

Handbook of Research on Transmedia Storytelling and Narrative Strategies

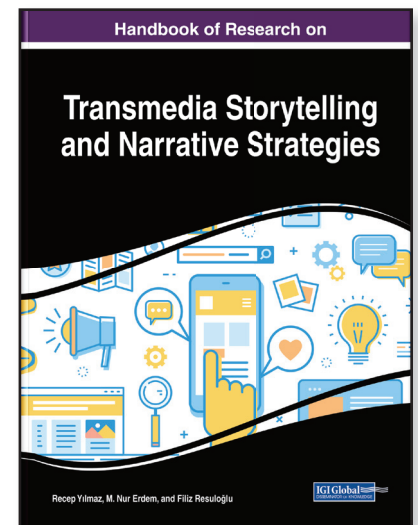
Part of the Advances in Media, Entertainment, and the Arts Book Series

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Description:

Transmedia storytelling is defined as a process where integral elements of fiction get dispersed systematically across multiple delivery channels to create a unified and coordinated entertainment experience. This process and its narrative models have had an increasing influence on the academic world in addressing both theoretical and practical dimensions of transmedia storytelling.

The **Handbook of Research on Transmedia Storytelling and Narrative Strategies** is a critical scholarly resource that explores the connections between consumers of media content and information parts that come from multimedia platforms, as well as the concepts of narration and narrative styles. Featuring coverage on a wide range of topics such as augmented reality, digital society, and marketing strategies, this book explores narration as a method of relating to consumers. This book is ideal for advertising professionals, creative directors, academicians, scriptwriters, researchers, and upper-level graduate students seeking current research on narrative marketing strategies.



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Topics Covered:

- Aesthetics and Ethics
- Augmented Reality
- Digital Society
- Digital Storytelling
- Marketing Strategies
- Narrative Models
- Transmedia Narration

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