

## **THE ROLE OF NARRATION AND STORYTELLING IN IMPARTING EFFECTIVE COMMUNICATION: A PAPER ON UNDERSTANDING THE HUMAN CONDUCT**

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### **ABSTRACT**

Human behavior is the most unpredictable of all the elements in any communication. Most of the times, the content of what anyone speaks makes much less impact on the listener, than how it is spoken and other environmental factors. The impact of narration – which would include the aforesaid elements of the ‘how’ and other extraneous variables, needs to be studied.

Media, in today’s time and age of the internet and unobtrusive communication, has come to play a pivotal role in the entire narration process. Apart from the narrative, the media has come into play and is greatly playing the role of an ‘influential’ in the entire communication process.

The main objectives of this article are to identify the importance of narration in effective communication which is collated with the role of media and to understand how important the role of media in effective communication. We would also focus on the relation between the three concepts, namely, idea of narration, need of effective communication and impact of media on the people’s life.

**KEYWORDS:** Environmental Factors, Extraneous Variables