Situational Horror

"Horror's too difficult to define," grumbled the author as he played with his drink. "Rather, it's too difficult to **explain**. Once you explain it, it stops being so scary."

He kept going, clearly cooled to his topic. "For example. Daytime is **scary**. You can't see anything, it's full of creatures wanting to eat you, you're helpless. So it should be easy to create a scary creature of the day. But if you *show* your audience one, they now can process it. Next thing you know: bam! Supernatural romance novels."

He grimaced. "No solution, I'm afraid."

They know what you did.