

Annotation

Transmedia storytelling is a process in which partial elements of certain fiction scatter into different communicational channels. The flow of information is mediated via several media platforms. Each medium participates in its own unique way to develop a story. This diploma thesis illustrates theoretical concept of a transmedia storytelling on an example from Czech ambience. Foglars Rychlé šípy were showing signs of transmedia narration even at their beginnings in the thirties and forties. The author himself had a significant role in the transfer of his work into different media. However, due to the high popularity of stories of the five-member club there later occurred a spontaneous rise of transmedial storytelling channelled by filmmakers, other authors and loyal fans. In the first part of the thesis, I will define the theoretical concept of transmedia narration and fiction worlds. The second part is mapping transmediality of Rychlé šípy including other literary pieces, their adaptations, work of Foglars successors and his imitators, nevertheless Foglars mystification about the existence of the club Rychlé šípy.