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Abstract:

The people of Central Asia must learn to tell their stories to the world on a global stage. As a case study, this presentation discusses the new parameters of storytelling as applied to the people of Kyrgyzstan, who have a centuries-old tradition of weaving their lives around the ancient narratives of Manas. These stories are important both for affirming Kyrgyz national identity, cultural values and youth development. Today's global communication requires traditional stories to be told and retold to both domestic and world audiences in ways that others can use to understand and to identify their own struggles and values. This paper outlines the rationale for telling the Kyrgyz story, from the point of view of global citizens competing for time and attention in the new information age.