



## Shakespeare reception through transmedia in the digital age: expanded problems in expanded media?

**Vasso Giannakopoulou<sup>1</sup>, Elin Sütiste<sup>2</sup>**

<sup>1</sup>University of Cyprus, Cyprus; <sup>2</sup>University of Tartu, Estonia

[vasso@ucy.ac.cy](mailto:vasso@ucy.ac.cy); [elin.sytiste@ut.ee](mailto:elin.sytiste@ut.ee)

Shakespeare's symbolic capital has historically been tapped into to bestow new meaning and promote the most diverse agendas. Today we are facing age-old problems that are taking on new urgency. Shakespeare may have experienced the consequences of the plague, but the recent Covid19 pandemic has taken an unprecedented global scale. So has the devastation of nature and the neo-colonial forms of exploitation of the global south. Migratory mobility has peaked in our times, accompanied by surges of nationalism, racism, and xenophobia. So, if the past is any indication, one would expect Shakespeare's works to be once again employed to address these issues.

At the same time, with the explosive expansion of digital technology that we have been witnessing in the past few decades, the practices and the forms through which the average cultural consumers receive texts has changed dramatically. Our digital age has presented a kaleidoscope of new media platforms for the production and consumption of cultural products. Alongside the traditional theater and film productions, contemporary audiences can receive Shakespeare through transmedia, that is transformations across media, such as video games and RPGs, manga and graphic novels, computer and smart-phone apps, online streaming of theatrical performances, paratextually-enriched screenings that offer extended accessibility, and critical editions on mixed-media platforms, to name but a few. These forms embed the texts in a series of paratexts that frame them in different contexts of reception, add layers of meaning, and also add multimodal lenses through which we experience them.

So, all in all, we have been witnessing the exponential growth both of the problems discussed and the forms of the media they are discussed through. This seminar aims to investigate how transmedia are influencing the reception of Shakespeare's works and to what extent the latter are employed to address the new augmented agendas.

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