

# I Love Books that are...

## Appeal

Appeal—the “chemistry” of readers’ advisory—is a way of determining why people enjoy the books they read. Some readers already have a good vocabulary for talking about the books they love, while some do better talking about books they never want to read again. Framing conversations in appeal is the foundation for helping people find their next great read.

## Storyline

Storyline is a quick way to determine a book’s focus and structure.

<i>Action-packed</i>	<i>Open-ended</i>
<i>Character-driven</i>	<i>Plot-driven</i>
<i>Intricately plotted</i>	<i>Sweeping</i>
<i>Issue-oriented</i>	<i>World-building</i>
<i>Nonlinear</i>	

## Pace

Pace is the rate at which a story unfolds for the reader. Books are identified at either end of the spectrum—*Fast-paced* or *Leisurely paced*, and some are *Intensifying*—they start slowly, then accelerate as the story progresses.

## Appeals in NoveList Plus

### Tone

Tone is the feeling that a book evokes in the reader. In many cases, this category best answers the questions, “What are you in the mood for?”

<i>Angst-filled</i>	<i>Mildly sensuous</i>
<i>Atmospheric</i>	<i>Moody</i>
<i>Bittersweet</i>	<i>Moving</i>
<i>Bleak</i>	<i>Mystical</i>
<i>Chaste</i>	<i>Nostalgic</i>
<i>Creepy</i>	<i>Patriotic</i>
<i>Disturbing</i>	<i>Racy humor</i>
<i>Dramatic</i>	<i>Reflective</i>
<i>Emotionally intense</i>	<i>Romantic</i>
<i>Explicit</i>	<i>Sad</i>
<i>Feel-good</i>	<i>Serious</i>
<i>Gossipy</i>	<i>Sobering</i>
<i>Gruesome</i>	<i>Steamy</i>
<i>Haunting</i>	<i>Strong sense of place</i>
<i>Heartwarming</i>	<i>Suspenseful</i>
<i>Heartwrenching</i>	<i>Thought-provoking</i>
<i>High-drama</i>	<i>Upbeat</i>
<i>Homespun</i>	<i>Violent</i>
<i>Inspiring</i>	<i>Whimsical</i>
<i>Melancholy</i>	

### Character

Character appeal is for the readers who love books because of the characters.

<i>Anthropomorphic</i>	<i>Quirky</i>
<i>Authentic</i>	<i>Relatable</i>
<i>Awkward</i>	<i>Sarcastic</i>
<i>Believable</i>	<i>Sassy</i>
<i>Brooding</i>	<i>Snarky</i>
<i>Complex</i>	<i>Spirited</i>
<i>Courageous</i>	<i>Spunky</i>
<i>Exaggerated</i>	<i>Strong female</i>
<i>Flawed</i>	<i>Sympathetic</i>
<i>Introspective</i>	<i>Twisted</i>
<i>Large cast of characters</i>	<i>Unlikeable</i>
<i>Likeable</i>	<i>Unreliable narrator</i>
<i>Mischievous</i>	<i>Well-developed</i>

### Audio

Audio covers everything to appeal to different listeners, from the performance, to voice quality, tone and artistic delivery.

Want to find your new favorite narrator?

<i>Character accents</i>	<i>Multiple narrators</i>
<i>Energetic</i>	<i>Read by the author</i>
<i>Folksy</i>	<i>Youthful</i>

Prefer lots of showtime extras?

<i>Audio drama</i>	<i>Musically enhanced</i>
<i>Full cast</i>	<i>Sound effects</i>
<i>Live audience</i>	

Looking to evoke a mood or feeling?

<i>Comedic</i>	<i>Engrossing</i>
<i>Detached</i>	<i>Intense</i>
<i>Emotionally connected</i>	<i>Somber</i>

**NoveList**<sup>®</sup>  
Empowering Librarians... Engaging Readers

## Need a Storytime Book? Use Illustration Appeal

**Big and bold** illustrations can be seen from across a crowd

**Detailed** books give young readers a chance to pore over the pictures

**Colorful** books can also be eye-catching

## Writing Style

Writing style terms tell readers how a book is written, from the complexity of the language to the level of detail in the background.

<b>Accessible</b>	<b>Jargon-filled</b>
<b>Candid</b>	<b>Journalistic</b>
<b>Compelling</b>	<b>Lush</b>
<b>Comprehensive</b>	<b>Lyrical</b>
<b>Concise</b>	<b>Persuasive</b>
<b>Conversational</b>	<b>Richly detailed</b>
<b>Descriptive</b>	<b>Scholarly</b>
<b>Dialect-filled</b>	<b>Spare</b>
<b>Dialogue-driven</b>	<b>Stylistically complex</b>
<b>Engaging</b>	<b>Thoughtful</b>
<b>Experimental</b>	<b>Witty</b>
<b>Gritty</b>	<b>Wordplay-filled</b>
<b>Impartial</b>	

## Search Tips

Using two or more appeal terms together can help increase the precision of search results. Here are some of our favorite combos!

### **Atmospheric AND Creepy**

*For readers who love psychological suspense*

### **Gossipy AND Candid**

*For readers who enjoy dishing on celebrity life or popular culture*

### **Folksy AND Character Accents**

*When you want your audiobook to have a truly distinctive voice*

### **Dialogue-driven AND Gritty**

*Perfect for teens looking for authentic, issue-oriented realistic fiction*

### **Thought-provoking AND Engaging**

*Great combo for readers who enjoy nonfiction and topics that really make them think*

### **Strong female AND Culturally diverse**

*For something to inspire everyone*

## OCPL Readers' Services

The Readers' Services team is dedicated to providing the community with activities that promote reading for pleasure.

The mission of the library is to make a positive difference in every life we touch by putting the power of ideas and information to work for all. We bring that mission to life through service priorities that embrace innovation, creativity and sharing.

## The Secret Language of Books: A Guide to Appeal

### Readers' Services

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This brochure is inspired by "The Secret Language of Books: A Guide to Appeal", created by the experts at NovelList. For more information, we encourage you to visit: <http://www.ebscohost.com/novelist>

## The Secret Language of Books

# A Guide to Appeal

## LOOKING FOR A GOOD BOOK?



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