

New possibilities of storytelling in the new media era

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According to H.Jenkins, the new media era is characterised by the emergence of the new types of culture: the convergence culture and the participational one. It means that the old mass communication model with one-directed flow of messages from media producers to the audiences doesn't work in these new conditions. Instead, we can observe the rise of the media audiences activity – not only in proposing a visible feed-back to the mass-media messages, but also in providing the new content, in particular, in what the media franchises is concerned.

Convergence culture can be regarded as a result of the media industries enlargement, when the media owners are interested to diffuse the stories through different media to attract the new audiences and to provide the new points of access to the same story, while the notion of participatory culture deals with the activity of the audience members in searching, exchanging and sharing the information about media franchises as well as with the stories development (fan-fiction) to fill the narrative gaps and to contribute in the creation of the fictional world of the media franchise.

One of the key notions in this new media culture is that of transmedia storytelling. Appeared at the end of 1990th, it was then developed by H.Jenkins, J.Long, C.A.Scolary and has to describe the situation of the story enlargement and development through different languages and media. As the result of such development the contemporary media franchises provide us with more or less detailed fictional worlds which can be enlarged or become more and more elaborated when the new fragment of story appears.

Regardless the notion of the transmedia storytelling is a relatively new one, the very idea of telling the same story through different media is an old one (the examples can be easily found in the history).