



## COURSE SYLLABUS

# Transmedia Storytelling, 7.5 credits

*Transmedia Storytelling, 7,5 högskolepoäng*

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<b>Course Code:</b>	LTMK13	<b>Education Cycle:</b>	First-cycle level
<b>Confirmed by:</b>	Director of Education May 26, 2023	<b>Disciplinary domain:</b>	Social sciences
<b>Revised by:</b>	Director of Education May 14, 2024	<b>Subject group:</b>	MK1
<b>Valid From:</b>	Autumn 2024	<b>Specialised in:</b>	G1F
<b>Version:</b>	2	<b>Main field of study:</b>	Media and Communication Science

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### Intended Learning Outcomes (ILO)

On completion of the course, the student should be able to:

Knowledge and understanding

- describe fundamental theoretical perspectives on transmedia studies
- identify the core characteristics of transmedia storytelling

Skills and abilities

- apply relevant theoretical concepts to plan and develop transmedia projects
- design and implement creative solutions for transmedia communication

Judgement and approach

- discuss opportunities and challenges related to practical communication across multiple media platforms
- critically reflect upon the planning and development of transmedia projects

### Contents

- Fundamental theoretical perspectives on transmedia studies
- Characteristics of transmedia storytelling
- Problems and solutions related to transmedia projects
- Creative solutions for transmedia communication

### Type of instruction

The teaching consists of lectures, seminars and exercises performed individually and in groups. A learning management system is used.

Students who have been admitted to and registered for a course have the right to receive instruction/supervision for the duration of the time period specified for the particular course instance to which they were accepted. After that, the right to receive instruction/supervision expires.

The teaching is conducted in English.

## Prerequisites

General entry requirements and passed courses of at least 37,5 credits in Media and Communication Science or equivalent. English proficiency is required. Exemption is granted from the requirement in Swedish.

## Examination and grades

The course is graded A, B, C, D, E, FX or F.

The grades A, B, C, D and E are all passing grades. For courses with more than one element of examination, students are given a final grade based on an overall assessment of all the elements included in the course. The final grade of the course is issued only when all elements of examination have been passed.

The examination is based on the intended learning outcomes.

The forms of examination are seminar, group presentation and individual written assignment.

The examination must allow for students to be assessed on an individual basis. Further information concerning assessment of specific intended learning outcomes and grading criteria is provided at the beginning of the course. To pass the course students must receive at least a passing grade on every assignment. The final course grade is determined by weighting the grades received on Group presentation and Individual written assignment.

Students are guaranteed a minimum of three attempts to pass an examination, including the regular attempt. If a student has failed the same examination three times, the student can request that the next attempt be graded by a new examiner. The decision to accept or reject such a request is made by the associate dean of education. A student may not make a second attempt at any examination already passed in order to receive a higher grade.

In case a course is terminated or significantly altered, examination according to the earlier syllabus shall be offered on at least two occasions in the course of one year after the termination/alteration.

The examiner has the right to give an adapted examination or let the student carry out the examination in an alternative way provided that the intended learning outcomes can be secured and that there are exceptional reasons for this, including the student's right to targeted study support.

Registration of examination:

Name of the Test	Value	Grading
Seminar 1	1 credit	U/G
Seminar 2	1 credit	U/G
Group presentation	4 credits	A/B/C/D/E/FX/F

Individual written assignment	1.5 credits	A/B/C/D/E/FX/F
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### Course evaluation

The instruction is followed up throughout the course. A course evaluation is conducted at the end of the course. A summary and comments are published in the learning management system. The evaluation constitutes a basis for future improvements to the course.

### Course literature

Fisher, Daniel, Fückler, Sonjia, Selm, Hanna & Sunderman, Anna (2023). *Narrating Sustainability through Storytelling*. Routledge. 142 p.

Freeman, Matthew & Gambarato, Renira R. (2019). *The Routledge Companion to Transmedia Studies*. Routledge. 491 p.

Gambarato, Renira R. & Alzamora, Geane (2018). *Exploring Transmedia Journalism in the Digital Age*. IGI Global. 348 p.

Hancox, Donna (2021). *The Revolution in Transmedia Storytelling through Place: Pervasive, Ambient and Situated*. Routledge. 157 p.

Jenkins, Henry (2006). *Convergence Culture: Where Old and New Media Collide*. New York University Press. 368 p.

Moloney, Kevin (2022). *Transmedia Change: Pedagogy and Practice for Socially-Concerned Transmedia Stories*. Routledge. 265 p.

Articles and other literature of approximately 200 pages may be added.

Please note that changes may be made to the reading list up until eight weeks before the start of the course.

### Citing Sources – How to Create Literature References

[www.ju.se/library/search--write/citing-sources---how-to-create-literature-references.html](http://www.ju.se/library/search--write/citing-sources---how-to-create-literature-references.html)

### The Interactive Anti-Plagiarism Guide – Jönköping University

Information about plagiarism at higher education institutions  
Available in the learning management system