

# The Evolution of Storytelling: From Traditional Literature to Contemporary Narratives

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**Abstract:** *Storytelling is an overall become an innate characteristic in humans. In any case, the way we communicate with others has changed over the time. This paper inquiries about how the impact of conventional ways of storytelling found in the literature have advanced on account of structures and techniques in present-day narratives. Through the analysis of how stories were told in terms of plot, characters and the universal templates, we seek to understand how these motifs have been modified in today's world through various mediums. This also reveals that due to the use of advancing technologies such as printing press, social media, digital marketing and others platforms, the way we tell stories and keep ourselves informed about current topics has been a different experience.*

**Keywords:** storytelling evolution, traditional narratives, modern storytelling techniques, impact of technology, digital storytelling

## 1. Introduction

Storytelling, an age-old human behaviour, has threaded its way through histories around the world. Storytelling can even become a strategy in the field of organizations and have its impact on the corporate culture and employee involvement.

This research seeks to capturing the wide-spread practices of storytelling, from traditional beginnings and recent conceptualizations, to modern day organizational use. This research paper explores the significance of traditional storytelling as a vehicle of Indigenous knowledge, culture and oral traditions. In this research paper, we will unpack some of the values inherent in traditional stories; interdependence, collaboration, exchange, spirituality and humility – and how these might improve organizational life.

This study aims to combine existing literature and some new perspectives in order to develop a richer image of storytelling as an organizational phenomenon.

## 2. Literary Review

Storytelling, a timeless human practice, has make its way into the various cultures worldwide. From ancient epics to modern-day narratives, stories have served as a powerful tool for connection, learning, and inspiration. In the realm of organizations, storytelling has emerged as a strategic asset, influencing corporate culture, and employee engagement. However, despite its profound impact, the academic exploration of storytelling in organizations remains fragmented. This research aims to consolidate existing knowledge, providing a comprehensive overview of the subject and contributing to a deeper understanding of its significance.

This article explores the potential of traditional storytelling as a research method to bridge the gap between Indigenous and Western knowledge systems. By incorporating storytelling into the research process, researchers can contribute to culturally appropriate inquiry, build trust within communities, and deconstruct traditional notions of research.

## 1. Different means of storytelling

### 1.1 Storytelling in organisation

Storytelling has a rich and enduring history that spans cultures and civilizations across the globe. It serves as a vital component of various traditions, weaving the fabric of cultural identity. Moreover, storytelling is fundamental to the life of organizations, playing a crucial role in shaping their identity and culture. In the corporate world, the impact of storytelling is profound and far-reaching. It enhances communication, fosters connection, and can significantly contribute to a company's branding and employee engagement. While storytelling is a powerful tool in organizations, it's challenging to find a comprehensive understanding of its impact. The information about storytelling in organizations is scattered across many different sources, making it hard to get a clear and complete picture. This makes it difficult to fully grasp the importance of storytelling in organizational settings. At its core, storytelling can be characterized as a practice where information is transformed into an easily digestible format—essentially a narrative. This transformation allows complex ideas to be conveyed in a manner that resonates with audiences, making them more accessible and relatable. Consequently, storytelling within organizations emerges as a strategic approach that facilitates the exploration of how narratives and story-driven methodologies can be applied effectively in both corporate and social settings. By studying these applications, organizations can glean insights into the ways stories can influence behaviours, foster a sense of belonging, and drive cultural change within their workforce.

### 1.2 Oral tradition of story-telling aka through our culture

Storytelling is a traditional art form which has been rehearsed for thousands of times in every society and to humankind. Traditional stories have been passed from generation to generation through reports, songs, rituals, chants and even artifacts. These oral narratives are critical literal components that pre-date written words. They clarify the culture and how it came to be. Storytelling becomes an interactive exertion between the teller and the listener in which imagination forms the illustration. Indigenous storytelling involves expert use of the voice, body expression, movement, verbal imagery, facial vibrance, setting, plot and character development, natural pacing, and careful authentic recall of the story. Indigenous

communities heavily depend on storytelling for varied reasons. Stories can range from the sacred to the factual, exploring social, political, and artistic aspects of life. They can be delightful, humorous, or deeply personalized, reflecting individual, family, community, or indeed public adventures. Some stories are exclusive to specific clans or families, passed down within the group, while others are participated freely among those who value them. Inevitably, stories reiterate the worldview, associations, convictions, and values of a specific innate individuals. The most critical qualities of our culture are our dialect and our stories. In verbal traditions similar to ours, narrating stories is the way how we pass on the history and the values of our ancestors to the coming generations. Without these stories, we would have to count on other people for guidance and information about our history. Lessons in the shape of stories are an indispensably portion of our personality as a individual and as a country. If we lose these stories, we will do a injustice to our ancestors—those who gave us the responsibility to keep our culture alive. Through storytelling, Indigenous peoples are engaging in exploration that is developed by and for our own communities and reflects Indigenous knowledge and empowers ourselves. It is, thus, not surprising that Indigenous experimenters across the globe have embraced traditional storytelling as a significant exploration methodology. Stories had distinctive shapes such as ceremony, lyric, craftsmanship, move, music, and so on. The conventional narrating considers arranged itself inside this setting and took a noteworthy step forward in investigating personality and equity in connection to inborn understandings.

## 2. Development of the oral tradition

Over the centuries, narrating has advanced from straightforward verbal traditions to complex advanced stories, reflecting changes in innovation, culture, and society. Recently, the coming of composed language, storytelling was basically a verbal tradition. Stories were passed down from era to era, frequently through melody, verse, or simple recitation. These stories served different purposes: they explained common marvels, instructed social values, and protected the history and legacy of individuals. The epic stories of antiquated societies, such as Homer's Iliad and Odyssey, or the Indian Mahabharata and Ramayana, are prime illustrations of stories that were initially shared orally in recent time before being translated. The innovation of writing made a critical turning point in the history of storytelling. With the capacity to record stories, individuals seem to protect stories in a more permanent form. This permitted for the advancement of writing as we know it nowadays, counting books, sonnets, and plays. The composed word moreover empowered stories to reach a more extensive group of onlookers, as writings could be replicated and conveyed more effortlessly than verbal stories.

## 3. Storytelling in organisation and culture

### 3.1 Pros

Storytelling is defined as a practice in which the information is converted into a pattern that is easy to understand that can be called a story or a narrative. Hence naturally, storytelling

in organisations becomes a method of trying to provide a way for studying the application and effect of narratives and story-based methods in corporate and social organisation. Organisational storytelling helps in understanding the abstract concept because it gives a meaningful interpretation can be obtained. Storytelling does have astonishing effects on the individuals, teams and organisations. It sensemaking, builds context, and inspire people to take actions. Be it leadership, be it high end technical issues, it makes sense to use narratives to engage teams and groups. Storytelling in written have a great importance as it is a written proof which can be transfer from generations to generations.

### 3.2 Cons

While storytelling is a powerful tool for organizations, it does come with some potential drawbacks. Stories are inherently subjective and can be influenced by the storyteller's perspective, potentially leading to biased or incomplete narratives. This can distort the truth or create misleading perceptions. Stories can be misinterpreted or misunderstood by the audience, especially if they are complex or ambiguous. This can lead to confusion, frustration, or even negative consequences. If storytelling becomes the primary mode of communication, it can lead to a neglect of other forms of information sharing, such as data analysis and evidence-based decision-making. This can hinder innovation and critical thinking. In conclusion, while storytelling can be a valuable tool for organizational communication, it is essential to be aware of its limitations and potential drawbacks.

## 3. Conclusion

In conclusion, storytelling, an ancient form that has permeated societies, cultures, and civilizations, shaping and preserving identities and memories. Inside the space of organizations, narrating can persuade, motivate, and change. Stories are not just entertainment, they are a source of knowledge, a source of values and a source of cultural identity. Indigenous people share experiences through storytelling to pass history, socio-cultural practices and spiritual beliefs from generation to generation. Their grid for how things work in the world is conditioned by these narratives. Corporate storytelling is much more than a way to communicate; it is a strategic necessity. Narratives put a human face on brands, helping them seem more relatable and easier to remember. Great stories can fuel engagement, uplift morale, drive productivity, and enhance company culture. And in sharing stories of failures and past successes organizations open the door for creativity and risk. The existing literature is, however, fragmented and it is difficult to get a comprehensive sense of its importance. This is particularly true in the context of Indigenous cultures, where storytelling is deeply embedded in their traditions and serves as a vital means of preserving cultural heritage. As organizations proceed to advance, the part of narrating will as it was developed in significance. By embracing the power of narrative, businesses can create a more engaging, inspiring, and impactful workplace. To fully harness the potential of storytelling, organizations must invest in developing the skills of their employees, fostering a culture of storytelling, and leveraging technology to amplify their

message. Storytelling is a capable device that can be utilized to shape perceptions, impact conduct, and drive organizational alter. By understanding the nuances of storytelling and its impact on different cultures, organizations can unlock its full potential and create a more meaningful and impactful future.

## References

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