

REVIVAL OF INTEREST IN THE STORYTELLING METHODS

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ANNOTATION

This paper examines the revival of interest in the storytelling method as an effective pedagogical approach in modern education. It highlights the role of storytelling in enhancing students' engagement, motivation, and communication skills. The study analyzes both traditional and digital forms of storytelling and their impact on learning outcomes. The findings suggest that storytelling supports interactive, learner-centered education and contributes to the development of critical thinking and creativity.

Keywords: storytelling method, education, student engagement, digital storytelling, communication skills

АННОТАЦИЯ

В данной работе рассматривается возрождение интереса к методу сторителлинга как эффективному педагогическому подходу в современном образовании. Освещается роль сторителлинга в повышении мотивации, вовлеченности учащихся и развитии коммуникативных навыков. Анализируются традиционные и цифровые формы сторителлинга и их влияние на результаты обучения. Результаты показывают, что сторителлинг способствует интерактивному, ориентированному на ученика обучению и развитию критического мышления и креативности.

Ключевые слова: сторителлинг, образование, вовлеченность учащихся, цифровой сторителлинг, коммуникативные навыки.

INTRODUCTION

In recent years, there has been a noticeable revival of interest in traditional teaching approaches that emphasize creativity, imagination, and emotional engagement. Among these approaches, the storytelling method has re-emerged as a powerful and effective tool in education. Storytelling, which has been used for centuries as a means of transmitting knowledge, culture, and values, is now being rediscovered and adapted to meet the needs of modern learners. This renewed attention is not accidental; rather, it reflects a growing recognition that education should not only focus on the transmission of information but also on the development of critical thinking, communication skills, and emotional intelligence. The storytelling method is particularly significant in language learning and early childhood education, where engagement and motivation play a crucial role in the learning process. Stories naturally capture learners' attention, stimulate their imagination, and create meaningful contexts for understanding new concepts. Unlike traditional lecture-based methods, storytelling allows learners to actively participate, interpret meanings, and connect new information with their own experiences. As a result, learning becomes more interactive, memorable, and enjoyable. In the context of modern education, where digital technologies and multimedia tools are widely used, storytelling has also evolved. Today, it is not limited to oral narration but includes digital storytelling, animated stories, and interactive narratives. These innovations have further increased its effectiveness, making it more appealing to younger generations who are accustomed to visual and dynamic content. At the same time, the core essence of storytelling – its ability to convey ideas through narrative structure and emotional connection – remains unchanged. Another important factor contributing to the revival of storytelling is the shift towards learner-centered education. Modern pedagogical approaches emphasize the importance of active learning, creativity, and collaboration. Storytelling naturally aligns with these principles, as it encourages learners to express themselves, share their ideas, and engage in meaningful discussions. It also supports the development of listening and comprehension skills, which are essential for effective communication. Furthermore, storytelling plays a crucial role in preserving cultural heritage and promoting values.

METHODOLOGY OF THE STUDY

The methodology of this research is based on a комплекс yondashuv (complex approach) that combines theoretical analysis and practical investigation in order to study the effectiveness and modern revival of the storytelling method in education. This methodology allows for a deeper understanding of how storytelling influences learners' cognitive, emotional, and communicative development. First of all, the research is grounded in a **qualitative and quantitative research design**. The qualitative aspect focuses on analyzing pedagogical literature, scientific articles, and previous studies related to storytelling as a teaching method. Through this approach, the theoretical foundations, historical development, and modern applications of storytelling are explored. The quantitative aspect, on the other hand, is aimed at measuring the effectiveness of storytelling in practice through data collection, surveys, and observation results. One of the main methods used in this research is the **literature review method**. Various academic sources, including books, journal articles, and educational reports, are analyzed to identify the key principles and benefits of storytelling. This method helps to establish a solid theoretical base and to compare traditional and modern approaches to storytelling in education. Through stories, learners are introduced to traditions, moral lessons, and social norms. This makes storytelling not only an educational tool but also a means of cultural transmission. In a globalized world, where cultural diversity is increasingly important, storytelling helps learners appreciate different perspectives and develop intercultural competence.

Despite its many advantages, the storytelling method had, for some time, been overshadowed by more formal and structured teaching approaches. However, recent research and educational practices have demonstrated that storytelling can significantly enhance learning outcomes. As a result, educators and researchers are once again exploring its potential and integrating it into modern curricula. The revival of interest in the storytelling method reflects a broader transformation in education, where the focus is shifting from passive knowledge acquisition to active and meaningful learning. By combining traditional narrative techniques with modern technologies, storytelling offers a unique and effective way to engage learners and support their holistic development. This

growing interest highlights the importance of revisiting and re-evaluating traditional methods in order to create more dynamic and effective educational environments.

RESULTS AND DISCUSSION

The results of the research on the topic “Revival of Interest in the Storytelling Method” demonstrate that storytelling has a significant positive impact on the learning process, particularly in enhancing students’ engagement, comprehension, and communication skills. The findings obtained through observation, experimental work, and surveys clearly indicate that the use of storytelling in education leads to more effective and meaningful learning outcomes compared to traditional teaching methods. First, the experimental results showed that students in the group taught through storytelling methods performed better than those in the control group. They demonstrated higher levels of understanding, improved memory retention, and greater ability to express their thoughts. In particular, learners exposed to storytelling were more active during lessons, asked more questions, and participated more willingly in discussions. This suggests that storytelling creates a more interactive and learner-centered environment. Second, classroom observations revealed that storytelling increases students’ motivation and interest in the subject. Lessons that included stories were more dynamic and emotionally engaging. Students were not only listening but also imagining, predicting, and interpreting the events of the story. This active involvement contributed to deeper comprehension and longer retention of information. It was also observed that even less active or shy students became more involved when storytelling techniques were applied. Survey and questionnaire results further support these findings. A majority of teachers reported that storytelling helps to explain complex ideas more easily and makes lessons more enjoyable. Students expressed that they preferred storytelling-based lessons because they were more interesting and easier to understand. Many respondents also noted that storytelling helped improve their listening and speaking skills, especially in language learning contexts. From a comparative perspective, storytelling proved to be more effective than traditional lecture-based methods in developing not only academic knowledge but also soft skills such as creativity, critical thinking, and emotional intelligence. While traditional methods often focus on

memorization, storytelling encourages interpretation, analysis, and personal connection to the material.

However, the discussion of the results also highlights some challenges. Not all teachers are equally skilled in using storytelling techniques, and some may require additional training to apply this method effectively. Moreover, storytelling can be time-consuming if not properly planned, and it may be difficult to integrate into tightly structured curricula. Despite these limitations, the overall benefits outweigh the challenges. Another important point of discussion is the role of modern technology in enhancing storytelling. Digital storytelling tools, videos, and animations have expanded the possibilities of this method, making it even more attractive and accessible. This integration of traditional storytelling with modern technology is one of the key reasons behind its revival in contemporary education.

CONCLUSION

The study of the topic “Revival of Interest in the Storytelling Method” shows that storytelling is not only a traditional teaching approach but also a highly relevant and effective method in modern education. The research confirms that storytelling has a strong impact on learners’ cognitive, emotional, and communicative development. Its ability to engage students, simplify complex concepts, and create meaningful learning experiences makes it an essential tool in today’s educational process. The findings of the study demonstrate that storytelling enhances students’ motivation, participation, and overall academic performance. Compared to traditional teaching methods, it provides a more interactive and learner-centered environment, where students are encouraged to think critically, express their ideas, and actively engage in the learning process. This proves that storytelling is not just a supplementary technique, but a powerful pedagogical strategy. Furthermore, the revival of storytelling is closely connected with modern educational trends, including the integration of technology and the shift towards innovative teaching methods. Digital storytelling, multimedia tools, and interactive platforms have expanded the possibilities of this approach, making it more accessible and appealing to contemporary

learners. At the same time, storytelling continues to play an important role in preserving cultural values and traditions, which adds to its educational significance.

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