

# Meaning Making During A Pandemic

A new course on  
Digital Storytelling

## Episode 1:

The digested read by  
Azam Masoumzadeh



This online program is hosted by:

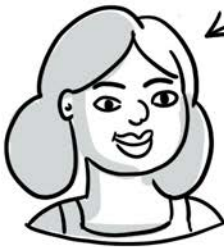
**Andrea Geipel**



**Abhay Adhikari**



Guest speaker  
**Padma Priya**



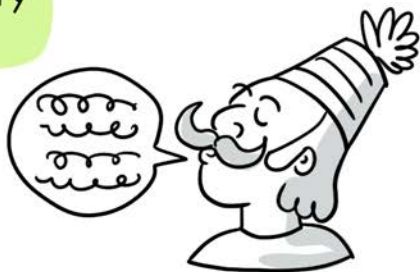
Our digital producer is  
**Jenni Mueller**



To warm up our participants and get to know them, we asked them some questions and received some unexpected answers:

We asked what they feel digital storytelling is?

Is it telling a very good story regardless of the platform?



is it reaching out to as many people as possible?



is it making the best use of digital technology?



Just as it's important to have a good story, it's also important to have a suitable digital platform



Andrea



We have to adjust our narrative according to the platform. For me, the most important part of digital storytelling is the story

Padma



Don't let technology eat the story. the story is the most important element

Spoorthy



Technology brings more impact into the narration

The medium we chose to some extent, will always affect and influence the narration

Max



maria



A screen (on any platform) is just a screen! We need to think about the content

So let's summarize our answers like this:

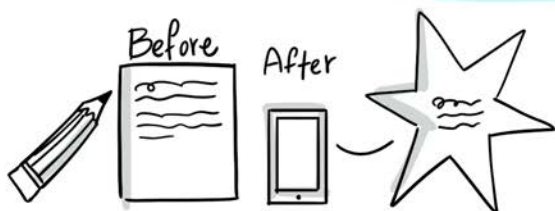


Technology brings color and texture into the narration

Wow  
This is  
Magical



Platform influence the narration



How we respond to the individual characteristics of each platform are different



love listening to podcast and chop onion



Next we talked about **reframing**  
and the idea of **scale**:

Who are we telling the story to?

● To the internet?



● To a community?



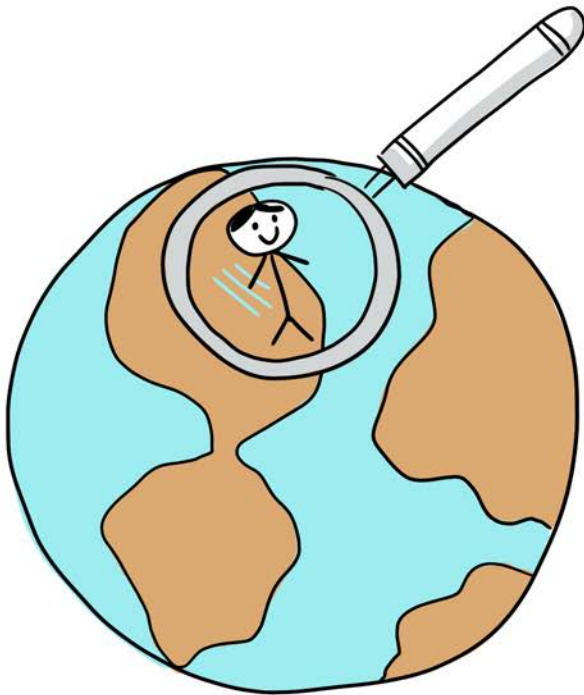
● To a person?



We have to reimagine who we are speaking to



By talking to one person instead of a community or the internet we create a personal link and keep the audience engaged



We also discussed **context** setting to reframe **the story**

What is the context for your storytelling?

### **Educational**

Did you know, botanically speaking tomato is a fruit?



### **Informative**

Tomato is a fruit and not a vegetable.



### **Fun**

Humans are so annoying!  
They eat me every day and they have no idea whether I'm a fruit or a vegetable!







**We need a balance between  
fun/education/information**

**if the story is the recipe of ideas,  
fun is the salt**



Then we were joined by  
our guest speaker from India,  
**Padma Priya**

I'm a co-founder of  
Suno India  
which is a  
podcasting company



Although Suno India is  
created by a small team  
of five people, we still  
manage to reach  
a global audience

The birth of Suno India was based on our frustration for mainstream media...



So we decided to talk about topics that no one talks about

And guess what! These topics have become our most popular programmes.



What is the key to our success?

We pick topics that are close to our hearts!

For examples adoption and the stigmas around it



My husband and I were familiar with it as we had also adopted our daughter

We cover serious topics, but we also like to keep Suno India fun and engaging. For example, we work with illustrators who bring our ideas to life on our website and social media



It's important that we have an authentic relationship with our audience. This inspires us and keeps our programming relevant

There is no one size fits all approach to digital storytelling. Here are some points for you to reflect on to develop your own practice:

- What do you enjoy the most about storytelling?
- Can you talk about a serious topic in an entertaining way?
- Does your story need to make sense to everyone?
- How do I follow my passion without burnout?

Let's try to find out what is it that we are most passionate about?



**Thank you to everyone who participated in  
Episode 1 of Season 1  
of Meaning Making During a Pandemic**



**Illustrated by: Azam Masoumzadeh**