Introduction
People like to tell and listen to stories from the beginning of civilization, and from the very start of their individual life. This is because there are several reasons to consider an important question of what makes a good story. Writers may strive for popularity, publishers are interested in financial success and teachers need to motivate their students for reading. It is especially important to reach and shape the reading audience at the early, formative age, so literature for children is one of the most dynamic and most lucrative fields of the publishing business.

Analysis of story patterns
Carl Gustav Jung provided us with ground breaking and fundamental analysis of archetypes that are formed through our cultural history and argue that the most important integral part of human collective consciousness. Campbell has elaborated on the concept of archetypes describing in relation to numerous mythological stories. He suggested archetypal story structure describing 17 stages through which archetypal hero progresses on his or her way to liberation, victory and/or glory. Volger has further simplified Campbell’s hero’s journey framework describing 12 stages present in stories taken from popular culture. This 12 stages will be considered as story pattern that can be found in the most popular and commercially successful Harry Potter novels as an exemplar of publishing niche targeting children and young adult audience.

Conclusion 3
Furthermore, circular – seasonal structure repeats in each story beginning in summer, as the start of the school semester and ending with the last days of the school year and involuntary return to the much hated ordinary world, coming to terms with it only at the end of the series. This rhythm of seasonal changes is too familiar to the intended young audience.

Notes and references

APPENDIX 1
APPLICATION OF THE HERO’S JOURNEY FRAMEWORK IN POPULAR FANTASY NOVELS FOR CHILDREN: INCREASING READING MOTIVATION AND SELF-REGULATION IN ELEMENTARY SCHOOLS

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Example from the “...the Philosopher’s Stone” Exemplary novels
1. THE CALL TO ADVENTURE
Harry Potter begins receiving invitations to attend Hogwarts School of Witchcraft & Wizardry, and is eventually ordered by a letter, in which he learns that his parents, who were wizards, have left him a world visited at the very last minute.

Example from the “...the Philosopher’s Stone” Exemplary novels
2. THE ROAD BACK
Most prominent in the 1st novel, then those elements are enmeshed in the beginning of other novels.

Example from the “...the Philosopher’s Stone” Exemplary novels
3. THE ORDEAL
Harry faces difficulties in the beginning of the other novels to overcome them.

Example from the “...the Philosopher’s Stone” Exemplary novels
4. THE REWARD
At the end of the hero’s journey, all the evil that he has faced is reversed, the hero becomes the hero without having to rise to great challenges.

Example from the “...the Philosopher’s Stone” Exemplary novels
5. THE ROAD BACK
The hero returns to the ordinary world, coming to terms with it only at the end of the series.

Example from the “...the Philosopher’s Stone” Exemplary novels
6. THE CALL TO ADVENTURE
Harry returns back to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
7. THE ORDEAL
Most prominent in the 1st novel, but also present at the 5th novel, when Harry, in his first attempt, is in danger and is faced with the dark forces. The main character is faced with the dark forces and has to overcome them.

Example from the “...the Philosopher’s Stone” Exemplary novels
8. THE CALL TO ADVENTURE
When the hero turns to his mentor to ask for advice or help.

Example from the “...the Philosopher’s Stone” Exemplary novels
9. THE ORDEAL
Professor Dumbledore warns Professor McGonagall that it is the time for him to use his magic and overcome the dark forces.

Example from the “...the Philosopher’s Stone” Exemplary novels
10. THE ROAD BACK
The hero returns back to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
11. THE REWARD
Harry wakes up in the hospital after the final duel conflict with professor Quirrell and Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
12. RETURN TO THE ELDERLY
The hero returns to his own world.

Example from the “...the Philosopher’s Stone” Exemplary novels
13. THE ROAD BACK
The hero returns to the ordinary world, coming to terms with it only at the end of the series.

Example from the “...the Philosopher’s Stone” Exemplary novels
14. THE CALL TO ADVENTURE
Professor Dumbledore wakes up and the hero is faced with the Great Battle.

Example from the “...the Philosopher’s Stone” Exemplary novels
15. THE ORDEAL
When the hero turns to his mentor to ask for advice or help.

Example from the “...the Philosopher’s Stone” Exemplary novels
16. THE CALL TO ADVENTURE
When the hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
17. THE ROAD BACK
The hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
18. THE CALL TO ADVENTURE
When the hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
19. THE ORDEAL
When the hero turns to his mentor to ask for advice or help.

Example from the “...the Philosopher’s Stone” Exemplary novels
20. THE ROAD BACK
The hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
21. THE CALL TO ADVENTURE
When the hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
22. THE ORDEAL
When the hero turns to his mentor to ask for advice or help.

Example from the “...the Philosopher’s Stone” Exemplary novels
23. THE ROAD BACK
The hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
24. THE CALL TO ADVENTURE
When the hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
25. THE ORDEAL
When the hero turns to his mentor to ask for advice or help.

Example from the “...the Philosopher’s Stone” Exemplary novels
26. THE ROAD BACK
The hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
27. THE CALL TO ADVENTURE
When the hero returns to the horizon of his first adventure after the Great Battle and defeated Voldemort.

Example from the “...the Philosopher’s Stone” Exemplary novels
28. THE ORDEAL
When the hero turns to his mentor to ask for advice or help.