

1. Record Nr.	UNISA996333146603316
Titolo	World building : transmedia, fans, industries // edited by Marta Boni [[electronic resource]]
Pubbl/distr/stampa	Amsterdam : , : Amsterdam University Press, , 2017
ISBN	90-485-2531-4
Descrizione fisica	1 online resource (395 pages) : digital, PDF file(s)
Collana	Transmedia : participatory culture and media convergence ; ; 2
Classificazione	EC 1820
Disciplina	302.23
Soggetti	Imaginary places in mass media Mass media - Social aspects Storytelling in mass media Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Title from publisher's bibliographic system (viewed on 22 Feb 2021).
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	; Introduction. Worlds, today / Marta Boni -- The aesthetics of proliferation / Marie-Laure Ryan -- Building science-fiction worlds / Paolo Bertetti -- "He doesn't look like Sherlock Holmes": the truth value and existential status of fictional worlds and their characters / Julien Lapointe -- "Visible world": the atlas as a visual form of knowledge and narrative paradigm in contemporary art / Cristina Baldacci -- A world of Disney: building a transmedia storyworld for Mickey and his friends / Matthew Freeman -- World-building logics and copyright: the Dark Knight and the Great Detective / Roberta Pearson -- Battleworlds: the management of multiplicity in the media industries / Derek Johnson -- Platform producer meets game master: on the conditions for the media mix / Marc Steinberg -- Narrative ecosystems: a multidisciplinary approach to media worlds / Veronica Innocenti and Guglielmo Pescatore -- The building and blurring of worlds: sound, space, and complex narrative cinema / Justin Horton -- Beyond immersion: absorption, saturation, and overflow in the building of imaginary worlds / Mark J.P. Wolf -- Zombie escape and survival plans: mapping the transmedial world of the dead / Bernard Perron -- MMORPG as locally realized worlds of action / Laurent Di Filippo -- The worries of the world(s): cartoons and cinema / Karen Redrobe -- Linguistic terrain and world time: Chinese media theories and their world imaginations /

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Sommario/riassunto

Thanks to modern technology, we are now living in an age of multiplatform fictional worlds, as television, film, the Internet, graphic novels, toys and more facilitate the creation of diverse yet compact imaginary universes, which are often recognisable as brands and exhibit well-defined identities. This volume, situated at the cutting edge of media theory, explores this phenomenon from both theoretical and practical perspectives, uncovering how the construction of these worlds influences our own determination of values and meaning in contemporary society.
