

Abstract

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**Space as sign in HBO series
trailers**

HBO Original Programming Department of Budapest presents adopted television series throughout the Central and Eastern European region. The significance of this broadcasting policy is the introduction of the narrativity of contemporary television and the typical genres of these narratives by fully developed scripts. This paper aims to focus on the process of these parts of introduction, the preposition of the broadcasting content. I will use the methodology of semiotic analysis on official season trailers interpreted as key paratexts of the audio-visual content. Using the term paratexts through the concept of Gérard Genette and others as an element of text playing a prominent role on creating the situation of discourse. In my hypothesis localization is a key element of these paratexts of production.

During my observation I found spatial experience is a central element of marketing and advertising in the case of HBO series presented in the Hungarian market. Gábor Kriegler, leader of the Central Eastern European HBO OP Department even shares this idea during an interview. Connecting the diegetical space of the narrative and the physical space of the recipient is a motif that runs on multiple platforms and elements of advertisement. During the semiotic analysis of official season trailers of these series (In treatment, Golden life and Társas játék) I will focus on both the use, function, and possible connotes of identified city space; and the connection between the space and other elements of signs on displayed scenes. Beyond that I will also try to examine the aleatory changes of spatial display appearing in consecutive years in these trailers.