

# Happily Ever After: The Romance Story

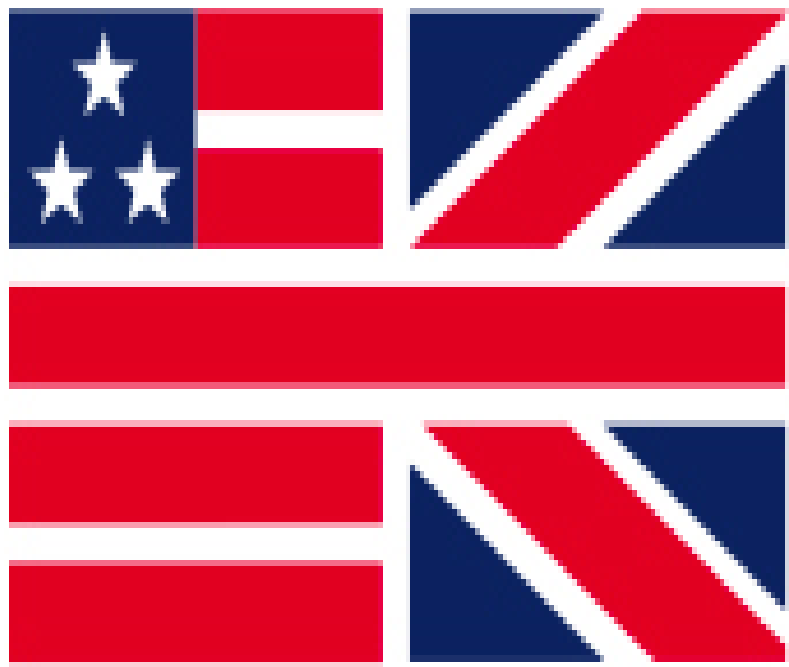
Professor Catherine Roach  
New College, The University of Alabama



# Happily Ever After

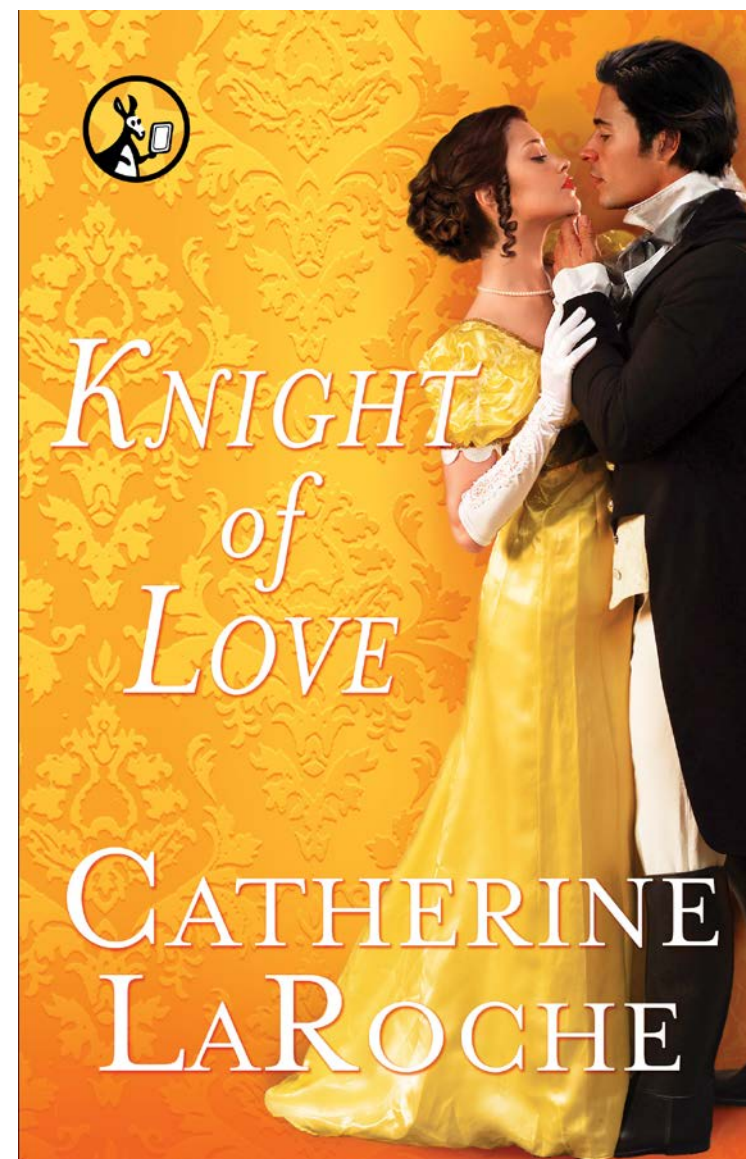
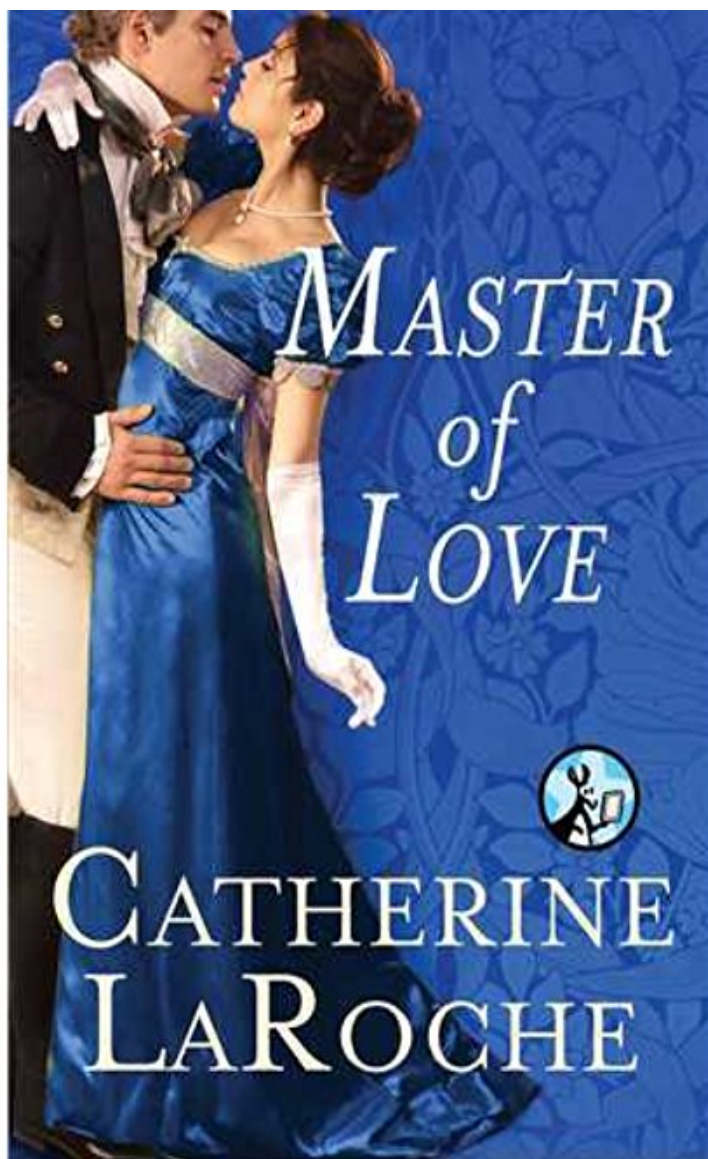
The Romance Story in Popular Culture

CATHERINE M. ROACH

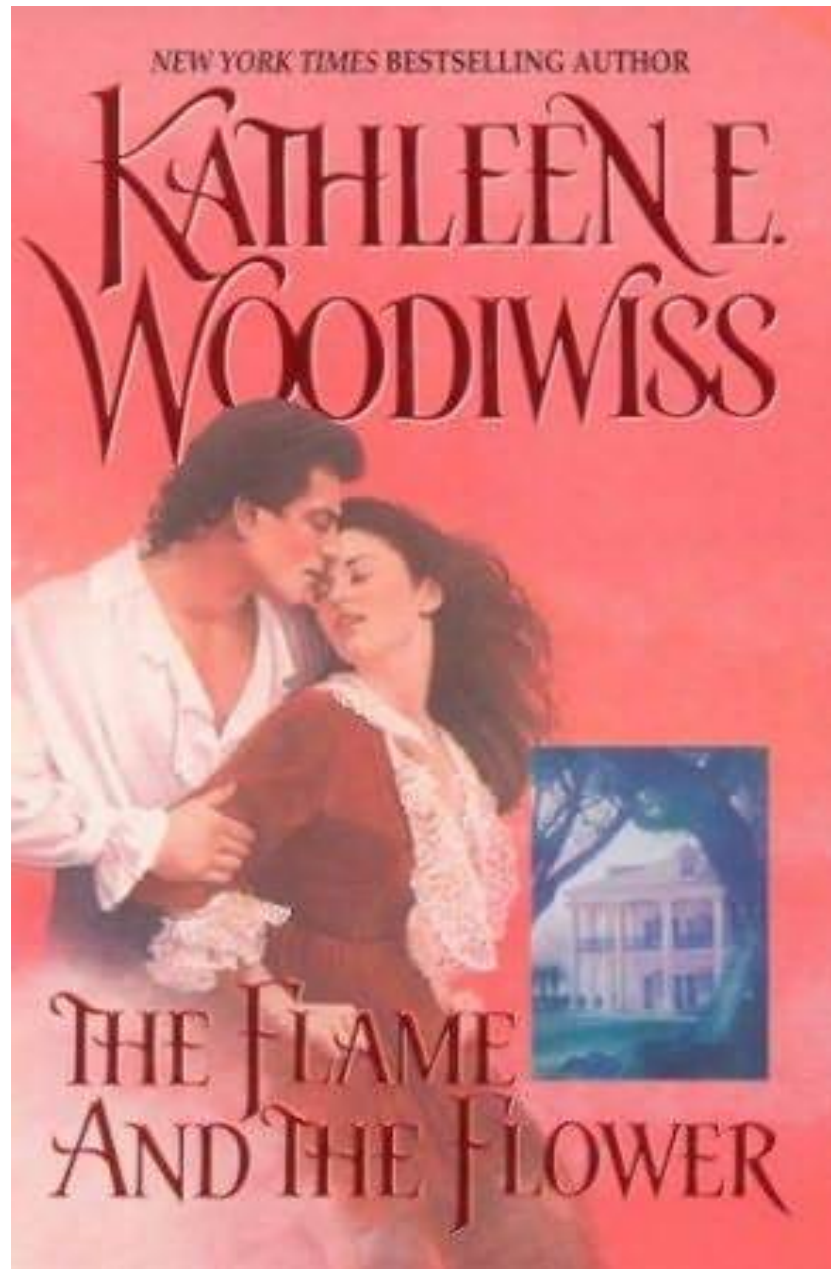


# FULBRIGHT COMMISSION

- US-UK Fulbright Commission, celebrating 70 years of educational exchange in 2018.







- New York Times *bestselling author* Kathleen Woodiwiss's *debut romance*...
- The Flower: Doomed to a life of toil, Heather Simmons fears for her innocence—until a desperate act forces her to seek refuge in the arms of a virile and dangerous stranger.
- The Flame: A lusty adventurer, Captain Brandon Birmingham abducts the beautiful fugitive from the London dockside. He is determined to make the sapphire-eyed prize his woman . . . and to carry her off to uncharted realms of sensuous, passionate love.

# New Look Mills & Boon

BLAZE



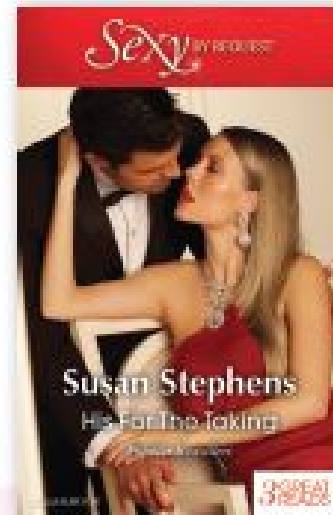
NEW LOOK BLAZE

FOREVER  
ROMANCE

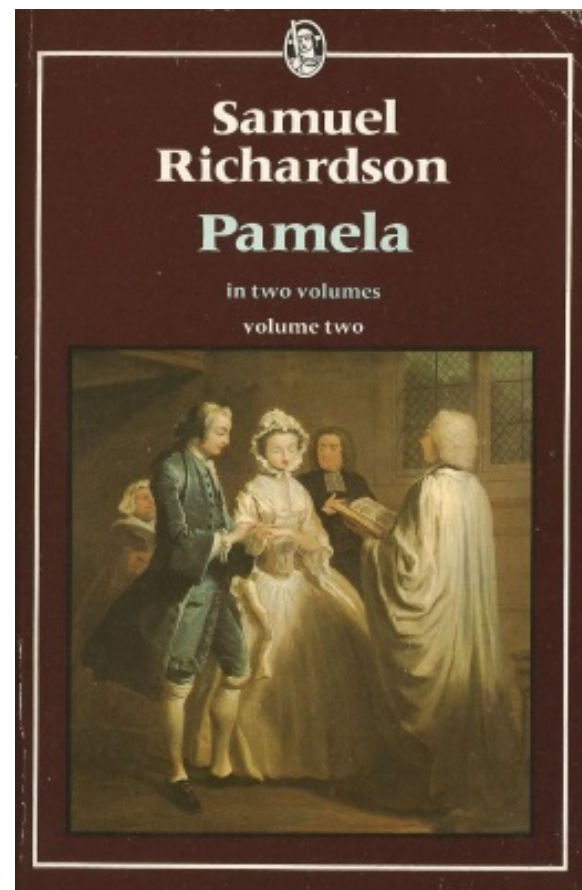
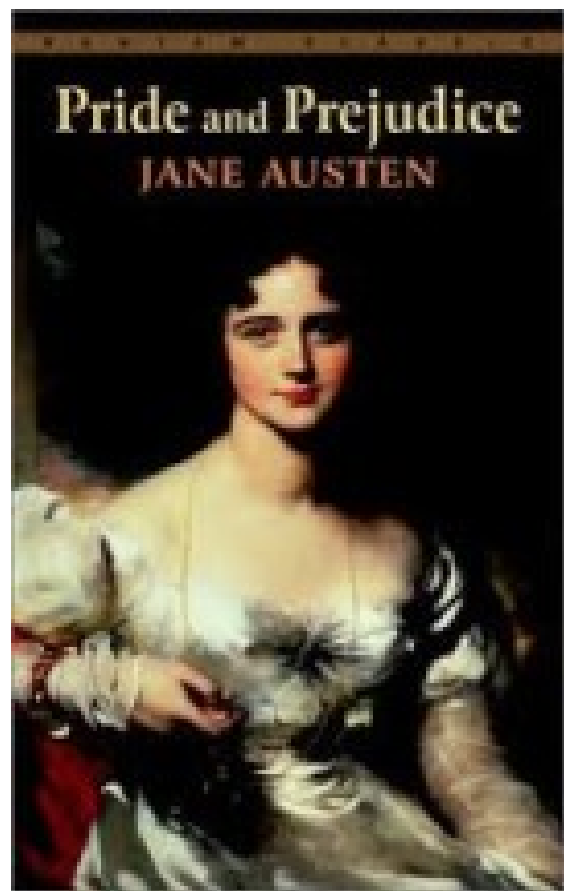


PREVIOUSLY  
KNOWN AS SWEET

SEXY BY  
REQUEST



NEW LOOK  
SEXY BY REQUEST



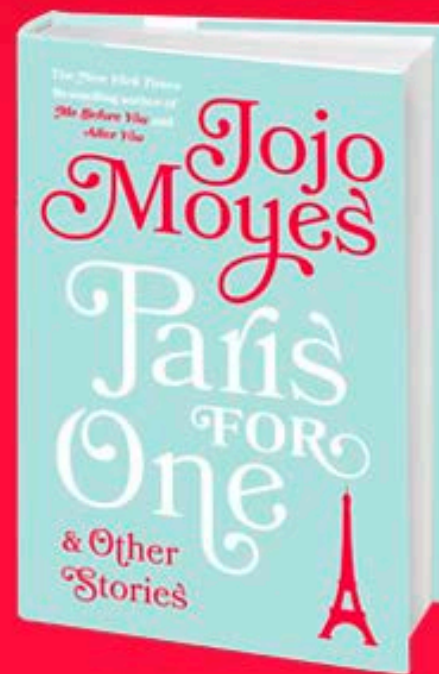
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tear true lovers  
apart—not even  
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# Happily Ever After

Will Wait  
forever for  
Prince Charming

The Romance Story in Popular Culture

CATHERINE M. ROACH

POPULAR CULTURE

"Roach's attempt to do emotional justice to the genre should satisfy academics and fans alike."

— Publishers Weekly

"An innovative hybrid of both academic analysis and romantic fiction, offering scholarly and popular readers a fascinating account of what is at stake in stories we love about love."

— Brenda Weber, author of *Makeover TV: Selfhood, Citizenship, and Celebrity*

"Impressively smart . . . a lively and memorable read!"

— Eric Murphy Selinger, Executive Editor of  
*The Journal of Popular Romance Studies*

Find your one true love and live happily ever after." The trials of love and desire provide perennial story material, from the biblical *Song of Songs* to Disney's princesses, but perhaps most provocatively in the romance novel, a genre known for tales of fantasy and desire, sex and pleasure. Hailed on the one hand for its women-centered stories that can be sexually liberating, and criticized on the other for its emphasis on male/female coupling and mythical happy endings, romance fiction is a multi-million-dollar publishing phenomenon, creating national and international societies of enthusiasts, practitioners, and scholars. Catherine M. Roach, alongside her romance-writer alter-ego, Catherine LaRoche, guides the reader deep into Romancelandia where the smart and the witty combine with the sexy and seductive to explore why this genre has such a grip on readers and what we can learn from the romance novel about the nature of happiness, love, sex, and desire in American popular culture.



Catherine M. Roach

is Professor of Gender and Culture Studies in New College at the University of Alabama and author of *Stripping, Sex, and Popular Culture*. She publishes romance fiction as Catherine LaRoche.

Author photo by Richard Perron.

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Cover Image: "Princess Romance" by Rae Marshall.



- Beverly Jenkins, USA Today bestselling author of African-American romance fiction



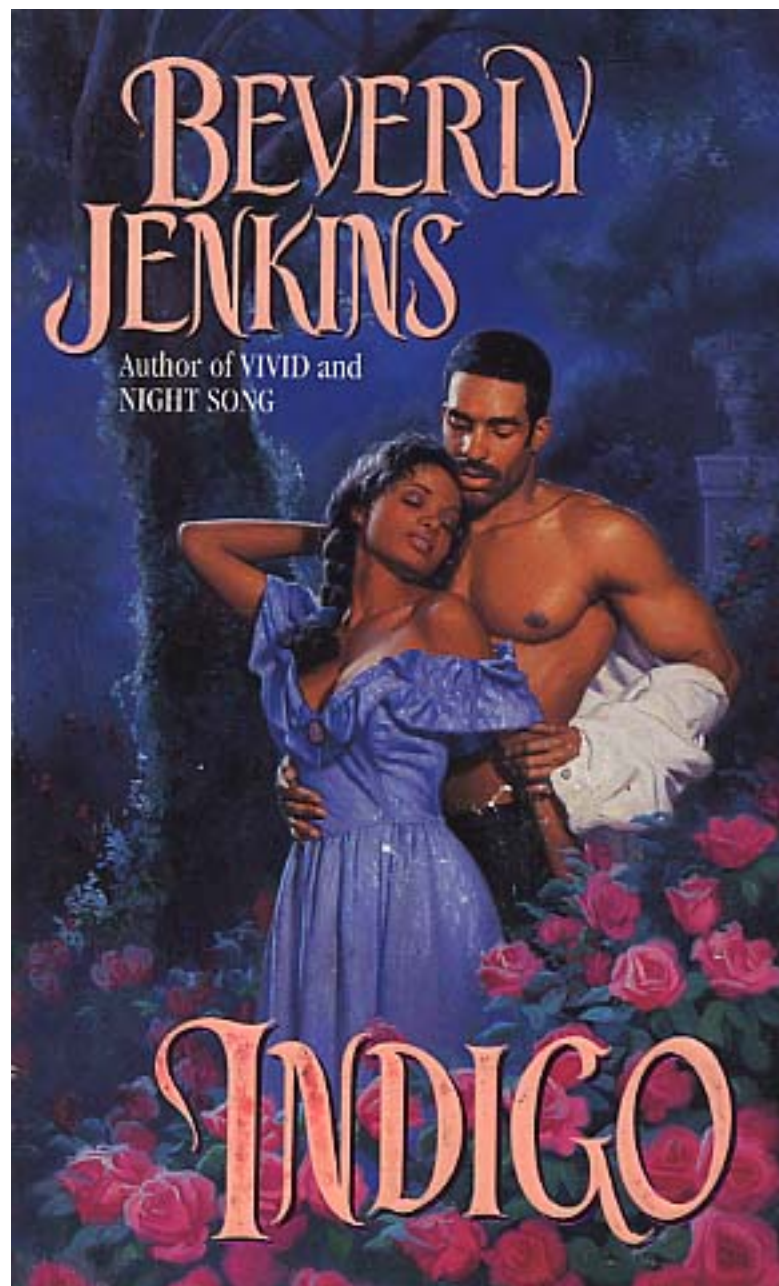
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# Indigo

Beverly  
Jenkins

A romantic, historical novel about  
the struggle of African-Americans  
and the Underground Railroad

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BLACKBOARD BESTSELLING AUTHOR

Beverly  
Jenkins

Indigo

"Beverly Jenkins has reached  
Romance Superstardom!"  
— The Detroit Free Press





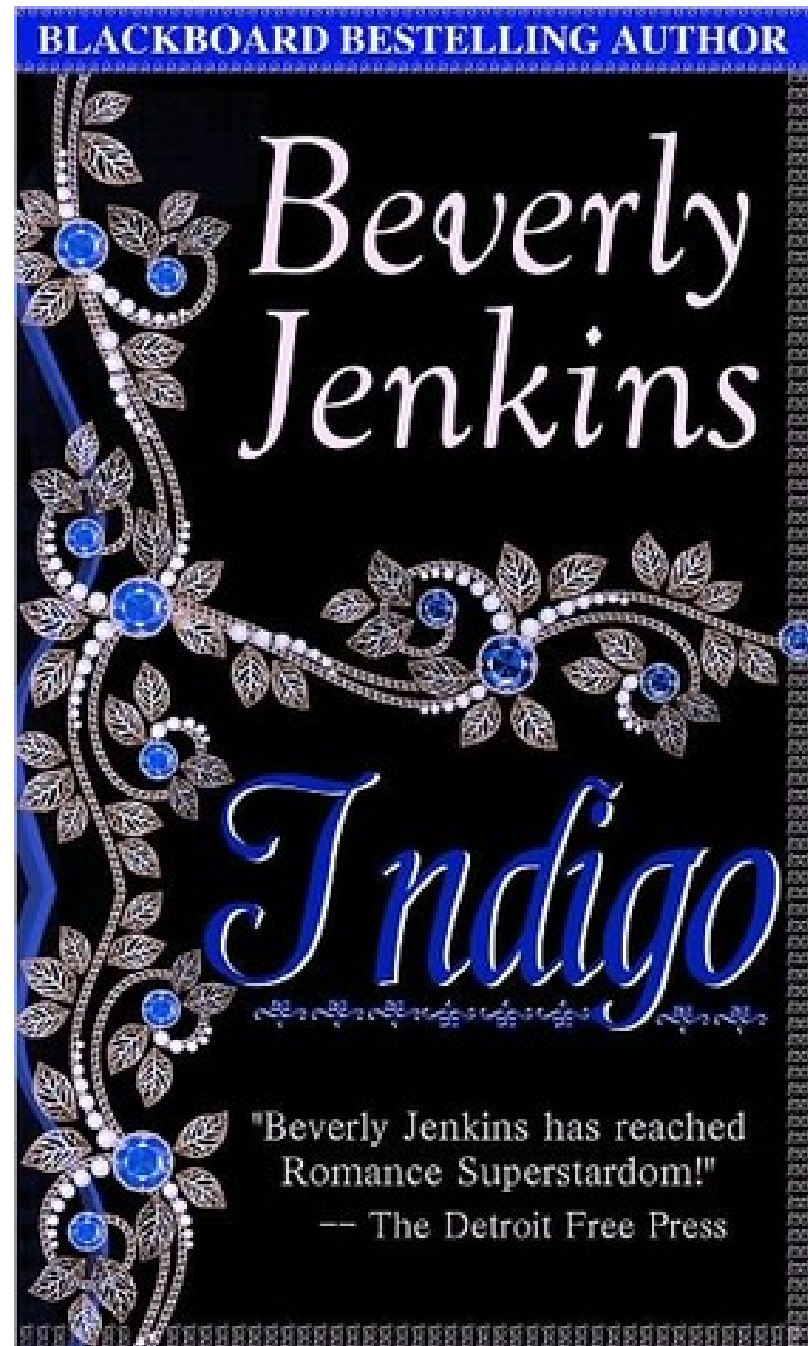
*FANTOMINA:*  
OR,  
Love in a Maze.  
BEING A  
Secret History  
OF AN  
AMOUR  
Between Two  
PERSONS of Condition.

By Mrs. ELIZA HATWOOD.

*In Love the Victors from the Vanquish'd fly.  
They fly that wound, and they pursue that dye.*  
WALLER.

L O N D O N :

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without Temple-Bar, and S. CHAPMAN, at  
the Angel in Pallmall. M.DCC.XXV.



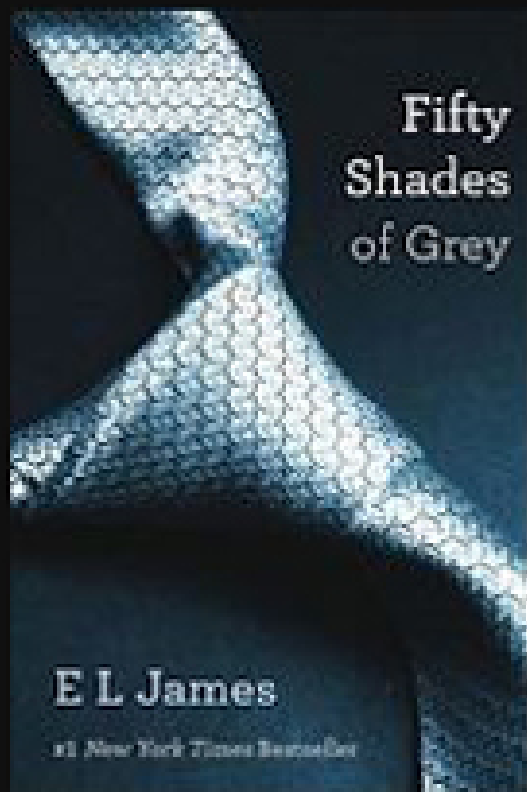


I made  
more this  
year!

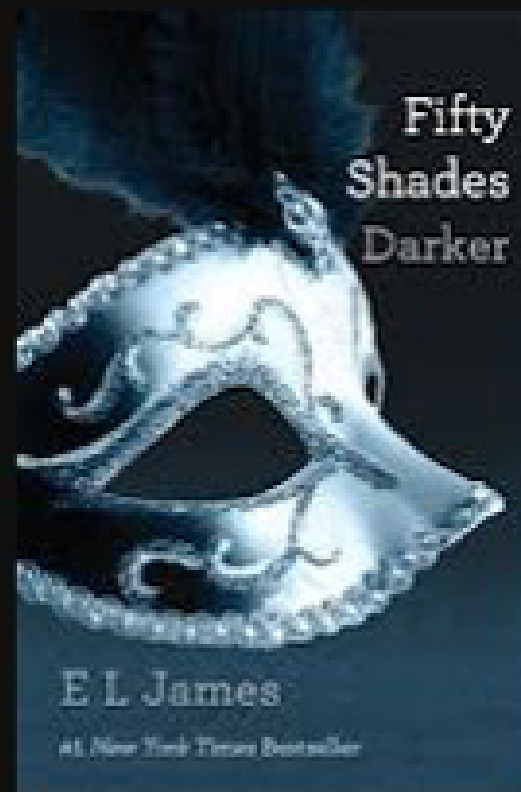


that's  
cute.

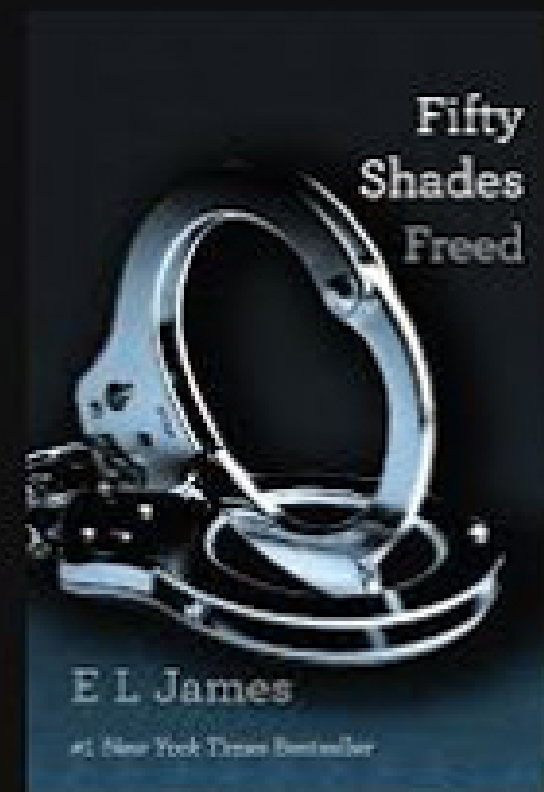
Book 1  
Fifty Shades of Grey



Book 2  
Fifty Shades Darker



Book 3  
Fifty Shades Freed







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