Production, Content, and Uses of Bestselling Books in Quebec

Claude Martin

Abstract

This paper aims to show the links between production, content, and audience for bestselling books in Quebec. It integrates communicational, literary, sociological, and economic methodologies. The study found that the bestseller market for books sold in French in Quebec is divided among books from the U.S., France, and Quebec. Quebec’s authors and publishers get a share of approximately 40% of the market. Content of bestselling fiction and biographies can be characterized as having a storyline typically built around a struggle for social success. Bestsellers reach nearly half of the population. Women and people with a college education are typical readers of bestsellers. Psychological realism is a strong element in the definition of a "good book."

Résumé:

Nous voulons analyser les liens entre les conditions de production, les contenus et la réception des bestsellers au Québec. À cet effet, nous combinons les approches communicationnelle, littéraire, sociologique et économique. Les livres d’origine étasunienne, française et québécoise se divisent le marché des bestsellers vendus en français au Québec. Les auteurs et les éditeurs québécois obtiennent environ 40% du marché. Le scénario motif le plus fréquent d’un bestseller du type roman ou biographie révèle un conflit centré sur la poursuite du succès d’un point de vue social. Les bestsellers sont lus par près de la moitié de la population. Les femmes et les personnes de scolarité collégiale représentent le principal contingent du lectorat. La définition d’un "bon livre" fait appel au réalisme psychologique.

Keywords

Publishing; Books/Quebec; Production; Content

Full Text: HTML

DOI: https://doi.org/10.22230/cjc.1996v21n4a958
You are here. Home Home The bestselling books of 2014. The bestselling books of 2014. Published February 17, 2015 by Philip Jones. Last week The Bookseller published its annual ranking of the bestselling titles of the year, combining publisher supplied e-book volume numbers with their respective Nielsen BookScan figures. The top selling title of the year was John Green's The Fault in Our Stars, which sold 392,522 copies in e-book format to add to the 871,815 copies it sold (across all editions) in print. The totals gave it a combined print and digital sale of 1.26m, more than 300k ahead of its nearest competitor, Gillian Flynn's Gone Girl at 939k. This page provides lists of best-selling individual books and book series to date and in any language. "Best selling" refers to the estimated number of copies sold of each book, rather than the number of books printed or currently owned. Comics and textbooks are not included in this list. The books are listed according to the highest sales estimate as reported in reliable, independent sources. This list is incomplete because there are many books, such as The Count of Monte Cristo by Alexandre Dumas.