



Transmedia Archaeology: Storytelling in the Borderlines of Science Fiction, Comics and Pulp Magazines

Carlos Scolari, Paolo Bertetti, Matthew Freeman

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Throughout the world, people now engage with stories across multiple media, following the adventures of *Doctor Who* from television to the Web, exploring the *Batman* universe across cinema, television, comics, and more. This may seem recent, but transmedia storytelling is not a new phenomenon. History is filled with popular fiction, whose stories extend across different media as yesteryear's fan communities also participated in the act of expanding fictional worlds. In *Transmedia Archaeology*, Carlos A. Scolari, Paolo Bertetti and Matthew Freeman examine manifestations of transmedia storytelling not only in different historical periods but also in different countries, spanning the UK, the US and Argentina. They take us into the worlds of *Conan the Barbarian*, *Superman* and *El Eternauta*, and explore transmedia storytelling as part of 20th century mass culture, fandom, narrative practices, genres, and even political activism, giving us an introduction to the archaeology of transmedia.

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