

How to Analyze Transmedia Narratives?

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Abstract

This paper focus on transmedia storytelling analysis. How to analyze transmedia stories still remains an open question for several reasons, for instance, because transmedia storytelling is a relatively new subject that doesn't have its own specific methodology of analysis. Other relevant aspect is that due to the fact that transmedia projects are complex phenomena involving multiple dimensions such as narrative, culture, marketing, business, technology and more, to establish an unified methodology able to congregare all the different aspects it is not an easy challenge and nowadays it gives place to methodologically separate analyses related to some specific dimensions. However, all these perspectives could be included in an analysis interested in figuring out a transmedia narrative as a whole. Thus, scholars and media professionals have been applying several different methodological approaches and methods to better understand the structures behind transmedia projects. Usually the methodologies of analysis used to approach transmedia projects vary from semiotics (several kinds of semiotics), narratology, sociology, ethnography to economy, marketing, branding and so on. The methods incorporate quantitative and qualitative analyses and can be based on interviews, comparative studies, narrative analyses and strategies, for instance. What we are looking for is to develop an analytical model able to offer an overview, a panorama of transmedia projects to search for relevant information that can contribute to the understanding of the process of developing a transmedia story and thus lead us to develop further innovative projects. The

analysis model may include, but is not limited to prepositions such as, premise and purpose; audience and market; media, platforms, and genres; narrative/gaming elements; worldbuilding and extensions; user's role and point of view (PoV); characters; structure; user engagement and aesthetics (Murray 1997; Long 2007; Dena 2009; Jenkins 2010 and Strickler 2011). Other aspects and layers of understanding can be considered and added as well. Qualitative and quantitative methods can be used accordingly to the nature of the premise and the availability of data.