

Abstract

In my thesis I focus on the problematics of the transmedia storytelling which can influence the original story, even if its main aim is to elaborate that story. Interferences can be done on the level of the very story or on the level of the theories, which can be applicable on it. I'm using the example of Star Wars fictional world, to which theories of Vladimir Propp, Joseph Campbell, J.R.R. Tolkien can be applied, just as the concept of mythology created by Roland Barthes. I'm going to present how transmedia storytelling influences the original story, presented mainly by the film episodes and "G-canon", on the chosen examples of Star Wars transmedia. At the same time transmedia storytelling changes the meaning of the theoretical frames named above, which can be applied to the original story. My aim is to show that the impact of transmedia is much greater than it is usually presented.