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## A National Conference

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### Exploring Digital Humanities in Literature and Language Studies (Hybrid Mode)

on

22<sup>nd</sup> September, 2023

Organised by

**Department of English (SSC)**  
**St. Mary's College (Autonomous)**

(Re-accredited with 'A+' Grade by NAAC)  
Thoothukudi, Tamil Nadu

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**A National Conference on “Exploring Digital Humanities in Literature and Language Studies” organised by Department of English (SSC), St. Mary's College (Autonomous) (Re-accredited with 'A+' Grade by NAAC) Thoothukudi, Tamil Nadu**

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**ENGAGING MULTIVERSES: THE REVOLUTION OF TRANSMEDIA  
STORYTELLING IN NARRATIVES****LAKSHMI K RAGHAVAN**

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**ABSTRACT**

*Transmedia storytelling, a groundbreaking narrative technique, has profoundly reshaped how audiences engage with stories, igniting a new era of narrative immersion and interactivity. This study provides a deeper perspective on the transformative impact of transmedia storytelling on narrative engagement. Transmedia storytelling transcends the confines of single media formats, seamlessly extending narratives across books, films, TV shows, video games, social media handles, blogs, podcasts and the like. This approach alters storytelling into a multi-dimensional and participatory experience, inviting audiences to traverse an intricate narrative web. Audiences revel in an unprecedented level of immersion as they promenade through this diverse narrative landscape. They have the autonomy to select their preferred entry points to delve deep into character-specific arcs and uncover hidden facets of the story world. This unique personalization fosters a subtle emotional connection to the narrative, transcending the passive consumption of traditional storytelling. Creators, too, find themselves empowered by transmedia storytelling. They gain the creative latitude to explore their story world comprehensively, leveraging each medium's unique strengths to deepen the narrative's complexity. As a result, passionate fan communities are developed where heated debates are encouraged and revenue sources from goods, licensing and theme park attractions are diversified. Transmedia storytelling has heralded a storytelling renaissance, offering a highly interactive and collaborative narrative quest. As it continues to evolve and expand, it stands poised to redefine the very essence of storytelling itself, bridging the chasm between creators and audiences and propelling narratives into uncharted territories of engagement and exploration.*

**Keywords:** Transmedia, Storytelling, Digital, Narration, Engagement, Interaction, Creator, Audience

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