

# Multiples Screen of Transmedia Storytelling

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Scolari, C. (2013) *Narrativa transmedia – cuando todos los medios cuentan*. Barcelona: Deusto.

The contemporary society lives today the born of new language: transmedia storytelling. The situation is different of other moments, for example when Gutenberg created the press, because the changes were technical. Now, the reality is change of the language and developed by the society, out of control.

Carlos Scolari, researcher compromised to understand these changes, has dedicated his studies to transmedia storytelling since the book “*Hipermediaciones*” (Hypermediations), published in 2008, when he spoke about the theme and opened this debate among Latin American researchers.

Now, Scolari publishes the book “*Narrativa Transmedia – cuando todos los medios cuentan*” (Transmedia storytelling – when all media have), who provides broad discussion of transmedia storytelling as language and offer details about your application on the communication. The book present debates about concepts of transmedia storytelling developed by the author, but also interviews with international researchers, for example Henry Jenkins and Jeff Gomez.

The graphic project of the book is produced with hypertext concepts and also explores the idea of dialogism, presented by Mikail Bakhtin, to create multiples platform of language. When this graphic project, Carlos Scolari publish “transmedia book” with important contents about the theme.

The problem of this debate is the complex is it complexity, because transmedia storytelling is contemporary language and applied to many things. Scolari present a book with maximum of debates about application of transmedia storytelling and the discussion become superficial. But this superficiality is necessary and marks a academic times: transmedia storytelling is a fact.

Research about transmedia storytelling is outdated. Now is necessary research about your application on media processes, for example in documentaries, arts, advertising, cinema, education and journalism. The book serves a guide of these studies because it compiles ideas from various authors about on several applications.

This is a first book whose is content is broad and open about transmedia storytelling. Henry Jenkins, for example, is known for his book “*Convergence cultures*” that discussion about new media in general. Denis Renó and Jesús Flores are known for the book “*Transmedia journalism*”, but speak specifically about journalism. Carlos Scolari is the first author to write a book only transmedia storytelling in general, and this is a funda-

mentally important to understand the “new new citizen”, as Paul Levinson argues in the book “New new media”.

Carlos Scolari argues in the book that the construct of transmedia storytelling need to adopt diversity of contents, including comic, and open the participation of users to this process. For the author, for example, comic is the message that the public speaks what the producer does not courage to speak. The participation by the public is real for the construction of new message.

The fact is that transmedia storytelling is essential language to contemporary media processes. As comment Scolari in the book, all media are important today, and if it is not considered the media process not exist.