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## Seriality in Transmedia Storytelling: A Case Study of Halo

Seriality in Transmedia Storytelling: A Case Study of Halo

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**Subject(s):** Studies of Literature, Film / Cinema / Cinematography

**Published by:** Universitatea Babeş-Bolyai, Facultatea de Teatru si Televiziune

**Keywords:** transmedia storytelling; seriality; narrative comprehension; video game; Halo;

**Summary/Abstract:** This article posits that the concept of seriality is central to understanding and examining how transmedia projects balance between the need for the core medium to be understandable on its own while also making sure that transmedia extensions enhance the audience's narrative experience. First, in order to establish the main features of serial storytelling the paper contemplates seriality in contemporary television series, drawing extensively on the work of television theorist Jason Mittell. Second, these features are explored within the context of transmedia storytelling with a focus on how seriality across media affects the process of narrative comprehension. What then follows is a close reading of texts in the Halo transmedia franchise from a cognitive perspective and its transposition to narrative. The analysis shows that serialization across media, especially event serialization, creates narrative gaps in the Halo video games, the core texts of the franchise. To help the more casual fans to fill in

these narrative gaps, the games feature internal redundancy in the form of diegetic retelling that transforms narrative enigmas into narrative statements.

Details

Contents

**Journal:** Ekphrasis. Images, Cinema, Theory, Media

**Issue Year:** 22/2019

**Issue No:** 2

**Page Range:** 152-168

**Page Count:** 17

**Language:** English

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Transmedia storytelling, as it is defined by Henry Jenkins, represents a process where integral elements of a fiction get dispersed systematically across multiple delivery channels for the purpose of creating a unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story. The bolded phrase is important, because it defines the difference with Crossmedia, which is always the same single contribution to a story presented in multiple channels. Elements of Transmedia Storytelling. The elements of Transmedia Storytelling are: S - To support the study of theories of transmedia storytelling; - To discuss the context in which transmedia practices emerged; - To provide tools for the analysis of transmedia narratives; - To critically examine media franchises; - To develop a theoretical framework for understanding how transmedia storytelling works; - To familiarize students with the process of practical development of transmedia narratives; - To creatively plan and execute a short transmedia. Getting Started in Transmedia Storytelling: A Practical Guide for Beginners. Seattle: CreateSpace. Scolari, Carlos (2009). Transmedia storytelling (also known as transmedia narrative or multiplatform storytelling) is the technique of telling a single story or story experience across multiple platforms and formats using current digital technologies. The study of transmedia storytelling—a concept introduced by Henry Jenkins, author of the seminal book *Convergence Culture*—is an emerging subject. Because of the nature of new media and different platforms, varying authors have different understandings of it. Jenkins states the