

「经济学人」 Novel affairs

[LearnAndRecord](#)

LearnAndRecord

微信号 learnandrecord

功能介绍 非英专研究生在读，每天持续行动学外语，日更3000+天。学习记录，英语，翻译。前行路上，谢谢你的关注和相伴，让我知道我不是一个人在努力。如果哪天这里找不到我了，可以去另一公众号「英语学习社」看看。

发表于

收录于合集

Bodice rippingRomance (as a category) is far from dead

The publishing industry and readers swoon over romance novels

“Wow, this is not what I was expecting at all,” says Allison, a nurse, remembering the first romance novel she ever read. Having shared the general literary snobbery that clings to romance novels, she is now evangelical about the genre. “It is wonderful to take somebody who is kind of sceptical and then tell them about it.”

Allison was browsing in The Ripped Bodice, a romance-novel shop that recently opened in Brooklyn. The day the shop opened, the queue to get in was more than an hour long. The shop, which is whimsical in its decor, is serious in its **devotion** to romance novels.

The popularity of The Ripped Bodice (the second location devoted to romance that sisters Leah and Bea Koch have opened) is part of a larger shift. During the pandemic, when many were stuck at home and looking for escapist reading, fictional romance blossomed. In the year to May romance print sales were up by 52%, according to Circana, a market-research firm. List-price sales grew by 74%. Annual growth in sales went from 6% in 2020 to more than 50% last year.

Readers have changed too. Newer fans are mostly young adults and many are teenagers. Authors and characters alike are more **racially** diverse and sexually non-**conforming**. “Red, White and Royal Blue” **depicts** a romance between the son of the American president and a British prince (Amazon recently released a film based on the novel). More such plot twists are on the way. “I am a queer woman. I want to read books that have happy endings for characters like me, and that’s not what I’ve been getting so far,” says Adriana Herrera, a romance author.

The **genre** has come a long way from the ravishing of virgins of the 1970s. But the plots still rest on two reassuring pillars: a central love story and a happy ending. That does not mean married with a baby. “It could mean we’re adopting a dog together,” says Ms Koch.

“The industry has a lot of respect for what has been happening with romance,” says Kristen McLean of Circana. Yet authors crave something deeper. “We shouldn’t have to defend” romance novels, says Sarah MacLean, author of “Knockout”. “Love is a powerful feeling. I wish that we could all see our way past thinking that those emotions are somehow less valuable than emotions that are built out of pain and sorrow.”

Librarians have noticed the shift too. Stephanie Anderson, of BookOps, which buys books for public libraries in New York and Brooklyn, notes that “the biggest challenge with romance at this point is finding the money and space to keep up with all the popular titles.”

This article appeared in the United States section of the print edition under the headline "Novel affairs" (Aug 31st 2023)

我没有译文，仅供拓展阅读

LearnAndRecord

2015 年 2 月 8 日

2023 年 9 月 4 日

第 3131 天

每天持续行动学外语

预览时标签不可点

微信扫一扫
关注该公众号

知道了
微信扫一扫
使用小程序

取消 允许

取消 允许

： ， 。 视频 小程序 赞 ， 轻点两下取消赞 在看 ， 轻点两下取消在看