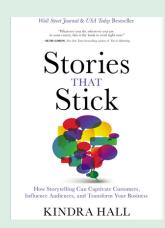


CAREER &
PERSONAL
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THE ART OF STORYTELLING



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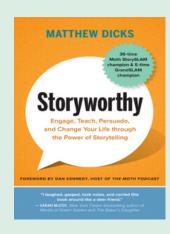
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Peters, Brian G. (2018, March). **Medium** Article

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Refugee Youth, Digital
Storytelling and Academic
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Emert, T. (2019). **European Journal of Applied Linguistics and TEFL**, 8(1), 61-81.

Through their participation in a digital storytelling project, 14 middle-school children from refugee households were given the opportunity to develop their foundational literacy skill sets, build their academic confidence, master the use of simple technology and facilitate the transfer of their personal stories to the digital medium.

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Retaining the Cachet of Luxury Fashion Brands on Social Media through Storytelling and Narratives

Hermantha, Y. (2020, September). **IUP Journal of Brand Management**, 17(3), 23-37.

This article analyses the social media branding and marketing strategy for five top luxury fashion brands - Nike, Hermès, GUCCI, Adidas and Louis Vuitton. Findings revealed that these brands have used creative storytelling techniques and smart advertising to showcase their brand philosophy and heritage.

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