



Transmedia Storytelling and the New Era of Media Convergence in Higher Education (Hardback)

By Stavroula Kalogeras

Palgrave MacMillan, United Kingdom, 2014. Hardback. Condition: New. 2014 ed.. Language: English . Brand New Book ***** Print on Demand *****.Stories, whether they are fact or fiction, popular or not, are a proven method of pedagogy. In the age of media convergence and with the advancement of technology, stories have morphed into new forms; however, their core purpose remains the same, which is to pass on knowledge and information. The internet, with its inherent interactivity, and story, with its inherent capacity to engage, can lead to innovative and transformative learning experiences in media-rich environments. This book focuses on web-based Transmedia Storytelling Edutainment (TmSE) as an andragogical practice in higher education. Story is at the forefront of this investigation because narrative is the basis for developing entertainment media franchise that can be incorporated into pedagogical practice. The propulsion of this analysis consists of practice-based research through narrative inquiry and an e-module case study presented on multimedia storytelling in the classroom. A Transmedia Storytelling Framework is provided for creating screenplays for cross-media projects and for analyzing their appropriateness in education. Additionally, a hypertext screenplay, which allowed students to dig deeper into the story word and to build more knowledge, is evaluated for...

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