Storytelling describes the social and cultural activity of sharing stories, sometimes with improvisation, theatrics, or embellishment. Every culture has its own stories or narratives, which are shared as a means of entertainment, education, cultural preservation or instilling moral values. Crucial elements of stories and storytelling include plot, characters and narrative point of view. The story that the comics tell is not the same as that told on television or in cinema; the different media and languages participate and contribute to the construction of the transmedia narrative world. This textual dispersion is one of the most important sources of complexity in contemporary popular culture. The second level is based on the ironic deconstruction of the traditional folktale and a rich intertextual network of cinematographic and mass culture references that only an adult with good interpretative skills can decipher (The
Matrix, Frankenstein, Austin Powers, There's Something About Mary, Crouching Tiger, Hidden Dragon, etc.). Traditionally, comics production for newspapers was divided between the daily strips (black and white) and the Sunday page (color).