

From Prince to Vampire: The Image of Vlad Tepeş Dracula in Popular Culture. Case Study: Castlevania, From Video Game to Netflix Production

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Abstract : Ever since the first horror films, Count Dracula, the image inspired mainly by the novel written by Bram Stoker, is an almost indispensable character in popular culture. In the shadow of his vampire image is a Romanian ruler, Vlad Țepeş, from Wallachia, a ruler who was also nicknamed Drăculea. The purpose of this research is to analyze the evolution of the image of Vlad Tepeş/Dracula in popular culture, identifying the reasons and themes associated with this character, and to explore how the figure of Vlad Tepeş/Dracula evolved according to social and political changes in different historical periods. It is also believed that there are elements that have remained constant in the depictions of Vlad the Impaler/Dracula.

Keywords : popular culture, dracula, vlad tepes, castlevania, vampire

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