

Editorial

The Anthropology of TV Series

The decades-long process of studying popular culture as part of Serbian anthropology has been expanded and deepened with the *anthropology of television series* as a soundly established subdisciplinary field. Over the last two decades extensive research has been conducted, resulting in the publication of a significant number of research papers, monographs, as well as the collection of texts *The Anthropology of TV Series* (2014), as part of the series New Serbian Anthropology, whose editors, Prof. Ivan Kovačević and Prof. Marija Brujić, point out that TV series raise some of the most fundamental anthropological questions, such as questions about identity, culture, ethnicity, Others, gender relationships, the rural-urban opposition, taste and beauty, etc. Accordingly, but also in accordance with the thematic and genre diversity of TV series as one of the key determinants, an equally *elastic* subject framework has been formulated in Serbian anthropology, suitable, among other things, for studying the continued and intensified actualization of the media phenomenon in question, to which the journal *Issues in Ethnology and Anthropology* will devote two issues. The idea is to present, both to an expert and a more general audience, the findings of contemporary research oriented towards the analysis of individual Serbian and international TV series, which has been the only methodological limitation imposed on the authors.

Aiming to shed light on various aspects of problems by means of anthropological insights – from the meaning of specific television series to the audience needs they satisfy – the Journal's first issue in 2022 comprises four original scholarly articles, namely: Prof. Bojan Žikić's *The Vampire as a Model of Cultural Otherness in the Television Series What We Do in the Shadows*; Asst. Prof. Bogdan Dražeta's *Ethnic and Regional Stereotypes in the TV Series Konak kod Hilmije*; research associate Milan Tomašević's *The Sixth Corridor: The Contextualization of the TV Series Cosmos: A Spacetime Odyssey*; and *Culture Wars in Gothic Mode: The Example of HBO's Miniseries Sharp Object (2018)* by Vladana Ilić, a doctoral student at the Department of Ethnology and Anthropology of the Faculty of Philosophy, University of Belgrade.

The next issue of the Journal will be the second thematic issue, in which the presentation of the results achieved so far will be completed, and which we hope will provide an impetus for future research in this extremely fertile research area.

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thematic issue editor