



# Inside the Bangtan Universe

Transmedia Storytelling

花樣年華

SAVE ME

From BU (BTS Universe)



# Set reading:

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Kim, S. (2016). Rethinking Transmedia Storytelling in Participatory Digital Media: What makes PSY's "Gangnam Style" so successful?. *The Social Sciences* (11) 23, 5674-5685





Know Your [Meme](#)

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# Fan Centered Transmedia Storytelling

- [T]he meme phenomenon does not only indicate the diffusion of original digital content by users and audiences through actions such as re-tweet, share, or like, but its contents and contexts are altered and its technical aspects are modified creatively in many aspects through parody, pastiche, mash-up and remix” (Kim, 2016, p. 5675)
- The study looked at: reaction videos, dance covers and parody videos. The parody had the most hits, followed by reaction videos and dance covers.
- These videos constitute what Jenkins calls “fan centered transmedia storytelling” / opposite of “supplier centered transmedia storytelling” (cited in Kim, 2016, p. 5683).
- The study emphasizes the importance of understanding digital fandom and the mechanisms through which fan produced content is diffused and distributed.



# MAP OF THE SOUL 7

COMEBACK MAP



\* Above dates are KST.



# MAP OF THE SOUL 7 TRAILER

1. INTRO: EGO 4'12
2. HERO 2'15
3. 공포 (Fear) 2'34
4. O!RUM,2? 3'21
5. Olympus 5'02
6. Piece of Peace pt2 2'00
7. I(V)PITTER 3'00
8. 왕국 4'40
9. 24220 3'00
10. Skit: Reality! 3'50
11. Off 5'16
12. Don't let me go 2'02
13. Medusa 4'54
14. Interlude: SHADOW 3'00



# Set Reading

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Sim, H. (2019). "Beyond the Scene" of Performance in K-pop: BTS' Network of Performances On and Off Stage. *Global Performance Studies*. 3 (1).

- “Critics and fans alike are evaluating this phenomenon to be substantially different from that of PSY’s “Gangnam Style,” which was a global hit from 2012. “Gangnam Style” swept the global audiences when its music video was introduced via YouTube with a hooking rhythm and camp aesthetics. While the success of “Gangnam Style” did not lead to the expansion or even creation of a stable fandom for the singer himself, BTS’ growing success is rather seen as a natural result of the activities by their global-scale fandom, ARMY” (Sim, 2019)



# School Trilogy



2 KOOL 4 SKOOL  
(JUNE 2013)



SKOOL LUV AFFAIR  
(FEBRUARY 2014)



O!RUL8,2?  
(SEPTEMBER 2013)



DARK AND WILD  
(AUGUST 2014)

# The BU Universe

- “A string of BTS’ music videos for *The Most Beautiful Moment in Life* series (2015-2016), as well as short films for their album *WINGS* (2016) and the albums in the *LOVE YOURSELF* series (2017-2018), all share a single yet complex narrative full of characters, symbols, episodes, and narratives that unravel themselves non-sequentially. All of this is named BTS Universe, or BU.[5] The name was initially given by fans in 2015 when they recognized a continuous narrative being maintained throughout, and the producers of BTS took it on as a franchise brand in 2017, making it a trademark and certifying which albums or products are intended to be placed in BU.” (Sim, 2019)

# The Most Beautiful Moment in Life ([HYYH](#))



The Most Beautiful Moment in Life, Part 1 (April 2015)



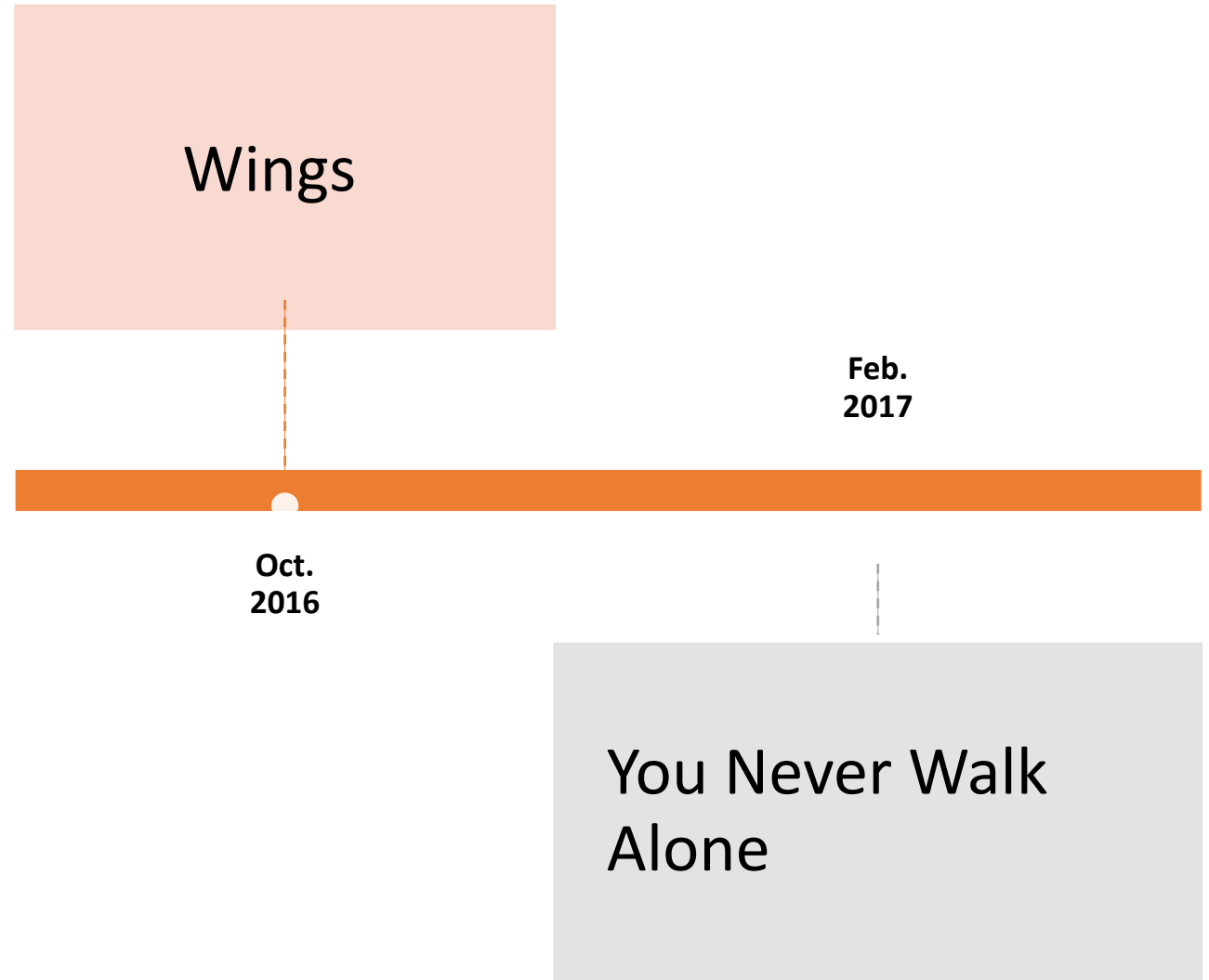
The Most Beautiful Moment in Life, Part 2 (October 2015)



The Most Beautiful Moment in Life, Young Forever (May 2016)



# Wings





# Love Yourself

## 承

- Love Yourself: Her (September 2017)

## 起

- Love Yourself: Wonder (April 2018)

## 轉

- Love Yourself: Tear (May 2018)

## 結

- Love Yourself: Answer (August 2018)

# Map of the Soul



Map of the Soul: Persona (April 2019)

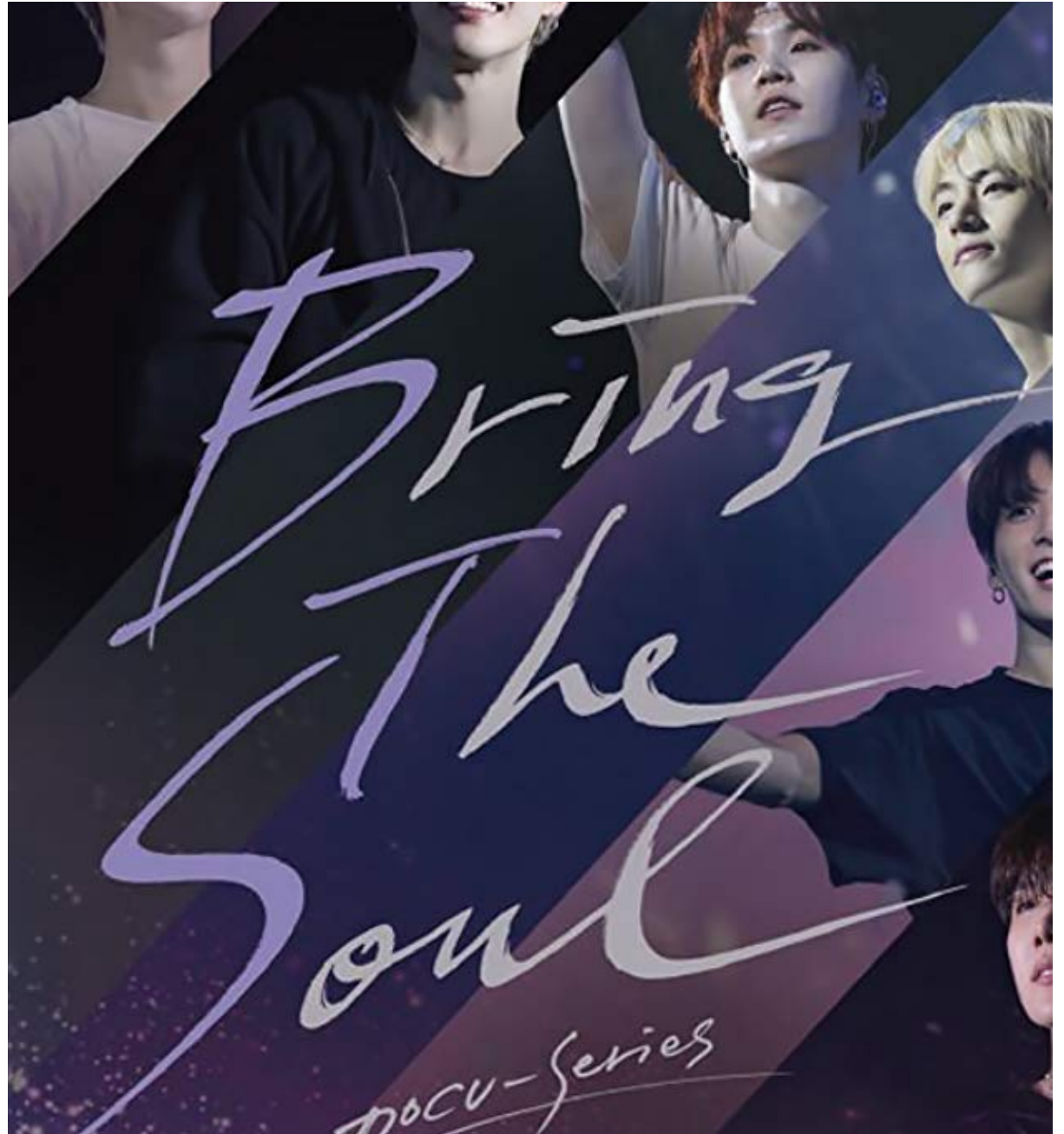


Map of the Soul: 7 (February 2020)















花樣年華 The Notes 1  
The Most Beautiful Moment In Life

花樣  
年華

SAVE ME

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# BTS

# WORLD

CINEMATIC GAME







**Big Hit × netmarble**  
New Collaboration Concept Art Film







# Expanding the Storyworld

- Adaptation
- Extension
- Expansion

"a dancer dies twice — once when they stop dancing, and this first death is the more painful."

- Martha Graham -





# Student activity

Using the BTS *Black Swan* videos and working in small groups, create a simple storyboard for one of the following which you then need to present to the class:

- game
- book / graphic novel / webtoon / notes
- film / anime series
- any other art work of your choice

Be ready to answer questions on the following:

- your choice of media
- your choice of adaptation, extension or expansion
- why would fans be interested in your product?