether launching new products or making an announcement, he agonized for hours over the details of his presentations. People were amazed at his ability to craft a narrative, to create and maintain suspense and to deliver a solid message. It wasn't dazzling special effects or crazy props. It was storytelling. History is nothing but a series of stories that, when told correctly, can teach us lessons, give us insights into a variety of concepts, or entertain us. Every story serves a purpose, even if to simply relay a message. Storytelling Manufactures The Experience. If you look at consumer behavior as a story, you realize, for them, it's all about experience. Not just a good experience, but also a targeted one – and the experience should promise an outcome that can only be had if they buy your thing. The idea with your storytelling and marketing is to give the working memory just enough information to decide what to do with the offer. Should they act now because the sale isn't going to last long? Should they keep you in mind when the need arises for the thing you offer?

The ThemeTracker below shows where, and to what degree, the theme of Storytelling and Memory appears in each Section of Sundiata. Click or tap on any chapter to read its Summary & Analysis. How often theme appears  The silk-cotton trees and baobabs that you see in Mali are the only traces of extinct cities. Related Characters: Mamoudou Kouyaté (speaker), Sundiata/Maghan Mari Djata. Related Symbols: Trees, Seeds, and Growing. Related Themes: Page Number and Citation: 83.