

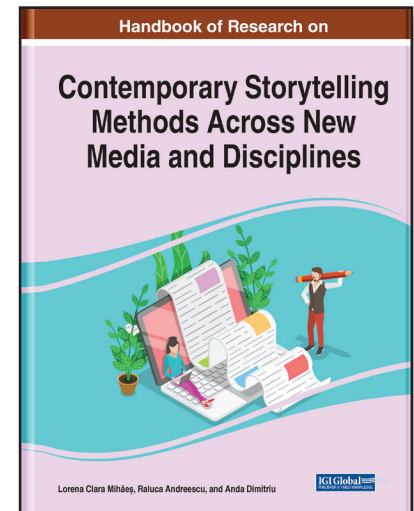
# Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines

Part of the Advances in Linguistics and Communication Studies Book Series

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## Description:

**Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines** is a comprehensive reference book that provides the relevant theoretical framework that concerns storytelling in modern society, as well as the newest and most varied analyses and case studies in the field. The chapters of this extensive volume follow the construction and interpretation of stories across a plethora of contemporary media and disciplines. By bringing together radical forms of storytelling in traditional disciplines and methods of telling stories across newer media, this book intersects themes that include interactive storytelling and narrative theory across advertisements, social media, and knowledge-sharing platforms, among others. It is targeted towards professionals, researchers, and students working or studying in the fields of narratology, literature, media studies, marketing and communication, anthropology, religion, or film studies. Moreover, for interested executives and entrepreneurs or prospective influencers, the chapters dedicated to marketing and social media may also provide insights into both the theoretical and the practical aspects of harnessing the power of storytelling in order to create a cohesive and impactful online image.



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## Topics Covered:

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Interactive Storytelling  
Knowledge-Sharing Platforms  
Media Representation

Narrative Theory  
Political Discourse  
Rhetoric  
Social Media  
Transmedia Storytelling

**Subject:** Media and Communications

**Classification:** Handbook of Research

**Readership Level:** Advanced-Academic Level  
(Research Recommended)

**Research Suitable for:** Advanced Undergraduate Students; Graduate Students; Researchers; Academicians; Professionals; Practitioners

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