

# Contents

|  |      |
|--|------|
| <i>Acknowledgements</i>  | viii |
| Chapter 1: Introduction  | 1    |
| Chapter 2: The Packaging   | 17   |
| Chapter 3: Who is the 'Chick' in Chick Lit?                        | 58   |
| Chapter 4: Chick Lit in Context                                    | 100  |
| Chapter 5: The Chick Lit Reader                                    | 136  |
| Chapter 6: Concluding Remarks                                      | 198  |
| <i>Notes</i>   | 204  |
| <i>Appendix 1: Typographic Components of Chick Lit Book Covers</i> | 222  |
| <i>Appendix 2: Colour Use in Chick Lit Book Covers</i>             | 227  |
| <i>Appendix 3: Homodiegetic and Heterodiegetic Narrators</i>       | 229  |
| <i>Bibliography</i>  | 231  |
| <i>Index</i>   | 249  |