Anne Rice for Kids and Twilight for TV: Young Adult Media Franchising and the Vampire Diaries.

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"Anne Rice for Kids" and Twilight: Young Adult Media Franchising a Vampire Diaries

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Abstract

This thesis examines The Vampire Diaries as representative of
feminized media franchises, especially those that address you
Diaries exists primarily as a book series and a television series,
Entertainment and The CW Network respectively. Alloy's prod
and others like it, connects to the company's history of femini
book packager, and is indicative of its current transmedia con
underlines the importance of trends and the problematic role
literature. The CW's use of franchises like The Vampire Diaries
brand as a new network, one that builds on the history of its p
adjusted to reach consumers of teen media newly configured
developing digital strategies to reach a feminine, Millennial au
availability, exclusive digital content, and engaging social medi
innovator within the contemporary franchise model.

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