





Queering the Screen: Glocalisation and Camp in Drag Race Promotional Videos




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Multimodal transcription grid *Drag Race España*




Visual frame	Visual image + kinesic action	Soundtrack	Dialogue
 <p>(0:00 – 0:02)</p>	Against a black screen, the text “based on a pink story” (in English) in white, with the word pink highlighted in pink.	-	-




 <p>(0:03 – 0:09)</p>	<p>A space-theme background in purple, pink, green and blue tones with stars, a nebula and two planets. Emulating the <i>Star Wars</i> opening credits, the following text on screen: Cuaderno de bitácora de la capitana. Fecha estelar 1315.9 [Captain’s logbook. “Stellar” date 1315.9].</p>	<p>Recurring spaceship futuristic sounds, no background music</p>	<p>The text on screen is read-aloud by the program’s hostess, Supremme de Luxe: Cuaderno de bitácora de la capitana. Fecha estelar 1315.9. [Captain’s logbook. “Stellar” date 1315.9].</p>
 <p>(0:09 – 0:18)</p>	<p>Slight change of scenery, with a metal, pink and cheetah print spaceship with engines resembling lipsticks is getting closer and closer to a planet which has the transgender flag as its surface. A satellite also resembling a lipstick floats around.</p>	<p>Continuation of the futuristic sounds, introduction of futuristic and space-travel-themed background music</p>	<p>Voice over only, by Supremme de Luxe: En algún lugar de otro confín del universo, a millones de kilómetros de la tierra... [Somewhere in the last frontier of the universe, millions of kilometers away from the earth...]</p>
 <p>(0:19 – 0:30)</p>	<p>Zoom-in on Supremme, then images inside the spaceship, with the other queens also operating the ship. Every queen is wearing silver garments.</p>		<p>Continuation of Supremme’s voice over: Yo, Supremme de Luxe viajo con mis doce reinas androides en la nave Pinkterprice. Tenemos una misión secreta: coronar a la nueva superestrella drag. [I, Supremme de Luxe, travel with my twelve android queens in the Pinkterprice ship. We have a secret mission: to crown the new drag superstar]</p>




 <p>(0:31 – 1:11)</p>	<p>A series of frames depicting the participating drag queens, all wearing more or less revealing space-themed costumes. They are training to fight aliens and start attacking each other. They use laser weapons. One of the queens' wigs catches fire. Some are in shock. One queen touches up her lipstick, another wields a laser sword, two do the Vulcan salute. One queen is painting another queen's nails, while the queen whose wig is on fire runs around.</p>	<p>The queens scream and laugh while attacking each other. Background space-themed music.</p>	<p>Voice over from a narrator (not Supremme de Luxe): Fuego láser drag. [Drag laser fire]. Tripulación preparada para paseo espacial. Trayectoria orbital controlada. [Crew ready for space walk. Controlled orbital trajectory]. Larga vida y prosperidad. [Live long and prosper].</p>
 <p>(1:12 – 1:15)</p>	<p>One of the queens is reading a magazine, with her high silver heel resting on a control desk. Inadvertently, she presses a big red button (which reads FIRE) with her other heel. Everything starts shaking.</p>	<p>The background space-theme music abruptly stops when the red button.</p>	<p>Voice over (narrator): Descompresión de la cabina [Cabin depressurization].</p>
 <p>(1:16 – 1:27)</p>	<p>The spaceship gets sucked into the nebula. Supremme is trying to keep her balance. A big sign which reads "ALERTA ROSA" [PINK ALERT] blinks. Different frames of the queens trying to stay standing.</p>	<p>Alarm sounds.</p>	<p>Voice over (narrator): Alerta rosa. Alerta rosa. Soporte vital desconectado. [Pink alert. Pink alert. Disconnected life support].</p>



 <p>(1:28 – 1:33)</p>	<p>One of the queens looks up in awe. Supremme is relieved and smiles.</p>	<p>The alarm sounds stop and Supremme sighs in relief.</p>	<p>Voice over (narrator): Escudo térmico reactivado. [Heat shield restarted]</p>
 <p>(1:34 – 2:10)</p>	<p>All queens celebrate. Some toast with “space cocktails”. Others dance. The logo of <i>Drag Race España T3</i> appears in the middle of the screen, in front of a planet resembling Saturn. Supremme looks into the camera and winks.</p>	<p>Upbeat music starts playing. A folk trumpet melody over an electronic space-themed song.</p>	<p>Supremme’s voice over: Encontrarás aventuras más allá de tu imaginación cuando te pierdas en el espacio con nuestras reinas. Bienvenidos a la galaxia Drag Race 3. [You will find adventures beyond your imagination when you get lost in space with our queens]</p> <p>Narrator’s voice over: Prepárate para despegar. [Get ready to take off]</p>
 <p>(2:11 –)</p>	<p>A space landscape with the following text: Starring in alphabetical order. Then a succession of clips of each queen, together with their names, with their space garments and props. Finally, Supreme Deluxe accompanied by the text on screen “And featuring Supremme de Luxe”.</p>	<p>Upbeat music. Spaceship and laser sound effects everytime a new queen appears on screen.</p>	<p>Narrator’s voice over: Drag Race. Nueva temporada. El 16 de abril estreno cósmico solo en A3player Premium. [Drag Race. New season. Cosmic premier on April 16 only in A3player Premium].</p>

Multimodal transcription grid *Drag Race Brasil*

Visual frame	Visual image + kinesic action	Soundtrack	Dialogue
 <p data-bbox="224 582 380 614">(0:00 – 0:02)</p>	<p data-bbox="775 323 1205 587">A very wide shot shows a car with its headlights on amidst some tropical plants. Disco balls of various sizes are hanging in a dark green background, and bright yellow lights stand out. The WOW Presents Plus logo appears in white in the middle of the image.</p>	<p data-bbox="1232 323 1469 355">Car engine turns on.</p>	<p data-bbox="1621 323 1635 339">-</p>
 <p data-bbox="224 904 380 936">(0:03 – 0:10)</p>	<p data-bbox="775 646 1205 946">A series of close-up frames shows details of the participating drag queens' outfits: a silver high heel, a green outfit with gold sequins, metallic black boots, a dark blue helmet, a dark blue wig, a dark green dress, a blue outfit with silver stars, blue horns and high heels, followed by a beam of yellow light.</p>	<p data-bbox="1232 646 1536 678">Bass sound starts playing.</p>	<p data-bbox="1621 646 2058 877">Grag Queen's voice over: Prepare-se pra corrida mais esperada de todos os tempos, porque chegou a hora de acelerar nessa bagaça. [Get ready for the most anticipated race of all times, because it is time to accelerate this thing].</p>
 <p data-bbox="224 1279 380 1311">(0:11 – 0:12)</p>	<p data-bbox="775 1013 1205 1244">Against a dark green background with yellow spotlights, a drag queen wearing a red corset places her black-gloved hands on her waist. Two hands pull the laces to tighten the corset. The text "APERTA!" [TIGHTEN IT] appears in green.</p>	<p data-bbox="1232 1013 1245 1029">-</p>	<p data-bbox="1621 1013 1859 1077">A scream echoes: Aperta! [Tighten it].</p>

 <p>(0:13 – 0:14)</p>	<p>The drag queen appears in profile as a hand adjusts her panties.</p>	<p>-</p>	<p>Grag Queen's voice over: Mais rápido! [Faster]</p>
 <p>(0:15 – 0:19)</p>	<p>Grag Queen, dressed in a carnival outfit of green, yellow, and blue, stands atop the car. Holding two chequered racing flags, she announces the start of the race. A series of frames showcasing the contestants, each wearing outfits in the colours of the Brazilian flag.</p>	<p>Electronic music starts playing.</p>	<p>Grag Queen: Estão prontas, meus amores? [Are you ready, my darlings?]</p> <p>One, two, three, go!</p>
 <p>(0:20 – 0:21)</p>	<p>A drag queen is dressed in an outfit featuring the Brazilian flag.</p>	<p>-</p>	<p>Grag Queen's voice over: Vem aí o reality que eu sei que cê tava looca esperando. [Here comes what I know you've been craazy waiting for]</p> <p>C'mon</p>

 <p>(0:30 – 0:32)</p>	<p>The text “GLAMOUR” appears on screen.</p>	<p>-</p>	<p>Grag Queen’s voice over: Agora, com aquele glamour brasileiro. [Now, with that Brazilian glamour]</p>
 <p>(0:32 – 0:33-)</p>	<p>A drag queen strikes a pose reminiscent of Madonna in her “Vogue” music video.</p>	<p>-</p>	<p>-</p>
 <p>(0:30 – 0:32)</p>	<p>Grag Queen strikes a fierce pose and moves her tongue sensually. The text “ESTRAVAGANZA” appears on screen.</p>	<p>-</p>	<p>Grag Queen’s voice over: Convidadas pra lá de estravaganza. [Guests that are very estravaganza]</p>

 <p>(0:38 – 0:41)</p>	<p>The text “Apresentado por GRAG QUEEN” [Hosted by GRAG QUEE] appears on the screen. An X, a heart, and a lightning bolt accompany the sign.</p>	<p>Car alarm beeping.</p>	<p>Grag Queen: E euzinha, comandando todo esse babado no Drag Race Brasil. [And myself, managing all this gagging show on Drag Race Brasil]</p>
 <p>(0:42 – 0:42)</p>	<p>A drag queen dances samba on the runway, surrounded by disco balls, tropical plants, and iconic Brazilian animals, such as a macaw and a jaguar.</p>	<p>-</p>	<p>-</p>

Video References

Drag Race España. (2023, March 28). *Drag Race España Temporada 3 | Tráiler oficial | Estreno 16 de abril solo en ATRESplayer PREMIUM*. [Video]. YouTube. <https://www.youtube.com/watch?v=HLfm54MQeoU&t=4s>

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