

Chapter 15

Cross-Media as a Multi-Platform Narrative Interaction Form

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ABSTRACT

Cinema often uses the novels in the scenarios it creates while constructing the audiovisual narrative structure. After the cinema, on television, many television movies and television series get the subject of adapting novels. Today, a story and a novel are opened in many media platforms, and each new text that emerged with this expansion adds its own value to the narrative. In the ideal form, which is also referred to as the concept of cross-media narrative, the presentation of the same work in different formats in multiple media can be seen. The study tries to analyze the narrative in the context of the transformation of the media between the media, narrative characteristics, the use of time and space in the context of each narrative's unique contributions and deficiencies. In this context, the installation of "cross-media" narrative platforms within the scope of multi-media usage is examined.

INTRODUCTION

With the introduction of digital technology in the field of broadcasting, multimedia has started to be talked about more frequently. Although the use of multimedia is also seen in the traditional publishing field, with the emergence of new media, platforms containing multimedia are diversifying. With digital publishing, today narratives circulate in many different mediums. The concepts of time and space that exist in traditional media are changing with digital publishing. In connection with this change, it becomes more visible in cross-platform roaming. The readers, listeners and viewers, who are involved in the story line wandering on these platforms, participate in the narrative environments within the framework of the narrative emerging in different environments. The increase in the number of platforms increases the variety in narrative structures and contents. These narratives come to the fore with concepts such

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as multimedia narrative, cross-media narrative, transmedia and hybrid media. Although these narrative environments are also mentioned, the study proceeds through the cross-media narrative.

Although cross-media narrative started with traditional media, today it increases narrative environments with new media mediums. Cross-media narratives are seen as a narrative that succeeds in one field and a narrative that continues its success with narration in another field. Within the framework of cross-media narration, a story appears before the audience and readers both in the novel, in the cinema and in different platforms such as a television series. In addition, it carries its narrative to new environments with the new media and social media that have been used recently. In addition, while each narrative medium takes place on these platforms with its own narrative features, it also reveals differences in terms of time and space according to the narrative environment. In the study, “Aşk-ı Memnu”, a narrative seen as a cross-media narrative, is chosen randomly within the framework of a purposeful sample. The narrative features of the selected sample are examined in terms of translating the novel into a script, adapting it to a film, giving it as a television series and presenting it via social media. In addition, the narrative named “Aşk-ı Memnu” chosen as an example is studied in the context of time-space narrative features according to each new platform.

Multiple Narrative Environments

The effects of similar processes of people and societies are among the reasons why many different branches of art such as novels and cinema benefit from each other. The relationship between literature and cinema is gaining new dimensions with the introduction of television. Since its first broadcast, television producers have been interested in literary works, and adapted TV series and movies have taken their place among television programs in a short time. Therefore, it reveals the cross-media narrative with the narrative transition with these adaptations between literature, novel and television over time. With the use of computers and digital media in publishing together with the developing technologies, visual narrative areas are expanding their platforms. In the 2000s, the concept of convergence is being used in multi-media narrative environments. The web interface, which has started to be presented in the web environment, offers a new set of systems that contain the content of other media, without being independent and isolated from the content in traditional channels. With the emergence of this new publishing field, new content structuring and production processes such as multimedia, cross-media and transmedia reveal the important aspect of the convergence concept (Bolter & Grusin, 2000). Hybrid media narrative, which is a different narrative medium, also joins these. These narrative platforms, which have similar characteristics with each other, continue the narratives they present in traditional media environments in new media contents. New media narrative environments also show important characteristics different from traditional media in content creation. One of these characteristic features is that the same content is constantly reproduced and shared in different media. With the transfer of contents to multiple media, developments and diversity in narrative forms arise. Especially the developments in digital technology and the convergence process are emerging as an important factor in the formation of multimedia contents.

Multimedia is defined as content that uses a combination of different content forms such as text, sound, image, animation, video and interactive content (Matulac, 2016). According to Aktaş, multimedia is “a platform that contains different communication elements such as data, sound, text, moving or still graphics, images, pictures and movies in a communication network.” (2014). Along with the content created and circulated with the multimedia systems that emerged with the developing technologies, there is a change in the experience of the audience or users and the criteria of taste.

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