

AMSTERDAM UNIVERSITY PRESS

TRANSMEDIA

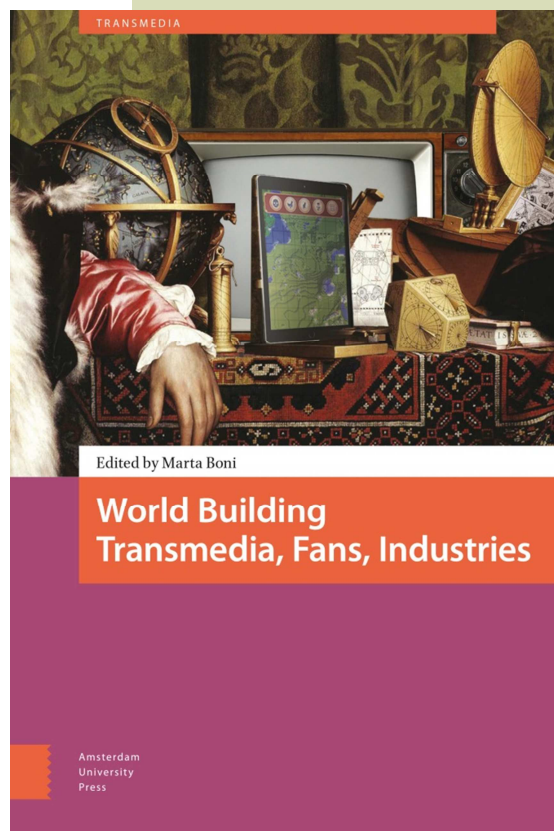
A
U
P

Edited by Marta Boni

World Building

Transmedia, Fans, Industries

Thanks to modern technology, we are now living in an age of multiplatform fictional worlds, as television, film, the Internet, graphic novels, toys and more facilitate the creation of diverse yet compact imaginary universes, which are often recognisable as brands and exhibit well-defined identities. This volume, situated at the cutting edge of media theory, explores this phenomenon from both theoretical and practical perspectives, uncovering how the construction of these worlds influences our own determination of values and meaning in contemporary society.



Marta Boni is assistant professor of Film and Television Studies at the University of Montreal. She has published *Romanzo Criminale. Transmedia and Beyond* (Ca' Foscari University Press, 2013), co-edited *Networking Images. Approches interdisciplinaires des images en réseau* (Presses de la Sorbonne Nouvelle, 2013), various essays in international scientific journals such as *Mise au point*, *MEI*, *SERIES*, *Cinergie*, and chapters in edited collections on television seriality, fandom, media paratexts, and transmedia.

TRANSMEDIA
September 2017
396 pages, 13 colour ill., 6 b/w ill.
Hardback
ISBN 978 90 8964 756 6
e-ISBN 978 90 4852 531 7
€99.00 / £80.00 / \$124.00
€98.99 / £79.99 / \$123.99

ORDER

Available to order through your local bookseller or on www.aup.nl and within North America via the University of Chicago Press www.press.uchicago.edu.

Amsterdam University Press
Nieuwe Prinsengracht 89
1018 VR Amsterdam

T +31 (0)20 420 00 50
info@aup.nl
marketing@aup.nl

www.aup.nl
facebook.com/AmsterdamUPress
twitter.com/AmsterdamUPress