	explanation / key words	examples
The UNEXPECTED	Highly improbable and unexpected sequences of events that usually begin in ordinary situations and involve supernatural elements	
The CONTRAST	• Contrast the oddness of these events with the minutiae of daily life so readers identify with the characters	
The DARK SIDE	 Explores the dark, malevolent side of humanity. The fight between the elemental forces of good and evil. 	
The PROTAGONIST	 Main characters are people we can understand and perhaps identify with although often these are haunted, estranged individuals 	
The MOOD	 The mood is dark, foreboding, menacing, bleak, threatening and creates an immediate response by the reader. The atmosphere is often portrayed in considerable detail 	
The SETTING	 Setting may be described in some detail if much of the story takes place in one location. In Gothic horror the story often takes place in haunted castles, dark vaults and the like 	
The PLOT	 Plot contains frightening and unexpected incidents. Lives depend on the success of the protagonist The urgency: Characters must act and charge headlong into conflict with the unknown, the unexpected, or the unnatural because everyone else is counting on them. 	
SUSPENSE	• The key ingredient in horror fiction is its ability to provoke fear or terror in readers, usually via something demonic. There should be a sense of dread, unease, anxiety, or foreboding.	
other elements	 The unexpected The supernatural or unnatural – involving beings and forces uncommon in daily life The fear of the unknown The unconscious – or dark – impulses that drive people to do things they would not normally have done 	