



Emerging Dynamics in Audiences' Consumption of Trans-media Products

The Cases of Mad Men and Game of Thrones as a Comparative Study between Italy and New Zealand

By Carmen Spanò

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Promotional "headline" (1 line): An investigation of the new forms of empowered agency possessed by national audiences with reference to two particular television texts: *Game of Thrones* and *Mad Men*

The book investigates the new forms of empowered agency possessed by national audiences with reference to two particular television texts: *Game of Thrones* and *Mad Men*. The two popular American TV shows are highly successful products of the convergence era, characterized by trans-media storytelling as a strategy and the interconnection of audiences' multiple practices of reception and fruition. The book argues how the analysis of audience engagement with trans-media texts will disclose important information about the various ways people organize their lives around media and how these activities help them to make sense of the world they live in.

Contents

1. Introduction; 2. Rethinking Audiences in a Trans-Media, Transnational Age; 3. National Audiences and Consumption Trends in Nondominant Media Markets; 4. The Peculiarities of Mad Men and Game of Thrones in the Trans-Media Ecosystem; 5. Trans-Media Storytelling and Fans' Modes of Engagement: An Overview; Appendix I: Survey Questions; Appendix II: Focus Group Topics; Bibliography; Index.

About the Author(s) / Editor(s)

Carmen Spanò holds a PhD in media, film and television from the University of Auckland, New Zealand. Her academic research interests lie in media representations and convergence, audience research, media reception and consumption.

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