

## **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

### **INTRODUCTION**

Almost every fictional story has a beginning with these essential phrase ‘Once upon a time’ which creates anticipation in the minds of the reader and makes them eagerly inquisitive about what is about to come. This is tied strongly to the psychological concept of ‘Classical Conditioning’ where this phrase marks the beginning of a story, ready to be unraveled by the writer.

Every story speaks to the reader’s mind; it creates an illusionary effect where the reader starts to imagine as him to be present at the site where the story is happening and this creates an automatic connection between the reader and the story as he/she is not ‘witnessing’ the sequence of events. The more the reader feels connected to the story, the more he absorbs the teachings of the story and the more he wants to apply the learning from the story in his life and relationships. Thus, every story has a huge impact on the reader, listener or viewer.

It is often said that ‘a book is the best friend a person can have’. However, this phrase is not restricted to just books, but is applicable to every form of information which inspires a person, gives the all-important emotional boost to him or many times even becomes a lens through which one can identify themselves. So, every time a person gets to know a story, they try and find themselves to be a part of the story and the character which they can identify with, the most becomes their favorite. The same applies to the way the people communicate -the more they are able to relate to each other

and the more they understand each other stories and the more they connect. Some of these connections happen at the conscious level. But in extremely successful communications, these connect happen in sub-conscious levels too. In other words, the relationship one has with a story (available in any form) is directly proportional to the relationship people maintain with the world.

The word 'media' are generally understood as something which provides the means to connect and is usually associated with mass communication industry. These days every form of information is circulated by this industry. We all have accepted the need of this industry in our lives in such a way that, every now and then, whenever we even need anything; even the slightest form of information/ news, we access any form of media to know the same. Even, the reason behind formulating this industry was to connect everyone and to overcome the limitation of not being everywhere at every time.

### **The Spirit of Narration**

The very essence of storytelling beholds the power to direct attention and capture the moment for the reader or viewer. The very first few lines of any story determine the key factor whether the reader is even interested in it or not and that is all based on how the story is be-folded thereafter.

The power vested in a narration is to have such a deep impact on a person that you become a part of their personality and soul. Thus, it is really important to structure the story so that it conveys the same thing what the author or creator of that art wanted it to be. Since the assessment of the impact is pretty subjective, it differs from person to person. After all, it's still like depiction of modern art or opera, where some people like it others never learn to appreciate it. Moreover, to simplify the level of depiction it should really make the same sense as it does to the author. Thus, everything gets down to the point to how it has been communicated to the reader or viewer. Thus, the most important thing is the role of effective communication in narrating a story and systematically reciting the events of the story. This is the entire essence of narration which is vested in the manner of communication. An example can be seen in the form of normal children fairytale like Cinderella, so many interpretations of the same story have been produced right from the straight level plot dictated by the first version fairytale story where a good spirited girl who is tortured by her step mother is saved by a prince and they live happily ever after till the point the where enchanted is made which is also a version of Cinderella but it takes the story in a different direction where Cinderella comes to real life in a place like New York and then gets to know another side of love which signifies may be love at first sight is not enough it is important to understand the person, connect with him. Moreover, it also signifies the protagonist in a different light which shows may be having a step-mother is not a bad thing; what makes a person bad is the way perceive the world and what their intentions and subsequent overacts are and nothing is related to the character they play. Therefore, the point is the way the story is narrated the focus of teachings change, and just from the concept of happily ever after or good wins over evil, you get to understand other aspects of the story; although the main teaching still stands. Thus, the way the events are recited, is the pathway of interpretation and it must be guided properly so that the focus of the story or like the destination at which the protagonist is trying to reach is not lost or interpreted otherwise. Now, applying the teaching of the story can also differ from person to person, depending on the character they can relate to or rather connect to most. For instance, for a person who is being mean or is planning something evil plot for the other the teaching is the result of bad deeds will always be bad but in the latter version, he would see that it does not matter what relation you have what matters is that whether you had an intention

to hurt the person or not. Learning from any version of this story will have a direct effect on the behavior of the person. This is the reason why people in their leisure time read or watch different stories because they not only give a way out from their daily life but also most of the time add to their life. This can be seen when such motivational stories about idealized people are shared like, SachinTandulker, Marry Com, Milkha Singh, Adolf Hitler or Kalpna Chawla. Thus, the spirit of narration becomes the stepping stone for effective communication. This can even be vice-versa; which is highlighted in the next section of the article.

### **The Power of Communication**

Communication rules from connection, without communication no one can connect and without a connection no one would even want to communicate. But, it is important to have effective communication with the people we love to have connection with. The same thing applies to the way a story be-folds and the person reading or viewing it. If the story does not communicate the same idea to the reader, there is no effective communication and if there is effective communication, no real connection is established and thus, no teachings can be applied, thereby that story would not become a part of their mind or soul. Thus, the secret behind any successful connection is ‘effective communication’. But, what makes any communication to be an effective one? The answer is pretty simple, if the same thing is interpreted by the sending and receiving link, the communication is effective otherwise, it just becomes a conversation which becomes useless. It is simple; it just should not be like the game of ‘Chinese whisper’. In a more technical way, it is said that if the information so encoded by the sender, travelled through media to the receiver, who decodes the same information without changing the crux of it; it can be termed as ‘effective communication’.

The spirit of communication is very essential for all kinds of beings; especially for people like us, who communicate through speaking different languages. But the connection is only established when we can both understand them and replying the language that the other party can understand. Although, we live in a world where different languages are spoken, which is filled with different figures of speech, which makes it to be interpreted by different people differently. A suitable example is for a Friends fan, the popular phrase ‘How’re you doing’ would mean a popular way to flirt but for a non- friends’ fan would just mean a statement to ask how was the person doing at that moment.

This has a huge impact on the relations as well. A simple reason behind the same is, the way we speak shows our perception, which often is visible through our actions or the way we communicate with others. Moreover, often you would have seen the guys saying it is so difficult to understand woman or the girls wondering why not guys can understand them. The reason behind the same is pretty simple, i.e., the lack of effective communication. So, either the girls are not able to communicate their wishes or may be the guys are not able to read the signs properly. More than half of the relationships end because of this communication gap. Often, a phrase is used, “Everything will be sorted if you speak effectively”. This actually sums up the relevance of ‘effective communication’ in almost everything.

### **Relationship between Media and Effective Communication**

Media, most prominently is considered to be the fourth pillar of democracy which is just a mechanism, ‘of the people, for the people and by the people. Thus, by the very definition it points out the relevance of media where people are to deal with. Thereby, media can also be seen as the means to connect people which are even run by people. Therefore, the means of connection is run by ‘media’. This becomes important because connection flows from effective communication

which means to have an effective media, one must learn the rules of 'effective communication'; otherwise the entire objective of having media, i.e., connection would be defeated.

In media, a particular industry of marketing vests; this signifies the role of circulation of information and resides on the concept of public knowledge. Thereby, marketing works on the principle that 'the more people see it, the more they will feel connected with it, and the more they will be interested in it'. This has an impact on the revenue and advertising industry which follows the concept of marketing. The role of 'effective communication' is very important in such an industry; this can be understood by the following example:

For instance, a small advertisement like about a tooth paste, where although you want to communicate that once you apply the toothpaste, you feel energetic and if you don't use it you bathroom or even crawling down just like spider man to ask, "does your toothpaste has salt, ---this toothpaste has salt". As per my outlook, this is a clear case of miss-communication or may be an overwhelming exaggerated version of failed communication. Another example of a failed communication would be like about a chewing gum, where once you start chewing it, your tongue flicking without control. So, such kind of communication with no story and weird instances doesn't clarify the idea behind it, and people might not take anything from it. So, for an industry like marketing and advertising where you have other limitations like time, specifically 30 seconds for television advertisements or other sources like finance or may be quantity of words, the quality and the need of effective communication would hold even more significance.

Thus, for any media related operation the ground norm has to be 'effective communication' and the interplay between the three concepts have to be of immense importance which must be managed very specifically.

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