

Syllabus
Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences
(N ECTS: 6)

Author, lecturer Oleg Kashirskih, kesh@hse.ru

Department of Integrated Communications
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Контактная работа (час.)	2
Самостоятельная работа (час.)	226
Курс	2 курс, программа «Интегрированные коммуникации» по направлению 42.04.01 «Реклама и связи с общественностью», магистратура
Формат изучения дисциплины	с использованием онлайн-курса

1. Course Description

- a. Transmedia Storytelling: Narrative worlds, emerging technologies, and global audiences.
- b. The course is designed for 1st year students of Master program in Integrated communication. Students are expected to have Intermediate level of English for successful completion of this course.
- c. Course is obligatory and is based on blended-learning system, which requires students' completion of the online course.
- d. The course contains 5 major topic blocks to be covered and introduces students to main concepts, instruments and strategies of Transmedia Storytelling as a field. During the course students learn about Transmedia Storytelling ecosystem, strategic context of Transmedia Storytelling and strategic types of content. The course is based on an online course developed by Simon McIntyre, Ollie Bown, Emma Robertson, George Khut, Jeffrey Koh (UNSW Sydney).
<https://www.coursera.org/learn/transmedia-storytelling>

2. Learning Objectives

- Define Transmedia Storytelling and its competitive advantages;
- Understand the process of Transmedia Storytelling;
- Identify audience role in Transmedia Storytelling communications;
- Familiarize with major concepts of Transmedia Storytelling;
- Describe the strategies within the product cycle.

3. Learning Outcomes

After the course completion students will be able to:

- Define Transmedia Storytelling and discuss core concepts;

- Define Transmedia Storytelling management and examine how to manage demand and build profitable customer relationships;
- Differentiate the parts of Transmedia Storytelling process and show mutual relation on each other;
- Utilize Transmedia Storytelling tool to plan and execute Transmedia Storytelling communication campaign for business and non-government organizations.

4. Course Plan

Topic 1 What is Transmedia Storytelling

Topic 1 of the course introduces to the Transmedia Storytelling. Students will be able to define what Transmedia Storytelling is and explain why it is important in today's market. Students will discover the purpose of what Transmedia Storytelling should be able to do and what makes it effective.

Out-of-class: 50

Topic 2 The Building a Storyworld

Topic 2 introduces you to creative thinking techniques that you can use to help you develop a cohesive and rich story narrative. Students will explore important models of creative thinking, along with different tools and techniques that can help you expand your narrative into a storyworld that will become the basis of an effective transmedia strategy. Students will discover the importance of the character archetypes and the motivations of the story.

Out-of-class: 55

Topic 3 Understanding the Transmedia Audience

Topic 3 this module explores the concepts of ethnography and participatory design as a means of identifying, engaging, and learning from your audience, to help you to focus your strategy to better meet their needs. Students will define the potential audience demographics, describes how many types of audiences there might be, and whether it is intended that they be passive or active in the storyworld.

Out-of-class: 55

Topic 4 The Transmedia Users Experience

Topic 4 is aimed to focus on means which allow the transmedia strategy to capture people's imagination and continue to engage them in multiple facets of the larger storyworld over time. Students will be able to understand the overarching audience experience in order to gain the control over feelings and responses that the story should evoke.

Out-of-class: 33

Topic 5 Using Creative Technologies

Topic 5 focuses on the technologically driven creation of new possibilities for narrative personalization and audience immersion in a story. Students will be able to evaluate and design strategies for different technologies in a transmedia storytelling context. Students will be able to understand how different technologies should be used to tell different aspects of the larger story, or relate to particular types of audience.

Out-of-class: 33

In-class: 2

5. Reading List

a. Required

Phillips Andrea (2012) A Creator's Guide to Transmedia Storytelling: How to Captivate and Engage Audiences across Multiple Platforms. McGraw-Hill

<https://proxylibrary.hse.ru:2137/toc.aspx?bookid=47624>

b. Optional

Buckner, B. & Rutledge P. (2011) 'Transmedia Storytelling for Marketing and Branding: It's not Entertainment, It's Survival'. KCommhtml.com. Available:

http://www.kcommhtml.com/ima/2011_03/transmedia_storytelling.pdf

Giovagnoli, M. (2011) 'Transmedia Storytelling: Imagery, Shapes and Techniques'. Thoughtmesh.net. 11 November. Available:

<http://thoughtmesh.net/publish/400.php#>.

6. Grading System

There will be one test (the control test) and one examination. The test will be given on the last working day of the second module. The examination will be available during the examination week after the second module.

No retest for this form of assessment.

Final Grade: Final grade is calculated according to the following formula:

1. The control test is worth 30% of final grade.
2. The exam is worth 70% of final grade.

10-grade system is applied. Rounding: mathematical.

The control test and the exam are conducted in LMS system in the announced time and day for all the students simultaneously.

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Retaking of the examination in case of failing grade for the course:

The procedure and form are the same as for the exam. Only grade for the exam is due to the retaking.

First retake is graded by the course instructor. Topics for the essay are prepared by the instructor.

Second retake is graded by the exam commission of at least 3 people. Topics for the essay are prepared by the chairman of the commission.

7. Guidelines for Knowledge Assessment

The control test:

Students are expected to answer open-ended test questions based on lecture materials. For example:

Test question 1:

What is the definition of transmedia storytelling?

Test question 2:

What is the definition of the transmedia audience?

Test question 3:

What are the “creative technologies” of transmedia storytelling?

The exam:

The exam is prepared as an essay. Students are expected to create own transmedia strategy based on the given topic. The following questions of the essay with the given topic must be considered:

- a) the justified chose of the story according to the given topic including clearly described characters and motivations, as well the rules that define the larger storyworld surrounding the immediate narrative in the chosen story
- b) the clear understanding of the audience to whom you the story is told to
- c) justification of the chosen technological platforms you decide to distribute your story

The essay should include at least 500 words.

8. Special Equipment and Software Support (if required)

To successfully complete this course, students are required to have an access to personal computer and Internet connection. In order to take the exam, students need an access to their personal accounts in LMS system. If students have no access to personal computer, they will be provided with an access to computers with Internet connection within the class.