

`Popular Literature and *‘Revolution Twenty20’*

Sources:

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[Schneider-Mayerson, Matthew. "Popular Fiction Studies: The Advantages of a New Field." *Studies in Popular Culture*, vol. 33, no. 1, Popular Culture Association in the South, 2010, pp. 21–35. <http://www.jstor.org/stable/23416317>.](#)

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[Swirski, Peter. "Popular and Highbrow Literature: A Comparative View". *CLCWeb: Comparative Literature and Culture* 1.4 \(1999\)](#)

Watch video recording:  Popular Literature | Sem 4 Online Classes | 2021 02 05

Also read - [Why We Read Pop-Lit? Why Do We Write Pop-Lit?](#)

1. Popular literature includes those writings intended for the masses and those that find favour with large audiences. It can be distinguished from artistic literature in that it is designed primarily to entertain. Popular literature, unlike high literature, generally does not seek a high degree of formal beauty or subtlety and is not intended to endure. The growth of popular literature has paralleled the spread of literacy through education and has been [facilitated](#) by technological developments in printing. With the Industrial Revolution, works of literature, which were previously produced for [consumption](#) by small, well-educated elites, became accessible to large sections and even majorities of the members of a population. (<https://www.britannica.com/art/popular-art>)
2. The boundary between artistic and popular literature is murky, with much traffic between the two categories according to current public preference and later critical evaluation. While he was alive [William Shakespeare](#) could be thought of as a writer of popular literature, but he is now regarded as a creator of artistic literature. Indeed, the main, though not invariable, method of defining a work as belonging to popular literature is

whether it is [ephemeral](#), that is, losing its appeal and significance with the passage of time. (<https://www.britannica.com/art/popular-art>)

3. The most important [genre](#) in popular literature is and always has been the [romance](#), extending as it does from the Middle Ages to the present. The most common type of romance describes the obstacles encountered by two people (usually young) engaged in a forbidden love. Another common genre is that of fantasy, or [science fiction](#). Novels set in the [western](#) frontier of the United States in the 19th century, and called westerns, are also popular. Finally, the [detective story](#) or murder mystery is a widely read form of popular literature. Popular literature has also come to include such [genres](#) as comic books and cartoon strips. (<https://www.britannica.com/art/popular-art>)
4. Popular literature is fiction that does not deal with abstract problems; it takes moral principles as the given, accepting certain generalized, common sense ideas and values as its base. (Commonsense values and conventional values are not the same thing; the first can be justified rationally, the second cannot. Even though the second may include some of the first, they are justified, not on the ground of reason, but on the ground of social conformity.) Popular fiction does not raise or answer abstract questions; it assumes that man knows what he needs to know in order to live, and it proceeds to show his adventures in living (which is one of the reasons for its popularity among all types of readers, including the problem laden intellectuals). The distinctive characteristic of popular fiction is the absence of an explicitly ideational element, of the intent to convey intellectual information (or misinformation). (Ayn Rand Lexicon)

'High brow' literature		Popular literature	
How?	Form, style	What?	Content, Story
	Implicit		Explicit
	Slow Reading		Page turner
	Clawed at		Input desirable
	Digested		
	Character Driven		Plot driven
	ART-CRAFT		BUSINESS
	Art-driven		Market driven
	Writer conscious about 'work of art' on hand		Writer conscious about 'greatness' or 'universality' of work of art on hand
	Masculinity		Femininity
	High seriousness		Lack of seriousness

Popular literature - Genre Fiction, Pulp fiction - YA Fiction
 Dramady = Drama + Comedy
 Soap Opera - TV Series | Women

- It does not deal with abstract problems
- It does not raise or answer abstract questions
- It is devoid of an explicitly ideational element (Intellectual formation of ideas/concepts)
- Symbols are easy to comprehend
- It does not demand a scholarly response from readers
- Lacks HIGH SERIOUSNESS and SINCERITY [M. ARNOLD]
- In 'literature', language is used carefully & reflects high seriousness and sincerity
- Even 'simplicity' is well thought out, deeper, philosophical in 'literature'.