

Handbook of Research on Narrative Interactions

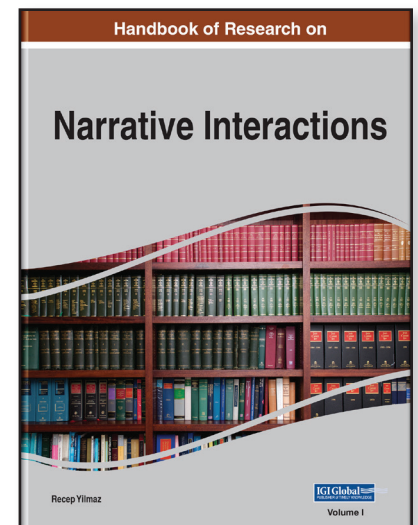
Part of the Advances in Media, Entertainment, and the Arts Book Series

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Description:

Our understanding of the concept of narrative has undergone a significant transformation over time, particularly today as new communication technologies are developed and popularized. As new narrative genres are born and old ones undergo great change by the minute, a thorough understanding can shed light on which storytelling elements work best in what format. That deep understanding can then help build strong, satisfying stories.

The **Handbook of Research on Narrative Interactions** is an essential publication that examines the relationships between types of narratives in a shifting and widening scope of storytelling forms. While highlighting a wide range of topics including contemporary culture, advertising, and transmedia storytelling, this book is ideally designed for media professionals, content creators, advertisers, entrepreneurs, researchers, academicians, and students.



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Topics Covered:

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Archetypes
Contemporary Culture
Cross-Media Storytelling
Daily Life
Digital Narratives

Historical Narratives
Identity
Music
National Narratives
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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