

Appendix A

List of Figures

Figure 1. “Top 5 Publishing Houses of Romantic Fiction in 2006”. Statistical overview of the most popular publishing houses that publish the genre of romantic fiction in North America in the year 2006.

Figure 2. “Romantic Fiction published in 2006”. Statistical overview of the series of romantic fiction published in North America in the year 2006.

Figure 3. “Romantic fiction releases in 2007”. Statistical overview of the series of romantic fiction published in North America in the year 2007.

Figure 4. A television advertisement for *Ásútgáfan*, appeared on television on April 6th, 2009.

Figure 5. The mock-up for the *Intrigue* series for August 2007.

Figure 6. The published covers for *Intrigue* series for August 2007.

List of Tables

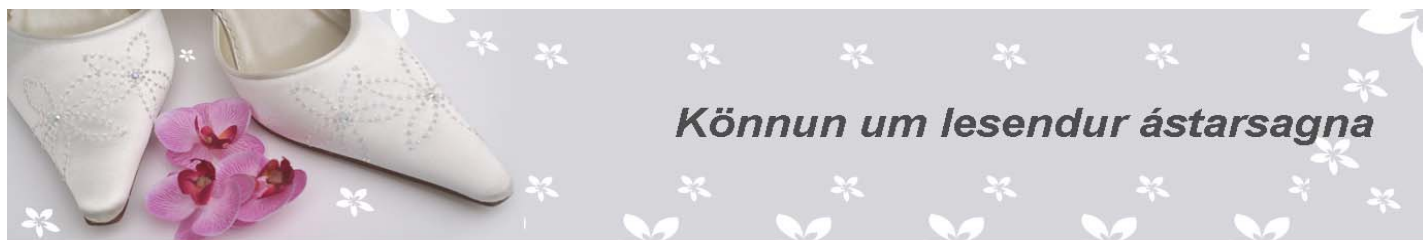
Table 1: *Question: Which of the following best describes what usually makes you decide to read a novel of romantic fiction or not?*

Table 2. *Question: Which of the following reasons best describe why you read romantic fiction?*

Table 3. *Question: What are the three most important ingredients in a novel of romantic fiction?*

Appendix B

1. The Introduction Letter to the Subscribers of *Ásútgáfan*:



Kæri viðtakandi,

Ég heiti Helena María Smáradóttir og er að ljúka meistaranámi í ensku við Háskóla Íslands. Ég byrjaði snemma að lesa ástarsögur og hef síðan þá verið mikil áhugamanneskja um ástarsögur almennt, einnig hver les ástarsögur og hvers vegna.

Í lokaritgerð minni til meistaragráðu ætla ég m.a. að fjalla um lestrarvenjur lesenda ástarsagna. Sem hluti undirbúningsvinnu ritgerðarinnar hef ég útbúið könnun sem er liður í rannsókn sem ég er að gera fyrir ritgerðina. Könnunin er nafnlaus, ég hef sjálf engan aðgang að upplýsingum um áskrifendur og veit því ekki hverjir fá þennan lista. Könnunin er gerð í samvinnu við Ás-Útgáfu. Til að fá sem besta þátttöku í könnuninni þætti mér frábært ef þú myndir vera svo væn(n) að svara könnuninni sem finna má á vefslóðinni <http://skipulag.com/astarsogur> - Könnunin verður opin til 5. júlí 2008.

Kærar þakkir fyrir þátttökuna,

Helena María Smáradóttir

hms@hi.is

Maí 2008

2. Printed Version of the Online Questionnaire:

KÖNNUN UM LESENDUR ÁSTARSAGNA - *VINSAMLEGAST LESIÐ EFTIRFARANDI*

Þakka þér fyrir að taka frá nokkrar mínútur til þess að svara þessum spurningalista. Ég er að gera könnun sem skoðar lestrarvenjur lesenda ástarsagna. Ég er að klára meistaranám í ensku við Háskóla Íslands og könnunin er liður í meistararitgerð minni. Könnunin er nafnlaus og þátttaka þín er frjálś.

Takk fyrir þátttöku þína,
Helena María Smáradóttir
Háskóli Íslands / október 2008

1. Kyn?

- ☐ a. Kona
- ☐ b. Karl

2. Hvaða aldurshópi tilheyrir þú?

- ☐ a. yngri en 15 ára
- ☐ b. 15-18 ára
- ☐ c. 19-24 ára
- ☐ d. 25-34 ára
- ☐ e. 35-44 ára
- ☐ f. 45-54 ára
- ☐ g. 55-64 ára
- ☐ h. 65 ára eða eldri

3. Hver er núverandi hjúskaparstaða þín?

- ☐ a. einhleyp(ur) - aldrei gift(ur)
- ☐ b. gift(ur)
- ☐ c. í sambúð
- ☐ d. ekkja/ekkill
- ☐ e. skilin(n)

4. Hvað varst þú gömul/gamall þegar þú giftir þig eða hófst sambúð?

- ☐ a.
- ☐ b. á ekki við

5. Í síðustu viku varst þú...

- ☐ a. í fullri vinnu (annað hvort sem atvinnuveitandi eða starfsmaður)
- ☐ b. í hlutastarfi
- ☐ c. í veikindaleyfi, fríi eða í verkfalli
- ☐ d. í fæðingarorlofi
- ☐ e. atvinnulaus og/eða í atvinnuleit
- ☐ f. í skóla
- ☐ g. heimavinnandi
- ☐ h. á eftirlaunum

6. Hverjar eru heildartekjur heimilisins á mánuði (þ.e. tekjur allra heimilismanna)?

- ☐ a. lægri en 250.000 kr.
- ☐ b. 250.000 kr. til 399.000 kr.
- ☐ c. 400.000 kr. til 549.000 kr.
- ☐ d. 550.000 kr. til 799.000 kr.
- ☐ e. 800.000 kr. eða hærri

7. Byrðu í

- ☐ a. eigin húsnæði
- ☐ b. leiguhúsnæði
- ☐ c. foreldrahúsum
- ☐ d. annað (vinsamlegast tilgreinið):

8. Hver er menntun þín?

- ☐ a. hef lokið grunnskólaprófi
- ☐ b. hef lokið framhaldsskólaprófi (iðmenntun eða sérmenntun)
- ☐ c. hef lokið háskólaprófi

9. Ef gift/ur eða í sambúð, hver er menntun maka þíns?

- ☐ a. hefur lokið grunnskólaprófi
- ☐ b. hefur lokið framhaldsskólaprófi (iðmenntun eða sérmenntun)
- ☐ c. hefur lokið háskólaprófi
- ☐ d. á ekki við

10. Á hvaða aldri byrjaðir þú fyrst að lesa þér til skemmtunar?

- ☐ a. 5-9 ára
- ☐ b. 10-14 ára
- ☐ c. 15-19 ára
- ☐ d. 20-24 ára
- ☐ e. 25-29 ára
- ☐ f. 30-39 ára
- ☐ g. 40 ára eða eldri

11. Hvaða bækur höfðuðu helst til þín á unglingsárunum? Hér mátt þú merkja við í eins marga möguleika eins og þú vilt.

- ☐ a. Ævisögur
- ☐ b. Fræðirit
- ☐ c. Spennusögur
- ☐ d. Ástarsögur
- ☐ e. Ráðgátur
- ☐ f. Hryllingssögur
- ☐ g. Fantasiur
- ☐ h. Vísindaskáldskapur
- ☐ i. Teiknimyndasögur
- ☐ j. Fagurbókmenntir
- ☐ k. Glæpasögur
- ☐ l. Einkaspæjarasögur
- ☐ m. Aðrar skáldsögur
- ☐ n. Unglingabækur
- ☐ o. Námsbækur
- ☐ p. Engar, ég las mér ekki til ánægju
- ☐ q. Aðrar (vinsamlegast tilgreinið):

12. Á hvaða aldri byrjaðir þú reglulega að lesa ástarsögur?

- ☐ a. 5-9 ára
- ☐ b. 10-14 ára
- ☐ c. 15-19 ára
- ☐ d. 20-24 ára
- ☐ e. 25-29 ára
- ☐ f. 30-39 ára
- ☐ g. 40 ára eða eldri

13. Las móðir þín eða forráðamaður ástarsögur í barnæsku þinni?

- ☐ a. já, mjög oft
- ☐ b. já, en aðeins stundum
- ☐ c. nei
- ☐ d. ég man ekki eftir því

14. Hversu margar ástarsögur lestu á *einni viku*?

- ☐ a. færri en eina á viku
- ☐ b. 1-2
- ☐ c. 3-4
- ☐ d. 5-6
- ☐ e. 7-8
- ☐ f. 9-10
- ☐ g. 10 eða fleiri

15. Hversu margar bækur aðrar en ástarsögur lestu á *einni viku*?

- ☐ a. engar (ef þú velur a, vinsamlegast farðu beint í spurningu 17)
- ☐ b. færri en eina á viku
- ☐ c. 1-2
- ☐ d. 3-4
- ☐ e. 5-6
- ☐ f. 7 eða fleiri

16. Ef þú lest annað en ástarsögur, hvers konar bækur er líklegast að þú lesir? Vinsamlegast veldu *þrjú* atriði og settu í röð; númer 1 þá tegund sem er líklegast að þú lesir, númer 2 næst líklegast, o.s.frv.

<input type="text"/>	a. Ævisögur
<input type="text"/>	b. Fræðirit
<input type="text"/>	c. Spennusögur
<input type="text"/>	d. Ráðgátur
<input type="text"/>	e. Hryllingssögur
<input type="text"/>	f. Fantasiur
<input type="text"/>	g. Vísindaskáldskapur
<input type="text"/>	h. Fagurbókmenntir
<input type="text"/>	i. Glæpasögur
<input type="text"/>	j. Einkaspæjarasögur
<input type="text"/>	k. Aðrar skáldsögur
<input type="text"/>	l. Námsbækur
<input type="text"/>	m. Annað (vinsamlegast tilgreinið): <input type="text"/>

17. Lestu á hverjum degi?

- ☐ a. Já
- ☐ b. Nei

18. Í hversu margar klukkustundir lestu á *viku*?

- ☐ a. 1-5 klukkustundir
- ☐ b. 6-10 klukkustundir
- ☐ c. 11-15 klukkustundir
- ☐ d. 16-20 klukkustundir
- ☐ e. 21 klukkustund eða lengur

19. Hvert af neðantöldu á best við um þínar lestrarvenjur? Vinsamlegast veldu *tvö til þrjú* atriði og settu í röð; númer 1 sem á best við þínar lestrarvenjur, númer 2 næst best, o.s.frv.

- a. ég les helst á morgnanna
- b. ég les helst á daginn þegar ég vinn heima
- c. ég les helst í hádeginu
- d. ég les helst síðdegis
- e. ég les helst þegar ég ferðast til og frá vinnu
- f. ég les helst á kvöldin
- g. ég les helst þegar ég ferðast (innanlands eða utanlands)
- h. það er erfitt að segja til um hvenær ég les helst þar sem ég nota hverja stund sem ég get til að lesa

20. Hvað af neðantöldu á best við þegar þú ert byrjuð að lesa ástarsögu?

- ☐ a. ég les aðeins þegar ég er í stuði
- ☐ b. ég les órfáar blaðsíður dag hvern þar til bókinni er lokið
- ☐ c. ég les eins mikið og ég get þar til ég verð fyrir ónæði eða þarf að sinna öðrum verkum
- ☐ d. ég læt bókina helst ekki frá mér fyrr en henni er lokið

21. Hversu oft hefur þú rætt ástarsögur við aðra manneskju?

- ☐ a. Aldrei (ef a, vinsamlegast farðu beint í spurningu 23)
- ☐ b. Sjaldan
- ☐ c. Stundum
- ☐ d. Oft

22. Við hvern ræðir þú oftast um ástarsögur?

- ☐ a. Móður mín
- ☐ b. Dóttur mín
- ☐ c. Systur mín
- ☐ d. Vinkonu
- ☐ e. Annan (vinsamlegast tilgreinið):

23. Hversu oft lestu ástarsögur sem þú hefur áður lesið?

- ☐ a. Aldrei (ef a, vinsamlegast farðu beint í spurningu 25)
- ☐ b. Sjaldan
- ☐ c. Stundum
- ☐ d. Oft

24. Hver er ástæðan fyrir því að þú lest ástarsögur aftur eða oftar en einu sinni?

- ☒ a. Vegna þess að allt fer vel að lokum
- ☒ b. Vegna þess að mér líður vel að lestri loknum
- ☒ c. Vegna þess að karl- og kvenhetjan finna hvort annað í lokin
- ☒ d. Til þess að komast inn í heim fantasiunnar
- ☒ e. Vegna þess að hið góða sigrar allt
- ☒ f. Annað (vinsamlegast tilgreinið):

25. Hverjar af eftirtöldum tegundum ástarsagna lest þú? Hér mátt þú merkja við í eins marga möguleika og þú vilt.

- ☐ a. Ástarsögur
- ☐ b. Sjúkrahússögur
- ☐ c. Ást og afbrot
- ☐ d. Örlagasögur
- ☐ e. Tímarit mánaðarins
- ☐ f. Ástarsögur á ensku
- ☐ g. Aðrar (vinsamlegast tilgreinið):

26. Hverjar af eftirtöldum ástarsögum eru í mestu uppáhaldi hjá þér?

- ☒ a. Ástarsögur
- ☒ b. Sjúkrahússögur
- ☒ c. Ást og afbrot
- ☒ d. Örlagasögur
- ☒ e. Tímarit mánaðarins
- ☒ f. Ástarsögur á ensku
- ☒ g. Aðrar (vinsamlegast tilgreinið):

27. Hvert af þessu hefur mest áhrif á það hvort þú lest ástarsögu eða ekki?

- ☒ a. Forsíðan
- ☒ b. Titillinn
- ☒ c. Tegundin (Ástarsögur, Sjúkrahússögur, Ást og afbrot, Örlagasögur, Tímarit mánaðarins, ástarsögur á ensku)
- ☒ d. Kynningartextinn aftan á bókinni hljómar spennandi
- ☒ e. Einhver mælti með bókinni
- ☒ f. Annað (vinsamlegast tilgreinið):

28. Hversu oft lestu sögulok áður en þú byrjar að lesa?

- ☐ a. Aldrei
- ☐ b. Stundum
- ☐ c. Oft
- ☐ d. Alltaf

29. Hvert af neðantöldu lýsir þér best þegar þér líkar ekki ástarsagan sem þú ert byrjuð að lesa?

- ☐ a. Ég legg bókina frá mér og klára ekki söguna
- ☐ b. Ég legg bókina frá mér í smá tíma en klára söguna seinna
- ☐ c. Ég les sögulok til að sjá hvernig bókinn endar
- ☐ d. Ég les alltaf alla bókina jafnvel þó mér líkar hún ekki vel

30. Hvað af neðantöldu á við/á ekki við í ástarsögu?

- a. Nauðgun
- b. opinskátt kynlíf
- c. dapur endir
- d. líkamlegar pyntingar á karl- og kvenhetjunni
- e. venjuleg kvenhetja
- f. mikið lauslæti
- g. kynlíf fyrir hjónaband
- h. grimm karlhetja
- i. veikburða karlhetja
- j. karlhetja sem er sterkari en kvenhetjan
- k. kvenhetja sem er sterkari en karlhetjan

31. Hvað af neðantöldu telur þú að sé mikilvægast í góðri ástarsögu? Vinsamlegast veldu *þrjú* atriði sem þú telur grundvallaratriði eftir mikilvægi, númer 1 við mikilvægasta atriðið, o.s.frv.

- a. allt fer vel að lokum
- b. ástarsenur með opinskáum kynlífslýsingum
- c. mikið af smáatriðum um fjarlæga staði og söguleg tímabil
- d. langvarandi deila milli karl- og kvenhetjunnar
- e. þorparanum er refsað
- f. hæg uppbygging á sambandinu milli karl- og kvenhetjunnar
- g. mikið af ástarsenum án opinskárra kynlífslýsinga
- h. einhverjar upplýsingar um karl- og kvenhetjuna eftir að þau hafa loksins náð saman
- i. ákveðin tegund karl- og kvenhetju (veldu þetta ef þér líkar við karl- og kvenhetju sem hafa sameiginleg einkenni)

32. Hvaða eiginleika telur þú æskilegt að kvenhetjan hafi? Vinsamlegast veldu *þrjú* atriði og raðaðu þeim eftir mikilvægi með því að setja númer 1 við eiginleikann sem er æskilegastur, númer 2 við þann næsta, o.s.frv.

- a. Gáfur
- b. Sjálfstæði
- c. Fegurð
- d. Fyndni
- e. Sjálfsöryggi
- f. Ákveðni
- g. Kvenleg
- h. Hrein mey
- i. Annað (vinsamlegast tilgreinið):

33. Hvaða eiginleika telur þú æskilegt að karlhetjan hafi? Vinsamlegast veldu *þrjú* atriði og raðaðu þeim eftir mikilvægi með því að setja númer 1 við eiginleikann sem er æskilegastur, númer 2 við þann næsta, o.s.frv.

<input type="text"/>	a. Gáfur
<input type="text"/>	b. Nærgætni
<input type="text"/>	c. Verndari
<input type="text"/>	d. Styrkur
<input type="text"/>	e. Hugrekki
<input type="text"/>	f. Fyndni
<input type="text"/>	g. Sjálfstæði
<input type="text"/>	h. Myndarlegur
<input type="text"/>	i. Líkamlega vel á sig kominn
<input type="text"/>	j. Annað (vinsamlegast tilgreinið): <input type="text"/>

34. Hvert af neðantöldu lýsir best viðhorfi þínu til frásagnarstíls ástarsagna?

- ☐ a. ég kann best við sögur sem eru sagðar af kvenhetjunni, í fyrstu persónu (t.d. "ég trúði ekki eigin augum, þarna var hrokafyllsti maður sem ég hafði á ævi minni séð.")
- ☐ b. ég kann illa við sögur þar sem kvenhetjan segir frá, í fyrstu persónu, en ég les þær stundum. Uppáhaldssögurnar minar eru sagðar af sögumanni í 3. persónu, frá sjónarhorni karl- og kvenhetjunnar
- ☐ c. ég les ekki ástarsögu ef hún er sögð af kvenhetjunni, í fyrstu persónu. Ég les aðeins sögur sem eru sagðar af sögumanni í 3. persónu, frá sjónarhorni bæði karl- og kvenhetjunnar
- ☐ d. það skiptir mig ekki máli hvort að sagan sé sögð af kvenhetjunni eða sögumanni sem gefur sjónarhorn bæði karl- og kvenhetjunnar

35. Hversu mikið líkjast persónur í ástarsögum fólki sem þú hefur hitt í raunveruleikanum?

- ☐ a. alls ekki líkar
- ☐ b. líkjast þeim að einhverju leyti
- ☐ c. mjög líkar
- ☐ d. næstum eins

36. Hversu mikið telur þú að atburðir í ástarsögum líkist raunveruleikanum?

- ☐ a. alls ekki líkir
- ☐ b. líkjast honum að einhverju leyti
- ☐ c. mjög líkir
- ☐ d. næstum eins

37. Hversu raunveruleg telur þú viðbrögð og tilfinningar kvenhetjunnar vera gagnvart fólki og stöðum í samanburði við þínar eigin?

- ☐ a. þau eru alls ekki lík mínum viðbrögðum
- ☐ b. þau eru dálítið lík mínum viðbrögðum
- ☐ c. þau eru mjög lík mínum viðbrögðum
- ☐ d. þau eru næstum eins og mín viðbrögð

38. Hversu raunveruleg telur þú viðbrögð og tilfinningar karlhetjunnar til kvenhetjunnar í sögunum vera í samanburði við viðbrögð og tilfinningar mannsins í þínu lífi til þín?

- ☐ a. þau eru alls ekki lík hans viðbrögðum
- ☐ b. þau eru dálítið lík hans viðbrögðum
- ☐ c. þau eru mjög lík hans viðbrögðum
- ☐ d. þau eru næstum eins og hans viðbrögð
- ☐ e. það er enginn maður í mínu lífi eins og er

39. Eftir að þú hefur lokið við ástarsögu sem þér líkaði við, hvað gerir þú oftast við hana?

- ☐ a. ég set hana upp í hillu til að geyma en stundum lána ég ástarsögurnar mínar
- ☐ b. ég hendi henni í ruslið
- ☐ c. ég gef hana ættingja eða vini (ekki merkja í þennan reit ef þú aðeins LÁNAR bækurnar þínar)
- ☐ d. ég gef bókina á bókasafn eða til góðgerðarmála
- ☐ e. annað (vinsamlegast tilgreinið):

40. Hver af neðantöldu ástæðum lýsir best af hverju þú lest ástarsögur? Vinsamlegast veldu *þrjú* atriði og settu í röð; ástæðan sem lýsir best af hverju þú lest ástarsögur númer 1, númer 2 næst best, o.s.frv.

- ☐ a. til að gleyma daglegu amstri
- ☐ b. til að læra um fjarlæga staði og tímabil
- ☐ c. til afslóppunar
- ☐ d. til að gleyma mér í heimi fantasiunnar
- ☐ e. því ég óska þess að eiga í ástarævintýri eins og kvenhetjan
- ☐ f. því að lestur er persónulegur, það er minn tími
- ☐ g. því að mér líkar að lesa um sterkar og fjörugar hetjur
- ☐ h. því lestur er betri flótti en margt annað
- ☐ i. því ástarsögur eru aldrei daprar eða þjakandi
- ☐ j. því mér líður vel að lestri loknum
- ☐ k. því þær eru skemmtileg afþreying
- ☐ l. annað (vinsamlegast tilgreinið):

41. Hverjar eru þrjár af þínum uppáhalds ástarsögum? Vinsamlegast settu bókatitlana í rétta röð.

1.	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>

[Senda svör](#)

Kærar þakkir fyrir þátttökuna,
Helena María Smáradóttir

3. The Questionnaire in English:

An English version of the survey conducted online:

ROMANCE READER SURVEY

Please Read the Following

I would appreciate it if you would take a brief amount of time to answer these questions. I am conducting a survey to determine the reading habits of people who read romances. I am finishing my M.A. degree in English and this survey is a part of my M.A. essay. I ask that you do not identify yourself in any way and that you understand your participation is voluntary.

Thank you very much for your participation.

Helena María Smáradóttir

University of Iceland

May 2008.

1. Sex?
☐ a. female
☐ b. male
2. In what group are you?
☐ a. under 15 years old
☐ b. 15-18 years
☐ c. 19-24 years
☐ d. 25-34 years
☐ e. 35-44 years
☐ f. 45-54 years
☐ g. 55-64 years
☐ h. 65 or over
3. What is your current marital status?
☐ a. single – never married
☐ b. married
☐ c. living with someone
☐ c. widowed
☐ d. separated
☐ e. divorced but not remarried
4. At what age did you first get married?
☐ a.
☐ b. does not apply

5. Last week, were you were...
- ☐ a. working full-time (either for an employer or self-employed)
 - ☐ b. working part-time
 - ☐ c. employed but not at work because of illness, strike, or vacation
 - ☐ d. on maternity leave
 - ☐ e. unemployed, laid off, looking for work
 - ☐ f. in school (or on summer vacation)
 - ☐ g. keeping house and/or caring for children
 - ☐ h. retired
6. What is your total household income? (that is, not just yours if there are others contributing to the family income)
- ☐ a. less than 250,000 kr
 - ☐ b. 250,000 kr to 399,000 kr
 - ☐ c. 400,000 kr to 549,000 kr
 - ☐ d. 550,000 kr to 799,000 kr
 - ☐ e. 800,000 or over
7. Where do you live
- ☐ a. in my own home
 - ☐ b. in a rented home
 - ☐ c. with my parents
 - ☐ d. other (please specify) _____
8. What level of education have you completed?
- ☐ a. Elementary School
 - ☐ b. College
 - ☐ c. University
9. If married, what level of education has your spouse completed?
- ☐ a. Elementary School
 - ☐ b. College
 - ☐ c. University
10. At what age did you first begin reading for pleasure?
- ☐ a. 5-9 years old
 - ☐ b. 10-14 years old
 - ☐ c. 15-19 years old
 - ☐ d. 20 – 24 years old
 - ☐ e. 25-29 years old
 - ☐ f. 30-39 years old
 - ☐ g. 40 or older

11. What was your favourite kind of books as a teenager?
- ☐ a. biography
 - ☐ b. historical fiction other than romances
 - ☐ c. thrillers
 - ☐ d. contemporary romances
 - ☐ e. mysteries
 - ☐ f. horror stories or occult
 - ☐ g. fantasy
 - ☐ h. science fiction
 - ☐ i. comic books
 - ☐ j. non-fiction
 - ☐ k. crime thrillers
 - ☐ l. detective stories
 - ☐ m. other fiction
 - ☐ n. teenage books
 - ☐ o. schoolbooks
 - ☐ p. none. I didn't read for pleasure.
 - ☐ r. other (please specify) _____
12. At what age did you first begin reading novels of romantic fiction regularly?
- ☐ a. 5-9 years
 - ☐ b. 10-14 years
 - ☐ c. 15-19 years
 - ☐ d. 20-24 years
 - ☐ e. 25-29 years
 - ☐ f. 30-39 years
 - ☐ g. 40 or older
13. When you were a child, did your mother or female guardian read novels of romantic fiction?
- ☐ a. yes, very often
 - ☐ b. yes, but only sometimes
 - ☐ c. no
 - ☐ d. I don't remember
14. How many novels of romantic fiction do you read *each* week?
- ☐ a. 1-2
 - ☐ b. 3-4
 - ☐ c. 5-6
 - ☐ d. 7-8
 - ☐ e. 9-10
 - ☐ f. 10 or more

15. How many books other than novels of romantic fiction do you read each week?
- ☐ a. none (if a. proceed to question nr. 17.)
 - ☐ b. 1-2
 - ☐ c. 3-4
 - ☐ d. 5-6
 - ☐ e. 7 or more
16. If you read other kinds of books beside novels of romantic fiction, which of the following kinds of books are you *most* likely to read? (Please select three and rank them by placing a number 1 next to the most likely choice, a number 2 next to the second most likely choice, and so on.).
- ☐ a. biography
 - ☐ b. historical fiction other than romances
 - ☐ c. thrillers
 - ☐ d. contemporary romances
 - ☐ e. mysteries
 - ☐ f. horror stories or occult
 - ☐ g. fantasy
 - ☐ h. science fiction
 - ☐ i. comic books
 - ☐ j. non-fiction
 - ☐ k. crime thrillers
 - ☐ l. detective stories
 - ☐ m. other fiction
 - ☐ n. teenage books
 - ☐ o. schoolbooks
 - ☐ p. none. I didn't read for pleasure.
 - ☐ r. other (please specify) _____
17. Do you read every day?
- ☐ a. yes
 - ☐ b. no
18. How many hours per week do you read?
- ☐ a. 1-5 hours
 - ☐ b. 6-10 hours
 - ☐ c. 11-15 hours
 - ☐ d. 16-20 hours
 - ☐ e. 21 hours or more

19. Which of the following best describes your reading pattern? Please select three and rank them by placing a number 1 next to the best choice, a number 2 next to the second best choice, and so on.).
- ☐ a. I read mostly in the morning.
 - ☐ b. I read mostly during the day while working around the house.
 - ☐ c. I read mostly during lunchtime.
 - ☐ d. I read mostly in the afternoon.
 - ☐ e. I read mostly while travelling to and from work.
 - ☐ f. I read mostly in the evening.
 - ☐ g. I read mostly when I travel (Abroad or within the country)
 - ☐ h. It's hard to say when I do most of my reading since I read every chance I get
20. Which of the following best describes what you usually do once you've begun a novel of romantic fiction?
- ☐ a. I only continue reading it when I'm in the mood.
 - ☐ b. I read a few pages each day until I'm done.
 - ☐ c. I read as much of it as I can until I'm interrupted or have something else to do.
 - ☐ d. I won't put it down until I've finished it unless it's absolutely necessary.
21. How often do you discuss novels of romantic fiction with others?
- ☐ a. never
 - ☐ b. rarely
 - ☐ c. sometimes
 - ☐ d. often
22. Who do you discuss novels of romantic fiction with *most* often?
- ☐ a. my mother
 - ☐ b. my daughter
 - ☐ c. my sister
 - ☐ d. a female friend
 - ☐ e. other (please specify)
23. How often do you re-read novels of romantic fiction you've already read?
- ☐ a. never (if a. proceed to question nr. 25)
 - ☐ b. rarely
 - ☐ c. sometimes
 - ☐ d. often

24. Why do you re-read novels of romantic fiction?
- ☐ a. I like the happy ending
 - ☐ b. I like the way they make me feel
 - ☐ c. I like that the hero and the heroine find each other
 - ☐ d. to escape into fantasy
 - ☐ e. because the good conquers all
 - ☐ f. other (please specify) _____
25. Which of the following kinds of novels of romantic fiction do you read? Here you may check as many as you like.
- ☐ a. Tender Romances
 - ☐ b. Medical Romances
 - ☐ c. Love and Crime
 - ☐ d. Love and Destiny
 - ☐ e. Romances in English
 - ☐ f. Magazine of the month
 - ☐ f. Other (Please specify)
26. Which of the following kinds of novels of romantic fiction is your favourite?
- ☐ a. Tender Romances
 - ☐ b. Medical Romances
 - ☐ c. Love and Crime
 - ☐ d. Love and Destiny
 - ☐ e. Romances in English
 - ☐ f. Magazine of the month
 - ☐ f. Other (Please specify)
27. Which of the following best describes what usually makes you decide to read a novel of romantic fiction or not?
- ☐ a. I like the cover.
 - ☐ b. I like the title.
 - ☐ c. The sub-genre.
 - ☐ d. The publisher's anticipatory excerpt and the blurb in the back of the novel makes it sound interesting.
 - ☐ e. someone else recommended it to me.
 - ☐ f. other (please specify)
28. How often do you read the endings of novels of romantic fiction before you begin reading the whole book?
- ☐ a. never
 - ☐ b. sometimes
 - ☐ c. often
 - ☐ d. always

29. Which of the following best describes what you do when you realize you don't like a book that you have already begun reading?
- _____ a. I put it down and never finish it.
 - _____ b. I put it down for a little while and finish it later
 - _____ c. I read the ending to see how it ends.
 - _____ d. I always finish it even if I don't like it.
30. Which of the following do you feel should never be included in a novel of romantic fiction? Please choose either the option appropriate or not appropriate.
- a. rape
_____ appropriate/not appropriate_____
 - b. explicit sex
_____ appropriate/not appropriate_____
 - c. sad ending
_____ appropriate/not appropriate_____
 - d. physical torture of the heroine or the hero
_____ appropriate/not appropriate_____
 - e. an ordinary heroine
_____ appropriate/not appropriate_____
 - f. bed-hopping
_____ appropriate/not appropriate_____
 - g. premarital sex
_____ appropriate/not appropriate_____
 - h. a cruel hero
_____ appropriate/not appropriate_____
 - i. a weak hero
_____ appropriate/not appropriate_____
 - j. a hero who is stronger than the heroine
_____ appropriate/not appropriate_____
 - k. a heroine who is stronger than the hero
_____ appropriate/not appropriate_____

31. What are the three most important ingredients in a novel of romantic fiction? Please choose the three which you think are essential and rank them by placing number 1 next to the most important ingredient, a number 2 next to the second most important, and so on.
- ☐ a. a happy ending
 - ☐ b. lots of love scenes with some explicit sexual description
 - ☐ c. lots of detail about faraway places and historical periods
 - ☐ d. a long conflict between the hero and heroine
 - ☐ e. the punishment of the villain
 - ☐ f. a slow but constant development of love between the hero and the heroine
 - ☐ g. lots of love scenes without explicit sexual description
 - ☐ h. some detail about the heroine and the hero after they have finally gotten together
 - ☐ k. a particular kind of hero and heroine (choose this one if you like the hero and heroine to have the same characteristics in each romance you read)
32. What qualities or characteristics do you like to see in a heroine? Please select three and rank them by placing a number 1 next to the most desirable quality, a number 2 next to the second most desirable quality, and so on. (Only choose 3)
- ☐ a. intelligence
 - ☐ b. independence
 - ☐ c. beauty
 - ☐ d. a sense of humour
 - ☐ e. assertiveness
 - ☐ f. femininity
 - ☐ g. aggressiveness
 - ☐ h. virginity
 - ☐ i. other (please specify)
33. What qualities or characteristics do you like to see in a hero? Please select three and rank them by placing number 1 next to the most desirable quality, a number 2 next to the second most desirable quality, and so on.
- ☐ a. intelligence
 - ☐ b. tenderness
 - ☐ c. protectiveness
 - ☐ d. strength
 - ☐ e. bravery
 - ☐ f. a sense of humour
 - ☐ g. independence
 - ☐ h. attractiveness
 - ☐ i. a physically fit
 - ☐ j. other (please specify)

34. Which of the following best describes your attitude to the way the stories are told?
- ☐ a. I like stories to be told by the heroine, in first person. (For example, "I couldn't believe my eyes, there was the most arrogant man I had ever seen.")
 - ☐ b. I dislike stories which are told by the heroine, in first person, but I will read them sometimes. My favourites give the point of view of both the heroine and hero.
 - ☐ c. I won't read a story if it is told by the heroine, in first person. I only read those which give the point of view of both the heroine and hero.
 - ☐ d. I have no preference whether the story is told by the heroine or by a narrator who gives the point of view of both the heroine and the hero.
35. How closely to you think the characters in novels of romantic fiction resemble the people you meet in real life?
- ☐ a. They are not at all similar.
 - ☐ b. They are somewhat similar.
 - ☐ c. They are very similar.
 - ☐ d. They are almost identical.
36. How closely to you think events in novels of romantic fiction resemble those which occur in real life?
- ☐ a. They are not at all similar.
 - ☐ b. They are somewhat similar.
 - ☐ c. They are very similar.
 - ☐ d. They are almost identical.
37. How closely to you think the heroine's reactions and feelings towards people and events resemble your own?
- ☐ a. They are not like mine at all.
 - ☐ b. They are somewhat like mine.
 - ☐ c. They are very much like mine.
 - ☐ d. They are almost identical to mine.
38. How closely do you feel that the hero's emotional responses to the heroine resemble the way the man in your life responds to you?
- ☐ a. They are not like his at all.
 - ☐ b. They are somewhat like his.
 - ☐ c. They are very much like his.
 - ☐ d. They are almost identical to his.
 - ☐ e. There is not a steady man in my life right now.

39. After you have finished a novel of romantic fiction which you liked, what do you do most often with it?
- ☐ a. I put it on my bookshelf to keep although I sometimes lend my romances.
 - ☐ b. I throw it away.
 - ☐ c. I give it to a friend or relative. (Do not check this one if you only lend your books.)
 - ☐ d. I donate it to the library or to charity.
 - ☐ e. other (please specify)
40. Which of the following reasons best describe why you read novels of romantic fiction? Please pick the three reasons which are closest to your reasons and rank them from the most important reason (number 1) to the third most important one. (Choose only three)
- ☐ a. to put my daily troubles behind me
 - ☐ b. to learn about faraway places and times
 - ☐ c. for simple relaxation
 - ☐ d. to escape into a fantasy
 - ☐ e. because I want to have a love affair like the heroine's
 - ☐ f. because reading is just for me. It is my time.
 - ☐ g. because I like to read about the strong, virile heroes
 - ☐ h. because reading is at least better than other kinds of escape
 - ☐ i. because romantic stories are never sad or depressing
 - ☐ j. I like the way they make me feel
 - ☐ k. They are entertaining
 - ☐ l. other (please specify)
41. What are three of your favourite novels of romantic fiction? Please give the titles in order.
- 1. _____
 - 2. _____
 - 3. _____

Thank you for your cooperation.
Helena María Smáradóttir
University of Iceland

4. Janice Radway's Questionnaire

ROMANCE READER SURVEY

Please Read the Following

I would appreciate it if you would take a brief amount of time to answer the questions on this form. I am conducting a survey determine the reading habits of people who read romances. The questionnaire is designed to discover your own personal attitudes and opinion about the books you read. I ask that you do not identify yourself in any way and that you understand your participation is completely voluntary. Almost all of the questions can be answered by placing a check in the appropriate space.

FOR EACH QUESTION, PLEASE SELECT ONLY ONE ANSWER UNLESS THE QUESTION SPECIFIES OTHERWISE.

Thank you very much for your cooperation.

Janice Radway

University of Pennsylvania

1. At what age did you first began reading for pleasure?
☐ a. 5-10 years
☐ b. 11-20 years
☐ c. 21-30 years
☐ d. 31 or above

2. What was your favorite kind of book as a teenager?
☐ a. biography
☐ b. historical fiction other than romances
☐ c. westerns
☐ d. historical romances
☐ e. contemporary romances
☐ f. mysteries
☐ g. science fiction
☐ h. comic books
☐ i. fantasy
☐ j. none. I didn't read for pleasure.
☐ k. other (please specify)

3. At what age did you first begin reading romances regularly?
____ a. 5-9 years
____ b. 10-14 years
____ c. 15-19 years
____ d. 20-24 years
____ e. 25-29 years
____ f. 30-39 years
____ g. 40 or older
4. When you were a child, did your mother or female guardian read romances?
____ a. yes, very often
____ b. yes, but only sometimes
____ c. no
____ d. I don't remember.
5. How many romances do you read *each* week?
____ a. 1-4
____ b. 5-9
____ c. 10-14
____ d. 15-19
____ e. 20-24
____ f. 25 or more
6. About how many books other than romances do you read each week?
____ a. none (If you select letter a, go on to question 8.)
____ b. 1-2
____ c. 3-4
____ d. 5-6
____ e. 7 or more
7. If you read other kind of books beside romances, which of the following kinds of books are you *most* likely to read? (Remember, select only one).
____ a. biography
____ b. historical novels other than romances
____ c. westerns
____ d. mysteries
____ e. horror stories or occult
____ f. fantasy
____ g. science fiction
____ h. non-fiction
____ i. other (please specify)
8. Do you read every day?
____ a. yes
____ b. no

9. About how many hours per week do you read?
- ☐ a. 1-5 hours
 - ☐ b. 6-10 hours
 - ☐ c. 11-15 hours
 - ☐ d. 16-20 hours
 - ☐ e. 21 hours or more
10. Which of the following best describes your reading pattern?
- ☐ a. I read mostly in the morning.
 - ☐ b. I read mostly during the day while working around the house.
 - ☐ c. I read mostly during lunchtime.
 - ☐ d. I read mostly in the afternoon.
 - ☐ e. I read mostly while travelling to and from work.
 - ☐ f. I read mostly in the evening.
 - ☐ g. It's hard to say when I do most of my reading since I read every chance I get.
11. Which of the following best describes what you usually do once you've begun a romance?
- ☐ a. I only continue reading it when I'm in the mood.
 - ☐ b. I read a few pages each day until I'm done.
 - ☐ c. I read as much of it as I can until I'm interrupted or have something else to do.
 - ☐ d. I won't put it down until I've finished it unless it's absolutely necessary.
12. How often do you discuss romances with others?
- ☐ a. never
 - ☐ b. rarely
 - ☐ c. sometimes
 - ☐ d. often
13. Who do you discuss romances with *most* often?
- ☐ a. my mother
 - ☐ b. my daughter
 - ☐ c. my sister
 - ☐ d. a female neighbour
 - ☐ e. other (please specify)
14. How often do you re-read romances you've already read?
- ☐ a. never
 - ☐ b. rarely
 - ☐ c. sometimes
 - ☐ d. often

15. Where do you get *most* of the romances you read?
- ☐ a. bookstore
 - ☐ b. library
 - ☐ c. supermarket
 - ☐ d. borrow from a friend
 - ☐ e. borrow from a relative
 - ☐ f. other (please specify)
16. If you buy romances, how often do you purchase hardcover romances?
- ☐ a. never
 - ☐ b. rarely
 - ☐ c. sometimes
 - ☐ d. often
17. Which of the following kinds of romances do you read? Here you may check as many as you like.
- ☐ a. gothics
 - ☐ b. contemporary mystery romances
 - ☐ c. historicals
 - ☐ d. contemporary romances
 - ☐ e. Harlequins
 - ☐ f. Regencies
 - ☐ g. family sagas
 - ☐ h. plantation series
 - ☐ i. spy thrillers
 - ☐ j. transcendental romances
 - ☐ k. other
18. Which of the following kinds of romances is your favorite?
- ☐ a. gothics
 - ☐ b. contemporary mystery romances
 - ☐ c. historicals
 - ☐ d. contemporary romances
 - ☐ e. Harlequins
 - ☐ f. Regencies
 - ☐ g. family sagas
 - ☐ h. plantation series
 - ☐ i. spy thrillers
 - ☐ j. transcendental romances
 - ☐ k. other

19. Which of the following best describes what usually makes you decide to read a romance or not?
- ☐ a. I like the cover.
 - ☐ b. I have already read something by the author and liked it.
 - ☐ c. I like the title.
 - ☐ d. The publishers' blurb on the front and back cover makes it sound interesting
 - ☐ e. someone else recommended it to me.
 - ☐ f. other (please specify)
20. How often do you read the endings of romances before you begin reading the whole book?
- ☐ a. never
 - ☐ b. sometimes
 - ☐ c. often
 - ☐ d. always
21. Which of the following best describes what you do when you realize you don't like a book that you have already begun reading?
- ☐ a. I put it down and never finish it.
 - ☐ b. I read the ending to see how it came out.
 - ☐ c. I always finish it even if I don't like it.
22. Which of the following do you feel should *never* be included in a romance? Please select three and rank them by placing a number 1 next to the most distasteful element, a number 2 next to the second most distasteful, and so on.
- ☐ a. rape
 - ☐ b. explicit sex
 - ☐ c. sad ending
 - ☐ d. physical torture of the heroine or the hero
 - ☐ e. an ordinary heroine
 - ☐ f. bed-hopping
 - ☐ g. premarital sex
 - ☐ h. a cruel hero
 - ☐ i. a weak hero
 - ☐ j. a hero who is stronger than the heroine
 - ☐ k. a heroine who is stronger than the hero

23. What are the three most important ingredients in a romance? Please pick the three which you think are essential and rank them by placing number 1 next to the most important ingredient, a number 2 next to the second most important, and so on.
- ☐ a. a happy ending
 - ☐ b. lots of scenes of explicit sexual description
 - ☐ c. lots of detail about faraway places and historical periods
 - ☐ d. long conflict between the hero and heroine
 - ☐ e. punishment of the villain
 - ☐ f. a slowly but consistently developing love between hero and heroine
 - ☐ g. a setting in a particular historical period (Choose this one if you require your romances to be Regencies, Edwardians, about the Civil war, etc.)
 - ☐ h. lots of love scenes with some explicit sexual description
 - ☐ i. lots of love scenes without explicit sexual description
 - ☐ j. some detail about the heroine and hero after they have finally gotten together
 - ☐ k. a very particular kind of hero and heroine (Pick this one if you like the hero and heroine to have certain characteristics all the time)
24. What qualities or characteristics do you like to see in a heroine? Please select three and rank them by placing a number 1 next to the most desirable quality, a number 2 next to the second most desirable quality, and so on.
- ☐ a. intelligence
 - ☐ b. independence
 - ☐ c. beauty
 - ☐ d. a sense of humor
 - ☐ e. assertiveness
 - ☐ f. femininity
 - ☐ g. aggressiveness
 - ☐ h. virginity
 - ☐ i. other (please specify)
25. What qualities or characteristics do you like to see in a hero? Please select three and rank them by placing number 1 next to the most desirable quality, a number 2 next to the second most desirable quality, and so on.
- ☐ a. intelligence
 - ☐ b. tenderness
 - ☐ c. protectiveness
 - ☐ d. strength
 - ☐ e. bravery
 - ☐ f. a sense of humor
 - ☐ g. independence
 - ☐ h. attractiveness
 - ☐ i. a good body
 - ☐ j. other (please specify)

26. Which of the following best describes your attitude to the way the stories are told?
- ☐ a. I like stories to be told by the heroine, in first person. (For example, 'I couldn't believe my eyes, there was the most arrogant man I had ever seen.')
 - ☐ b. I dislike stories which are told by the heroine, in first person, but I will read them sometimes. My favourites give the point of view of both the heroine and hero.
 - ☐ c. I won't read a story if it is told by the heroine, in first person. I only read those which give the point of view of both the heroine and hero.
 - ☐ d. I have no preference whether the story is told by the heroine or by a narrator who gives the point of view of both the heroine and the hero.
27. How closely to you think the characters in romances resemble the people you meet in real life?
- ☐ a. They are not at all similar.
 - ☐ b. They are somewhat similar.
 - ☐ c. They are very similar.
 - ☐ d. They are almost identical.
28. How closely to you think events in romances resemble those which occur in real life?
- ☐ a. They are not at all similar.
 - ☐ b. They are somewhat similar.
 - ☐ c. They are very similar.
 - ☐ d. They are almost identical.
29. How closely to you think the romantic heroine's reactions and feelings towards people and events resemble your own?
- ☐ a. They are not like mine at all.
 - ☐ b. They are somewhat like mine.
 - ☐ c. They are very much like mine.
 - ☐ d. They are almost identical to mine.
30. How closely do you feel that the romantic hero's emotional responses to the heroine resemble the way the man in your life responds to you?
- ☐ a. They are not like his at all.
 - ☐ b. They are somewhat like his.
 - ☐ c. They are very much like his.
 - ☐ d. They are almost identical to his.
 - ☐ e. There is not a steady man in my life right now.

31. After you have finished a romance which you liked, what do you do most often with it?
- ☐ a. I put it on a bookshelf to keep although I sometimes lend my romances.
 - ☐ b. I throw it away.
 - ☐ c. I give it to a friend or relative. (Do not check this one if you only lend your books.)
 - ☐ d. I donate it to the library or to charity.
 - ☐ e. other (please specify)
32. Which of the following reasons best describe why you read romances? Please pick the three reasons which are closest to your reasons and rank them from the most important reason (number 1) to the third most important one.
- ☐ a. to escape my daily problems
 - ☐ b. to learn about faraway places and times
 - ☐ c. for simple relaxation
 - ☐ d. because I wish I had a romance like the heroine's
 - ☐ e. because reading is just for me. It is my time.
 - ☐ f. because I like to read about the strong, virile heroes
 - ☐ g. because reading is at least better than other kinds of escape
 - ☐ h. because romantic stories are never sad or depressing
33. What are your three favorite romances? Please give the titles in order.
1. _____
 2. _____
 3. _____
34. What are your three favorite authors? Please list them in order.
1. _____
 2. _____
 3. _____
35. What is your sex?
- ☐ a. female
 - ☐ b. male
36. In what group are you?
- ☐ a. under 15
 - ☐ b. 15-18
 - ☐ c. 19-24
 - ☐ d. 25-34
 - ☐ e. 35-44
 - ☐ f. 45-54
 - ☐ g. 55-64
 - ☐ h. 65 or over

37. What is your current material status?
- ☐ a. single (never married)
 - ☐ b. married
 - ☐ c. widowed
 - ☐ d. separated
 - ☐ e. divorced but not remarried
38. At what age did you first get married? _____
39. Do you have any children?
- ☐ a. yes
 - ☐ b. no
40. If you have children, what are their ages and sex? (Please specify, female child, age 6; male child, age 4 and so on.)
- _____
- _____
41. Last week, were you working full-time, part-time, going to school, keeping house or what?
- ☐ a. working full-time (either for employer or self-employed)
 - ☐ b. working part-time
 - ☐ c. have a job but not at work because of illness, strike, or vacation
 - ☐ d. unemployed, laid off, looking for work
 - ☐ e. in school (or on summer vacation)
 - ☐ f. keeping house and/or caring for children
 - ☐ g. retired
42. If you have a full- or part-time job outside the home, what is your occupation or job title?
- _____
43. If married, what is your spouse's occupation?
- _____
44. What is your total household income? (that is, not just yours if there are others contributing to the family income)
- ☐ a. less than \$5,999
 - ☐ b. \$6,000-9,999
 - ☐ c. \$10,000-14,999
 - ☐ d. \$15,000-24,999
 - ☐ e. \$25,000-49,999
 - ☐ f. \$50,000 or more

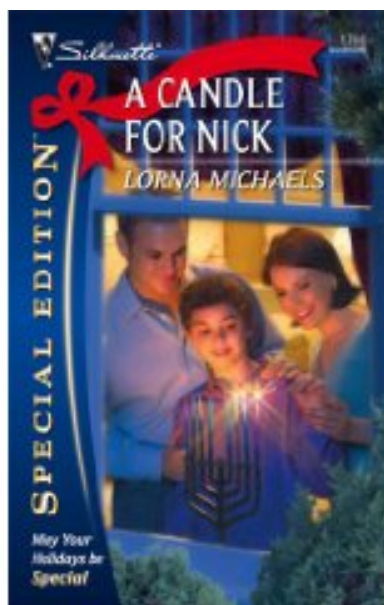
45. How many years of education have you completed?
- ☐ a. less than 8
 - ☐ b. through grade 8
 - ☐ c. some high school
 - ☐ d. through grade 12 (graduated high school)
 - ☐ e. some college work (less than 3 years)
 - ☐ f. graduated from college
 - ☐ g. some graduate work
 - ☐ h. Master's degree
 - ☐ i. Ph.D.
46. If married, how many years of education has your spouse completed?
- ☐ a. less than 8
 - ☐ b. through grade 8
 - ☐ c. some high school
 - ☐ d. through grade 12 (graduated high school)
 - ☐ e. some college work (less than 3 years)
 - ☐ f. graduated from college
 - ☐ g. some graduate work
 - ☐ h. Master's degree
 - ☐ i. Ph.D.
47. What is your religious preference?
- ☐ a. none
 - ☐ b. Christian but non-denominational
 - ☐ c. Jewish
 - ☐ d. Catholic
 - ☐ e. Baptist
 - ☐ f. Lutheran
 - ☐ g. Methodist
 - ☐ h. Presbyterian
 - ☐ i. Episcopalian
 - ☐ j. Reformed Latter Day Saints
 - ☐ k. other
48. How often do you usually attend church services?
- ☐ a. once per week or more
 - ☐ b. once or a few times a month
 - ☐ c. a few times a year or slightly less often
 - ☐ d. not in the last two years
49. About how many hours per week do you watch television for entertainment?
- ☐ a. 3 hours or less
 - ☐ b. 4-7 hours
 - ☐ c. 8—14 hours
 - ☐ d. 15-20 hours
 - ☐ e. 25 hours or more

50. How many magazines a month do you read?
- ☐ a. none
 - ☐ b. 1-2
 - ☐ c. 3-4
 - ☐ d. 4 or more
51. How often do you watch soap operas on television?
- ☐ a. never
 - ☐ b. rarely
 - ☐ c. sometimes
 - ☐ d. often
 - ☐ e. almost every day
52. When you watch television, what do you watch *most* often? (Please select only one.)
- ☐ a. Masterpiece Theatre (PBS)
 - ☐ b. movies (either regular films or made-for-TV movies)
 - ☐ c. situation comedies (like Three's Company, Barney Miller, M*A*S*H)
 - ☐ d. hour-long dramas
 - ☐ e. variety or specials
 - ☐ f. documentaries
 - ☐ g. game shows
 - ☐ h. other (please specify)
53. Could you briefly describe what makes romances better than other kinds of books available today?
-
-
-
-
-
-

Appendix C

1. Examples of Covers: A Comparison of Covers by *Harlequin Enterprises* and the Covers by *Ásútgáfan*

1.

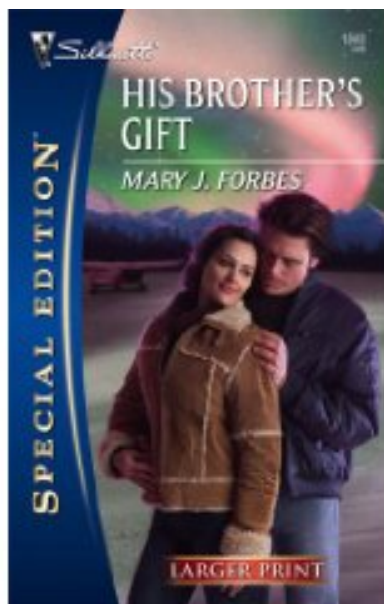


Special Edition – Silhouette

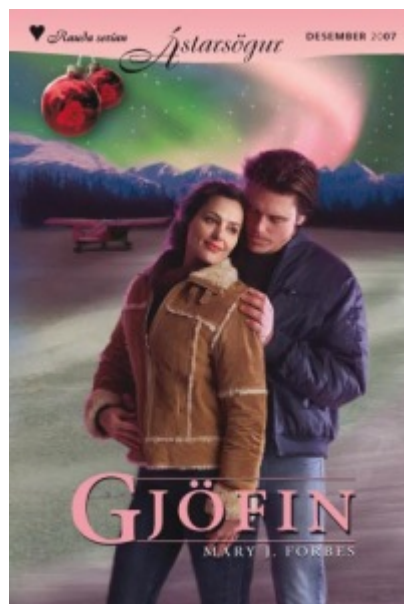


Medical Romance – Ásútgáfan

2.

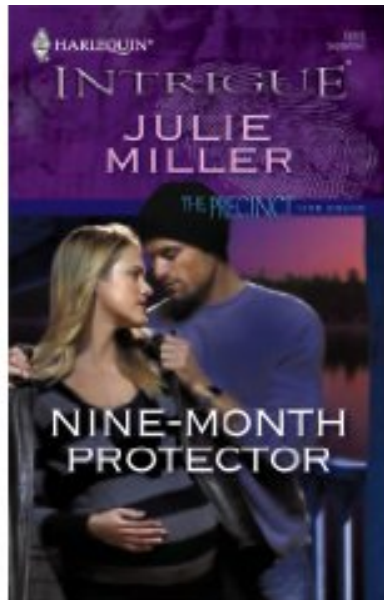


Special Edition – Silhouette

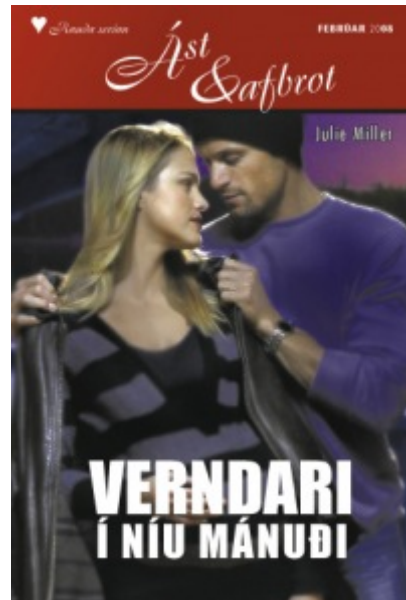


Tender Romances – Ásútgáfan

3.

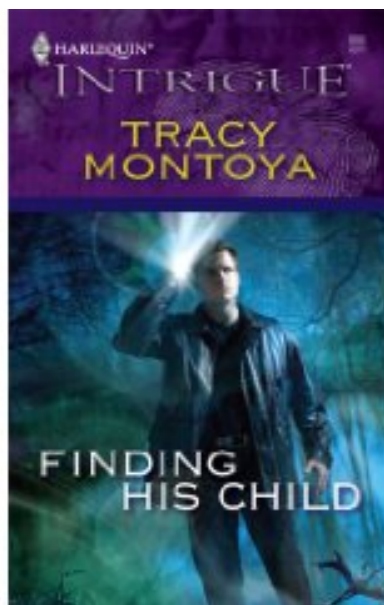


Intrigue – Harlequin



Love and Crime – Ásútgáfan

4.



Intrigue – Harlequin



Magazine of the Month – Ásútgáfan

2. A Sample of Guidelines for *Harlequin Enterprises*:

A. *Guidelines for Harlequin Romance (Mills & Boon Tender Romance)*

There is more scope than either the Silhouette Romance or Harlequin Romance lines; there is much more focus on emotional depth. These extended guidelines will provide a bit more information about what that means and what we're looking for.

A big story in a 50,000-word format

The trouble is, that's not easy in a shorter-length story. It takes a talented author to be able to focus a story that tightly, making the most of every single word. These books are not short on plot, just highly focused on the relationship. The hero and heroine are what the reader is interested in, so secondary characters and subplots should only be there if they drive the central relationship forward.

Character driven

These stories must be character driven. We're not looking for standard, tried and tested hook-driven plots. Stories must begin with a set of unique, engaging, appealing characters. Their individual circumstances will drive the emotional conflicts and what happens in the story—and because they're unique, the story will be too. We are looking for fresh, appealing, innovative storylines and delivery.

Heroine: She drives the story—the reader lives vicariously through her. This doesn't mean there can't be a hero point-of-view—this is important to give the hero depth and credibility. But the heroine is the vehicle through which the reader experiences the romance. The reader wants to be able to identify strongly with her, to like her, to want to be her, or want to be her friend. She must be a strong, convincing woman of the 21st century.

Hero: He's always strong and charismatic, successful in his own way and aspirational—a man you'd want to be with!

Tower of Strength: He has a steely core, is not easily manipulated and uncompromising about the things that matter

Aspirational: The guy with whom women aspire to spend the rest of their lives with; definitely Mr. Right

Code of Honour: He has a strong sense of right and wrong, is reasonable and fair

Sense of Humour: He can laugh at himself and life; he's often understated and modest in manner

Status: Definitely successful, can be wealthy or just comfortably off; perhaps a specialist in his field

Examples of the Tender Alpha Male in Film/TV: Nick (Dermot Mulroney) in *The Wedding Date*; Mark Darcy (Colin Firth) in *Bridget Jones: The Edge of Reason*

Emotion is non-negotiable!

Emotional depth really is key to this series. Stories should be driven by strong, emotional conflicts that are character-rooted and relevant to women today. These conflicts should stem from the realities of real women's lives — the importance of home, family, friends; universal hopes and aspirations for love, security and children. The desire for recognition and acceptance at work and in the community. Although some books can be "weepies" — stories that may move readers to tears — stories should always be upbeat and entertaining overall. They should not veer into the depressing or tragic. These stories are fundamentally feel-good reads — they just need to deliver on the emotion, as well.

Romantic fantasies

There are fundamental romantic fantasies that appeal to women worldwide, and stories in this new series can involve these fantasies — such as forced proximity, sheikhs, royalty, babies, cowboys — so long as they are executed in a fresh, original and character-driven way. These all should be firmly grounded in reality. Readers want to believe that this lasting happiness could actually happen — so this isn't the series for paranormal, mythical or fantastical elements.

International appeal

These stories must have broad-based, international appeal. The varied author base means there are stories set in America, Europe, Australia... But this is not so much about where the book is actually set — it's fine to write about the area of the world that you know best — it's more about a mind-set, an attitude. Stories must have a global

outlook that is mindful of the different lifestyle choices of our readers worldwide, that is accepting and inclusive in its attitude.

Sensuality level

There should be high sexual tension between your hero and heroine — a chemistry that leaps off the page from the get-go. Couples can make love — before marriage, just as they do in real-life, but this should be within an emotional context and not described explicitly. It's fine to shut the bedroom door and leave them to it! However, if you don't feel comfortable with your characters making love before marriage, that's fine, too.

B. Guidelines for Harlequin Presents(Mills & Boon Modern series):

Word Count » 50,000—55,000 words

Point of View » Third person. However, the POV can be from the male or female perspectives, or seen through the eyes of both protagonists.

Setting & Time Period » Limitless settings within a contemporary time frame as long as the location is sophisticated, glamorous and international.

Here are a few of the highlights from eharlequin's (Harlequin Website) guidelines:

“Although grounded in reality and reflective of contemporary, relevant trends, these fast-paced stories are essentially escapist romantic fantasies that take the reader on an emotional roller-coaster ride.”

Each book should contain a “strong, wealthy, breathtakingly charismatic” alpha-hero who is tamed by a “spirited, independent” heroine.

The focus of the story should be on a "provocatively passionate, highly charged affair, driven by conflict, emotional intensity and overwhelming physical attraction, which may include explicit lovemaking”