



Transmedia Creator: Modelli vincenti per la costruzione di storie per Cinema Web e TV (Italian Edition)

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Attraverso lo studio di grandi serie televisive come LOST e The Walking Dead e di film come The Matrix, indagheremo sui principi del Transmedia Storytelling. Probabilmente, senza averne una coscienza precisa, siamo stati avvicinati ai principi del transmedia storytelling già da bambini quando, dopo aver visto in TV i nostri paladini della giustizia, i nostri genitori sono stati costretti a comprare le action figure dei nostri eroi. Il motivo di tutto ciò nasce dalla necessità di essere noi stessi autori di quelle storie, al fine di allargare i confini dei racconti che ci vengono somministrati.

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