

Transmedia Storytelling: Worldbuilding and Digital Narratives

Unit Title	Transmedia Storytelling: Worldbuilding and Digital Narratives		
Level of Study			
Credit Value		ECTS Value	2
Home Department	Department of Journalism and Mass Communications		
Home Faculty	Philology Faculty		
Unit Co-ordinator	Assistant Professor Denis V. Yarullin		
Key Words	Transmedia Storytelling, Worldbuilding,		
Brief Summary	The course is devoted to introducing basic aspects of transmedia storytelling in modern discourse with the focus on building of an imaginary world for entertainment, advertising, marketing, and social change		
Indicative Content	Taking examples of global franchises such as Star Wars, Marvel, The Lord of the Rings, and The Elder Scrolls, the course dives into their constructed worlds and explores the fundamental laws of design, narration and distribution. The study also helps to find completely new innovative methods of constructing digital narratives, embracing even the most recent technological advancements of augmented and virtual reality.		