

Bangtan Universe: The construction of a universe by transmedia storytelling.

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Abstract

At a time when collective intelligence is on the rise, the viewer has as powerful and decisive media power almost as large as companies, being able to take control of different media platforms. The transmedia language appears as a way of telling a story through these different media, with contents designed for each of them in order to complement each other for the best performance of the whole. The analysis performed here regarding the Bangtan Universe seeks to explore a transmedia narrative that has expanded from the video clip to other platforms, such as short films, books and comic books, highlighting the influence of fans in this narrative as well as tracing the method used by the band in expanding this universe to its different media.

Introduction

Being popular, mainly through films, books and series, the transmedia storytelling proposes a new way of relating to the products created by large communication companies, directors and writers. By dividing diverse content into different media, where they all bring new information about a universe, the knowledge is complementary and converges. The research sought to unite the concepts of transmedia storytelling with the analysis of the language expansion of the fictional universe created by the South Korean pop group BTS, which after the launch of the quadrilogy of music videos "The Most Beautiful Moment in Life" in 2015, continues today to launch products from this universe on different platforms.

Methodology

The case study of this transmedia portrays a media that has expanded from BTS music videos (Bangtan Universe) to other platforms. Henry Jenkins and his study in "Convergence Culture: Where Old and New Media Collide" were used and approached as the main author for dialogue,

with Jenkins being one of the most important scholars in the area of culture of convergence and transmedia storytelling. An analysis of the concepts of the transmedia storytelling established by Jenkins was carried out, to later trace the positive points and those that were addressed and used in the construction of some other transmedia narratives, to finally arrive at the analysis of the Bangtan Universe.

Analysis and Conclusion

The perception of a new way of making transmedia storytelling, which continues to be explored in Bangtan Universe attracts not only fans of the group, who today is establish as one of the biggest fandoms on the internet and who manage to generate engagement and topics for prolonged discussions on social networks. But it also attracts those who have an interest in the media explored individually, making it not necessary to have an interest in the musical content of the group to understand the BU. The connection between all of the media is profound, with clues and subliminal messages spread throughout all of the records already published about this universe. The non-chronological order of events in the universe requires time and dedication from fans for a deeper understanding of the facts. This makes the experience richer and more interactive, differentiating itself from other ways and strategies of producing and consuming a transmedia narrative.

Based on observations and personal considerations, a method used by the group was observed, consisting of:

- connections and narrative chain between platforms;
- emotional connection with the artists;
- encouragement to interactivity.

This thesis was presented and defended at the Faculty of Cinema and Digital Media at IESB, in Brasilia/Brazil in 2020.
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