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Historicising Transmedia Storytelling: Early Twentieth-Century Transmedia Story Worlds (Routledge Research in Cultural and Media Studies)

Matthew Freeman

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Tracing the industrial emergence of transmedia storytelling?typically branded a product of the contemporary digital media landscape?this book provides a historicised intervention into understandings of how fictional stories flow across multiple media forms. Through studies of the storyworlds constructed for The Wizard of Oz, Tarzan, and Superman, the book reveals how new developments in advertising, licensing, and governmental policy across the twentieth century enabled historical systems of transmedia storytelling to emerge, thereby providing a valuable contribution to the growing field of transmedia studies as well as to understandings of media convergence, popular culture, and historical media industries.

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