Firefly, transmedia storytelling, television series, fan fiction, seriality, participation, self-reflexivity, Charles Ardal, Universal, text, media producers, reflexivity, multiple media platform, narrative, Henry Jenkins, paratexts, author, traditional text, George A. Romero, Lucasfilm, The Reavers, Star Wars Expanded Universe, narrative elements, media platforms, Malcolm Reynolds, television, Neil Patrick Harris, media convergence, film version, Neil Young, Southland Tales, Ben Singer, Dark Horse Comics, Netflix, Dr. Horrible, textual analysis, House of Cards, Dr. Horrible's Sing-Along Blog, The Blair Witch Project, distribution networks, Daniel Myrick, George Lucas, mainstream media, Steven Shaino, multiple media, Captain Hammer, traditional production

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