

The Fear Factor

Creative Writing II



Why Fear Factor?



- People don't read horror for easy entertainment.
- Horror is read in order to be titillated and terrorised.
- Up next, three forms of fear factor to help you...

Instinctive Fears



- These are fears that have a logical or biological foundation
- These are the types of fears we all have:
 - Darkness, heights, close spaces, spiders, snakes, Justin Bieber music
- Playing up these fears can make easy connections to an audience

Monsters and Supernatural Entities



- Moving from the realm of logic into the uncanny.
- Yes, logically we know that vampires, werewolves, mummies, etc. are not real, but that doesn't mean they can't scare us.
- In fact, the uncertainty that surrounds these monsters and supernatural entities is what makes them so sinister.

Societal Tensions



- A great way to scare people is to tap into societal tensions and concerns (oh, like maybe a pandemic)
- Look at the world around you to understand the current tensions and/or concerns and how you can manipulate that into a horror story.