Special Thanks

Inda Watrous, Academic Advisor
UConn Department of English

Andrew Kim
Assistant Director of Alumni Relations

UConn Foundation

Tracy Seigle
Alumni Center

More Information

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Center for Career Development
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Internship in Communication
www.comm.uconn.edu/comm-4991

Department of Communication
Arjona Building, 2nd floor
337 Mansfield Road,
Unit 1259
Storrs, CT 06269

Main Office: (860) 486-6734
Advising Office: (860) 486-3687
communication@uconn.edu

www.COMM.uconn.edu

UCONN | COLLEGE OF LIBERAL ARTS AND SCIENCES
DEPARTMENT OF COMMUNICATION

Storytelling in a Digital Age
A Symposium of Communication Professionals, Academics, and Students

Wednesday, Oct 24
Great Hall, Alumni Center
2pm
A Careers in Communication Event
DISCUSSION PROMPT

We are, as Jonathan Gottschall puts it, *The Storytelling Animal* (2012), whose evolutionary ancestors succeeded because of storytelling, “the greatest technology that humans have ever created.”

If evolutionary psychologists are right, and the human addiction to stories was key to our earliest evolutionary success, then the discussion on storytelling is far from over.

Story master Robert McKee, in *Storynomics* (2018) offers an insightful analysis of interrupt advertising and suggests eight powers that propel story:

- Self-Awareness
- Other-Awareness
- Memory
- Intelligence
- Imagination
- Insight
- Correlation
- Self-Expression

We asked the invited panelists of our Symposium, this question:

**Is there a storytelling power that your own storytelling has unleashed?**

We invited our Symposium panelists to share a particular insight about storytelling that they’ve acquired through their work in or study of storytelling.