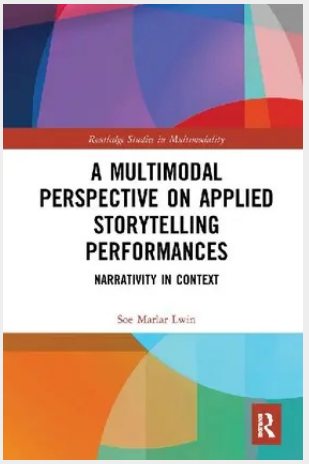
Lwin

A Multimodal Perspective on Applied Storytelling Performances

Narrativity in Context



In this volume, Soe Marlar Lwin proposes a contextualized multimodal framework that brings together storytelling practitioners' and academic researchers' conceptions of storytelling. It aims to highlight the ways in which various institutions in contemporary society have been using live storytelling performances as an effective communicative, educative and meaning-making tool. Drawing on theories of narrative from narratology as well as from related fields such as discourse analysis, multimodal analysis, communication and performance studies, the author proposes a contextualized multimodal framework to (a) uncover the potential narrativity of a live storytelling performance through an analysis of narrative elements constituting the story, (b) capture the process of developing actual narrativity through a multimodal analysis of performance features in the storytelling discourse, and (c) highlight the importance of context and dynamics between the storyteller and audience for an achievement of optimal narrativity in a particular storytelling event. The sample analysis shows how the framework not only describes the system governing institutionalized storytelling performances in general but also serves as a useful model to examine individual performance as a unique realization of the general system. The book also offers implications for possible applications of such contextualized multimodal frameworks more broadly across the disciplines.

This volume proposes a contextualized multimodal framework that brings together storytelling practitioners' and academic researchers' conceptions of storytelling, highlighting the ways society uses storytelling as a communicative and educative tool.

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