

# Story Endings in ‘Mann Ki Baat’ and their Influence on Audience Emotion and Imagination

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## Abstract

This study conducted a comprehensive survey across South India, with 1,260 respondents from five states, to explore the relationships between various aspects of storytelling and narrative effectiveness. The research employed convenience sampling between April 2023 and December 2023 and utilized instruments such as a demographic questionnaire, the Oral Narrative Competence Evaluation, the Story World Absorption Scale, and the Narrative Engagement Scale. Ethical considerations were ensured through informed consent. The study defined and measured key variables including concluding the story, storytelling transportation, mental imagery, narrative understanding, attentional focus, and emotional engagement. Results revealed significant positive correlations among these variables, indicating their interrelated nature. Linear regression analyses demonstrated that storytelling transportation, mental imagery, narrative understanding, and attentional focus significantly predict the effectiveness of concluding a story. While emotional engagement also predicted story resolution, its effect was relatively minor. These findings contribute to the understanding of how various narrative elements interact to influence storytelling outcomes, offering insights into effective narrative practices.

**Keywords:** *Storytelling, Concluding the story, Storytelling Transportation, Mental Imagery, Narrative Understanding, Attentional Focus, Emotional Engagement, South India, Linear Regression Analysis, Narrative Effectiveness.*

## Introduction

"Mann Ki Baat," translating to "Thoughts from the Heart," is a prominent radio program hosted by the Prime Minister of India, inaugurated in October 2014. Broadcasted on All India Radio (AIR) and various private radio channels, this monthly program serves as a significant communication channel between the Indian government and its citizens. The

program's primary objective is to disseminate the Prime Minister's perspectives on national issues, government policies, and socio-cultural matters, public engagement and awareness. The topics discussed on "Mann Ki Baat" are notably diverse, reflecting a broad spectrum of national interests and concerns. These include discussions on major national policies, socio-economic reforms, and key government

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initiatives aimed at improving various facets of life in India. Additionally, the program delves into cultural and social subjects, celebrating festivals, and promoting national unity through an appreciation of India's rich cultural heritage. The show also highlights individual and community achievements, presenting inspiring stories of innovation and success that serve as motivational examples for the broader public. Health and wellness are other significant themes, with the program occasionally focusing on public health campaigns and strategies for promoting healthier lifestyles. In recent years, radio has seen a resurgence in India, attributed to technological advancements and the expansion of FM and digital radio services, which have increased its accessibility. Modern radio channels now offer a diverse range of content, including music, entertainment, news, and talk shows, catering to various audience preferences. This revival is further supported by the government's strategic use of radio for public communication, as exemplified by "Mann Ki Baat." This program underscores radio's enduring relevance and its ability to adapt to contemporary media landscapes, providing a crucial platform for government-citizen dialogue and community engagement. The renewed interest in radio highlights its role in bridging communication gaps and facilitating widespread public engagement, illustrating its continued significance in the digital age. The objective of this study is to investigate the impact of the program's concluding story on storytelling transportation, mental imagery, narrative understanding, attentional focus, and emotional engagement, utilizing Pearson Correlations and regression models.

## Review of literature

Narrative transportation and preference have been found to be positively correlated with favorable responses to advertisements. Specifically, stories that evoke stronger narrative transportation tend to generate more positive emotional responses and increase the likelihood of word-of-mouth recommendations. Research by Kang et al. (2020) highlights that the founder's story, in particular, was highly

effective in eliciting these positive responses, suggesting that personal and compelling narratives can significantly influence audience reactions. Further exploration into narrative engagement reveals that manipulations that reduced engagement, such as through a selection task or language errors, affected specific dimensions of narrative engagement. However, these manipulations did not directly alter attitudes. Instead, reading the story itself led to attitudes aligning more closely with the narrative, potentially due to readers' emotional responses to the characters (de Graaf et al., 2009). This indicates that the process of engaging with the story can modulate attitudes based on the emotional impact of the narrative.

Neuroimaging studies have identified specific brain regions associated with narrative transportation & prosocial intentions. Vaccaro et al. (2021) found that the functional connectivity of the anterior insula (AI) was a predictor of prosocial intentions across both stories examined. However, it only predicted narrative transportation for the hitchhiking story. In contrast, the functional connectivity of the posterior medial cortex (PMC) predicted prosocial intentions for the cancer story and narrative transportation for both stories. The only consistent pattern of connectivity observed across both narratives was between the PMC and the inferior frontal gyrus, which was predictive of narrative transportation. This suggests that certain neural pathways are integral to experiencing narrative transportation and prosocial intentions, although their influence can vary depending on the story's content.

Direct storytelling has emerged as a potent method for enhancing employee engagement, particularly within state-owned enterprises in Indonesia. Research by Gustomo et al. (2019) highlights that the effectiveness of storytelling in this context is significantly influenced by the credibility of the storyteller and the relevance of the story content to employees' personal experiences. Additionally, the implementation environment and the use of multimedia resources also play crucial roles in determining the success of storytelling interventions. These

findings underscore the importance of both the storyteller's authenticity and the contextual alignment of the story with the audience's experiences to maximize engagement.

Expanding the understanding of narrative transportation, a meta-analysis conducted by van Laer et al. (2014) provides a comprehensive model of the antecedents and consequences of narrative transportation. This analysis identifies key factors influencing narrative transportation from both the storyteller's and the story-receiver's perspectives. The study reveals that narrative transportation positively impacts various outcomes, including affective responses, beliefs, attitudes, and behavioral intentions, while also reducing critical thoughts. This suggests that narrative transportation not only enhances emotional engagement but also influences cognitive and attitudinal responses to the narrative. However, not all narrative interventions are equally effective. Boy et al. (2015) found that narrative components did not consistently enhance visitor engagement with visualizations. Many visitors did not engage with the narrative in a linear fashion as intended, leading to a lack of increased engagement with the visual content. This indicates that the design and delivery of narrative components must be carefully tailored to ensure they effectively capture and maintain audience interest. Green and Brock (2000) demonstrate that higher levels of transportation into a story lead to greater alignment of beliefs with the story's content and more favorable evaluations of the story's protagonists. Highly transported readers are less likely to notice inconsistencies or flaws within the narrative, which can enhance their overall experience and engagement. Conversely, reducing narrative transportation through processing instructions can diminish story-consistent beliefs and evaluations, highlighting the importance of maintaining immersive storytelling experiences to positive and coherent audience responses.

Research has shown a robust positive relationship between the personality trait of Agreeableness and the level of empathy induced by reading a fictional story. This

relationship is partially mediated by the reader's emotional engagement with the narrative. According to Kotrla (2021), while Agreeableness significantly enhances empathy, the reader's experience of narrative transportation does not play a crucial role in this relationship. In other words, even when readers are deeply immersed in the story, their Agreeableness continues to drive the empathy they feel, regardless of the extent of their transportation into the narrative. In the realm of persuasive communication, narratives about climate change do not outperform factual lists in directly influencing acceptance of climate change policies. However, narratives have been found to positively affect people's feelings toward the hero characters within the story, which, in turn, can enhance the persuasiveness of the narrative. Jones (2014) highlights that narrative transportation enhances emotional responses to characters, indirectly influencing the effectiveness of the story in persuading individuals. Makwana (2022) employed topic modeling techniques to analyze the textual data from the "Mann Ki Baat" radio program, utilizing a novel approach to uncover various dimensions of the content. The study explored frequently used words, the diversity of topics covered, topic correlations, sentiment analysis, and hierarchical clustering. Word clouds for each episode were generated to visually represent the thematic elements and sentiment trends over time. This analysis provides valuable insights into the content dynamics and public engagement strategies of the "Mann Ki Baat" program.

Dramatic narratives have been found to effectively reduce reactance by fostering parasocial interactions and diminishing perceptions of persuasive intent. According to Moyer-Gusé and Nabi (2010), identification with characters in such narratives can decrease counterarguing and heighten perceived vulnerability to unplanned pregnancy, particularly when assessed at a delayed post-test. Surprisingly, increased transportation into the narrative was associated with greater counterarguing, suggesting that while dramatic narratives may mitigate immediate resistance,

prolonged engagement with the narrative could potentially enhance critical responses. In the domain of safety training, immersive storytelling was compared with non-storytelling approaches to assess its effectiveness. Despite the lack of significant statistical differences in trainee engagement across behavioral, cognitive, or emotional dimensions, Isingizwe et al. (2024) suggest that immersive storytelling could serve as a valuable alternative method for fall hazard safety training. Certain aspects of the training may benefit from storytelling techniques, although no significant differences were observed in overall engagement levels. Research by Morris et al. (2019) demonstrates that stories, particularly those with negatively valenced endings, are more effective than informational narratives in promoting pro-environmental behavior and enhancing narrative transportation. Embedding information within a story structure significantly influences emotional arousal, as indicated by cardiac activity, which in turn leads to increased pro-environmental actions. This suggests that emotionally engaging narratives can be a powerful tool in fostering environmentally responsible behavior.

Digital video storytelling ads have been found to be more effective than traditional argumentative ads in capturing and engaging viewers. According to Coker et al. (2021), when viewers are hooked on a digital video ad, they are more likely to have positive intentions to view, share, promote, and spread positive word-of-mouth about the ad. The study also highlights that the attitude toward the ad serves as a partial mediator in the relationship between being hooked and the intentions to promote and spread positive word-of-mouth, indicating that the emotional and cognitive engagement fostered by the storytelling format enhances its promotional effectiveness.

In another study, Krause and Weber (2018) investigated the effects of transportation and experience taking—where readers imagine themselves as characters in a story—on cognitive performance, specifically persistence on an anagram task. Although experimental

manipulations to induce these states were unsuccessful, a positive correlation was observed between narrative involvement (transportation/experience taking) and task persistence, even when controlling for trait conscientiousness. The authors suggest that high narrative involvement may provide "temporal self-relief," which can enhance cognitive performance by allowing individuals to momentarily escape from their immediate concerns.

The impact of attentiveness during binge-watching on subsequent regret has also been explored, with findings indicating that the effect depends on the viewer's motivation. Pittman and Steiner (2019) differentiate between narrative transportation, where the viewer becomes deeply absorbed in the story, and narrative completion, where the viewer is focused on progressing through the content. High attentiveness associated with narrative transportation tends to decrease subsequent regret, as viewers are engrossed in the storyline and experience it fully. Conversely, when viewers are primarily motivated by a desire to complete the narrative, higher attentiveness can lead to increased regret, possibly due to the perception of time lost or missed opportunities to engage in other activities. This research highlights the complex interplay between motivation, attentiveness, and emotional outcomes in media consumption.

The effectiveness of narrative advertisements heavily relies on establishing a strong link between the product and the story being told. According to Glaser and Reisinger (2022), this connection is crucial for helping viewers understand the embedded meaning within the story, which in turn enhances narrative transportation and persuasive impact. The study found that the strength of the product-story link positively influences brand attitude, a relationship mediated by subjective comprehension and the level of narrative transportation experienced by the viewers. This means that when viewers clearly perceive the relevance and integration of the product within the story, they are more likely to be transported

into the narrative, leading to more favorable attitudes toward the brand. In another study, Dhar (2023) conducted a sentiment analysis on 24 episodes of the "Mann Ki Baat" radio program, hosted by the Indian Prime Minister from 2014 to 2020. The research aimed to explore the topics and issues discussed in the program, providing insights into how "Mann Ki Baat" serves as a platform for disseminating government ideas and supporting open telecom media. The analysis revealed the program's role in communicating government policies and addressing public concerns, showcasing its utility as a tool for public engagement and media openness in India.

Contrary to initial expectations, Andreeva and Green (2024) found no significant effect of story condition (high vs. low self-compassion) on self-compassionate outcomes in their first two studies. However, in Study 3, participants exposed to the low self-compassion story condition reported a significant decrease in self-compassion levels. Interestingly, transportation into the narrative and identification with the main character were higher in the low self-compassion story condition (Study 1), which negatively impacted self-compassion outcomes in Study 2. This suggests that while narrative engagement can enhance identification with story characters, it may not always lead to positive psychological outcomes, particularly when the narrative content is not supportive of self-compassion.

Research by Mazzocco et al. (2010) highlights that individuals prone to becoming transported into narratives are more susceptible to persuasion by those narratives. This effect of transportability is specific to narrative forms of communication and does not extend to non-narrative persuasive communication. The persuasive power of narratives for highly transportable individuals is primarily driven by emotional and empathic responses rather than a rational evaluation of the arguments presented. This indicates that narratives can bypass cognitive defenses by engaging emotions and empathy, making them a powerful tool for persuasion.

Grigsby and Mellema (2020) found that narrative native ads are less effective than informational native ads in being recognized as advertising, even when advertising cues are present. This lower recognition of narrative native ads as advertising can lead to increased perceptions of manipulation by the advertiser, which negatively affects consumer attitudes. In contrast, informational native ads that include clear advertising cues are more effective at maintaining transparency and avoiding perceptions of deceit, ultimately fostering more positive consumer responses. This research underscores the importance of transparency in advertising and the potential pitfalls of blending narrative content with promotional messages.

The storytelling technique employed by Kito Scarf Bengkulu on their Instagram account proved ineffective in engaging their followers and customers. Marlina et al. (2023) found that the use of Instagram's feed feature, featuring photos and storytelling captions, did not resonate with the characteristics of Kito Scarf's audience. Key factors contributing to this ineffectiveness included a generally low interest in reading among customers and the inability of the photos and captions to capture the intended audience's interest. This highlights the importance of aligning content with audience preferences and behaviors in digital marketing.

Conversely, the "Mann Ki Baat" program, led by the Prime Minister of India, significantly contributed to the expansion of the Amrit Sarovar initiative, surpassing the original targets in some states. Roy et al. (2023) note that the program fostered increased enthusiasm among stakeholders to better utilize existing Amrit Sarovars and broaden their scope. The initiative emphasizes community participation, mobilizing local residents to engage in the development and management of these water bodies and forming user groups. This community-centric approach has been crucial in the initiative's success, demonstrating the power of media programs in mobilizing public participation and supporting government initiatives.

In the field of public health, India's Universal Immunization Program has made notable progress, yet full immunization coverage (FIC) has remained suboptimal. Dhawan et al. (2023) report that FIC was at 44% in 1992-1993, rising to 62% in 2015-2016. To address these challenges, the Government of India launched the Mission Indradhanush (MI) in 2014, aiming for 90% FIC. The success of MI led to the Intensified Mission Indradhanush (IMI) in 2017, which incorporated more rigorous planning, monitoring, review processes, and inter-sectoral partnerships. This structured approach underscores the importance of strategic planning and collaboration in achieving public health goals.

Research on the impact of storytelling and creative dramatics on children's development has yielded mixed results. Amato et al. (1973) found that neither storytelling nor creative dramatics significantly influenced children's interest in reading or their reading achievement. However, storytelling appeared to have a more substantial positive effect on aspects such as self-image, empathy, and creativity compared to creative dramatics. This suggests that while storytelling may not directly enhance academic skills like reading, it can contribute positively to emotional and imaginative development.

In a study by Anil et al. (2021), employment status was found to have no significant impact on maternal perceptions, attitudes, and beliefs towards story narration. However, mothers of older children (aged 4-5 years) held more positive perceptions towards story narration than mothers of younger children (aged 2-3 years). The study underscores the importance of raising awareness among mothers about the benefits of introducing story narration and shared book reading at an early age, as these activities can enhance language development and early literacy skills in children. Taylor et al. (2002) explored the effects of metaphorical stories on Mexican American families of low socioeconomic status. The study found that while the metaphorical story significantly impacted the adults in these families, it did not

significantly improve the relational esteem of the children. This indicates that the influence of narrative techniques may vary across different demographic groups and developmental stages. Kellas and Manusov (2003) examined the role of narrative completeness in adjusting to relationship dissolution. They analyzed the break-up stories of 90 participants to assess how narrative completeness—conceptualized as including elements like sequencing the experience, representing causes and consequences, developing characters, evoking affect, drawing meaning, providing coherence, and attributing responsibility—relates to the teller's adjustment to the break-up, their role in the break-up, and their current relationship status. The study highlights that certain elements of narrative completeness are more closely associated with better adjustment, suggesting that how individuals narrate their experiences can influence their emotional and psychological recovery from relationship dissolution.

## Hypotheses

1. There is no significant linear relationship between concluding the story in Mann Ki Baat and storytelling transportation.
2. There is no significant linear relationship between concluding the story in Mann Ki Baat and mental imagery.
3. There is no significant linear relationship between concluding the story in Mann Ki Baat and narrative understanding.
4. There is no significant linear relationship between concluding the story in Mann Ki Baat and attentional focus.
5. There is no significant linear relationship between concluding the story in Mann Ki Baat and emotional engagement.

## Methodology

A general survey was conducted across South India, involving a total of 1,260 respondents from all five states in the region. Participants were selected using convenience sampling between

April 2023 and December 2023. The data collection process employed various instruments, including a demographic questionnaire, the Oral Narrative Competence Evaluation, the Story World Absorption Scale, and the Narrative Engagement Scale. Ethical considerations were addressed by ensuring informed consent was obtained from all participants prior to their involvement in the study.

### Operational definitions

1. **Concluding the story:** This refers to the effectiveness and satisfaction with which a narrative is brought to a close. It involves resolving the main plot and subplots in a way that provides closure and fulfillment for the audience. In research contexts, this aspect can be measured by evaluating how well the ending aligns with the narrative's development and how effectively it wraps up the story. In this study, narrative resolution is considered the independent variable, as it is hypothesized to influence the overall satisfaction of the audience (Castañeda-Fernández et al., 2023).
2. **Storytelling transportation:** Storytelling transportation is the extent to which an individual becomes mentally and emotionally absorbed in a narrative. It reflects the degree to which a person is engrossed by the story, feeling as though they are part of the narrative world (Kuijpers et al., 2024).
3. **Mental imagery:** Mental imagery refers to the ability to generate and visualize

mental pictures or scenes based on narrative descriptions or storytelling content. It encompasses the vividness and detail of the mental images created by the audience as they engage with the story (Kuijpers et al., 2024).

4. **Narrative understanding:** Narrative understanding involves comprehending the structure, themes, and underlying messages of a story. It includes the ability to follow the plot, recognize character motivations, and grasp the narrative's overall meaning. This can be measured through assessments that evaluate how well individuals interpret and articulate the story's content and themes (Busselle & Bilandzic, 2009).
5. **Attentional focus:** Attentional focus refers to the extent to which an individual maintains concentration and engagement with the narrative. It involves the ability to sustain attention on the story without being easily distracted. This can be assessed through measures that evaluate the consistency and intensity of focus during storytelling (Busselle & Bilandzic, 2009).
6. **Emotional engagement:** Emotional engagement is the level of emotional involvement and response elicited by the narrative. It reflects how deeply the story affects the audience's feelings and emotional states, including empathy, excitement, or sadness. This can be measured using scales that assess the emotional reactions and connection experienced by individuals during the storytelling process (Busselle & Bilandzic, 2009).

### Results

*Table 1: Descriptive statistics and correlation matrix*

Variable	Mean	SD	(1)	(2)	(3)	(4)	(5)	(6)
Concluding the story	14.9905	2.23409	1	.433**	.405**	.347**	.360**	.149**
Storytelling transportation	10.9841	1.82030		1	.429**	.264**	.356**	.156**
Mental imagery	18.4794	2.66094			1	.469**	.306**	.216**
Narrative understanding	11.3270	1.85351				1	.473**	.201**
Attentional focus	10.7968	2.00159					1	.190**
Emotional engagement	10.8857	1.97030						1

The descriptive statistics and correlation matrix provided in Table 1 offer valuable insights into the relationships between various variables related to storytelling experiences. The variables include 'Concluding the story,' 'Storytelling transportation,' 'Mental imagery,' 'Narrative understanding,' 'Attentional focus,' and 'Emotional engagement.' The mean values and standard deviations indicate the central tendencies and variability within the data. Notably, 'Mental imagery' has the highest mean (18.4794) and standard deviation (2.66094), suggesting it varies more among respondents than the other variables. The correlation matrix reveals significant positive correlations among all variables, indicating that they are interrelated. 'Concluding the story'

is moderately correlated with 'Storytelling transportation' ( $r = .433$ ), 'Mental imagery' ( $r = .405$ ), 'Narrative understanding' ( $r = .347$ ), 'Attentional focus' ( $r = .360$ ), and 'Emotional engagement' ( $r = .149$ ). These correlations suggest that as one variable increases, the others tend to increase as well. For instance, the moderate correlation between 'Concluding the story' and 'Storytelling transportation' implies that better conclusions in stories may enhance the transportation effect experienced by the audience. Similarly, 'Narrative understanding' and 'Attentional focus' show a moderate correlation ( $r = .473$ ), suggesting that greater understanding of a narrative may lead to improved attentional focus.

**Table 2:** Linear regression predicting concluding the story from storytelling transportation

Predictor	$\beta$	t	R2	Adj. R2	F	Sig.
Concluding the story	.433	18.155	.187	.187	289.916	<0.001

Table 2 presents the results of a linear regression analysis predicting the variable 'Concluding the story' from 'Storytelling transportation.' The  $\beta$  coefficient ( $\beta = .433$ ) indicates a positive relationship between storytelling transportation and concluding the story, meaning that higher levels of storytelling transportation are associated with higher levels of effective story conclusions. The t-value ( $t = 18.155$ ) suggests that this relationship is statistically significant, as evidenced by the p-value ( $\text{Sig.} < 0.001$ ). The  $R^2$  value of .187 indicates that approximately

18.7% of the variance in the effectiveness of concluding the story can be explained by storytelling transportation alone. The adjusted  $R^2$  value, which is also .187, suggests that the model's explanatory power remains consistent when accounting for the number of predictors in the model. The F-statistic ( $F = 289.916$ ) further confirms the model's overall statistical significance, demonstrating that the predictor variable, storytelling transportation, is a meaningful contributor to explaining the variance in concluding the story.

**Table 3:** Linear regression predicting concluding the story from mental imagery

Predictor	$\beta$	t	R2	Adj. R2	F	Sig.
Concluding the story	.405	24.163	.164	.164	247.324	<0.001

Table 3 details a linear regression analysis that examines the influence of 'Mental imagery' on 'Concluding the story.' The  $\beta$  coefficient ( $\beta = .405$ ) indicates a positive relationship, suggesting that stronger mental imagery is associated with more effective story conclusions. The t-value ( $t = 24.163$ ) and the highly significant p-value ( $\text{Sig.} < 0.001$ ) demonstrate that this relationship is statistically significant. The  $R^2$  value of .164 implies that

approximately 16.4% of the variance in the effectiveness of concluding the story can be attributed to mental imagery. The adjusted  $R^2$  value, also at .164, confirms the robustness of the model, indicating that the inclusion of the predictor variable, mental imagery, is well justified. The F-statistic ( $F = 247.324$ ) further supports the model's statistical significance, underscoring the importance of mental imagery in enhancing story conclusions.



**Table 4:** Linear regression predicting concluding the story from narrative understanding

Predictor	$\beta$	t	R2	Adj. R2	F	Sig.
Concluding the story	.347	21.094	.120	.120	171.966	<0.001

Table 4 provides the results of a linear regression analysis that explores the relationship between 'Narrative understanding' and 'Concluding the story.' The  $\beta$  coefficient ( $\beta = .347$ ) indicates a positive correlation, suggesting that better narrative understanding is linked to more effective story conclusions. The t-value ( $t = 21.094$ ) and the highly significant p-value (Sig.  $< 0.001$ ) confirm the statistical significance of this relationship. The  $R^2$  value of .120 reveals that narrative understanding accounts for

approximately 12.0% of the variance in the effectiveness of story conclusions. The adjusted  $R^2$  value, which also stands at .120, supports the model's validity, indicating that narrative understanding is a meaningful predictor of concluding the story. The F-statistic ( $F = 171.966$ ) further emphasizes the statistical significance of the model, highlighting the role of narrative understanding in enhancing story conclusions.

**Table 5:** Linear regression predicting concluding the story from attentional focus

Predictor	$\beta$	t	R2	Adj. R2	F	Sig.
Concluding the story	.360	16.677	.130	.129	187.907	<0.001

Table 5 presents the results of a linear regression analysis assessing how 'Attentional focus' predicts 'Concluding the story.' The  $\beta$  coefficient ( $\beta = .360$ ) indicates a positive relationship, meaning that higher attentional focus is associated with more effective story conclusions. The t-value ( $t = 16.677$ ) and the significant p-value (Sig.  $< 0.001$ ) validate the statistical significance of this relationship. The  $R^2$  value of .130 suggests that attentional focus

explains approximately 13.0% of the variance in the effectiveness of story conclusions. The adjusted  $R^2$  value of .129 indicates that this proportion of explained variance remains consistent when accounting for the number of predictors in the model. The F-statistic ( $F = 187.907$ ) reinforces the significance of the regression model, demonstrating that attentional focus is a relevant predictor of how well a story concludes

**Table 6:** Linear regression predicting concluding the story from emotional engagement

Predictor	$\beta$	t	R2	Adj. R2	F	Sig.
Concluding the story	.149	23.921	.022	.021	28.626	<0.001

Table 6 presents the results of a linear regression analysis examining the impact of 'Emotional engagement' on 'Concluding the story.' The  $\beta$  coefficient ( $\beta = .149$ ) indicates a positive but relatively weak relationship, suggesting that higher emotional engagement is associated with more effective story conclusions. The t-value ( $t = 23.921$ ) and the p-value (Sig.  $< 0.001$ ) confirm that this relationship is statistically significant. The  $R^2$  value of .022 reveals that emotional engagement accounts for only about

2.2% of the variance in the effectiveness of story conclusions. The adjusted  $R^2$  value of .021 indicates that this proportion of explained variance remains consistent when accounting for the number of predictors in the model. The F-statistic ( $F = 28.626$ ) supports the statistical significance of the model, indicating that while emotional engagement has a small effect on story conclusions, it is nonetheless a significant predictor.

## Summary & Conclusion

The analysis demonstrates that the conclusion of a story significantly impacts narrative engagement. Key elements such as storytelling transportation, mental imagery, narrative understanding, attentional focus, and emotional engagement are closely linked, with the story's conclusion emerging as a strong predictor of these factors. The findings highlight the importance of narrative structure in enhancing audience engagement, providing insights for storytelling across various fields. Notably, storytelling transportation shows the strongest relationship with the story's conclusion, while emotional engagement has the weakest, suggesting that how a story ends plays a crucial role in shaping the audience's experience.

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