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Abstract: The article is an analysis of the Penny Dreadful TV series from the perspective of genre studies. The text concentrates primarily on the hybridity of the said production, distinguishing genre structures which may be located in horror, adventure films, crime, romance, thriller or psychological drama. Secondarily, the article focuses on the subject of utilizing early modernist mass culture in a contemporary text based on classic literary genres, horror figures (vampire, werewolf, monster), mass culture aesthetics of the end of the 19th century, structured representations of Victorian London, as well as socio-cultural circumstances of the period. Finally, the articles concludes with an idea that the TV series is composed and stylised similarly to the 19th century penny dreadful serial stories.