Chapter 3
Storytelling

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ABSTRACT

The art of storytelling is an ancient method of conveying information to the masses with certain intent in mind (i.e., as in setting morals or cultural development). It starts from childhood, where children grow up with stories of great heroes and mystical happenings in an age where Gods and humans dwell together. As time went by the stories lost their sheen but they are making a comeback of a different kind – as a learning tool for individuals, whether employees or students. These stories are adapting to the modern world lifestyle, medium is now digital though. Therefore, this chapter explores this journey of stories and gives instances to showcase the effectiveness of storytelling as a tool for training employees.

INTRODUCTION

As children, everyone has loved a good story. It has been noted that stories create a sense of wonderment increasing the emotional involvement of children. It helps them connect with the story. Hence, its ancient use is to convey moral teaching. Storytelling is an age-old method of passing down knowledge. In many cultures it was the method for handing down history and knowledge. In India, there existed the Katha / Kathya which is the storytelling in Indian style. These performances were rituals in Hinduism and were told by people who were known as kathavahchak or vyas. They would recite Hindu texts like Puranas, The Ramayana or Bhagavatha

Purana followed by commentary known as pryachan. These would mostly take place in temples and village squares on special days or in other designated places at regular intervals. In houses, they used to take place in name of Vraths or vrathkahtha such as Sree Satyanarayana Katha. These were aimed at instilling moralistic values through the expostulation of the awaiting consequences in every act a person takes.

In Morocco, there prevailed the 1,000-year-old tradition of storytelling known as the Hikayat. It's a form of storytelling which is becoming extinct. In Morocco most of these stories were handed down orally generation to generation. The only place it can be found in current times is in the Marrakech's Jema el-Fna'a square and very few story tellers are available to carry on the tradition.

Each culture has its own storytelling history. In India, for example, each region has its own tradition and style. The ancient knowledge in Sanskrit sprinkled with *puranas* and other epics were common in all villages in India. These stories were often told in temple squares, religious functions and weddings. The Storyteller was a single person with enough versatility that he or she was also a teacher who was expected to be a scholar in ancient knowledge and in different vernaculars. The story teller also was supposed to be good in narrating humorous anecdotes.

There were well known story tellers like Gopalakrishna Bharathi from Tamilnadu who were very proficient in storytelling in 19the century. Current world knows Indian story tellers such as Suki Sivam and Trichy Kalyanaraman who performed in the old style of Kathaprasangam. The performers who are skilled in music used it to make their point while those who are literature experts uses their knowledge The murals in the Hindu temples too told their own stories during those times. These were used to propagate the religion and its teachings and also to create awareness among devotees. There are, but very few original murals for public viewing now days.

The revival of storytelling has been happening around the world in a slow pace since 1960. "Storytelling in this chapter is with reference to the state where the person who is "telling" the story and the listener who is listening to the story has the facility to respond and interact with each other instantly. And there seems to have a need for people to be in touch with other humans than the television.

WHAT IS STORYTELLING?

The Indian history of storytelling has been more on the corporate side than the individual "storyteller" method the older generations had. The history has put storytelling in the cadre of the most critical component to the knowledge development of humans. Stories have a way of capturing the people's imagination, guiding them form a faraway knowledge enthralling them in a way nothing else can, not even visual media. The stories create a magical thread between cultures helping to break

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