



# CTCS 482: TRANSMEDIA ENTERTAINMENT

A transmedia story represents the integration of entertainment experiences across a range of media platforms. A transmedia story might spread from television into comics, alternate reality or video games, toys, and other commodities, etc., picking up new audiences as it goes and allowing the most dedicated fans to drill deeper. The fans, in turn, may translate their interests in the franchise into Wiki entries, fan fiction, fan films, cosplay, and a range of other participatory practices that further extend the story world in new directions. Both the commercial and grassroots expansion of narrative universes contribute to a new model of storytelling, one which is based on an encyclopedic expanse of information which gets put together differently by each individual, as well as processed collectively by social networks and online knowledge communities. Each class session will introduce a concept central to our understanding of transmedia entertainment that we will explore through a combination of lectures, screenings, and conversations with industry insiders who are applying these concepts through their own creative practices. Recurring examples will include the Marvel Cinematic Universe, Star Wars, Star Trek, Game of Thrones, and Harry Potter.

**DR. HENRY JENKINS • TUESDAYS, 2PM-6PM**