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desde 1950



**Título:** New Approaches To Popular Romance Fiction: Critical Essays

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**Precio:** \$800.00

**Editorial:**

**Año:** 2012

**Tema:**

**Edición:** 1ª

**Sinopsis**

**ISBN:** 9780786441907

Despite the prejudices of critics, popular romance fiction remains a complex, dynamic genre. It consistently maintains the largest market share in the American publishing industry, even as it welcomes new subgenres like queer and BDSM romance. Digital publishing originated in erotic romance, and savvy online communities have exploded myths about the genre's readership. Romance scholarship now reflects this diversity, transformed by interdisciplinary scrutiny, new critical approaches, and an unprecedented international dialogue between authors, scholars, and fans. These eighteen essays investigate individual romance novels, authors, and websites, rethink the genre's history, and explore its interplay of convention and originality. By offering new twists in enduring debates, this collection inspires further inquiry into the emerging field of popular romance studies.