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Red Branch Heroes - Writing With My Audiences

Home



RED BRANCH HEROES

Red Branch Heroes was an interactive social reality experience – a live story campaign that included feedback loops and network effect embedded in its story mechanic.

The story was a multiplatform experience that used audience responses to generate story events that were played out by real actors.

The audience had real tasks to do as judges in a reality show and through this activity a strange and mythic story emerged that involved the entire audience as co-conspirators to some very strange goings on behind the scenes...

...

WRITING WITH MY AUDIENCES

by ANNA MARIA EWA ZALUCZKOWSKA

What follows on this website is a thesis submitted in partial fulfillment of the requirements of Leeds Beckett University for the degree of Doctor of Philosophy

June 2018



ABSTRACT

The research presented here analyses the practices that a writer/designer needs to adopt to meet the challenges of active audience participation in new media platforms. The research does this through the construction of a working prototype that tests the writing practices used and plays out the resulting design with live audiences. The thesis underlying the research argues that visual storytelling is as important as the written word, that viewers expect greater involvement in the construction of stories and that improvisation is as important as scripted work. The study concludes that the techniques found in process drama are useful to writing in this medium but that these need to be supplemented with community-building gamification elements to build immersion. Writers working in these environments therefore need to work imaginatively with their viewers and co-creators to build stories. I suggest that the most effective way to do this is to construct a 'negotiated narrative', a narrative that is negotiated between makers, authors, and audiences.

The prototype has been primarily designed to take place within contemporary Northern Ireland. The reasons for this setting are many and relate as much to my experience of growing up in Northern Ireland as they do to the lack of a serialised drama that engages the interest, hopes and aspirations of all

individuals and communities who live there. Therefore, the research also asks if interactive forms such as transmedia offer any new storytelling potentials to the people of Northern Ireland. What advantages do stories that have been developed with the active participation of participants offer to post-conflict societies – societies that have experienced violent division and conflict.

Evidence is presented in this study to suggest that the negotiated narratives formulated in this prototype offer further creative community-building possibilities, in neutral spaces that can facilitate discourses about the future.



Chapters



Practice



Appendices

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- Documents



Documents



[A.Zaluczowska CV 2017](#)



[The Community prez](#)



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Northern Ireland groups



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RED BRANCH HEROES – WRITING WITH MY
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- Media

Media

Video



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[The Project](#)



[Full list project videos](#)

Video



[Research](#)



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Video

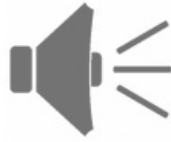


[Prototype](#)

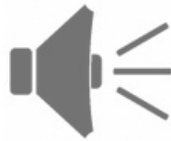


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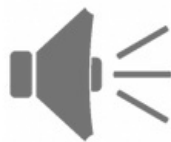
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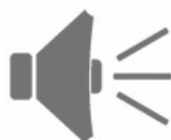
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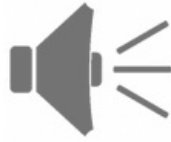
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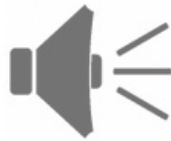
[Pub Talk 2](#)



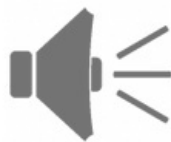
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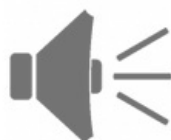
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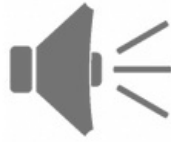
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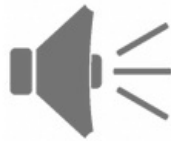
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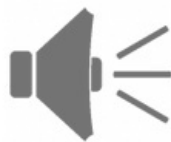
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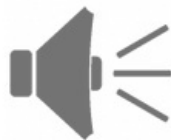
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[Pub Talk 1](#)



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[Discussion with students](#)

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- Surveys



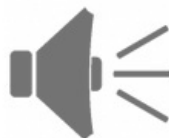
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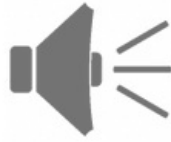
[Questionnaire one](#)



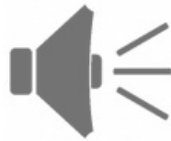
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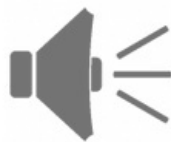
[Courtney 2](#)



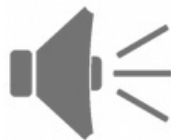
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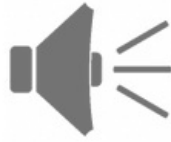
[Judge A 2](#)



[Judge A 5](#)



[Judge B 3](#)



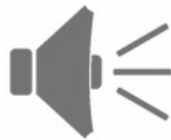
[Judge C 2](#)



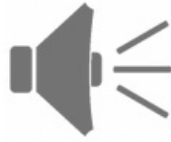
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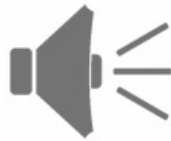
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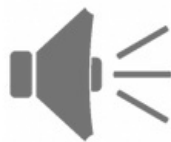
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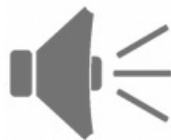
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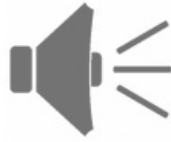
[Judge A 3](#)



[Judge B 1](#)



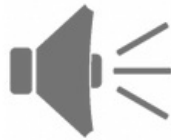
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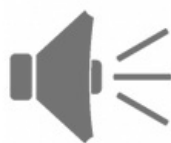
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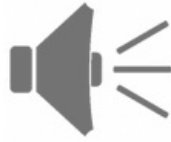
[Questionnaire two](#)



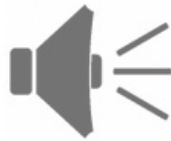
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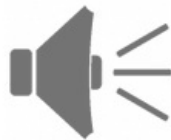
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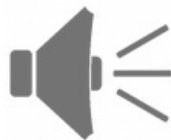
[Judge A 1](#)



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[Judge C 1](#)

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Red Branch Heroes website

See also the PDF's:

- Story/ Practice
- PHD text

See also video interviews on the website: www.redbranchheroes.com/phd