

Abstract

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**The implementation of the Hollywood
Formula in Hungary: The Diverse
Understandings of the Karády-
phenomena between 1938 and 1948**

In my research I shall examine the role of the relevant Hungarian printed media (Déliabáb, Népszava, Pesti Hírlap, Film Színház Irodalom, Színházi Élet and Világ) in creating the Karády-phenomena by using the Hollywood Formula in Hungary between 1938 and 1948. Katalin Karády was a famous actress and singer during the Second World War in Hungary. My main point is that the Karády-phenomena as an implemented Hollywood Formula (theoretically created by Zoltán Egyed, Hungarian journalist and practically implemented and materialized by Karády) was built up and demolished from 1938 to 1948 in Hungary. Through the examined period the phenomena itself became a mediatized frame and – similarly to the Dietrich- and Garbo-phenomena – contains individualist (as resting bitch face: the diva, the emancipated woman, the femme fatale, the vamp) and collectivist (the victim, the human in the inhumanity, the ordinary woman who's suffering from the frame) elements. According to the results the Karády-phenomena itself is an implemented Hollywood Formula, a complex mediatized frame (like a double sided doppelgänger-scheme) and its individualist and collectivist elements can be shown and reflected throughout the Hungarian media representations, it is considerably diverse that which one of them is at the center of the attention between 1938 and 1948.