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Nota di contenuto	"Thank the Maker!": George Lucas, Lucasfilm, and the Legends of Transtextual Authorship across the Star Wars Franchise / Tara Lomax -- Han Leia Shot First: Transmedia Storytelling and the National Public Radio Dramatization of Star Wars / Jeremy W. Webster -- From Sequel to Quasi-Novelization: Splinter of the Mind's Eye and the 1970s Culture of Transmedia Contingency / Matthew Freeman -- Another Canon, Another Time: The Novelizations of the Star Wars Films / Thomas Van Parys -- Franchising Empire: Parker Brothers, Atari, and the Rise of LucasArts / Stefan Hall -- "You must feel the Force around you!": Transmedia Play and the Death Star Trench Run in Star Wars Video Games / Drew Morton -- Transmedia Character Building: Textual Crossovers in the Star Wars Universe / Lincoln Geraghty -- The Digitizing Force of Decipher's Star Wars Customizable Card Game / Jonathan Rey Lee -- Publishing the New Jedi Order: Media Industries Collaboration and the Franchise Novel / Sean Guynes -- How Star Wars Became Museological: Transmedia Storytelling in the Exhibition Space / Beatriz Bartolome Herrera and Philipp Dominik Keidl -- Adapting the

Death Star into LEGO: The Case of LEGO Set #10188 / Mark J.P. Wolf -- Invoking the Holy Trilogy: Star Wars in the Askewniverse / Andrew M. Butler -- Chasing Wild Space: Narrative Outsides and World-Building Frontiers in Knights of the Old Republic and The Old Republic / Cody Mejeur -- From Transmedia Storytelling to Transmedia Experience: Star Wars Celebration as a Crossover/Hierarchical Space / Matt Hills -- Space Bitches, Witches, and Kick-Ass Princesses: Star Wars and Popular Feminism / Megen de Bruin-Mole -- Some People Call Him a Space Cowboy: Kanan Jarrus, Outer Rim Justice, and the Legitimization of the Obama Doctrine / Derek R. Sweet -- The Kiss Goodnight from a Galaxy Far, Far Away: Experiencing Star Wars as a Fan-Scholar on Disney Property / Heather Urbanski -- Formatting Nostalgia: IMAX Expansions of the Star Wars Franchise / Allison Whitney -- Fandom Edits: Rogue One and the New Star Wars / Gerry Canavan.

Sommario/riassunto

Star Wars has reached more than three generations of casual and hardcore fans alike, and as a result many of the producers of franchised Star Wars texts (films, television, comics, novels, games, and more) over the past four decades have been fans-turned-creators. Yet despite its dominant cultural and industrial positions, Star Wars has rarely been the topic of sustained critical work. 'Star Wars and the History of Transmedia Storytelling' offers a corrective to this oversight by curating essays from a wide range of interdisciplinary scholars in order to bring Star Wars and its transmedia narratives more fully into the fold of media and cultural studies. The collection places Star Wars at the center of those studies' projects by examining video games, novels and novelizations, comics, advertising practices, television shows, franchising models, aesthetic and economic decisions, fandom and cultural responses, and other aspects of Star Wars and its world-building in their multiple contexts of production, distribution, and reception. In emphasizing that Star Wars is both a media franchise and a transmedia storyworld, 'Star Wars and the History of Transmedia Storytelling' demonstrates the ways in which transmedia storytelling and the industrial logic of media franchising have developed in concert over the past four decades, as multinational corporations have become the central means for subsidizing, profiting from, and selling modes of immersive storyworlds to global audiences. By taking this dual approach, the book focuses on the interconnected nature of corporate production, fan consumption, and transmedia world-building.
