

# Lecturing with Storytelling/Case Studies

Humans have been telling stories for centuries. Stories elicit emotion. Even when students have had little experience with the material being taught, telling a story can provide them a way to connect with the material via emotion. Stories also put information in a framework making it easier to understand and learn. A good story can create an active learning environment because you are creating a high level of cognitive engagement, which is needed for good learning (Mayer, 2009).



## Quick Tips for adding Storytelling to your Lecture

1. Make sure that you choose a story that has a theme that is meaningful to a diverse groups of students. Consider genders, age gaps, and culture when forming your story.
2. Create a hook at the beginning of your story. Start your story by creating a problem or incident that immediately engages the learners. A great way to do this is to describe a situation where what you are trying to teach doesn't exist, thus showing how important it is. Or you can start with a strong emotional reaction that gives students something to connect to right away.
3. Keep it simple. No matter how complicated the material is that you are teaching, you can find a way to reduce it down to a nugget of a story that can really impact the learners. Analogies and metaphors work well for condensing difficult new principles.
4. Be dynamic. Great story tellers often draw us in with movement to demonstrate pictures in our mind. Or a dramatic pauses, giving us time to reflect on what we've heard thus far before we find out the resolution of the crisis. Also, voice changes to give characters personality or demonstrate an emotion. These are all ways to maintain engagement.

5. Lastly, Close strong. Save your most important points for the end as your take away message. If you've covered them within your story, reiterate them again at the end. Alliteration, repetitive words, or even a singsong cadence can help.

**Case Studies:** Provide context for the concepts within your lesson. Are a great way to expose students to real-world applications of concepts. And, provide a way to formatively assess student learning.

### **Quick Tips for including case studies in your lecture**

1. You don't have to write a case for every concept in your lesson. Try writing a case that demonstrates a compare/contrast evaluation of multiple concepts.
2. Include affective, ethical, and diversity concepts to your case to increase the connections between material and other knowledge.
3. Try to develop a case that unfolds throughout a lesson, where knowledge can be applied as the class progresses.
4. Have student RATIONALIZE every answer. Ask the "why" questions to make students work through their answers. Guide how they think about concepts.

### **Learn more**

For more tips visit: 30 Storytelling Tips for Teachers: How to Capture Your Student's Attention. found at <https://www.teachthought.com/pedagogy/30-storytelling-tips-for-teachers/>

[TEDxGallatin - Amanda D'Annuncci - Storytelling, Psychology and Neuroscience](#)

[https://youtu.be/KKB\\_JVNGjLY](https://youtu.be/KKB_JVNGjLY)

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Mayer, R.E. (2009). *Multi-media learning* (2nd ed.) New York: NY: Cambridge University Press.