

Appeal characteristics

Appeal characteristics are those aspects of a book that engage the reader, which make it 'a good read'. The vocabulary of appeal includes **pacing, characterisation, story line/plot, setting/background detail/frame, mood/tone, writing style** and **genre**.

What was it about the book that was appealing?

Descriptions of the **Story** or **Plot**:

- Interesting; complicated; twists and turns; intricate; complex; many layered; unpredictable
- Known subject; liked subject; personal connection with story; relates to me and my life
- Suspense; excitement; mystery
- Different; unconventional
- Escapist; fun; entertaining
- Good versus evil; triumph over adversity
- Dramatic; romantic; intense
- About relationships; family connections; human interest; human condition; human experience
- About other people's lives; about someone famous
- True story; autobiography
- Appropriate for the time or occasion
- Connection with TV or film
- Information content; important social topic
- Topical; contemporary
- Insight into other cultures; different points of view; different voices
- Life journey; interesting journey
- Satisfying conclusion; resolution; happy ending
- Challenging
- Simple
- Emotionally involving; not emotionally involving
- Absorbing; intriguing
- Reflective; disturbing; sad
- Arouses curiosity

Descriptions of **Pace**

- Fast moving; 'rip-roaring'; lots of action
- Compelling; 'couldn't put it down'; 'page turner'; 'fastest read ever'
- Leisurely pace
- Undemanding; light reading; easy to read

Descriptions of **Characterisation**:

- Good characterisation; character development
- Believable characters; able to identify with characters
- Continuing likable character(s)
- Known/continuing characters (from previous book/s)
- Strong female characterization; women's issues

Descriptions of **Setting, Background detail, Tone, Mood**:

- Authentic; believable; credible; realistic; 'social realism'; 'gritty realism'
- Setting – known place; local setting; Australian; historical; contemporary
- Time – contemporary; historical; future
- Travel; another place/another time; cultural insight
- Based on scientific; technical or historical detail; factual; mix of fact and fiction; well-researched; detailed; dense
- Educational
- Values; spirituality; ethical; social commentary; moral dimension
- Quirky

Descriptions of **Writing style**:

- Appealing narrative style
- Language and style of writing; well written; 'beautifully crafted'; use of words and vocabulary
- 'Speaks to my inner voice'
- Documentary style of writing
- Clarity
- Descriptive detail; well researched
- Humorous; witty
- Promotes sleep

There are also unappealing characteristics. Some examples are:

- Unbelievable
- Too many characters
- Undeveloped plot
- Unengaging style
- Poorly written
- Factual errors