



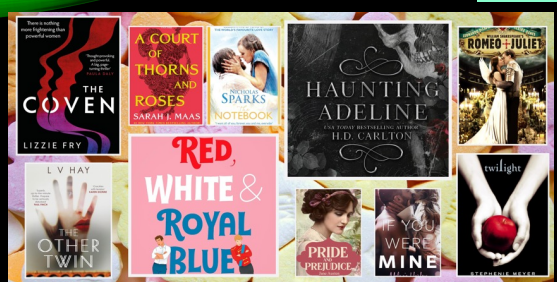
**BOY MEETS GIRL?
ALL ABOUT
WRITING
ROMANCE**

With Lucy V Hay

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Q: What is romance, to you?




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**Romance Goes With
EVERYTHING**

- Books → Movies → TV
- Cross-pollinate one another
- Even MORE true in the 2020s
- Why? Streaming!
- Adaptation is big business
- Romance = incredibly popular
- Most people 'love love'

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Why Don't Some People Like Romance?

- Stereotypes
- 'It's a feminist issue' / single
- Female characters as love interests
- Older characters excluded
- Asexual people may not like
- Romance norms date VERY quickly
- Society in flux on this topic 24/7

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Some Romance Stats - BOOKS

- Romance – STILL the bestselling genre!!
- Romance novels → \$1.44 billion per year
- Romance → 39 million printed units sold over the last 12 months (as of May 2023)
- **Romance sales grew by 52% in 2023 (compared to 2022)**
- Sales of romance novels more than doubled compared to 2021 figures
- Over 33% of books sold in mass-market paperback format were romance novels
- **It's a BIG MISTAKE to dismiss romance!**

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Super-Popular Romance Movies & TV

- Titanic
- Avatar
- The Notebook
- You've Got M@il
- The Proposal
- Heartstopper
- Bridgerton
- Emily In Paris
- Grey's Anatomy
- Outlander


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BOY MEETS GIRL: An Archetype For All Eras

- Boy Meets Girl
- Boy Loses Girl
- Boy Gets Girl back
- From 1935 play, 'Boy Meets Girl'
- Written by Bella & Samuel Spewack
- Influence felt for almost 100 years!


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BOY MEETS GIRL: How It's Changed Over 4 Decades

- 1980s → 'dark romance'
- *Body Heat* → *Bound* → *Twilight*
- *50 Shades of Grey*
- 1990s → Female & BIPOC leads
- 00s → 'Bromance' (male POV)
- 2010s → The 'Anti' Rom Com
- 2020s → LGBTQ ('love is love')

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Tips For Writing Your Own Romance Story

- Read / watch widely in the genre
- Develop Compelling Characters
- Build chemistry & tension
- Focus on emotional depth
- Set the right mood (aka tone)
- Avoid clichés (research tropes)
- Portray respectful & consensual Relationships
- Write with passion & authenticity
- (TIP: Your own love story??)

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