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## **THE FACES OF TRANSYLVANIA THE IMAGE OF TRANSYLVANIA IN BESTSELLING NOVELS**

The present research deals with representations of space and the overall image of the Transylvanian region in bestselling books. The author observed constant motifs and literary formulas that can be applied in shaping the image of Transylvania in contemporary and 20<sup>th</sup>-century literary texts, in both popular and high-brow literary texts on Transylvania. In the research, the concepts of popular and belletristic literature appear as media products; the author intends to track the modality in which Transylvania-representations are shaped in literary texts, and also, the ways in which these influence the everyday consideration of spaces. The theme outlined above can be placed on the border between the practices of place branding and the analysis of literary texts