


# THE BUILDING OF THE X-MEN TRANSMEDIA FRANCHISE AND HOW EXPANSIVE STORYTELLING IS AFFECTING HOLLYWOOD.

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## Abstract

This thesis investigates the effects of transmedia storytelling on Hollywood franchises through a case study of the four X-Men films and the comic book series The Uncanny X-Men. This thesis shows how the adaptive process that transforms the character of Magneto from morally ambiguous comic book anti-hero to a more streamlined movie supervillain is illustrative of the two-edged approach of transmedia theory. It elucidates why transmedia franchises are economically and artistically advantageous, while concurrently having the potential to dilute narrative and thematic complexity. This analysis concludes that transmedia narratives can enrich popular culture, but also risk falling into the traps of formulaic storytelling, which could detrimentally affect artistic production.

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A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences Across Multiple Platforms. Andrea Phillips. 4.4 out of 5 stars 40. Hardcover. \$25.14. Robert Pratten is founder and CEO of Transmedia Storyteller Ltd – creators of Conducttr, the multiplatform interactive storytelling and gaming platform. Robert's experience uniquely places him at the intersection of entertainment, marketing and technology: he brings more than 25 years' experience as a marketing consultant and expertise in Intelligent Networks having formally advised clients such as Ericsson and Telcordia on international pricing, positioning and market entry strategies. All the "why, who, when, where, and hows" of building a story world are laid out, along with a step by step approach. Examining high-profile franchises in which special effects have played a constitutive role such as Star Trek, Star Wars, The Matrix, and The Lord of the Rings, as well as more contemporary franchises like Pirates of the Caribbean and Harry Potter, Bob Rehak analyzes the ways in which production

practices developed alongside the cultural work of industry professionals. By studying social and cultural factors such as fan interaction, this book provides a context for understanding just how much multiplatform storytelling has come to define these megahit franchises. More Than Meets the Eye explore In mostly conceptualising transmedia storytelling as part of digital or industrial convergences, it is fair to say that many scholars have thus far had a tendency to neglect such workings of the past – thus leaving us all with a limited and narrow understanding of what is actually a far longer, far broader and far more complex historical development. If the entire process of transmedia storytelling is 'like building your Transformer and putting little rocket ships on the side,' as Heroes' Tim Kring once put it, then those additional 'rocket ships' are essentially interchangeable extension parts. Transmedia storytelling is facilitated by media convergence, and since the 1990s a number of franchises such as The Matrix, Doctor Who, and Lost have sought to continue their narratives across multiple platforms, but none have achieved the success or scale of the MCU. Marvel Entertainment succeeded where other studios failed by applying the practices of its publishing arm to its transmedia endeavors. Concluding a masterclass on transmedia storytelling, Gomez described how the Marvel Cinematic Universe "epitomizes state of the art transmedia." Indeed, unlike The Matrix, the franchise shows little evidence of audience attrition with subsequent installments often grossing more than earlier films.<sup>14</sup> Copyright © 2018.