Exploring the Mechanism of Emotional Resonance in Media Narrative Storytelling

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Abstract: In the context of the transformation of modern media, narrative storytelling has become a core method of information dissemination, with emotional resonance being key to achieving communication effectiveness. This paper focuses on the generation logic of emotional resonance in media storytelling, providing an in-depth analysis of the principles behind mechanisms such as social media interaction, visual immersion, and algorithmic recommendations. It also explores practical approaches, offering ideas to enhance emotional connection and value transmission in narrative communication, thereby helping media narratives achieve deep reach across diverse scenarios.

Keywords: media; narrative storytelling; emotional resonance; value orientation

Introduction

The continuous iteration of digital technology is driving media forms toward diversification,and information dissemination is gradually shifting from traditional one-way output to two-way interaction.Storytelling,with its unique appeal,has become a key choice in media communication,while emotional resonance,as the core link that brings communicators and audiences closer,is influenced and reinforced by various factors such as platform characteristics,narrative forms,and technological algorithms.In the current media environment,how to adapt to communication scenarios to achieve effective emotional connection has become a crucial issue for enhancing the quality and impact of narrative communication.

1.The Logic of Generating Emotional Resonance in Media Storytelling

Media storytelling generates emotional resonance by taking the audience's emotional needs as the central starting point and following a progressive logic of'cognitive alignment—emotional arousal—emotional consolidation.'The narrative content first uses life-like scenarios and shared value appeals to build cognitive intersections,allowing the audience to find self-projection within the story.Then,through the ups and downs of the plot and the meticulous detailing of events,it evokes basic emotions such as joy,empathy,and being moved,breaking down psychological barriers.Subsequently,through the implicit transmission of values and ideas,fleeting emotions are transformed into lasting emotional identification,forming a closed loop of emotional resonance.This logic is realized,on one hand,by a precise grasp of human nature and social reality in storytelling,and on the other hand,by adapting to the characteristics of media dissemination,prompting the audience to shift from'passive reception'to'active empathy,'ultimately achieving a dual resonance of emotion and values.

2.The Mechanism of Emotional Resonance in Narrative Storytelling in the Modern Media Environment

2.1 Interaction and Resonance Mechanisms in Social Media Platforms

Social media has decentralized characteristics and a two-way interactive design,which allows storytelling to break through the limitations of one-way communication,forming a resonance loop of'expression—feedback—co-creation.'Creators use methods such as hashtags and open-ended questions to invite audience participation.For example,a food blogger might share stories about local snacks from their hometown and then start a discussion like'the taste of your childhood,'sparking many users to comment and share their personal experiences.Audience comments,shares,and secondary creations become extensions of the story.For instance,the story of'rural teachers persevering'on Douyin,supplemented by netizens sharing the local education situation and

teaching experiences,transforms a single story into a collective emotional expression.This interaction amplifies the initial emotional intensity and builds group identity through'emotional sharing.'For example,when the NBA posts behind-the-scenes player stories on TikTok,fans interact via comments and live chat,forming emotional connections and turning short-term emotional resonance into long-term emotional attachment,sustaining the effect of shared resonance.

2.2 Emotional Immersion Mechanism Enhanced by Visual Narrative

Visual elements have an intuitive impact and can work in synergy with multiple senses,prompting the audience to quickly immerse themselves in the story scene and deepening emotional engagement through tangible presentation.The precise use of cinematography is the core support.For example,when an intangible cultural heritage influencer films the craft of firework ironwork,close-ups capture the dazzling moment of molten iron splashing at 1600°C,while medium shots show the concise,decisive movements of the craftsman swinging the hammer.Paired with a nighttime backdrop,this amplifies the visual tension,allowing viewers to directly feel the awe and romance of intangible cultural heritage.The combination of color and lighting helps set the mood;in public service advertisements,warm tones are used to present the smiling faces of children in difficult circumstances,and soft lighting reduces the sense of hardship,conveying hope and warmth.In documentaries,cool tones depict soldiers guarding the border,highlighting the harshness of the environment and the value of their dedication.The integration of sight and sound further enhances immersion;in food storytelling,adding the sizzling sound of ingredients being stir-fried and the crisp clatter of bowls and chopsticks,along with time-lapse shots of ingredients changing,stimulates both visual and auditory senses,creating taste associations and emotional resonance for the audience.This shifts emotions from passive reception to active immersion,achieving a deeper level of connection.

2.3 Emotion Resonance Enhancement Mechanism under Algorithmic Recommendation

Algorithmic recommendations leverage precise tracking of users'emotional preferences and behavioral patterns to construct a dissemination chain of'accurate matching—continuous feeding—deep resonance,'thereby enabling all the emotional impact of narrative storytelling to reach the target audience accurately.The algorithm analyzes users'emotional tendencies based on various data such as browsing time,likes,comments,and shares.For example,users interested in themes of familial affection will continue to be presented with content featuring heartwarming family stories and intergenerational reconciliation narratives.Taking short video platforms as an example,when a user likes a video such as'Empty-nest elders longing for their children to come home,'the algorithm will recommend similar themed lifestyle clips and short dramas,forming an emotional content matrix.This precise recommendation reduces the cost of audience selection,constantly presenting stories that match their emotional needs.For instance,office workers frequently receive narratives related to'healing moments for working people,'repeatedly reinforcing the resonance experience.Using user profiles,the algorithm iteratively optimizes recommendation accuracy,transforming emotional resonance from occasional triggers into regular feedback,ensuring that narrative content consistently aligns with audience emotional pain points,ultimately achieving continuous reinforcement of emotional resonance and maximizing dissemination effectiveness.

3.The practice path of emotional resonance in media storytelling

3.1 Enhancing the authenticity and value orientation of narrative content

The authentic texture of details and a core of positive values are key prerequisites for emotional resonance to break through communication barriers and take root in the audience's mind.Storytelling must abandon detached or superficial forms of expression and be grounded in specific life scenarios,much like a workplace blogger recording the fatigue felt during overtime and project deadlines,or the various challenges experienced while communicating with clients—these real snippets,rather than deliberately crafting a perfect persona,allow the audience to see themselves in these details.Value transmission should avoid rigid preaching and instead naturally seep in through stories.For example,in philanthropic storytelling,focusing on the real experiences of children in mountain areas

changing their destinies through education naturally conveys the idea that'knowledge changes lives'through the emotional experience.Whether in brand communication or public service promotion,only by basing it on authenticity and integrating virtues like integrity,hard work,and kindness into the narrative can deep emotional resonance be triggered,ensuring a more lasting impact of the communication.

3.2 Optimizing Narrative Plot Design and Character Development

A cleverly designed plot and well-developed characters are key to constantly intensifying emotional resonance and striking a chord with the audience.The plot should align with the audience's life experiences,incorporating conflicts and twists that are relatable.For example,in a parent-child narrative,the story can revolve around everyday conflicts like'child rebellion and parental understanding,'using a late-night heart-to-heart as a plot device to achieve reconciliation,allowing the audience to empathize with the challenges and warmth of intergenerational communication.Character development should move away from flat stereotypes,giving them real personality flaws and emotional depth.For instance,when portraying an entrepreneur,it's important to show both their persistence and struggle,as well as their confusion and self-healing after facing failure,making the character more compelling.Whether in short video plots or documentary storytelling,tight and realistic plots along with flesh-and-blood characters can quickly draw the audience into the emotions,transforming resonance from superficial emotional reactions into deep emotional connections.

3.3 Using Multimodal Narrative Techniques to Enhance Emotional Immersion

Text,visuals,and sound,among other multimodal elements,work together synergistically to create an all-encompassing sensory experience,making emotional immersion more impactful.Text serves the role of conveying core information and emotional essence;for example,in historical narratives,delicate wording is used to depict the historical background and characters'inner feelings.Visuals,through cinematic language,enhance the sense of presence in a scene—for instance,travel bloggers using first-person perspective shots to show the scenery along a hike can make the audience feel as if they are there.Sound elements can accurately convey emotions;in documentaries,soothing music can set a warm atmosphere,while intense melodies can amplify a sense of motivation and energy.The addition of interactive modalities can deepen the immersive experience;for example,inserting fun quizzes and 3D model demonstrations in science narratives allows the audience to deepen their emotional engagement through participation.By organically integrating multiple modalities,the limitations of single-mode storytelling are broken,allowing emotional resonance to naturally emerge through multi-sensory stimulation.

4.Conclusion

The emotional resonance generated by media storytelling is the result of the combined effects of technological features,narrative logic,and audience needs.Its formation relies on cognitive alignment and the logic of emotional progression,which are reinforced through mechanisms such as social media interaction,visual immersion,and algorithmic recommendations.Additionally,it requires the aid of authentic value transmission,high-quality storylines and character development,and the use of multimodal approaches to deepen practice.In the future,only by continuously adapting to changes in the media environment and accurately grasping the core logic and practical pathways of emotional resonance can media narratives achieve more profound communicative value and social impact.

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