

Abstract

From the beginning of the twenty first century vampires begin to appear in other genres other than the horror and their image in popular media starts to change. The changes begin not only in the image but also the perception of vampire in popular media shifts into new directions. These changes are interconnected and influence each other. The thesis will analyse the ways vampires are portrayed in films and TV series from the end of the twenties century until recent times. The changes happening will be explored across different genres and across time. The thesis will then attempt to examine whether there is a pattern of trends within the observed forms, and whether these trends are common across the different genres.