

Telling Tales. A Critique of Globalized Communication

The aim of the joint project collective volume *Telling Tales. Toward a Critique of Globalized Communication / Le réseau du récit. Critique de la communication mondialisée* to be edited by Francesco Loriggio, Joseph Paré, Susan Petrilli and Augusto Ponzio, is to analyze the practice of telling stories orally and through writing as well as through various nonverbal sign systems present in all world cultures. Storytelling is a practice that can be traced throughout the whole world and as such provides a link among different peoples altogether different from that proposed by recent forms of global communication.

Given its subservience to the global market and general commodification, global communication leads to homologation and leveling of the differences except for those differences pertaining to competition, conflict and mutual exclusion.

On the contrary, storytelling is a practice that is shared by different peoples and that differentiates them at the same time, it favors encounter and mutual understanding. As emerges from the patrimony of legends, fables, myths, and stories common to humanity, storytelling acts as a sort of connective tissue throughout the centuries allowing for the circulation of common themes, subjects, values and discourse genres.

Narration today manifests itself through different discourse genres, the novel included, and through different media from writing and orality, for example, cinema. The common aspect of storytelling is its being an end in itself and its being founded uniquely in the pleasure of involving and listening to the Other. This also distinguishes storytelling from the kind of narration that serves power: the power of control and punishment (in stories narrated before a judge or a police officer), the power of information (newspaper chronicles), the power of healing (the case history that the physician derives from the patient, the story narrated by a patient during a psychoanalytic session), the power of recording and establishing the sense of history (historical narration), and so on.

Story-telling suspends the order of discourse to which on the contrary globalized communication is functional, offering a space for reflexion, critical re-thinking, dialogue, encounter, hospitality.

So much for now, hoping that our readership enjoyed *this* story about (some outstanding authors of) *Signs of Research on Signs*.