



'Frankenstein' in Turkey

Transnational Adaptations, Vernacular Gothic, and Visual Culture

By *Hediye Matz*

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Examines how Mary Shelley's *Frankenstein* has been visually adapted and reimagined in Turkish and Middle Eastern contexts, offering a transnational and postcolonial perspective that challenges Western-centric interpretations of the novel's cultural afterlife.

The proposed book aims to analyze the cross-cultural visual interpretations of Mary Shelley's *Frankenstein* by discussing the process of adaptation, nationalization, localization, and Turkification across diverse genres, mediums, and timeframes. It focuses on how the Western canonical story is visually reinterpreted in the historical, social, cultural, and linguistic context of the Middle East to include the "Other" side in the Western-oriented scholarship of the afterlife of *Frankenstein* and deconstruct Mary Shelley's orientalist approach to Turks and the Middle East. By analyzing the novel's transnational reimaginings within a new geographical, linguistic, and aesthetic space, the proposed book aims to bring the periphery to the center within the mainstream Anglo-American reinterpretations of the afterlife of *Frankenstein* and provide an Eastern perspective to the interplay of the ongoing word and image dialogue.

Key selling points

Brings together a range of disciplinary areas—adaptation studies, film studies, and literary criticism

Explores the (middle)Eastern perspective within the mainstream Anglo-American reinterpretations of the afterlife of *Frankenstein*

Presents the first and only academic research on Turkish adaptations of *Frankenstein*

Draws the attention of not only academics, scholars, researchers, and students but also general audience and public due to its subject matter and the relevance of *Frankenstein* story today.

About the Author(s) / Editor(s)

Hediye Ö. Matz holds a PhD in English Literature and is currently teaching at the University of North Dakota.

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