“I Am Fluent in over Six Million Forms of Communication”

A Few Notes on Terminology

Given the notoriously baroque organization of the Star Wars franchise as a film saga, a brand, a licensing franchise, and a transmedia storyworld, establishing a clear and minimally cluttered terminology represents a unique challenge. In order to provide a readable yet precise and consistent way of referencing the many different key Star Wars texts, we have maintained the following editorial guidelines:

– The term “Star Wars” is used (without italics) to refer to the franchise, the brand, and/or the storyworld. To avoid unnecessary clutter, the term has been elided from the (many!) transmedia texts that include it as part of the title, unless otherwise noted. Thus, the TV series *Star Wars Rebels* is referred to simply as *Rebels*, and the original arcade game is cited as *Star Wars*. We have used this strategy with other media franchises as well, such as Star Trek or Harry Potter.

– The numbered saga films, which, at the time of writing, run from Episode I through (the as-yet unproduced and untitled) Episode IX, are referenced using the film’s individual subtitle, broken down chronologically as follows: *A New Hope* (1977), *The Empire Strikes Back* (1980), *Return of the Jedi* (1983), *The Phantom Menace* (1999), *Attack of the Clones* (2002), *Revenge of the Sith* (2005), *The Force Awakens* (2015), and *The Last Jedi* (2017). While we have our reservations about the historical revisionism concerning the first film, which was released as *Star Wars* and retitled *Star Wars: Episode IV – A New Hope* in 1981, these have become the titles with which these installments are most commonly referenced, and ultimately proved to be the least confusing way of indicating the film episodes clearly in spite of this minor inaccuracy.

– The Star Wars Expanded Universe is abbreviated to EU throughout.