

Abstract

The thesis is about development of the media mix in Japan and its characteristics from the history to the present. The core points are the key elements of the media mix – manga, anime and video games. These media are described within the historical context in connection with the media mix. Beside the historical development and interconnections of these media, the thesis compares the media mix with the term transmedia storytelling. It defines both of these terms and illustrates their similarities. Practical research shows concrete examples of media mix, their mutual comparison and classification within the defined terms of media mix and transmediality. This is achieved by selecting samples with different media source from the media mix that are used as a demonstration for the media mix or transmedia storytelling practices.