

Contents

<i>List of Figures and Tables</i>	vii
<i>Acknowledgements</i>	viii
<i>Notes on Contributors</i>	ix
Introduction: The Contexts of Contemporary Screen Narratives: Medium, National, Institutional and Technological Specificities <i>Anthony N. Smith and Roberta Pearson</i>	1
Part I Production	
1 <i>Super Mario</i> Seriality: Nintendo's Narratives and Audience Targeting within the Video Game Console Industry <i>Anthony N. Smith</i>	21
2 <i>The Muddle Earth</i> Journey: Brand Consistency and Cross-Media Intertextuality in Game Adaptation <i>Claudio Pires Franco</i>	40
3 Distortions in Spacetime: Emergent Narrative Practices in Comics' Transition from Print to Screen <i>Daniel Merlin Goodbrey</i>	54
4 Lengthy Interactions with Hideous Men: Walter White and the Serial Poetics of Television Anti-Heroes <i>Jason Mittell</i>	74
5 It's a Branded New World: The Influence of State Policy upon Contemporary Italian Film Narrative <i>Gloria Dagnino</i>	93
6 <i>Memento</i> in Mumbai: 'A Few More Songs and a Lot More Ass Kicking' <i>Iain Robert Smith</i>	108
7 A Case of Identity: <i>Sherlock, Elementary</i> and Their National Broadcasting Systems <i>Roberta Pearson</i>	122

Part II Circulation and Reception

- 8 **Storyselling and Storykilling: Affirmational/
Transformational Discourses of Television Narrative** 151
Matt Hills
- 9 **Whistle While You Work: Branding, Critical Reception
and Pixar's Production Culture** 174
Richard McCulloch
- 10 ***Hidden in Plain Sight*: UK Promotion, Exhibition
and Reception of Contemporary French Film Narrative** 190
Cécile Renaud
- 11 **Serial Narrative Exports: US Television Drama in Europe** 205
Alessandro Catania
- 12 **Multimedia Muppets: Narrative in 'Ancillary' Franchise
Texts** 221
Aaron Calbreath-Frasieur
- Index* 238