

“the art of world making”

(Jenkins, 2006, p.21)

a mosaic narrative that transcends

a single medium or text

**a way to get us to consume as many
products as possible”**

(Ryan, 2013, p.384)

“an ever-expanding supersystem of
entertainment’”

(Kinder, 1991, p.1)

“multi-platform media texts
other cross-platform practices”

(Evans, 2011, p.14)

transmedia storytelling is

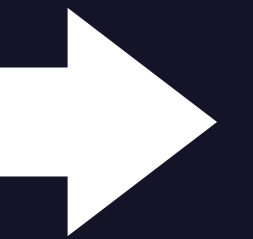
a **mosaic narrative** that transcends
a single medium or text

“the art of world making”
(Jenkins, 2006, p.21)

“a way to get us to consume as many
products as possible”
(Ryan, 2013, p.384)

“multi-platform media texts [and]
other cross-platform practices”
(Evans, 2011, p.14)

“an ever-expanding supersystem of
entertainment”
(Kinder, 1991, p.1)





transmedia
storytelling



parasocial
relationships

