



The Rise of Transtexts: Challenges and Opportunities (Routledge Research in Cultural and Media Studies)

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This volume builds on previous notions of transmedia practices to develop the concept of transtexts, in order to account for both the industrial and user-generated contributions to the cross-media expansion of a story universe. On the one hand exists industrial transmedia texts, produced by supposedly authoritative authors or entities and directed to active audiences in the aim of fostering engagement. On the other hand are fan-produced transmedia texts, primarily intended for fellow members of the fan communities, with the Internet allowing for connections and collaboration between fans. Through both case studies and more general analyses of audience participation and reception, employing the artistic, marketing, textual, industrial, cultural, social, geographical, technological, historical, financial and legal perspectives, this multidisciplinary collection aims to expand our understanding of both transmedia storytelling and fan-produced transmedia texts.

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Review

"The discussions of transmediation are about to enter their adolescence and this book is a proof of this. It constitutes a fruitful dialogue between some of the seminal authors of transmedia studies to this day and as a whole makes a compelling case for not only the continuing importance of studying the complex storytelling practices of the convergence era, but demonstrates the many conflicts and tensions inherent to these practices as well as to the associated academic discourse." - *Indrek Ibris, University of Tallinn, Estonia*

About the Author

Benjamin W.L. Derhy Kurtz teaches at Sorbonne Nouvelle, Sciences Po (IEP) and Ecole Polytechnique, as well as at various communication and business schools. He created undergraduates/postgraduates courses, including on Transmedia, and holds experience in marketing and in institutional/promotional/political communication. His PhD, at the University of East Anglia, explored 'success' in the TV industry.
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