

Storytelling – La fabbrica delle storie

[Introduzione: la magia del racconto o l'arte di raccontare storie]

- Lo **storytelling** è definito come "l'arte di raccontare storie". E' apparso negli Stati Uniti a metà degli anni 90
- ↳ Dagli anni 90 quest'arte è stata praticata secondo modalità sempre più sofisticate, nel mondo del management come in quello della comunicazione politica.
- ↳ Fa uso di tipi di narrazione molto diversi, dal racconto orale al **digital storytelling**, che pratica l'immersione virtuale in universi multisensoriali basati su sceneggiature
- ↳ Lo storytelling si sviluppa sempre più in settori inattesi. A lungo è stato considerato come una forma di comunicazione riservata ai bambini, sta vivendo ora quella che potremmo definire una rinascita, un trionfo, un revival.
- ↳ E' una forma di discorso che si impone in tutti i settori della società, trascendendo i confini politici, culturali o professionali e inaugurando una nuova epoca, l'epoca narrativa.
- Si è giunti alla conclusione che la chiave della leadership e il segreto del successo di un presidente, così come vale per qualsiasi altro discorso, risiedono in gran parte nello storytelling.
- ↳ Cornog mostra come dalle origini della Repubblica americana, coloro che hanno cercato di conquistare la più alta carica hanno dovuto raccontare storie convincenti sulla nazione, sui suoi problemi e soprattutto su loro stessi
- ↳ La capacità di raccontare storie è la chiave del successo
- Per molto tempo l'America ha rappresentato un "orizzonte narrativo" verso il quale accorrevano gli immigrati di tutto il mondo, un paese dove tutto era possibile e che offriva a ciascuno una pagina bianca su cui scrivere, allo stesso tempo nazione e narrazione
- ↳ Molti altri tratti attestano la vitalità indiscutibile del racconto americano: la potenza del romanzo, la forza del cinema di Hollywood, la ricchezza del folklore, l'istituzionalizzazione delle università, la moltiplicazione dei festival di storytelling.
- ↳ Tuttavia commetteremmo un errore se confondessimo questa tradizione con il trionfo attuale dello storytelling: sono due cose diverse, dagli anni 70 il pensiero narrativo si è esteso ad altri campi, come quello della storia, del diritto, della fisica o dell'economia, riscoprendo il potere delle storie di costruire la realtà. Le storie non sono solo storie, possono avere anche degli effetti reali
- ↳ Alcuni critici temono che diventi un sostituto pericoloso dei fatti e degli argomenti razionali
- Il successo dell'approccio narrativo si è manifestato innanzitutto nel campo delle scienze umane: un'evoluzione che è stata definita, a partire dal 1995, 'the narrative turn' e che ha conquistato le scienze sociali: dalla psicologia all'educazione, dalle scienze sociali a quelle politiche, dalla ricerca medica alla giurisprudenza....
- ↳ E' attraverso questa deviazione che lo storytelling è potuto apparire come una tecnica di comunicazione, di controllo e di potere. La svolta narrativa delle scienze sociali ha coinciso con l'esplosione di Internet e i progressi delle Nuove Tecnologie, che hanno creato le basi per una diffusione così rapida.
- ↳ Sempre più OGN, grandi aziende e aziende governative ne hanno scoperto l'efficacia: la NASA, la Nike, Verizon...
- ↳ Lo storytelling management è ormai considerato indispensabile a chi svolge un ruolo decisionale in politica, economia, nelle nuove tecnologie, nell'università...
 - Lo storytelling è considerato come una panacea (ossia in grado di risolvere qualsiasi problema).
- ↳ E' impiegato dagli educatori come metodo di insegnamento, dagli psicologi per curare i traumi, costituisce una risposta alle crisi di organizzazioni e un mezzo di propaganda, un meccanismo di coinvolgimento, una tecnica di visualizzazione dell'informazione, una arma di disinformazione...
- ↳ Questo uso trasversale e quasi esagerato come il rischio di banalizzare il concetto stesso del 'narrare', a cui si aggiunge il rischio di formare lettori/cavie
- Secondo Barthes, considerato fondatore della nuova disciplina della **narratologia** (studia il racconto) il racconto è presente in tutti i temi, in tutti i luoghi e società ma soprattutto è una delle grandi categorie della conoscenza che utilizziamo per comprendere e ordinare il mondo.
- Per spiegare l'invasione e la rapida diffusione del racconto in ogni discorso – politico, ideologico o culturale che sia – Brooks sottolineava il crescente impatto delle trasmissioni televisive nella quotidianità tra gli americani che

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