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Titolo	Adaptation in the age of media convergence // edited by Johannes Fehrlé and Werner Schafke-Zell [[electronic resource]]
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Descrizione fisica	1 online resource (232 pages) : digital, PDF file(s)
Collana	Transmedia: participatory culture and media convergence
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Disciplina	700.457
Soggetti	Adaptation (Literary, artistic, etc.) Popular culture and globalization
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Nota di contenuto	Frontmatter -- Table of Contents -- 1. Introduction: Adaptation in a Convergence Environment -- 2. Adaptation as Connection : A Network Theoretical Approach to Convergence, Participation, and Co-Production -- 3. Filing off the Serial Numbers : Fanfiction and its Adaptation to the Book Market -- 4. From Paratext to Polyprocess: The "Quirky" Mashup Novel -- 5. "You Just Got Covered" : YouTube Cover Song Videos as Examples of Para-Adaptation -- 6. Masters of the Universe? Viewers, the Media, and Sherlock's Lead Writers -- 7. Alien Adapted (Again and Again) : Fictional Universes between Difference and Repetition -- 8. "Everything is Awesome:" Spreadability and The LEGO Movie -- 9. Localization as Adaptation in the Wolfenstein Franchise -- Index
Sommario/riassunto	This collection considers new phenomena emerging in a convergence environment from the perspective of adaptation studies. The contributions take the most prominent methods within the field to offer reconsiderations of theoretical concepts and practices in participatory culture, transmedia franchises, and new media adaptations. The authors discuss phenomena ranging from mash-ups of novels and YouTube cover songs to negotiations of authorial control and interpretative authority between media producers and fan communities to perspectives on the fictional and legal framework of brands and franchises. In this fashion, the collection expands the horizons of both adaptation and transmedia studies and provides reassessments of frequently discussed (BBC's Sherlock or the LEGO franchise) and

previously largely ignored phenomena (self-censorship in transnational franchises, mash-up novels, or YouTube cover videos).
