People of the 21st century need stories. We are always more interested in listening to some story than the dry facts. The storytelling phenomenon is gaining popularity nowadays. We can say that it certainly affects the development of the individuality in particular, contributing to the formation of a common culture as a whole.

It is harder and harder to shape thoughts for modern students and with this problem they meet during the seminars, practical lessons, with their oral responses, but what is more, even during writing exercises. What is the reason for this? On the one hand, everyone spends a large amount of time on the Internet today, communicating with the help of instant messengers. Of course, this is convenient, but it leads to the impoverishment of youths’ everyday speech. Accustomed to communicate in short sentences, it is difficult for students to express their thoughts, give detailed answers to questions. With oral dialogue, the situation only gets more complicated. Similar situations need to be corrected. At the same time ability to shape your thoughts and public speaking skills are necessary for modern specialist. In this situation we propose to include the storytelling technique in the education of modern student.

The storytelling technique is a technique by which a student learns to form his thoughts and talk about himself. Using this technique is a good reason for a student to describe their actions and feelings, analyze their own actions, evaluate the consequences and draw conclusions for the future. If we consider the stories from a psychological point of view, then they are more exciting, interesting and associated with personal experience, so they are better remembered and have a stronger effect on people’s behavior. The main functions of storytelling: motivational, unifying, communicative, instrument of influence, utilitarian. Storytelling is a creative story
where students use their experience, knowledge, but combine them in a new way. It is believed that storytelling technology is one of the innovative pedagogical technologies. It covers the communicative, linguistic and speech competencies of students.

It should be noted that many students used storytelling in everyday life for a long time already. As you know, most of the time today people spend in the virtual world, youth is no exception. Many students actively blog on social networks and/or follow the pages of influencers. They have storytelling skills, however, they encounter difficulties when using this method in studying.

We believe that this method can be especially well used in the study of humanitarian disciplines. For example, when studying the discipline “Foreign language”. Turn a lesson into a press conference. Students can choose for themselves the role of a leader, a famous person in a particular environment (tourism/restaurant/hotel business) and talk about their past, present and future plans in a foreign language. Condition: use words from the lexical topic that students are currently taking. Public speaking and preparing for them help to better remember and learn how to use new vocabulary and language constructions. In addition, such exercises make it possible to understand the logic of temporary forms and motivate them to use foreign languages in practice.

When studying the discipline “Cultural Studies” to invite students in small groups (3-4 people) to prepare 10-minute presentations on the topic that they are currently undergoing. For example, “One day in the life of the Roman emperor” “How have women's rights changed over the past hundred years?” etc. You can also ask students to present themselves as famous historical characters and think about options for important decisions that influenced the course of Ukrainian or world cultural history. The method teaches you to completely immerse yourself in certain historical periods, to rethink the significance of events and create creative associations: era – events, people – era.

When studying the discipline “Design”, you can invite students to submit their design project for the interior/exterior of a restaurant or hotel, its history. In this case, some will play the role of designer-developer, while others will play the role of customer-consumer. Such methods play an important role in gaining design experience in establishing trusting relationships with the target audience.

Thus, it can be said that storytelling is a whole art that combines research, psychological and managerial aspects. It makes it possible to convey to the right person a certain story that will motivate him to action. The correct use of this tool will help future service industry specialists create projects, implement services that optimally reflect the expectations of the target audience, as well as interest and hold the consumers’ attention.