



You are invited to a presentation for the Cultural Enquiry Research Group (CEREG), School of Education and Arts.

The Hybrid Frontier: Genre and Transmedia Storytelling in the *Defiance* Franchise

Presenter: Nicholas William Moll
School of Education and Arts
Federation University Australia

Date: Monday 2nd March 2015 at 6.00pm with the seminar commencing at 6:15pm until 6:45pm, followed by questions.
Venue: Room F200, F Building, Mt Helen Campus

DRINKS AND NIBBLES WILL BE PROVIDED

RSVP: Thursday 26th February 2015
Demelza Hall, Federation University Australia. Email d.hall@federation.edu.au

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Seminar Synopsis:

Transmedia storytelling is a term used to describe a media franchise that shares narratives between its productions. Operating across varied collection of media industries and involving multiple creative talents, transmedia storytelling often encounters problems of consumer attentiveness, narrative boundary and consistency of experience between productions. The Western/Post-Apocalyptic media franchise *Defiance* is an example of transmedia storytelling that shares plot, characters, setting and *mise en scène* between its massively multiplayer online game and television series incarnations.

This paper argues that *Defiance* addresses the problem associated with transmedia storytelling in an innovative manner, through the franchise's mixture of Western and Post-Apocalyptic genres. Each production of *Defiance* emphasizes a different genre within the franchise's mixture. The game emphasizes the Post-Apocalyptic genre, challenging the players with invading waves of raiders, rampaging hoards of mutants and other hazards of a malicious landscape. The series emphasizes the Western genre, presenting audiences with a tightly knit frontier town struggling with its loss of independence to an expanding government. The distinct emphasis of each production links concepts of genre to the function of media types, balancing setting and narrative with distinct consumer experiences. Through the interlinking of genre and media, *Defiance* compartmentalizes its productions into two interlinked wholes that create a boundary based on media and consumer experience, not narrative. In doing so, *Defiance* addresses the problems associated with transmedia storytelling in an innovative manner.



Nicholas William Moll is a post-graduate student and associate staff member at Federation University Australia. Intensely interested in the interweaving of the Western genre, media form and franchising, Nicholas' research focuses on how form and function of genre translates across media and historic boundaries. He first attended Federation University under its predecessor, the University of Ballarat, in 2003, earning a Diploma and Bachelor of Arts (Honours) in Professional Writing and Editing. Currently Nicholas' thesis, entitled Kemo Sabe: Tonto as a developing construction of the Indian character type is under examination.