

# The Diversity of Love Journal

## Why People Love Romantic Comedies

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Why are romantic comedies so popular among people? Do their narratives reflect men's and women's love?

Romantic comedies, also known as rom-coms, are among the most popular film genres. However, they have often been criticized for not being serious enough and for distorting people's perceptions of love.

## Anthropology of Romantic Comedies

Marianne Gabrielsson, a student from the School of Global Studies at University of Gothenburg [studied these questions](#) from an anthropological perspective. She explored:

- Why do people watch romcoms?
- In what way do people embody love as portrayed in romcoms?
- How can we relate people's perceptions of love to the romcom genre?

## What the Study Revealed

Thus, according to the [recent study conducted by Marianne Gabriellson](#),

- Romantic comedies have psychopharmacologic functions in the sense of *escapism*.
- People embody romcoms in terms of *EPIC love, disappointment, fear, non-realistic demands, resignation, false happiness, or joy*.
- Romantic comedies are often negatively loaded with *ideals, traditionalism, stereotypes, and conformity*.

## **The Functions that Romantic Comedies Have in People' Lives**

The concept of escapism serves as an indicator of underlying societal issues, wherein romantic comedies are often depicted as a potential solution rather than a contributing factor to these problems.

Paradoxically, romantic comedies present this solution in a stigmatized, negative tone, causing feelings of shame, blame, and belittleness, contextualizing romcoms as a 'guilty pleasure' for the female consumer.

As a result of this paradox, culture continues to rewrite cultural norms and reinforce stereotypes, reproducing the outdated idea of *the Other*.

This way, romantic comedies divide people into intellectual, serious, and pragmatic consumers and the rest: the naive and stupid consumers of banal and superficial depictions of love.

This suggests a shift in the focus of discourse from a widely shared sentiment of love to a more practical and rational approach.

Nevertheless, the study found that love is related to pragmatism, disappointment, and love *always being for someone else*. The author conducted the interviews that revealed a prevalent views of love as

aspirations, dreams, and a desire for a love that transcends societal norms and expectations.

## **Conclusions of the Study**

The author concludes that the complexity exhibited by romantic comedies presents a promising path for future academic research. Within this realm, three specific aspects have emerged as particularly intriguing subjects of study:

- 1) The phenomenon of culture consumption encompasses various forms such as film, literature, music, and social media. And it has its significant impact on society.
- 2) The persistent practice of rewriting culture is an ongoing process that shapes and reshapes societal norms and values.
- 3) Within the field of anthropology, there exists a notable gap in the discourse surrounding the potential universality of love as a human experience.

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