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Theatre HD. Theatre on screen as media and mass art 18

***Abstract***

***In 2006 the Metropolitan Opera in New York City launched a project The Met HD***

***specially designed to broadcast live of theatrical performances into movie theatres around the***

***world. The project Theatre HD was also started to be under way due to the activity of the***

***National Theatre in London (NT Live), the Royal Shakespeare Company (RSC), the Globe***

***theatre (The Globe On Screen) and others. This article explores the phenomenon of theatre on***

***cinema screen applying the approach taken with respect to media theory. In the article author***

***stands upon the achievements of three analysts in this field who focused on performing and***

***screen arts: Edmund Carpenter, John Ellis, and James Monaco. In this article the term***

***«cinespectacle» has been introduced, which can be understood as broadcasting of theatrical***

***performance on big screen in high definition. The project Theatre HD is viewed in terms of***

***conventions which outline theatre, broadcasting TV, cinema, and also how the project***

***impacts on the usual theater experience.***

***Keywords: Theatre on screen, Live broadcast, Cinema and theatre, Media.***

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