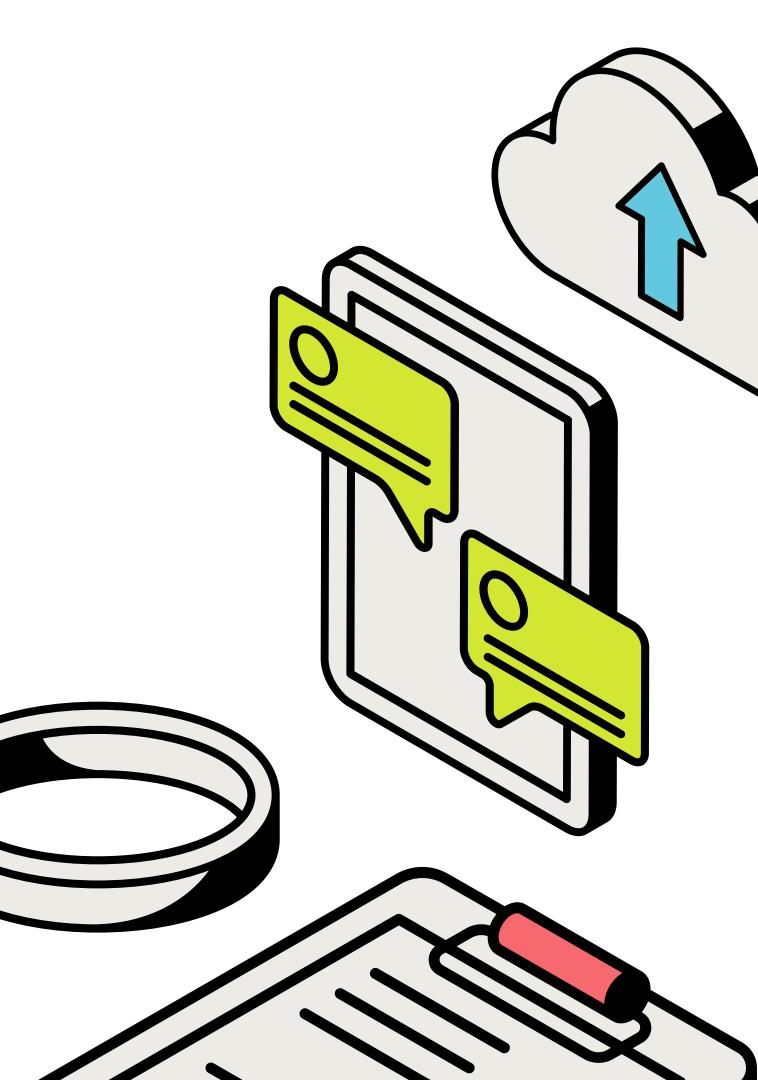
Storytelling in Advertising – From Traditional Media to Digital Influence



What is Communication?

- Communication means sharing information.
- We talk, write, listen, and send messages.
- We use words, images, sounds, and signs.

What is Communication Science?

- Communication science studies how people send and receive messages.
- It looks at how messages affect people.
- It helps us understand media, advertising, social networks, and more.

Short History of Communication

A long time ago, people used symbols on cave walls. Later, they created spoken language. Then writing was invented. Books and letters helped people share ideas. In the 19th century, we got newspapers and the telegraph. In the 20th century, radio and TV changed everything. In the 21st century, we use the internet, social media, and smartphones. Communication is faster and more powerful than ever.

Why storytelling in advertising matters?

What is Storytelling in Advertising?

Storytelling means telling a story to share a message. It helps people feel something. Good stories stay in our minds. In advertising, stories help brands connect with people.

🞯 AIDA Model	This
A – Attention: Catch the viewer's eye.	story
I – Interest: Make them want to know more.	We fe
D – Desire: Make them want the product.	Wefe
A – Action: Make them buy or do	If we
something.	to be
Storytelling helps with all four steps.	That

- Narrative Transportation Theory
 - s theory says: when we hear a good y, we "travel" into it.
 - forget the real world for a moment.
 - feel what the characters feel.
 - e are "transported," we are more likely elieve the message.
 - t's why stories in ads work so well.

What is Storytelling in Advertising?

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📠 Aristotle's Rhetorical Triangle	wh
(Ethos, Pathos, Logos)	Because
Ethos – Trust. Is the speaker/brand	
believable?	People se
Pathos – Emotion. Does the story	
touch our feelings?	Stories in
Logos – Logic. Is the message clear and smart?	Social
Good storytelling uses all three.	That

Why Is Storytelling So Good in Digital Media? cause digital media is visual, fast, and interactive. ble scroll quickly – a story can stop them. es in short videos, memes, or posts can feel personal. bcial media lets people share the story with others. That makes it more powerful.

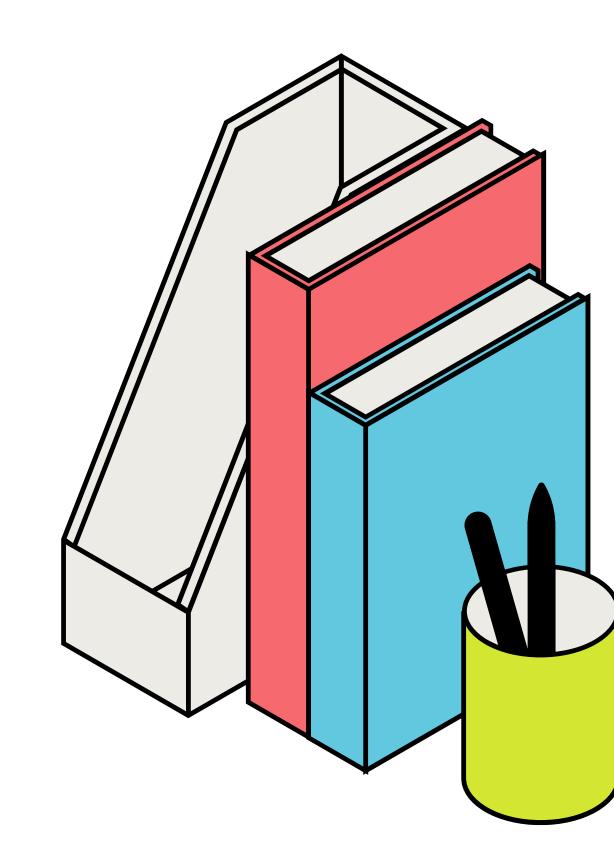
Advertising as Storytelling

Advertising as storytelling refers to the use of narrative techniques to create compelling stories around a brand, product, or service.

Instead of just promoting a product, the focus is on telling a story that connects with the audience's emotions and values.

Stories allow brands to make emotional connections, making ads more memorable and relatable.

- Human connection: People are naturally drawn to stories because they connect with emotions, experiences, and personal beliefs.
- **Memorability:** A good story stays with the viewer long after the ad is over, making them more likely to remember the brand.
- **Brand Identity:** Through storytelling, brands can communicate their values, mission, and personality, building a stronger identity.
- **Engagement:** Storytelling encourages audience engagement through social sharing, conversations, and interactions.



Brand:

Storytelling Type: **Mike**tion, struggle, emotion Nike ads tell real stories – not just about sports, but about never giving up.

They use real people, show emotions, and make us feel strong. Often use Pathos (emotion) and Ethos (trust).

Slogan: Just Do It



Storytelling Type: Real stories, emotions, confidence Dove ads use real women, not models. They talk about self-esteem and inner beauty. Perfect example of Pathos and Narrative Transportation – we feel what they feel.

Brand: Dove



Now let's go back in time and compare...

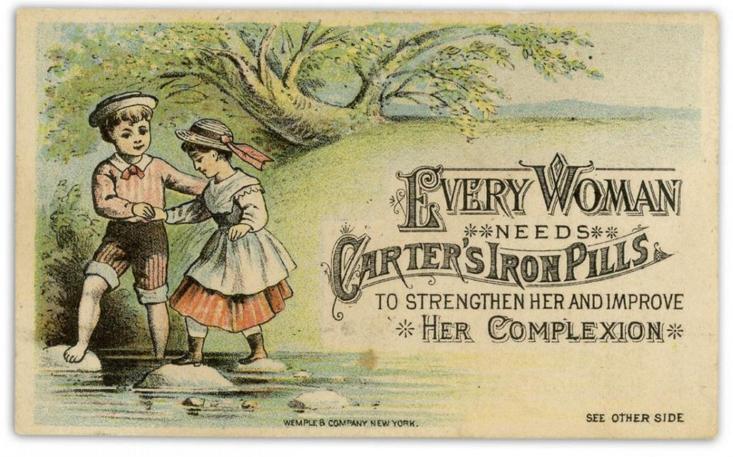
Early Advertising (Before the 20th Century)

Advertising dates back to ancient times. Traders used symbols and signs to attract customers.

The first print ads appeared in the 1700s in newspapers.

These ads were simple, text-only, and promoted books, medicines, and services. They were informational, with no images or fancy designs – just words meant to inform.





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+++++	****	+++++++++++++++++++++++++++++++++++++++	
	he PERNSTLYN ORN, from Los	BIA PACKET, Captain DON, by	SAN
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impolition for	ie itone, cl	ies,	Duffile

The Rise of Radio and Television (1920s-1960s)

- Radio Advertising: In the 1920s, radio became a major platform for advertising. Jingles and catchy phrases were used to grab attention and make products memorable.
- Television Advertising: In the 1950s, TV revolutionized advertising by combining images, sound, and stories, making ads more dynamic and appealing to a wider audience.



Red rn 100'sa lot to like.

Come to where the flavor is. Come to Marlboro Country.

Marboro





The 1980s and 1990s: The Big Branding Era

- TV Ads Boom: The 1980s and 1990s saw a rise in TV ads, with big brands like Nike, Pepsi, and McDonald's leading the way.
- Branding Focus: These brands focused not just on the product, but on the lifestyle and image they represented.
- Celebrity Endorsements: Celebrities, like Michael Jackson for Pepsi, were used to make products feel more desirable and aspirational.

Key Idea: Brands in this era used big names and lifestyle imagery to connect with consumers and create strong brand identities.

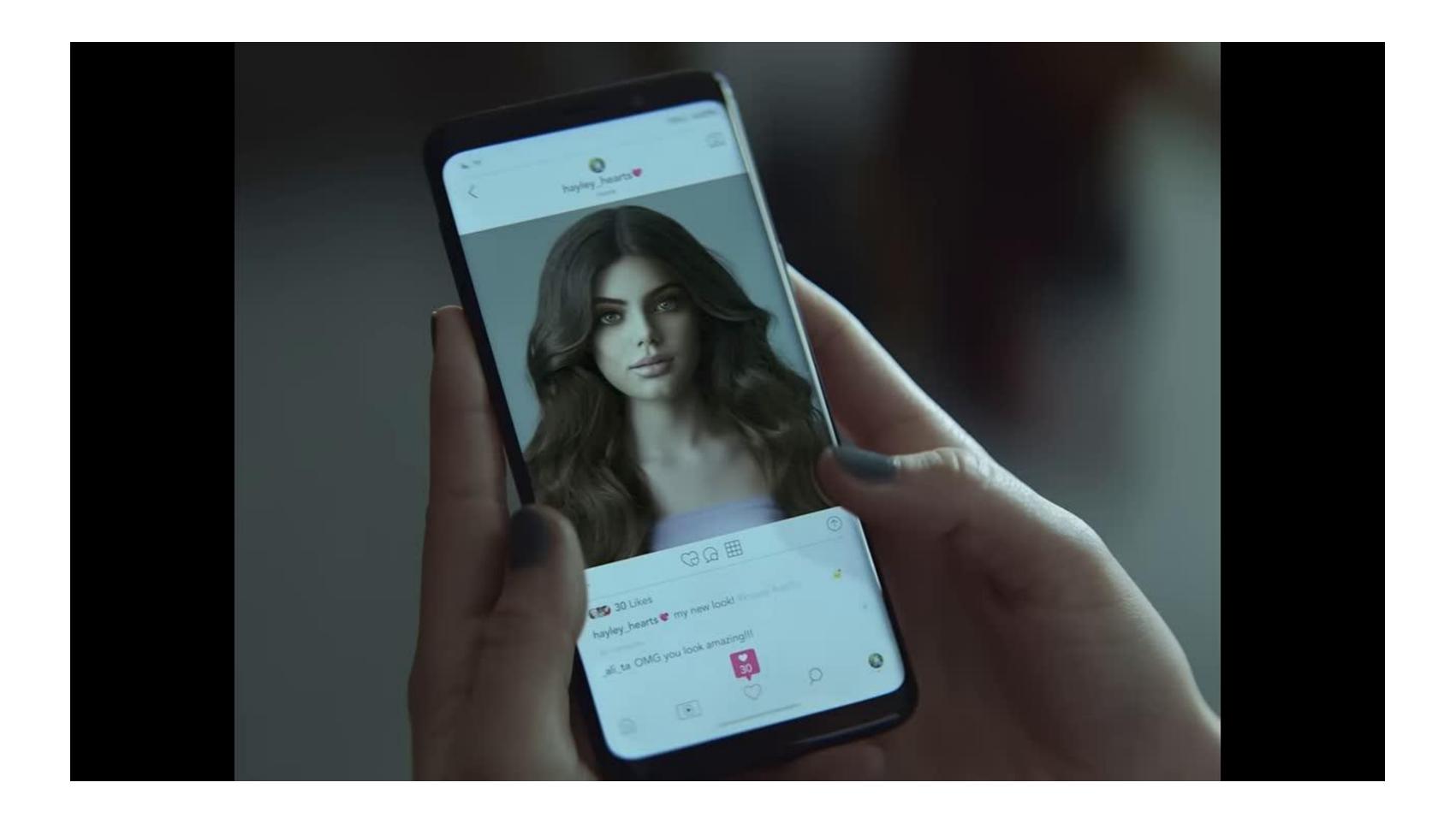




The Digital Revolution (Early 2000s - Now)

- Early 2000s: The internet changed advertising, with websites, email newsletters, and banner ads becoming common ways to reach customers.
- Social Media: Platforms like Facebook, Instagram, and TikTok made ads more personalized and interactive.
- Influencers: Celebrities and influencers began using storytelling to promote products, engaging with followers directly.
- Targeted Ads: Today, advertisers use data to show ads based on interests and behaviors, making them more specific to individuals.











Do you think we will see more ads created using AI in the future? What is your opinion on this trend?

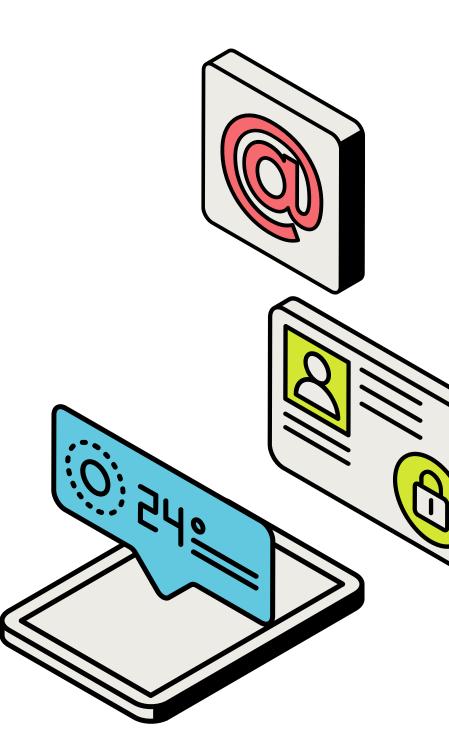
The Clash of Old and New Advertising: How Storytelling **Methods Changed**

Old Advertising (Before Digital Age):

- Focused on the product (features, price, benefits).
- One-way communication: Brands talked, audience listened.
- Emotional connection was basic or missing.
- Used mass media (TV, radio, newspapers).

New Advertising (Today):

- Focuses on the audience's emotions and identity.
- Two-way communication: Audiences interact, comment, share.
- Storytelling first, product second.
- Uses social media, influencers, interactive content.





Batchelors WONDERFUL Foods W - BATCHILDRY

ENGLISH CANNED SOUPS . VEGETABLES . FRUITS

"My husbands Iron Curtain"

"JEFF WAS THE STRONG, silent type and we seemed made for each other. But alas! As a bride I'd spend hours preparing meals, then be exhausted when we sat down. With Jeff silent, too, our marriage seemed doomed.

"Then I realised that so much hard work was silly. Batchelors soup is better than I can make. Lovely Batchelors peas with the meat, and Batchelors Juscious fruits for the sweet make a marvellous. meal. I'm my old gay self at meals now - and Jeff, well-fed and full of praises, is silent no longer. No iron curtain any more !". . . Brighten your meals with Batchelors wonderful canned foodsalways the same fine quality and thriftily priced. Order delicious Batchelors today.



SAUCY IDEA

Make a quick, delicitors sauce for sausages, meat or fish -heat a small tin of Batchelors Cream of Tomata usag and thicken with a level tablespoon of comflour. Bod for three or four minutes. Try it with other dollers, two.



Gilleffe THE BEST A MAN CAN BE

Workshop: From Stereotypes to Inclusion — A Critical Ad Analysis

- ***** Task Overview:
- In this workshop, each group will choose one video advertisement. Your task is to carefully watch the ad and analyze it based on the following points:
 - What story is the ad telling?
 - Summarize the main message and storyline of the advertisement.
 - Are there stereotypes?
 - Identify any stereotypes present in the ad, such as those based on gender, age, race, or other factors.
 - Do the stereotypes strengthen or weaken the ad's message? Analyze whether the use of stereotypes enhances the ad's effectiveness or harms its
 - message.
 - How could the ad be improved to be more inclusive?
 - Suggest ways the ad could better represent diversity and avoid harmful stereotypes.

Oiscussion and Reflection: After each group presents their analysis, we will have a joint discussion to reflect on the

following:

How does advertising influence society's views on gender and diversity? Consider how add shape our understanding of gender roles, diversity, and inclusion. How can we create more ethical and inclusive communication?

Discuss ways to improve advertising practices to be more respectful and inclusive of all groups.

Current Social Media Trends & How to Write Effective Posts

Personalization: Tailor content to audience preferences using data insights.
Short & Engaging Content: Keep posts brief with catchy headlines or CTAs.
Visual Appeal: Use images, videos, and infographics to grab attention.
Hashtags & Keywords: Utilize relevant hashtags and trending keywords for reach.
Authenticity: Be relatable, transparent, and show the true personality of your brand.

Interactivity: Ask questions, create polls, or encourage user-generated content. **Storytelling:** Share real, emotional stories that resonate with your audience. **Consistency:** Post regularly to stay visible and maintain engagement.

- **Connecting Storytelling in Advertising with "Future Equally":** Advertising as a Mirror of Social Change
 - Modern advertisements do more than just sell a product; they shape our views on equality, diversity, and inclusion.
 - - **Storytelling for Social Justice:**
 - Brands use storytelling to create a better future: one free from
 - discrimination and stereotypes, with empowering characters that promote equality and inclusivity.