

**Aesthetic Practices of Contemporary Audiovisual Retromania.  
The Case of References to 1980s and 1990s Pop Culture**

**SUMMARY**

The aim of this dissertation is to describe the aesthetic strategies of contemporary audiovisual retromania from a broad research perspective. The author attempts to characterize the ways in which nostalgia is constructed and functions within audiovisual works. The analysis covers television series, films, video games, audiovisual advertisements and music videos that demonstrate both affirmative and critical attitudes toward the past. The decision to examine works produced during the last decade stems from a desire to update existing scholarly findings. The scope of the study has also been expanded to include an analysis of the latest trends in social media, where mechanisms of reconstructing the past have become particularly visible.

The first part of the dissertation is devoted to establishing the methodological framework and examining the contemporary turn toward the past. The discussion is grounded in memory studies and selected phenomena falling within the scope of postmodernism. This section also clarifies key concepts such as retro, nostalgia, cues, figures of memory, pastiche, postmodern schizophrenia, and clarifies the term "aesthetics" as used in the title. The next chapter focuses on the transformations of visual representation. The chapter analyzes the processes by which visual conventions are reconfigured, together with the techniques used to emulate and reinterpret them. The third chapter addresses transformations of cultural texts and narrative patterns, together with reinterpretations of earlier models. The analysis encompasses the practices of continuing, reissuing, and modifying well-known works. Chapter four focuses on describing transformations of the fictional world, examining the role of film, television, and video game universes in the creation of retromania content. The conclusion identifies the dominant patterns and recurring characteristics present in retromania over the last decade.

**Keywords:** retro, retromania, nostalgia, postmodernism, remake