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„The senders' and the receivers' functions in the participatory model and use of the transmedia storytelling”

SUMMARY

The object of the dissertation is the transmedia storytelling as the way of construction of the narrative in the contemporary media, and the transmedia story as the result of this process. The author attempts to map this process and to build the relatively universal model of the transmedia story as the basis for the research on its structure, and development. The considerable part of the dissertation is devoted to the attempts to verify the hypotheses about the various functions of the transmedia story in the contemporary media market that is characterised by the technological, content, and functional convergence and the participatory way of their uses. In the empirical part of the work the author carries out the case analyses of the three popular transmedia narratives, aimed at different target groups, and demonstrates the use of the previously built model for their analysis. The hypotheses are verified to the unequal degree. The additional effect seems to be picturing of the process of learning the participatory uses of media among the target groups of different ages, on different levels of media literacy.

Key words: transmedia storytelling, participatory culture, media convergence

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