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**FEATURES OF TRANSMEDIA STORYTELLING  
(USING THE EXAMPLE OF MEDIA PROJECTS)**

Master's Thesis

ABSTRACT

Speciality 1-23 80 11 Communications

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## ABSTRACT

The purpose of this work is to identify the features of transmedia storytelling in media projects using the example of the Harry Potter universe.

The object of research of the master's thesis is transmedia storytelling. The subject of the research of the master's thesis is the peculiarities of transmedia storytelling.

In the process of writing the master's thesis, the following results were obtained: the concepts of storytelling, history and transmedia storytelling were considered; the types and applications of storytelling were identified; the types, types and models of transmedia storytelling were characterized; the prehistory of the transmedia universe was studied (using the example of the Harry Potter franchise); the plots of books were revealed; media projects that exist at the moment were considered a moment in the Harry Potter universe; an analysis of the Harry Potter franchise for the manifestation of the principles of transmedia storytelling.

*Keywords: storytelling, transmedia storytelling, transmedia, visual narrative, cross-media, history, media project, franchise.*