Transmedial Archaeology: a deep map of regenerating narratives

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“**Transmedia intertextuality** **works** to position consumers as powerful players while disavowing commercial manipulation”

(Kinder, M. 1991)

wrote Marsha Kinder in 1991, as she coined the term ‘transmedia’ to encompass interactive, multifaceted platforms **as a seed for change** in which ideological conflicts within established and reforming narratives can seek to attain unification. Transmedia projects utilize a plethora of different semiotic modes in order to reinforce one another**,** in this way they can be a form of deep map **where a mixture of voices** (and associated agendas) interdigitate to further a single overarching objective that speaks to a wider audience than each factor could attain on their own. When applied to archaeology this can allow for an opening of both expression and method that leads one away from the conventional sources of funding and into dangerous waters where art and science meet.

Geomythology sits as a bridge across this water. Geology, geography and mythology are commonly divided into competing communities within the same physical landscape. However, geomythology can be harnessed to **ease** these **boundaries** into a shared engagement with both space and time. Academic **and** non-academic sectors can take an equal stand.

However, this requires a radical reappraisal of how we finance such research, for it does not fit neatly into our long established boundaries, nor is it easy to **navigate** the political minefield of ploughing up outmoded ways of thinking.

This paper does not aspire to have an answer to such a dilemma, rather it asks the question: How do we fund a politically sensitive marriage between disciplines under the narrative umbrella of archaeological representation? In so doing it examines **the** value of archaeology as an inherently transmedial field that lends itself to being a positive conduit for **changing perceptions** on landscapes of both the ground and **of** the **imagination**.

Kinder, M. (1991). *Playing with Power in Movies, Television, and Video Games From Muppet Babies to Teenage Mutant*