



Alicia(s) y Caperucita(S) transmedia: un juego de identidad(es) más allá del canon [

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text (article)

Analítica

The aim of this article is to approach the game of created identities around the characters Alice (Lewis Carroll, 1865) and Red Riding Hood (Charles Perrault, 1697), subject to re-interpretations that challenge the literary canon, based on the premise that tales may appeal to the collective imaginary. They are part of the transmedia storytelling while their characters serve as pieces of mechanism in the representations of different media and where the audience takes an active role. Taking tales as polyhedral objects, the analysis will be focused on the selection of a corpus of different cultural products which will create the transmedia identity of the characters (in comics, film, television, advertising) and an special emphasis will be put on the videogames representations of Alice: Madness Returns (2011) in the case of Alicia and The Path (2009) and Woolfe. The Red Hood Diaries (2015) because they will involve a violation of the canon identity

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