

How Storytelling Affects the Brain

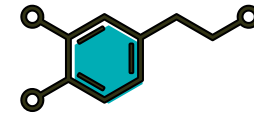


Neural Coupling

A story activates parts in the brain that allows the listener to turn the story into their own ideas and experiences thanks to a process called neural coupling.

Mirroring

Listeners will not only experience the similar brain activity to each other, but also to the speaker.



Dopamine

The brain releases dopamine into the system when it experiences an emotionally charged event, making it easier to remember with greater accuracy.

Cortex Activity

When processing facts, two areas of the brain are activated (Broca's and Wernick's area). A well-told story can engage many additional areas, including the motor cortex, sensory cortex, and front cortex.

