

Generic Structure of the blurbs in Pakistani E-Socio-Romantic Novels

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Abstract

This paper studies the generic move structure of the blurbs of Electronic Socio-romantic novels published in Pakistan. It explores the move schema, the number of moves and their order in different blurbs. It also observes the most focused and the most neglected move in these blurbs. 20 book blurbs have been collected from online source and the model presented by Valor (2005) has been adapted for their analysis. The results reveal that there have been total 6 moves and 12 steps in the blurbs of Pakistani socio-romantic novels. Most of the moves have no fix order. The “Description” move has been followed by all the blurbs where as “publisher’s info” has been least attended by them. This suggests that this genre does not rely much on Publisher’s name for their promotion; rather the description of the story has been used as a tool to attract the potential readers.

Key words: book blurbs, socio-romantic novels, genre analysis

Introduction

Genre analysis has broken through the academic constraints and has successfully made its way to all different types of genres. Many studies have been inspired from Swales’ (1990) model of move-step model for genre analysis so is this study which focuses generic structure of the blurbs written for Electronic socio-romantic Urdu novels in Pakistan. The study aims to investigate the following questions:

- What is the generic structure of online socio-romantic novels published in Pakistan?
- What are the obligatory and optional moves?
- What is the order of the moves in these blurbs?

This term genre, derived from Latin word for type, kind, or class, “is widely used in rhetoric, literary theory, media theory and more recently linguistics, to refer to a distinctive type of Chandler;1997)text’(. Genre has particular conventions of content and form. These contents and forms are common to specific type of text and they constitute a genre. Some texts may be more typical of their type while other may seem a type of ‘less members’ but as far as they share common core i.e. conventionalized, shared communicative purpose , they are one genre. Genres can be identified on the basis of specific communicative goals and shared set of functional and linguistic conventions. Book Blurb genre is comparatively under studied field. Blurbs have been defined as “a promotional description as found on the jackets of books” (CED; 2003), brief publicity notice, promotional description and as “publisher’s short description of the contents of a book, usually printed on the jacket or cover” (OALD, 1990). Valor(2005) contends the latter definition on the grounds that “blurbs not only describe the contents of a book, but also evaluate and recommend the book by means of extracts from reviews in well-known newspapers, journals and magazines which praise the qualities of the book and the author”. It is through all these elements, that blurbs attract the potential readers to buy the book. Blurbs have been seen belonging to advertising genre because they promote the product through various functional moves. Blurbs have been studied for their generic structures and linguistic devices used to attract the potential customers. Bhatia (2004) suggested six-move structure found in the book blurbs that he studied. These books belonged to fiction and academic genre. He found the blurbs having headlines, justification of book, appraisal of book, establishing credentials, endorsements and targeting the market. Basturkmen (2009) followed Swales (1990) and Bhatia (2004) in her analysis of seven EFL book blurbs. She identified four move schema; identifying the market niche, identifying language teaching theory, presenting credentials and informing readers of other items in the book. Gesuato (2007) also evaluated academic book blurbs and found the ‘evaluation ‘move as the most occurring one. Cacchiani (2007) studied the lexical and discourse features in 200 book blurbs and found use of positive

evaluative linguistic devices used most frequently. Cross-cultural evaluation of book blurbs has also been attention of some researchers. Kathpalia' (1997) compared local Singaporean Publishers with International publishers in this context. She found six-move schema like that of Bhatia (2004) and found generic structure similarities between both publishers' book blurbs with little variation. However, she found differences in language and lexico-grammatical features. Onder (2013) also conducted a cross cultural study of book blurbs. He compared generic structure and promotional elements in the blurbs from Amazon United Kingdom and Okuoku Turkey. He found that book blurbs from Amazon UK have six-move structure while OkuoKu TR had five moves with three and two obligatory moves respectively. He concludes that blurbs are mixed genre and incorporate both promotional and informative elements. Valor (2005) compared traditional blurbs on printed books and digital blurbs on online books. She suggested three move schema named: description, evaluation and about the author. Blurbs have been found to have both informative and persuasive functions along with the positive evaluation of the book and author's writing style.

Methodology

This study explores the generic structure of 20 book blurbs. All these blurbs are of the socio-romantic popular Urdu novels published in Pakistan. The online blurbs have been collected from <http://kitaabghar.com/>. They have been studied manually on the basis of move-step framework after Swales (1990). The first reading was done keeping in view three move structure proposed by valor (2005). The moves suggested by valor(2005) are: description, evaluation and about the author. However, more moves have been identified in this corpus and a corpus driven model has been developed after a careful study the book blurbs. The final analysis has been done on the following model:

Move	Steps
1. Description	Intro of book
	About the story
	Excerpt from novel
2. About the author	Other writings
	Education/ degree
	Author's style of writing/ major themes
3. Evaluation	Of book
	Of the writer's style
4. Publishers' info	
5. Message/theme	Message/Theme of the novel
6. Expectation from the readers	Liking
	Feed back

The first three moves have been proposed by Valor (2005), this study extended the model and identified the steps within these moves.

Data Presentation and Discussion

The 20 studied book blurbs showed variation in the observance of moves and steps. The table below shows the number of blurbs that followed the particular move and the steps within that move.

Table 1. Moves and Steps observed by E-book blurbs

Move		Steps	
1. Description	20	Intro of book	20
		About the story	06
		Excerpt from novel	02
2. About the author	11	Other writings	07
		Education/ degree	02
		Author's style of writing/ major themes	01
3. Evaluation	09	Of book	03
		Of the writer's style	6
4. Publishers' info	02	Publisher's name	02
5. Message/theme	07	Message/Theme of the novel	07
6. Expectation from the readers	10	Liking	8
		Feed back	8

Move 1. As the table shows, 'Description' move has been observed by all the blurbs and within that move first step that introduces the book showed the same tendency. All 20 blurbs had introduced the book in first line and there has been no variation in this step. This step has been realized in different blurbs as shown below:

'Jannat Kay Pattay is a Socio Romantic Urdu Novel by Story Writer & Novelist Nemrah Ahmed' (blurb 1.)

'Amarbail by Umaira Ahmad is a love story of Umar Jehangir and Aleezay Sikandar'. (Blurb 2)

'Mah e Tamam (complete upto 14th (last) episode) is a Social Romantic Urdu Novel'. (Blurb 3).

Out of 20, 6 blurbs described the story and only 02 presented excerpts from the story. These two steps have been realized as:

"The leading character Haya Salman, LLB Hons Student, a girl who initially has made an impression of a very Modern Girl, faced an amusing turning point in her life when she got a scholarship from a Turkish University and somebody uploaded her personal video of a family function on Internet. As she belongs to a Conventional Family, she contacted an Cybercrime Division Officer Major Ahmed but she was astonished that he knows her very well"(blurb 1)

And "Different newspapers and magazines have started to appear in her room. The writing table was decorated like a newlywed bride. The expensive pen and the table equipped with paper were expressing the choice of a royal writer. In the beginning, everyone was expecting that she would soon forget what she had wished or decided. However, when they saw her firm determination, they also became serious about it." (Blurb 12)

Move 2. Move 2 is 'about the author' and it has been observed in 11 blurbs. It has three steps, first of which tells about the other writings by the same author. 07 blurbs realized this move, 02 blurbs presented information about the degree and education of the author while only one blurb briefed about the major themes attempted by the author.

Move 3. Evaluation is another important move observed by almost half of the blurbs. This move has been realized through two steps i.e. evaluation of the book; telling how good the contents are, and evaluation of the writer's style; telling how beautifully the author presents her/his ideas. First step has been found only in 03 blurbs while second step has been observed by comparatively more number of the blurbs. 06 blurbs presented positive information about the writing style of the author.

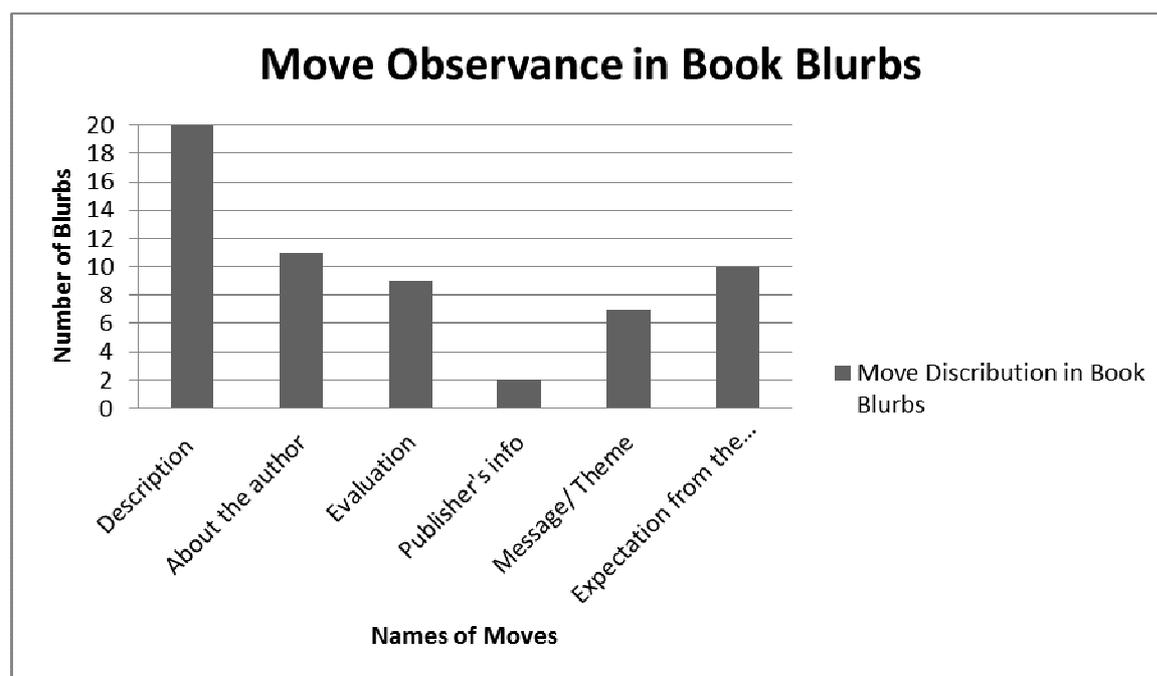
Move 4. This move offers Publisher's information and has been realized in only 02 blurbs, identifying it as optional move.

Move 5. Message /theme of the novel gives brief description of the moral lesson, message or the theme of the novel and presented the crux of the story. 07 blurbs offered this move.

Move 6. This has been the last move in all blurbs that observed it. It expressed expectations from the reader and there have been two steps in this move. 1st, ‘liking’ the publisher has expected the reader to like the book and its contents and the second step is ‘feed back’. The readers have been asked to give feedback and provide their opinion regarding the book. 8 blurbs have been found having first step and 8 have had ‘feedback’ step. On the whole, 10 blurbs observed this move which makes this move an important one.

The following diagram shows the frequency of move observance by different number of blurbs.

Figure 1. Move observance in Book Blurbs



The figure above highlights that move 1 (Description), Move 2 (About the author), Move 3 (Evaluation) and Move 6 (Expectations from the readers) have been followed more rigorously as they have been observed by 20, 11, 09 and 10 blurbs respectively. Thus they may be regarded as obligatory moves, while move 4 (Publisher’s information) and Move 5 (Message/ theme of the novel) has been observed only by 02 and 07 blurbs respectively and may be considered as optional moves.

There is no fix order of moves in these blurbs, except that description move has always been preceding all others and ‘expectations’ has always occurred in the last. Among other moves, there has been great oscillation, sometimes ‘evaluation’ precedes the ‘information about the author’ and at other time it follows the latter. The table below shows the move order in each blurb.

Books	Move Order in numbers	Move Names
1. JANNAT KAY PATTAY	1,3,2	Description, evaluation, about the author
2. AMAR BAIL	1,3,6	Description, evaluation, expectation
3. MAH E TAMAM	1,6	Description, expectations
4. ZINDAGI HO TUM	1,2,3,1,5, 6	Description, about the author, evaluation, description, message/theme, expectation
5. QALANDAR E ZAT	1,4	Description, publisher’s info
6. MERAY HAMDAM MERAY DOST	1,3,2	Description , evaluation, about the author
7. AMRAT KOR	1,2	Description, about the author

8. AY SHAMA E KU E JANA	1,2,1,2,	Description, about the author, description, about the author
9. CHAND GAGAN AUR CHANDANI	1,3,1,5	Description, evaluation, description, message/theme
10. JIS TAN LGYA ISHQ KAMAL	1,2,1,2,6	Description, about the author, description, about the author
11. KHWAB MAHAL	1,2,1,2,6	Description, about the author, description, about the author, expectations
12. DIL TO DENA HI THA	1	Description
13. SARAB	1,6	Description, expectations
14. TUM MERI ZEEST KA HASIL HO	1,2,1,3,4, 3,6	Description, about the author, description, evaluation, publisher's info, evaluation, expectations
15. TERI ULFAT MAIN SANAM	1,3,1,5	Description, evaluation, description, theme/message
16. DARD GAR	1,3,1,2,6	Description, evaluation, description , about the author, expectations
17. BAHARON KAY SANG	1,2,1,3,6	Description, about the author, description, evaluation, expectations
18. DHOOP KAY PIGLNAY TAK	1,3,5,6	Description, evaluation, theme/message, expectations
19. KHWAB HAY YA SARAB HAY	1,2,3,5,6	Description, about the author, evaluation, theme/message, expectations
20. DEEMAK ZDA MUHABBAT	1,3,1	Description, evaluation, description

It has been observed that no blurb has all the 6 moves. Sometimes there is only one move i.e. description as in Blurb no. 12.

Conclusion

The study reveals that in Pakistani E-Socio romantic novels' blurbs, there have been total 6 moves realized by 12 steps that are randomly observed by these blurbs. The 'Description move' has always been the first one in move-order of the blurbs, while the last has been 'expectation from the reader'. 'About the author' and 'evaluation' have been exchanging their order in different blurbs. The 'description move' has been found in all the 20 blurbs while 'publisher's info' is the least observed move, present only in 02 blurbs. It suggests that the publishers' names are not used for publicity and promotional purposes instead the description of the story arouses the readers' interest. The linguistic analysis of these blurbs can show the promotional elements used for attracting the readers. Moreover, this study may arouse interest of comparing e-blurbs and traditional hard-cover book blurbs and find the generic variation between the two.

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APPENDIX

1. Jannat kay pattay

Jannat Kay Pattay is a Socio Romantic Urdu Novel by Story Writer & Novelist Nemrah Ahmed. Jannat Ke Pattay is a story of Courage, Reality, Struggle and Faith which makes Novel Reader Thrilled, Fascinated and Awed. The leading character Haya Salman, LLB Hons Student, a girl who initially has made an impression of a very Modern Girl, faced an amusing turning point in her life when she got a scholarship from a Turkish University and some body uploaded her personal video of a family function on Internet. As she belongs to a Conventional Family, she contacted an Cybercrime Division Officer Major Ahmed but she was astonished that he knows her very well. The author has beautifully blended Romance, Loyalty, Care, Hospitality, Suspense Thriller Treasure Hunting and Sacrifice along with Enmity, Wrath and Fear with a beautiful and memorable Message for her all readers, that we all make several faults in our life n remain unaware of them, but when Allah ta'la decides to make us to repent n learn of our deeds, HE assess us on the basis of taking the sacrifice of our most dear thing.

Nemrah Ahmed has emerged as a very popular writer in recent years and produced some Marvellous and Best Seller Novels. Her Novels and Short Stories Books are published by various publishers and some of them are Mere Khawab Mere Jugnu - Shuaa Digest, Pahari Ka Qaidi - Shuaa Digest, Mehrunnisa - Khawateen Digest, Sans Sakin Thi - Khawateen Digest, Beli Rajputan Ki Malika, Qaraqaram Ka Taj Mahel - Shuaa Digest, Mus'haf - Khawateen Digest, Namal - Khawateen Digest

2. Amar bail

Amarbail by Umaira Ahmad is a love story of Umar Jehangir and Aleezay Sikandar, set-up in the backdrop of Pakistani bureaucratic culture. A very simply written novel of Umaira Ahmed, deals with multiple issues of our society in a very intriguing manner. It is a story of imbalanced relationships, broken families, lust for power, complexes, insecurities and amidst all problems of love, its intensity and sacrifices. It depicts the true face of our bureaucratic system, highlighting social evils like corruption, nepotism and injustice and how at times going against the law is the only way to punish the culprits. The novel touches your heart by its brilliant portrayal of human emotions and psychology. It revolves around Umer Jehangir and Aleezay Sikandar. Two people both from broken bureaucrat families. Aleezay Sikandar who had her complexes, her desire in life to be loved and taken care of and Umar Jehangir, a character with multiple shades. What makes Umer intriguing and fascinating are the imperfections in him, a character that is very realistic but never sketched before, a mixture of good and evil, far from the usual perfect hero; normally depicted in our novels. On the surface he was a selfish and corrupt man, but deep inside he had a caring and sensitive heart, who longed for his mother's love,

cared for his friends and was totally aware of his own weaknesses and that awareness of himself is what made him sacrifice his love. **In short he is a character one cannot resist falling in love with despite all his weaknesses.** We hope, Umaira's fans will find this book interesting and good addition to kitaabghar.com.

3. Mah e tamam

Mah e Tamam (complete upto 14th (last) episode) is a Social Romantic Urdu Novel by Famous Woman Writer and Dramatist Amna Riaz, which serialized in Monthly Khawateen Digest. Maah e Tamaam is a story of Family Bonds and Blood Relations, especially Father and Son Relation. The Novel discusses important issues like Generation Gap, Suspicion and Forgiveness. Novel explains that Generation Gap is a very common problem in many Families, where young ones think elders are unnecessarily forcing their rules and restrictions on them. While elders think young ones are not behaving and violating their cultural values and family traditions. Mostly this Generation Gap comes with Communication Gap, when family members, old and young ones do not talk or express themselves. **Novel also explains that Suspicion can destroy any beautiful relation and one must learn to forgive others in good faith and move ahead in life.** We hope, our Social Romantic Novel readers will like this Novel of Amna Riaz and give their feedback and comments.

4. Zindagi tum ho

Zindagi Tum Ho by Madiha Tariq is a Beautifully Written Social Romantic Novel. Madiha Tariq, A Commerce Master Degree Holder has just begun her Novel writing career and Zindagi Tum Ho is her first Novel published in book form. **Although she is a novice in Novel writing but her skills and talent are amazing and promising.** Zindagi Tum Ho focused on various close relationships in a family and further in society. Misunderstandings and Suspicions are major threats to any relation, unfortunately we observe it a lot in our Pakistani Society. We think ourselves innocent but blame and punish others for problems in relationships, without realizing that we are equally responsible for any bad or broken relationships. We hope our readers will like this story and give their comments and feedback for encouragement of the writer and further improvement in her writing.

5. Qalandar Zaat by Amjad Javed is a Socio Cultural, Action Adventure epic Novel on the Transformation of a man from one type of Qalandar (Caste) to second type of Qalandar (Sufi Title). The Qalandar Caste belonged to the Sufi order of the Qalandariyah Faqirs, who took the profession of Bear-Dog Fighting OR leading bears, monkeys, goats and dogs or other performing animals and wandering with them, announcing their presence with an hour glass shaped small drum called a DAMRU. These Qalandars mastered the art of Capturing Wild Animals, Breaking and Taming Them to perform certain acts, on their commands. The Qalander (Sufi Title) is given to a wandering Sufi Darvesh (Saint) who is at a very high level of spirituality. They are different from other saints and they have a very strong feelings of love in them. Qalandars, amongst the saints, are those persons who may enjoy freedom from the ties and bounds of Time and Space. Qalandars have always spread the message of love and humanity. **Jamal the lead character of this Novel was a Caste Qalandar, who learned the Art of Breaking Arrogant Stubborn People, Bending Them to his will and breaking them at all if necessary. He was a hiredgun and professional hitman, who strongly believe in violence and might is right. How this man with the passage of time, transformed into other Qalandar who is all love and peace, is the topic of this Novel, which is being published in Monthly Naye Ufaq Urdu Digest.**

6. **Mere Humdam Mere Dost and Dayar-e-Dil are Beautifully Written Social Romantic Novels by versatile Urdu Novelist Farhat Ishtiaq, who is very well known among Urdu Novel Readers and Pakistan TV Drama Viewers.** These Novels are all about Love, Affection, Relationship and Social Affairs. Mere Humdam Mere Dost is a story of 20 years old Gloomy Girl Aimen, who raised by her mother (Zainab) a single parent. Aimen always hated her father (Taufiq) for leaving them alone. Circumstances bring Aimen to Haider, a friend of his father, who supports her in many ways and eventually fell in love with her but could not express it due to age difference and social status. Dayar-e-Dil, the 2nd Novel is also very famous story on split family issue with separated parents. The story has main characters of Wali and Zarmina grandchildren of Agha Jaan. Sometimes a single parent feeds negative image of spouse in young kid's mind and plant an ugly, false picture in heart. May be it is an effort to keep children to themselves so they might not leave him / her, but this can poison their mind and soul. The story also has moral lessons regarding respect, love and care in relationships. **Farhat Ishtiaq, Novelist and Dramatist is a Civil Engineering Degree Holder of NED University of Engineering**

and Technology Karachi. She gave many marvellous stories on romance and social issues. Many of her writings have already been adapted for TV Dramas and rest are being dramatized. Two Novel based dramas Humsafar & Mata-e-Jaan Hay Tu and one Original Script Drama Rehai were telecasted from HUM TV Channel, while Drama Mere Humdam Mere Dost is being serialized on Urdu1 TV Channel. Upcoming Drama projects are Bin Roye Ansu and Dayar-e-Dil. She has authored 11 urdu books published by different publishers.

7. **Amrat kor**

Amrit Kaur by Amjad Javed is a Social Romantic Urdu Novel on Love across Borders and Religion. Partition of British India in 1947 created many stories mainly full of grief, sorrow, loss and violence. With the announcement of Partition of India, people living together for years became stranger and in some cases enemies to acquire each other's belongings. However, in the storms of hate, crime and violence some stories of love passion and trust were also written. Amrit Kaur is one of those stories of conflict between Love and Religion, which was started with Amrit Kaur and Noor Muhammad in 1947 on Partition of India and ended in Modern England of this day after 60 years in 3rd generation with Bilal Hasan and Zoya. Amjad Javed is a seasoned writer and has produced many memorable Urdu Novels. Amrit Kaur Novel published in Hikayat Digest is another master piece he has given to Urdu Readers of Pakistan and India. Urdu Novel Readers across the border have already shown great interest and likeness through Social Media.

8. **Aye Shamma Koe Jana is a Fabulous Social Romantic Urdu Novel written by Well Known Ushna Kausar Sardar, Writer of Fiction, Social Conflicts, Script & Screen Play Writer and also an Independent Filmmaker.** Aye Shamma Koe Jana is an epic Novel based on many real like characters and their fascinating life stories. The Novel was first published in Monthly Women Digest Aanchal for many years and later got printed in Two Volumes Book Form by Famous Ilm o Irfan Publishers, Lahore. **Ushna Kausar Sardar's first four Urdu Books Aye Shama Ko-e-Jana, Afsoon e Jaan, Aik Junoon Khawab Tarab, Jis Tan Lagya Ishq Kamal were published by Al Quraish Publications. Her first four English Books The Skin Of My Teeth, Dog's Breakfast, The Apple's Dark Curves & Monocular Depth Cues were self-published in (2009-2011) and are available from Lulu, USA online store. She has written collaboration writings with the Artists and Writers from abroad. One book 'The Spoken Light' was a collaboration book with Neil Johnson (2008-USA). She also has written collaboration writings with Keith Williams & Christopher Higgins. (2008 & 2011-USA). She also has directed two short films One of them sent to The Cannes International Film Festival. Ushna Kausar Sardar has also written one Telefilm called 'Main Mohabbat Aur Tum' on aired on ARY Digtial TV in 2007.**

9. **Chand Gagan or Chandni** by Versatile Urdu Novelist Iqra Sagheer Ahmed is a **very well written** Heart Touching Social Romantic Reforming Novel. Its an epic novel and focus on our society's flaws, social evils like ignorance, arrogance, honour killing, lack of understanding of true teachings of Islam and Ethics. Importance of women education in Pakistan Society and Honour Killing in Tribal Areas as well as Clash of the Clans and Tribes which goes by many generations and bad blood killing from both sides, are the two main topics discussed in this Novel. **Only Love, Courage, Education and Virtue shows us the light through these dark and shady areas.**

10. **Jis Tan Lagya Ishq Kamal** is a Book of collection of 5 Novellas and Novelettes written by Ushna Kausar Sardar, **Writer of Fiction, Social Conflicts, Script & Screen Play Writer and also an Independent Filmmaker.** Following 5 Novellas are included in this book: First story of the book Jis Tan Lagya Ishq Kamal is a Triangular Love Story of Reem, Soban and Lily. Reem and Soban were already married when Lily enters in their life and changes everything. Second Story Ankhon Ke Par Chand is also Triangular Love Story with marvellous lessons regarding patience love respect trust open heartness and sincerity. The story is about strong decision making man Ayan, his first wife sincere girl Maha and Hindu Girl Puja who converts to Islam mainly because of her love for Ayan, but partially in search of placidity. Third Story Umran Langian Pabhan Bhar is on a serious social issue of children of prostitutes. Lead Character Muab, is daughter of a prostitute but wants to leave this life and seeks for a respectable peaceful life. Her granny tells her there is no such thing like respect and honour for a woman of her class, apparently she is right cos Muab never got what she was looking. Fourth Story Me

Apay Payan Kundian, is on the very sensitive issue of Child Abuse. Affaf Faridon Khan got orphan when her mom died of cancer, her uncle took her in custody but later tried to abuse her and sent her in mental hospital under false allegations of Psyche Patient. Fifth Story Mere Violin Ke Taron Me is also Triangular Love Story with One Male and Two Females, with a topic that how sometimes we let go our love of life just for the sake and pleasure of other family members we love. Ushna Kausar Sardar's first four Urdu Books Aye Shama Ko-e-Jana, Afsoon e Jaan, Aik Junoon Khawab Tarab, Jis Tan Lagya Ishq Kamal were published by Al Quraish Publications. Her first four English Books The Skin Of My Teeth, Dog's Breakfast, The Apple's Dark Curves & Monocular Depth Cues were self-published in (2009-2011) and are available from Lulu, USA online store. She has written collaboration writings with the Artists and Writers from abroad. One book 'The Spoken Light' was a collaboration book with Neil Johnson (2008-USA). She also has written collaboration writings with Keith Williams & Christopher Higgins. (2008 & 2011-USA). She also has directed two short films One of them sent to The Cannes International Film Festival. Ushna Kausar Sardar has also written one Telefilm called 'Main Mohabbat Aur Tum' on aired on ARY Digtial TV in 2007.

11. Khwab mahal

Khwab Mahal is a Social Romantic Beautiful Urdu Novel by Misbah Nosheen **Novelist, Writer and Dramatist**. The novel is based on a different topic, apparently never tried before. The Mona Lisa is a half-length portrait of a woman by the Italian artist Leonardo da Vinci, which has been acclaimed as the best known, the most visited, the most written about, the most sung about, the most parodied work of art in the world. Max Croke the lead character of Novel Khwab Mahal is a Painter and Artist of Modern Age who dared to challenge the legendary work of Leonardo da Vinci and wanted to break the record of Mona Lisa Painting by painting another master piece when he saw angelical innocent eastern beauty of Palwasha (Pia) the female lead character of Khwab Mahal. The Novel shows selfless love and devotion of eastern woman for her husband, on other side it also shows how a man often makes wrong decisions clouded by his ego and dominant nature. **Misbah Nosheen has emerged in recent years as a prominent name in Women Digest Writers. She is known for her unique style and writing all major Women Urdu Digests like Khwateen, Shua, Kiran, Rida & Hina etc. She is also writing a drama serial these days for a Pakistani Entertainment TV Channel, which will be on aired very soon.** We hope our Social Romantic Novels Readers will find this Novel Interesting and Entertaining and give their comments and feedback.

12. Dil To Dena He Tha is a beautiful Social Romantic Urdu Novel by emerging New Writer Fareeha

Kausar. Different newspapers and magazines have started to appear in her room. The writing table was decorated like a newlywed bride. The expensive pen and the table equipped with paper were expressing the choice of a royal writer. In the beginning, everyone was expecting that she would soon forget what she had wished or decided. However, when they saw her firm determination, they also became serious about it. There was, however, still a confusion that they could not figure out any valid reason for her decision. This was the reason that this matter was under a hot debate by everyone in the house. Zara had no concerns about this discussion. What is their opinion about it? Who is able to understand and who is not? She was listening the commentary from everyone with little interest. Most of the comments were from her brothers, which Zara did not pay much attention to. She was only concerned with her father who had to grant her the final permission.

13. Srab

Saraab (Mirage) is An Action Adventure Romantic Epic Novel contains Adventurous Thriller, Conflicts and Romantic Story in Urdu Language by Kashif Zubair Novelist & Story Writer. The Novel is being serialized in a Monthly Magazine and also available in book form in 7 volumes. When I looked down I did not feel any fear on the face of Safeer hanging with rope and Mona was before him. End of rope was tied with steel rode and i was loosing grip gradually. Few minutes ago when we were walking on this straight and tall rock we were in descending order. Safeer was on first number as he is well known and experienced rocks and mountains climber, I was in middle of them and after me mona was hanging. On the height of 700 kilometer Safeer nailed into a rock and tied the rope around his waist so he can move forward. This was the mistake of Mona, she should wait by nail so Safeer put the next nail in but she was in hurry so she keep climbing up, after 10 feet i was not aware about her, if I were I could have stopped her, this was a sudden impact and I lost my grip of rope. **We hope, kitaabghar.net readers will like this Novel and give their comments and feedback.**

14. Tum Meri Zeest ka Hasil Ho

is a Famous Social Romantic Urdu Novel written by Iqra Sagheer Ahmed. She already has many best sellers on her credit. She has tried to portray different aspects of our social life, with a mixing of love and romance in this Novel. Khizra has been portrayed as a struggling and working woman in this novel. As it happens with working females in this society, she also undergoes a series of situations. Every one of these situations depicts the hard truths of this society where it is hard for a girl to keep going on her own. Sometimes we take things granted as a precaution while they prove to be the other way after experience and trial. **The reader does not lose interest throughout the novel and this is a peculiar ingredient of Iqra Sagheer's Novels. Human feelings and emotions have been depicted in a way that the reader does not lose interest throughout the Novel. This novel was first published in the monthly Kiran Digest and later published in a single book form by Ilm-o-Irfan Publishers, Lahore. Iqra Sagheer Ahmed is very popular in Woman Novel readers because of her unique and attractive writing style.** We are quite hopeful that online readers will equally like this novel and share their feedback on this book.

15. **Teri Ulfat Mein Sanam** is a Social Romantic Reforming Novel by Women Writer Iqra Sagheer Ahmed, **who has many best sellers on her credit.** Family Bonds and Emotions of Love, Hate, Greed and Sacrifice are the basic elements of this **Beautifully** Written Novel. **The importance of wealth and money in our lives is established truth but it brings many problems in life as well. It's a story of a young arrogant spoiled girl who was so proud of her wealth, power and social status and looked down on everyone. It's a story of young man from middle class who brought up well by his parents with strong moral values and who achieved success and wealth gradually with his abilities and hardwork.** The novel also tells the story of greedy people who can fall to lowest level of humanity for Money and Property.
16. **Dard Gar** is a **Beautiful** Social Romantic Urdu Novel by Umme Maryam Novelist and Digest **Writer.** **Dard Gar Novel has three lead characters, Hijab, Abu Daud & Aun Murtaza, and basically one story, but three characters are telling this one story in their own narrative and perspective. Dard Gar Novel has a very positive message of Love and Kindness. Love, perhaps is the most powerful emotion. Only love and kindness can be the answer to hate or revenge, otherwise negative emotions like Hate, Revenge, Jealousy can destroy any human. Umm e Maryam is a Famous Women Digest Writer and Novelist. She generally writes on various social issues and topics in her writings but ther's always a deep islamic touch in her writings.** Her Novel Rehman Raheem Sada Saien has received an award from the Doshiza Digest. Her other published books are Teri Chah Me, Teri Raah Me, Meray Gumshuda, Dard Gar, Subah Ka Noor Hamara Hay, Dil e Nadan, Bus Ik Sajan Harjai, Zindgi Khak Na Thi. **We hope, our Urdu Novel Readers will like this Novel and give their comments and feedback.**
17. **Baharon Ke Sang Sang** is the first Novel by the female writer Iqra Sagheer Ahmed. **She wrote many Best Sellers after her debut in the world of literature with this one.** This is a Socio-Romantic Novel in which she has tried to portray different aspects of our social life, with a mixing of Love and Romance. Laiba is the Protagonist of the Novel, a female student, who goes through different situations in the college as she goes from student life to actual practical life. Love is a feeling that cannot be hidden. Same was the case with her. At first, she did not know love could be such a beautiful feeling but it can only be known when the person goes through it. She went through a series of difficulties in life and realized that love cannot be ignored. This is actually the feeling that helps the person to go through thick and thin no matter what the outcome of it. **Human feelings and emotions like Love and Hate, Union and Departure, Greed and Sacrifice have been depicted in a way that the reader does not lose interest throughout the novel. The novel was first published in the 'Anchal' Digest in the form of monthly episodes and got very popular among digest readers. This is revised and new version of the novel. It has also been dramatized on Television.** We are quite hopeful that online readers will equally like this novel and share their feedback on this book.
18. **Dhoop ke Pighalnay Tak** is a Socio Cultural Romantic Urdu Novel by **Writer & Novelist Amjad Javed, written on the hot topic of CHANGE in our society and government style. It is written in a political dilemma where an educated person totally changes the system without any bloodshed.** Amjad Javed beautifully not only pin pointed the problems and raised his voice against old filthy system of feudalism, bureaucracy corruption and different mafias and suggested a way to get rid of them. The world has changed and turned into a global village, but we are still stuck in the problems of 19th century. **Amjad Javed has tried to enlighten his readers about the real change which is a**

need of the hour. There is always a resistance and rebellion against suppression and forced sanctions, and when masses move like a tsunami, nothing can stop it. We hope, our Urdu Novel Readers will like this Novel and give their comments and feedback.

19. **Khwab Hay Ya Sarab Hay (Dream OR Mirage) by Sadia Liaqat Urdu Novelist and Writer, is an Social Romantic Urdu Novel.** Sadia Liaqat is an emerging digest writer and has written some good quality stories and novels. **She beautifully explained in this Novel the bitter reality that our whole life is just a dream. Past life seems like a dream and we dream about a good future.** We are in habit of seeing and chasing dreams and loosing so much in this pursuit. We all see dreams and set our goals to make those dreams a reality. With a long struggle and hard work sometimes we achieve our goals and then we see another dream and start chasing it. Sometimes, these dreams we see, are only Mirage and we face some really scary monsters that haunt us and turn our dreams into nightmares for rest of our lives. We try to get rid of them, but they just don't go away. **We hope, our Urdu Novel Readers will like this Novel and give their comments and feedback.**
20. Deemak Zada Mohabbat complete novel (last episode 10 updated) by Saima Akram Chaudhary is a Social Romantic Novel **and undoubtedly one of her most Marvellous Novels.** All characters of the Novel are fantastic and seem to be special, as Maham for her beauty, Sakina for her illness, Dr. Khawar for his passion, Ayesha for her kindness, Ramis Ali for his Psyche and Sanaila for her writing Powers. In the context of characterization, the story is a beautiful script to learn much about Humanity, Beauty, Intelligence, Sincerity, Sacrifice and Love. Sakina, a serious patient is a very interesting character and deeply in love with Dr. Khawar. She's trying to make herself able for him **but will she succeed?**

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