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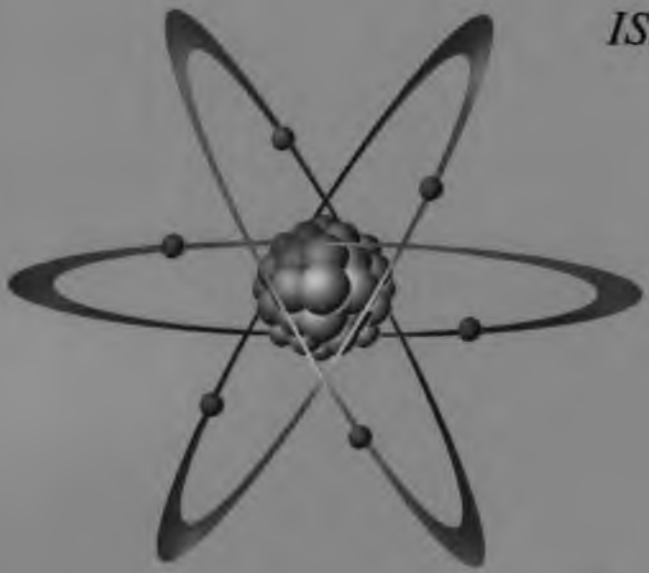

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STORYTELLING IN ENVIRONMENT OF MEDIA: PARTICULAR QUALITIES OF DEVELOPMENT

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Abstract. *There is definite concept of "storytelling", that was proved on particular qualities of historical submission in different areas of expertise and branches. Also there is availables essential forms of story; availables components of successful storytelling. There are present recommendations of written a history of transmedia in environment of media.*

Keywords: *storytelling, history, form, platform*

In the time of the cruelest information rivalry, in the days of cable television and websites people suffer from overload of the information, which can devaluate it plot. In big variety of transmitter (magazine, newspaper, conferences, adviser report etc.) a consumer evolves information, which is only unique and valuable.

Storytelling,in the truest sense of the word, is art about telling histories. The word "Storytelling" is composed of two parts: "story" – story with it character, structure and events; "telling" – reporting form of story to reader, listener and watcher.

There are many forms ofstory submission: a song, a poetry, a promo video, a film, an animated cartoon, a series of photo, a presentation, a performance. The understanding of these story elements is varied in different areas and researches. It stands to mention, that in the **theatre art** was presented the first performance-storytelling "Gaidamaki". It was presented within Gogol Fest and during year can see it in parks or other city locations. Actors retell plot by their words, but they save arts particular qualitiesand make sudden accents. The main aspect is that viewer can take part in action of performance [2].

The occurrence of character, changes in his life, empathize and events in the story in theatre art are basic strands of successful storytelling [8].

The word "storytelling" made it into **modern rhetoric**. With help of spoken history narration becomes a science (or art) of influence. It emerged, that there is an old admission, if it can be used, mastered unique effect, because it is one of the more efficient tools of attention concentrationand report needed means to consciousness of reader. Anadditionalpointisthatpossitive side of storetellingis in effect endowning of long lead time action, rather it is able to story observation and it can stay in memory of reader for a long time, and sometimes for all life.

Nowadays the art of storytelling, as no earlier, use to focus the attention for himself, rather it was in attentive way considered as a system of rhetoric admissions, detected psychic and physiological devices of influence. A great example in this plan is book of American master storyteller Annette Simpsons «Storytelling. How can be used the story power» [5].

Also the storytelling was used in **activity of modern library:** during carrying out communication event, items preparation in media, work with websites and blogs, even though in conversations with sponsors and lawmakers. For libraries, that use to choose addict with storytelling, because there is a great opportunities to present itself, to make advertisement in itself, unique style. Furthermore, people don't need any particular facility for storytelling. But it can be complete by photos, pictures, music and video. This is in reference to digital storytelling. The bright example of storytelling is blog of 21-st filiation «KrayinaChytaylyk ».

The main part of storytelling is an interesting idea, which based of emotions of reader. A story can't be similar. There is needed something new, original of kinds, in general that more conform to image every library.

Storytelling is used in education and business, advertisement and politic.

Nowadays **storytelling in copywriting** is used active in advertisement goal: with its help we can gently «sell» to visitors of websites different wares and attendance.

The kind of used story in storytelling depends from audience, to which it intends. An intrigue in story allows holding attention of specific audience, but it compels to read all history, with looking for end. But very big intrigue can lead to the moment, when man can't read this story to the end.

The plot must be bind in storytelling. Usually, it can be classic (set-up, development, high point and conclusion of story). Sometimes in storytelling can be used another types of subject

creating, but in this way there is much needed very slim acres of writing skills for successful story. The main elements of storytelling success are honest, details and specifityof story. Nevertheless, the story for storytelling must be indicial and well-remembered. But in other way the audience couldn't trust it and it will be any expression from it.

One of the main differences from mercantile texts isthat the stories don't force upon and don't force anything, because readers will make a conclusion and they will want to use the described ware in the story or order the described attendance. There is a main reason of storytelling. At all pro of storytelling we need to understand, that for it, as for another one way, is necessity to get "right place and right time". For example, the storytelling will be used inappropriate there, where a visitor wait for getting maximum of detailed and clearly information, that is setting out: on pages of wares, pages of attendance description etc [7].

In business storytelling is associated with corporate communications, often this approach is considered and used **as instrument marketing and PR-strategy**. Managers should know features of its elements, because manager's professional reality isn't associated with corporate communications. Leaders of project or logistic managers should understand, how "work" stories and why they must it know and, the most important, be able to tell stories [1].

In activity of common organizations staying the format popular. Periodically, workshops and seminars are conducted. So, a workshop that called "Method of telling (storytelling) in activity of organizations and common society" was conducted for stuff on International charity organization "Charity Fund "Baby City".

Unfortunately, **pedagogical area** isn't on the first place in this idea. However, working lecture-presentation of doctor of politician sciences Porfimovich O. L. "Storytelling of conflict" was recently appeared. It includes 18 video plots.

Modernization of modern journalism requires new approaches in gathering, input and sharing of materials on different information platform. Multimedia and convergation media, multimedia and storytelling, users content are features of media environment transformation. Considering features of modern Ukrainian audience, using different kinds and forms in media stories, we can allow, that modern journalism moves in "Major League", following West-European experience.

Anett Novak, a member of board of directors Universal editor forum, thinks active interaction with readers like that: "Old models of communication showed, that information becomes from journalist to audience, but nowadays all have changed – now the audience is in the centre". One of the most valuable innovations, that A. Novak had introduced in newspaper – discovery of process of news production (program of "opened layout" news on the website). So, a reader could espy what working out a journalist, also reader could comment or help in news preparation [4].

Modern media need digital material, that combines all types of content, that, in accordance to specific information platforms, can be available to perception for any member of audience. Nowadays photo report and video of base alloy isn't new for freakish consumer. This is why new media oftently use new technologies, that allow create unique content. Long texts can be decorated with video, sounds, background music, infographic – anything, what can caught for a long time the attention of reader. But we mustn't forget, that under great cover is the mail element – bright story (multimedia storytelling).

In media environment is selected storytelling of transmedia. It is one of the technologies of story presentation, in what involved media, formats and digital platforms, that give an opportunity active cooperate with story. Storytelling of transmedia put in the centre the content consumer, but not the content.

In return of simple story about dead skiers – story, that attract its beauty, instead of story about problem of blind people – life experience of "blind". In return of 500 pages of text – interact instruments. Instead of league table F1 – an opportunity to become part on adventure (with help of camera – video accompanied by short information about life in adventure, in different point of contingent), participant in universal detective story, participant in the most scale show in the history, in return of passive content using, probation itself in role of member on range with empathy [9].

Mats Vikman, expert in new technologies of Swedish Media institute Fojo, thinks, that the main question, that must stand journalist before himself – "Why people should read my story?". The expert with telling (storytelling) convinces, that interest readers in online edition harder, than readers of newspaper. Researcher give next advises:

- **first paragraph in text is very important.** In it need to explain, bout what goes in text and why need to read;
- **reading, a man like flying in helicopter.** In text should make bits of earth, where it can sit – subheads, bold words, "air" between paragraphs. One opinion – one paragraph. Should not do big paragraphs, because it can push away readers;

– **number of publication looking.** People want to know, about what talking another, because they want to be part of discussion. But showing number of looking – not always is great idea, because if number could be not big, the reader should think:"Why may I know it, if only ten people have clicked on this link?";

– **make link on another stories.** 40% visitors in any edition can't see the main page, going into networking sites – and this % growing up. This is seriously, because visitors are interesting in same topic, but not in the website. If topic isn't well-aimed, man can't stay; if give link on the material from similar topic, man can stay there for one time;

– **set right factual mistakes in the material.** It is possible to highlight a mistake in text and write "It was not right, but in this way it is true".

Mats Vikman thinks, that storytelling is similar on compiling constructor, but these details are video, sound, title, that reader complete to each other. The main task to journalist is to prepare right bits, that the constructor will be easy to completing. Explorer give some recommendations: to divide spreading stories on some parts, complete slide show with video and music, successful title, understanding video story without sound, to find interesting aspects or create them with help of appropriates technical programs, to make online broadcasting, to use data visualization (stories in appearance of maps etc.), to create timelines – the so-called collection events of big story, to use tests for learning interests in audience [10].

Consequently, the skills to combine all forms of story approach, adapt it to different platforms provide effect information perception, feedback and attracting audience to process common mental activity.

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