



# Transmedia Archaeology: Storytelling in the Borderlines of Science Fiction, Comics and Pulp Magazines

By C. Scolari, P. Bertetti, M. Freeman

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In this book, the authors examine manifestations of transmedia storytelling in different historical periods and countries, spanning the UK, the US and Argentina. It takes us into the worlds of Conan the Barbarian, Superman and El Eternauta, introduces us to the archaeology of transmedia, and reinstates the fact that it's not a new phenomenon.

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### **Editorial Review**

#### **About the Author**

Carlos A. Scolari is Associate Professor (tenure) at the Department of Communication of the University Pompeu Fabra, Spain. He has lectured about transmedia storytelling, media ecology and interactive communication in more than 20 European and Latin American countries. He is the author of Crossmedia Innovations (with I. Ibrus, 2012), and Narrativas Transmedia: Cuando todos los medios cuentan (2013).

Paolo Bertetti is Professor in Universita degli Studi di Siena, where he conducts research and organises the Master's degree in Business Communication and teaches Analysis of Advertising Discourse. He has been Visiting Professor at the University of Turin, Italy and his research interests include narratology, audio-visual storytelling, semiotic theory and the genres of contemporary popular culture.

Matthew Freeman is Visiting Lecturer in Media and Communication at Birmingham City University, UK and holds a PhD from the University of Nottingham. He has published on the history of transmedia storytelling in The International Journal of Cultural Studies, Historical Journal of Film, Radio and Television, and International Journal of Communication. His first monograph will be published in 2015.

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