



True Blood: Investigating Vampires and Southern Gothic (Investigating Cult TV)

By Brigid Cherry

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As seen in HBO's *True Blood*, vampires have never been more edgy. Since its launch in 2008, Alan Ball's adaptation of *The Southern Vampire Mysteries* by Charlaine Harris has exploited the creative freedoms of the HBO brand and captured a cult audience with its passionate, blood-drenched visuals and stories. From viral webisodes depicting vampires announcing themselves on TV, to the steamy title sequence, and the show's uninhibited use of language, sex, and gore, *True Blood* has quickly gained status as cult TV with bite.

True Blood posed the question of what would happen if vampires *came out of the coffin* and this book considers the representations of sexuality, race, and class in a series that engages directly with prejudice and civil rights. It also considers *True Blood's* generic roots in television horror, paranormal romance, and Southern Gothic, the wider contexts of fairy tales and religion, the marketing of the series and the activities of its fans. Written for fans and scholars, the book explores the hidden depths of *True Blood's* vampire bars, small town communities, and haunted bayous.

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Editorial Review

About the Author

Brigid Cherry is a senior lecturer in Film and Pop Culture at St Mary's University College. She is the author of *Horror* in the Routledge Film Guidebook series and the co-editor of *Twenty-First Century Gothic*.

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