**New American Genres in Sound Era – 1930+: The Horror Film**

Sound films reinforce American predilection for genres (categories of films).

Horror Film: begun by Universal Studios with the coming of talkies

Increase attendance during the Depression – especially males

Many sequels to original versions: also adding ‘The Mummy” and ‘The Wolf Man’

Becomes a perennial favorite American genre.

‘Frankenstein’ 1931 – begins the career of Boris Karloff.

Dr. Frankenstein is playing God

The Monster’s emotional life; aborted education

‘Dracula’ 1931 – begins the career of Bela Lugosi

Derived from a successful Broadway play: begins in Dracula’s castle in Transylvania; then to England, ending in Carfax Abbey.

Mise-en-scène is often effectively creepy; editing; sound track crackling without music

(film seems primitive in its mise-en-scène and acting)

Lugosi’s Dracula persona, including his hypnotic powers, piercing eyes and accent with which delivers his campy dialogue.

Has sexual presence, although largely implied.

Nemesis is Dr. Van Helsing – the battle of accents

What is camp – something appealing or humorous because of its apparent ridiculousness, which was not intended originally; perhaps because it is outdated.