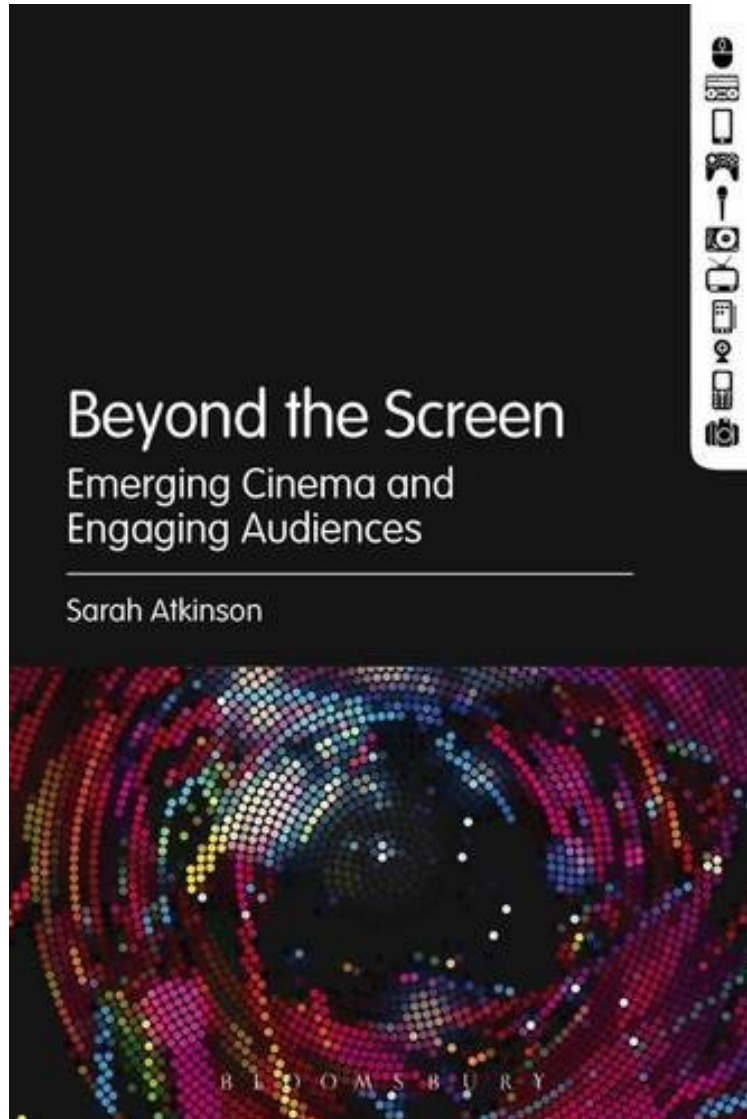


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Beyond the Screen: Emerging Cinema and Engaging Audiences

Sarah Atkinson

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Sarah Atkinson : Beyond the Screen: Emerging Cinema and Engaging Audiences before purchasing it in order to gauge whether or not it would be worth my time, and all praised Beyond the Screen: Emerging Cinema and Engaging Audiences:

Beyond the Screen presents an expanded conceptualization of cinema which encompasses the myriad ways film can be experienced in a digitally networked society where the auditorium is now just one location amongst many in which

audiences can encounter and engage with films. The book includes considerations of mobile, web, social media and live cinema through numerous examples and case studies of recent and near-future developments. Through analyses of narrative, text, process, apparatus and audience this book traces the metamorphosis of an emerging cinema and maps the new spaces of spectatorship which are currently challenging what it means to be cinematic in a digitally networked era.

[Atkinson's] comprehensive survey, coupled with her exacting analysis of emerging trends, remains an invaluable resource for theorists and practitioners alike. -- Bronwin Patrickson * Journal of American Studies of Turkey * A dizzying amount of case studies have been documented in this overview of media texts and viewing platforms ... Atkinson has documented cutting-edge developments in exhibition and distribution in order to demonstrate how audiences might interact with media narratives in the future. * Alphaville: Journal of Film and Screen Media * This is a thought-provoking and fascinating book for all those engaged in navigating and understanding emerging and expanded forms of 'cinema'. We're faced daily by a dizzying new media landscape, to be sure, and Atkinson shows us some compelling ways through it which usefully draw and build on existing film studies conceptualisations. -- Catherine Grant, Senior Lecturer in Film Studies, University of Sussex, UK, and editor of REFRAME Beyond the Screen offers a fascinating and insightful study into the way that technology is changing the relationship between moving image and audience and how these changes are reshaping the very meaning of cinema. Combining historical, narratological, industrial and audience research of case studies ranging from major studio releases to experimental mobile films and ARGs, Atkinson's book offers essential reading for anyone wanting to understand what cinema is becoming. -- Elizabeth Evans, Lecturer in Film and Television Studies, Nottingham University, UK Beyond the Screen is a welcome and refreshing investigation of the art form we call cinema. However, this century-old form of screen-based storytelling has vaulted over the antiquated definitions of it that we have customarily used, and Dr. Atkinson examines the new world of cinema in all of its many forms. She investigates transmedia storytelling, audience sourced stories, stories told on iPads and many other emerging genres. To help the reader grasp the various concepts she discusses, she not only works out a new grammar for the field but also offers numerous case histories, some of which might already be known to the reader but a number of which are sure to be unfamiliar but fascinating. -- Carolyn Handler Miller, author of Digital Storytelling, Third Edition: A Creator's Guide to Interactive Entertainment About the Author Sarah Atkinson is Principal Lecturer in Principal Lecturer in Film and Media at the University of Brighton, UK, and an audio-visual arts practitioner undertaking explorations into new forms of fictional and dramatic storytelling in visual and sonic media.