

Review

Digital Storytelling and Its Influence on Contemporary Cultural Expression

Km. Shiva

Assistant Professor, Gurugram Global College of Pharmacy, Gurugram Haily Mandi Rd, Farukh Nagar, Haryana 122506

Corresponding Author:

Km. Shiva

Email:

shiva.pharma2630@gmail.com

Conflict of interest: NIL

Abstract:

In the digital age, storytelling has fundamentally transcended its traditional forms, evolving into Digital Storytelling (DS). This is a multimodal narrative style that combines personal narratives, multimedia, and digital platforms. This manuscript explores the profound connection between Digital Storytelling and contemporary cultural expression, highlighting its role in shaping, preserving, and disseminating cultural identities and narratives in an increasingly interconnected and globalised world. Utilizing theoretical lenses such as Media Ecology Theory and Cultural Identity Theory, the research examines how social media platforms (like TikTok, Instagram, and YouTube) foster the development and distribution of cultural content. Case studies illustrate the practical impact of DS in areas like cultural preservation, social advocacy, and the empowerment of marginalized voices. While presenting vast opportunities for creative freedom and cross-cultural dialogue, the manuscript also delves into the ethical challenges and technological barriers that content creators and communities must navigate. Ultimately, DS is argued to be an indispensable tool in modern narrative building, actively contributing to the fluid, dynamic, and ever-evolving nature of contemporary culture.

Keywords: Digital Storytelling (DS), cultural preservation, social advocacy, contemporary culture.

Article History

Received: 03/04/2025

Accepted: 22/05/2025

Published: 10/06/2025

This is an Open Access article that uses a funding model which does not charge readers or their institutions for access and distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>) and the Budapest Open Access Initiative (<http://www.budapestopenaccessinitiative.org/read>), which permit unrestricted use, distribution, and reproduction in any medium, provided original work is properly credited.

1. Introduction: The Evolution of Narrative in the Digital Age

Storytelling is a cornerstone of human civilisation, serving as the primary vehicle for transmitting knowledge, values, and history across generations. The journey of narrative has progressed from oral traditions and cave drawings to written texts, print media, and audiovisual broadcasts. The advent of accessible digital technologies and the rise of social media have ushered in the era of Digital Storytelling, a fusion of the ancient art of narrative with modern media production tools.

Digital Storytelling is broadly defined as the practice of using computer-based tools—including text, images, audio, video, and animation—to craft compelling, often short-form, narratives. This transformation is not merely one of medium but of

structure, access, and agency. It has broken down the barriers between the creator and the audience, turning consumption into a participatory culture where individuals and communities can actively contribute to and redefine their cultural narratives.

[1-5]

This manuscript aims to:

1. Define Digital Storytelling within the context of contemporary media.
2. Explore the theoretical frameworks linking DS to cultural identity and expression.
3. Analyze the practical influence of DS on cultural preservation, advocacy, and global dialogue through case studies.
4. Discuss the critical challenges and ethical considerations inherent in the practice.

2. Defining Digital Storytelling and Its Components

Digital Storytelling is more than just a video or a blog post; it is a concise, personal, and emotive narrative told through multimedia. Pioneers like Joe Lambert and Dana Atchley defined the form, often emphasising a core set of elements that typically characterise a digital story:

- **First-Person Narrative:** The story is often told from the creator's or a community member's personal point of view.
- **Multimedia Integration:** A blend of still images, video clips, music, recorded narration, and sound effects.
- **Emotional Content:** Stories focus on emotional engagement, personal reflection, or advocacy, connecting deeply with the audience.
- **Conciseness:** Typically short (3 to 10 minutes, or even 30-60 seconds on platforms like TikTok), reflecting contemporary attention economy principles.

The essence of DS lies in its ability to marry the authenticity of personal experience with the persuasive power of visual and auditory rhetoric. This synergy enables rapid, wide-reaching dissemination via the internet, allowing micro-histories and diverse perspectives to reach a global audience. [6-12]

3. Theoretical Frameworks

To understand the profound influence of DS on contemporary culture, two key theoretical frameworks are employed:

3.1. Media Ecology Theory

Media Ecology Theory, particularly as articulated by Marshall McLuhan, posits that media are not merely passive conduits for information but active forces that shape human perception and social structures. The shift to digital media represents a profound ecological change.

- **Secondary Orality:** Digital platforms, with their emphasis on visual and auditory communication (voice notes, short videos), bring back a form of 'secondary orality' that coexists with print culture. This visual and personal nature aligns closely with the emotive core of traditional oral storytelling.
- **The Global Village:** The internet transforms local narratives into global

phenomena. Digital storytelling is a powerful tool in this "global village," allowing individuals in remote or marginalised communities to directly broadcast their stories to the world, bypassing traditional media gatekeepers. [13-20]

3.2. Cultural Identity Theory

Cultural Identity Theory explores how identity is constructed and negotiated through shared narratives, symbols, and practices. Digital storytelling provides a novel arena for this negotiation:

- **Cultural Preservation and Reinvention:** DS allows communities to archive their histories, languages, and traditions in a dynamic, accessible digital format. It enables the **reinvention** of cultural narratives, adapting them to modern contexts and challenging outdated or stereotypical portrayals.
- **Authentic Self-Representation:** Digital platforms facilitate authentic self-expression. For individuals and communities whose stories have been historically misrepresented or excluded from mainstream media, DS offers a tool for **cultural sovereignty** and self-determination, allowing them to define their own identities. This is especially significant for Indigenous communities, where DS must align with relational methodologies and cultural protocols. [21-26]

4. Digital Storytelling and Cultural Expression: Domains of Influence

The influence of DS is observable across several key domains of contemporary cultural expression:

4.1. The Democratization of Cultural Narratives

Digital platforms, particularly social media, have lowered the barrier to entry for content creation. This democratization has led to an explosion of diverse, previously unheard voices:

- **Amplifying Marginalised Voices:** Communities facing social, political, or economic marginalisation use DS for social advocacy. Projects like *Silence Speaks* use digital stories to shed light on gender oppression and poverty, demanding

accountability and promoting social change.

- **Community Building:** Digital stories foster a sense of belonging and community, connecting people with shared cultural backgrounds or experiences across vast geographical distances. Shared hashtags and trends on platforms like TikTok can reinforce cultural identity within subcultures. [27-32]

4.2. Cultural Heritage and Archiving

DS is a powerful tool for cultural preservation, transforming static heritage into engaging, interactive content:

- **Archiving Local Histories:** Public libraries and community projects utilise DS to create **micro-histories**—digital recordings of local events, family stories, and cultural practices—ensuring a permanent record and a "legacy of cultural heritage."
- **Immersive Cultural Experiences:** Advanced technologies like Virtual Reality (VR) and Augmented Reality (AR) are used in DS to create virtual tours of historical sites or interactive apps, transporting the audience into different cultural settings and making heritage education more accessible and exciting.

4.3. Influence on Arts, Media, and Commerce

The influence of DS extends into commercial and traditional media spheres:

- **Arts and Culture Sector:** Museums, galleries, and theatre companies use DS to build emotional connections with global audiences, stream performances online, and offer virtual exhibitions, transcending physical barriers.
- **Journalism:** DS enables a shift from objective reporting to **empathetic journalism**, using personal stories and multimedia to connect readers with the human impact of events, fostering deeper understanding and empathy.

5. Challenges and Ethical Considerations

The transformative power of DS is accompanied by significant challenges and ethical dilemmas that must be addressed:

5.1. Ethical Representation and Consent

- **Informed Consent:** The ease of recording and sharing means that stories involving vulnerable individuals or sensitive cultural practices raise serious ethical concerns regarding informed consent and the right to privacy.
- **Appropriation and Misrepresentation:** While DS empowers self-representation, there is a constant risk of cultural appropriation or external control when stories are shared in mainstream digital spaces, particularly for Indigenous narratives.

5.2. The Digital Divide and Access

The benefits of DS are often constrained by the **digital divide**, where unequal access to technology, high-speed internet, and digital literacy training limits participation from lower-income and rural communities. Efforts must be made to provide access and training to underrepresented groups to ensure true inclusivity.

5.3. Attention Economy and Authenticity

The pressure to create highly engaging, concise content for the attention economy can sometimes oversimplify complex cultural narratives or lead to a preference for unpolished, "authentic" content over high-production quality. This forces content creators to balance narrative coherence with platform-specific engagement metrics. [33-35]

6. Conclusion: The Future of Storytelling

Digital Storytelling is not a passing trend but a pivotal phase in the enduring history of human communication. It serves as a vital medium for negotiating and articulating cultural identities in the 21st century. By melding personal voice with multimedia power, DS has dramatically democratised cultural production, amplified marginalised voices, and provided dynamic new avenues for heritage preservation and cross-cultural dialogue.

The future of cultural expression will be increasingly shaped by interactive and immersive digital narratives, demanding that creators and communities engage critically with the ethical implications and technological demands of this powerful new form. Ultimately, Digital Storytelling functions as a "living narrative," capturing and weaving the cultural fabrics of a globally interconnected human experience.

References:

- Mandal S, Singh AP. Development and In-Vitro Characterization of Gentamycin Sulphate Nanoemulgel for Ophthalmic Applications. *International Journal of Drug Delivery Technology*. 2024;14(4):2347-58. doi: 10.25258/ijddt.14.4.56
- Suraj Mandal, Murraya koenigii: A Source of Bioactive Compounds for Inflammation and Pain Management, Current Bioactive Compounds; Volume 21, Issue , Year 2025, e15734072348822. DOI: 10.2174/011573407234882250324073439
- Jiyaul Hak, Iram Jahan, Nasiruddin Ahmad Farooqui, Atul Pratap Singh, Himanchal Sharma, Smriti Gohri, Anshu Gujjar, Suraj Mandal, Nanochips in the Field of Oncology: Advancements and Potential for Enhanced Cancer Therapy, Current Cancer Therapy Reviews; Volume 21, Issue , Year 2025, e15733947343855. DOI: 10.2174/0115733947343855241230115820
- Iram Jahan, Jiyaul Hak, Suraj Mandal, Shadab Ali, Sayad Ahad Ali, Nasiruddin Ahmad Farooqui, Isoquinoline Quaternary Alkaloid (IQA) Nano-dressings: A Comprehensive Review on Design Strategies, Therapeutic Applications, and Advancements in Transdermal Delivery for Chronic Wound Management, Recent Advances in Drug Delivery and Formulation; Volume 19, Issue , Year 2025, e26673878330005. DOI: 10.2174/0126673878330005250326060103
- Mandal S, Vishvakarma P. Nanoemulgel: A Smarter Topical Lipidic Emulsion-based Nanocarrier. *Indian J of Pharmaceutical Education and Research*. 2023;57(3s):s481-s498.
- Mritunjay Kumar Ojha, Nalluri Satish Kumar, Umesh Kumar Sharma, Prakash Gadipelli, Suraj Mandal, Farah Deeba, Monalisa Khuntia, Hariballav Mahapatra (2024) Exploring the Potential of Artificial Intelligence in Optimizing Clinical Trial Design for More Efficient Drug Development. *Library Progress International*, 44(3), 9498-9510.
- Mandal S, Jaiswal DV, Shiva K. A review on marketed Carica papaya leaf extract (CPLE) supplements for the treatment of dengue fever with thrombocytopenia and its drawback. *International Journal of Pharmaceutical Research*. 2020 Jul;12(3).
- Mandal S, Bhumika K, Kumar M, Hak J, Vishvakarma P, Sharma UK. A Novel Approach on Micro Sponges Drug Delivery System: Method of Preparations, Application, and its Future Prospective. *Indian J of Pharmaceutical Education and Research*. 2024;58(1):45-63.
- Mandal S, Vishvakarma P, Bhumika K. Developments in Emerging Topical Drug Delivery Systems for Ocular Disorders. *Curr Drug Res Rev*. 2023 Dec 29. doi: 10.2174/0125899775266634231213044704. Epub ahead of print. PMID: 38158868.
- Bhandari S, Chauhan B, Gupta N, et al. Translational Implications of Neuronal Dopamine D3 Receptors for Preclinical Research and Cns Disorders. *African J Biol Sci (South Africa)*. 2024;6(8):128-140. doi:10.33472/AFJBS.6.8.2024.128-140
- Tripathi A, Gupta N, Chauhan B, et al. Investigation of the structural and functional properties of starch-g-poly (acrylic acid) hydrogels reinforced with cellulose nanofibers for cu2+ ion adsorption. *African J Biol Sci (South Africa)*. 2024;6(8): 144-153, doi:10.33472/AFJBS.6.8.2024.141-153
- Sharma R, Kar NR, Ahmad M, et al. Exploring the molecular dynamics of ethyl alcohol: Development of a comprehensive model for understanding its behavior in various environments. *Community Pract*. 2024;21(05):1812-1826. doi:10.5281/zenodo.11399708
- Mandal S, Kar NR, Jain AV, Yadav P. Natural Products As Sources of Drug Discovery: Exploration, Optimisation, and Translation Into Clinical Practice. *African J Biol Sci (South Africa)*. 2024;6(9):2486-2504. doi:10.33472/AFJBS.6.9.2024.2486-2504
- Kumar S, Mandal S, Priya N, et al. Modeling the synthesis and kinetics of Ferrous Sulfate production: Towards Sustainable Manufacturing Processes. *African J Biol Sci (South Africa)*. 2024;6(9):2444-2458. doi:10.33472/AFJBS.6.9.2024
- Revadigar RV, Keshamma E, Ahmad M, et al. Antioxidant Potential of Pyrazolines Synthesized Via Green Chemistry Methods. *African J Biol Sci (South Africa)*. 2024;6(10):112-125. doi:10.33472/AFJBS.6.10.2024.112-125

16. Sahoo S, Gupta S, Chakraborty S, et al. Designing, Synthesizing, and Assessing the Biological Activity of Innovative Thiazolidinedione Derivatives With Dual Functionality. *African J Biol Sci (South Africa)*. 2024;6(10):97-111. doi:10.33472/AFJBS.6.10.2024.97-111

17. Mishra, N., Alagusundaram, M., Sinha, A., Jain, A. V., Kenia, H., Mandal, S., & Sharma, M. (2024). Analytical Method, Development and Validation for Evaluating Repaglinide Efficacy in Type II Diabetes Mellitus Management: a Pharmaceutical Perspective. *Community Practitioner*, 21(2), 29–37. <https://doi.org/10.5281/zenodo.10642768>

18. Singh, M., Aparna, T. N., Vasanthi, S., Mandal, S., Nemade, L. S., Bali, S., & Kar, N. R. (2024). Enhancement and Evaluation of Soursop (Annona Muricata L.) Leaf Extract in Nanoemulgel: a Comprehensive Study Investigating Its Optimized Formulation and Anti-Acne Potential Against Propionibacterium Acnes, Staphylococcus Aureus, and Staphylococcus Epidermidis Bacteria. *Community Practitioner*, 21(1), 102–115. <https://doi.org/10.5281/zenodo.10570746>

19. Khalilullah, H., Balan, P., Jain, A. V., & Mandal, S. (n.d.). *Eupatorium Rebaudianum Bertoni (Stevia): Investigating Its Anti-Inflammatory Potential Via Cyclooxygenase and Lipoxygenase Enzyme Inhibition - A Comprehensive Molecular Docking And ADMET*. *Community Practitioner*, 21(03), 118–128. <https://doi.org/10.5281/zenodo.10811642>

20. Mandal, S. Vishvakarma, P. Pande M.S., Gentamicin Sulphate Based Ophthalmic Nanoemulgel: Formulation and Evaluation, Unravelling A Paradigm Shift in Novel Pharmaceutical Delivery Systems. *Community Practitioner*, 21(03), 173-211. <https://doi.org/10.5281/zenodo.10811540>

21. Mishra, N., Alagusundaram, M., Sinha, A., Jain, A. V., Kenia, H., Mandal, S., & Sharma, M. (2024). Analytical Method, Development and Validation for Evaluating Repaglinide Efficacy in Type II Diabetes Mellitus Management: a Pharmaceutical Perspective. *Community Practitioner*, 21(2), 29–37. <https://doi.org/10.5281/zenodo.10642768>

22. Singh, M., Aparna, T. N., Vasanthi, S., Mandal, S., Nemade, L. S., Bali, S., & Kar, N. R. (2024). Enhancement and Evaluation of Soursop (Annona Muricata L.) Leaf Extract in Nanoemulgel: a Comprehensive Study Investigating Its Optimized Formulation and Anti-Acne Potential Against Propionibacterium Acnes, Staphylococcus Aureus, and Staphylococcus Epidermidis Bacteria. *Community Practitioner*, 21(1), 102–115. <https://doi.org/10.5281/zenodo.10570746>

23. Gupta, N., Negi, P., Joshi, N., Gadielli, P., Bhumika, K., Ajaz, M., Singhal, P. K., Shami, M., Gupta, A., & Mandal, S. (2024). Assessment of Immunomodulatory Activity in Swiss Albino Rats Utilizing a Poly-Herbal Formulation: A Comprehensive Study on Immunological Response Modulation. *Community Practitioner*, 21(3), 553–571. <https://doi.org/10.5281/zenodo.10963801>

24. Abdul Rasheed. A. R, K. Sowmiya, S. N., & Suraj Mandal, Surya Pratap Singh, Habibullah Khallullah, N. P. and D. K. E. (2024). In Silico Docking Analysis of Phytochemical Constituents from Traditional Medicinal Plants: Unveiling Potential Anxiolytic Activity Against Gaba, *Community Practitioner*, 21(04), 1322–1337. <https://doi.org/10.5281/zenodo.11076471>

25. Pal N, Mandal S, Shiva K, Kumar B. Pharmacognostical, Phytochemical and Pharmacological Evaluation of *Mallotus philippensis*. *Journal of Drug Delivery and Therapeutics*. 2022 Sep 20;12(5):175-81.

26. Singh A, Mandal S. Ajwain (*Trachyspermum ammi* Linn): A review on Tremendous Herbal Plant with Various Pharmacological Activity. *International Journal of Recent Advances in Multidisciplinary Topics*. 2021 Jun 9;2(6):36-8.

27. Mandal S, Jaiswal V, Sagar MK, Kumar S. Formulation and evaluation of *carica papaya* nanoemulsion for treatment of dengue and thrombocytopenia. *Plant Arch*. 2021;21:1345-54.

28. Mandal S, Shiva K, Kumar KP, Goel S, Patel RK, Sharma S, Chaudhary R, Bhati A, Pal N, Dixit AK. Ocular drug delivery system (ODDS): Exploration the challenges and approaches to improve ODDS. *Journal of Pharmaceutical and Biological Sciences*. 2021 Jul 1;9(2):88-94.

29. Shiva K, Mandal S, Kumar S. Formulation and evaluation of topical antifungal gel of

fluconazole using aloe vera gel. *Int J Sci Res Develop.* 2021;1:187-93.

30. Ali S, Farooqui NA, Ahmad S, Salman M, Mandal S. *Catharanthus roseus* (sadabahar): a brief study on medicinal plant having different pharmacological activities. *Plant Archives.* 2021;21(2):556-9.

31. Mandal S, Vishvakarma P, Verma M, Alam MS, Agrawal A, Mishra A. *Solanum Nigrum Linn:* An Analysis Of The Medicinal Properties Of The Plant. *Journal of Pharmaceutical Negative Results.* 2023 Jan 1:1595-600.

32. Vishvakarma P, Mandal S, Pandey J, Bhatt AK, Banerjee VB, Gupta JK. An Analysis Of The Most Recent Trends In Flavoring Herbal Medicines In Today's Market. *Journal of Pharmaceutical Negative Results.* 2022 Dec 31:9189-98.

33. Mandal S, Vishvakarma P, Mandal S. Future Aspects And Applications Of Nanoemulgel Formulation For Topical Lipophilic Drug Delivery. *European Journal of Molecular & Clinical Medicine.*;10(01):2023.

34. Vishvakarma P, Kumari R, Vanmathi SM, Korni RD, Bhattacharya V, Jesudasan RE, Mandal S. Oral Delivery of Peptide and Protein Therapeutics: Challenges And Strategies. *Journal of Experimental Zoology India.* 2023 Jul 1;26(2).

35. Mandal, S., Tyagi, P., Jain, A. V., & Yadav, P. (n.d.). Advanced Formulation and Comprehensive Pharmacological Evaluation of a Novel Topical Drug Delivery System for the Management and Therapeutic Intervention of *Tinea Cruris* (Jock Itch). *Journal of Nursing,* 71(03). <https://doi.org/10.5281/zenodo.10811676>
