









“the art of world making”

(Jenkins, 2006, p.21)

a mosaic narrative that transcends

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**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  
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(Evans, 2011, p.14)



transmedia storytelling is

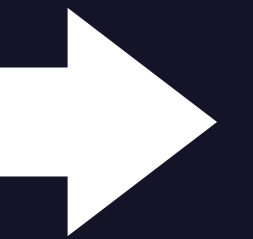
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transmedia  
storytelling



parasocial  
relationships

