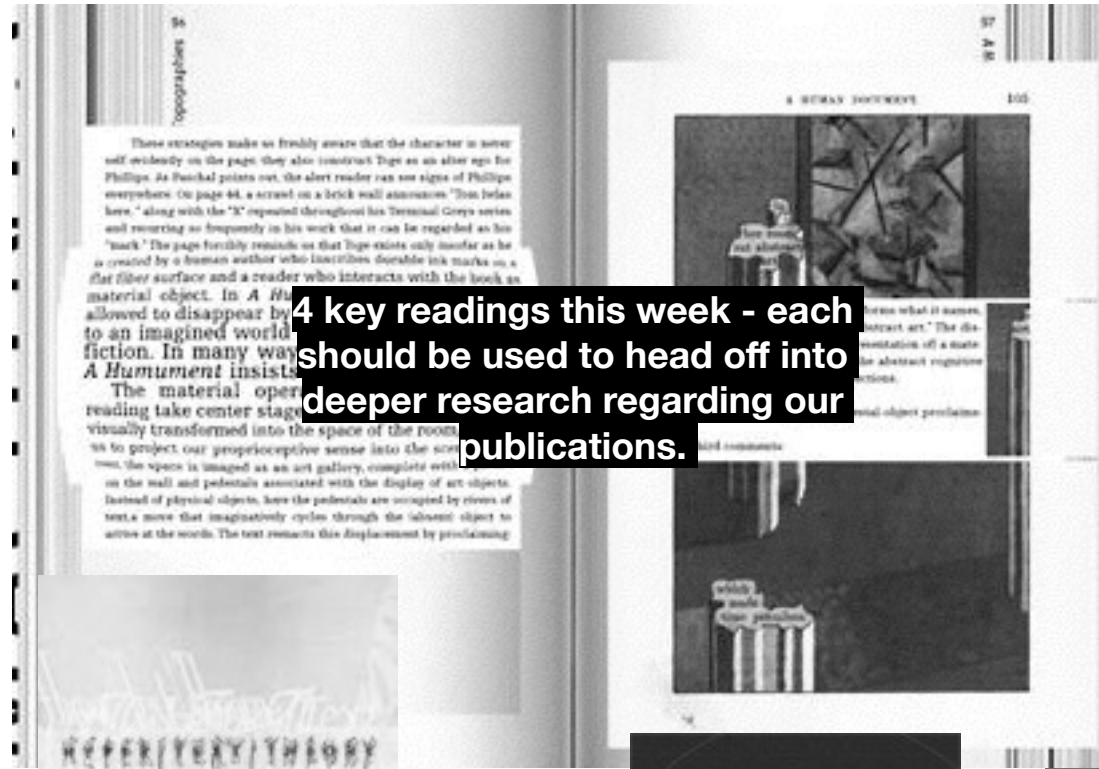


# PODIGPUB#4

## HYBRIDISATION AND TRANSMEDIA

Hypertext has at a minimum the three characteristics of **multiple reading paths, chunked text and some kind of linking mechanism to connect the chunks**. Katherine Hayles, *Writing Machines*; 26 | ...the hypertext enabled the realisation of an essential new characteristic: **non-linearity of text**. Alessandro Ludovico, *Post-digital Print*; 27

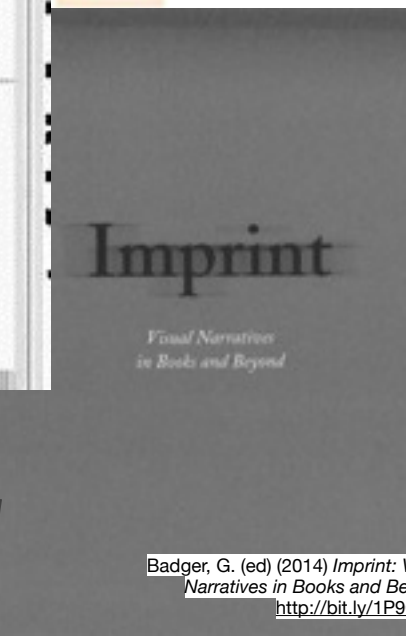
H... is for Hypertext  
H... is for Hypermedia  
H... is for Hybridity  
I... is for Intertextuality  
I... is for Intermedia  
T... is for Transmedia



4 key readings this week - each should be used to head off into deeper research regarding our publications.



Hayles, K. (2002) *Writing Machines* <http://bit.ly/1nqg1j8>



Badger, G. (ed) (2014) *Imprint: Visual Narratives in Books and Beyond* <http://bit.ly/1P9QuVz>



WHAT HAPPENS?



Landow, G. P. (ed) (various) *Hyper|Text|Theory* <http://bit.ly/20tu4HD>

Hayles, K. (2012) *How we Think* <http://bit.ly/1RCFnYY>



HYPertext HYPERmedia



Transmedia Storytelling 101: Transmedia storytelling represents a process where **integral elements of a fiction get dispersed systematically across multiple delivery channels** for the purpose of creating a unified and coordinated entertainment experience. Ideally, each medium makes its own unique contribution to the unfolding of the story.

So, for example, in **The Matrix franchise**, key bits of information are conveyed through **three live action films, a series of animated shorts, two collections of comic book stories, and several video games**. There is no one single source where one can turn to

We are making a move towards a consideration of readership. Not readership as a demographic or quantifiable asset but in experiential terms. Non-linearity of the 'hyper' and the separation of strand in transmedia should encourage us to muse on our place as author to particular works. We might ask questions of our ability to shape or merely guide readings, we might think of the reading experience in relation to location, time, space and even re-readings and multiple interpretations.



This questioning is essential in producing a considered post-digital publication and will lead us into thinking of the distributed publication as a node in a broader constellation of publishing.

STAR WARS TRANSMEDIA