The rise of new media, occurring hand in hand with digitality, interactivity and hypertext, enriched not only our media understanding generally, but also introduced to us, as readers, a brand new genre--electronic literature. Approaching electronic literature with a previous knowledge of classic, print literature, readers are familiarized with completely new textual experiences via its genres, similarly as with a new approach to narrative. Interactive narrative has become one of the classic genres of electronic literature. Born in the 1970s and developed further in the 1980s within videogames and computer games, it has shifted to the electronic literature area. The submitted State Doctoral Thesis is dedicated to the phenomenon of interactive narrative as a genre of the electronic literature. Hereinafter, interactive narrative is introduced from the broader perspective, including its origin, development and specific forms.