

In a not-so-distant past, we could hardly imagine that we won't need to go to a bookstore to get a book or to drive to a cinema to see a movie. But now there is nothing more natural than watching films, reading books or playing video games on the same screen of a laptop, a tablet or a phone. Media convergence dramatically changed our patterns of content consumption. But did it affect ways in which content is created and stories are told? Can the good old hero's journey that is at the basis of all mainstream narratives withstand the trial of modern technology?