**Transmedia storytelling**

Prof. Eleonora Recalcati

***COURSE AIMS AND INTENDED LEARNING OUTCOMES***

The course aims to introduce the students to a general understanding of transmedia storytelling, presenting the different ways in which a story can be designed across different platforms.

The course, introducing the concept of “convergence” developed by Henry Jenkins, offers an overview of the world of entertainment and communication in the transmedia era.

The narrative models and the processes of worldbuilding and character design will be explored through the analysis of some case studies and specific exercises in groups.

Similarities and differences with traditional narratives will be identified, paying particular attention to the influence of the archetypes and the mythology on transmedia storytelling.

The course will stress the crucial role of the transmedia reader and the phenomenon of fandoms through the analysis of the case studies.

The specificity of each genre, format and platform (television, cinema, books, games) will be considered in relation to its transmedia potential.

The last part of the course will be dedicated to the adaptation of an audiovisual product into a book or a series of books, a process of novelization in which the students will be directly involved.

*Intended learning outcomes*

At the end of the course the students will have acquired:

- a general knowledge of the transmedia system

- the ability to identify the story models and the role of archetypes

- a practical knowledge of the worldbuilding process

- a general knowledge of the specific qualities of formats, genres and platforms

- a general knowledge of the marketing strategy of a transmedial franchise

- a specific knowledge of novelization techniques

- the ability to adapt a movie or a TV series into a novel/series of books.

***COURSE CONTENT***

- Introduction to the main theoretical approaches to the transmediality and the key principles of the convergence culture formulated by Henry Jenkins.

- Presentation of the key processes of worldbuilding and character design through the case histories of Matrix and Harry Potter.

- Analysis of the serialized format and its potential in the building of a transmedia story world (examples from Dawson’s Creek’s, Lost, Game of Thrones).

- Introduction to the role of the transmedia reader and the fandoms.

- Reality and transmedia: documentary, reality and talent show in the transmedia era.

- The building of a story world in videogames (case histories from The Witcher and Assassin’s Creed).

- The maketing of a transmedia franchise.

- From television to books: the adaptations of an audio-visual product and the main principles of novelization.

***READING LIST[[1]](#footnote-1)***

H. Jenkins, *Convergence Culture: Where Old and New Media Collide*, New York University Press, New York 2008.

R. Iger, *Lessons of Creative Leadership from 15 years as CEO of the Walt Disney Company*, Bantam Press, London 2019.

For Italian students only: chapter 4 and 5 from E. Negri, *La rivoluzione transmediale*, Lindau, Milano 2015. *[Acquista da VP](https://librerie.unicatt.it/scheda-libro/erica-negri/la-rivoluzione-transmediale-dal-testo-audiovisivo-alla-progettazione-crossmediale-di-mondi-narrativi-9788867083961-231537.html)*

For international students only: chosen essays from C.E. Bell, *Transmedia Harry Potter: Essays on Storytelling across Platforms*, McFarland, Jefferson 2019. In detail: *Harry Potter and the Transmediality of Artistic Expression*; *Performing Memories Through Fandom*; *Harry Potter, the boy with many faces: the illustrated Harry Potter Books in Transmedia Motion*.

Suggested for Italian students: AA.VV., *Storia delle serie TV*, Vol. II, a cura di A. Fumagalli, C. Albani, P. Braga, Dino Audino, Roma 2021. [*Acquista da VP*](https://librerie.unicatt.it/scheda-libro/autori-vari/storia-delle-serie-tv-9788875274856-697214.html)

***TEACHING METHOD***

– Lectures

– Analysis of case histories

– Brief workshops in groups

– Screening of clips from movies and TV series

– Class discussion

***ASSESSMENT METHOD AND CRITERIA***

In order to get their credits, students are asked to:

– Attend class regularly

– Participate actively to the workshops in class

– Participate to the class discussion

– Pass the exam

The exam includes an oral assessment (about 20 minutes).

***NOTES AND PREREQUISITES***

There are no prerequisites for attending the course.

*Office hour:*

With prior email appointment: Eleonora.Recalcati@unicatt.it

1. I testi indicati nella bibliografia sono acquistabili presso le librerie di Ateneo; è possibile acquistarli anche presso altri rivenditori. [↑](#footnote-ref-1)