〈從「網絡美學」初探奇幻類型開展閱聽人交流之敘事策略：以《哈利波特》故事網絡為例〉

摘要

　　本文剖析《哈利波特》故事網絡如何依「互媒」建構節點、文本星群，召喚閱聽人持續交流。故事網絡處於持續擴張及流動狀態，異於傳統結構主義之靜態觀察。敘事者可循閱聽人跨媒介記憶，安置多平台之故事地標，便於閱聽人視點游移而融入網絡結構。敘事者引用典故而體現「外部指涉互媒」，協助閱聽人參照其他版本而融入故事體系。故事網絡常補敘情節，閱聽人需跳躍／穿梭多平台節點，對照相異類型之故事片段而填補間隙，體現網絡美學。

關鍵詞：互媒、故事網絡、敘事策略、跨媒介敘事、網絡美學

Preliminary exploration of constructing a fantasy transmedia story network using strategies to promote audience participation: Using the story network of theHarry Potter series as an example

This study used the Harry Potter series to analyze the application of intermediality for constructing story nodes and textual constellations and encouraging continual interaction from the audience. In contrast to the static observation of traditional structuralism, the story network of the Harry Potter series constantly expands and flows. By tracing the audience's transmedia memory, the narrator arranges multiplatform story landmarks to bring the audience into the network through their wandering perspectives. In addition, the narrator applies extracompositional intermediality and thereby invites the audience into the story network by referring to other literary works. Finally,in the Harry Potter series, network aestheticsis embodied through the occasional insertion of additional plotlines into the story network,which compels the audience to travel between multiplatform story nodes to compare episodes to fill the gaps.