Module Specification

Summary Information

Module Code	6606FACT
Formal Module Title	Transmedia Storytelling
Career	Undergraduate
Credits	30
Academic level	FHEQ Level 6
Module Pass Mark	40

Learning Methods

Learning Method Type	Hours
Lecture	30
Seminar	15
Tutorial	30
Workshop	15

Module Offering(s)

Start Month	Duration
September	28 Weeks

Aims and Outcomes

Aims	To better understand transmedia storytelling, wherein narratives extend beyond the limits of their frames/mediums, this module seeks to explore a range of different storytelling platforms: their histories, specificities, benefits, limitations and, of course, interconnections

Learning Outcomes

After completing the module the student should be able to:

Code	Description
MLO1	Examine today's transmedia landscape and convergent culture in order to critically appraise relevant theories and perspectives and understand the connection between audience, reception, meaning, text, and platform of distribution.

MLO2	Analyse the ways in which narratives/content might be disseminated across a range of media platforms, each one having its own ontological specificities, benefits, limitations and historical/contextual developments.
MLO3	Identify and consider the ways in which recurring genres, archetypes, figures, narratives etc. might change as they are adapted or reconfigured from one storytelling platform to another.
MLO4	Explore the ways in which narratives and their meanings are shaped by their platform of distribution, along with geographical/temporal contexts of production.
MLO5	Understand and utilise the range of mediums available to writers and content creators while devising and producing a transmedia text.

Module Content

Outline Syllabus

This module will explore a range of media platforms and relevant critical perspectives concerning the dissemination of narrative content over a range of mediums. Key aspects that will be explored include: the visuality and spectacle of the blockbuster film; the physicality of silent cinema; the introspective intimacy of the web-series; the subjective interiority of literature; the negotiation of gender roles in our comic book cultures; the expansive possibilities of podcasting; the role of adaptation theory/studies in contemporary storytelling; the reconfiguration of gothic fiction as it migrates to new media platforms; the shifting discursive function of recurring character archetypes (e.g. the vampire or the scientist) as they migrate from one medium to another; the development and influence of advertising (and its psychological underpinnings) on our cultural narratives; and the transmediality of marketing materials. In exploring these complex issues, this module aims to provide students with a comprehensive knowledge of a range of media forms, an understanding of transmedia storytelling, the ability to evaluate the critical ideas that inform such productions and an appreciation of the skills required to create content and disseminate it across a range of interconnected platforms.

Module Overview

Todays media landscape is one in which narratives are no longer limited to one platform of storytelling. Instead, utilising convergent technologies, narratives are increasingly spread across a diverse range of mediums, each one offering only a fragment of a larger textual whole (TV shows, films, novelisations, comic books, webisodes, mobisodes, computer games, board games, podcasts, Alternative Reality Games, theme park rides, tours etc.). Here, narrative events are not simply retold but, instead, new plots are provided, new character relationships/configurations are revealed and new thematic concerns are explored. Consequently, via the provision of different (but connected) narrative elements over a range of mediums, a more comprehensive and sophisticated diegesis is offered to the active viewer who, in turn, must seek out these different story fragments and stitch them together to form a larger textual tapestry or bricolage.These narrative fragments are then further supplemented by a range of paratexts (DVD extras, podcast interviews, convention panels, companion guides etc.) which seek to inform the ways in which we understand the text. However, this is not to suggest that the fragments that comprise the textual tapestry are thematically/ideologically unified. Indeed, some fragments of the textual tapestry reinforce the canons dominant discourses, while others challenge them some elements of the textual tapestry solidify a narrow reading position while others open the work up to more pluralistic (and oppositional) perspectives. This is the world of transmedia storytelling.

Assessments

Assignment Category	Assessment Name	Weight	Exam/Test Length (hours)	Learning Outcome Mapping
Portfolio	The Transmedia Portfolio	70	0	MLO3, MLO4, MLO5
Reflection	The Podcast Evaluation	30	0	MLO1, MLO2