

#### **1. Basic principles**

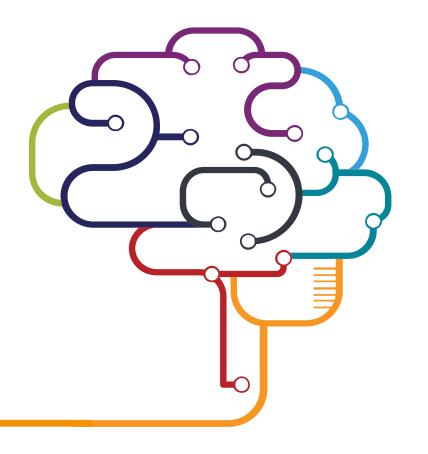
2. Verbal storytelling

3. Visual storytelling

4. The importance of emotion

5. Creating stories in med comms

8 =

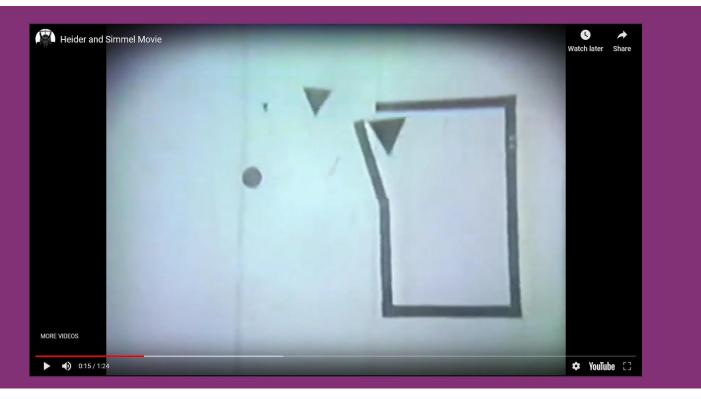


# We are all storytellers...

"What unites people? Stories. There's nothing in the world more powerful than a good story..."

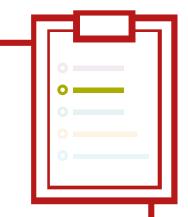
Tyrion Lannister, Game of Thrones

## **The Heider Simmel effect**



https://www.youtube.com/watch?time\_continue=8&v=76p64j3H1Ng

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#### 2. Verbal storytelling

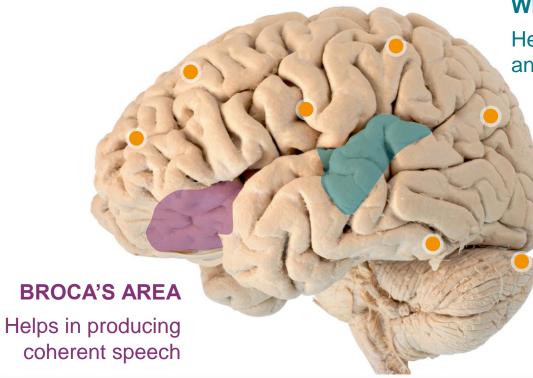
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## 'Classical' language brain regions



#### WERNICKE'S AREA

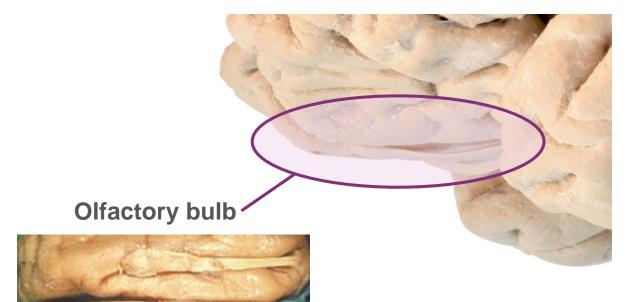
Helps in processing speech and understanding language

#### Impact of 'smell' words on brain function



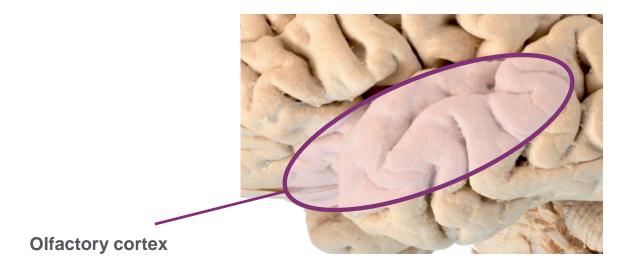
González J et al. Reading cinnamon activates olfactory brain regions. Neuroimage 2006;32:906-912

#### Impact of 'smell' words on brain function



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#### Impact of 'smell' words on brain function



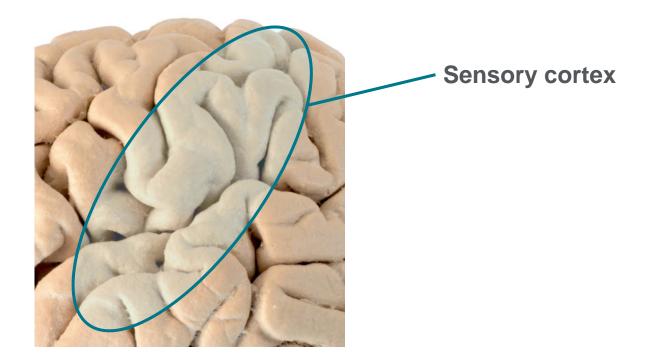
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#### Impact of metaphors on brain function



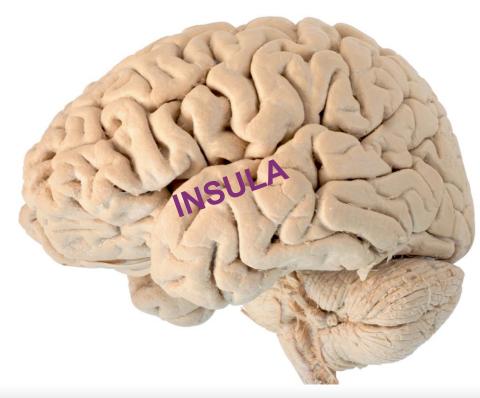
Lacey S et al. Metaphorically feeling: comprehending textural metaphors activates somatosensory cortex. Brain Lang 2012;120:416–421

#### Impact of metaphors on brain function

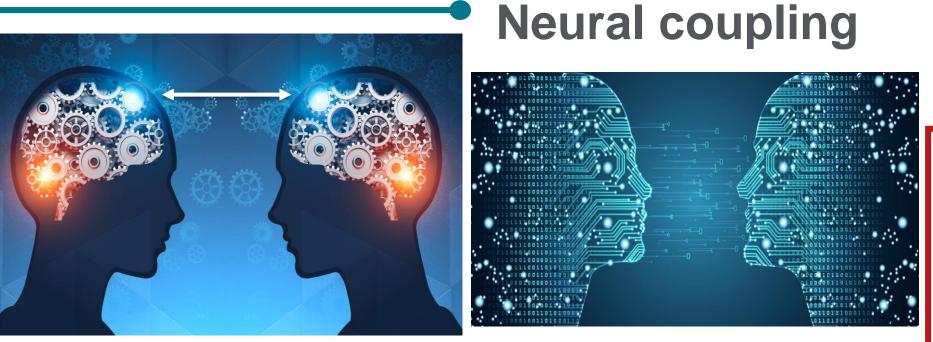


Lacey S et al. Metaphorically feeling: comprehending textural metaphors activates somatosensory cortex. Brain Lang 2012;120:416–421

# What happens in our brain when listening to a story?



Stephen GJ et al. Speaker–listener neural coupling underlies successful communication. Proc Natl Acad Sci U S A 2010;107:14425–14430



## Mirr8ring

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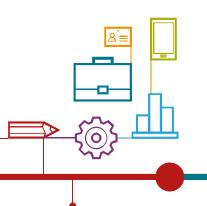


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### **Time for some numbers**

# **>100,000** digital words consumed by the average US citizen per day

Using the word 'video' in an email subject line...

increases opening rates by







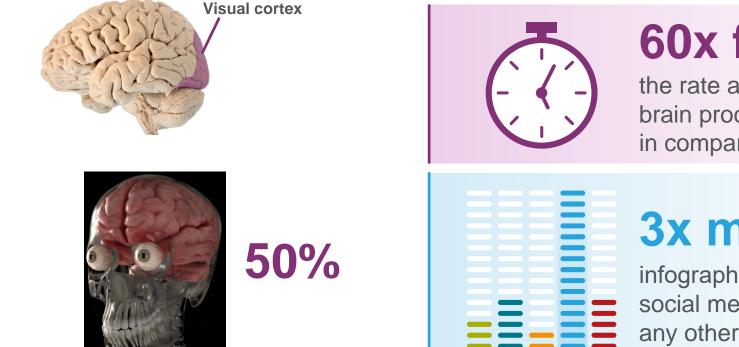
MarketingProfs. How our brain processes different kinds of content

#### The importance of visuals



**Visual cortex** 

## The importance of visuals



## 60x faster

the rate at which the brain processes images in comparison to words

## 3x more

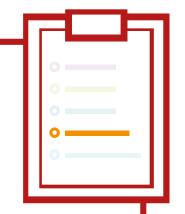
infographics 'liked' on social media versus any other content

## The 'Memory Palace'



https://www.youtube.com/watch?time\_continue=58&v=3WPY3I8yTkY

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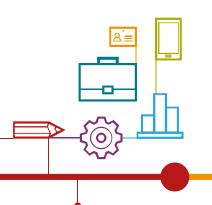


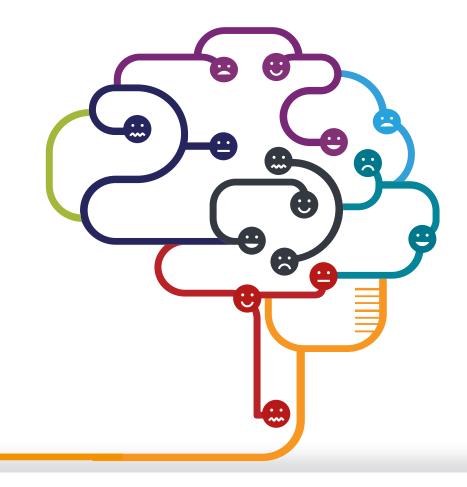
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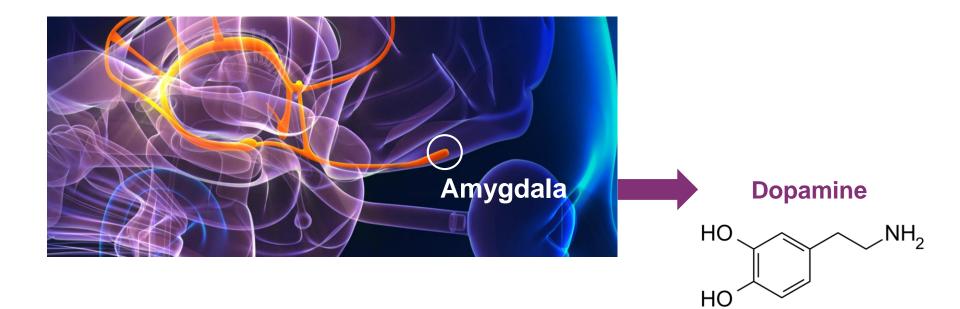




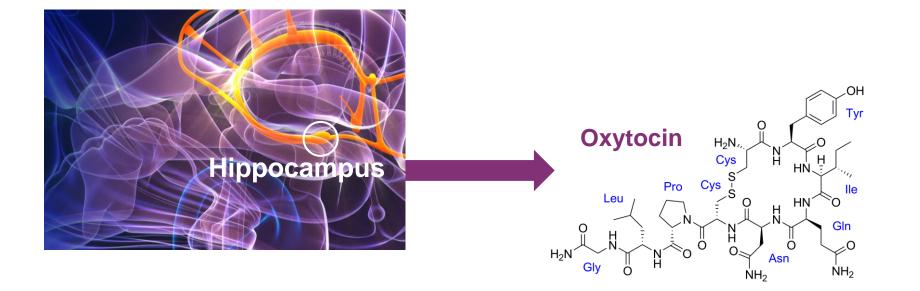
## The limbic system



#### The limbic system



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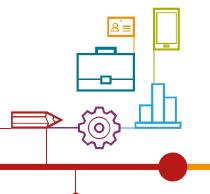


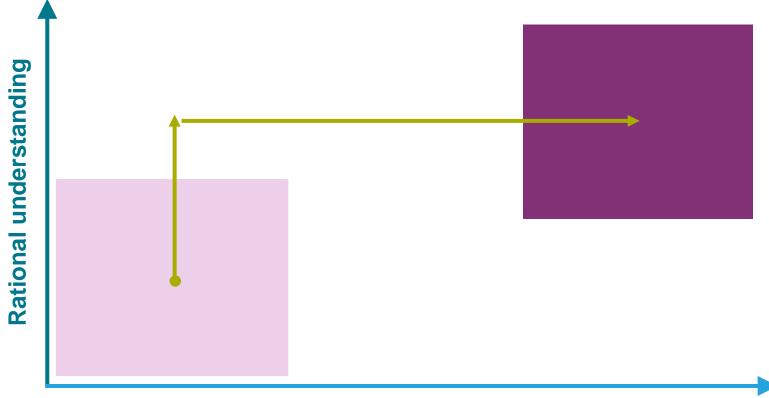
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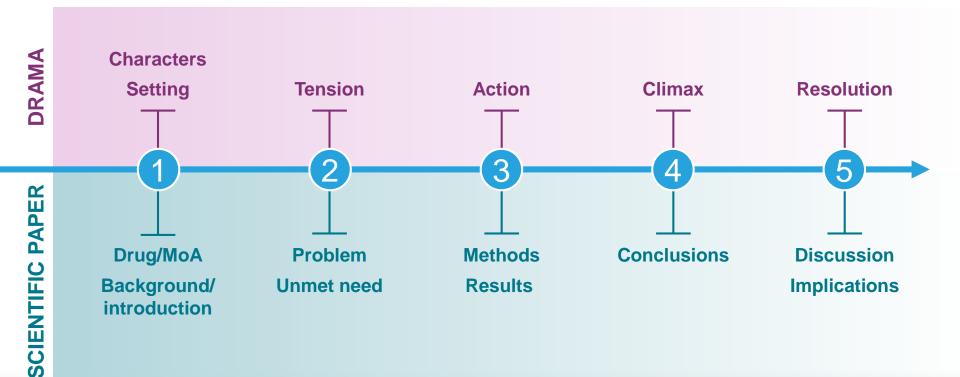
#### 5. Creating stories in med comms





#### **Emotional engagement**

## **Creating a scientific page turner**



## The advisory board – where story listening is just as important as storytelling...