

Transmedia Applications in Literacy Fields

Part of the Advances in Linguistics and Communication Studies Book Series

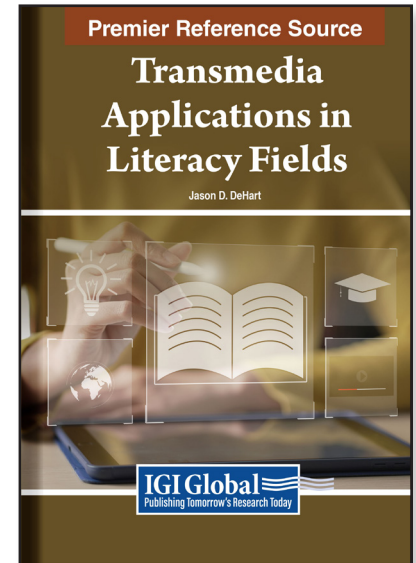
Jason D. DeHart (The University of Tennessee, USA, USA)

Description:

In the ever-changing digital age, storytelling and literacy are constantly evolving, presenting new and exciting challenges and opportunities for educators, researchers, and students alike. As audiences continue to interact with stories across numerous media platforms, from traditional print to digital mediums, it is becoming increasingly important to understand how these different forms of storytelling shape literacy practices. Unfortunately, the existing literature often fails to explore this complex interplay between media and literacy in a comprehensive way, preventing researchers from getting a full picture of these realities.

Transmedia Applications in Literacy Fields addresses the critical gap in our understanding of transmedia storytelling and its impact on literacy development. By bringing together a diverse range of perspectives from leading scholars and educators, this book provides a comprehensive overview of how readers and viewers navigate the rich tapestry of stories across media. Through detailed case studies, classroom vignettes, and ethnographic examinations, readers gain valuable insights into the evolving nature of literacy in the digital age.

Whether you're a researcher, teacher, or student in education, literacy, media studies, or related fields, this book is an indispensable resource for understanding the complexities of storytelling across media. This volume offers practical insights and theoretical frameworks for enhancing literacy education in today's multimedia landscape by exploring the impact of comics, film, digital composition tools, and famous characters.



ISBN: 9798369333020

Pages: 300

Copyright: 2025

Release Date: September, 2024

Hardcover: \$255.00

E-Book: \$255.00

**Hardcover +
E-Book:** \$305.00

Topics Covered:

- Branding in Popular Media
- Case Studies of Stories Across Media
- Classroom Vignettes and Examples
- Comics Impact on Literacy
- Digital Composition Tools
- Ethnographic Examinations of Literacy
- Film and Television Impact on Literacy
- Gaming and Storytelling
- Popular Characters Across Media
- Qualitative Literacy Development Studies
- Researched Explorations of Creators
- Scholarly Work on Literacy Practices
- Visual Literacy Techniques
- Visual Tools for Readers and Makers

Subject: Media & Communications

Classification: Edited Reference

Readership Level: Advanced-Academic Level
(Research Recommended)

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

Order Information

Phone: 717-533-8845 x100

Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115

Online Bookstore: www.igi-global.com

Mailing Address: 701 East Chocolate Avenue, Hershey, PA 17033, USA