

Roundtable proposal

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## **Sign, systems and transmedia storytelling**

Main concept of the session

The panel is open to receive works that contemplate conceptual and empirical analysis based on semiotic studies about transmedia storytelling, its mediatic context, the changes in the communication processes and the impact on society. It will be considered proposals that foster discussion about the uses of technology and their contents, as well as the logical unfolding of transmedial experiences in the construction of phenomenological narratives, which expand the approach to the systems of mediation within media convergence. The panel is interested in proposals that contribute to the construction of philosophical and conceptual foundations as well as case studies in which the transmedial logic can be analyzed from the semiotic perspective.