**Transmedya Storytelling Example: THY Official Sponsorship by**

**Batman V Superman: Dawn of Justice Movie Review**

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**ABSTRACT:** The subject of our study is the movie "Batman V Superman: Dawn of Justice", of which THY is the official sponsor, with a hero-themed transmedia storytelling perspective.The universe of our research is the transmedia universes of DC Comics company's superheroes and its limitation is the movie "Batman V Superman: Dawn of Justice". Our hypothesis is "Batman V Superman: Dawn of Justice has transmedia storytelling in the movie, and the advertising campaign carried out by Turkish Airlines, supported this story universe." The aim of our study is to evaluate the bringing together of multiple superhero stories used for the first time in the movie and THY, as a real airline, in created virtual superhero universes, in terms of transmedia storytelling. The film and campaign were analyzed according to 7 transmedia storytelling criteria determined by Henry Jenkins in his study "Brave New Media" as spreadability/penetrability, continuity/diversity, penetration/detachability, world-building, seriality, subjectivity and performance. The fact that two superhero story universes have not been studied before in terms of transmedia storytelling and that a real airline company is used in virtual superhero storytelling for the first time in the world, determines the importance of our study. As a result of our research, it was determined that the film complies with the transmedia storytelling criteria, and it was concluded that THY carries out works compatible with the transmedia storytelling criteria by putting forward creative ideas about the sector it belongs to.

**Key Words:** Transmedia story telling,Batman V Superman: Dawn of Justice, THY, story universe, süper hero