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The Art of Immersion: How the Digital Generation Is Remaking Hollywood, Madison Avenue, and the Way We Tell Stories

By Frank Rose



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"A broad and deep look at how electronic media are changing storytelling Completely fascinating." —*Booklist*, starred review

Not long ago we were spectators, passive consumers of mass media. Now, on YouTube and blogs and Facebook and Twitter, we *are* media. No longer content in our traditional role as couch potatoes, we approach television shows, movies, even advertising as invitations to participate—as experiences to immerse ourselves in at will. Frank Rose introduces us to the people who are reshaping media for a two-way world, changing how we play, how we communicate, and how we think.



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Editorial Review

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Starred Review Before the Internet, people were accustomed to storytelling, that basic human impulse to try and make sense of life, as something linear and passive. But the multimedia dynamics of the Internet have changed all that, encouraging participation that often takes control from the creators of the story. Wired contributing editor Rose takes a broad and deep look at how electronic media are changing storytelling, inviting an immersion that drills down beneath surface information and encourages a deeper level of emotional involvement. Rose interviewed movie producers and game developers, including the creative minds behind Avatar and The Sims, to explore innovations in storytelling since the creation of the novel. He provides historical context for the evolution of storytelling from television to the movies, from role-playing games to blogging and tweeting. Creators, in essence, are losing some control of their stories as fans take them over. Star Wars fans maintain a Wookieepedia of detail beyond anything envisioned by its creator, fans of Mad Men began unauthorized tweeting in the role of characters from a show set in the 1960s, and the Potter Wars have erupted over control of the popular series as fans start blogs and websites. Rose asserts that in the new world of immersion storytelling, stories become games, and games become stories. Completely fascinating. --Vanessa Bush

Review

“A highly readable, deeply engaging account of shifts in the entertainment industry that have paved the way for more expansive, immersive, interactive forms of fun.” (Henry Jenkins)

“An intriguing snapshot of where media will continue to move in the near future?great for rabbit-hole spelunkers.” (Kirkus Reviews)

“Like Marchall McLuhan's groundbreaking 1964 book, *Understanding Media*, this engrossing study . . . is an essential read.” (Library Journal)

About the Author

As a contributing editor at Wired, Frank Rose has covered everything from Sony's gamble on PlayStation 3 to the posthumous career of Philip K. Dick in Hollywood. His books include the bestselling West of Eden, about the ouster of Steve Jobs from Apple. He lives in New York City.

Users Review

From reader reviews:

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Raymond Crandall:

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