

Culturas de Convergência: Avatar de James Cameron

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Abstract

This article is the a theoretical exploration centered on the theme of convergence of cultures, with the backdrop of Avatar, James Cameron. The objective is to clarify the concepts of participatory culture and collective intelligence as practices of transmedia narrative associated with the film. Interests us understand the man's dynamics with technological convergence, given the new possibilities. In the specific case of this study, we can see the dissemination of Avatar in the media: cinema, internet, mobile phone, DVD and Blu-Ray, where there are established protocols between Twentieth Century Fox, Ubisoft and Weta Digital. The analysis in this paper enabled the identification of the power of convergence culture when understood by the fields of cinema, marketing, business, education and any other organization or any other media that need to communicate or promote the active participation of the public.

Keywords: Avatar, Convergence cultures, Participatory culture, Collective intelligence, Transmedia