



## 1550: Storytelling in Intercultural Communication

- Trainer:** Joanna Sell, M.A., Intercultural Trainer and Coach, Owner of "Intercultural Compass"
- Dates:** Thursday, 21st February 2019, 9am-5pm and  
Friday, 22nd February 2019, 9am-5pm as well as  
Saturday, 23rd February 2019, 9am-5pm
- Course Content:** For centuries, we have exchanged stories to transmit knowledge and experience. These stories never belonged to the tellers but were dependent on shared narrative sources and, therefore, understood in certain cultural circles. When these stories were deciphered by "newcomers", they worked like a door opener, enabling access to new thinking patterns and value systems. Once upon a time – that is, about 70 years ago in the USA, American scholar Joseph Campbell pointed out similarities in narratives worldwide in his book "The hero with a thousand faces." This approach showed what an important role storytelling has played in all cultures throughout the centuries and how the stories were constructed according to the same scheme without the knowledge that such a "universal scenario" exists. Intercultural communication is a balance act between searching for similarities and realizing differences. When we define culture "as a set of stories that we enter" (Bruner 1990), we immediately realize the importance of storytelling in this process.
- We are going to explore how the narrative perspective has been applied in different contexts, with emphasis on the intercultural exchange:
- in films
  - in commercials and marketing
  - in public relations
  - in change management
  - in adult education
  - in cultural projects, such as exhibitions
- Come to explore new possibilities on how you can reach people with storytelling. The focus is on:
- intercultural storytelling in the intercultural communication
  - visual storytelling

- interactive storytelling and co-creating stories
- the hero's journey in changes processes

**Learning Goals:** Getting to know the power of the narrative perspective and various storytelling methods, sharing stories and best practices in the intercultural communication, re-authoring narratives of identity.

**Study Performance:** Full attendance and active participation, involving in practical exercises and role play, reflecting of practical exercises, presenting of work results, completion of possible tasks between the course days, seminar language is English

**Registration:** On Stud.IP

**Credits:** 2 Credits  
Bachelor's degree and Master's degree at Leibniz University of Hanover, further information regarding your course of studies on the website: [https://www.sk.uni-hannover.de/lp\\_studiengaenge.html](https://www.sk.uni-hannover.de/lp_studiengaenge.html)  
Interdisciplinary Bachelor: Compulsory module "Schlüsselkompetenzen", field A  
B.Sc. Technical Education: Compulsory module "Schlüsselkompetenzen", field B