

# TRANSMEDIA

MANUEL GAGO

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@magago

Multimedia

Vs

Transmedia

CUENTA ATRÁS PARA LA FIESTA DEL FÚTBOL »

# O Rei Brasil

JOSÉ SÁMANO 2

Con la victoria como única ruta y tras el Maracanazo de hace 64 años, la canarinha afronta un torneo marcado por la presencia de todos los campeones de la historia (Brasil, Uruguay, Argentina, Italia, Alemania, Francia, Inglaterra y España) y de los tres iconos mundiales del fútbol (Messi, CR y Neymar) • Del Bosque tendrá que retocar el mecano sin desteñir el estilo, doble reto

ENTREVISTAS | VIDEOGALERÍAS »

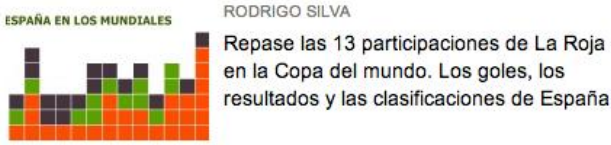


## EL PAÍS Mundial

EL PAÍS **174.43**  
 Repase todas las ediciones desde que se fundó EL PAÍS (1976) a través de nueve entrevistas con internacionales españoles

GRÁFICO »

## España en los Mundiales

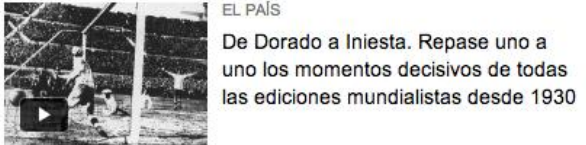


## El Mundial, en vídeos

EL PAÍS  
 Goles, paradas, finales, penaltis... reviva algunos de los momentos más mágicos de la Copa del Mundo

VÍDEOS »

## Las 19 finales de la historia



SÍGUENOS EN Twitter Facebook Google+

EL PAÍS +

Ventajas para suscriptores




SUSCRÍBETE A EL PAÍS

- INTERNACIONAL
- ESPAÑA
- POLÍTICA
- OPINIÓN
- ECONOMÍA
- TECNOLOGÍA
- MOTOR
- SOCIEDAD
- DEPORTES

- ... Fútbol
- ... Baloncesto
- ... Tenis
- ... Ciclismo
- ... Fórmula 1
- ... Motociclismo
- ... Golf
- ... Otros deportes
- ... Liga de Fútbol
- ... Champions League
- ... Europa League
- ... JJOO
- ... Eurocopa
- ... Mundial Baloncesto
- ... Mundial de Fútbol

CULTURA

QUICK VIEW

FOLLOW:     DONATE 

# BEGIN THE JOURNEY

Travel through the terrain of war  
from the invasion of Normandy to the  
siege of Berlin.

ABOUT THE TV SERIES

START HERE

REMEMBER THE HEROES

CREDITS PRIVACY POLICY TERMS CONTACT

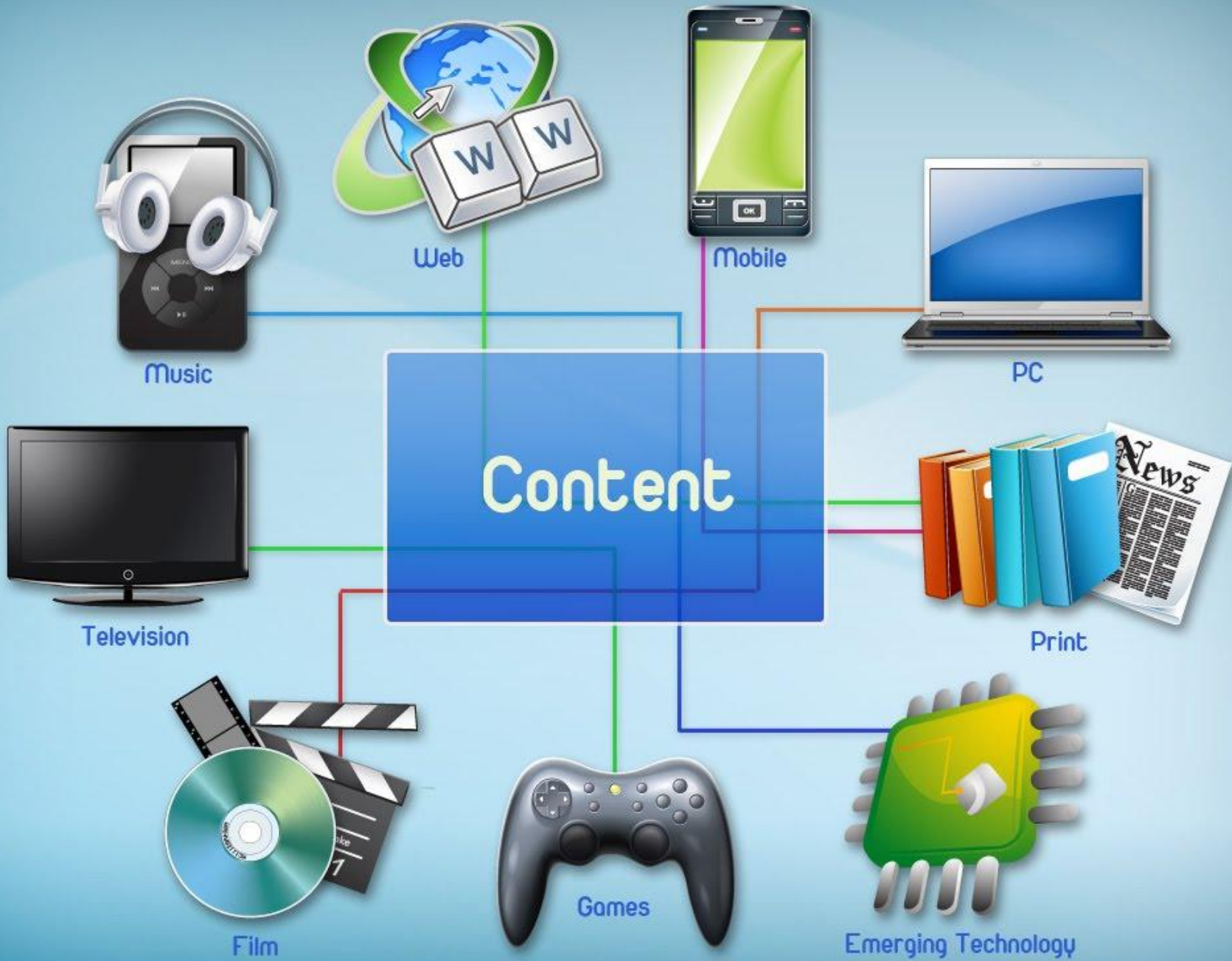
## D-DAY TO VICTORY

SOUND ON FULLSCREEN



<http://ddaytovictory.ca/>





Music

Web

Mobile

PC

Content

Print

Television

Games

Emerging Technology

Film



## El Viejo Mundo

Franquicia de Medios Tradicionales

Película



Juego



Libro



El todo es menos que la suma de las partes: conclusión insatisfactoria al consumir todas las piezas



## El Nuevo Mundo

Franquicia Transmedia

Película



Juego



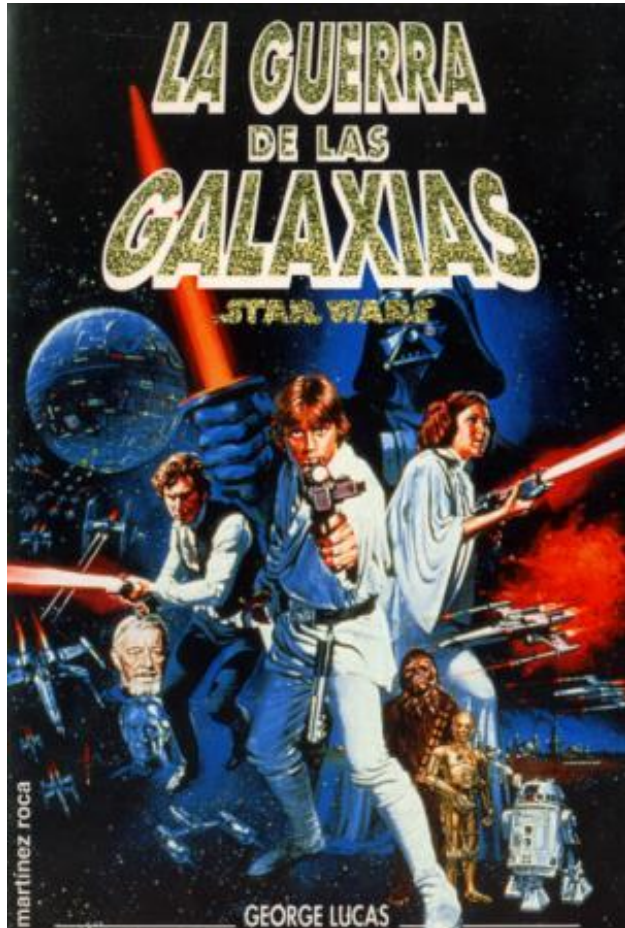
Libro



El todo es más satisfactorio que la suma de las partes: euforia por la recolección de las piezas



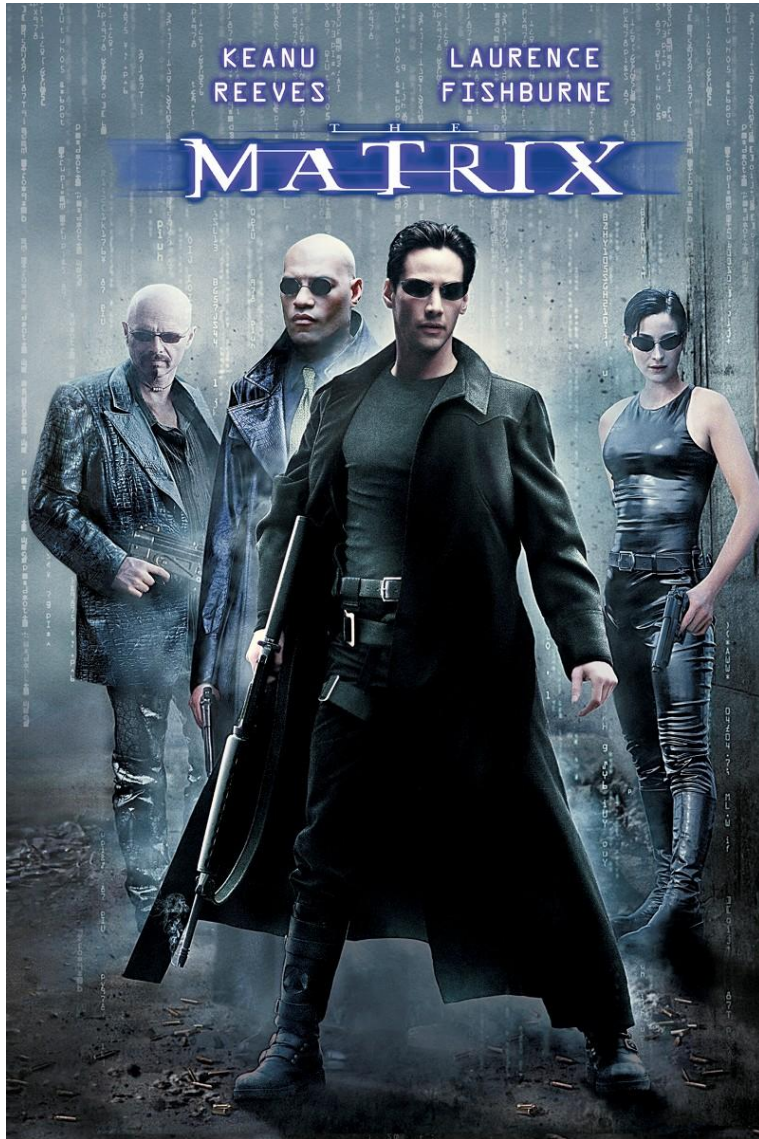
# Transmedia como estructura narrativa contemporánea





**Eu definín o transmedia como a cultura  
producida para a xeración que medrou mirando  
Pokémon, Star Wars e He-Man e os Masters do  
Universo.**

***Henry Jenkins***



(1999)

Matrix & Philosophy (ensaio)  
(2002)

The Matrix Reloaded (filme)  
*7 de maio de 2003*

Enter the Matrix (videoxogo)  
*15 de maio*

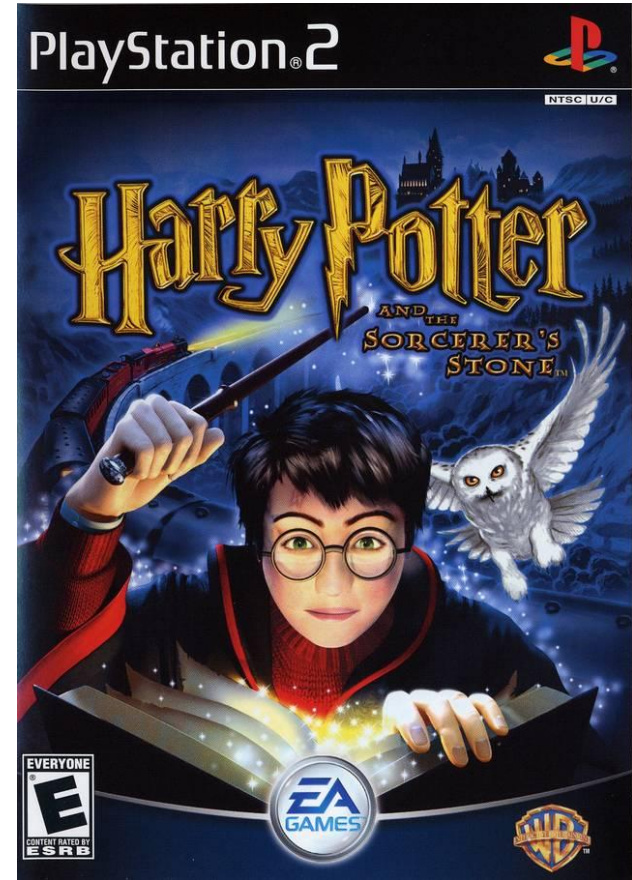
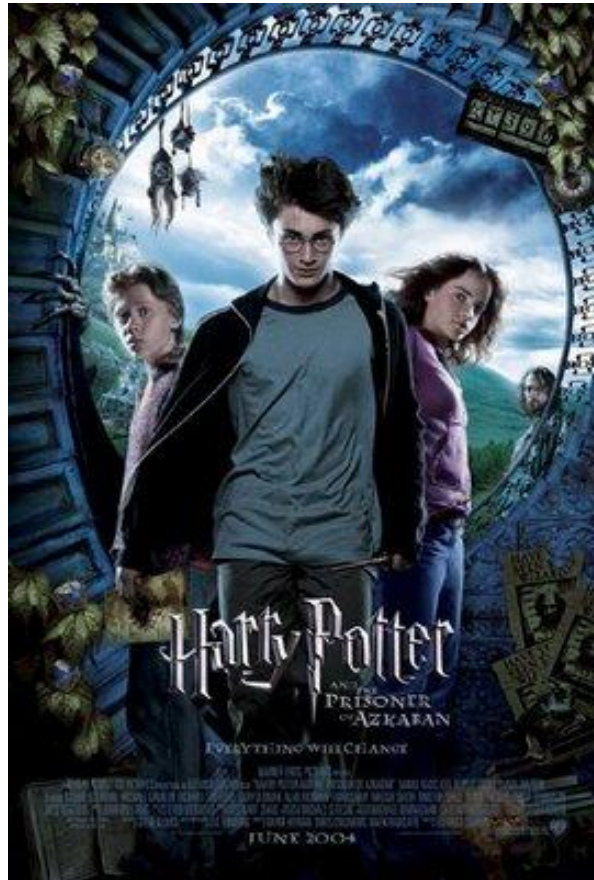
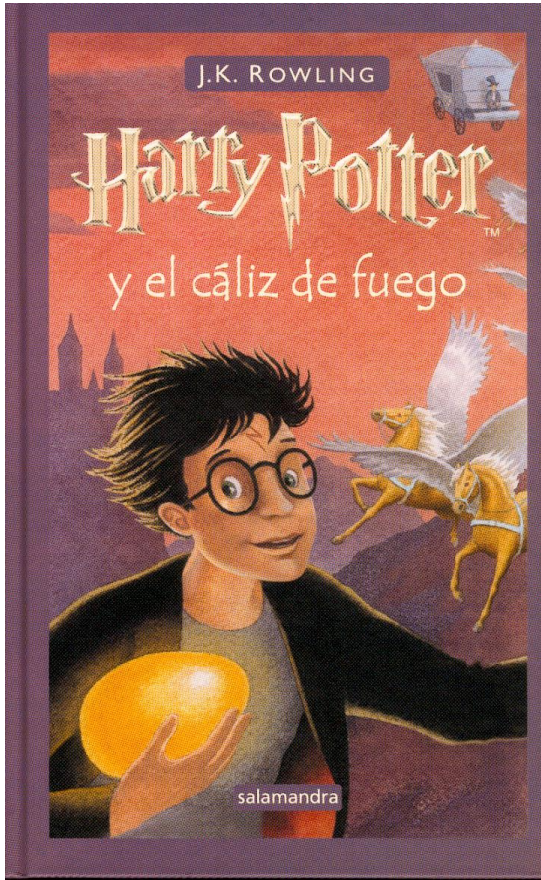
Animatrix (BD)  
*3 de xuño*

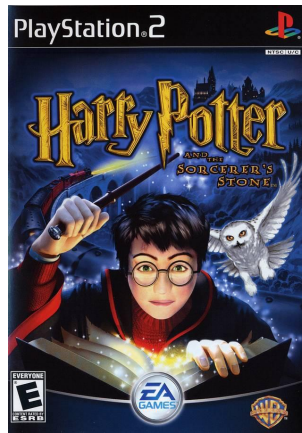
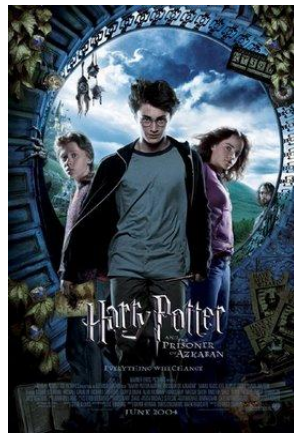
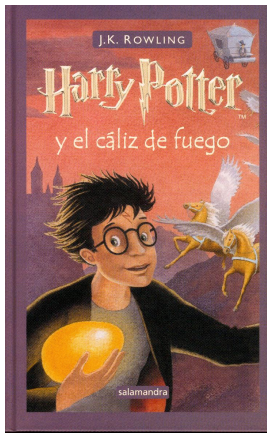
Matrix Revolutions (filme)  
5 de novembro

2005:  
The Matrix Online MMORPG  
(videoxogo)

Comics na web

The Matrix Comics










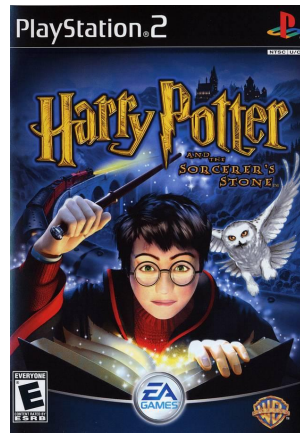
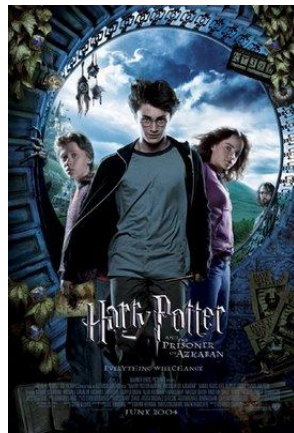
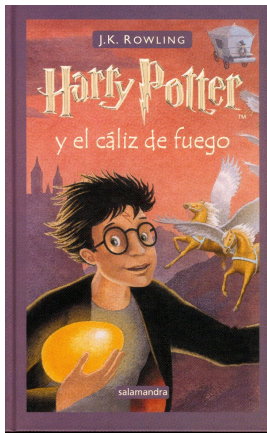
 Books > Harry Potter

 Crossovers  Communities  Forums 

Filters

532K | Page 1 2 3 4 11 .. Last Next >

-  [Not everything is about me](#) > by [Cake Eyes](#) *reviews*  
Find out what really happened in the fourth year as Harry and Snape team up to find out who has been stealing from Snape's private stores. Rated T for future chapters.  
Rated: T - English - Humor/Friendship - Chapters: 2 - Words: 3,384 - Reviews: 1 - Favs: 6 - Follows: 8 - Updated: May 24 - Published: May 23 - Harry P., Severus S., Parvati P.
-  [When the Dust Settles](#) > by [TheGirlWhoRemembers](#) *reviews*  
Many lives were lost at the Battle of Hogwarts. But for the survivors, life continues, through good and bad. Or, a series of oneshots about Dumbledore's Army after the War. Latest update: Justin ponders his business, meets someone new, and contemplates a dilemma. Or, the one in which Anthony might just end up killing a DA comrade.  
Rated: T - English - Friendship/Romance - Chapters: 9 - Words: 12,654 - Reviews: 5 - Favs: 6 - Follows: 7 - Updated: 40m ago - Published: Apr 16
-  [Miss Congeniality](#) by [quillstrokes](#)  
Auror wanna-be Lily Evans expects a lot in life and in order to get what she wants, she must go undercover in the pureblood controlled Miss Witch Wonder Pageant. What she doesn't expect, is learning that maybe everything she wants is exactly the opposite of what she needs. XxxJily AU based off the 1999 movie "Miss Congeniality"xxx  
Rated: T - English - Romance/Humor - Chapters: 1 - Words: 3,873 - Published: 44m ago - [James P., Lily Evans P.]
-  [Die Sommeraffäre](#) > by [Kalliope91](#) *reviews*  
James Potter und Scorpius Malfoy können sich nicht ausstehen, aber ein Sommer und ein verpatzter Zaubertrank ändern alles. Warnung: Slash, mpreg  
Rated: T - German - Family/Romance - Chapters: 19 - Words: 42,588 - Reviews: 5 - Favs: 1 - Follows: 1 - Updated: 48m ago - Published: May 26 - [James S. P., Scorpius M.]
-  [The Greasy Guide to HP: The Elven Court](#) > by [greasy snivellus](#)  
Confused with the elements of HP: The Elven Court? Fear no more, the Greasy Guide to the HP: TEC AU is here!  
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# TRANSMEDIA

Son historias contadas a través de múltiples medios

Nas narrativas transmedia cada medio fai o que mellor sabe facer.

As narrativas transmedia cada medio fai o que mellor sabe facer.

As narrativas transmedia son resultado dunha produción integrada.

As narrativas transmedia son unha rede de personaxes, sucesos, lugares, tempos e medios.



# HERDEIROS POLA FORZA

PATRIMONIO CULTURAL, PODER E SOCIEDADE  
NA GALICIA DO SÉCULO XXI

XURXO AYÁN / MANUEL GAGO



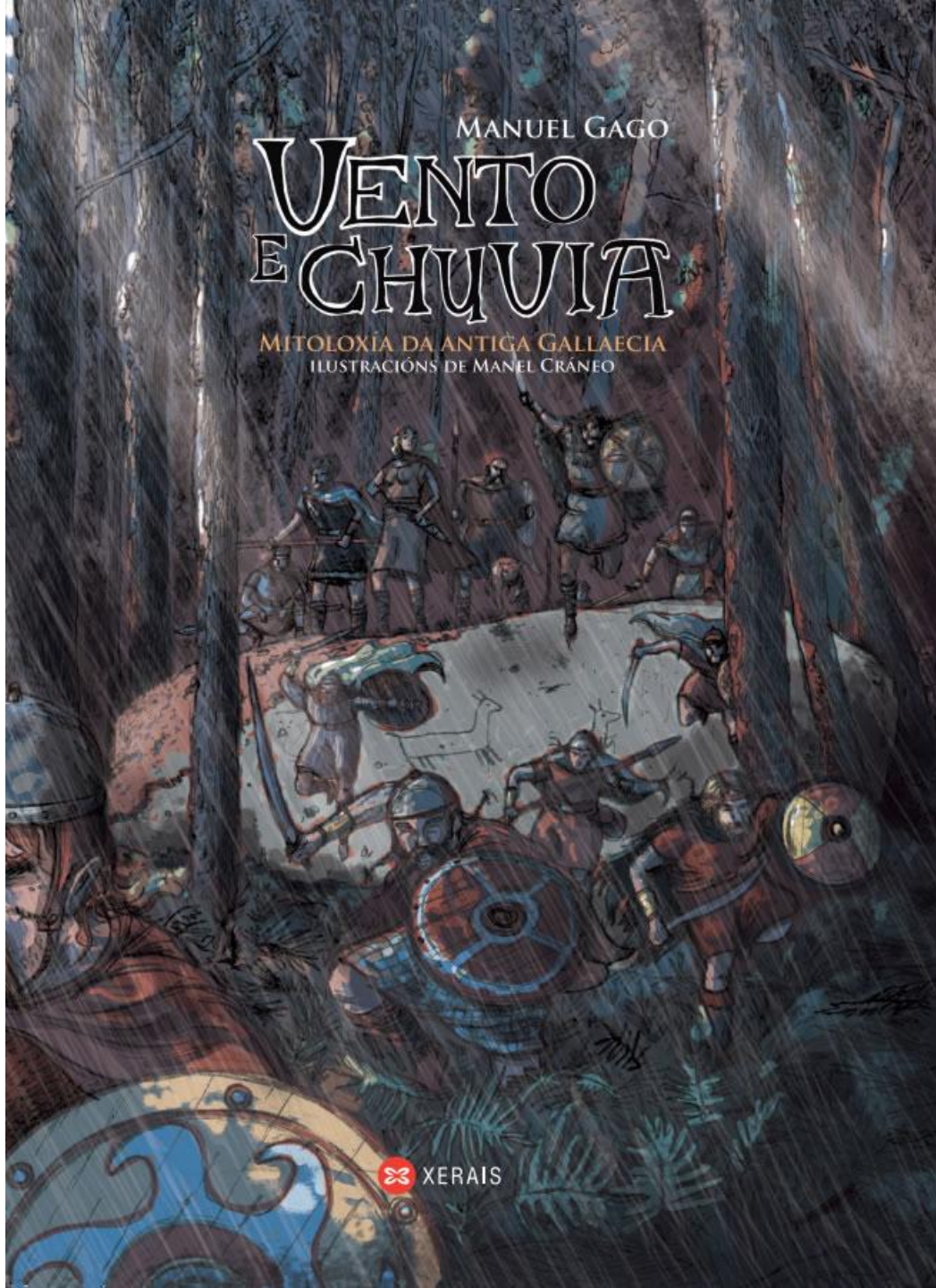




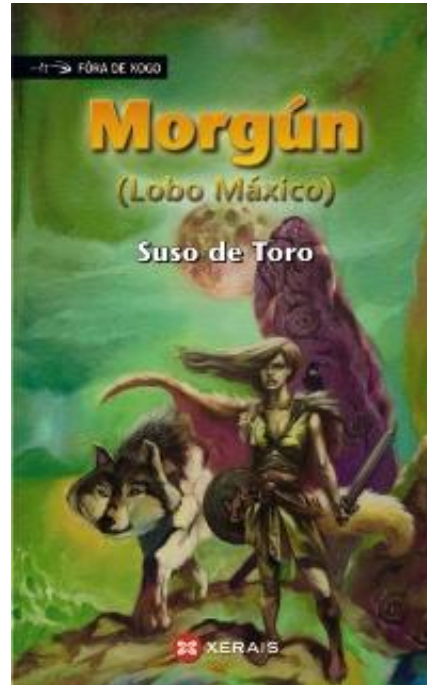
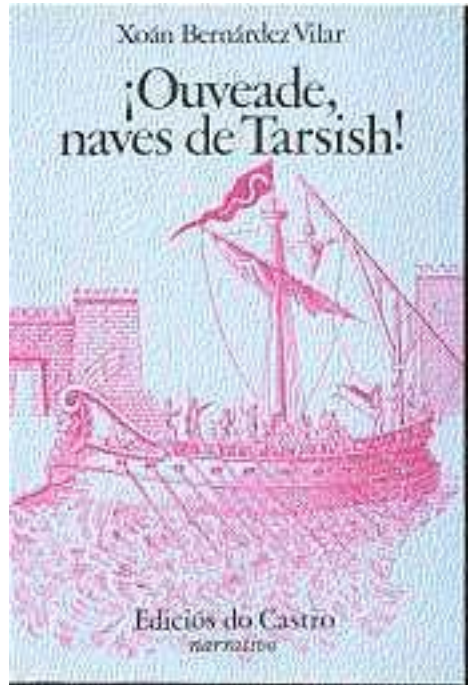
MANUEL GAGO

# VENTO E CHUVIA

MITOLOXÍA DA ANTIGA GALLAECIA  
ILUSTRACIÓNS DE MANEL CRÁNEO



# A idea, o proxecto



# A idea, o proxecto

[www.galiciaalnatural.blogspot.com](http://www.galiciaalnatural.blogspot.com)



*Jorge Vilas Souto*

CIPPUS, CUI NOMEN PETRONUM ADEST  
EI NAVIM S. JACOBI ZEBEDÆI CORPORIS  
VECTRICEM ALLIGATAM FUISSE  
PIE CREDITUR.







FUENTE  
DEL  
CARMEN

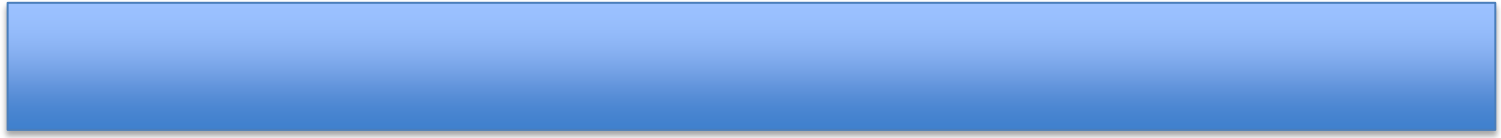
ER. CARLOS III. SIENDO



FUENTE  
DEL  
CARMEN

...INANDO EL S. D. CARLOS III. SIENDO

# A idea, o proxecto



Literatura



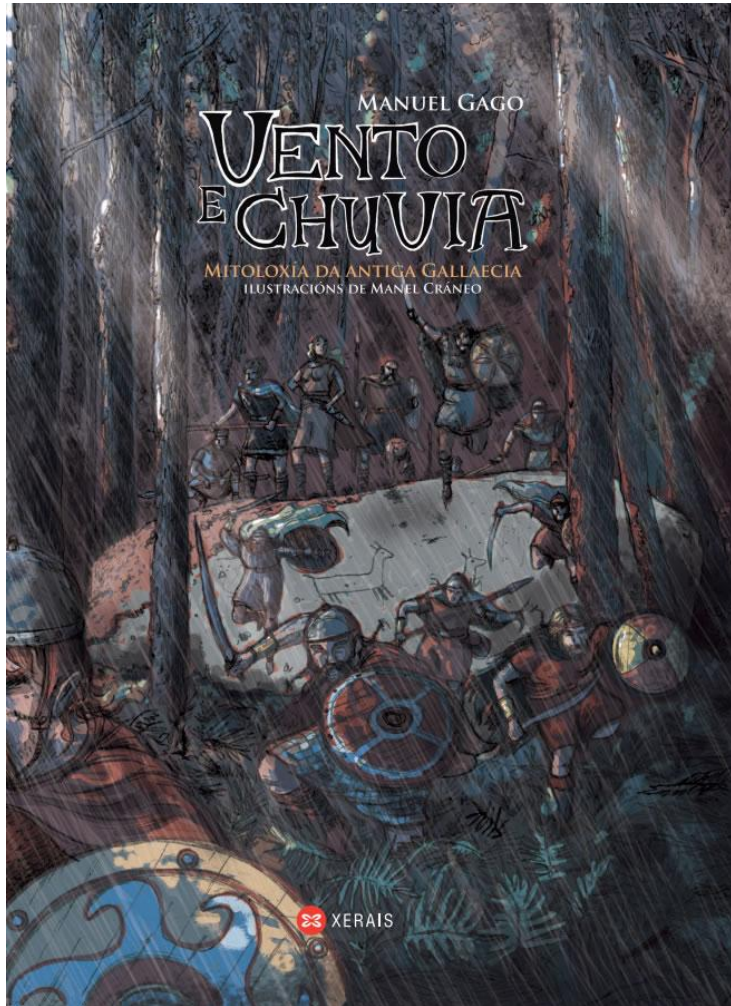
Historia das Relixións, lingüística, etnografía histórica, etc.



Arqueoloxía



# Que é Vento e Chuvia?



Un libro con  
varios sentidos  
de lectura

Ficción

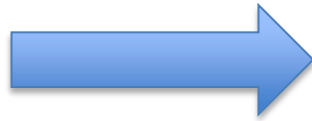
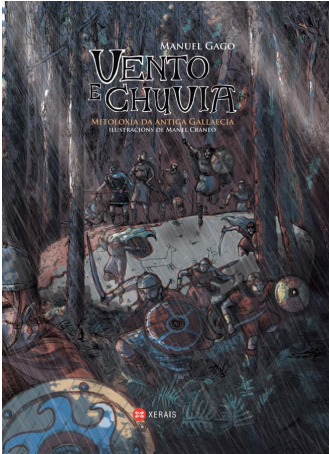


Divulgación

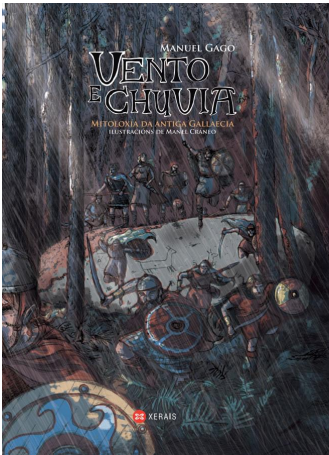


Erudición

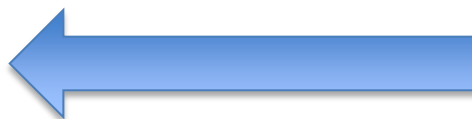
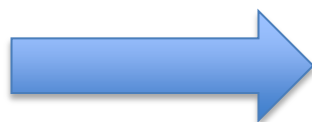
# Que é Vento e Chuvia?



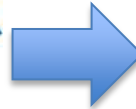
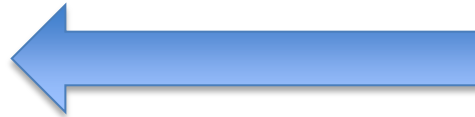
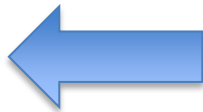
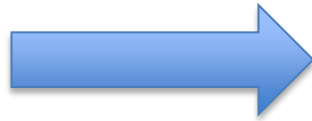
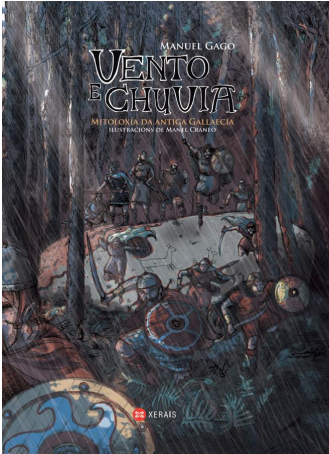
# Que é Vento e Chuvia?



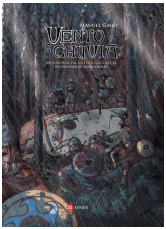
# Que é Vento e Chuvia?



# Que é Vento e Chuvia?



# Que é Vento e Chuvia?



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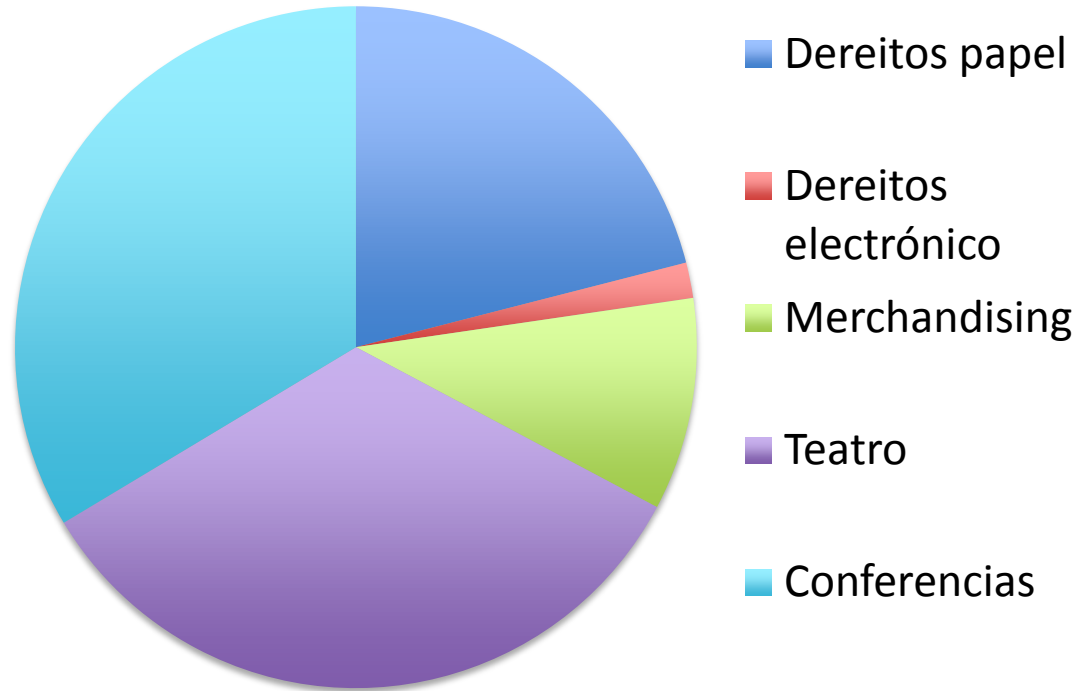
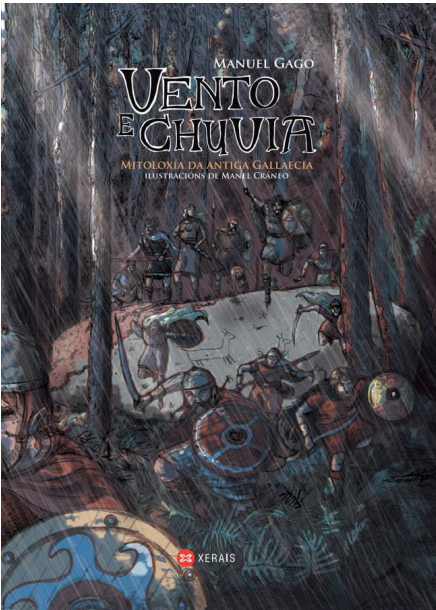


# Que é Vento e Chuvia?

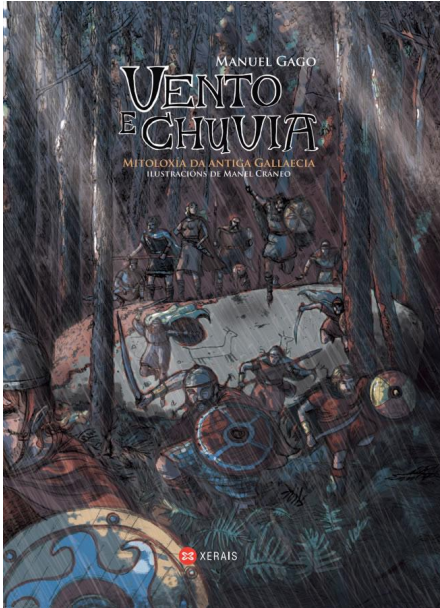


# Previsión de explotación económica 2013-2014

## Ingresos



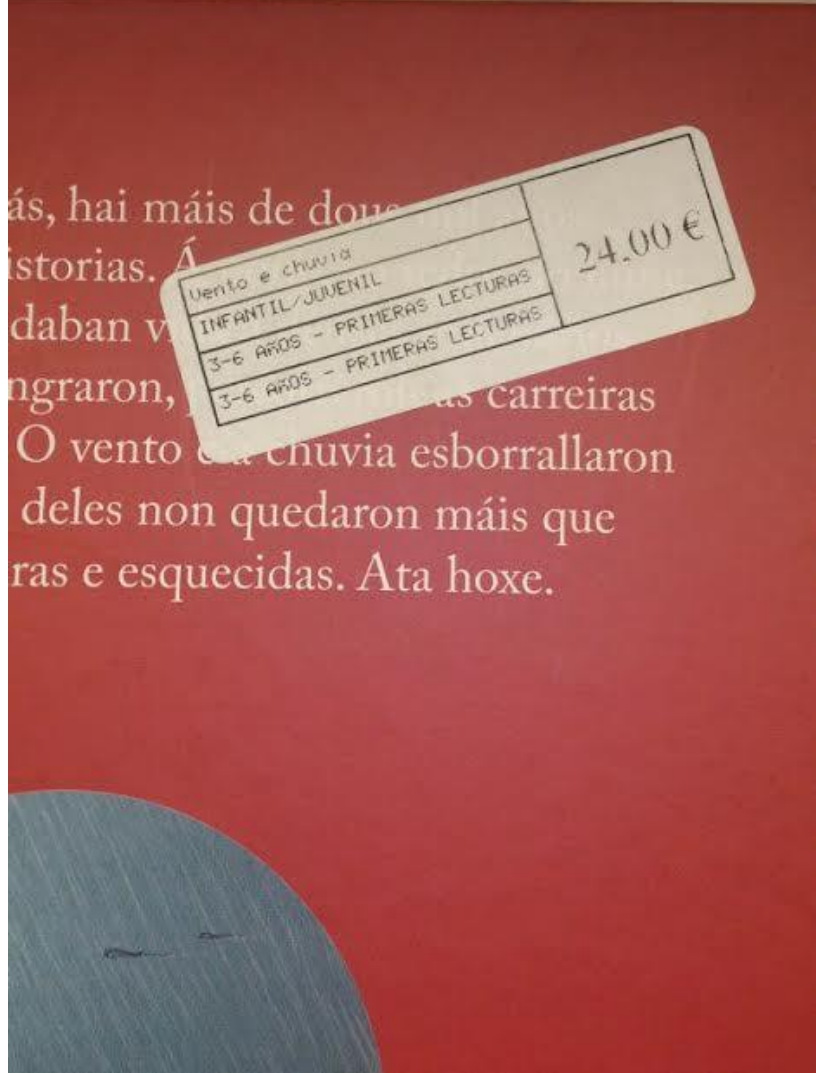
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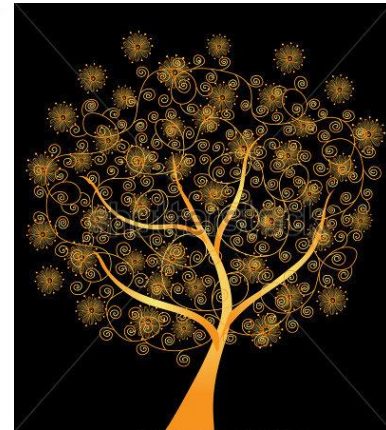
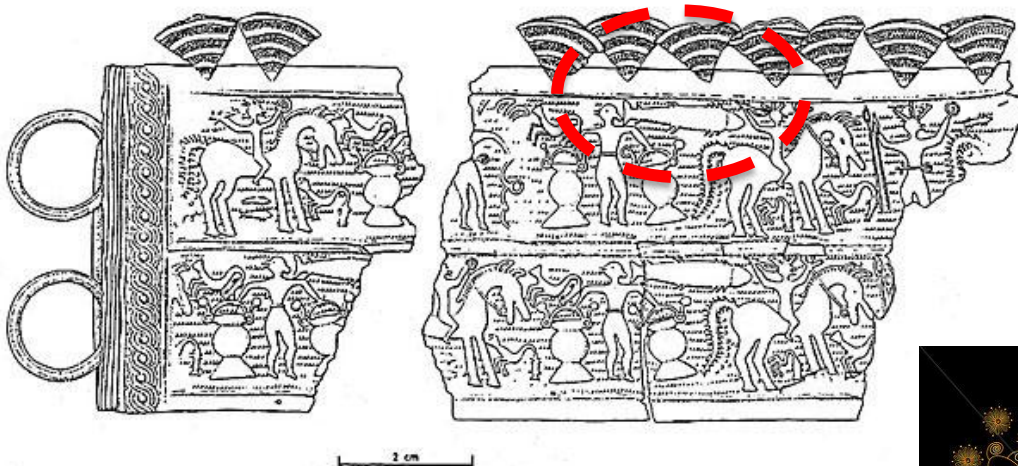
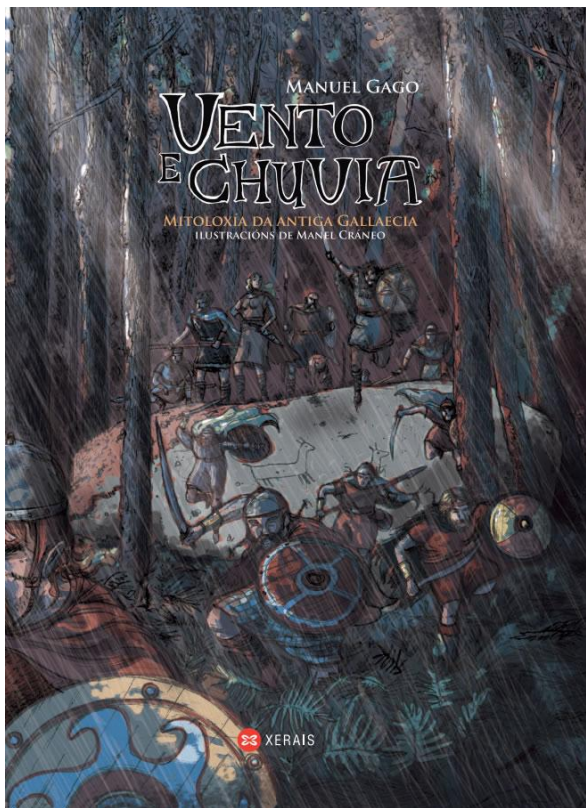
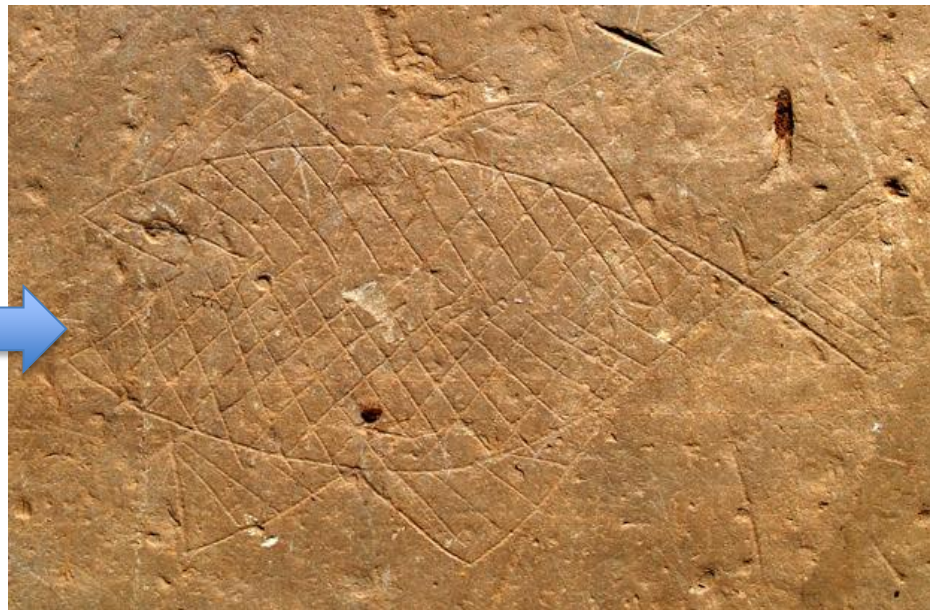
1ª Edición (1200) : rematada en dous meses.

2ª Edición (800): previsións de remate en xuño.

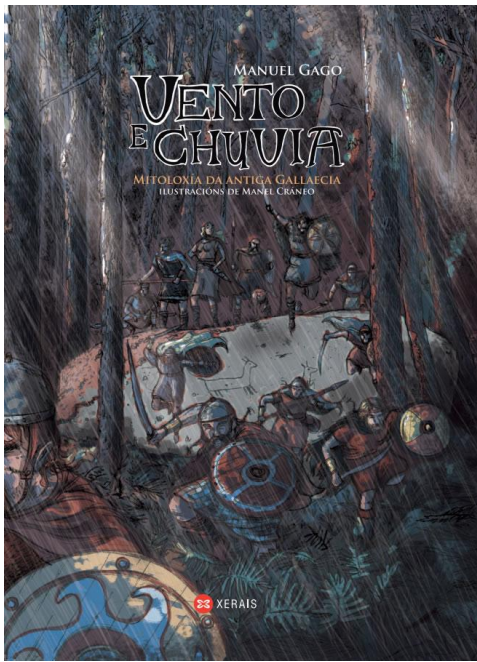
3ª Edición (verán 2014): posible redefinición do concepto editorial.



Un libro “distinto” é un libro que non se sabe onde encaixar e iso é un problema no sector.



**ADULTOS**



**MITOLOXÍA**



**SAGAS**



**NOVELA**

**NENOS**



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**magago@gmail.com**

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