Communication and dissemination of cultural heritage: ALHAMAT project

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The so-called "transmedial turn" is a reality after the first two decades of the 21st century. It is changing the narrative galaxy both at the level of artistic and cultural creation and production and at the level of academia and interdisciplinary research at the boundaries between the Sciences and the Humanities (Sánchez-Mesa 2019, 11).

Paraphrasing Mieke Bal´s inquiry regarding the opportunity to project her method of cultural analysis on heritage, "Can things be, or tell stories?" (1994, p. 99) we could ask the following: "Can monumental sites tell stories?" Even going even further and making use of the concept of fictional *storyworld* (M.J.P. Wolf, 2012) we would add: Can the Alhambra be a fictional world, a world to which to give voice (or voices) in a transmedial way so that our device ends up generating a transmedia storyworld? (Ryan and Thön, 2014) In principle, the most intuitive perception points to the Alhambra as a "non-fictional" world that would require a documentary approach to its contents (De la Torre, 2019), although it could also be the subject of fictional stories that would reinforce the imaginary encounter of audiences with that world and its historical, heritage and aesthetic contents. And all this through a use of new digital media capable of transforming the perception and integration of historical-artistic heritage in the lives of citizens (Holgaard and Klastrup, 2014).

The main objective of our working group within Alhamat project is to offer an innovative transmedia communication plan that provides a contemporary and advanced image both for the project and the Research Unit of Excellence on the Alhambra (UGR) as well as for the Patronato de la Alhambra y el Generalife. The application of transmedia storytelling (Jenkins 2006, 2009) to cultural heritage dissemination and communication meets recent trends in critical museology fostering openness and participation in search of new modes of engagement between cultural institutions and their publics (Kaiser, 2022). The Monumental complex of the Alhambra and Generalife has a very particular specificity and the multidisciplinary project Alhamat aims to produce an integral scientific approach that needs to be understood and perceived by the different communities attached to the Alhambra (local citizenship, international and national tourism, experts and professionals, young scholars and university students).

Our communicative proposal is aimed mainly, but not only, at the university community, with special attention to the segment of the population that makes up the student body and young researchers and teachers. Our goal is to provide Alhamat with a coherent narrative (with its contents and objectives) from which to articulate several communication and dissemination platforms of its research, work in progress and results. To this end, we plan to develop the following actions:

1. Accompany the project through the social network Instagram (IG). We plan to design and produce content for this platform. This will allow us to: 1.1. give "open access" to scientific research on the EU Alhambra and the project; 1.2. play with the possibilities to develop the project's narrative; 1.3. disseminate information to our target audience about the activities and findings of the project as it is being developed.

2. Generate video capsules that gather the most representative and attractive moments of the work in the field. 2.1. For this purpose we conducted interviews "in situ" with the researchers or main agents of the project. 2.2. The final objective is to produce a short video piece (short film) that offers a complete vision of the project.

3. Provide the project with a linguistic internationalization potential through the translation into English of an operational selection of materials from the different platforms involved in the communication plan, so that an international audience may have access to standardized terminology from the adequate source.

Alongside this experimental design for transmedia communication we expect to support the ALHAMAT project in building a more engaging storytelling about the scientific activities carried out on the constructive material components of the Alhambra, setting the basis for a more complex transmedia communication plan in the next future.

Acknowledgements

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