

”Professional Make Believer”: Colleen Hoover’s Paratexts Across Markets

Dienstag, 16. Mai 2023 16:00 (45 Minuten)

She calls herself a “Professional Make Believer”: Colleen Hoover, best-selling author and literary phenomenon, is storming the best-seller lists world-wide. Hoover does not like “to be confined to one genre”, and her books are published as romance, YA, thriller, women’s fiction and paranormal romance, among others. Having achieved great success with self-publishing her first series, Hoover also does not commit to one publisher and has worked with Atria Books, Grand Central Publishing, Montlake Romance, and HarperCollins.

In this work-in-progress presentation on my MA thesis I am going to use Gérard Genette’s theory on paratexts (with a focus on covers and blurbs) to examine how Hoover’s books are branded in the United States compared to Germany.

Bio:

Lena Fleper is an M.A. student in the British, American and Postcolonial Studies programme at the University of Münster. Interested in translations and contemporary publishing, she is currently writing her MA thesis about the English and German paratexts of Colleen Hoover’s books.

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