

BOOK OF AB-202 OF AB-202 STRACTS 2

DIY CULTURES
SUSTAINABILITY
ARTISTIC ECOSYSTEMS

(Eds.)
PAULA GUERRA
ANDY BENNETT

KILL ME,
AGAIN

KEEP IT
SIMPLE,
MAKE IT
FAST

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THE VAMPIRE MYTH: NEGATIVE GOTH STEREOTYPES IN FILMS AND TELEVISION SHOWS

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× *Abstract*

Media can play an important role in dispelling stereotypes about certain groups. The way images about particular subcultures are produced by films and television shows may either contribute to dismiss negative stereotypes or to reinforce negative images. We analyse films and television series that feature Goths in their storyline. The aim is to uncover whether the most common Goth related stereotypes are reproduced. Our findings show us that many of those stereotypes exist in the depictions of the characters, but it does not allow us to conclude that there is an intention to portray Goths under a negative light, although the way this subculture is represented in films and television shows may influence the image the public constructs about it and reinforce the moral panic about the Goth subculture.

Keywords: stereotypes, media, goth representation, goth series, goth films.

