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**LET ME TELL YOU A STORY –  
TEACHING TRANSMEDIA IN HE  
DR ANNA ZALUCZKOWSKA,  
READER IN FILM**

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## **ABSTRACT**

Bolton Storyworld, a transmedia platform, is a practice based research project at the University of Bolton run by students and staff and supported by a Manchester based transmedia production company, Bellyfeel. Together we have been interested in discovering the most effective ways to write, produce, and to teach the necessary skills for transmedia, an emerging form of production. We have run 3 trials of a locally based interactive project as prototypes. These have helped us make some interesting discoveries about how to write effectively for the form and how to teach it as part of a programme of media production at HE level. To date we have analysed our work in relation to new media theorists and practices Zaluczkowska & Robinson (2014). This article reports a work in progress that aims to place the outcomes much more firmly in an educational context.

## **STATEMENT OF CONTRIBUTION**

Anna Zaluczkowska was the lead author of this output, instigating its conception and undertaking the majority of the research and writing of the article. At the time the output was researched and drafted the co-author, Jamie Coles, was undertaking their PhD under Zaluczkowska's supervision. Zaluczkowska brought Coles into the research project in order to integrate a student perspective into the analysis and therefore shared the authorship. The article was published in *The Media Education Research Journal*, the leading publication in this field.

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