



Transmedial Narratology and Contemporary Media Culture (Frontiers of Narrative)

Jan-Noël Thon

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It has become something of a cliché within the field of narratology to assert the commercial, aesthetic, and sociocultural relevance of narrative representations, but the fact remains that narratives are everywhere. Whenever we read a novel or a comic, watch a film or an episode of our favorite television series, or play the latest video game, we are likely to engage with narrative media. Similarly, the intermedial adaptations and transmedial entertainment franchises that have become increasingly visible during the past few decades are, at their core, narrative forms. Since a significant part of contemporary media culture is defined by the narratives we tell each other via various media, the media studies discipline needs a genuinely transmedial narratology.

Transmedial Narratology and Contemporary Media Culture focuses on the intersubjective construction of storyworlds as well as on prototypical forms of narratorial and subjective representation. It provides not only a method for the analysis of salient transmedial strategies of narrative representation in contemporary films, comics, and video games but also a theoretical frame within which medium-specific approaches from literary and film narratology, from comics studies and game studies, and from various other strands of media and cultural studies may be employed to further our understanding of narratives across media.

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