Principles of Transmedia Storytelling

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22th, Oct, 2015 at USTC

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Confessions of an

Aca-Fan

The Official Weblog of Henry Jenkins

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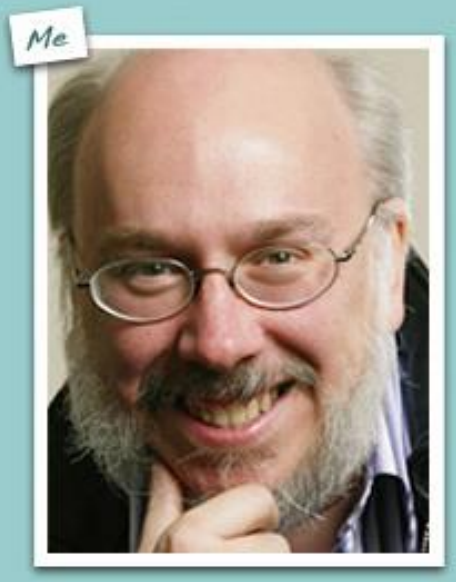
Who the &%&# Is Henry Jenkins?

The simple answer is:

henryjenkins.org

...fessor of Communication, Journalism, and ...University of Southern California. He arrived at USC in Fall 2009 ...pending the past decade as the Director of the MIT Comparative Media Studies Program and the Peter de Florez Professor of Humanities. He is the author and/or editor of twelve books on various aspects of media and popular culture, including Textual Poachers: Television Fans and Participatory Culture, Hop on Pop: The Politics and Pleasures of Popular Cultureand From Barbie to Mortal Kombat: Gender and Computer Games. His newest books include Convergence Culture: Where Old and New Media Collide and Fans, Bloggers and Gamers: Exploring Participatory Culture. He is currently co-authoring a book on "spreadable media" with Sam Ford and Joshua Green. He has written for Technology Review, Computer Games, Salon, and The Huffington Post.



Who Is Henry Jenkins?

Henry Jenkins is the Provost's Professor of Communication, Journalism, and Cinematic Arts at the **University of Southern California**. He arrived at USC in Fall 2009 after spending the past decade as the Director of the **MIT** Comparative Media Studies Program and the Peter de Florez Professor of Humanities.

The Definition of Transmedia Storytelling

Transmedia storytelling represents a process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story.

-- By Henry Jenkins

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December 12, 2009

The Revenge of the Origami Unicorn: Seven Principles of Transmedia Storytelling (Well, Two Actually. Five More on Friday)

By Henry Jenkins

Across the next two weeks, we will be rolling out the webcast versions of the sessions we hosted during the recent Futures of Entertainment 4 conference held last mont MIT. (see Monday's post for the session on Grant McCracken's *Chief Culture* conference sessions were focused around the concept of trans ed me to deliver

henryjenkins.org

December 12, 2009

Revenge of the Origami Unicorn: The Remaining Four Principles of Transmedia Storytelling

By Henry Jenkins

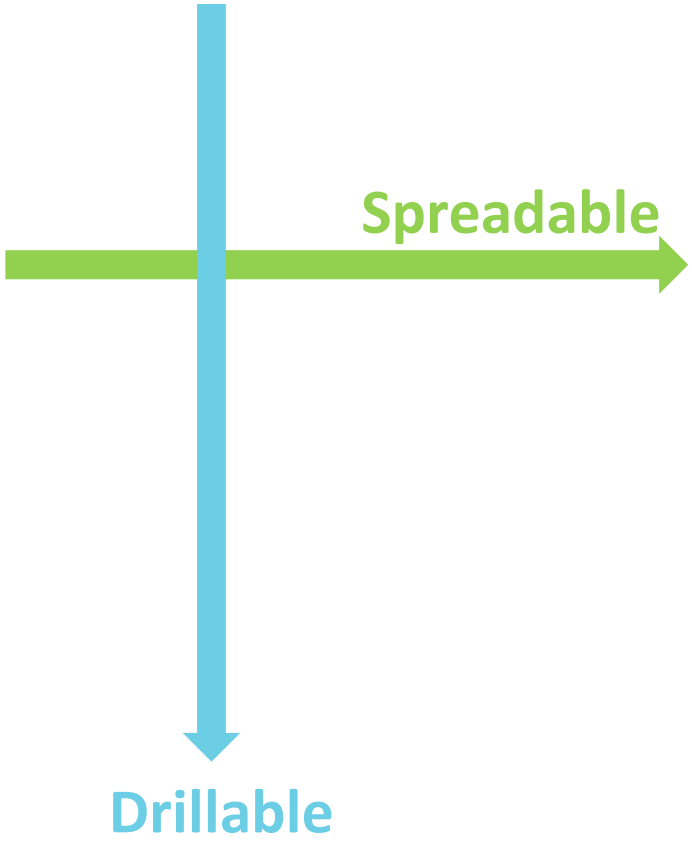
3. Immersion vs. Extractability

These two concepts refer to the perceived relationship between the transmedia fiction and our everyday experiences. At the Studio Ghibli Museum outside of Tokyo, there's a fascinating exhibition on the history of motion pictures. Much of what is there could have been in a western

Principles of Transmedia Storytelling

1. Spreadability vs. Drillability
2. Continuity vs. Multiplicity
3. Immersion vs. Extractability
4. WorldBuilding
5. Seriality
6. Subjectivity
7. Performance

1 Spreadability vs. Drillability



Spreadable media encourages horizontal ripples, accumulating eyeballs without necessarily encouraging more long-term engagement.

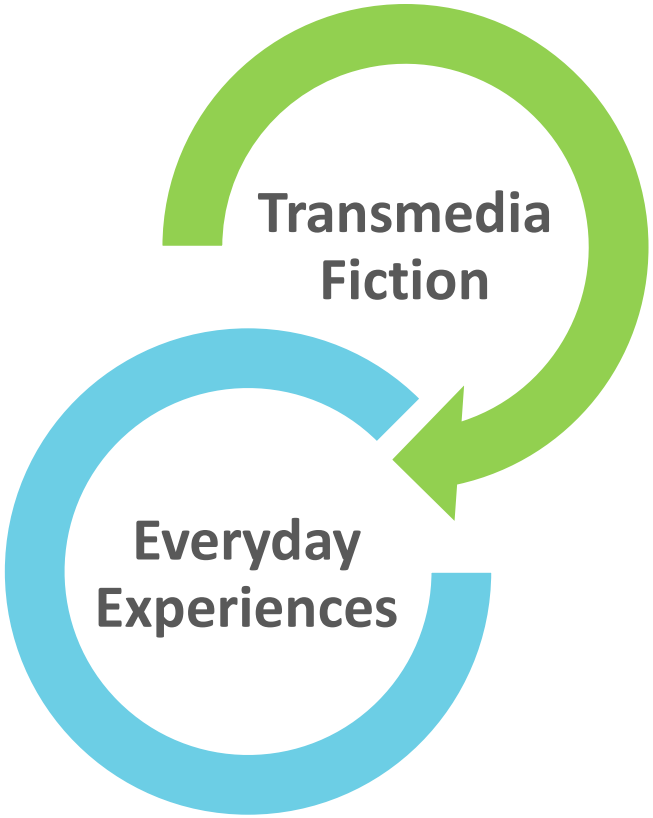
Drillable media typically engage far fewer people, but occupy more of their time and energies in a vertical descent into a text's complexities.

2 Continuity vs. Multiplicity

Continuity contributes to our appreciation of the coherence and plausibility of their fictional worlds

Multiplicity allows fans to take pleasure in alternative retellings, seeing the characters and events from fresh perspectives

3 Immersion vs. Extractability



In **immersion**, the consumer enters into the world of the story.

In **extractability**, the fan takes aspects of the story away with them as resources they deploy in the spaces of their everyday life.

Immersion

Studio Ghibli Museum

Immersion

Studio Ghibli Museum

Immersion

Studio Ghibli Museum

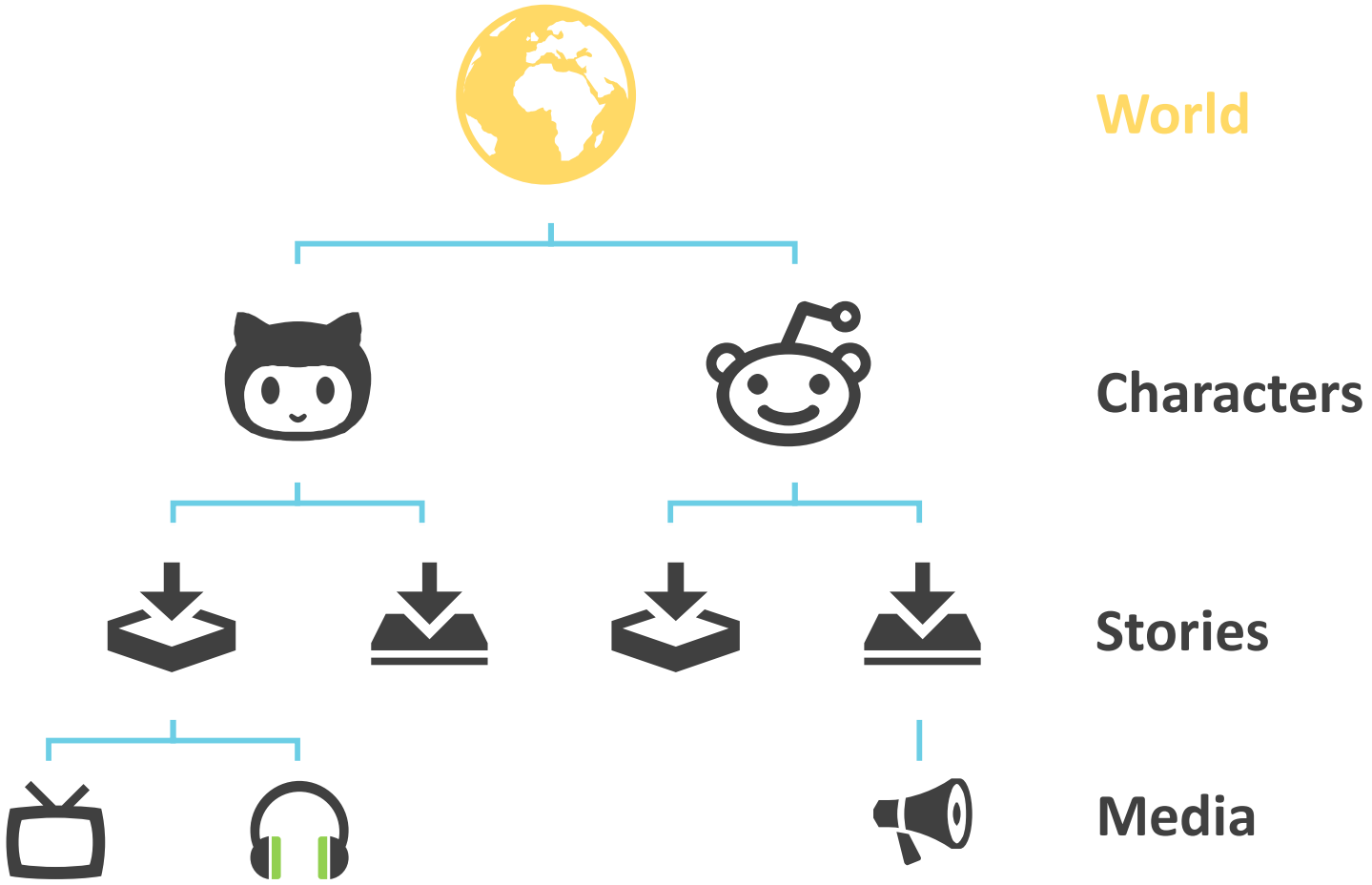
Extractablity

Miyazki's films

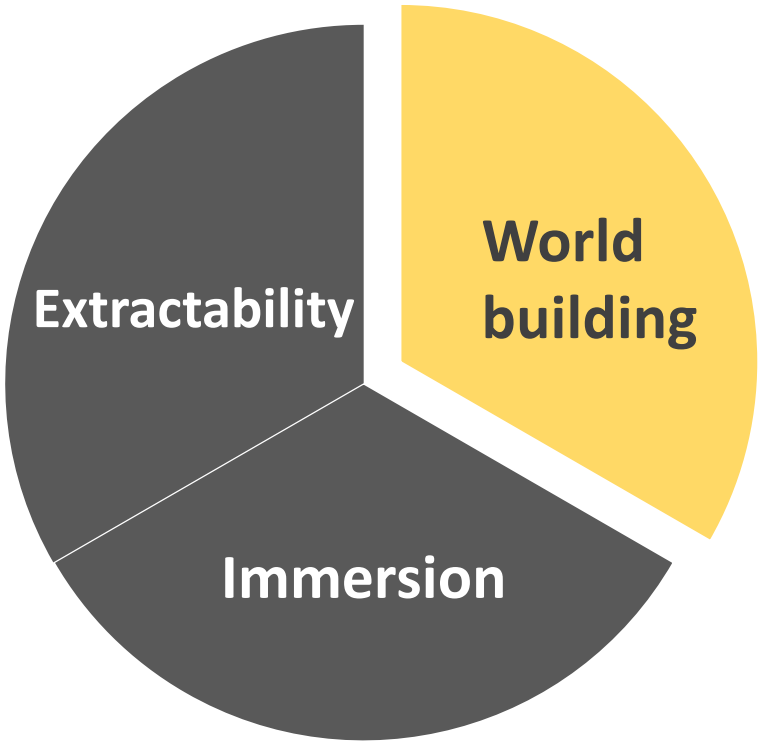
Extractablity

DC Comics

4 Worldbuilding



4 Worldbuilding



4 Worldbuilding

A Song of Ice and Fire

wikia ≡ Search within A Song of Ice and Fire Wiki...

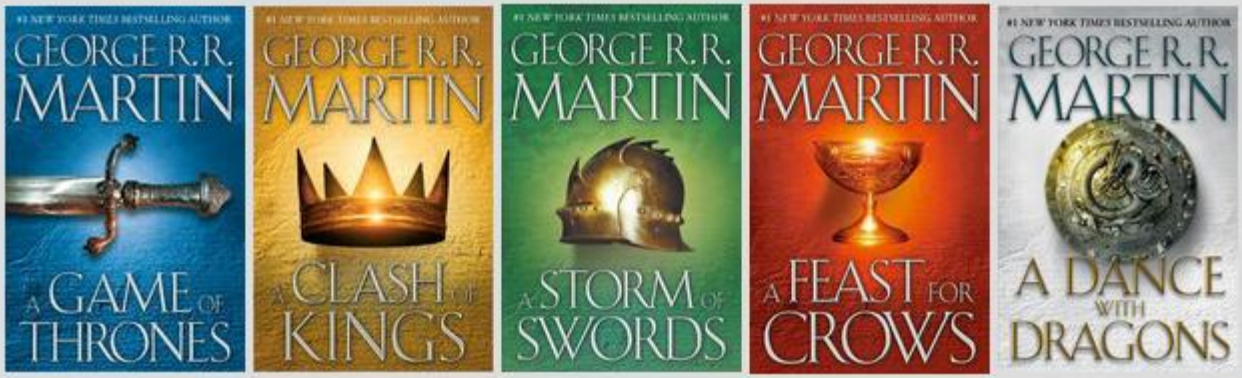
Welcome to A Song of Ice and Fire Wiki

An encyclopedia for George R.R. Martin's A Song of Ice and Fire series that anyone can edit.

For the TV series-specific Wikia, please visit the Game of Thrones Wiki.
Please note that this wiki contains SPOILERS for all novels and short stories released to date.

841 articles since May 2008.

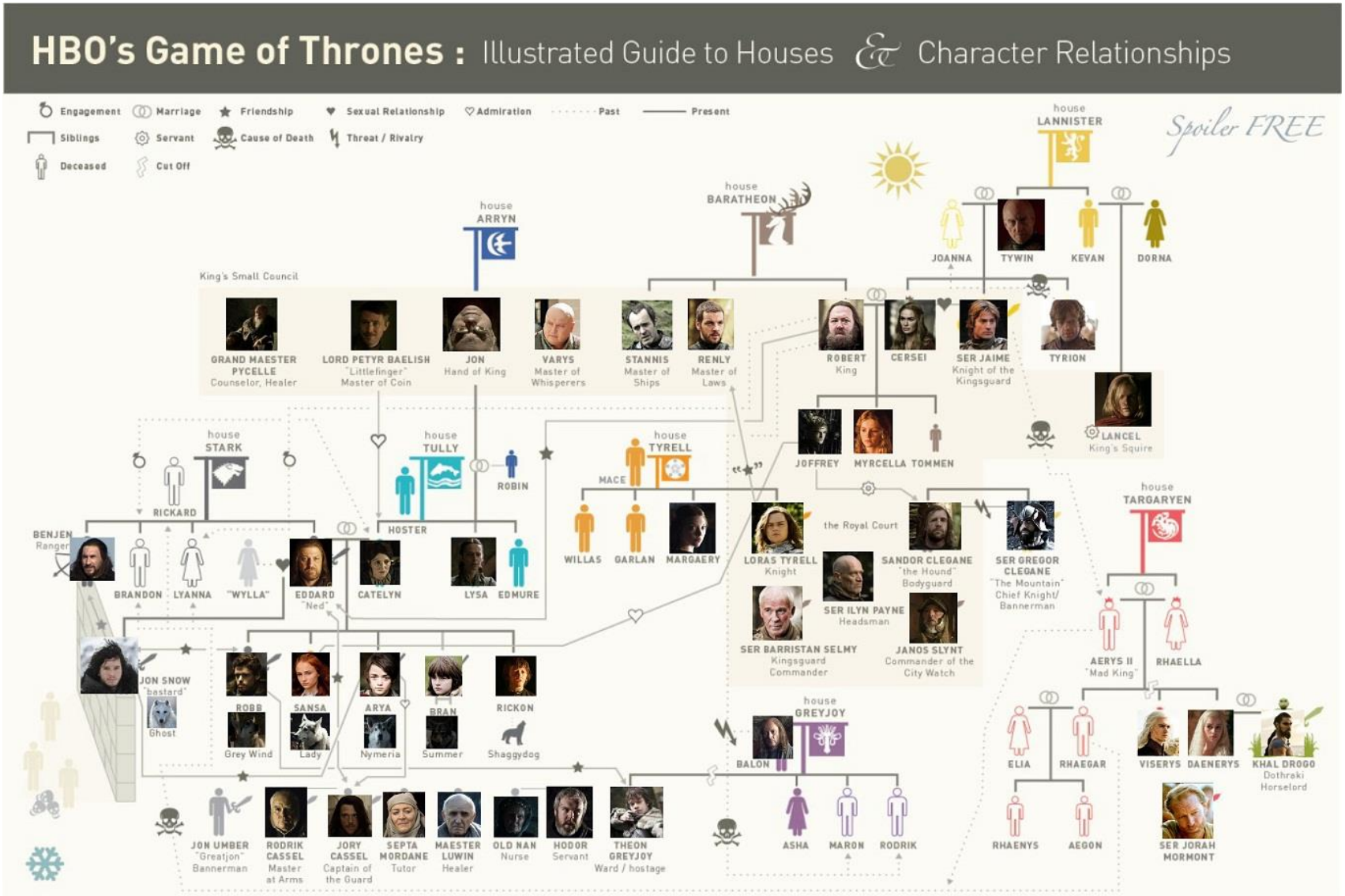
About the Series



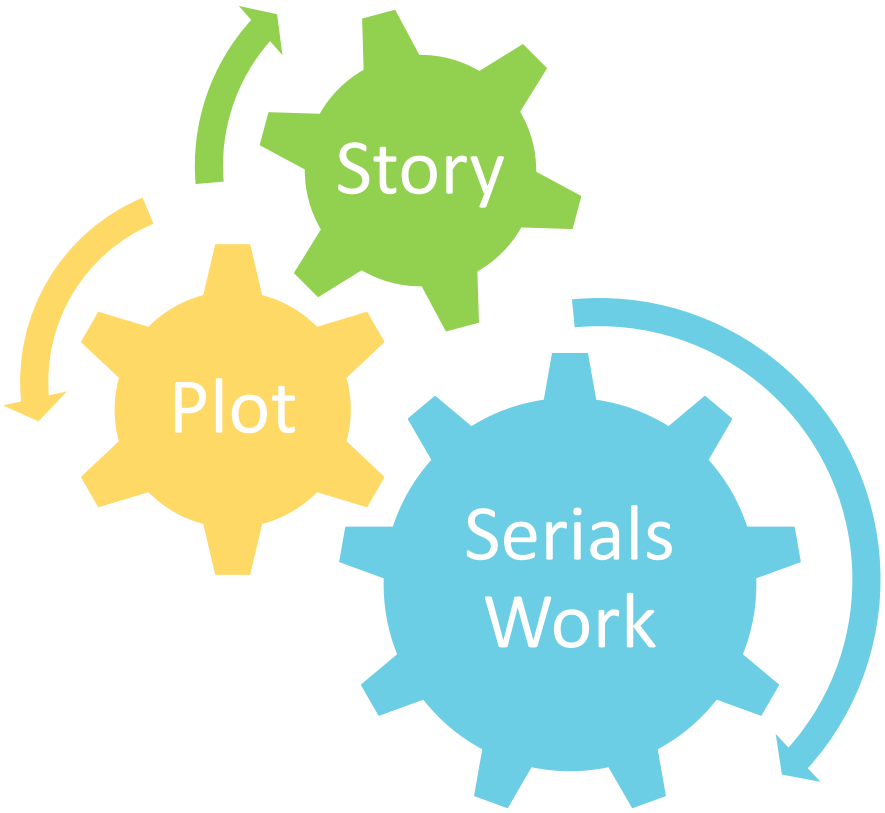
A Song of Ice and Fire is a series of epic fantasy novels written by American novelist and screenwriter George R.R. Martin. He began writing the series in 1991 and the first volume was published in 1996. Originally envisaged as a trilogy, there are now five published novels in the series with two more planned. There are also two novellas which act as prequels to the novels, with several more planned, and three other novellas consisting of excerpts from the main novels.

4 Worldbuilding

A Song of Ice and Fire



5 Seriality



A **serial** breaks down a story into chunks which are satisfying on their own but motivates us to come back for more.

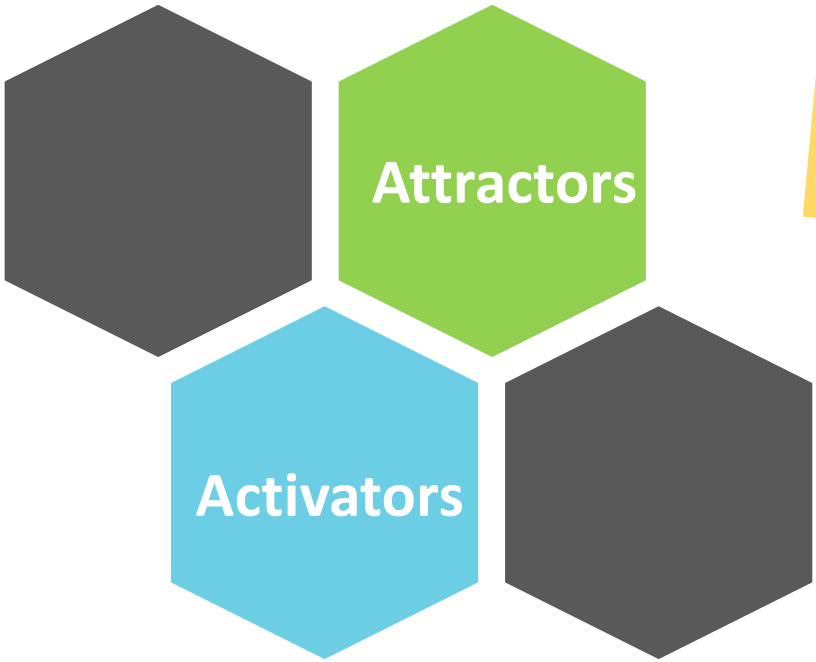
6 Subjectivity

Subjectivity refers to looking at the same events from multiple points of view.

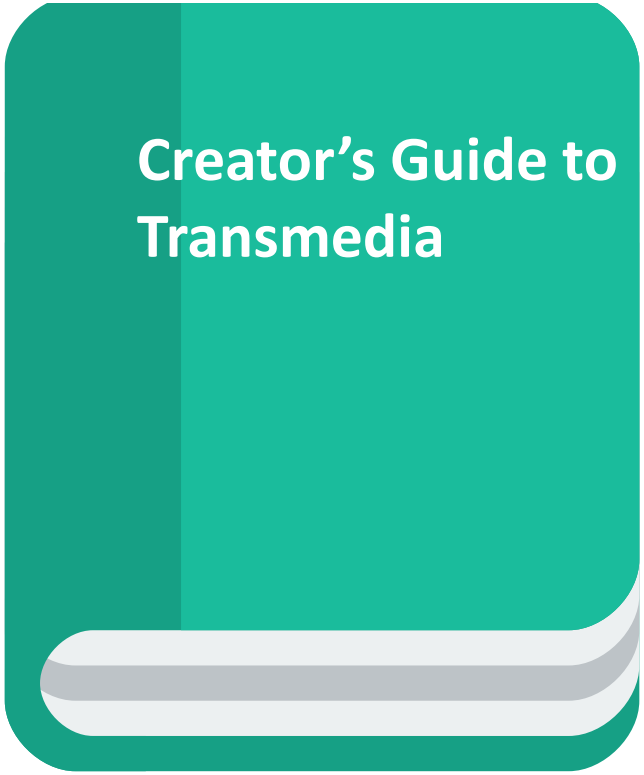
6 Subjectivity

Marvel Universe

7 Performance



Performance refers to the possibility that the works made by fans become part of the transmedia narrative itself.


Creator’s Guide to
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