Alice’s Anima: The Obligation of a Transmedia Reading

Fernando Bonacho

Abstract

This paper suggests an analysis of “Intimate Alice” by Kate Pullinger as an example of a transmedia narrative that happens in a new reading experience whilst proposing a literary ability between reading and performance. Narrative experiences that blend the visual plasticity, interchanging games and text, and interactivity as drivers of the creative process are not new. Yet, narrative experiences which have been created in the gap between reality and fiction, have found on the digital realm the ideal environment to multiple hybrid experiences. A critical analysis of this digital fiction layer to illustrate how literary art finds its space and time in a metamorphosed continuum and crafts experience with a transmedia reading. All the multimedia hybrids with which this digital literary genre engages, challenge readers to interpret different signals and poetic structures that also embed game theories. Yet, among Alice’s playful world and cognitive dissonance, meaning is only found and reading happens when time, space and attention are available to configure the story and interpret significances. Transmedia literatures give life to this experience of online reading when they focus and direct attention not to a simple new behaviour or a single new practice, but to different objectives and subjective value forms.

Keywords

transmedia reading; literary ability; transmedia narrative; multimedia; digital fiction; narrative experience; Intimate Alice

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References


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