

Toward A Tool For Measuring Transmedia Character Coherence



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Toward A Tool For Measuring Transmedia Character Coherence

- Why am I doing this?
- Character coherence and components
- How I used them to build a scale
- My corpus and sample
- The Doom survey
- Results

Why am I doing this?



Transmedia Character Components

Pearson, R. and Uricchio, W., 1991. *The Many Lives of the Batman: Critical Approaches to a Superhero and His Media*. London: Routledge.

Klastrup, L. and Tosca, S., 2004. *Transmedial worlds - Rethinking cyberworld design*. Tokyo, Japan, IEEE Computer Society.

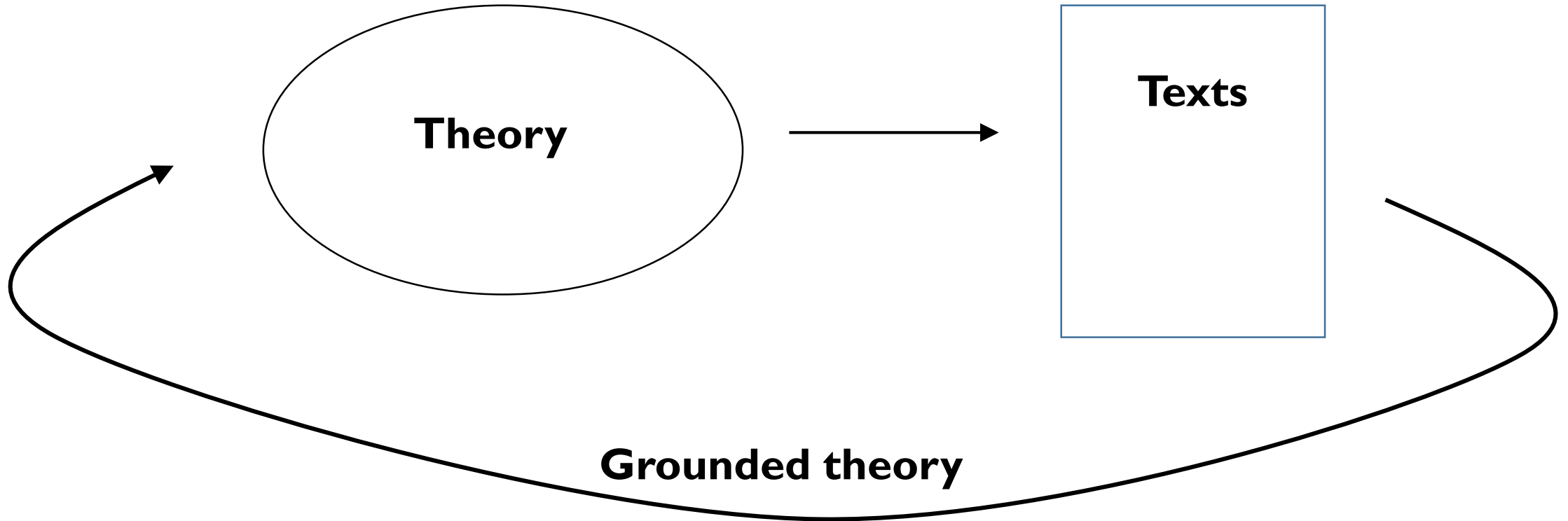
Ryan, M.-L., 2014. Tuning the Instruments of a Media-Conscious Narratology. In: M. Ryan and J. Thon, eds. *Storyworlds Across Media: Toward a Media-Conscious Narratology*. Lincoln, Nebraska: University of Nebraska Press, pp. 25-49.

Bertetti, P., 2014. Toward a Typology of Transmedia Characters. *International Journal of Communication*, p. 2344–2361.

Freeman, M., 2016. *Historicising Transmedia Storytelling*. London: Routledge.

Thon, J.-N., 2019. Transmedia characters: Theory and analysis. *Frontiers of Narrative Studies*, 5(2), pp. 176-199.

Transmedia Character Components



Transmedia Character Components

Pearson and Uricchio

Klastrup and Tosca

Ryan

Bertetti

Freeman

Behaviours

Attributes

Ethos

Mental events

Social rules and values

Modal

Axiological

Appearance

Iconography

Figurative

Dialogue

Figurative

Previous Events

Events

Mythos

Events

Objects

Existents - objects

Textual author

Textual author

Other characters

Recurrent characters

Existents - characters

Actorial

Physical actions

Physical laws

Actantial

Market author

Market author

Locations

Setting

Topos

Setting

Spatial/temporal

Names and titles

Thematic

Transmedia Character Components

Character

Appearance

Names and titles

Physical actions

Behaviours

Dialogue

Character's world

Other characters

Objects

Locations

Previous Events

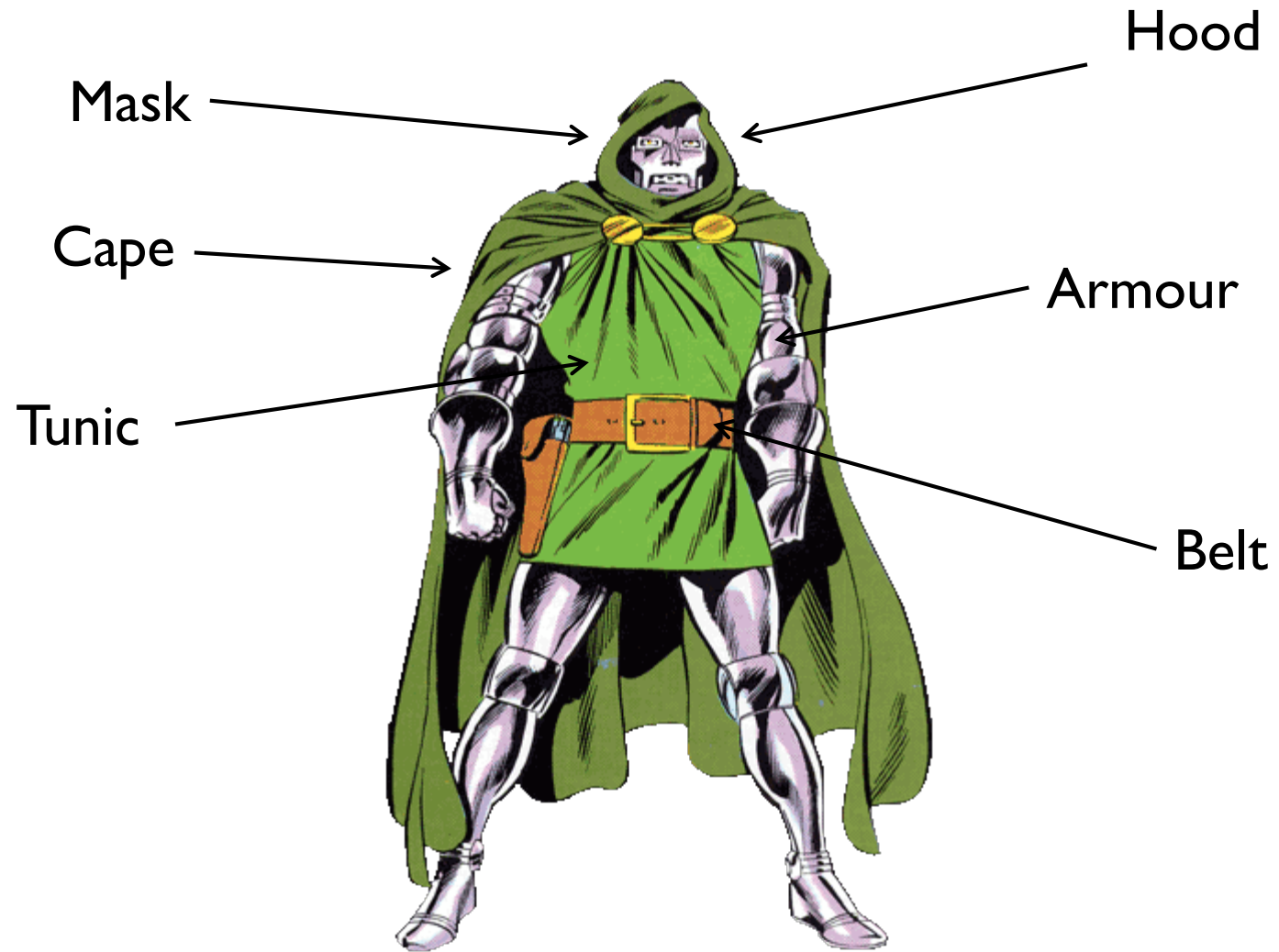
Our world

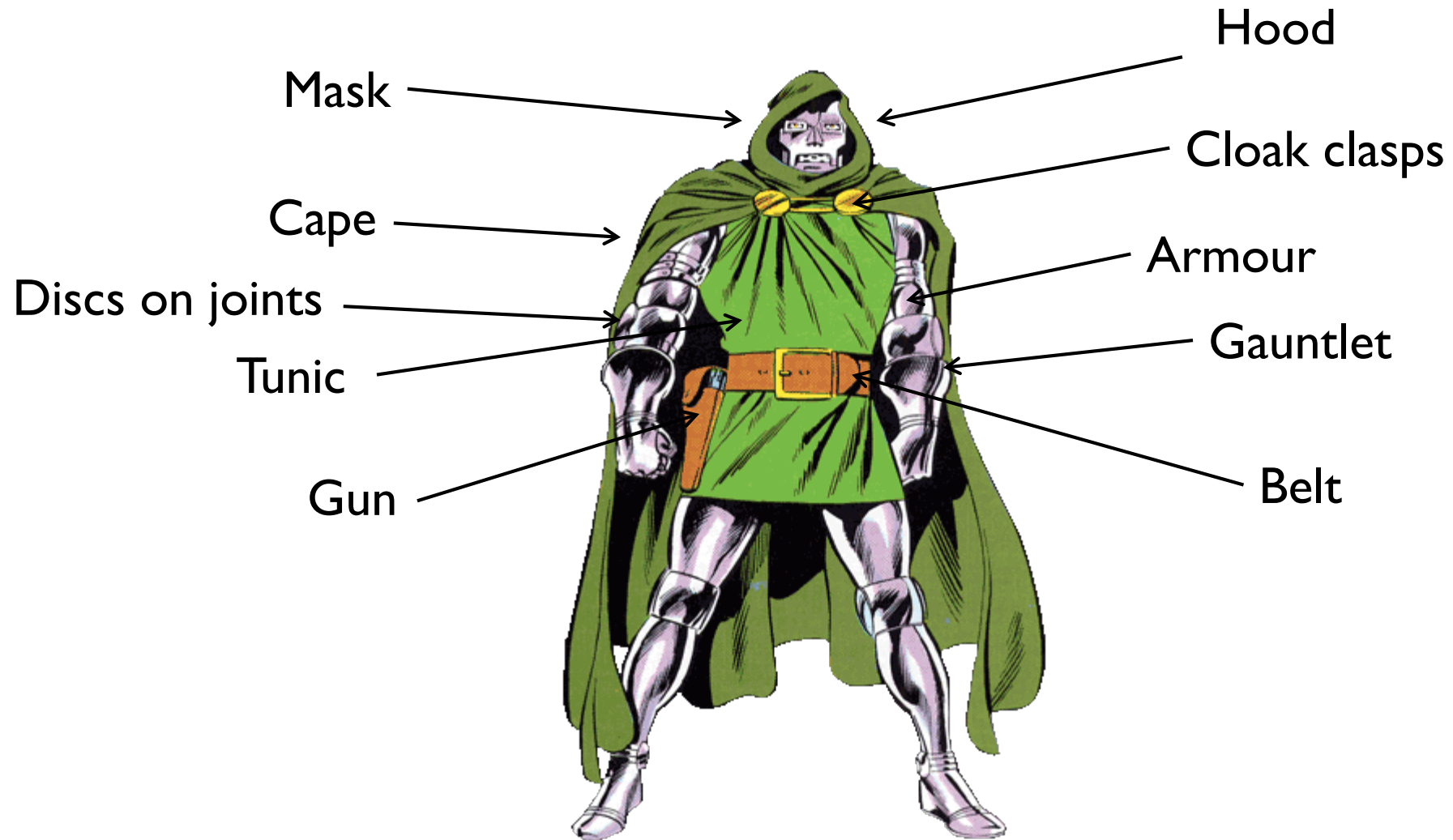
Textual author

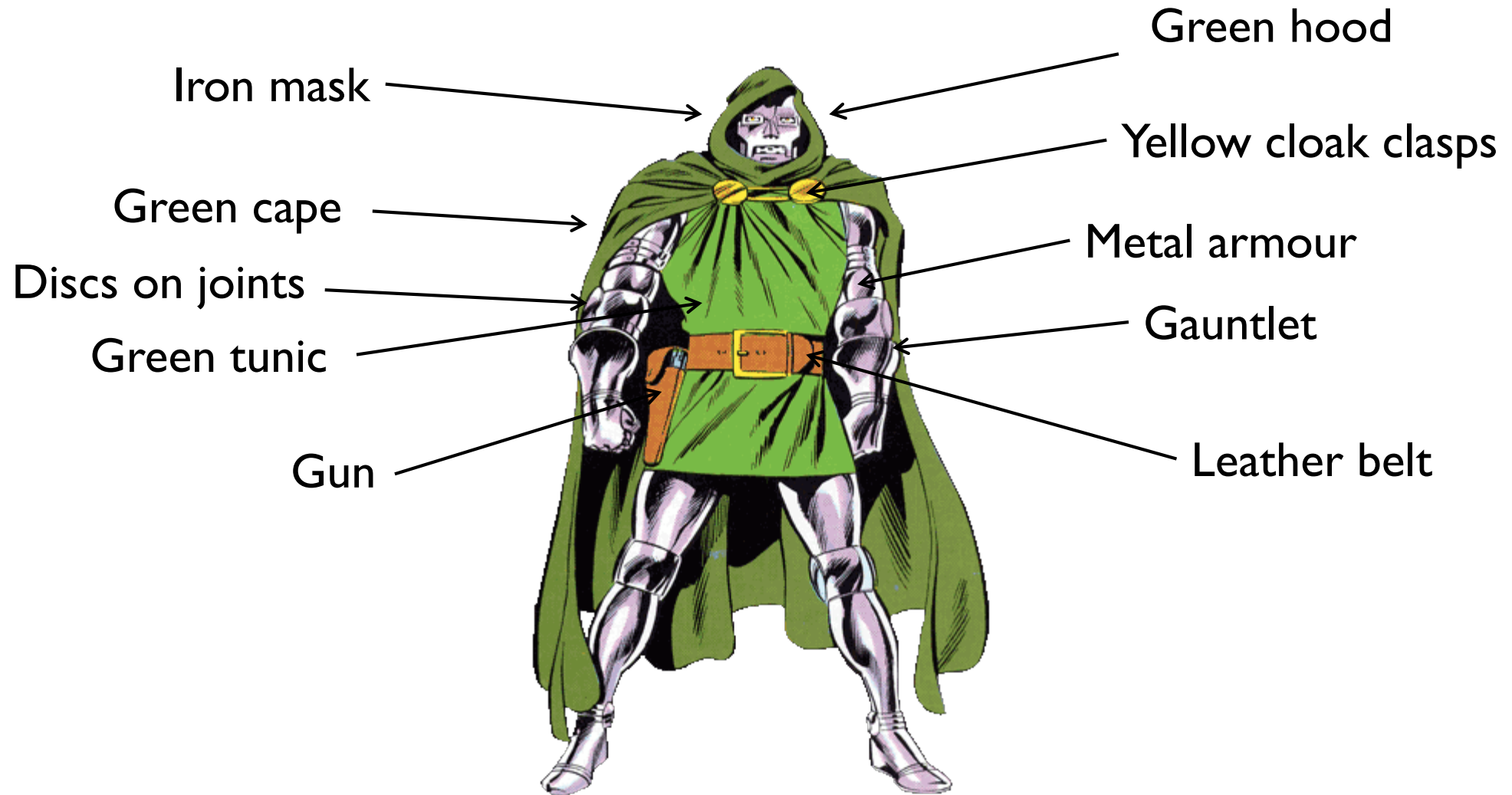
Market author











Doctor Doom Survey

SECTION ONE: DOCTOR DOOM

The first five questions are about Doctor Doom himself. For each question, please enter as many answers as you can think of in the box provided, separated by semi-colons. You do not have to enter anything at all if nothing comes to mind, and you can always return to this section later.

Once you have entered as many answers as you can think of for questions 1 to 5, please click 'NEXT' to go to the next section.

1. Appearance

In the box below please enter as many aspects of Doctor Doom's appearance as you can think of.

Examples: for Wonder Woman you might enter "tiara; wrist amulets; red bustier; black hair" or for Superman "blue costume; red cape; red pants; S symbol on chest".

2. Names and titles

In the box below please enter ways that Doctor Doom is addressed, either by other characters, the narrator, or himself.

Examples: for Superman you might enter "Kal El; Clark Kent; Man Of Steel; Man Of Tomorrow" or for Doctor Who "The Doctor; Doc; Professor; John Smith; The Oncoming Storm".

3 Physical actions

In the box below please enter specific physical actions that you associate with Doctor Doom.

Examples: for Doctor Who you might enter "runs down corridors; uses sonic screwdriver; regenerates" or for Spider-man "climbs walls; shoots webs; swings through city".

4. Behaviours

In the box below please enter general behaviours or personality traits that you associate with Doctor Doom.

Examples: for Spider-man you might enter "guilt-ridden; wise-cracking; always late" or for the Thing "self-pity; loyalty; love for Alicia".

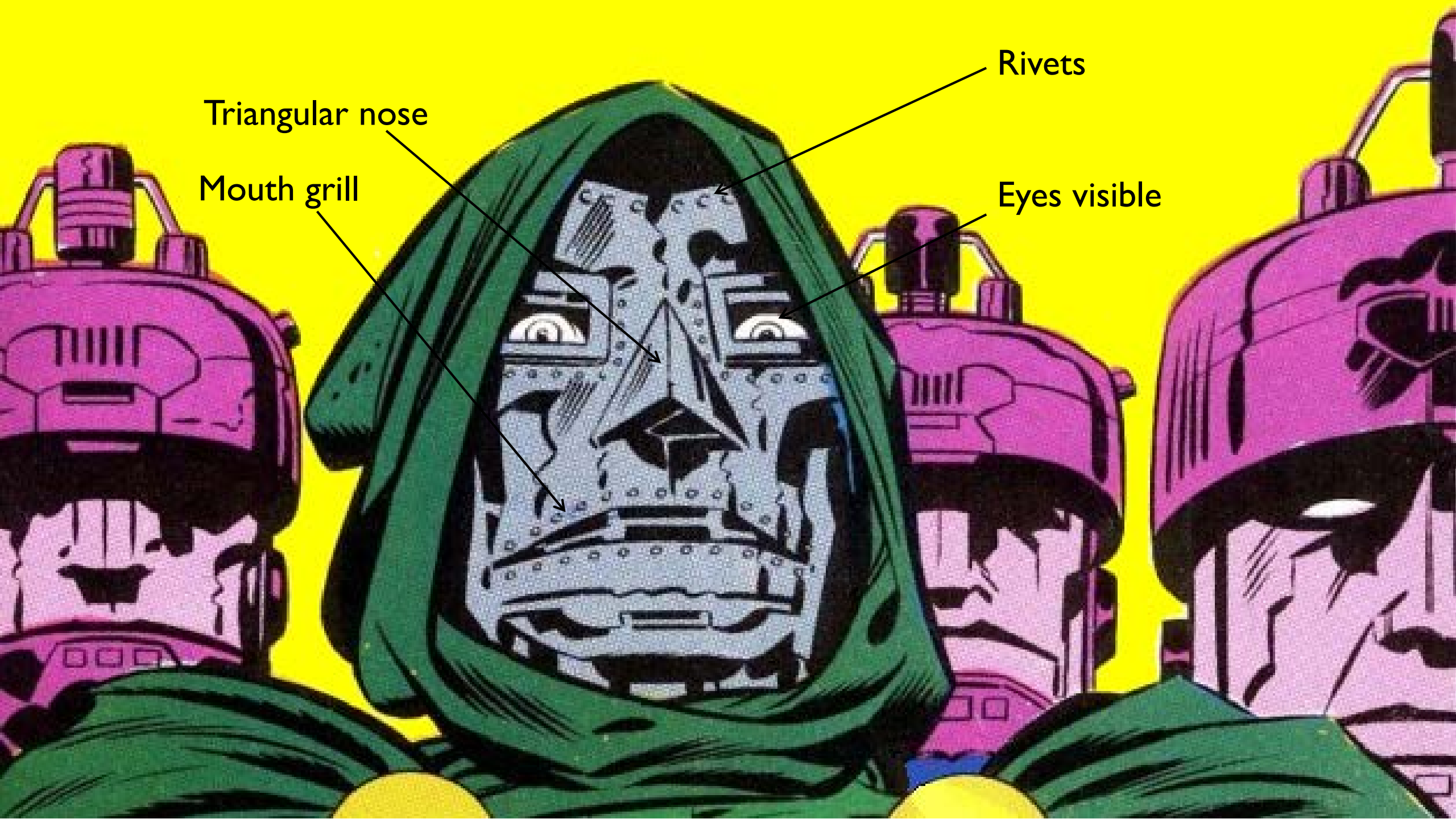
5. Dialogue

In the box below please enter things that Doctor Doom regularly says - his catchphrases.

Examples: for the Thing you might enter "It's clobberin' time; what a revoltin' development" or for Sherlock Holmes "elementary my dear Watson; the game's afoot".

Once you have finished please click 'NEXT' to go to the next section.

NEXT



Triangular nose

Mouth grill

Rivets

Eyes visible

soft spot for Valeira Richards/other children

Condescending/haughty

Sense of justice/honor/chivalry

Authoritarian/Tyrannical

Concern for his own country and people

Egotistical/Narcissistic

flamboyant/theatrical/melodramatic

Temper/Anger/Rage

Genius/High Intelligence

self-aggrandising

Commanding

Vain

Arrogant

driven/self-motivated

Jealous

Megolomania

Richards obsession

Scheming/Plotting/Devious

Vengeful

Pompous/verbose

Angry

Mother Obsession

regal/imperious/aristocratic

proud/prideful

Speaks in third person

Jealous

Cruel

Tragic

Menacing/Malevolent

Insecure

Evil

Confident

obsessive

ambitious

Calculating

selfish

disloyal

resentful

Malicious

Insulting/rude

god/messiah complex

hates fantastic four

dismissive of others

Scarred face obsession

No sense of humour

Can sometimes be a good guy

only cares about a few people

rigid/unyielding

formal speech patterns

blind to own failings

petty

hubris

leader

magical

Vain

Commanding

self-aggrandising

self-loathing

doombot-builder

flamboyant/theatrical/melodramatic

ruthless

Psychopathic

powerful

inventive

romantic

Moral superiority

true to the letter of his word

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Appearance

ADD NEW

Keyword	Present	Notes
Bandages	No ▾	
Circular joints on elbows/knees	Yes ▾	
Crown	No ▾	
Eyes visible	Yes ▾	
Gauntlets	Yes ▾	
Gold disk clasps	Yes ▾	
Green Cape	Yes ▾	
Green Hood	Yes ▾	
Green tunic/skirt	Yes ▾	Paler colour than cape
Gun on hip	Yes ▾	
Leather belt	Yes ▾	
Metal armour	Yes ▾	
Metal Boots/Jet boots	No ▾	
Metal Mask	Yes ▾	
Pale/yellow-y green tunic	▾	
Rectangular/Grill in mouth	Yes ▾	
Red/brown hair	▾	
Rivets	Yes ▾	
Royal Cape	No ▾	
Scarred face	No ▾	



HIBBFACT 2000

Names And Titles

ADD NEW

Keyword	Present	Says Who?
Baron	No ▾	
Baron von Doomeinstein	No ▾	
Doc Doom	No ▾	
Doctor	No ▾	
Doctor Doomwimp	▾	
Doom	Yes ▾	
Doomsie	No ▾	
Dr/Doctor Doom	Yes ▾	
Emperor/God Emperor Doom	No ▾	
Excellency	No ▾	
Herr Doktor	No ▾	
High and mighty	No ▾	
King of Latveria	No ▾	
Lord Doom	No ▾	
Lord of Latveria	Yes ▾	
Majesty	No ▾	
Master	Yes ▾	
Master of Menace	No ▾	
Master of the World	No ▾	
Master of Villainy	No ▾	
Cretin	No ▾	
Cur	No ▾	
Curses	No ▾	
Doctor Doom does as he pleases	▾	
Dolt	No ▾	

Dialogue CHECKLIST

Not secure | mjhibbett.co.uk/hibbett/doomchecklist.php?CATID=8&issueid=62769

HIBBFACT 2000

Dialog

ADD NEW

Keyword

Accursed (Reed) F

Bah!

Buffoon

Charlatan

Clod

Confound these so

Cretin

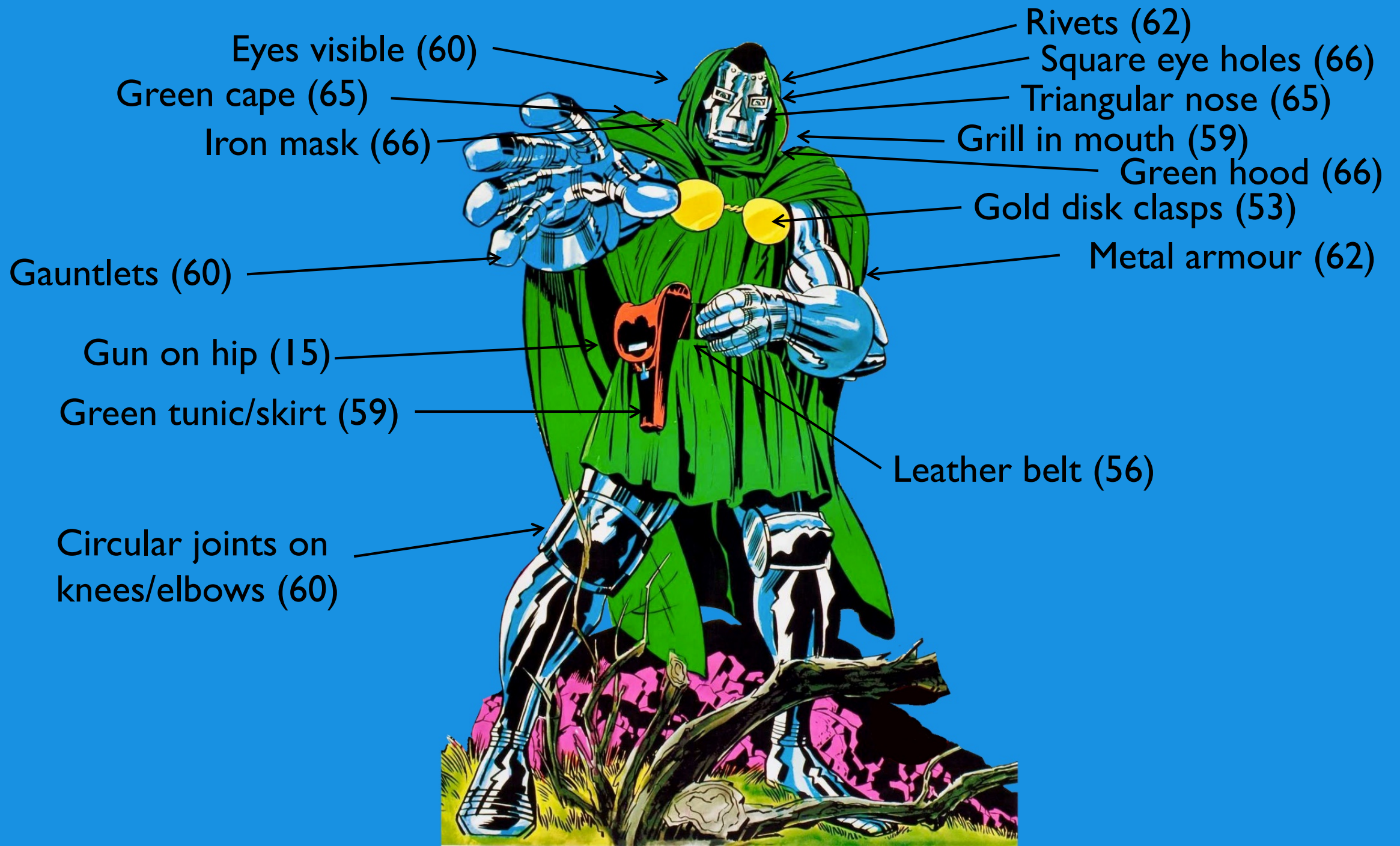
Cur

Curses

Doctor Doom does as he pleases

Dolt

Doomsday



Eyes visible (60)

Green cape (65)

Iron mask (66)

Gauntlets (60)

Gun on hip (15)

Green tunic/skirt (59)

Circular joints on
knees/elbows (60)

Rivets (62)

Square eye holes (66)

Triangular nose (65)

Grill in mouth (59)

Green hood (66)

Gold disk clasps (53)

Metal armour (62)

Leather belt (56)



← Name

Physical action →

← Location

Object →

← Market author


Marvel Age Doom: Ever X + v
www.mjhibbett.co.uk/doom/showblog.php?blogid=3368

MARVEL AGE DOOM

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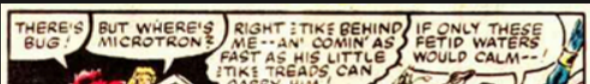
Everyone's Little In Liddleville!

[< previous](#) [next >](#)



Doctor Doom doesn't actually appear until halfway through this story, despite the fact that he's central to the cover - and what a great cover it is! Gil Kane is the artist inside the comic as well, and it's amazing to me that a proper comics legend like that should be working on what in theory should be a cheap toy tie-in.

Reading the story, however, it's clear that nobody's told Bill Mantlo and Gil Kane that it's a cheap toy tie-in, as they seem to think it's a key part of the Marvel Universe, free to roam where it wishes, have guest stars, and generally be a thumping good read. I was surprised how enjoyable this was, to be honest, even when the first five pages are about the tiny little Micronauts trying to escape from a stinky sewer.



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