

Who ultimately writes the story?



**STORIES CAN BE DIVISIVE.
BUT THEY CAN ALSO UNITE.**

Every day we come into contact with dozens of stories. We read them on a blog, listen to them on a podcast, see them in a video, or discover them through a post.

Some make us smile, others trouble us, and some influence the way we perceive the people and the world around us.

But stories are never neutral. Every story conveys a perspective, an experience, and, often, a way of seeing reality. It can build bridges of understanding or reinforce distances and prejudices between people.



In the digital world, polarizing narratives spread easily because they are often based on simple answers to complex issues.

They present entire groups of people through generalizations, cultivate fear of diversity, and create the impression that there is only one correct perspective. When such narratives go unchallenged, they can lead to discrimination, hate speech, racism, xenophobia, and exclusion of individuals or even entire communities. But real life is much more complex than a headline or a post.

Every person has their own story, their own experiences, and their own voice. Have you ever wondered how many stories never reach us? When we listen to people with different paths, cultures, or perspectives, we are not threatened by diversity, we learn from it. Inclusion does not mean that we are all the same. It means that we all deserve to be heard and treated with respect and dignity.

This is where the power of digital storytelling lies. Today we are not just viewers or consumers of content, we are also creators.

So what story do we want to tell?

Through a blog, a podcast, a video or even a photo we can share experiences, give space to people who are often not heard, and tell stories that unite rather than divide.



Every time we choose to tell a story that promotes cooperation instead of conflict, understanding instead of stereotypes, and dialogue instead of exclusion, we create a positive alternative narrative.

We show that diversity is not a threat but an opportunity to experience new things, to collaborate and to learn from each other. In this way, dialogue becomes more meaningful and our societies more open and inclusive.

Critical thinking is the first step, both in creating and recognizing such stories.

Before sharing information or forming an opinion, it is worth asking ourselves:

Which voice is heard and which is absent?
Does this story reproduce a stereotype or help to break it down?
Does it create fear and division or encourage dialogue and understanding?
Does it contribute to a society based on respect, equality and democracy?



Stories have the power to change the way we see the world. They don't have to be big or impressive. They just need to be real, make room for different experiences, and remind us that behind every identity there is a person.

Perhaps, ultimately, what matters most is not which story will go viral. It's which story will inspire more understanding, more dialogue, and more respect. Because every time we choose to create stories that unite rather than divide, we contribute to a more democratic, inclusive, and humane society.

