



# Transmedia Storytelling and the New Era of Media Convergence in Higher Education

*Stavroula Kalogeras*

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Media convergence is a paradigm for understanding educational convergence which is revolutionizing the educational structure and creating a space for digital stories. Stories, whether they are fact or fiction, popular or not, are a proven method of pedagogy. In the age of media convergence and with the advancement of technology, stories have morphed into new forms; however, their core purpose remains the same, which is to pass on knowledge and information. The Internet, with its inherent interactivity, and story, with its inherent capacity to engage a universal audience, can lead to innovative and transformative learning experiences in media-rich environments. This book focuses on web-based Transmedia Storytelling Edutainment (TmSE) as an andragogical practice in higher education. Story is at the forefront of this investigation because narrative is the basis for developing entertainment media franchise that can be incorporated into pedagogical practice. The analysis consists of practice-based research through narrative inquiry and an e-module case study is presented on multimedia storytelling in the classroom. A Transmedia Storytelling Framework is provided for creating screenplays for cross-media projects and for analyzing their appropriateness as a form of textbook in e-education. Additionally, a hypertext screenplay, which allowed students to dig deeper into the story world and to build more knowledge, is evaluated for its use in higher education. Screenplays are by nature writing for the screen, and it is believed that the more visual the input, the more likely it is to be memorized and recalled.

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