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## Transmedia

*Transmedia* provides a platform for cutting-edge research in the field of media studies, with a strong focus on the impact of digitization, globalization, and fan culture. The series is dedicated to publishing the highest-quality monographs (and exceptional edited collections) on the developing social, cultural, and economic practices surrounding media convergence and audience participation. The term 'media con-vergence' relates to the complex ways in which the production, distribution, and consumption of con-temporary media are affected by digitization, while 'participatory culture' refers to the changing relationship between media producers and their audiences. Both developments have required substantial (and still ongoing) redefinitions of existing media platforms, as the rapid interactions between technological developments and socio-cultural practices continue to pose challenges as well as offer new opportunities for media scholars from a variety of academic disciplines.

Interdisciplinary by its very definition, the series will provide a platform for international scholars doing new and critical research in relevant fields. While the main focus will be on contemporary media culture, it is open to research that focuses on the historical forebears of digital convergence culture, including histories of fandom, cross- and transmedia franchises, reception studies and audience ethnographies, and critical approaches to the culture industry and commodity culture.

### Actively Seeking Proposals

The series welcomes scholarly monographs and edited volumes in English, by both established and early-career researchers.

### Series Editors

**Dan Hassler-Forest**, Utrecht University, the Netherlands

**Matt Hills**, University of Aberystwyth, United Kingdom



Cover illustration from *Star Wars and the History of Transmedia Storytelling*, Sean A. Guynes and Dan Hassler-Forest eds (Amsterdam University Press, 2017). Illustration by Zachariah Scott.

### SERIES SNAPSHOT



Global



Late 20th century, early 21st century



Convergence, Transmedia, Digitization, Fan Studies, Popular Culture, World-Building, Film, Television, Games



<https://www.aup.nl/en/series/transmedia>



For questions or to submit a proposal, contact Senior Commissioning Editor **Maryse Elliott** ([m.elliott@aup.nl](mailto:m.elliott@aup.nl))

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