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THE WIND OF CHANGE, WHERE DID IT BLOW?

The Explosion of the Popular Genres

This paper deals with one representative phenomenon – the blossoming of the popular genres after the Fall of the Berlin wall. This process has different aspects – publisher's, literary, social – and they are all traced. The reanimation of some well-known genres and authors from the past, mostly foreign, seen as banned or at least incriminated, such as crime, romantic, adventure and erotic novels, the esoteric text also, is discussed. They were gradually replaced by some more recent genres (chick lit, fantasy); some Bulgarian authors, in some cases using exotic pen-name, also came to fore. The relations between the translations and the new trends in Bulgarian literature for crime and detection are a key topic for this paper.

Keywords: popular literature, crime novel, thriller, horror, fantasy
