

# Storytelling and Culture ---- A three Sixty Degree Transformation in the Young Generation.

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## Abstract.

Story telling sessions have always provided entertainment to the young generations. Our culture has been weaved with the concept of embedding the difference of good and evil into the soft minds through stories and this process has been an effort since ages with the beginners. The grandparents, and the book shops have played the key role in keeping the children engaged introducing them with the Indian culture and social patterns. The stories they narrated and published, hovered around Epics, Aesop's Fables, Panchatantras and European Folk Tales.

Folk tales and stories have always revolved around the ancient times in multifaceted forms. And story time sessions always opened up the pitarric for these fresh brains. The characters were crafted in a way to feel them very close to their young hearts and were devoid of any cultural clash or racial fervor. These narrations awakened the cells of creativity and delved the morals of life.

The transformation stepped in with the evolution of science and technology. And moreover the concept of Globalization flooding in with the Western life styles, largely influenced the Indian Societal aspects. Similar resultant effects were observed in Bengal, a region always well known for its culture and intellectualism. Gradually the family concept shrunk into nuclear ones and the senior citizens were shifted to Old Age Homes. The story telling sessions faded away and the paradigms of story writing and narrating changed dramatically.

Digitisation took over. Social media pawned the free space and the Y generation immediately stuck to the technology magic. All the stories which used to enchant them couched into Compact Discs and reading story books no more remained a passion. The cultural paradigm had a three sixty degree transformation.

The objective of this topic would be dissecting the aftermaths of the Technical modes and how it has affected the reading habits of the "Y" class. The research shall revolve around the degeneration and loss of value system in the Bengali culture. There would be areas highlighting the genres of Bengali stories with the methodology being restricted to secondary sources such as story reviews and other narratives

**Key words --- Y generation, Story telling, Digitization, Value System, Creativity.**

**Introduction** -- "Deeper meanings reside in the fairy tales told to me in my childhood than in the truth that is taught in life" Schiller, Bettelheim (1976, 2019).

Story telling is an integral part of childhood. As adults we often comment storytelling and listening to stories to be a fascinating experience, only with the children but given an opportunity, the adults too love to remain engrossed in story telling sessions. Whenever we communicate by telling stories. We do so to make ourselves understood and gain knowledge and to ingrain the thought process in to a meaningful whole. It has also been researched that physically challenged children and kids of cerebral palsy also can be kept in silence with narration of stories. A process which reaches the mind and gets registered in the fastest mode.

Every culture has its tradition of storytelling and it can be a very useful approach to also work with the stories, myths and tales of different cultures to make people aware of the hidden values and beliefs (Reviving the tradition of storytelling for global practise, 2019, 07-03-2019). Stories have been used for centuries as a means of teaching values. When we want to encourage people for

making them understand the cultural diversity and heritage of regional minds and discuss about the value systems the method to reach and encourage young minds are story telling sessions. The stories embed the value systems, effect upon our behavior and subconsciously guides us to grow up. The young minds share the stories, feel ignited and imagine the consequences in return to stimulate their experiences. The story teller enriches the sessions with his or her modulations and plays an active role. Story telling can never be a reality as the story teller generally creates a lot of element when narrating the story and it all depends upon the narratives narration style to influence the children. The content along with the story narration depends on the intercultural practice and often it is found that the cultural differences affect the listener and makes them feel lost. This sense of feeling can only be resolved when the listener correlates the matter and draws a similarity to manifest the content of the story.

The language in story telling sessions gains popularity through verbal or written mode based on the lucidity of the expressions. Language is a mode which draws closeness and creates a harmony. Barriers to language and dialect differentiation hinders the listener and the reader from reaching the meaning and moral of the story. Under such cases the stories demand a commonality to share amongst themselves. To delve in to the commonality the images make a much easier bridging and shelves the lacunae. As picture and images are much easier way not only to understand but it registers into the soft minds. These minds gradually grow up with those images recalling them at regular intervals as relevant examples.

The oral tradition of storytelling is as old as the birth of human race. Hammond has very aptly remarked, " I suspect, the fourth thing primeval man has learnt to say (after 'I love you' 'I hate you', and 'Help') was 'Tell me a story' "(Madgulkar 1971, 10<sup>th</sup> of March 2019). Ransome (1909, 2019) tried to analyse how story must have developed. In the early days of civilisation life was a huge battle encircled with swiftness, fierceness and force. That is why, the heroes in the old stories were larger than life,

having some supernatural attributes of Gods, Angels, Fairies, Goblins and Ghosts. Anne Pellowski (1977) mentioned a few concepts on story telling where she specifies that it grew out of the playful, self entertainment needs of humans and it has always satisfied the need to explain the surrounding physical world. Story telling apart from imparting education also became an intrinsic religious need in humans to honour or propitiate the supernatural force believed to be present in the world. Anne Pellowski states that the origin of Story Telling in reference to Indian Tradition originates from Rig Veda ( approximately 6000 B.C.)

The culture of India is one of the oldest and unique in its own ways. In India there is amazing cultural diversity through out the various extremes of the country. The Culture of Benagal encompasses Bangladesh, North East and Assam's Barak valley where the language is the official and primary mode of speaking. Bengal has a recorded history of 1400 years The people residing in Bengal are in its dominant ethno linguistic tribe. The region has been a historical melting point, blending indigenous traditions with cosmopolitan influences from the early empires. Bengal was the richest part of Medieval India and hosted the subcontinent's most advanced political and cultural centers during the British Raj.

West Bengal has a rich legacy of amazing literature with great authors like Sharat Chandra Chattopadhyay, Rabindranath Tagore, Kazi Nazrul Islam and Bankim Chandra Chattopadhyay contributing their fair share to the Bengali literature as well as to the world literature. The literature heritage extends well beyond that too. There has been a long tradition of folk tales like the Thakurmar Jhuli, stories of Gopal Bhar and much more which in their popularity bear a great resemblance to famous stories like Arabian nights and the Panchatantra. Bengalis have played a significant role in advancing the course of Indian literature. These movements saw some emerging leaders who would go on to be prominent names in the Bengali literature circle like Sukumar Ray, Jibananda Das, Sunil Gangopadhyay and Syed Mustafa Siraj being a few among them. These eminent writers apart from being leaders contributed largely in story writing and narrating for the young generations. The stories that flew through the word of mouth within several generations and epitomized the value systems and basic morality within the human beings. ( <http://west-bengal culture -- 187 --- html, 2019>)

The narratives were catered in a theatrical mode so that it generated a deep sense of effect amongst the listeners. Traditional narratives tell how the person should remember or memorise the story. Human beings exist through time just as everything else does. One thing happens after another. Memory narratives are significant because they are one way of defining the self. In Memory narrative one must distinguish actual event as it was experienced by the individual in question the subsequent act of remembering. ( Introduction --- A Narrative is a story 10,2019).

Personal narrative is an important genre of memory Narratives. In a personal experience narrative the narrator deals with some matters of personal importance ,interprets of what he has experienced and presents a narrative that is suitable for oral presentation and the audience ( Kaivola – Bregenhøj, 2009.2 10, 2019). Traditional dilemma generally serve the purpose of resolving problematic issues, through collective observation, reasoning and critical evaluation. They are distinguished by episodic structures irresolvable conflicts, confronting the main character ( s) and finally by the narratives refusal to resolve the dilemma, leaving the conclusion indeterminate and interrogative. ( Traditional Storytelling as Narrative Technique – Chapter 1, 10, 2019).

**Literature review** --- It is rightly said that "library is a powerhouse of knowledge", the center of intellectual life and the heart of an institution. It occupies an important place in the modern education system. It enables one to share the experiences of many persons by reading about their thoughts and achievements. One of the characteristics of the last few decades has been the remarkable growth in the technological means of collecting, processing and transmitting information. Technological change has forced publishing, editing, translating, database creation, computing, teaching and learning and librarianship into newer and closer relationships. A large part of the world's information is now produced digitally, and most of this exists in digital form only. The web functions as a resource for information and communication as well as a cultural space where a diversity of materials are produced and easily accessed. A digitization program should have certain intrinsic features. It should be integrated into the fabric of library services. It should be focused primarily on achieving the mission, related objectives, be funded from the predictable streams of allocation and include a plan for long-term maintenance of its assets. b) Selection of material for digitization is more complex as compared to acquiring the born-digital materials, because selection involves many activities which covers the nature of material, future demand, cost required to convert and copyright etc. c) Digital technology and its costs are constantly changing; as a result, budgeting models that make comparisons between libraries can be meaningless or downright misleading.( 08 chapter 1.pdf, 10,2019)

In ancient era this interactivity was limited to the interaction between two or more than two people but in this age media technologies are quite changed. "This media, described as "new media" are digital, often having characteristics of being manipulated, networkable, dense, compressible, and interactive."( Flew, 2008,10 2019) "Some examples may be the Internet, websites, computer multimedia, computer games, CD-ROMS, and DVDs.

Digital storytelling is an emerging form of storytelling that has the same capabilities as oral and written storytelling, but offers other unique characteristics for teaching and learning. Digital storytelling involves telling stories and sharing information through multimedia (Armstrong, 2003, 10 2019). The Digital Storytelling Association defines digital storytelling as ... the modern expression of the ancient art of storytelling... using digital media to create media-rich stories to tell, to share, and to preserve. In the early 1990s, Dana Atchley, Nina Mullen and Joe Lambert established the Center for Digital Storytelling. Initially, The Center for Digital Storytelling and the Digital Storytelling Association were established to help support digital storytelling in the business world (Digital Storytelling Association, 2002). According to BusinessWeekOnline (2000), "Digital storytelling is the hot new trend in online marketing. Digital storytelling is a very unique way to communicate with the consumer (BusinessWeekOnline, 2000). More recently, Jason Ohler and the Center for Digital Storytelling have acknowledged that digital storytelling is a means of storytelling that is not just for businesses anymore. In Ohler's book, Telling your story: A handbook for putting the story into digital (and traditional) storytelling, he states that digital storytelling is for both traditional storytellers and digital storytellers "who use the full technological arsenal of a movie studio" (p.70 Ohler, 10,2019).

A descriptive review study about digital storytelling in Educational context ( July 2015, March 2019) states that DST are powerful strategies or method or approach, or techniques in teaching and learning process to build communities, provide communication

and reflecting on ones own past. It has also been said that DST has has contributed a lot to the students improvement, in several skills such as literacy, critical reading and analysis and problem solving. Digital story telling can be analyzed in the following ways.

- Digital stories can be created as part of any subject of storytelling sessions.
- DST enhances project witty and technological skills
- DST makes unwilling listeners, more powerful in different ways.

The research is based on the extensive questions on ---

- a) Why young Generation is prone to Digital reading in comparison to listening to narrative storytelling and reading.
- b) Keeping in mind the context of Bengali literature and its historical evidences how has the technological era helped the young generation in gaining knowledge and moral education.
- c) The concept of living with elderly parents have almost diminished. The nuclear families have pushed both the parents to earn a better living. Under such circumstances the question lies about the loneliness of the children and their addiction towards the easily consumable digitization.

**Objective** --- The Research Paper is to find out the impact and influence of Digital Story telling on the Young Generation. That the narratives of story telling discussed has created an image in the mind which has helped the youngsters unfold several complicated issues and resolve critical matters in life. But the influence of Technology has gone through a sea change in the story telling sessions by improvising apps such as Kindle , Protitipi etc

**Methodology** ---- The methodology would be extensive interview based on seventy students who are in the process of analyzing as per questionnaire. On the basis of their answers and their reactions towards the Digital Era Story Telling the final analysis would be rediscovered whether digitization is apt or the primitive methods of Story Telling had much more theatrical narratives to teach and develop the Y generation.

**Conclusion** ---- This has been observed post the interview with the young generation ranging from ten years to twenty years that they have adopted the digitized structure of narrating and watching animated stories on visual mediums but they feel the lacunae of listening to stories with narrative styles and dramatic presentations. The narratives always supported their thoughts and awakened their imagination power which would in return allow them to ideate. The home feeling and growing closely with their story telling mentors added to their value systems but with the technology pawning has created a huge gap amongst the youngsters to retrieve the feeling and requirement of the rudimentary life styles and the art of story telling.

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