

The topic of diploma thesis was to analyze the narrative structure and transmedia storytelling of Star Wars processed into a film by director George Lucas. The work is mainly focused on narrative analysis of both the original and more recent films and further analysis of transmedia narrative that makes Star Wars extend mainly into the field of literature and computer games. In addition to narrative analysis subject of the work was also the analysis of the fictional world where the story takes place. Another point of diploma thesis is to analyze transmedia narrative that makes the original Star Wars story transform into a books, computer games and more. The whole concept of Star Wars can be described as a modern narrative, moreover, whose stories are from the genre of science-fiction and take place in a completely fictional environment. During the analysis of narrative structures, author primarily used the classical theoretical literature about the narrative theory. For example the Morphology fairy tales from Vladimir J. Propp, according to which it is possible to extent the analyse of the original and other episodes of Star Wars. For analysis of transmedia storyteling was also used studies of Mary Laure Ryan, who discusses the possibility of altering the basic narrative in transmedia narrative. The aim of diploma thesis was to bring the story of Star Wars and clarify its impact of a further extension in conjunction with the analysis of narrative. As a result, it was demonstrated that even such a story as Star Wars movies, can be analyzed by the presented theories narrative. At the same time wide range of films and other extension offers sufficient space for narrative analysis and transmedia narrative.