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Elements in Publishing and Book Culture
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YOUNG ADULT FANTASY FICTION

Conventions, Originality, Reproducibility

Kim Wilkins
University of Queensland

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Abstract: Young adult fantasy (YAF) brings together two established genres – young adult fiction and fantasy fiction – and in so doing amplifies, energises, and leverages the textual, social, and industrial practices of the two genres: combining the fantastic with adolescent concerns; engaging passionate online fandoms; proliferating quickly into series and related works. By considering the texts alongside the way they are circulated and marketed, this Element aims to show that the YAF genre is a dynamic formation that takes shape and reshapes itself responsively in a continuing process over time.

Keywords: fantasy fiction, young adult fiction, fan communities, transmedia storyworlds, genre

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