What differentiates this vampire craze from the others throughout history is how they depicted. Previously they were though up as sophisticated savages who preyed on young women. However, in recent years we have shifted from this idea to one of the heartbroken outsider. We stopped viewing Vampires as outsiders who we need to fear, to the public feeling sorry for them. The first major character to have this mindset in the modern vampire craze was Angel from Buffy the Vampire Slayer, a Movie/TV show. In this show vampires are portrayed as the first incarnation, one who kills to survive and feels nothing about it. Angel however, got cursed and gained the ability to feel remorse. The public feels for the tormented souls of these vampires. They aren’t monsters, instead they are misunderstood and are unable to change themselves and do good. They do not live their life up as though it is made for them, ala Dracula, instead they are tormented throughout their own lives, doomed to live forever in this hell. These poor souls were featured heavily in a lot of the vampire literature. Larten Crepsley in Cirque du Freak: The Vampire’s Assistant, Blade from the comic book and movie of the same name, Lestat de Lioncourt from The Vampire Chronicles and finally the character that really sparked the vampire craze. From the Twilight series, Edward Cullen.

With this change in tone we also started realizing that vampires may be cursed, but they do not all have it that bad. They are allowed to stay young forever, maintaining the youth that we all strive to keep. They aren’t contained to the idea of being stuck in a castle being scary. Instead they start to be thought of as real teenaged people. Irresponsible and free to live how they want. “…The Lost Boys as an example: “Sleep all day. Party all night. It’s fun to be a vampire.’ Such a hedonistic reworking of vampire mythology well illustrates the point; images of the you, aging and decline denied, endlessly repeating the pleasure of youthful irresponsibility, have had a wide a persistent allure.” (Godfree) The vampires may be tortured, but they are still allowed to live up their lives. Creating a more positive outlook to their situation, making them more relatable to teens and young adults who will most likely have the same mindset and the want to be young forever.

So, what resonated with young adults that made them want to read Twilight? As you can probably guess the hype around the book mainly fell on girls who fell for Edward Cullen. He is Dangerous person with a heart of gold. This is what romance novels try to paint as the idea lover. He cares deeply about her. “He’s determined to keep a tight rein on his impulses, which include, in addition to the usual ones, a powerful yen to feed on his new admirer’s blood.” (Rafferty) This is what most Teenage girls want mixed into one. A bad boy who is going to sweep her off her feet. She could “die” at any moment only enhancing the danger presented between their love. Due to the taboo of love between a vampire and a human. A deadly relationship for both parties if caught. These parallels are very close to one of the greatest love stories ever written, Romeo and Juliet. Edward is the perfect guy, ready to fight and be there for Bella. A dreamy guy who offers something that most guys can’t. “What these undead lovers promise is not just eroticism, but a particular variety…They offer old-fashioned romance in the arms of an alpha male…the opportunity to enjoy an 18th- or 19th-century courtship while remaining a 21st-century woman” (Godfree) Females, especially at a young age whose romance tends to be life or death, revel in this opportunity.

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