



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學



中文及雙語學系
Department of Chinese & Bilingual Studies

CBS DLTC Seminar

Principles of Storytelling: Metaphors, Archetypes, Myths, and Values.

Presented by

Prof Michael L Kent

**Professor, School of Advertising & Public Relations,
University of Tennessee Knoxville, USA**

Date: 12 June 2017 (Monday)

Time: 11 a.m. – 12:30 p.m.

Venue: GH616, The PolyU

ABSTRACT

Compelling Stories are built around shared knowledge and cultural values. However, what works on one culture are not the same as what works in another. Storytelling varies based on cultural norms, metaphors, myths, and other variables. Although many of those variables have been thoroughly explored in western contexts, our knowledge of other regions of the world is still thin. This talk will explore some of the storytelling support structures and how they support effective narrative communication.

Co-sponsors:

MA in Bilingual Corporate Communication offered by CBS, PolyU

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