

English Novels, Class, and Culture: Reading
Colleen Hoover in Pakistan



MS Thesis
by

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**COMSATS University Islamabad,
Lahore Campus**

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English Novels, Class, and Culture: Reading
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A thesis submitted to
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In partial fulfillment
of the requirement for the degree of

Master of Science
in
English Literature and Linguistics

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Dedications

I dedicate my thesis with great affection to all of the young readers, but especially to the female readers among us. I hope this message acts as a lighthouse, inspiring you to go out on the path to financial freedom. Allow this piece of writing to serve as a reminder of the strength of your voice and an inspiration to use it to oppose any forces that might try to silence you. Recall that you should never let someone undermine your motivation or cause you to feel insecure when pursuing your goals. As you face each obstacle, remember to speak out, stand tall, and let your resilience fuel you. This thesis is dedicated to every one of you and your boundless potential as well as your steadfast strength.

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Abstract

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By

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This research aims to explore the immense visibility of Colleen Hoover's novels in Pakistan and analyze the book retail, reading culture, and socio-economic class of the readers. Different bookstores and places, which include Urdu Bazar, Anarkali, Readings, and Variety, are visited and the popularity of Hoover's novels is witnessed. The stalls outside the Urdu Bazaar and in Anarkali Bazaar have her novels in a great variety. *It Ends with Us*, *It Starts with Us*, and *Verity* are at the top of the list of reader attractions. In Pakistan, the novels of Hoover are celebrating huge popularity among the youth as she writes romance novels that appeal to their interest. The questionnaire has been conducted to assure and find out what elements of Hoover's novels attract the readers most. For this purpose, a few open-ended questions are asked to share their views concerning the novels of Hoover. Besides field work, the corpus analysis of five novels: *It Ends with Us*, *It Starts with Us*, *All Your Perfects*, *Reminders of Him* and *Verity*, is done with the help of Voyant Tools. Jodi McAlister, an Australian academic and author has used Voyant Tools, an online digital humanities suite for corpus analysis in her article and it has allowed her to map and compare word frequency, use, typical phrases, and distinctive terminology. Voyant tools fall under "digital humanities." Through Voyant Tools, the analysis of large number of texts is easy and it is called distant-reading, Cirrus tool (frequent words), Summary tool (includes frequent words, distinctive words, document length), Reader (complete text), Trends (frequency of most occurring words) and Context tool (contexts of most frequent words) are some of the features of Voyant tools.

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Chapter 1

Introduction

1.1 Chapter Overview

This chapter opens up about the field survey that has been used for this thesis in order to check the fame of Colleen Hoover in Pakistan. For this purpose, various bookshops and stalls are visited. Questionnaire has been used as well to collect the information about Hoover's books. Alongside, Voyant tools is exercised to do a corpus analysis of Hoover's novels. Jodi McAlister, an Australian academic and author has used Voyant tools, which is an online tool most suitable for corpus analysis in her article and it has permitted her to map and contrast word frequency, word's uses, typical phrases, and distinctive terminologies. Voyant Tool is user-friendly and simple to use, even for non-experts. It does not require any installation or technical knowledge to use, making it available to everyone with a web browser. Voyant tools is used for analyzing and visualizing digital texts.

Here are some of the benefits of using Voyant tools:

Text analysis: Voyant Tool provides text analysis features such as word frequency, keyword in context, and trend analysis. It also supports topic modelling, sentiment analysis, and network analysis, giving academics a wide variety of analytical tools.

Voyant Tools is a versatile text analysis platform that equips academics with an array of powerful analytical tools. One fundamental feature is the word frequency analysis, which allows users to identify and visualize the frequency of words within a given text. This provides a quick overview of the most prominent terms, aiding researchers

in understanding the thematic focus or emphasis of the text. The keyword-in-context (KWIC) analysis is another invaluable tool that enables users to explore instances of a specific keyword within the context of the surrounding text, offering deeper insights into how certain terms are employed and the nuances of their usage. Additionally, Voyant Tools facilitates trend analysis, empowering researchers to identify patterns and shifts in language usage over time, which is particularly useful for longitudinal studies or tracking evolving themes within a corpus.

Beyond these fundamental features, Voyant Tools offers advanced capabilities that enhance the depth of text analysis. Topic modeling is supported, allowing researchers to uncover latent themes and topics within a large body of text. Sentiment analysis provides insights into the emotional tone of the text, discerning sentiments such as positivity, negativity, or neutrality. Network analysis is another sophisticated tool, enabling the visualization and exploration of relationships and connections between words or concepts within a corpus. This diversity of analytical tools makes Voyant Tools a comprehensive and flexible resource for academics engaged in various fields, including literature, linguistics, sociology, and digital humanities. Whether scholars are examining historical documents, literary texts, or social media content, Voyant Tools offers a suite of features to illuminate patterns, trends, and meaningful insights within textual data.

Visualization: Word clouds, scatter plots, and network graphs are just a few of the visualization options available to help customers better understand their data. Collaboration is facilitated via the Voyant Tool, which allows several users to study the same data collection in real time. This Tool is open-source software which is freely available to anyone.

Voyant Tools provides a diverse range of visualization options to enhance users' understanding of their data. Word clouds offer an intuitive representation of word frequency, with larger words indicating higher occurrence in the text, providing a quick visual summary of key terms. Scatter plots allow users to explore relationships between variables, revealing patterns or trends within the data. Network graphs, on the other hand, provide a visual representation of relationships between entities,

showcasing connections and interactions in a complex dataset. These visualization options contribute to a more comprehensive and accessible analysis, allowing users to glean insights from their data through both qualitative and quantitative lenses. Whether users are analyzing literary texts, historical documents, or social media content, these visualizations serve as valuable tools for uncovering patterns, identifying key themes, and gaining a deeper understanding of the underlying structures within the data.

One notable feature that enhances collaboration is the real-time, multi-user functionality of the Voyant Tool. Multiple users can simultaneously study the same dataset, facilitating collaborative research efforts. This capability is particularly advantageous for interdisciplinary projects or research teams working on large corpora of text. Additionally, the Voyant Tool distinguishes itself by being open-source software, making it freely accessible to anyone interested in utilizing its features. This commitment to openness and accessibility aligns with the ethos of promoting collaborative and inclusive research practices, democratizing the use of advanced text analysis tools and fostering a community of scholars who can collectively harness the power of text data analysis.

Accessibility: It can be accessed from different devices. Voyant offers several text-acceptance options. You may directly insert text or URLs (including URLs to PDFs that have been uploaded online), or you can upload files that are already on your computer. These can be documents in PDF, MS Word, or plain text. You have the option of uploading a corpus of files or just one file for analysis.

Voyant tools fall under “digital humanities.” Traditional humanities disciplines are combined with digital technologies in the fast-developing sector known as “digital humanities.” Furthermore, background of the study, definition of key terms, research objectives, and significance of the research, research questions and limitations of this study will be discussed.

1.2 Background of the Study

A thorough investigation into the reception and appeal of Hoover's books takes a diverse approach. It begins with a thorough field investigation that involves trips to several bookshops and bookstores in order to determine the availability and interest in Hoover's works in the actual world. The data collecting approach is then given a digital twist by adding an online questionnaire to dive into the preferences and viewpoints of readers who connect with Colleen Hoover's works. Additionally, using Voyant techniques and taking use of its many characteristics, digital textual analysis is done to extract insights from the corpus of Hoover's literary works. Her writing's recurrent themes, stylistic components, and language patterns may be more fully understood thanks to this digital inspection. The study is finally grounded in Pierre Bourdieu's theoretical framework, which provides a socio-cultural viewpoint that clarifies the complex interplay between literary consumption, cultural capital, and social hierarchies in the context of Colleen Hoover's works. To give a thorough analysis of Hoover's literary influence and its societal ramifications, this interdisciplinary approach combines traditional fieldwork, digital methodologies, and sociological theory.

The investigation into the reception and appeal of Colleen Hoover's books adopts a multifaceted approach, integrating traditional fieldwork, digital methodologies, and sociological theory. The exploration commences with an on-the-ground investigation, involving visits to various bookshops and bookstores to assess the availability and interest in Hoover's literary works in physical retail spaces. This hands-on fieldwork provides insights into the tangible presence of her books and the level of engagement they generate within the physical realm. Following this, the research incorporates a digital dimension through the administration of an online questionnaire, aiming to capture the preferences and viewpoints of readers who actively engage with Colleen Hoover's works. This digital survey serves as a complementary source of data, offering a broader understanding of the diverse perspectives and experiences of the readership.

The study further employs digital textual analysis techniques, utilizing Voyant tools to delve into the corpus of Colleen Hoover's literary works. This digital inspection enables the extraction of valuable insights regarding recurring themes, stylistic elements, and language patterns within Hoover's writing. The use of Voyant tools contributes to a more comprehensive understanding of the textual intricacies and thematic nuances that characterize her body of work. To contextualize and interpret the findings, the research is firmly grounded in Pierre Bourdieu's theoretical framework. Bourdieu's socio-cultural perspective provides a lens through which the complex interplay between literary consumption, cultural capital, and social hierarchies in the context of Colleen Hoover's works can be elucidated. This interdisciplinary approach, weaving together traditional fieldwork, digital methodologies, and sociological theory, aims to offer a thorough analysis of Hoover's literary influence and its broader societal ramifications.

Field research deals with the collection of qualitative data keeping in mind the goal of proper understanding, observations, and communicating with the people in natural setting. This thesis is conducted by performing a field work to ensure the massive visibility of Hoover's novels in Pakistan and especially in Lahore because various bookstores, markets and stalls are visited for the collection of data. The two bookshops in Anarkali Bazaar; Star Books and the other Siddique Book Centre has a good variety of her novels. Outside Urdu Bazaar, there are stalls that contains almost all the novels of Hoover. At Ilmi bookstore, the Variety books in Liberty market, Lahore, has a separate section titled with Hoover and have almost all the collection of her books. The Readings bookstore in Gulberg has titled TikTok and contains some of the books of Hoover. As usual, *It Ends with Us* (1795) and *It Starts with Us* (3345) are the privileged ones among all the other novels. Through this data collection, it reveals that the Hoover's novels are purchasable, pocket-friendly for students as pirated copies are also available. Therefore, it becomes easy for students to read novels according to their interest. Through this data, we get to know the popularity of Hoover among youth as her writing and portrayal of love appeals reader's interest.

The research methodology employed in this thesis involves extensive fieldwork aimed at collecting qualitative data to comprehend the visibility and reception of Colleen

Hoover's novels in Pakistan, with a specific focus on Lahore. The field research entails visiting various bookstores, markets, and stalls to conduct firsthand observations and engage in conversations with individuals in their natural settings. Two prominent bookshops in Anarkali Bazaar, namely Star Books and Siddique Book Centre, showcase a significant variety of Hoover's novels. Beyond Anarkali Bazaar, stalls outside Urdu Bazaar boast an extensive collection of her works. Ilmi Bookstore and Variety Books in Liberty Market dedicate separate sections to Hoover's novels, further emphasizing her prominence in the literary scene. The Readings bookstore in Gulberg features a section titled TikTok, housing a selection of Hoover's books, with "It Ends with Us" (1795) and "It Starts with Us" (3345) emerging as particularly favored among readers. This meticulous data collection effort not only highlights the wide availability of Hoover's novels in the market but also underscores their accessibility, with pirated copies catering to the budget constraints of students, making her works easily accessible to the youth.

The findings from the field research shed light on the popularity of Colleen Hoover among the younger demographic, particularly students. The prevalence of her novels in various bookstores and stalls, coupled with the affordability of pirated copies, facilitates easy access for students who can explore her diverse range of works based on their individual interests. The choice of specific titles, such as "It Ends with Us" and "It Starts with Us," as privileged favorites further demonstrates the resonance of Hoover's writing and her compelling portrayal of love. This on-the-ground data collection provides valuable insights into the dynamics of readership in Lahore, emphasizing the widespread appeal and accessibility of Colleen Hoover's novels, particularly among the youth demographic.

The data reveals that Hoover is the popular and the top-seller author, the small shops, small stalls, the famous bookshops and the fancy, elite bookstores have the novels of Hoover. Her novels erase the class difference, the novels are under the range of almost everyone and they are also available online in the form of e-books. When I asked from the owners of bookshops and the bookstores regarding the purchasing of her novels. It discloses that on daily basis her novels being purchased by the readers. Since the books of popular fiction are sold in enormous numbers of copies, the market

for them is very diverse. As a result, popular fiction works are referred to as "bestsellers." Due to the enormous public demand, the books sell incredibly well (Maheboob, 2018).

Reading literary fiction is seen as active since it features complex characters, challenges readers to think critically and create their own opinions. On the other side, popular literature is passive; it gives the readers meaning and prioritizes story above characters. Popular fiction is eventually produced for masses and the real purpose of it to entertain readers. Farooqui (2022), a scholar of popular romance fiction quote "While literature keeps the reader at a distance, popular fiction focuses firmly on its audience and situates itself in their world and their imagination." The key to identifying and comprehending the notion of popular fiction is the logic of entertainment. The novels are written with the goal of appealing to the largest possible audience. The basis of a universal appeal worldwide is entertainment. It draws a large number of readers who are always looking for enjoyment. Through amusement, they experience pleasure. With this, readers attempt to escape life's tragedies and find enjoyment in the realm of fantasy. (Maheboob, 2018). The questionnaire circulated online to check the popularity of Hoover among the readers of Pakistan, I asked from them the reason behind reading her novels and majority answered that they read it for entertainment purpose.

Then, questionnaire is performed to check what elements of her novels contribute in the popularity of Hoover. For this purpose, a few open-ended questions are asked to share their views concerning the novels of Hoover. The novel *It Ends with Us* has reserved a top position here too by being the favorite novel of respondents. When I asked them about what appeals them most regarding Hoover's novels; the answer was her engaging writing style, plots and empowering women. According to Radway, women were avoiding the struggles of living as a woman in patriarchal culture by reading romance genres, appreciating them, and sharing them with others rather than merely accepting the patriarchal background of the texts. In essence, Radway discovers that romance readers engage in romance genres as a declaration of autonomy, a declaration of independence from domesticity, and a declaration of freedom from the role of primary carer in the family. Because of this, popular

romance is both a place of resistance against and an escape from gendered expectations for women, even as romance books replicate so many dominating clichés. Popular romance is worth studying because it promotes female empowerment, explores and comments on contemporary social, political, and economic issues, and offers a place for escape, fantasy, and introspection (Choyke, 2019).

Hoover, an American writer widely known as a romance writer. In 2011, she started her career of writing with novel *Slammed*. It was written as a Christmas present for her mother, and Hoover self-published it in 2012. Despite being rejected by publishers at first, it began to ascend best-seller lists, assisted by word of mouth and positive reviews on social media sites. The novel is about an 18-year-old lady who goes to Michigan with her family after her father dies. Once there, she falls in love with her neighbor, but a shocking revelation pulls them apart. Another family tragedy complicates everything even further. Readers appreciated the romance, drama, and unexpected story twists that were characteristics of Hoover's novels. In due course, she becomes a full-time writer and a variety of genres can be witnessed in her books like mystery and thriller. She becomes popular on Instagram as well as on TikTok and her fans started calling themselves CoHorts. Characters written by Hoover are frequently likeable and well-developed, with human-like weaknesses and foibles. Since her characters mirror the trials and difficulties of real-life, Pakistani readers value the realism and complexity of her characters. Readers may relate to the story on a personal level thanks to the characters' relevant traits.

The American way of life is promoted through American popular culture, which often contradicts with Pakistan's present Islamic and cultural norms. But because of globalization and simple internet access, young people in Pakistan discover a huge amount of American content that is easily accessible for everyone online (Mahmood & Masud, 2019). Pakistani fans like reading romance, and Hoover's books have enthralling love tales. She explores the nuances of love and its many manifestations in her stories, which frequently include deep and passionate relationships. Her books' romantic undertones are appealing to those looking for sincere and emotionally charged stories. Both of the novels *It Starts with Us* and *It Ends with Us* are very

much popular in Pakistan. Both of the works deal with the difficulties of love and relationships, including themes of forgiveness, sacrifice, and self-discovery. These are global themes that appeal to readers of various cultures, including those in Pakistan. Their themes are universal. The protagonists of both the novels are strong and independent women who withstand adversity and emerge as survivors. Female liberation stories may be especially inspirational in Pakistan, where women face a number of cultural and socioeconomic restrictions. Domestic abuse, sexual assault, and mental health are among the modern concerns addressed in the books, which are relevant to readers in Pakistan and even beyond.

According to Walsh (2022), “Most of her protagonists are young women between the ages of 18 and 26, the same age as many of her readers.” The questionnaire I circulated also witness young respondents and the majority are females. They intrigued by Hoover’s serious subject matters and love stories. Romance literature is gaining popularity in Pakistan because it enables readers to escape reality, explore romantic relationships in a secure and socially acceptable setting, and provide relatable stories with readers. With so many obstacles and strains in everyday life, readers in Pakistan and abroad are turning to books for enjoyment and relaxation. Romance novels allows readers to escape reality by immersing themselves in a romantic dream realm. With the emergence of social media, authors have found it simpler to interact with readers, share their experiences, and establish a dedicated following. Many new romance novelists in Pakistan have begun their careers on various social media platforms like Facebook and Instagram. Romance literature reflects the changing perspectives of the younger generation by providing readers with a platform to explore and appreciate love and relationships.

Sara Naveed is one of the emerging romance authors in Pakistan. Before her, authors have usually taken other subjects but Naveed has mainly focused on the love stories and people admires her style of writing. The similarity between Naveed and Hoover is that they both uses simple and plain language. Hoover is one of the authors who gain immense popularity through the platforms of TikTok and Instagram. Besides all her novels follow love stories, Hoover picks serious subjects to address in her novels and bring awareness to the world. She uses simple language and has an engaging power in

her novels which do not let readers to delay and resist reading. Her novels are addiction to readers. The responses I received from questionnaire reveals that the diversity of genres, portrayal of women, subjects, love stories and the engaging plots all combine to make Hoover the best-selling author.

According to Ella Alhudithi, Voyant Tools is an accessible-source software available online, a comprehensive tool for textual analysis. It has been developed by two computer academics, Stefan Sinclair and Geoffrey Rockwell. Using computer algorithms, the platform collects lingual and analytical information from texts of various lengths, genres, and languages in a few seconds. All of extracted texts are provided in vivid representations (e.g., grids, graphs, and animations) to provide the different perspective of texts macroscopically. This input-output mechanism converts complicated information into easily interpret-able pictures. The platform is currently available for free, requiring only an internet access and a text collection (i.e., corpus). Later, it is used by users of diverse backgrounds and technical ability to excavate insights that characterize their excerpts.

Besides field work, the corpus analysis of five novels: *It Ends with Us*, *It Starts with Us*, *All Your Perfects*, *Reminders of Him* and *Verity*, is done with the help of Voyant Tools. Rockwell and Sinclair (2023) introduced Voyant tools where different features like Cirrus tool, links, trends, summary and contexts are combined to provide an in-depth analysis of plethora of texts. The Cirrus tool manifests the major themes and the words occur in abundance e.g., “I’m”, “he’s”, “don’t”, “like”, “love”, “it’s”, “head”, “says”, “want”, “eyes”, etc. From these words in Cirrus tool show the motifs like “I’m” is the most used word in all the text and it manifests that Hoover uses first person narrative in her novels. In summary, the total words in all the 5 documents are told and out of these words, the most unique words added by the author can also be seen. Moreover, Trends shows the frequency of most occurring words in the texts e.g. “I’m”, “like”, “don’t”, “he’s” and “it’s”. Trends shows the frequency of these words in all the 5 documents. Whereas the Context tool displays the context of these most frequent words that how one word like “I’m” used in different ways in the novels.

The social class and cultural capital theory of Bourdieu offers an insightful theoretical framework for examining the characters and themes in Hoover's books. Characters from various socioeconomic origins frequently appear in Hoover's writings, and Bourdieu's ideas assist illuminate the processes of identity, power, and privilege that emerge in these narratives. According to Bourdieu (1977), children of the wealthy class have a higher likelihood than other kids of receiving cultural capital, which includes a variety of information, attitudes, and abilities. Like economic capital, cultural capital also enables children of the rich to enjoy affluence as adults. Bourdieu's theory places a strong emphasis on how cultural capital shapes a person's place in society. Cultural capital, which is defined as the knowledge, abilities, and cultural assets that an individual possesses, can be divided into three types: institutionalized (formal education and credentials), objectified (material things like texts or artwork), and embodied (individual tastes and preferences). We can see how people from various socioeconomic groups and cultural origins negotiate interpersonal interactions and life decisions in Colleen Hoover's novels depending on their cultural capital.

1.3 Definition of Key Terms

Some of the key terms have been defined in the following section.

Digital Humanities: The study of literature, history, and other subjects with cutting-edge technology is known as "digital humanities," a relatively young topic. In order to comprehend how people lived in various historical eras, digital humanists organize data using computers. In the 1960s, computer scientists started employing digital technology for study, which is when the field of digital humanities first emerged. Since then, many different sorts of projects have been developed that rely on substantial volumes of digital data or include components from other fields like linguistics or art history.

Distant Reading: The literary analysis methodology known as "distant reading" looks for significant patterns in vast collections of texts using computer and data-analysis methods. In contrast to careful reading, the target of analysis is frequently a collection of hundreds or thousands of texts that no one could possibly read in a

lifetime. The phrase is typically credited to the Italian literary critic Franco Moretti, but other researchers have found instances of comparable techniques being used decades earlier. Moretti believed that reading the vast amounts of published literature that had previously been disregarded by readers and academic study—what he dubbed "the great unread" and "the slaughterhouse of literature"—would enable researchers to have a fuller view of literary history (Justin Tonra, 2019).

Voyant Tools: Texts are organized using Voyant tools into intelligible refined and desirable knowledge patterns. In terms of research tools, the current study made use of five Voyant tools: Summary, Cirrus, Phrases, Links, and Contexts. Text mining is the process of extracting usable information from text. Cirrus/word cloud, collocations/n-grams, knowledge graphs (KG), corpus summary, and context of important words are examples of knowledge patterns extracted from the selected text.

Corpus: A corpus is a collection of samples of authentic spoken and written texts which are used for analysis of words, meanings, grammar, and usage. A corpus serves as a comprehensive collection of authentic spoken and written texts, systematically gathered and organized for the purpose of linguistic analysis, allowing researchers to delve into the intricacies of words, meanings, grammar, and usage patterns. By compiling diverse and representative samples of language, corpora become invaluable resources in the field of linguistics, providing a rich source for studying language structure, semantics, and usage variations across different contexts. Researchers utilize corpora to discern linguistic patterns, uncover semantic nuances, and explore how language evolves over time. Whether focused on spoken conversations, written literature, or a combination of both, corpora play a pivotal role in advancing our understanding of language, facilitating empirical investigations into the intricacies of linguistic expression and communication.

Summary: It provides a straightforward, textual analysis of the current corpus, including the number of words, frequency of unique words, longest shortest, and highest and lowest vocabulary densities, typical of words per sentence, most occurring words, notable peaks in frequency, and unique words.

Cirrus: A particular kind of light cloud in the sky is referred to as a cirrus (Oxford University Press, 2021). It is a rectangular shaped, dynamic picture with many colors that highlights major ideas and quantifies the text's statistical importance. A cirrus, as

elucidated by the Oxford University Press in 2021, transcends its meteorological connotation to become a visual representation in the realm of textual analysis. Unlike its atmospheric counterpart, a textual cirrus takes the form of a dynamic, rectangular image adorned with a spectrum of colors. This innovative representation serves as a visual synthesis, capturing and emphasizing major ideas within a text while quantifying their statistical significance. Essentially, a cirrus in the context of text mining becomes a vibrant and structured visualization tool, offering a nuanced perspective that transcends the traditional confines of linguistic analysis. Through its amalgamation of color and form, the cirrus transforms textual data into a visually compelling and informative representation, enabling researchers to discern key patterns and crucial insights within the complex landscape of written content.

Phrases: Different terminology have been used to describe various features of collocation, including Phrases/ Collocations/ n-grams, bigrams, trigrams, quad grams, multiword expressions, formulaic language, and standard terminologies. "The use of two or more words in a brief period of time each other within a text. According to Sinclair (1991, p. 170), "the standard measure of proximity is a maximum of four words intervening." Additionally, collocations and n-grams are employed to improve fluency across all language skills as an "apparatus for meaning" (Louw, 2010, p. 79).

Links: Links/KGs are networks of many neurons that resemble the human brain and include input and output nodes so that information may pass through them and create an illustrative pattern. To comprehend learning ecologies in an online setting, KG is similar to the study of connectivity of characters and ideas (Boitshwarelo, 2011). Google knowledge graphs are renowned across the world for revealing fresh perspectives and fields.

Contexts: The Contexts tool, sometimes referred to as the Document Type KWICs Grid, shows a table which investigate a chosen term with the sentences or paragraphs of text that immediately come before and after each incidence of the word in the document. This tool provides a detailed and context-rich exploration of a specific term, offering a snapshot of its usage and surrounding linguistic environment. By displaying snippets of text surrounding instances of the chosen word, the Contexts tool allows researchers and analysts to glean deeper insights into the nuanced meanings, connotations, and syntactical structures associated with the term. This

nuanced examination of contextual information serves as a valuable resource in linguistic and textual analysis, enhancing the understanding of how a particular term functions within the broader fabric of the document.

1.4 Research Objectives

The popularity of Hoover in Pakistan was examined in this study to determine how readily her books are available with the help of field survey. Both well-known retailers and small stands sell books. Pirated copies and original copies of her novels are available. On the other hand, the corpus analysis of her novels becomes easy through Voyant Tools; digital textual analysis and distant reading are not appreciated for research in Pakistan. It will be helpful for new researchers to become aware of Voyant tools, as they are not only convenient for corpus analysis of texts. It covers different subjects, such as through Voyant's analysis of newspapers, business research, and different perspectives on the political situation that the human eye neglects, while close reading and statistical data can be extracted from it. Voyant is not confined to literary studies; it is not only helpful in qualitative research, but also reliable for quantitative research.

Hoover has experimented with different genres in her novels, for example, in *It Ends with Us* there is a portrayal of violence and marriage abuse; in *All Your Perfects*, infertility issues are highlighted; in *Verity* there is a thriller and suspense, whereas *Reminders of Him* has several themes like loyalty, forgiveness, grief, passion, etc. All her novels follow the love story and romance as she is a romance writer, but she also touches on some serious topics in her novels; therefore, it is difficult to analyze the novels one by one by close-reading and highlighting the points. With the assistance of Voyant, it is possible to analyze different plots, characters, themes, and genres under one roof by using Bourdieu's social class and cultural capital theory as a theoretical framework for clear understanding of her works that influenced the Pakistani readers.

1.5 Significance of the Study

In Pakistan, researchers usually rely on traditional patterns of research and hesitate to explore new methods, such as digital humanities. Instead of using the older pattern, this research attempts a new approach, a new method in literary studies such as doing fieldwork on the visibility of Hoover, performing questionnaires for collecting data, and then using the different features of Voyant tools for the in-depth analysis of selected texts, which has not been done by many Pakistani researchers. This provides a new path, especially for new researchers to explore new methods and experiments with tools for better understanding. In the modern era, either if it's a child or an adult both are using software and different apps in their daily life. It's an initiative to explore something new which brings excitement for researchers. Bourdieu, a sociologist, his theory of social class and cultural capital is used in order to analyze the factors that appeals the readers of Hoover in Pakistan. Regardless of romance and love story of protagonists, Hoover has instilled real life challenges like class difference, struggles of everyday, and lifestyle in her work.

The world is getting advance day by day and the foreign researchers have advanced their research likewise. Therefore, it's a necessity for Pakistani researchers to expand their knowledge and try new methods like experimenting with digital humanities. This thesis is a step to motivate researchers and attempt a different dimension instead of hesitating for long and left behind. New tools and technology have the potential to make research more accessible to a broader audience. Online tools and platforms, for example, can enable researchers to share their work with a worldwide audience, and open-source software can make it easier for researchers to cooperate on projects. Using new tools and technology can spur research creativity by giving fresh ways of thinking about challenges. Furthermore, by embracing new technology, researchers may broaden the scope of their study and, as a result, create new discoveries that benefit society as a whole.

The Voyant tool is created expressly for text analysis and can analyze massive volumes of text data, making it a significant tool for digital humanities research. One of the primary advantages of the Voyant tool in digital humanities study is that it may assist academics in identifying patterns and trends in text data that traditional

techniques of analysis may overlook. It may be used, for example, to investigate the use of certain words or phrases throughout a corpus of texts, finding patterns and changes in language use over time. It may also be used to examine the employment of various rhetorical methods within a corpus of text, such as metaphor and imagery.

1.6 Research Questions

- 1) What themes, characters, and aspects of the books of Colleen Hoover have been most popular in feedback from Hoover's Pakistani fans?
- 2) What are the unique features of Hoover's books? Does her work fall into a category that is not “chick lit” or “popular fiction”?
- 3) Do the plot, characterization, dialogue and sentence fluency contribute to making Colleen Hoover's novels engaging for the Pakistani readers?

1.7 Chapter Breakdown

There are five sections in this research study. A specific detail and introduction of the study are included in the first chapter. The second chapter offers a review of the literature that paves the way for highlighting the research gap. The study's approach and methodology will be developed in the third chapter. The fourth chapter will study the analysis and discussion of the text in detail. The basic discussion, including conclusions, limits, and recommendations, is covered in Chapter 5, as it is the last chapter and it basically sums up the thesis.

1.8 Conclusion

This chapter has briefly given the introduction of ideas behind this research, like the background of the study which opens up about the field survey is done in order to check the limelight of Hoover in Pakistan. It also tells a few reasons behind her popularity and how romance fiction gaining admiration in Pakistan as well, especially among youth. It has given the precise detail of Voyant tools and some definitions of

key terms and five Voyant tools have been applied to dig out Hoover's books in the current dissertation. For more effective and quick understanding of the text, these technologies create data visualization and knowledge patterns from textual data. In addition to this, research objectives, significance of the study, and research questions are presented which basically acts as the foundation of the research.

The next chapter reviews earlier writing about the topic of the thesis and areas nearby.

Chapter 2

Literature Review

2.1 Chapter Overview

An extensive understanding of the relationship between popular fiction, particularly the works of Hoover, Voyant tools, and Bourdieu's theory of social class and cultural capital in literature is provided by the literature review for this study, which includes a wide range of articles and research from various fields. This literary synthesis combines knowledge from popular fiction analyses, scholarly debates on Hoover's books, the use of digital technologies for text analysis like Voyant, and the sociological framework supplied by Bourdieu's theory. By combining these many sources, this literature review intends to investigate and shed light on the complex interaction between literary works, writers, digital technologies, and the sociocultural factors that affect both the production and reception of popular fiction.

2.2 Popular Romance Fiction

For many years, young readers of all ages have enjoyed reading romance books. They offer a portal into a world of adoration, passion, and emotional ties. There are particular genres and categories that appeal to younger readers, even if the target demographic for romance books varies. Teenagers and young adults in particular are the target audience for young adult (YA) romance literature. Themes of first love, self-discovery, and managing relationships throughout the formative years are explored in these novels. They frequently have teenage or young adult characters who are navigating adolescence and going through coming-of-age events. YA romance books can explore important subjects like identity, mental health, or societal challenges can be lighthearted and hilarious. The fact that romance books offer a

secure environment for discussing feelings and relationships is one of the reasons why they appeal to young readers. They provide readers a chance to experience love and passion through the characters' eyes, enabling them to empathize with the protagonists' emotional journey. As young people negotiate their own relationships, romance novels may also encourage positive relationship dynamics, effective communication, and empathy.

Popular romance fiction has long been a staple in literary consumption, and its enduring popularity among youth is a fascinating phenomenon. The appeal of romance novels lies in their ability to transport readers into fantastical worlds filled with passion, emotion, and compelling characters. For many young readers, these novels serve as a form of escapism, providing a break from the realities of everyday life. The exploration of love, relationships, and personal growth within the pages of romance fiction resonates with the emotional and relational experiences of youth, making it a genre that speaks directly to their aspirations and desires.

One key factor contributing to the enduring popularity of romance fiction among the youth is its adaptability to diverse sub-genres and themes. From contemporary romance to historical sagas, paranormal adventures, and LGBTQ+ narratives, the genre encompasses a wide spectrum of stories that cater to various tastes and preferences. This diversity allows young readers to find narratives that mirror their own experiences or introduces them to new perspectives and worlds. Additionally, the relatable characters and the emotional rollercoaster of love and self-discovery depicted in these novels create a sense of connection and empathy, fostering a deep engagement with the stories.

The accessibility of romance fiction in the digital age further fuels its popularity among the youth. E-books, audiobooks, and online platforms make it easier than ever for young readers to discover and consume romance novels. Social media and online book communities provide spaces for readers to share recommendations, discuss plot twists, and engage in fandom culture. The interactive nature of these platforms enhances the overall reading experience, turning the consumption of romance fiction into a communal and social activity. As the genre continues to evolve and embrace

new themes and voices, it is likely that its popularity among the youth will persist, offering a source of entertainment, connection, and emotional exploration.

The romance genre stands out as a financial powerhouse, particularly catering to a predominantly female readership worldwide. With women both writing and consuming romance novels at a staggering rate, the genre has secured a devoted following. In the United States alone, romance novels have consistently generated over \$1.3 billion in annual sales since the start of the 21st century. Notably, one out of every four books sold and an astonishing half of all mass-market books sold belong to the romance category. Harlequin Mills & Boon, a prominent player in romance publishing, publishes a staggering 120 new titles each month, drawing from a global stable of 200 authors within the UK and an additional 1,300 authors worldwide. The genre's expansive reach is evident as a Mills & Boon volume is sold every four seconds across more than one hundred countries and is translated into twenty-six languages.

The definition of a romance novel, according to industry standards in the United States and Australia, centers around a "central love story" and an "emotionally satisfying and optimistic ending." This broad framework allows for diverse tones, styles, and settings, ranging from the modest discretion of Christian "inspirational" to the explicit descriptions of sexual acts found in romantic erotica. Beyond the confines of Harlequin Mills & Boon, romance novels can also intersect with various genres such as chick lit, historical fiction, crime, suspense, or thriller. The genre's roots trace back to Shakespearean comedies, where the celebratory betrothal of the romantic couple formed the joyful conclusion. In prose fiction, literary forebearers include Samuel Richardson's "Pamela" (1740), Jane Austen's "Pride and Prejudice" (1813), and Charlotte Brontë's "Jane Eyre" (1847). However, it was the British publishing firm Mills & Boon that played a pivotal role in shaping the modern romance novel, becoming a market leader in the genre by the 1930s and fostering its Americanization during the latter half of the 20th century.

As the romance genre evolved, it underwent significant transformations in its representation of gender roles and attitudes toward women's work and domestic life. The Americanization of the genre during the 1970s and 1980s saw the entry of New York publishing firms into Harlequin Mills & Boon's territory, leading to the publication of historical romances and the incorporation of American protagonists, settings, and themes in contemporary romances. Concurrently, the genre underwent a sexual revolution, becoming more explicit in its depiction of sexual activity. The turn of the 21st century ushered in a new era marked by the fragmentation of the genre. Independent publishers rose to prominence, providing writers and readers with opportunities to explore niche markets, including erotica, African American stories, and paranormal romances featuring various supernatural protagonists. This fragmentation underscored the genre's ability to adapt, diversify, and cater to an ever-expanding array of reader preferences and interests (Teo, 2018).

According to Sarah Frantz Lyons, a literary expert who focuses on romance literature, "women write and read romance heroes to examine, subvert, discuss, revel in, and to dismiss the patriarchal constructions of masculinity." Technology has a significant influence on how we read these novels as well. The way we learn about and read romance novels, how we express our thoughts about them, how easily accessible they are, how popular they are on social media—all of these factors influence the general reading habits of romance novels. This power struggle and ultimately joyful conclusion appeals to our needs to feel like we have equality in the world because women are frequently perceived as inferior than males and are continually subjected to patriarchal dominance. It is a literary fight between the sexes, one that romance literature, which is intrinsically enticing to women, wins, but which some people still find difficult to accept (English, 2017).

Maheboob (2018) in his article mentioned that since the books of popular fiction are sold in enormous numbers of copies, the market for them is very diverse. As a result, popular fiction works are referred to as "bestsellers." Due to the overwhelming public demand, the books sell like hotcakes. It doesn't imply that more people don't buy literary fiction novels on a greater scale. Numerous works of literary fiction are also offered for sale in a variety of places. Numerous works of popular fiction are also sold

in extremely small quantities. Therefore, it is challenging to think of the word "bestseller" as the defining characteristic of popular literature. On the basis of the author's "intention," Gelder has used this phrase to define popular fiction. The goal of a writer of popular fiction is to become a "bestseller" author. The main goal is to be productive. When a popular fiction author creates a book, he or she hopes that it will be the "bestseller" and be widely distributed. Literary fiction writers, on the other hand, do not write with such a purpose. The literary author's primary goal is "creative" rather than "productive." Thus, the term "bestseller" is associated with popular literature and becomes one of its defining characteristics.

The bulk of submissions to romance publishers still come from white authors, they claim, making it difficult for them to publish books with more varied locales and characters. The Romance Writers of America, the largest organization in the field with around 10,000 members, recently performed a survey and discovered that about 86 percent of its members are white. The organization has furthermore assumed an increasing attention since it has never given an African-American writer the Rita Award in the 36-year history of the award. Less than 1% of the contenders were written by black authors (Alter, 2018).

Romance readers are educated, intelligent women who simply want to be allowed to read without being criticized by society for their knowledge. The notion that only works with an opportunity should be read is damaging to readers and authors who really enjoy the genre. A book does not have to be on a short list to merit consideration for a literary prize. No one really has a problem with a book ending happily; it's simply one of many excuses people make to cover other less acceptable issues. The required happy ending is exactly what people adore about it, and it's a lousy justification for denigrating the genre. Because romance is a genre geared towards women and portrays them as in charge of their bodies and thoughts, this is the major reason why many do not embrace it (Cameron, 2020).

In order to examine how popular romance literature operates as an aesthetic public sphere and a venue for political dialogue, this study draws on interviews, observations of romance authors' conferences, and a range of text data. While readers and authors

disagree on whether romance books and the romance community should address these topics, I find that they do. While some believe that romance should simply serve as light entertainment, others applaud the genre's ability to encourage meaningful social and political action. These expectations manifest themselves in both romantic fiction and interpersonal interactions. Despite disagreement about what the ideal romance should accomplish, readers generally concur that the genre is ultimately about optimism and the conviction that love—and romance reading—can change the world. This study expands the idea of the aesthetic public sphere to popular genre literature, demonstrating that romance is a specific type of reading experience that enables readers to interact with important social concerns while still anticipating a happy ending (Michelson, 2021).

In her article for the *Massachusetts Review* titled "A Mirror for Men: Stereotypes of Women in Literature," Cynthia Gryphon Wolff claims that because "literature reflects the present social attitude towards women; and since this attitude frequently values men alongside masculine pursuits across women and feminine hobbies, women's concerns seem secondary and passive." Being one of the few literary genres that is largely written by women, for women, and for women is what makes the romance genre so groundbreaking. The pleasures that women experience is recognized in love literature rather than being dismissed as trivial or unimportant. In most cases, romance novels center on the experiences, challenges, and wants of women. They are given credit for their experiences and their sentiments are acknowledged rather than dismissed (Shvakel, 2022).

According to Musell (1984), most female readers of contemporary romances rely on them for vicariously enjoyable experiences. Women who experience stress, loss of self-respect, and helplessness read these books in an effort to find at least a momentary relief from their issues. On the other hand, such a mindset merely works to capitalize on these women's hopelessness and does nothing to aid in their liberation.

2.3 Works and Popularity of Colleen Hoover

Hoover is a popular romance writer; her works are in a bulk form. She has written many novels which results in her huge popularity among readers as her work revolves around love stories as well as she picks the serious topics like violence, abusive marriage, infertility, loyalty, etc. Cadden (2022) talked about the popularity of Hoover and how she becomes the USA best-seller. At first, she started her career of writing with self-publishing but later on she owns publishing house. Her popularity started on TikTok and her novels, *It Ends with Us*, *Reminders of Him* and *Verity*. With the publication of *It Ends with Us*, her career of writing received immense popularity and her fans called her CoHo. She experimented different genres like love stories, thrillers, horror stories, etc.

Putra (2022) has highlighted the issue of inner conflict in the novel, *All Your Perfects*, which most of the time neglected and can result into bigger conflicts. The main characters, Quinn and Graham both suffered from the inner conflicts that creates troubles in their happy marriage. Putra has used Kurt Lewin's conflict theory for in-depth analyses of the novel. He revealed that Quinn suffered from two types of inner conflicts whereas, Graham suffered from three types of inner conflicts. The findings of his article shows that Quinn use three types of valence neutral valence, negative valence and positive valence while, Graham reduces his inner conflicts by using two types of valence negative valence and positive valence.

Tiarawati and Ningsih (2020) explored different forms of figurative languages in the novel, *Ugly Love*. In their article they have used Leech's theory of figurative language to dissect the different figurative languages in the novel. 87 data points to be studied in the categories of figurative language. By use of Leech's figurative language, their data will be recognized and categorized into 8 categories. This study's findings revealed six different forms of metaphorical language in the *Ugly Love* book. 33 personifications (33 data), 19 similes (also 33 data), 11 ironies (also 33 data), 10 hyperboles (also 33 data), 9 metaphors (also 33 data), and 5 metonymies (also 33 data). Personification is the most prevalent form of figurative language used in the Hoover's *Ugly Love*.

This term paper uses both intrinsic and extrinsic methodologies to discuss the topic of a literary work of fiction. It makes use of the following ideas through the inherent approaches: characterization, story, and setting. The author employs defense mechanisms (sublimation and hostility) in the extrinsic part method. This study is a sort of library research known as qualitative research. This analysis includes an interpretative component that draws on literature related to extrinsic theory, concepts, and pertinent textbooks for definitions as a secondary source. The primary source of the data for this analysis is text from Colleen Hoover's novel *Verity* (Faridah, 2021).

This study intends to examine the many deixis forms, allusions, and uses in the utterances found in Colleen Hoover's *Hopeless* novel. The findings and analyses of this study were provided in the form of an essay using the descriptive qualitative methodology. The Cruse (2004) and Birner (2013) theories were applied. The writer discovered 35 data from the *Hopeless* book using a qualitative technique. Of them, 13 data are for person deixis, 9 are for temporal deixis, 3 are for spatial deixis, 7 are for discourse deixis, and 3 are for social deixis. Based on an analysis of the data, person deixis is the most prevalent deixis. As of right now, the purpose of deixis, which is most frequently seen in the *Hopeless* novel, is to denote a person who is recognized by reference to the context of discussion. Keywords: Deixis, Referents, Types of Deixis, Pragmatics, Qualitative, and Functions of Deixis (Saputri, 2017).

The researcher's goal was to characterize the many comparative figurative language types and their respective meanings as they were utilized in the *Maybe Someday* novel. Simile, metaphor, and personification are the three comparative figurative language concepts discussed in this thesis. The author employed plants, inanimate things, attitudes, situations, and conditions in those forms of comparative figurative language so that the readers might comprehend the author's intended meaning. The author's method of choice for this research is qualitative. After outlining certain hypotheses concerning comparative figurative languages, the author gathers information from the text. After outlining certain hypotheses concerning comparative figurative languages, the author gathers information from the text. Based on the theories, the author chooses a few phrases that employ comparative figurative language and analyses each one individually to determine the type of comparative

figurative language that was used and what it meant. Following study, the author comes to the conclusion that personification is most commonly utilized in the *Maybe Someday* novel. Eight similes, twelve metaphors, and fourteen personifications were discovered (Suciatingtyas, 2017).

Finding the major characters in the novel, *Maybe Someday* is the aim of this study. The author's approach in this study is a combination of qualitative and library methods. The facts are obtained from the novel's plot and other books, particularly those regarding literature, in order to reach the desired outcome. The information is then examined in light of four factors. The purpose of the research is to learn about the physical characteristics of the key characters, their statements about themselves and others, and their social context (Tambunan, 2018).

Lestari et al. (2019) attempts to bring awareness about the gender-based violence, the main character, Lily Bloom encounters physical abuse, domestic violence but she encompasses through these hardships with bravery in *It Ends with Us*. The descriptive analysis approach is used to investigate intrinsic theories and extrinsic ideas such as gender and feminism for supporting factors. The results of this study indicate that Lily has been the victim of a variety of gender-based violence, including rape, physical assault, domestic aggression, and abuse of children. In addition, the effects on the body and mind are noted. Lily survived by making herself independent financially, breaking up with her abusive husband and choose to be a single parent.

Additionally, Riva et al. (2022) talked about the portrayal of men and how they deal women in *It Ends with Us*. They analyzed the text with the lenses of Sigmund Freud's Psychoanalytic approach, Ainsworth and Bowlby's Attachment Theory Biographical Criticism. Further, they revealed that both positive and negative perspectives of men displayed in the novel and their behavior towards women. According to the novel, women coped with the disrespect that they got from males by going through the phases that included rejecting the abuse, understanding its frequency, finding a way to stop the abuse, and ending the abusive cycle. According to them, besides this novel as a source of enjoyment, it also highlights the serious issues not just in Philippine society but anyplace in the world.

Padmi & Jayantini (2022) bring to light the conflict come across by Lily, an important character in *It Ends with Us*. Their article examines the different conflicts encountered by Lily and William Kenney's theory is used for the analysis. Observation and note-taking were used as the data gathering methods. In-depth reading of the book and note-taking to identify the primary source of conflict were used as the observation approach. The internal and external both conflicts are taken into consideration but the prominent conflict is of Lily's internal conflict. Lily, the primary character, experiences internal conflict with her thoughts and feelings, but Lily also experiences outward conflict with her parents.

The descriptive qualitative approach was employed in this study. The types of phrasal verbs, phrasal verb translation methods, and the effectiveness of phrasal verb translation are all examined in this study. Phrasal verbs from the novel make up all of the data for this study. The *It Ends with Us* novel in both its English and Bahasa Indonesian editions serves as the research's primary source of data. Finding the phrasal verb in both the source and destination languages allows for the analysis of the data. I draw on the theories of Biber et al., Molina and Albir, and Nababan in my study. The findings of this study indicate that (1) there are 45% intransitive phrasal verbs and 55% transitive phrasal verbs (21.25 percent separable and 33.7 percent inseparable). (2) The translators employed the following 5 translation strategies: Particularization, Established Equivalent, Transposition, and Discursive Creation. (3) Based on the effect of the translation process, the accuracy, acceptability, and readability are 2.95 (Putri, 2022).

The portrayal of trauma and gendered violence in Hoover's novel *It Ends with Us* is examined in her article (Rundqvist, 2020). To do this, her study employs trauma theory and the concept of gendered violence, as well as Dorrit Cohn's theories of diary novels, discordant narrator, and consonant narrator. The findings demonstrate that the heroine, Lily, used a journal to cope with her trauma and gendered abuse during her adolescence, effectively adopting scripto-therapy. Her article also demonstrates how Cohn's concepts of discordant and consonant narrator influence how Lily's development is depicted throughout the novel.

2.4 Popularity of Colleen Hoover through social media

Online media is defined as content that has been digitally encoded and is generally transferred and consumed through electronic devices like smartphones, desktop computers, laptops, and notebook PCs. Instant chatting, blogs, e-books, emails, web searches, and social media are all examples of online media. It also covers audio and video recording.

Online media encompasses a wide range of digitally encoded content that is transmitted and consumed through electronic devices, shaping the way information is disseminated and accessed in the modern era. This category of media includes various forms of communication and content delivery that leverage digital platforms, such as smartphones, desktop computers, laptops, and notebook PCs. The evolution of technology has given rise to an interconnected digital landscape where individuals can seamlessly engage with diverse types of media content at their convenience.

Several forms of online media have become integral aspects of contemporary communication. Instant messaging platforms facilitate real-time conversations, bridging geographical gaps and enabling instant connectivity. Blogs offer a platform for individuals and organizations to share information, opinions, and insights with a global audience. E-books have transformed the way literature is consumed, allowing readers to access a vast library of digital books conveniently. Email has become a ubiquitous mode of communication in both personal and professional spheres. Web searches empower users to explore a vast repository of information, enhancing knowledge retrieval. Social media platforms have emerged as powerful tools for networking, information dissemination, and community engagement. These diverse forms of online media collectively contribute to the dynamic and interconnected digital landscape.

Furthermore, online media extends beyond text-based content to include audio and video recordings. The proliferation of streaming services and digital platforms has revolutionized the way people consume audiovisual content. Podcasts, online radio, and music streaming services offer users a diverse array of auditory experiences. Video-sharing platforms provide a space for creators to share visual content with

global audiences. The integration of audio and video elements into the online media landscape enhances the richness of communication and provides users with a multifaceted and immersive digital experience. As technology continues to advance, the scope and impact of online media on communication, information dissemination, and entertainment are expected to evolve further, shaping the future of digital interaction.

According to Acerbi (2016)'s study, "A Cultural Evolution Approach to Digital Media," digital media is widely available nowadays and has a significant impact on the behavior of a significant portion of the global population. The study examines cultural transmission biases that just "copy the majority" in the context of internet media. The results show that more well-known and prominent members of the dominant class are imitated by the middle and lower classes, and as a result of their attraction to their fans, their followers embrace their culture.

As a social networking platform, TikTok has had significant success, particularly with young people. As one of the developed subcultures, BookTok has a significant impact on the marketing and sales of books thanks to its content on books. The quick, amusing films may help influencers and businesses increase brand recognition and connect with potential consumers. The aim of this study is to better understand how influencer marketing on TikTok, taking into account YA and NA novels, might assist book businesses that promote and sell books. The empirical results of the studied interviews demonstrate that while businesses are producing their individual content on TikTok, they are not yet heavily relying on influencer marketing as part of their marketing plan. On this still-emerging platform, it proved to be fairly difficult to find the right influencers, and producing original content on TikTok allows businesses to engage with customers and interact with them while also raising their profile (Tukia, 2022).

The main source of Hoover frenzy has been social media. Early on in COVID-19, when readers had more free time, BookTok, a well-liked TikTok subculture, exploded. A librarian at the Abilene Public Library, Janet Bailey, claims that "everyone was sitting at home by themselves." Then, they discovered Hoover via

TikTok, noting that they had not previously encountered or were rediscovering him. Bookseller Ebony Purks of the Nowhere Bookshop in San Antonio concurs: "BookTok promotes her works and increases her visibility as an author. She becomes increasingly well-known as more people read her works. Ayah Chreidi, a bookseller at Houston's Blue Willow Bookshop, has read a number of Hoover's works. Like many readers, she was found on BookTok because she kept coming up, the author claims. I eventually picked up *The End of Us* and devoured the book in one sitting while staying up until four in the morning. I couldn't put the book down. It's true that Hoover's heroes and readers aren't very diverse. White young women tend to be her readers, according to Purks. People are drawn to this because they are aware of what they will receive. Almost no surprises occur. For this reason, they feel themselves reflected in Hoover's works (Walsh,2022).

Though books frequently appear in BookTok short clips, not all books are BookTok books. Specific works are referred to as "BookTok books" since they appear so frequently on the site. Books listed on BookTok reading lists and on the official #booktok display tables at bookstores, as previously mentioned, are considered to be BookTok books. The community has developed a reputation for suggesting novels in the young adult and romance categories in large part because of these works. Jim Milliot mentioned, sales of adult fiction have risen. As seen by Hoover's *It Ends with Us*, published in 2016 backlist novels keep making it upon the bestselling lists (Guehring, 2023).

Culture is considered to be very much related to media as different researches showed that media re-shapes the culture and culture also influences the content of media. The cultural influence of dominant media has been observed around the globe. Such media globalization has endangered the identity of nations. This thesis aims to explore the effects of foreign TV programs on Pakistani culture, specifically the fashion, lifestyle and Urdu language in the young generation of Pakistan. Access to overseas channels is quite simple for people. They are able to view any channel from anywhere in the world. They therefore agree to what is being shown to them. When the dominant media hypnotizes people's thoughts and they begin to believe what the media wants them to believe, that is when the invasion happens. Most civilizations

throughout the globe are being infiltrated by American culture. Tom Crouse, Bryan Adam, and other individuals are in lieu of national heroes. One may readily determine that 90% of the material on the internet is in English in terms of the English language.

Reading patterns are significantly influenced by the online book community, which includes sites like Goodreads and social media book clubs. Therefore, the availability of Hoover's novels online in the form of pdf and e-book and the popularity of her novels on social media like TikTok and Instagram influences youth a lot. Especially, the teenagers who are curious and interested to stay in touch with the new trends, novels and fashion of western countries. Instagram and TikTok are highly popular among youth, it creates curiosity among the youth, specifically female to know about the hype of her novels. As, Hoover has shown lavish lifestyle, fashion and love stories of characters according to their taste that appeal the readers and has used engaging writing style that evokes interest to finish the book in one sitting. Hoover is renowned for his compelling and moving narratives in his books. They frequently address difficult subjects like love, heartbreak, personal development, and overcoming challenges.

The online reading community BookTok on the well-known app TikTok is the subject of the paper by Rozaki (2023). The study focuses on how BookTok has changed the culture of reading, using Colleen Hoover's 2016 bestseller *It Ends with Us* as an illustration. The diffusion of different theories has been used for the analysis. In order to ensure the engagement of users and reading experience impacted by BookTok, two thematic content studies are used as the evidence for her study. It has been done with the help of For You page on Tik Tok and the second method is the use of hashtag #itendswithus underneath the video. The results demonstrate that BookTok develops a virtual community where like-minded readers may engage and discuss books. Additionally, the majority of the videos on a reader's For You Page are responses to or evaluations of books, which demonstrates that readers are quite likely to discover their next book by just browsing through TikTok and seeing book suggestions. Hence, romance is considered the most prevalent fictional genre on TikTok, it has been found.

2.5 Voyant Tools (Digital Humanities)

A web-based text analysis and visualization application called Voyant Tools enables users to browse and examine textual data. It offers a variety of text analysis tools, such as word frequency analysis, keyword in context (KWIC) presentations, topic modelling, and several visualization choices. A useful tool for understanding textual data and seeing patterns or trends in the text is Voyant Tools. It can be helpful for researchers, academics, students, and anybody else interested in visually and interactively analyzing and studying text.

A popular subprocess of data mining called text mining, or knowledge discovery, is used to extract important information and hidden patterns from the massive amount of unorganised written content. Large amounts of data are being produced as a result of the spread of clouds, technologies, and research. This type of data cannot be utilised until a particular pattern or piece of information is found. Text mining employs methods from various domains, including natural language processing, information retrieval, database technology, machine learning, visualisation, text analysis, case-based reasoning, and knowledge management. The field of computer science known as text mining is expanding rapidly at the same time as artificial intelligence and big data. This paper reviews several text mining tools, techniques, and applications (Kaushik & Naithani, 2016).

Text mining, also known as knowledge discovery in textual content, plays a crucial role in transforming unstructured written data into valuable insights. With the exponential growth of data generated through cloud technologies, research endeavors, and various digital platforms, the need to extract meaningful patterns and information becomes paramount. This vast amount of unorganized textual data remains underutilized until effective methods are applied to unveil hidden knowledge within it. Text mining integrates techniques from diverse domains such as natural language processing, information retrieval, database technology, machine learning, visualization, text analysis, case-based reasoning, and knowledge management. This interdisciplinary approach allows text mining to sift through the massive volumes of

textual data and derive meaningful conclusions, thereby contributing to informed decision-making.

The field of text mining aligns itself with the broader landscape of computer science, notably expanding alongside artificial intelligence and big data. As technology continues to advance, the synergy between text mining and these overarching domains becomes increasingly intricate. The rapid evolution of text mining tools, techniques, and applications reflects the dynamic nature of this field. Researchers and practitioners are continually developing innovative methods to enhance the extraction of knowledge from textual data, creating a symbiotic relationship with the broader technological ecosystem. This paper serves as a comprehensive review, shedding light on the diverse range of text mining tools, methodologies, and real-world applications, highlighting the significance of this evolving field in the era of information abundance and complexity.

Distant-reading and digital humanities are new to the field of literature particularly talking about Pakistan. Asif, Yasmeen & Zaidi (2021) in their article experimented the textual analysis of Jane Austen's novel *Pride & Prejudice* by using Cirrus tool, a part of Voyant tools. With the help of Cirrus tool, they found out the major themes and characters in the novel. It intends to create an interactive cirrus word cloud preview based on statistical data that will assist readers in previewing the primary themes and significant characters from *Pride & Prejudice* by Jane Austen. A mixed method approach was used in their article to identify the important characters and themes in *Pride & Prejudice*. The results of their article show that the Cirrus tool can swiftly extract 59 terms from the novel, and that Voyant Tools was able to identify the most frequent 59 words/themes from the complicated text. The main characters and ideas of the book *Pride & Prejudice* were represented in the text corpus.

Moreover, Ullah, Uzair & Mahmood (2019) also used the Cirrus tool, it can also be regarded as word clouds, a Voyant's feature for the better understanding of the novel *Never Let Me Go*. The aim is to produce word clouds and statistical data of text. It's a mix-method study and uses Rakesh Agrawal's Knowledge Discovery Theory to look

for new knowledge patterns. The Cirrus tool reveals major themes and the important characters like “Tommy” (496) and “Ruth” (455), etc.

In their study, Ullah, Uzair, and Mahmood (2019) employed the Cirrus tool as a means of delving into the novel *Never Let Me Go*. Cirrus, akin to word clouds, is a feature within the Voyant tool designed to enhance the comprehension of textual content by generating visual representations of word frequencies. By utilizing Cirrus, the researchers aimed to produce both word clouds and statistical data from the text, employing a mixed-methods approach. The integration of Rakesh Agrawal's Knowledge Discovery Theory added a structured framework to their investigation, facilitating the identification of novel knowledge patterns within the literary work.

The application of the Cirrus tool allowed the researchers to extract major themes and highlight significant characters, such as "Tommy" and "Ruth," by quantifying their respective mentions in the text (496 and 455 times, respectively). The word clouds generated by Cirrus visually represented the prominence of certain terms and their relationships within the context of the novel. This combination of quantitative and qualitative analyses facilitated a nuanced exploration of the text, providing insights into the thematic elements and character dynamics. Overall, the use of Cirrus as part of the methodology demonstrated its effectiveness in uncovering patterns and key elements within the literary landscape, showcasing the potential of text mining tools in literary analysis and knowledge discovery.

According to Mahmood & Ullah (2022), reading novel is boring and time-taking process in this modern era. Therefore, their study resolved their queries by doing textual analysis of James Hilton's novel *Mr. Chips* with the assistance of different features of Voyant tools. In order to investigate knowledge patterns using Voyant text mining techniques, a mixed-methods approach was used to triangulate Rakesh Agrawal's Knowledge Discovery Theory and Rockwell and Sinclair's Hermeneutic Theory. The main conclusions include the extraction of digital hermeneutic knowledge patterns through the exploration of key themes through the Cirrus tool, the search for the most common standard collocation patterns through the Phrases tool, the revelation of a knowledge graph connecting key themes and issues through the

Links tool, the disclosure of stylometric features through the Summary tool, and the clarification of unclear words through the Context tool.

Eddine (2018) in his article talked about the black females and the issues they faced in their life due to their color. His paper revolves around the main character, Pecola in the novel *The Bluest Eyes* by Toni Morrison who faced double marginalization and became the victim of racism because of her color. Because of this, she becomes pessimist and degrades herself by thinking she is the ugly girl. The Voyant tool is used in his paper to analyze the text and identify the most frequent terms and their associations.

Ullah & Mahmood (2019) in their article analyzed 5 American short stories (1. *Clearing in the Sky*, 2. *Dark They Were and Golden Eyed*, 3. *Button, Button*, 4. *The Piece of String*, 5. *Thank You M'am*) with the help of Voyant tools. The Summary tool is used to get aware of the stylistic features in the short stories as students of English Literature find it complicated to grasp the understanding of stylistic qualities in the stories. In their paper, mix method study is practiced for the valuable and authentic results and Knowledge Discovery Theory of Rakesh Agrawal is exercised to discover advanced knowledge patterns.

2.6 Pierre Bourdieu and his theory of Social Class and Cultural Capital

Famous French sociologist Bourdieu is renowned for his ground-breaking theory of cultural capital and social class. Understanding how social injustices are maintained through cultural and symbolic methods was the main goal of his research. The core of Bourdieu's theory is the idea of "capital," which according to him may take on numerous forms, including cultural social, economic, and cultural capital. According to Bourdieu's social class and cultural capital thesis, a person's standing in society is impacted not just by economic circumstances but also by the ownership of many types of capital. The resources that people have access to on a cultural, social, and economic level determine social class. Material riches is referred to as economic capital, but social capital relates to social networks and ties. The term that stands out

the most is cultural capital, comprising non-economic assets like knowledge, education, and cultural preferences.

Cultural capital can be institutionalized in recognized qualifications, objectified in cultural commodities, or embodied via learned skills. People who have greater cultural capital typically have an advantage in society because their skills are acknowledged and rewarded, which perpetuates social inequality. Bourdieu's theory therefore emphasizes how cultural capital significantly shapes social class and perpetuates social hierarchies built on cultural competence.

The socioeconomic circumstances of their families and the early educational influences they received heavily impact children's aspirations of their schooling and careers. The importance of the educational system and family socioeconomic background on the perpetuation of class hierarchies has been recognized by sociological studies for a very long time in the Western world. This research explores the potential influences of academic contexts (the diversity of school systems) and social class backgrounds on the perpetuation of social class disparities in Pakistan from a perspective from studies in the Western world. The study, which is based on Pierre Bourdieu's theory of social and cultural reproduction, concludes that the three types of schools represent diverse domains of education and provide their pupils various educational experiences. The research also shows that family-based endowments (cultural capital) and school-type endowments both prepare elite and professional middle-class children to fill top jobs in the economy and the condition of children from the working-class to accept their lower rank in the social hierarchy (Ullah & Hazir, 2018).

Parental participation has a critical role in how well adolescents learn the English language. According to Bourdieu's (1986) idea of capital, which includes economic capital, cultural capital, and social capital, this study explores participation of parents in Pakistani adolescents' English learning from the point of view of the students. In order to conduct the research, 150 Pakistani secondary school students between the ages of 13 and 16 were chosen at random and given a questionnaire. According to the study survey results, Pakistani parents actively support their children's English-

language acquisition. Additionally, data shows that parental involvement, encouragement, and a positive outlook on the English language positively affect teenage English learners. Furthermore, it was shown that different parental involvement tactics can transfer to learners Bourdieu's (1986) three parental capitals (economic, cultural, and social) (Iqbal, et.al, 2021).

While some studies say that the English language is helpful for students' academic and professional progress, others contend that it hinders their growth and conceptual clarity, ultimately leading to their failure. Such studies often include pupils with either low or high socioeconomic status (SES) when coming at such results. This research includes respondents from four distinct schools in Pakistan: elite private, elite public, general private, and general public to have people from diverse socioeconomic backgrounds. It draws on the metaphorical power of language and the sociolinguistics of world-wide integration as a theoretical lens. Lack of opportunity to study English in general education settings, however, may cause students to fail because they cannot communicate in English in both the classroom and in the workplace. This essay comes to the conclusion that in order to give students in various school's equitable access to the English language, it is necessary to strengthen Urdu and other regional languages and to standardize English instruction (Fang & Haider, 2019).

This study examined the topic of unequal access to education within caste-based social structures in rural Punjab, Pakistan, and is based in part on certain major results. In spite of the availability of government-sponsored free schools, the poorest low-castes still struggle to pay for their children's education, according to data from 36 interviews with parents of low and high castes, school administrators, and four key informant focus groups conducted in two villages in southern and central Punjab. Bourdieu's social critical framework, especially when applied to his idea of capitals, shows social reproduction processes. The lowest caste groups' education expenses—which are not only financial but also time, psychological, and social—are refracted by the transformation of economic capital into social and cultural capital. Thus, the financial aid that the government provides to increase access to school is lessened. The study makes a significant contribution to the literature by proposing that policies designed to provide equal access to education must conceptualize educational

expenses as multidimensional, just as poverty itself is not only economic but multiple (Tamim, 2018).

This study shows how stakeholders' handling of English as the only sellable good in academics settings might have an impact on multilingualism and the already-existing lingual variety in Pakistan. Language commodification is the valuing of languages as commodities with a market or saleable value and their corresponding relative exchange value. The research is based on semi-structured interviews with students, instructors, administrators, and principals that were done over the course of three distinct PhD projects in schools and universities. The viewpoints of stakeholders towards English-medium education and local languages are the main topics of this essay. We suggest an epistemic reorientation in which the social-market worth of languages and social-welfare concerns may form the basis of language-in-education policy and planning, given stakeholders' diversity-as-a-problem attitudes and rationalization of English-medium education. Languages serve as social, educational, cultural, and pedagogical resources for the overall social growth, peace, and integration of society. This is known as their social-market value. Multilingualism is supported from a social-market standpoint as a resource rather than a drawback (Amin, et.al. 2023).

To show how neo-liberal rationality as a normative order of reason rules the minds of students and instructors excluding ruling, this study uses neoliberal govern mentality as a conceptual framework and data from Pakistan's burgeoning English language academies. The findings, which are based on an examination of an open-ended interview procedure and semi-structured interviews, imply that learning more English is thought to make individuals more competitive in the contemporary linguistic market. The market's logic is intricately entwined with reason. A tool that offers all types of social, cultural, and economic capital, English is seen as essential for societal existence. The research explores how participants' discourses, behaviors, and self-technologies appear to be governed by the information that neoliberal rationality internalizes. Self-technologies are demonstrated by their constant self-improvement and self-employment. Their subjectivities are embodied in the recurring neoliberal jargon. The study comes to the conclusion that the transformative potential and

promises associated with learning English are flimsy because English does not operate in some neutral social space; rather, it does so in a polarized society where the causes of socioeconomic inequality are fundamentally structural than access to English (Manan, 2021).

This essay examines language ideologies, laws, and the use of English in Pakistan and China, two nations where the language serves various educational purposes. It is necessary to change the policies and ideas surrounding English education because of the changing role of the English language as a result of globalization and advancements in communication. This is true especially when English serves as a lingua franca. Due to Pakistan's history as a British colony, the function of the English language is associated with linguistic ideology. The colonial mindset still permeates linguistic ideologies and educational practices, and there is considerable disagreement in society over the place of English. As opposed to China, where English is taught as a foreign language, English is not a postcolonial language. Even while English satisfies a variety of communication needs, there is a worry that if it is prioritized above native languages, individuals may lose their sense of identity. As a result, this essay summarizes the connections between various language ideologies and the discussion of English language instruction. Finally, this essay highlights the significance of approaching English language instruction from a multilingual approach and contextualizing language laws to accommodate the different needs and objectives of English language learners (Fang & Haider, 2019).

Social capital is a key component of venture success. We studied that social capital put significant limits on women in the traditional, patriarchal culture of Pakistan, where social capital discourages or delays venture endeavors, in comparison to the Western-oriented studies where social capital is understood favorably. The findings also demonstrate that, in spite of that women do have some discretionary authority to family resources, their ability to acquire social capital outside of their immediate family is severely constrained. We make recommendations for further research on women micro entrepreneurs in non-Western contexts in light of the potential for women entrepreneurs to play a major role in the progress of any society, and

particularly in third world countries. These recommendations are based on the insights derived from this qualitative study (Lindvert, et. al. 2017).

In Pakistan's typically patriarchal and low-income society, this paper examined women's online social capital. The study had two main goals: to determine Pakistani women's social media demands and to assess how those needs affected their social capital, particularly in terms of building and to abridge social capital. To 240 ladies, a survey questionnaire was given. Smart-PLS was used to conduct route analysis and construct a measurement model. The findings showed a strong relationship between social capital and social media requirements. Additionally, it was shown that Pakistani women's desires for social media positively associated with bridging social capital; nevertheless, a substantial association was also observed for bonding social capital. There is a need for additional quantitative analysis and also qualitative research to explore the instances of women's online social capital in under-developing and traditional societies because quantitative analysis produced results that are at odds with widely held beliefs about women and social capital (Aksar, et. al, 2020).

Farooqi (2021) in her published chapter talked about that woman who attended elite English-medium schools in Pakistan developed a unique taste in literature that depicts the patriarchal English society of the early nineteenth century. They differ from their classmates who attended schools taught in Urdu because of this. In my opinion, this reading preference is a result of reading Austen for academic purposes, and it represents the division in the nation's cultural capital caused by the two most often used languages for instruction—Urdu and English. She analyzed the reading habits of Pakistanis with reference to Anglophone literature which takes place in Regency-era England using Bourdieu's theory of cultural taste in order to draw attention to the connection between the genre and the medium in a postcolonial culture that justifies nostalgia as a kind of elegant cultural expression.

2.7 Conclusion

In conclusion, our literature study has a thorough and analytical base thanks to the combination of papers on popular fiction, Colleen Hoover's writings, Voyant tools, and Bourdieu's theory of social class and cultural capital. We now have a better grasp of the intricate interactions between social class, cultural capital, and the stories found in Colleen Hoover's novels thanks to these many perspectives. With the use of this multidisciplinary approach, we can see how Bourdieu's sociological framework informs the interactions between Hoover's characters, who frequently come from a variety of socioeconomic backgrounds. The use of Voyant techniques improves our capacity to examine textual trends and themes in Hoover's writings and allows for a more in-depth examination of how these ideas are portrayed and expressed in her writing. By combining these ideas, we have created a solid foundation for a thorough analysis of the socio-cultural dynamics in Colleen Hoover's works, opening the door for more study and conversation in this intriguing area of literature and sociology.

Chapter 3

Materials and Methods

3.1 Chapter Overview

This study's research technique takes a multidisciplinary approach, combining components from several disciplines to build a thorough framework for analysis. This thesis is based on the principles of qualitative research methodology and explores the nuanced facets of popular fiction with a special emphasis on Hoover's works. Additionally, as a crucial part of the study, the impact of social media on how these literary works are seen and shared is investigated. The study uses Voyant methods, which help in identifying patterns, themes, and linguistic subtleties within the chosen texts, to support this analysis. The theoretical foundation of this study approach is Bourdieu's theory of social class and cultural capital, which provides a prism through which to comprehend how sociocultural elements influence both the creation and consumption of popular fiction in the digital era. This thorough approach, encompassing qualitative research, literature analysis, digital text mining, and sociocultural theory, enables a nuanced exploration of the complex interplay between literature, culture, and modern communication platforms, furthering our understanding of the dynamics surrounding popular fiction in the twenty-first century.

3.2 Qualitative Research Design

This research follows a qualitative research design. The methodology used in this research is the field work of Hoover by visiting different places and collecting data regarding the author. A digital textual analysis is used with the help of Voyant Tools, it was created by Geoffrey Rockwell and Stefan Sinclair in 2003, and later revised by them with more precise and accurate results. The questionnaire is also administered to check the popularity of Hoover among readers in Pakistan. The questions are open-

ended to allow the respondents to easily express their views. The theoretical framework I have used in my thesis is Bourdieu's class theory. As an essential component of sociology, Bourdieu's class theory postulates that people's many types of capital (economic, cultural, and social) influence their social class. These resources have an impact on one's life opportunities, preferences, and social interactions, perpetuating social inequality and reinforcing class differences. Bourdieu places special emphasis on the method by which these capitals are acquired and passed down through social networks, cultural practices, and education.

In the subject of literary studies, qualitative research has many important and varied applications. By exploring the complex intricacies of language, human, and cultural experiences, it enhances our comprehension of works. The subjective aspects of literature may be explored, and the intricacies that quantitative approaches could miss, can be captured, thanks to this methodology that goes beyond simple quantitative analysis. Additionally, a context-driven methodology is adopted in literary studies qualitative research. The fact that historical, social, and cultural factors have an impact on literary works is acknowledged. Researchers can link the text to its larger cultural context by using techniques like content analysis, interviews, and ethnographic fieldwork. This contextual awareness reveals the ways in which literature engages with current cultural debates, challenges established beliefs, and reflects social norms. In turn, this method emphasizes the dynamic connection among literature and the environment from which it develops, promoting a more comprehensive interpretation.

The goal of qualitative research is to comprehensively understand a particular issue. The researcher is both the subject and the object of his investigation in qualitative studies. To understand the various facets of the subject under research, the qualitative technique aims to offer detailed and vivid information (Almeida et. al 2017). The ability of qualitative literary study to take into account many viewpoints and voices is another crucial factor. Researchers can investigate various readings and reactions to a work by engaging readers, critics, and communities. This openness acknowledges that different people and groups respond to literature in different ways, creating a diversity of meanings. The discussion concerning a literary work is enriched and a more

thorough examination is encouraged by qualitative research because it creates a space where marginalized voices and opposing ideas may be heard. As a result, qualitative research plays a crucial role in the field of literature by providing a lens through which works are carefully examined, located within their cultural settings, and valued from a variety of perspectives. Our knowledge of the complex link between fiction and individual experience is improved by the emphasis placed on language, emotions, setting, and inclusion.

3.3 Field Survey conducted to check the Fame of Hoover in Pakistan

In many different professions and disciplines, field surveys are essential because they provide a variety of advantages and insights that are difficult to get from other techniques. Researchers may gather reliable data firsthand and at the source through field surveys. This guarantees that the data acquired is correct, current, and relevant, which is crucial for making defensible judgments and coming to valid conclusions. Field studies are essential to literary studies because they offer a dynamic and comprehensive knowledge of the historical, social, and cultural circumstances that influence literary works. Researchers can indulge themselves in the actual places, cultures, and settings that affected or served as inspiration for literary works through field surveys. This hands-on involvement enables students to find hidden subtleties, local viewpoints, and personal tales that would not be obvious through textual study alone.

Additionally, field studies provide researchers the chance to interact with local populations and subject matter experts, building collaborative connections that may produce insightful information. In-depth discussions with locals, absorption in regional customs, and being exposed to oral histories can give researchers fresh viewpoints that may contradict or support preexisting scholarly views. More complete and detailed awareness of literary texts may result from the combination of scholarly research and life experiences. In conclusion, field investigations in literary studies provide an essential way for researchers to connect written words to a larger

sociocultural environment. Researchers can unearth various levels of meaning, cultural nuances, and past trends that lead to a deeper understanding and understanding of literature by physically interacting with the settings and cultures that served as the inspiration for literary works.

The book is an enormous source of knowledge and pleasure for academics, students, professionals, and casual readers alike. A book is a gauge of achievement, an indication of stability, and an agent of inspiration and drive. It serves as a starting point for development and a stimulus for innovation. Books have an undeniably significant impact on literacy growth, and as a result, it is conceivable to connect a nation's growth to its literacy standards. An undeveloped society can be less book-oriented than a highly developed civilization, which is characterized by its obsession with books. The capacity of a country to generate books may be used to measure progress. The works and academic knowledge of luminaries in education like Aristotle, Socrates, and Descartes would not have been saved for posterity and would instead have been lost to mankind had it not been for the advent of book printing. Additionally, publication fulfils a moral and intellectual duty to future generations by protecting the written record of human action (Ali et. al, 2022).

Furthermore, Ali et. al (2022) in their article mentioned, Consumer Books: The general public was the intended market for consumer book publishers. They are aimed for readers who are living their own lives. In addition to their duties as learners and highly trained workers, informal educational and non-educational genres, such as romance novels, humor books, and travel books, make for a sizeable share of consumer book output. Outsourced commercial books: These books help people in the labor sector advance their knowledge while staying current in their fields of expertise. Instead of doing it internally, training a corporate employee might be contracted out to a firm. These educational endeavors, whether they take place in a classroom setting or online programs, have received funding from several businesses. Trade books are mostly popular publications, which includes fiction and non-fiction, along with are sold to customers through libraries and brick-and-mortar and online book retailers. Major Chain Paperbacks: These are books with flexible covers and a standard size.

They come in smaller-sized pocket versions as well. They are primarily designed for sale at supermarkets, drugstores, discount retailers, and newsstands.

Due to massive book piracy, Pakistan is under intense pressure from Western nations. This report reveals the findings of a survey of the nation's book industry about copyright and book piracy. There are descriptions of national copyright law including its application as well as international agreements in which Pakistan that is a signatory. Here is a summary of American opinions on Pakistan's copyright problem. According to the poll, the biggest reason for book piracy is the exorbitant cost of books from other countries. The biggest winners from book piracy are local publishers and bookstores. To safeguard intellectual property rights in Pakistan, suggestions are made. Concludes that unless locally accessible books at a reasonable price are accessible for readers, efforts to reduce novel pirate will not be successful (Ilyas & Mahmood, 2005).

First of all, the research is conducted by performing a field work of the massive visibility of Hoover's novels in Pakistan and especially in Lahore because various bookstores, markets and stalls are visited for the collection of data. The two bookshops in Anarkali Bazaar; Star Books has the well-known novel *It Ends with Us* which ranges from 350 (pirated copy price) to 600 (original book price), whereas, the other Siddique Book Centre has a good variety of her novels but the most purchasable novels are *It Ends with Us* and *It Starts with Us*, there prices vary from 300 (second copy), 600 (first copy) and 1795 (original price).

Outside Urdu Bazaar, there are stalls that contains almost the novels and *It Ends with Us* as well as *It Starts with Us* are the most demanding books on daily basis purchase. They have the pirated copies under 400 rupees. At Ilmi bookstore, the demanding novels of Hoover are *It Ends with Us*, *It Starts with Us*, *9 November* and *Verity*. They too have the pirated copies in the range of 300-400 rupees. On the other hand, at Dogars *It Ends with Us* and *It Starts with Us* experienced limelight; the prices are 450 (A+, original), 250 (second, pirated).

Variety books in Liberty market, Lahore, has a separate section titled with Hoover and have almost all the collection of her books. The bestsellers at Variety books are *It*

End with Us, It Starts with Us (1895 rupees) and *Verity* (1595) in the original form. Readings bookstore in Gulberg has titled TikTok and contains some of the books of Hoover. As usual, *It Ends with Us* (1795) and *It Starts with Us* (3345) are the privileged ones among all the other novels. Through this data collection, it reveals that the Hoover's novels are purchasable, pocket-friendly for students as pirated copies are also available. Therefore, it becomes easy for students to read novels according to their interest. Through this data, we get to know the popularity of Hoover among youth as her writing and portrayal of love appeals reader's interest. Then, questionnaire is performed to check what elements of her novels contribute in the popularity of Hoover. The novel *It Ends with Us* has reserved a top position here too by being the favorite novel of respondents.

This globe is becoming a global village thanks to digital media. Digital media is heavily used by young people. Unrestricted access to digital media on a regular basis might have a number of negative impacts. The study was created with the goal of examining the connection between technological advancement and cultural change. Digital media assumed a significant part in cultural imperialism due of its accessibility worldwide. The survey found that students spend the majority of their time on digital media, which has established itself as an essential aspect of life. Additionally, among Pakistani young, digital media is a major source for the importation of foreign culture and the decline of Pakistani culture. The study came to the conclusion that youth's cultural aspirations are largely influenced by digital media. The internet media seems to favor foreign culture, and young Pakistanis are eschewing native culture in favor of embracing it (Safdar, 2022).

Colleen Hoover, an internationally acclaimed author known for her emotionally charged contemporary romance novels, has garnered a significant and growing fan base among Pakistani readers. Hoover's novels, characterized by their compelling storytelling, complex characters, and exploration of deep emotional themes, have struck a chord with readers in Pakistan. The universal nature of her narratives, which often delve into love, loss, and personal growth, transcends cultural boundaries, making her work relatable to readers in diverse settings, including Pakistan.

The popularity of Colleen Hoover's novels among Pakistani readers can be attributed to the global reach of contemporary romance as a genre. Pakistani readers, like their counterparts worldwide, appreciate the escapism and emotional resonance that Hoover's stories provide. The relatable characters and the exploration of complex relationships in her novels resonate with readers navigating the challenges and triumphs of love in their own lives. The availability of her books through various channels, including international bookstores and online platforms, has facilitated easy access for Pakistani readers, contributing to the widespread popularity of Hoover's work in the country.

Furthermore, the influence of social media has played a crucial role in fostering the popularity of Colleen Hoover's novels among Pakistani readers. Online book communities, reader forums, and social networking platforms provide spaces for readers to discuss, share, and celebrate their favorite authors and books. Pakistani readers often engage in discussions, share recommendations, and express their enthusiasm for Colleen Hoover's novels, creating a sense of community and connection among fans. As the literary landscape in Pakistan continues to diversify, the popularity of authors like Colleen Hoover reflects the global nature of contemporary literature and the ability of impactful storytelling to resonate across borders.

3.4 Insight to Hoover's works

Author of adult romance Colleen Hoover has gained worldwide recognition as a result of the BookTok community. On their "For You Page," the TikTok page where users may scroll through material that follows a system that learns about the user's individual preferences, most people who have access to TikTok during the previous year have undoubtedly seen a Hoover novel appear in a video. Hoover, though, has been producing novels since 2012. By 2020, she has over a dozen novels under her belt, but since she first appeared on social media, her fame has only risen. Five years since its first publication, the author's book, *It Ends with Us*, has experienced a sharp increase in sales. A total of 21,000 copies had been sold at the conclusion of the

book's first month on sale. In the fourth quarter of 2020, the author saw a little increase in sales; by the end of 2021, that increase had exponentially increased, with 308,000 books sold in just one year. According to many detractors, TikTok, and especially BookTok, may be blamed for the company's success based on this increase in sales. 20 million of Hoover's novels have already been sold worldwide, and over four million of the books *It Ends with Us* have been sold (Foster, 2023).

This study examines the behaviour of the young adults in Colleen Hoover's *Maybe Not*. It asserts that teenagers are at risk in life as a result of selfishness, which results from the contradictory ideals that permeate American culture. This study makes the case that flat living is a microcosm of American society using the interpretative method. The idea for the qualitative research also comes from David Wolfe and Peter Jaffe, who looked at children's behaviours as they developed into teenagers. The divided values that permeate American culture only serve to exacerbate such adolescent indifference and hesitancy (B.K. & Mohan, 2023).

Both Hoover's *It Ends with Us* and Bronte's *Jane Eyre* reflect feminine desire in popular love novels in relation to current political and social concerns. Desire plays a major role in *It Ends with Us*'s storyline because it highlights the connection between love and the difficulties of quitting abusive relationships. More critics have begun to recognize the impact of the book's graphic sexual relations portrayals. A community that loves the fictional worlds of the novels might be formed as a result of how well-written novels captivate their readers. Therefore, the success of both works can be attributed to how desire is shown in them. Some critics contend that readers are negatively affected by romantic fiction's emphasis on want; yet, when coupled with realistic representations of social issues like domestic abuse and gender equality, desire in love fiction has the potential to raise readers' awareness of actual conflicts and inequities. In result, *Jane Eyre* along with *It Ends with Us* add to social discussions by exposing readers to the viewpoints of women on societal issues through narratives that incorporate subjective female desire (Batstrand, 2022).

Surveys were defined as a variety of quantitative and qualitative research techniques or methods used to carefully gather information from a sample by means of some

form of requests or appeals, such as in-person interviews, phone interviews, or electronic surveys (self-administered questionnaires) (Ponto, 2015). Compared to traditional questionnaires, these online survey programs are easier to use. Online surveys were less likely to use forced-choice formats, item non-response, and "don't know" responses than surveys using paper and pencil (Marleen et al. 2010). Online surveys have several advantages, including the fact that participants may participate from any location at any time, removing geographic restrictions and allowing for a bigger and more varied sample. Instant submissions, automated data gathering, and simple data administration improve the study process and save time and money. Online tools frequently have validation capabilities, which lower answer mistakes and enable more accurate, clean data collecting.

3.5 Questionnaire

The sample questionnaire is here:

- 1) What appeals you the most about the novels of Pakistan?
- 2) How many novels have you read by Colleen Hoover?
- 3) What made you read her novels? Through someone's suggestion or because her novels are easily available?
- 4) What do you find interesting in her novels?
 - a) Plot
 - b) Tone
 - c) Unique Vocabulary
 - d) Themes
- 5) Do you read her novels for the enjoyment or for any other purpose?
- 6) Where do you usually buy your novels from?

- 7) Do you have a pirated copy or the original?
 - a) Pirated
 - b) Original
- 8) Which one is your favorite novel of Colleen Hoover's and why?
- 9) Do you intend to read more works by this author and why?
- 10) Do you rush to complete the book, or do you find it boring?

The responses I received validated the popularity of Hoover in Pakistan. The data reveals that *It Ends with Us* is the prominent source of popularity of Hoover, and her writing style is engaging and creates room for curiosity; therefore, they rush to complete the book.

The responses received from Pakistani readers unequivocally validate the immense popularity of Colleen Hoover, with her novel "It Ends with Us" emerging as a standout source of admiration. The data collected underscores the significant impact this particular novel has had on readers in Pakistan, solidifying Colleen Hoover's position as a beloved author. The themes explored in "It Ends with Us," which include love, resilience, and societal expectations, appear to resonate deeply with Pakistani readers, highlighting the universal appeal of Hoover's storytelling and her ability to tap into the emotional complexities of human relationships.

One notable aspect revealed by the responses is the captivating nature of Colleen Hoover's writing style. Described as engaging, her prose evidently draws readers in, creating an immersive reading experience. This compelling style not only sustains the interest of Pakistani readers but also fosters a sense of curiosity that prompts them to eagerly complete the book. Hoover's skill in crafting narratives that are both emotionally charged and thought-provoking contributes to the staying power of her novels and ensures that readers remain invested in the story until the very end.

The rush to complete Colleen Hoover's books, particularly exemplified by the enthusiasm surrounding "It Ends with Us," suggests a level of literary fervor among Pakistani readers. The fact that readers actively seek to finish the book promptly indicates a strong connection to the narrative and characters. This swift engagement speaks to the author's ability to create a sense of urgency, emotional investment, and resonance, making her novels not just stories but immersive experiences that captivate and compel readers to eagerly devour each page. As Colleen Hoover's popularity continues to thrive in Pakistan, it is a testament to the enduring appeal of well-crafted narratives that transcend geographical and cultural boundaries.

3.6 Use of Voyant tools in different ways

Through the analysis of enormous amounts of text data from the internet, books, and other text sources, text mining has been used to successfully find fascinating patterns and extract pertinent information. Text mining may be used to analyze the literature and detect trends for creating instructional games for the teaching of computer science in addition to finding any current gaps. The analysis of 204 publications was done through Voyant, a text mining tool, to determine the current level of research on computer science education. The results are presented in this report. By identifying which learning theories should be taken into account when creating educational video games that cover computer science concepts like data structures, analysis of the results should be able to shed light on how acquiring theories have been thought about and used in the field of computer science teaching and serve as a guide for future research (Fleenor & Hodhod, 2017).

Sinclair and Rockwell, two professors of computing in the humanities, established the open-source web platform known as Voyant Tools for the examination of texts that have been digitally captured. The platform quickly pulls linguistic and analytical data from texts of different lengths, genres, and languages using computer algorithms. To provide a macroscopic perspective of texts, all the extracted texts are accessible in vivid representations (such as grids, graphs, and animations). This input-output method enables the transformation of delicate information into understandable

visualizations. The platform is now open to anybody with a connection to the internet and a corpus of texts. It allows users with various levels of technical proficiency and skill to find insights that define their texts (Alhudithi, 2021).

With a variety of tools for analyzing and visualizing textual material, Voyant Tools is a potent digital text analysis platform. Voyant Tools are used by academics, professionals, and researchers from a variety of fields to examine linguistics, find patterns in texts, and get deeper insights. One of its standout features is the capability to create word clouds, which graphically display the frequency of terms in a text and provide a rapid summary of important themes and concepts. The ability to quickly determine a document's emphasis and spot recurrent phrases is made possible by this capability.

Additionally, Voyant Tools' "Word Trends" tool enables users to explore in-depth textual research. This feature shows the frequency of particular terms within a document, enabling academics to monitor shifts in linguistic style, emotional content, or overarching themes. The "Term Co-Occurrences" function also draws attention to terms that frequently occur together, making it easier to spot linkages and interconnections between concepts. This function may be helpful in revealing obscure connections or in providing direction for more thorough studies. The platform's "Cirrus" function offers an interactive word cloud with results that are context-sensitive, allowing users to explore concepts in their own textual surroundings. This dynamic visualization aids academics in comprehending the semantic meanings of words and sentences, resulting in a more thorough examination. Additionally, Voyant Tools includes features like "Corpus Summary" which offers statistics on the whole text or a group of texts being analyzed, assisting with quantitative analyses of language usage trends.

"Bubblelines," which provides a visual history of word frequency and enables users to spot shifts and patterns in usage of language across several parts of papers, is another useful tool. A text's narrative arcs, turning moments, and developing themes can be found using this temporal analysis. Overall, Voyant Tools offers a complete set of capabilities that enable scholars to examine texts from a variety of perspectives,

making it a flexible platform for textual analysis. Its interactive features and visualization tools let users better comprehend language patterns and enable them to draw conclusions, connect the dots, and provide meaningful interpretations in a variety of subjects, including literature, the social sciences, digital humanities, and more.

Voyant Tools offers a versatile platform for text analysis, enabling users to explore and visualize textual data in various ways. One way to utilize Voyant Tools is through its word cloud feature, which visually represents the frequency of words in a given text. This tool is particularly useful for quickly identifying key terms and gaining a broad understanding of the most prevalent themes within a document. By examining the size and prominence of words in the word cloud, users can discern the emphasis placed on certain concepts or topics, providing a rapid and intuitive overview of the text's content.

Another valuable feature of Voyant Tools is the ability to generate keyword-in-context (KWIC) displays. KWIC allows users to see instances of a specific keyword within the context of the surrounding text. This feature is instrumental in analyzing how a particular term is used throughout a document, offering insights into its variations in meaning and nuances. Researchers and analysts can employ KWIC displays to delve deeper into the intricacies of a text, exploring the different contexts in which specific words or phrases appear and uncovering patterns or shifts in language usage.

Voyant Tools also facilitates the creation of interactive and dynamic visualizations, such as the Cirrus tool. Cirrus generates a word cloud with interactive elements, allowing users to click on words to explore their frequency and context further. This dynamic visualization enhances the user's ability to interact with the text, fostering a more nuanced understanding. By engaging with the visual representation, users can navigate through the complexities of the textual data, revealing patterns, trends, and connections that may not be immediately apparent in static analyses. Overall, Voyant Tools offers a multifaceted approach to text analysis, providing researchers,

educators, and enthusiasts with diverse methods to uncover insights within textual data.

3.7 Bourdieu's theory of Social Class and Cultural Capital

The theory of class developed by Bourdieu, a key idea in sociology, provides a comprehensive explanation of how social inequalities are created and perpetuated in societies. The concept of "cultural capital," that describes the accumulating body of cultural information, abilities, and practices that people pick up via their upbringing and schooling, is at the heart of Bourdieu's theory. The social standing and prospects of a person are greatly influenced by their cultural capital. In addition, Bourdieu introduces the idea of "social capital," that is concerned with the networks and connections that people create within their social settings. The resources, knowledge, and opportunities that may be accessed through these linkages can help one advance in the class hierarchy. Bourdieu also stresses the importance of "economic capital," which includes material money and possessions and has a direct influence on a person's capacity to access particular privileges and lifestyles.

Different social classes are created as a result of the interaction between different sources of capital. According to Bourdieu, those from privileged origins are more likely to have greater levels of social, economic, and cultural capital, giving them advantages in a variety of spheres of life, from social interactions and cultural consumption to schooling and work. This keeps social injustices alive and makes it difficult for those with low financial resources to rise beyond their class backgrounds. Bourdieu also introduces the idea of "habitus," which refers to the entrenched attitudes, behaviors, and dispositions that people acquire as a result of their social experiences and upbringing. Habit shapes how people see and move through their surroundings, promoting social hierarchies and social norms.

Pierre Bourdieu's sociological perspective on social classes provides a nuanced understanding of how different forms of capital contribute to the creation and perpetuation of social inequalities. According to Bourdieu, social classes are not solely determined by economic factors but are shaped by the interplay of various

forms of capital, including social, economic, and cultural capital. Individuals from privileged origins are more likely to possess higher levels of all three types of capital, giving them advantages in multiple aspects of life. Economic capital refers to financial resources, while social capital involves social connections and networks. Cultural capital, as defined by Bourdieu, encompasses knowledge, skills, education, and cultural tastes. The accumulation of these forms of capital consolidates and reproduces social hierarchies, creating and sustaining distinct social classes.

Bourdieu's concept of habitus is pivotal in understanding how social inequalities are ingrained in individuals' dispositions and behaviors. Habitus refers to the set of ingrained attitudes, behaviors, and dispositions that people acquire through their social experiences and upbringing. It acts as a lens through which individuals perceive and interact with the world around them. The habits and preferences ingrained in habitus are often aligned with the cultural capital one possesses. Therefore, individuals with higher levels of cultural capital are more likely to have habitus that align with dominant social norms and expectations, reinforcing their privileged position in society. This concept sheds light on the mechanisms through which social structures are internalized and perpetuated across generations.

The implications of Bourdieu's theories are profound, particularly in understanding the persistence of social injustices. The entrenched nature of habitus, coupled with the unequal distribution of capital, makes it challenging for individuals with low financial resources to break free from their class backgrounds. The reproduction of social hierarchies through habitus and the unequal distribution of capital contributes to the perpetuation of disparities in access to education, employment opportunities, and cultural participation. Bourdieu's framework underscores the need for a comprehensive approach to address social inequalities that goes beyond economic considerations to encompass the broader spectrum of social and cultural factors influencing individual trajectories.

Essentially, Bourdieu's theory of class provides a thorough framework for comprehending the intricate interactions between social, cultural, and economic aspects that influence social hierarchies. It draws attention to the ways that people's

resources, backgrounds, and social interactions affect where they are placed within the class structure, eventually illuminating the systems that maintain inequality in society. According to Riley (2017), In a nutshell, Bourdieu's basic theoretical framework is as follows: one's resources (capital) form an individual's structure (habitus) that produces specific types of behavior in the circumstances of specific social games (fields). Due to the systematic distortion of the process connecting capital, habitus, and field by lay understandings that help to justify the current uneven allocation of resources (symbolic power), these circumstances are then stably replicated. These ideas are used by Bourdieu to create a theory of social reproduction, stratification, and change. His goal is to create a social theory that has the same scope and influence as the traditional theories of Weber, Durkheim, and Marx.

Bourdieu contends that industrialized cultures' educational institutions work in a way that legitimizes class disparities. It is easier to succeed in the educational system if you have cultural capital and upper-class habits. Since lower-class students typically lack these characteristics, it is inevitable that the majority of them will fail. This explains the disparities in educational achievement between classes. Success and failure in the educational system, however, are thought to be the result of unique talents (or a lack thereof). As a result, Bourdieu believed that education helps to sustain and legitimize social disparities since higher-class people are considered as deserving of their position in the social system (Sullivan, 2002). Bourdieu would have to demonstrate the following for his hypothesis to be supported empirically:

1. Children inherit the cultural capital of their parents.
2. The cultural capital of children is transformed into academic credentials.
3. A significant social reproduction mechanism is education in highly developed capitalism.

Bourdieu does not dispute the fact that privilege may be acquired through methods other than obtaining academic qualifications, of course. The obvious examples of this are property inheritance and professional advantage earned through social networks. Therefore, Bourdieu's claim that there exists no perfect connection between

educational background and career success is unsupported by actual data. However, it is essential to Bourdieu's idea that cultural capital genuinely does promote educational achievement and that educational success is truly related with occupational advantage, although this is only a way of justifying societal differences (Sullivan, 2002).

Pierre Bourdieu's cultural capital theory posits that the cultural knowledge and habits instilled in individuals from privileged classes contribute significantly to academic success. This article delves into the varied interpretations of cultural capital, highlighting a fundamental divide between a narrow perspective that associates cultural capital with high culture and a broader view that emphasizes the importance of general linguistic and cognitive skills, habits, and knowledge. The distinction between these interpretations reflects the complexity of cultural capital and its multifaceted impact on academic achievement.

The research presented in the article aims to test the validity of Bourdieu's cultural capital theory by examining the relationship between cultural capital and academic performance. The study utilizes a dataset spanning five cohorts of Norwegian compulsory school leavers, with three cohorts being followed through secondary school. The detailed recording of school performance allows for a comprehensive analysis of the implications of cultural capital on students' educational trajectories. The findings align with Bourdieu's assertions, revealing variations in school performance among different class factions and hierarchical levels. The research further highlights that class inequality tends to increase throughout the educational journey, with variations observed between written and oral exams.

Bourdieu's insights into class and culture find empirical support in the research, emphasizing the role of cultural capital in shaping academic outcomes. The article underscores the importance of considering both formal or symbolic aspects of students' performance and their technical skills in understanding the dynamics of class-based educational disparities. By employing Bourdieu's class scheme and analyzing extensive data, the study provides valuable insights into how cultural capital influences academic achievement and how class divisions manifest in the educational system over time. This nuanced exploration contributes to the ongoing

discourse on the intersection of social class, cultural capital, and educational inequality.

In conclusion, it navigated the exploration of Colleen Hoover's popularity among Pakistani youth by employing a multi-faceted approach. The utilization of a field survey allowed for tangible insights into the accessibility and visibility of Hoover's novels in bookstores and markets within Lahore. Simultaneously, the open-ended questions in the questionnaire provided a qualitative dimension, delving into the thoughts and perceptions of Pakistani youth regarding Colleen Hoover's literary works. The integration of Voyant tools for digital textual analysis enhanced the depth of the study by extracting valuable patterns and themes from Hoover's corpus, shedding light on recurrent motifs and stylistic components in her writing. Moreover, grounding the study in Pierre Bourdieu's theory of social class and cultural capital added a sociological lens, facilitating a nuanced understanding of how cultural preferences and linguistic proficiency, particularly in English, may contribute to social distinctions and privileges among the youth in Pakistan.

This methodological triangulation, blending traditional fieldwork, digital analysis, and sociological theory, has equipped the study with a comprehensive toolkit to unravel the multifaceted dimensions of Colleen Hoover's popularity in a Pakistani context. The use of Voyant tools exemplifies a forward-thinking approach, harnessing digital humanities to unearth intricate textual patterns. The incorporation of Bourdieu's sociological framework adds depth by contextualizing the findings within broader social structures. The combination of these methodologies is poised to provide a holistic understanding of the factors shaping the reception and impact of Colleen Hoover's novels among Pakistani youth, offering a nuanced exploration that extends beyond mere popularity to the socio-cultural dynamics influencing literary preferences in this specific demographic.

Chapter 4

Results and Discussions

4.1 Chapter Overview

The development of digital technologies has improved our ability to delve deeper into texts' concealed layers of meaning in the field of literary analysis. Voyant Tools is one such tool that offers a special lens with which we may analyze the subtleties of narrative works. In this examination, a prolific contemporary novelist noted for her highly sentimental writing, Hoover, takes us on a tour through her works. By utilizing Voyant Tools, we explore the textual web of Hoover's books with the goal of revealing recurrent themes, character relationships, and narrative journeys that help to define her unique literary universe. We want to shed light on the details that distinguish Hoover's narrative style and give fresh insight on the emotional settings she builds with her words by combining quantitative findings with qualitative interpretation.

4.2 Data Analysis of the Novels

The data analysis encapsulates an exploration of five captivating novels penned by the accomplished American romance author, Hoover. The selected novels, including *It Ends with Us*, *It Starts with Us*, *All Your Perfects*, *Verity*, and *Reminders of Him*, present readers with a multifaceted panorama of emotions, relationships, and human experiences. Hoover's distinctive narrative style weaves together intricate plots, well-developed characters, and thought-provoking themes that resonate deeply with readers, often transcending the boundaries of the romance genre. What lends this analysis a transformative dimension is the integration of Voyant Tools, a remarkable

platform that ushers in a new era of text analysis. This innovative tool empowers readers, scholars, and enthusiasts to unravel layers of meaning and insights that might elude conventional scrutiny. Voyant Tools acts as an intellectual companion, unveiling the latent treasures concealed within the text – nuances of language use, recurring motifs, and thematic undercurrents. By leveraging the computational capabilities of Voyant Tools, this approach augments the traditional method of literary analysis, enriching our understanding of Hoover's novels and shedding light on her narrative craftsmanship.

In a landscape where literature and technology increasingly intersect, the synergy between traditional literary analysis and digital tools proves invaluable. It broadens our literary horizons and invigorates our engagement with texts. As we delve deeper into Hoover's works, we not only witness her talent in depicting human emotions but also appreciate the sophisticated layers woven into her stories. The amalgamation of Voyant Tools and classic literary analysis allows us to embrace a holistic perspective, transcending the surface of the text and delving into the very essence of Hoover's narratives, enriching our literary experience and expanding our appreciation for her contributions to contemporary literature.

4.3 Text Mining of the Novels

Each novel has explained its potentially useful knowledge for instance, key themes and characters, knowledge graphs, totals words, unique words etcetera in summary and different contexts of words. The process of text mining within novels has emerged as a powerful tool to extract and decipher valuable insights from literary works. Each novel unfolds its distinctive tapestry of potentially significant knowledge patterns, which encompass a plethora of elements ranging from pivotal themes and characters to the intricate web of relationships depicted through knowledge graphs. This process further encompasses the quantitative aspects, such as the total word count and the count of unique words, offering quantitative markers of the narrative's depth and complexity. One of the most intriguing aspects lies in the creation of summarizations that encapsulate the essence of each novel. These summaries synthesize intricate storylines, multifaceted characters, and resonating themes into

succinct representations that provide readers and researchers with a snapshot of the literary journey. Additionally, delving into the different contexts of words offers a nuanced view of the text's underlying motifs, motifs that might evade a conventional reading.

Through the lens of text mining, these novels transform into multidimensional repositories of knowledge. The approach brings to light not only the overt elements but also the subtle threads that interweave within the narrative fabric. This analytical process enriches our understanding of literature, allowing us to grasp the significance of each word, character, and theme in its broader context. It showcases the convergence of technology and literature, amplifying our ability to unearth layers of meaning and appreciate the intricate craftsmanship within each novel. As the literary world evolves, the integration of text mining techniques continues to foster a deeper appreciation for the artistry and substance embedded within literary works.

4.4 Cirrus



Figure 3 of Voyant Tool

Cirrus creates an artistically pleasing word cloud from the most commonly used terms in a given text. The size of each word in this engaging display correlates to its frequency, quickly illuminating the narrative's thematic focus and linguistic patterns. Cirrus is a dynamic software tool that leverages the concept of word clouds to visually represent the most frequently used terms within a given text. The brilliance of Cirrus lies in its ability to transform textual data into a captivating and insightful visual display. By assigning varying sizes to words based on their frequency, Cirrus creates an immediate and engaging snapshot of the text's thematic emphasis and linguistic trends. The resulting word cloud serves as a unique window into the core of the narrative, offering a visual summary that can be swiftly interpreted by readers and analysts alike. This approach transcends the conventional methods of textual analysis, providing a visual representation that effortlessly communicates the prominent themes, motifs, and even recurring characters within the text. Cirrus thus transforms the process of textual exploration, allowing users to glean an instant understanding of the narrative's essence while sparking curiosity for further investigation. Cirrus smoothly bridges the gap between text and graphics in an age when information is increasingly transmitted visually. Its novel approach to textual content not only improves understanding but also fosters a greater appreciation for the subtle interaction of words in literature. Cirrus provides an artistic component to the research by translating words into visually appealing patterns, making the discovery of themes and linguistic patterns a fascinating and insightful trip.

4.4.1 Insights from Cirrus: Unveiling Themes Through Term Analysis in Hoover's Texts

Here, are some of the terms extracted from the documents of the Hoover's texts from the Cirrus. The term "know" may represent the protagonists' journeys towards self-discovery and awareness in *It Ends with Us*, particularly in the context of making tough decisions. The term "like" may indicate the challenges of developing connections in the face of personal difficulties. In *Verity*, these phrases might be incorporated into the tense fabric of the story. "Door" might indicate transitions and hidden realities, whereas "head" and "eyes" could refer to the characters' psychological intensity. "I'm" and "hand" might represent vulnerability and an act of

grasping or releasing. In *Reminders of Him* the phrases “right” and “time” may refer to times that require choice and reflection in the context of emotional pasts. Furthermore, in *All Your Perfects*, these phrases may be laced with elements of introspection and the passing of time in relationships.

Hoover’s books *It Ends with Us* and *Verity* use the metaphor of a “hand” to represent broad connotations that go beyond basic physicality. In *It Ends with Us*, the notion of a “hand” is linked with larger themes of power dynamics, control, and vulnerability. A hand’s symbolism can indicate both aid and restriction, reflecting the interactions and connections of the characters. The way characters extend or withdraw their hands in the context of social position might represent their social standing and the power they exert over others. The novel’s examination of spousal violence and human growth adds to the symbol’s relevance. As well as, the character of Ryle who was overprotective and possessive about his hand. Because he wanted to be the top neurologist and it could only be possible through the correct use of his hand. In the novel, he had several times talked about his hand that could lead him to the top position. Similar to this, the “hand” emblem in *Verity* provides a sense of intrigue and anticipation. The hand may suggest theories of control, secrecy, and concealed intentions. Within the context of social status, hand gestures and movements may provide information about the characters’ social standing and their roles in the developing mystery. The tale is made tenser and psychologically complicated by the symbolism of a hand in this situation.

The word “I’m” appears frequently in Hoover’s works, yet its use has deeper meanings than only grammatical ones. This repetition acts as a linguistic mirror to the emotional nuance and veracity Hoover weaves into the voices of her characters. The use of the pronoun “I’m” shows characters’ knowledge of their own sentiments and circumstances and is more than merely a linguistic convention. It frequently denotes reflection, openness, and a strong emotional bond between readers and the characters. The frequent use of “I’m” also highlights Hoover’s proficiency in accurately capturing people’ inner thoughts, frailties, and emotional states. It enables readers to explore the minds of the characters and relate to their experiences. Essentially, the recurrence of “I’m” acts as a link between the reader’s experiences and the fictitious

universe, enhancing the development of characters and reader engagement. It showcases Hoover's skill at crafting emotionally evocative, sympathetic stories that have won her a devoted readership who value the sincere and reflective traits of her characters.

"Like" frequently refers to the early phases of attachment and bonding between characters. It denotes the emergence of sentiments, the investigation of compatibility, and the steady development of closeness. The word "like" encapsulates the gullibility and unpredictability that characterize the early stages of love partnerships as they negotiate the complexity of their emotions. On the other side, "love" is the basis of the emotional depth and passionate romance in Hoover's books. It stands for the height of human passion, a close relationship between protagonists, and the influence of love on people's lives. The word "love" is used a lot, which emphasizes the story's main topic of love's resiliency and the characters' paths towards great emotional fulfilment.

4.5 Summary

This corpus has 5 documents with 435,184 total words and 27,428 unique word forms. Created about 10 days ago.

Document Length:

- Longest: [It Ends with Us](#) (101042); [Reminders of Him: A Novel](#) (91670)
- Shortest: [All Your Perfects](#) (77536); [Verity](#) (81440)

The document lengths in Hoover's books reflect a careful construction of tales adapted to the themes and intricacies of each story, ranging from the largest, *It Ends with Us*, having 101,042 words, to the smallest, *All Your Perfects*, containing 77,536 words. In *It Ends with Us*, the longer prose allows for more nuanced development of characters and the discussion of emotionally charged subjects, mirroring the novel's investigation of difficult relationships as well as personal growth. In *All Your*

Perfects, on the other hand, the shorter duration may reflect a more focused story that focuses on certain topics such as marriage and perseverance. In a similar way *Reminders of Him: A Novel* makes use of its lengthy word count of 91,670 to dive into the subtleties of memory and prior events. *Verity*, on the other hand, with its comparably brief 81,440 words, may represent its compelling, fast-paced suspense genre, in which every word contributes to the rising tension. Hoover's ability to adapt document lengths demonstrates her diversity as an author, selecting the proper canvas to reflect each story's detail and pacing and, as a result, engaging readers via her command of narrative form and substance.

Vocabulary Density:

- Highest: [Verity](#) (0.122); [Reminders of Him: A Novel](#) (0.113)
- Lowest: [It Ends with Us](#) (0.091); [It Starts with Us](#) (0.102)

Average Words Per Sentence:

- Highest: [It Starts with Us](#) (12.0); [All Your Perfects](#) (11.8)
- Lowest: [Verity](#) (11.1); [Reminders of Him: A Novel](#) (11.3)

Readability Index:

- Highest: [It Ends with Us](#) (77.647); [Verity](#) (7.426)
- Lowest: [All Your Perfects](#) (6.927); [Reminders of Him: A Novel](#) (7.090)

The examination of Hoover's novels' readability indexes provides a fascinating glimpse into her masterful management of language in accordance with the themes along with tones of each work. *It Ends with Us* appears to offer a more complicated tale, maybe diving into nuanced emotions and diverse relationships, with its highest readability index of 77.647. This might be attributed to the novel's consideration of tough decisions and human growth, in which the narrative engages readers on both the emotional and intellectual levels. In contrast, *All Your Perfects*, with a readability index of 6.927, and *Reminders of Him: A Novel*, with a readability index of 7.090, may indicate a more approachable writing style, potentially suitable to explore themes

of love, memory, and emotional ties. The average readability indices of *Verity* (7.426) and *Reminders of Him: A Novel* (7.090) may indicate a balance between sophisticated storytelling and reader-friendly language. Hoover’s ability to change her writing style in order to attain different readability indexes demonstrates her skill in catering to various reading experiences. Hoover masterfully moves the reader across her narratives, delivering both detail and accessibility, making sure readers stay interested whereas being emotionally and intellectually aroused.

Most frequently occurred words in the corpus:

- **i** (19494); **the** (14666); **to** (12796); **and** (10159); **a** (7918)

Distinctive words (compared to the rest of the corpus):

1. *All Your*
Perfected: **graham** (569), **ava** (100), **quinn** (155), **ethan** (88), **graham’s** (73).
2. *It Ends with Us*: **ryle** (399), **lily** (285), **allysa** (222), **atlas** (221), **marshall** (96).
3. *It Starts with Us*: **atlas** (363), **josh** (201), **lily** (263), **ryle** (240), **theo** (116).
4. *Reminders of Him: A*
Novel: **kenna** (328), **ledger** (288), **diem** (277), **scotty** (167), **patrick** (139).
5. *Verity*: **jeremy** (475), **crew** (216), **verity’s** (99), **harper** (94), **corey** (60).

The distinguishing terms and their corresponding frequencies in Colleen Hoover’s novel summaries summarized by Voyant Tools provide an insight into the author’s plot focus and the significance of particular characters in each story. These terms work as linguistic signifiers for the main ideas and character developments in each novel. “All Your Perfected”: The distinguishing terms “Graham,” “Ava,” “Quinn,” “Ethan,” and “Grahams” in this book point to a narrative that is firmly founded in character-driven storytelling. The significant role of these characters’ names suggests the inner lives and struggles of these people, probably pointing to an emphasis on relationships and how their decisions affect one another’s lives. *It Ends with Us*: The names “Ryle,” “Lily,” “Allysa,” “Atlas,” and “Marshall” take center stage in *It Ends with Us*. This demonstrates how character-driven the book is and implies a story that explores the characters’ nuanced interactions, personal development, and complicated

web of connections. *It Starts with Us*: The key words in the synopsis of this book are “Atlas,” “Josh,” “Lily,” “Ryle,” and “Theo.” These character names recur often, highlighting the crucial role they play in forming the story and teasing themes of love, struggle, and personal growth.

In *Reminders of Him: A Novel* The distinguishing words in *Reminders of Him* are “Kenna,” “Ledger,” “Diem,” “Scotty,” and “Patrick.” This implies that the story concentrates around the interactions and experiences of these individuals. *Verity*: In the synopsis of *Verity*, “Jeremy,” “Crew,” *Verity*’s, “Harper,” and “Corey” stand out. These phrases suggest a story that is centered on the relationships between these characters and is character-driven, likely exploring themes of mystery, interpersonal intrigue, and suspense. The unusual language in these descriptions essentially captures Hoover’s talent for developing richly compelling people and stories that center on their feelings, decisions, and relationships. These phrases give a look of the emotional richness and depth that readers may anticipate in every single of her works in addition to a hint at the main topics.

4.6 Trend

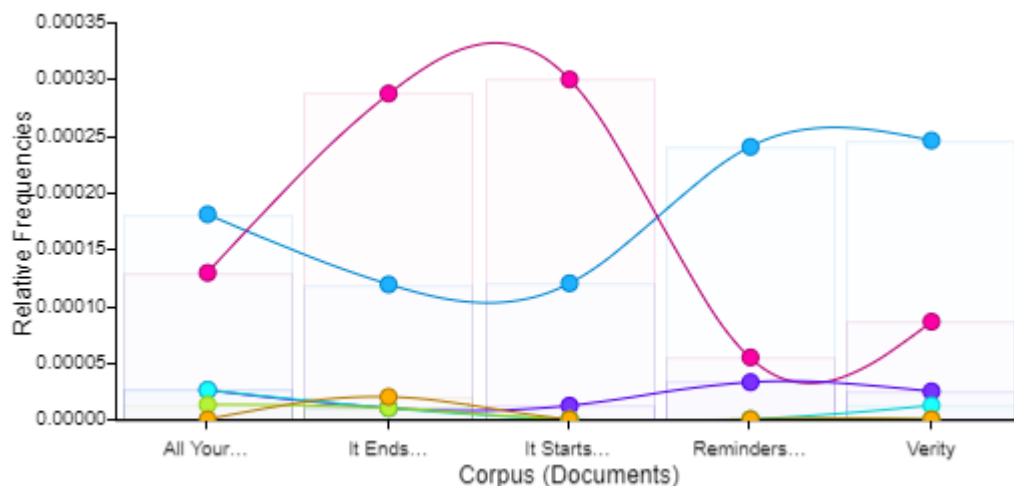


Figure 4 of Voyant Tool

Money (blue) School (pink) Class (purple) Lifestyle (sky blue) Status (olive)
Education (orange)

The word trends tool shows the frequency of words in the novels. I have added specific words i.e., “money,” “school,” “class,” “lifestyle,” “status,” “education” in the search bar of trends and it reveals the occurrence of these words throughout the novels. The frequency of “money” and “school” constantly fluctuates in all novels. This suggests that financial concerns and academic goals are crucial in determining the experiences and choices made by the characters. While “class,” “lifestyle,” “status,” and “education” shift less frequently than “money” and “school,” they nonetheless do so. However, their presence suggests that Hoover’s storytelling has a level of depth. These themes touch on societal dynamics, personal development, and the adventures of the characters, adding to the narrative’s complexity. Despite of love story, Hoover has mentioned and talked about the real-life struggles of the characters they faced in their style. This is one of the reasons that people can totally relate with and cannot resist their selves to indulge in her novels completely. Hoover engages audiences on a deeper level by bringing these relevant issues and difficulties in real life, turning her books become fascinating examinations of the human condition as well as love tales.

4.7 Context

The use of words like “money,” “school,” “class,” “lifestyle,” “status,” and “education” in the context of Hoover’s novels *It Ends with Us*, *It Starts with Us*, *Verity*, *All Your Perfects*, and *Reminders of Him* reveals important details about the protagonists’ lives and the main themes of each book. Both “Money” and “Class” These terms, particularly “money” and “class,” frequently refer to the socioeconomic origins of the characters. For instance, in the novel *It Ends with Us*, Lily’s financial difficulties and Atlas’s humble origins have a big impact on how they interact with one another. Lily has lower status than Ryle, Ryle is a famous neurosurgeon and he even mentioned multiple times to Lily that he wanted to be on the top list of neurosurgeons. He was not even ready for the commitment; marriage was not in his

long-term plans. Lily's father earned enough money but he was possessive for his wealth and did not want to help anyone a little bit. Lily's lifestyle was completely different from Ryle's family. Where Lily was struggling with her new business, Allysa joined her small business to divert her attention. She joined it for fun. Even, when Allysa gave birth, she bought dresses for her daughter out of joy and excitement, which onwards, Lily borrowed those clothes from Allysa for her daughter. Because they were new dresses and Allysa's daughter hardly wore it for one or two times. The contrast between Lily's experiences as a successful company owner and Ryle's successful medical profession presents issues of class discrepancy and financial security in *It Starts with Us*, in a similar manner.

The terms "education" and "status" are frequently used in the context of the characters' academic endeavors and personal development. In *All Your Perfects* Quinn and Graham, the protagonists, are originally from different socioeconomic levels. Graham comes from an upper-class family, whilst Quinn is from a working-class one. Their habits clearly reflect this socioeconomic divide. Quinn's family faces financial difficulties, and their home is a reflection of those difficulties. Graham's family, on the contrary hand, is of a higher socioeconomic level, as seen by their lavish home and pleasant way of life. A reoccurring issue is class differences since Quinn's need for financial security and Graham's willingness to give it to her cause complicated tensions in their relationship. The characters' battle with infertility has a significant impact on their way of life. Medical procedures, doctor visits, and the emotional toll of infertility failures take over Quinn's life. This is a sharp contrast to her prior aspirations and way of life. Graham modifies his lifestyle as well in an effort to help Quinn and adjust to their new situation. The couple's experience with infertility has changed their goals and way of life, emphasizing the emotional and material consequences of trying to have children. Aside from the differences between the protagonists, Quinn's mother was fond of high class and status conscious. When Quinn introduced Graham to her mother, she was angry with him, but after meeting him and knowing that he belonged to a wealthy family. All her issues and unlikeliness eradicated instantly. She had a habit of comparing and giving advices regarding class, status and lifestyle. She used to brag about expensive restaurants and designer wears after getting married second time to a rich man.

Characters' "status" and "lifestyle" reveal information about their manner of living and social position. The primary character, in the novel *Verity* Lowen Ashleigh, is a striving author from a low-income family. She is used to a simpler way of life that is marked by monetary instability and artistic endeavors. Jeremy Crawford, on the other hand, is a member of the upper class and leads a rich lifestyle characterized by sumptuous surroundings and expensive living. When Lowen enters Jeremy's estate and is introduced to an environment of luxury and wealth, this class divide becomes clear. Money plays a big element in the plot, especially in light of the Crawfords' lavish lifestyle. The Crawford family's beautiful home, pricey furniture, and general opulence are depicted as evidence of their enormous riches. This ruche is utilized as a sign of dominance and power, which affects Lowen's opinion of the family as well as her own financial difficulties as a writer. One aspect of these issues is represented by Verity Crawford, the enigmatic and difficult-to-find figure. The narrative is heavily reliant on her job as a popular novelist. Her books, which blur the borders between fact and fantasy, support the Crawford family's comfortable lifestyle and financial security. Verity's effect, however, goes beyond her literature since her unspeakable secrets cast doubt on the Crawfords' social standing, way of life, and class.

In the novel *Reminders of Him*, the wealthy lifestyle of the character Ledger contrasted compared to the protagonist's humbler way of life, sparking questions about how socioeconomic class affects relationships. The main character, Kenna, is from a working-class family and has had financial hardships throughout her life. She needs to put in a lot of effort to make ends meet and support her family, which affects her priorities and way of life decisions. The love interest, Connor, on the other hand, comes from a more fortunate class and lives a good life. A class divide caused by his riches and financial security emerges as their relationship progresses. The issue of money is prominent in the book, especially in light of Kenna's financial struggles. She is Connor's child's nanny because she needs a reliable source of income, in contrast to the comfort and luxury that come with Connor's money. This comparison of their financial positions shows how money affects people's lifestyles and decision-making.

These phrases, when examined in the setting of each book, demonstrate how Hoover deftly incorporates socioeconomic considerations, educational attainment, and lifestyle choices into the creation of her characters and storylines. They help to bring depth to her heroes' personal difficulties, goals, and relationships by adding levels of complexity to their lives. Hoover involves readers in stimulating discussions about love, personal development, and the interconnections of socioeconomic circumstances within the setting of the lives of her characters by using these thematic aspects.

4.8 Questionnaire

1)What appeals to you the most about the novels of Colleen Hoover?

People's replies to the question of what features Hoover's books the most show a broad range of opinions and emotions. Some readers highlight things like the variety of genres, the appealing writing style, and the interesting narratives as the reasons for their sincere delight and involvement. Another important aspect is how appealing the character chemistry is and how the connections develop. The novels' straightforward language and quick rushing have been embraced by many readers since they make them easy to read and entertaining. However, some people express their dissatisfaction with the novels; one responder thinks that nothing about them appeals to them, while another criticizes them as troublesome. With both supportive and critical points of view, this wide variety of ideas captures the nuanced nature of readers' relationships with Hoover's writings. The divergent viewpoints highlight the arbitrary nature of literary tastes and the capacity of writers like Hoover to elicit a range of responses from their readers.

2) How many novels have you read by Colleen Hoover?

Readers have given a variety of answers on how many of Hoover's works they have read. While some respondents claim to have only read one novel by Hoover, others claim to have read three, four, or even five of her books. A few people specifically state that they have read almost three of the author's works. Interestingly, some

respondents don't give a particular number when they say they have read the majority of Hoover's books, expressing a more general opinion. These various reactions highlight the different levels of knowledge and interest that readers have with Hoover's literary canon. As diverse readers with varying amounts of experience to Hoover's writing are drawn to her works, it also emphasizes the vast appeal of her writing. Each responder read a different number of novels, highlighting the subjective aspect of literary study and the diversity of interests and reading patterns among people.

3) What made you read her novels? Through someone's suggestion or because her novels are easily available?

There are many different reasons why people choose to read Hoover's books, and these reasons are all influenced by different things. A sizable portion of those surveyed said that their interest in her work was sparked by the ease with which they could get her books as well as the fact that they were very popular on social media. This shows that successful marketing and accessibility helped Hoover's books gain prominence and become more widely available. Readers are also attracted to Hoover's narratives because of their depth and content. The stories and the important lessons that are woven into them have captured the attention of many respondents; it has been noted. This demonstrates how well Hoover's narrative can connect with audience members on both an intellectual and emotional level, pique their interest, and encourage them to read her novels. Readers are largely drawn to Hoover's books through personal recommendations. Several responses note that friends, elders, or acquaintances recommended her writings to them, which is how they first learned about her. This emphasizes how personal ties and word-of-mouth recommendations affect readers' reading preferences. The replies show how interrelated the many elements that influence reading choices are. The depth and relate ability of Hoover's storylines are what ultimately pique interest, even while circumstances like social media availability and popularity help to spark early curiosity. Additionally, readers are often directed to her books by personal recommendations, highlighting the importance of human relationships in the field of literary investigation.

4) What do you find interesting in her novels?

The replies explaining the elements of Hoover's books that readers find intriguing offer a thorough view of the many elements that appeal to them. A sizable percentage of responders, 50%, name the narrative (plot) as the most engaging aspect. This demonstrates Hoover's talent for creating gripping narratives that draw readers in with surprises and emotionally intense situations. Her works' strong focus on story seems to be a key component of her appeal. The importance of themes is seen from the 34.4% of respondents who expressed interest in this area. This suggests that the messages and concepts Hoover weaves into her books are compelling to readers. Beyond their surface narrative, the novels have an impact on readers because of themes like love, human development, and perseverance. 12.5% of respondents mentioned that Hoover's use of unusual terminology gave his work a distinctive edge. Readers' connections to the story may be strengthened when language that sticks out or creates emotion is used. It's interesting that so few respondents—just 3.1%—mentioned Hoover's novels' tone. The tone creates the emotional environment and shapes the reader's experience, thus even if it represents a smaller percentage, it is still important. The variety of reader appeal in Hoover's books is reflected in the sum of these replies. Her talent for weaving interesting stories, profound issues, original terminology, and emotive tones together results in a complex literary tapestry that appeals to a diverse range of readers.

5) Do you read her novels for enjoyment or for any other purpose?

The replies indicating readers' reasons for reading Hoover's books indicate a strong emphasis on leisure-related activities. The majority of respondents said they read her books just for the enjoyment and pleasure they get from the stories. Hoover's talent for writing stories that emotionally connect with readers and offer a means of literary escape is highlighted by this resounding focus on enjoyment. Interestingly, a few respondents indicate that they read her books to learn new words, which testifies to

the author's skill at using language to give her stories depth and personality. This shows that Hoover's books not only have intriguing stories and sympathetic themes, but also linguistic nuance that fascinates readers who enjoy language. The overwhelming devotion to reading for pleasure is consistent with Hoover's reputation as a storyteller who crafts captivating novels that arouse emotions and capture readers' imaginations. While some readers may read her books for language study, the majority tend to read them for the sheer enjoyment of her themes, characters, and stories. Hoover's works skillfully satiate people looking to unwind, ponder, and be delighted via the power of storytelling in a time when reading serves both personal enrichment and relaxation.

6) Where do you usually buy your novels from?

- A bookstore near my place.

- Book fest.

- Bookshops.

- From Urdu Bazar.

- I don't buy, I read them online.

- I read them on PDFs.

- Online via (Instagram pages).

- Online bookstores.

The analysis of the questionnaire's responses regarding novel acquisition reveals a diverse range of sources among the 32 respondents. The data showcases a mix of preferences, with 28.1% each opting for "online bookstores" and "a bookstore near me" as their primary avenues for acquiring novels. Notably, 9.4% of respondents mentioned not buying novels and instead reading them in alternative formats or locations. The findings underscore the evolving landscape of book consumption, as

some respondents indicated utilizing platforms like Instagram for novel purchases. Additionally, a variety of sources including physical bookshops, local areas like Urdu Bazar, and book festivals were mentioned, reflecting the multifaceted ways individuals access their reading materials.

7) Do you have a pirated copy or the original?

- Pirated

- Original

The study of the responses to the authenticity of copies reveals a notable pattern, with 75% admitting to owning pirated copies and only 25% claiming possession of original versions. This significant disparity indicates a widespread preference for pirated copies over official copies. The research highlights a complex interaction of factors such as cost, accessibility, and convenience, all of which are likely to contribute to the large number of unauthorized copies.

8) Which one is your favorite novel of Colleen Hoover's and why?

Among the reactions to Hoover's works, *It Ends with Us* stands out as a clear favorite. The novel's gripping storyline, well-developed characters, and beautiful prose have earned it praise for its sympathetic study of domestic abuse and its painstaking treatment of the subject matter. The emotional depth and multifaceted aspect of the story create an indelible impression, making it difficult for some to narrow down a single explanation for its appeal. *All Your Perfects* is particularly notable for its message of second chances and forgiveness, emphasizing Hoover's power to elicit human growth and redemption. The replies show a wide range of opinions, with *It Ends with Us* receiving an overwhelmingly positive response as a testament to its impact and creativity.

9) Do you intend to read more works by this author and why?

The responses to the intention to read more Hoover works show a varied spectrum of ideas. Many respondents show interest in reading more of her novels for a variety of

reasons, including her easy-to-understand writing style, interesting narrative, creative plot elements, and the attractiveness of modern-age romance and fiction. Hoover's storytelling prowess emerges as a recurrent element, drawing readers in and keeping them committed. Some respondents praised her feminist themes and good material. However, there are competing feelings, with some expressing doubts. Concerns include impressions of unhealthy relationships in her novels, which have discouraged some readers from reading more of her work. The divided perspectives encompass the allure of her addicting writing, her relatable and issue-driven writing. Ultimately, the responses reveal the complexity of reader engagement with Hoover's literature, reflecting a mix of excitement, skepticism, and critical evaluation of her writing.

10) Do you rush to complete the book, or do you find it boring?

The replies offered provide insight into the pacing and engagement of readers with Hoover's books. The majority of respondents express a tendency to race through her works, motivated by a combination of anticipation, curiosity, and a desire to finish the story. This sense of urgency appears to be created by the fascinating style of her writing, as readers frequently express their excitement to learn more about the plot's developments. Some readers find her stories so compelling that they feel compelled to finish them quickly, typically in a matter of days. However, there are differences in the reactions.

Additionally, a small number of respondents mention building curiosity despite reservations about plot quality. Overall, the findings reflect a balance between enthusiasm and critical evaluation, underlining the varied ways readers navigate the pacing of Hoover's works based on their personal connections and reactions to her narratives.

4.9 Conclusion

The astonishing figure of 96.9% female participation in the questionnaire demonstrates a significant and engaged audience among women intrigued to the plots of the novels. The constant topic of the protagonist, who is also a female, navigating her world and breaking the cycle of violence inside relationships is undeniably

resonating strongly with this audience. This narrative focus exemplifies personal growth, empowerment, and tenacity, echoing real-world trials and successes. The novels seek to attract as well as empower readers by providing relatable stories that parallel their own experiences. This convergence of interest and identification demonstrates a real link between readers and the protagonists of the stories, emphasizing the significance of authentic depiction and captivating storytelling in literature.

4.10 Discussion

In the first place, field survey is performed to check the popularity of Hoover in Pakistan and it has been done by visiting different places like Urdu Bazar, Readings, Liberty, and Anarkali market along with different shops like Siddique center as well stalls. By performing field survey, I came to know about the huge popularity of Hoover's novels especially in Lahore. Every single shop, even small stalls contain the novels of Hoover and they are in high demand by readers. The shopkeepers reveals that her novels have been purchased by readers on daily basis. All her novels are in pirated version because unfortunately the prices of western novels are too high, at the same time they are popular among readers. Therefore, the publishing industries are left with no choice but to sell pirated copies, because they are not presented with enough amount for publishing and they do not have advanced machineries and other equipment. According to the analysis, the cost of international books is what drives the majority of book piracy. The main winners from book piracy are regional publishers and independent booksellers. The protection of intellectual property rights in Pakistan is suggested. concludes that unless books at a reasonable price are readily accessible for local readers, efforts to reduce book piracy would be ineffective (Khalid Mahmood & Muhammad Ilyas, 2005).

Furthermore, questionnaire is circulated among the readers to know about the different perspectives of the readers. Different questions are asked by the readers for better understanding and mostly the questions are open-ended so that readers can easily express their opinions regarding her work. The comments revealed what people

thought about Hoover's books. Despite varying viewpoints, a few motifs emerged. First of all, a number of respondents acknowledged a great affinity to Hoover's books, praising in particular the characters' chemistry, the fast-paced storyline, and the engaging writing style. This implies that audiences connect with Hoover's ability to write gripping, emotionally driven novels. The variety of genres included in Hoover's books was another prominent motif; several readers praised her ability to successfully combine aspects of drama, romance, suspense, and even psychological thriller. Her ability to appeal to a diverse audience of readers with various tastes is made possible by her variety. There were, however, opposing opinions as well, with some respondents claiming that they found nothing at all alluring about her writings.

Some readers criticized her books for having unfavorable aspects including unhealthy relationships and frightening topics. The replies to the question of how many novels had been read varied, with some readers reporting having read many works by Hoover while others had only read one or two. Her readers had a variety of reasons for reading her books. Her books are frequently read for fun and entertainment, according to many readers. Some people claimed that the popularity of her books on social media, referrals from friends, or their accessibility were what first drew them to them. The respondents mentioned that they came to know about her novels through social media e.g., Tik Tok and Instagram. Curiously, several people claimed reading her books for study or analysis, indicating a more critical attitude to her work. Reading her books to discover literary devices and themes was another suggestion from a reader. A sizable majority of respondents said they had original copies of her novels when given the option between originals and pirated copies, indicating a preference for buying her books legitimately. When it came to favorite books, *It Ends with Us* was frequently highlighted, with readers complimenting its treatment of delicate subjects like domestic violence and its narrative structure as a whole. *All Your Perfects* and *Verity* were among the other books named as favorites.

The majority of respondents stated that they planned to read more of Hoover's books, citing factors including her intriguing storylines, captivating writing style, and the issues she covered in her books. A few respondents did, however, voice their doubts in light of the works' troublesome subjects. Finally, rather than finding her works

uninteresting, readers typically reported hurrying to finish them. Many were compelled by her storytelling and read the books rapidly as a result.

In conclusion, readers' reactions to Hoover's books seem to be divided, with some praising her concepts and narrative while others criticizing certain elements. However, a consistent plus point mentioned by many admirers is her capacity to captivate readers and forge emotional relationships with people. Basically, it comprehends from questionnaire is that her novels are easy to read, understandable and the popularity of Hoover begins from the social media platforms. Nowadays, social media is an obsession of youth and through social media they stay in touch with ongoing trends of western fashion, culture, etc. A person who is aware about many different cultures and at ease debating their worth and qualities is considered to be a person who possesses "cultural capital" in this new definition. It is typified by the knowledge and expertise to use the relevant information in every scenario, including an employment interview, a talk with a neighbor, creating a professional network, and so forth. Cultural capital, according to Bourdieu, had a significant though subtle impact (CLA, 2019).

In Pakistan, there is this thought process if you are fluent in English, can understand English well and stay in touch, additionally follow the on-going trends of western culture. Then that person can enjoy prestige in the society. Though her novels are not complicated and easily understandable, they can improve their English language by memorizing new words. In all Pakistani educational and intellectual institutions, the English language is largely employed as the instruction medium. It is a symbol of dominance and is utilized widely in all contemporary Pakistani schools, colleges, and universities as a sign of rank, admiration, and respect. Learning English as a second language has a significant impact on students' ability to think, communicate, and interact with others in the classroom as well as on their perception of other students, as well as on cultural identity, norms, ethics, and moral values (Altaf, et.al 2020).

Bourdieu believed that social capital originated largely from one's social position and rank and was a personal asset rather than a communal one. A person's ability to influence the group or person who utilizes the resources is based on their social

capital. According to Bourdieu, not every person of a community or organization have access to social capital; rather, those who make an effort to obtain it by securing positions of authority and prestige and by cultivating goodwill can do so (Tristan Claridge, 2015). The supremacy of English culture has created a great impact on Pakistani youth, if they can communicate in English and read English novels, they feel they are doing a great job. They are more likely to maintain a good position in the society. Cultural capital may also be a factor in Pakistani youth's infatuation with social media and English culture. A broader variety of cultural materials may be available to people who are more linked to global trends and knowledge through social media, which can increase their cultural capital. Additionally, their acquaintance with English culture via social media may have an impact on their reading habits and encourage them to discover literature written in English like Hoover's books.

Mostly females have read her novels and they are intrigued by the plot, chemistry between protagonists. Readers with emotional intelligence and sensitivity may identify with the profound emotional and personal struggles that Hoover's female characters frequently encounter. Reading about strong, relatable women in these works may provide Pakistani young women the cultural capital they need to deal with the obstacles in their own life. Themes of self-discovery, personal development and self-assertion are frequently explored throughout Hoover's books. These issues may be pertinent to Pakistani readers as they negotiate societal and cultural expectations as they build their own identities. Social mobility is related to Bourdieu's theory as well. Reading literature, particularly in English, may be considered a sort of cultural capital that may lead to improved possibilities in both schooling and employment. In Hoover's books, the female protagonists frequently work for professional and personal development. Bourdieu claims that "cultural capital" "may be perceived in three different forms: in the embodied state-the personality traits of body and mind that determines how one behaves and appears; in the objectified State-in the kind of cherished cultural items; institutionalized State-popularly in the type of educational credentials or qualifications (Ali & Ullah, 2018). This may encourage young Pakistani women to pursue careers in a comparable field in line with their own objectives for

cultural capital. They are fascinated by the English culture and followed their footsteps in fashion, reading, taste of movies and dramas.

Similarly, Lily Bloom, the lead character of *It Ends with Us*, is a young lady who wants to rise above her working-class upbringing and create a better life for herself. She does, however, encounter difficulties because of her family's financial difficulties. The story investigates how cultural capital interacts as Lily tries to improve her social standing via hard work and education. Her chemistry with the main character, Ryle, exemplifies a clash of cultural capital and dissimilar habits. Lily's background contrasts with Ryle's medical career and social standing, representing Bourdieu's idea of class differentiation. The book also discusses domestic violence, showing how social status and cultural capital may affect a person's decision-making in such circumstances. Quinn and Graham are a married couple who are dealing with difficulties in their marriage. *All Your Perfects* digs into their life. The story examines how infertility affects their marriage, emphasizing the emotional impact that it has on each person's habitual behavior and social capital. Although Quinn's upper middle-class upbringing and Graham's work as an architect provide them some advantages, they must deal with the emotional toll that infertility has on their marriage. This book shows how the dynamics of a marriage may be impacted by outside variables including social expectations and economic standing.

According to Bourdieu, Lily's habitus is impacted by her lower social class, although she works hard to increase her cultural capital. She enrolls in nursing school, demonstrating her ambition to improve her lifestyle and social standing. Her connection with Atlas, who also comes from a less fortunate family, is influenced by their mutual struggles with money. They work together to get beyond their socioeconomic status and pursue better lives. Another character who is significantly impacted by his socioeconomic status is Atlas Corrigan. He stands in for the marginalized, frequently ignored people who lack the resources and cultural capital to change their lot in life. His troubles in school, homelessness, and poverty have defined his existence. Atlas's route to cultural capital is more difficult than Lily's trek. As they both turn to books and storytelling for consolation in order to get over their

socioeconomic constraints, his friendship with Lily and their mutual love of reading become a crucial part of their relationship.

In *Verity*, the psychological thriller and suspense genres are introduced. The female lead, Lowen, is a failing novelist who has been tasked with finishing Verity Crawford's work after she becomes unable to do it. The class divide between these two ladies is extensively explored in the book. Verity's literary success and comfortable lifestyle stand in stark contrast to Lowen's financial hardships. The characters' interactions with one another and how they move through the literary universe demonstrate Bourdieu's idea of cultural capital. The novel explores issues regarding the relationship between financial advantage and artistic ability. The effects of trauma and loss are examined in *Reminders of Him* in the life of Kenna, the protagonist. While addressing the effects of class and education, the book discusses themes of healing and rehabilitation. Liam, the male protagonist, and Kenna's relationship is a reflection of the similarities between their experiences and coping mechanisms for trauma. The backgrounds of the protagonists, with Kenna hailing from a middle-class household and Liam having financial difficulties, illustrate Bourdieu's thesis. The story investigates how these variations in status and cultural capital affect the characters' routes to recovery.

According to Bourdieu, social capital is expressed through the benefits of social networks, but its origins lie in the social, economic, and cultural systems that provide unequal distribution of power and prestige for certain people but not for others. Taken-for-granted presumptions, such as social norms, are created by power and position and lead to benefit. Therefore, social capital is less about having a sizable social network than it is about having a position in society that makes one's social network potentially advantageous (Tristan Claridge, 2015). Basically, despite of the love story, Hoover has used different dimensions like class difference, status, lifestyle and challenges. In most of her novels, Hoover has portrayed the characters with different backgrounds, class, status and lifestyle. Mostly the heroes were in a stable position, whereas, the heroines need to struggle to achieve their goals. The heroines are strong headed, faces challenges with strength and do not give up on their dreams. According to the perspective of Pakistani female readers, the thing that appeals them

is that the heroines stand for them, know their rights, do not let anyone to suppress them and putting all the efforts to establish a good position in the society. This is creating an impact on the readers to also value themselves, do not waste their personalities and to be known with a reputed status.

It discloses from the field survey, questionnaire and Voyant tools that English language and culture has a great impact on Pakistani youth. According to Bourdieu, cultural capital is the knowledge of the current ongoing culture of a society, specifically the capacity to understand and to practice the educated language (Ali & Ullah, 2018).

The findings from the field survey, questionnaire responses, and Voyant tools collectively reveal a significant influence of the English language and culture on the youth in Pakistan. The study illuminates the impact of cultural capital, as conceptualized by Pierre Bourdieu, on the reading habits and preferences of Pakistani youth. Bourdieu defines cultural capital as the knowledge of the contemporary culture of a society, emphasizing the ability to comprehend and engage with the educated language of that culture (Ali & Ullah, 2018). In this context, the research underscores that the youth in Pakistan, particularly in Lahore, are deeply affected by the cultural capital associated with English language and literature. The insights gleaned from the field survey and questionnaire responses shed light on how proficiency in English and familiarity with English cultural trends are perceived as advantageous, aligning with Bourdieu's framework of cultural capital as a form of social distinction and privilege.

Pierre Bourdieu's theory provides a theoretical foundation to interpret the observed influence of English language and culture on the youth in Pakistan. Cultural capital, in the context of this study, not only encompasses linguistic proficiency but also extends to an understanding and engagement with the broader cultural milieu. The study suggests that the youth who possess a command of English and are attuned to English cultural trends may enjoy certain privileges in terms of social recognition and access to specific cultural spaces. By employing Bourdieu's lens, the research contributes to a deeper comprehension of how cultural capital, particularly in the form of English

language proficiency, shapes the social dynamics and preferences of young individuals in the specific context of Lahore, Pakistan.

This influence is spreading wings on Pakistani youth through the social media platforms as everyone has an easy access to it. They are just a one click away from globalization. The English culture and language change their lifestyles, thought process and transforms them into a new different version of their personality. In addition to, English culture and class has always been a striking thing for them. Therefore, they wanted to be in acquaintance with the popular culture, novels and upcoming trends of fashion.

Chapter 5

Conclusion

To sum up, this thesis has explored the popular cultural reading habits of Anglophone fiction among Pakistani middle-class undergraduate readers, concentrating on the works of Hoover. For this purpose, various bookstalls and bookshops have been visited in order to check the popularity of Hoover's novels. A notable increase in the demand for popular novels among Pakistani youth has been shown through the use of a reader-centric questionnaires field survey. Hoover's novels enjoyed immense popularity in Pakistan, especially among the young people. This change in cultural preferences suggests a wider movement in society tastes in addition to highlighting the dynamic character of modern reading habits. Her novels helped the young people, particularly the young girls as it raised awareness regarding the financial independence, self-confidence and women power.

For analysis, Voyant tools have shown to be a convenient and successful method of analysis, indicating that they might be a useful contribution to the field of digital humanities. By using these methods, it has been possible to thoroughly examine textual patterns, which has helped to provide a more complex understanding of the books and how they affect readers. This tool is beneficial for new researchers as well as for students to grasp a keen understanding of books, novels or any topic because it is quick.

Voyant Tools emerge as a convenient and effective method for textual analysis, offering a valuable contribution to the field of digital humanities. The utilization of Voyant tools in the analysis of literature, such as Colleen Hoover's novels in this study, showcases their versatility in unveiling intricate textual patterns. This approach

enables researchers to delve deeper into the nuances of the books and gain a more comprehensive understanding of how these texts resonate with readers. The user-friendly interface and diverse analytical features of Voyant Tools make it accessible not only for seasoned researchers but also for students and newcomers to the field. The efficiency of this tool in quickly unraveling patterns within a corpus, be it books, novels, or any other text, positions it as a valuable resource for those seeking to develop a nuanced understanding of literary works or explore various topics within the digital realm.

For both new researchers and students, Voyant Tools offers a swift and efficient means to comprehend and analyze textual data. Its accessibility and ease of use make it an ideal tool for those exploring the realm of digital humanities. The quick insights provided by Voyant Tools enable users to grasp key patterns and themes within a corpus, facilitating a deeper understanding of the subject matter. As a result, this tool becomes instrumental not only in accelerating the research process but also in empowering students and novice researchers to engage with complex texts, novels, or any topic in a meaningful and insightful manner. The efficiency and accessibility of Voyant Tools contribute to its potential as a valuable asset for individuals embarking on digital humanities research or literary analysis.

The study's main source of information, Hoover's novels, as I have taken 5 novels, has given us important new perspectives on the idea of coexisting after marriage, physical abuse, and violence and women rights. These topics strike a deep chord with the changing perspective of young Pakistanis who are surrounded by American music, culture and novels. The books work as a bridge across various cultural landscapes in addition to acting as a window reflecting shifting society standards.

Additionally, the thesis highlights a cultural movement towards more diversified and culturally influenced literary preferences and highlights the increasing fascination of Pakistani youth in romantic novels. It also sheds light on the reading habits of young people of Pakistan, reading western novels and staying in touch with the ongoing trends of fashion and culture of western is become easy because of social media, online availability of books and the pirated copies of English novels. Popular romance

fiction is highly in demand of young people of Pakistan and the pirated copies are not costly, therefore they can easily purchase the English novels. It also helps the young people to navigate the relationship of traditional beliefs and current influences, this pattern is suggestive of a larger socio-cultural change.

The growing interest of young Pakistanis in romantic novels provides a fascinating window into the changing reading preferences and cultural norms of this generation. The study emphasizes how social media and the ease with which books can be accessed online have contributed to globalization and made it possible for young people in Pakistan to interact with Western literature, fashion, and cultural trends. English novel pirated copies are widely available, which increases accessibility by lowering the cost of these literary works for a larger readership. This phenomenon illustrates how, in the digital age, cultures around the world are interconnected.

Youth in Pakistan are drawn to romantic fiction, which indicates that they are becoming more interested in reading literature that explores relationships and themes of love. Western novels are widely available, giving young readers a platform to negotiate the tension between traditional values and modern influences. Contemplation and negotiation between cultural values and changing societal norms take place at this intersection, which may lead to a larger socio-cultural shift. Romantic novels have a significant impact on how people view relationships, which suggests that literature is important in defining conversations about gender roles, interpersonal dynamics, and society expectations. Furthermore, the affordability of pirated versions of English novels speaks to both the readership's economic realities and copyright concerns. This phenomenon emphasizes how important it is to make literature more widely available financially, especially for those from diverse cultural backgrounds, in order to promote an inclusive reading culture.

In summary, this study advances knowledge of Pakistan's literary scene by offering insightful information on young people's reading habits and changing cultural tastes. As we draw to a close, it is clear that Pakistani undergraduate readers have a vibrant popular reading culture that is open to outside influences. Through this study, it reveals that it is a necessity for the young Pakistani people to learn about the English

culture and novels, the people who can speak fluently in English and know about the fashion trends of English class enjoy privilege among other people. This highlights the significance of ongoing analysis and research in the field of literary and cultural studies. In this world where AI is taking control in almost every field, it is my first step to introduce a tool of digital humanities that can help the youngsters to cope up with modern world.

Furthermore, the study positions itself at the forefront of leveraging digital humanities tools, such as Voyant Tools, to enhance literacy and cultural understanding in the modern era. As artificial intelligence becomes increasingly prevalent across various domains, introducing tools rooted in digital humanities becomes imperative for helping young individuals navigate and adapt to the evolving world. By introducing a digital tool that facilitates textual analysis and insights, the study aims to empower young Pakistanis to engage with literature, cultural trends, and the broader global discourse. This proactive approach aligns with the broader trend of incorporating technology and digital literacy to bridge gaps in education and cultural exposure, showcasing the potential of digital humanities tools to serve as valuable resources for the younger generation in an era dominated by technological advancement.

This research offers significant perspectives on Pakistan's literary scene, particularly regarding the lively reading styles and cultural preferences of the nation's youth. The results highlight Pakistani undergraduate readers' rich popular reading culture and demonstrate their keen openness to outside influences. Notably, the study emphasizes the growing significance of English literature and culture engagement for young Pakistanis, stressing the privileged status associated with fluency in the language and knowledge of Western fashion trends. This sophisticated interpretation of cultural dynamics highlights how, in the context of globalization, the socio-cultural fabric is changing.

5.1 Limitations

The study admits some limitations that should be taken into account.

Class Limit

Firstly, the main emphasis on young readers of Pakistani middle class limits the range of socioeconomic viewpoints that may be studied. As a result, results could not accurately reflect the struggles and difficulties that people from various socioeconomic backgrounds confront. Furthermore, the identification of a youth-specific trend in romantic novels may unintentionally obscure the diversity of literary tastes present in this population, thereby restricting the study's scope.

The primary limitation of this study lies in its focus on young readers within the Pakistani middle class, which inherently narrows the range of socioeconomic perspectives under examination. By concentrating solely on this demographic, the research may fail to capture the diverse experiences, challenges, and literary preferences prevalent among individuals from different socioeconomic backgrounds. The exclusive focus on the middle class could potentially overlook the struggles faced by those from lower socioeconomic strata or the unique literary tastes and influences that shape their reading habits. Consequently, the study's findings may not offer a comprehensive representation of the broader landscape of youth reading culture in Pakistan, limiting the applicability of its insights to a specific socio-economic segment.

Moreover, by identifying a youth-specific trend in romantic novels, the study inadvertently risks oversimplifying the diverse literary tastes within this demographic. Readership preferences are multifaceted and influenced by various factors, such as cultural background, personal experiences, and socio-economic status. By homing in on a particular trend without considering the intricate web of influences that shape individual choices, the study may inadvertently mask the richness and diversity of literary tastes present among young readers. This limitation underscores the need for future research to adopt a more inclusive approach that accommodates a broader

spectrum of socioeconomic backgrounds and considers the multifaceted nature of readers' preferences within the youth population.

Limited Geographical Landscape

Moreover, the research context's limited focus on Pakistan (Lahore) could limit the findings' applicability to other cultural contexts. It is critical to understand the results within the parameters that have been set out and to take into account any possible deviations that could occur in various geographic and cultural situations.

Furthermore, the confined research context, centered specifically on Lahore, Pakistan, raises the concern that the findings may lack generalizability to other cultural contexts. Cultural variations across regions and countries can significantly impact reading habits, literary preferences, and the socio-cultural dynamics surrounding literature. Therefore, caution must be exercised when extrapolating the study's conclusions to different geographical and cultural settings. While the insights gleaned from Lahore provide valuable nuances about the reading culture within that particular locale, it remains crucial to acknowledge the potential for variations in behaviors and attitudes toward literature in diverse regions.

Acknowledging the localized nature of the study, it is essential to recognize the unique cultural attributes of Lahore that may distinguish it from other urban centers or rural areas within Pakistan and beyond. Factors such as regional dialects, historical influences, and socio-economic conditions can significantly shape the literary landscape of a specific location. Researchers and readers should approach the findings with an awareness of these regional nuances and refrain from making sweeping generalizations about broader cultural patterns. This localized focus, while offering in-depth insights into the reading habits of Lahore's youth, emphasizes the need for future research to expand its scope across various cultural contexts to enrich the understanding of how literature is consumed and appreciated on a global scale.

In conclusion, while the research on young readers in Lahore provides valuable contributions to the understanding of reading habits in a specific cultural context,

caution should be exercised when extending the findings to broader geographical and cultural settings. The limitations stemming from the study's regional focus underscore the importance of conducting diverse and multi-contextual research to capture the rich tapestry of literary preferences and cultural influences on reading habits across different regions and communities.

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