

A free #NoveListConversations webinar

Unlocking Themes

to Improve Your Readers' Advisory

Meet our Panelists

Becky Spratford



Cathleen Keyser



Kathy Stewart



What are themes?

Recurring plot lines or
topics

Popular and well-
known

over
and
again

Genre and Appeal

Horror

Menacing

Suspenseful

Compelling

Subjects

Humans and sharks

Sharks

Shark attacks

White shark

Violence

Sheriffs

The background of the slide is a movie poster for the film 'Jaws'. It features a large white shark swimming towards the viewer from the bottom of the frame, its mouth wide open, showing sharp teeth. In the upper right corner, a person is seen swimming on the surface of the water. The word 'JAWS' is written in large, bold, red, sans-serif capital letters across the middle of the image.

JAWS

Genre and Appeal

Hard science fiction

Science fiction

Diary novels

Fast-paced

Suspenseful

Compelling

Witty

Snarky characters

An astronaut in a white spacesuit is walking on the reddish-orange surface of Mars. The background is a hazy, orange-red sky. The title 'THE MARTIAN' and author 'ANDY WEIR' are overlaid in white text.

THE MARTIAN

ANDY WEIR

Subjects

Survival

Astronauts

Space flight to Mars

Extreme environments

Planets -- Exploration

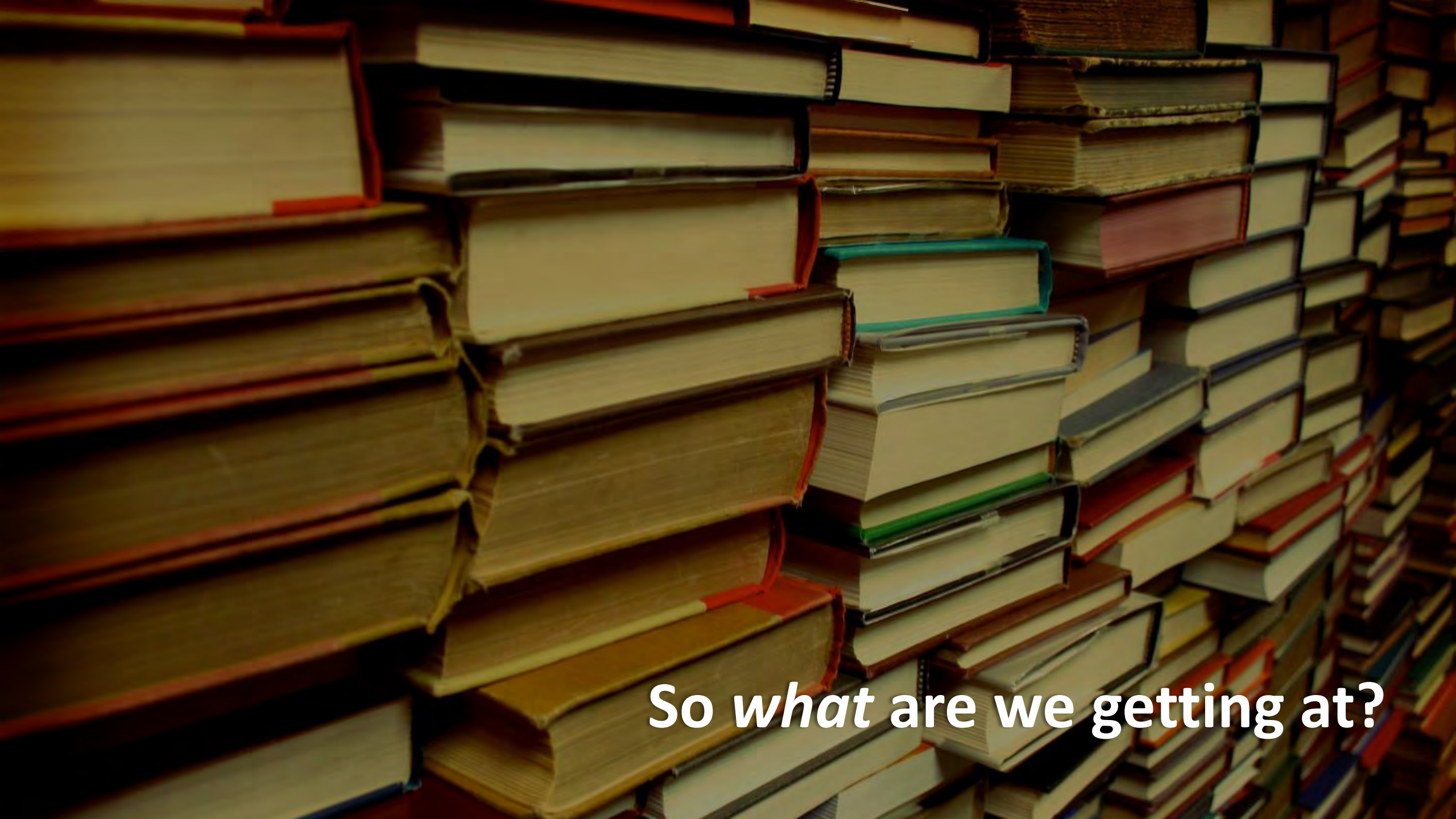
Determination in men

Resourcefulness

Dust storms

Mars (Planet)

A NOVEL



So *what* are we getting at?

Fish out of water

Test of faith

Opposites attract

Friends to lovers

Band of survivors

Toxic relationships

Good gone bad

Immigrant experiences

Playing God

We use to be friends

Fake relationships

Race against time

Mommy and me

Too good to be true

Zombie apocalypse

Learning to share

Secret baby

Character types, too



...like a wolf in sheep's clothing

Character types, too



...like a woman of STEEL

LIBRARY OF CONGRESS
SUBJECT
HEADINGS

LIBRARY OF CONGRESS
SUBJECT
HEADINGS

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LIBRARY OF CONGRESS
SUBJECT
HEADINGS

**Why don't subject headings work?
...or work better?**

1ST EDITION
2003

I

A-B

1ST EDITION
2003

II

C-E

1ST EDITION
2003

III

F-K

1ST EDITION
2003

IV

L-O

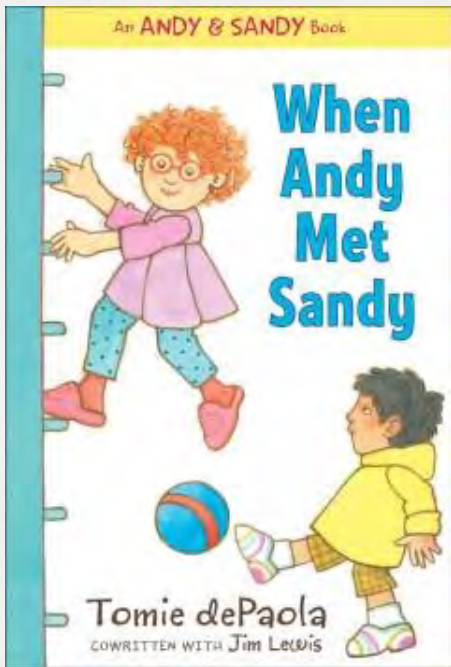
1ST EDITION
2003

V

P-St

Friendship





When Andy met Sandy by Tomie dePaola

When Andy and Sandy first meet at the playground, they are cautious of one another, but soon find a way to become friends.



About friendship
Vs.

Characters that are friends



Waiting is not easy! by Mo Willems

Piggie tells Gerald she has a surprise for him, but it is not there yet, so Gerald must be patient.

Fear
Fear in children
Fear of darkness
Fear of death
Fear in animals
Fear of thunderstorms
Fear of the unknown
Fear of water
Fear of technology
Fear of success
Phobias in children
Phobias in teenagers
Fear in senior women
Fear in teenagers
Fear in teenage boys
Fear in teenage girls
Fear in women

Fear of cats
Fear of crime
Fear of dogs
Fear of dragons
Fear of drowning
Fear of failure
Fear of failure in children

Fear in dogs
Fear of crime
Fear of sudoku
Fear of rodents
Fear of teachers
Fear in librarians

Anxiety
Emotions
Frights
Phobias
Emotions
Feelings
Fear in birds
Fear in infants
Fear in men
Fear in rules
Fear in boys
Fear in girls
Terror
Agoraphobia

CONQUERING FEAR

Fear of dentists
Fear of flying
Fear of germs
Fear of spiders
School phobia
Phobias in children
Moods and moodiness

Fear of ghosts
Fear of monsters
Fear of snakes
Fear of wolves
Fear in authors





Getting along with others

Cooperation
Feuds
Arguing
Bickering
Fights
Fighting
Making up
Quarreling
Forgiveness
Compromise

Interpersonal relations
Interpersonal conflict
Communication
Cooperation in children
Reconciliation
Conflict resolution
Cooperation in teenagers
Cooperation in boys
Cooperation in librarians
Arguments

MOVIES

Ten tropes you'll find in science fiction - over and over again



Alasdair Wilkins

9/02/10 8:45pm · Filed to: SCIFI101 ▾



Science fiction is a genre of literature that isn't a few ideas writers keep recycling. Ten of science fiction's most

BOOKRIOT

Romance Tropetonite: Fake Relationships

SHOP



AUDIOBOOKS

CHILDREN'S

COMICS

MYSTERY/THRILLER

ROMANCE

SCI-FI/FANTASY

YOUNG ADULT

ROMANCE TROPETONITE: FAKE RELATIONSHIPS



JESSICA PRYDE

06-19-18

Hey there, howdy, I'm Jess, one of your residents. I spend most of my time compiling Kissing Book newsletter, and recording When In Romance. So if you're new, you might not have come across



audible
an amazon company

How It Works

Why Audiobooks?

Browse ▾

Search for a great

Romance Package Home > Story Themes

CATEGORIES

CHARACTER TYPES

STORY THEMES

STEAM

Story Themes

Love a particular trope? From mistaken identity to love triangles and more.



relationship status

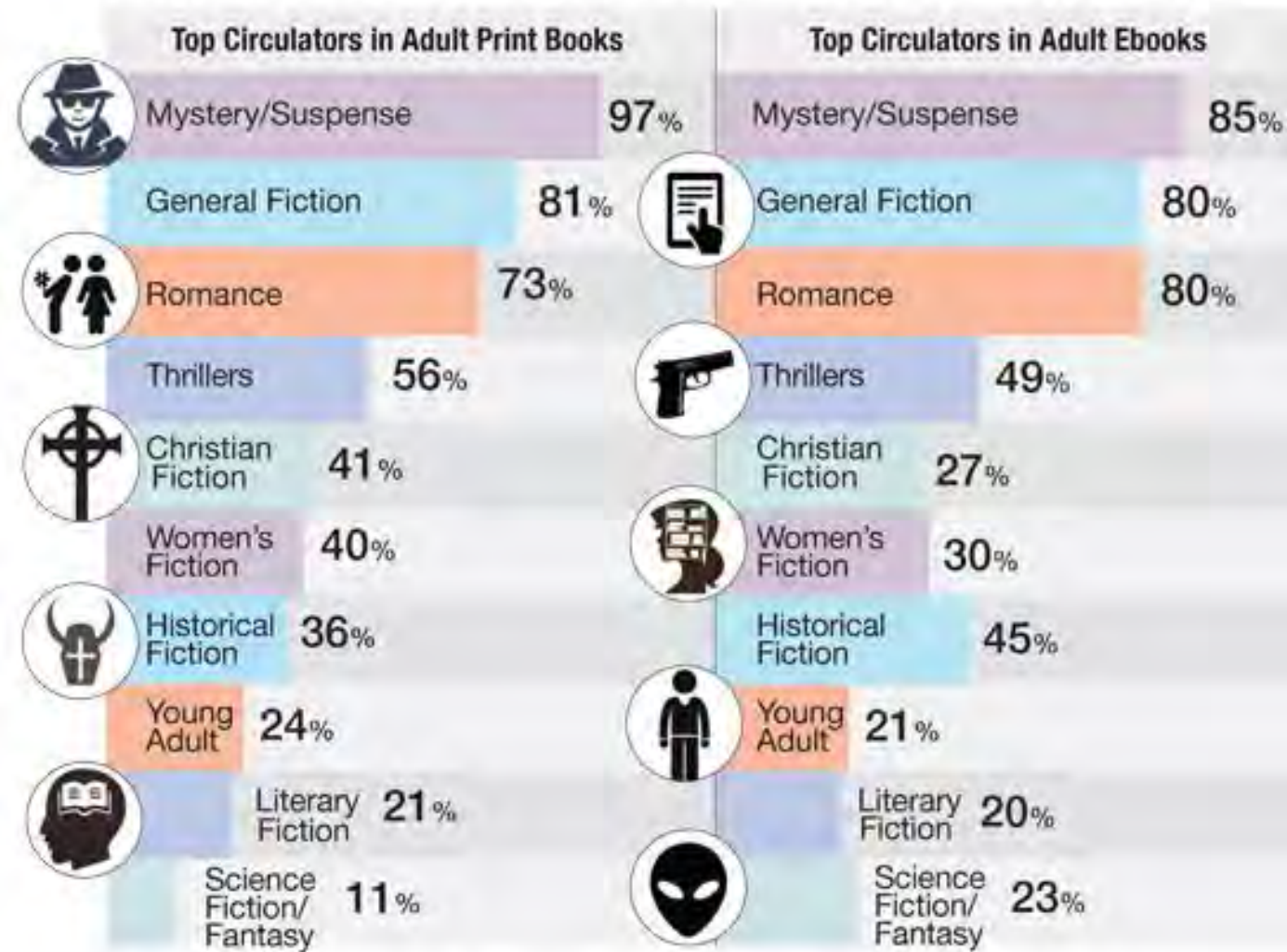
Childhood Sweethearts

Fake Relationship

Married Couple

One Night

PRINT & EBOOK FICTION CIRCULATION COMPARISONS



Numbers will add up to more than 100 percent because respondents could check more than one subject

SOURCE: LJ MATERIALS SURVEY 2017

For a complete list of our themes, visit

<https://tinyurl.com/novelistthemes>



Got questions? Want to chat?

Cathleen Keyser

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NoveList

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Booktalking Your Way to the Friendliest Library in Town

Presented by Becky Spratford

For: NoveList

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<http://raforall.blogspot.com>





This is how we feel about books!

Power of Sharing Books

- Share the joy!
- “Books are our brand. Reading is our Business”*
- You are a trusted expert. Own it!
- Your secret weapon?
 - THEMES!-- aka, how people naturally talk about books



Power of Themes In Our Own Reading Lives

1. Think of a favorite book
2. Now, think of what happens in that book, the plot. Who does what and to **whom, etc...**
3. Next, think about a few other books you really like...



Raise Your Hands!!!

4. Now raise your hand if every book you really enjoy has the same exact plot.

....I'll wait



Watercooler Moments In the Library

- Plot vs Appeal vs Themes
 - All serve a purpose but themes are the most natural
- Our goal is to make RA Service conversation based not transactional
 - Themes are the quickest route to success



Booktalking in the Stacks: The Basics

- Look for opportunities
- Have an opening line
- Start with a book you love- soundbite
- Is the book in?
- No plot!
- Keep the book on center stage
- **It's a conversation-** about books
- Develop your own style and patter
- Be enthusiastic



Beginner's Tips

- Start small
 - What are you reading/hearing about?
 - Staff favs- **yours and coworkers'**
 - [You can use words of others!](#)
 - Like NoveList or [GoodReads](#)
- Begin with you
 - How do you talk about books you like?
 - How do you find new titles?



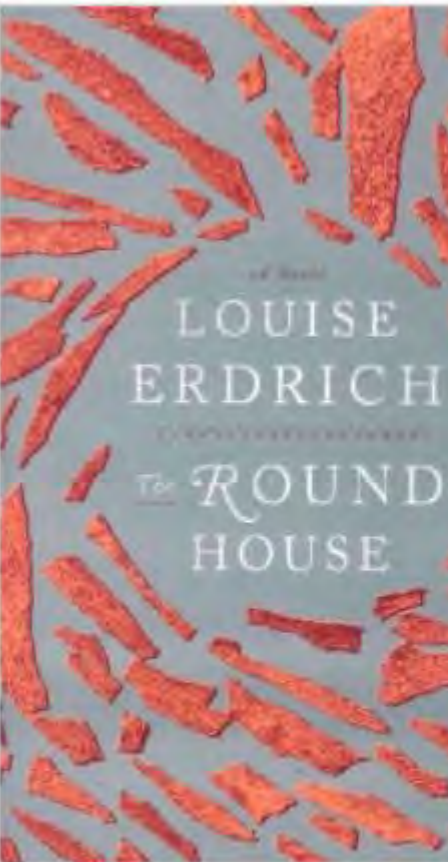
Themes in Action

- Real Life RA Queries Considered:
 - Tudors vs Novels of Place
 - Romance
 - End of a World
- More specific searches in NoveList after we finish up



The Round House > Top Shelves

Top shelves for The Round House (showing 1-100 of 7,370)



Popularity: ★★★★★

Read reviews on

to-read	11,116 people	literature	78 people	audio-book	33 people
book-club	1,018 people	audiobooks	75 people	mysteries	33 people
currently-reading	901 people	books-i-own	75 people	friendship	31 people
fiction	624 people	read-2013	73 people	wish-list	31 people
2013	450 people	wishlist	72 people	ya	30 people
favorites	417 people	ebook	69 people	read-in-2015	29 people
mystery	355 people	family	65 people	ebooks	29 people
historical-fiction	307 people	realistic-fiction	63 people	tribal-justice	28 people
native-american	281 people	rape	54 people	native-	27 people
kindle	211 people	general-fiction	54 people	american-	
coming-of-age	208 people	young-adult	53 people	literature	
2014	195 people	literary	53 people	america	27 people
own	189 people	award-winner	51 people	race	27 people
national-book-award	172 people	abandoned	50 people	library-book	26 people
literary-fiction	167 people	novel	49 people	female-authors	26 people
contemporary-fiction	148 people	american	47 people	native-	26 people
adult	142 people	to-buy	46 people	american-lit	
adult-fiction	136 people	book-club-reads	45 people	recommended	26 people
bookclub	134 people	historical	44 people	nook	26 people
2014	134 people	north-dakota	44 people	women	26 people
		2013-reads	43 people	female-author	26 people
		read-in-2014	42 people	national-book-award-winners	25 people

Dakota, slips into a
e person that destro



Wrong to Need You > Top Shelves

Top shelves for Wrong to Need You (showing 1-100 of 1,065)

to-read	969 people	lgbt	5 people	favourites	3 people
romance	234 people	erotica	5 people	novels	3 people
contemporary-romance	82 people	poc-characters	5 people	widow-er	3 people
currently-reading	76 people	family	5 people	lgbtqia	3 people
contemporary	67 people	read-2017	5 people	all-the-feels	3 people
2018	60 people	owned	5 people	made-me-cry	3 people
2017	36 people	author-of-color	5 people	author-of-colour	3 people
adult	26 people	wishlist	5 people	genre-romance	3 people
series	22 people	feminist	4 people	diverse	3 people
fiction	21 people	chick-lit	4 people	second-chance-romance	3 people
friends-to-lovers	20 people	poc-mc	4 people	erotic-romance	3 people
read-in-2017	19 people	poc	4 people	maybe	3 people
read-in-2018	18 people	interracial	4 people	2017-favorites	3 people
favorites	18 people	adult-romance	4 people	november-2017	3 people
romance-contemporary	17 people	romance-novels	4 people	diverse-authors	3 people
arc	16 people	e-books	4 people	m-f	2 people
ebook	15 people	interracial-romance	4 people	queer-protag	2 people
kindle	15 people	2017-read	4 people	love-stories	2 people
library	14 people	steamy	4 people	wish-list	2 people
		adult-fiction	4 people	women-authors	2 people
		multicultural	4 people	format-ebook	2 people
		e-book	4 people		



Popularity: ★★☆☆☆

Read reviews on
goodreads

did not commit, Jackson
e is strong enough to

End of a World

Walking Dead graphic novels

ROBERT KIRKMAN TOMY MOORE

Station Eleven (Sep 2014)

Author: [Mandel, Emily St. John, 1979-](#)

Adult

Fiction



Description:

An actor playing King Lear dies onstage just before a cataclysmic event changes the future of everyone on Earth. What will be valued and what will be discarded? Will art have a place in a world that has lost so much? What will make life worth living? These are just some of the issues explored in this beautifully written dystopian novel. Recommended for fans of David Mitchell, John Scalzi and Kate Atkinson. -- Janet Lockhart for LibraryReads.

Book Appeal Terms: [Definition of Appeal Terms](#)

Genre: Adult books for young adults; Apocalyptic fiction; Canadian fiction; Literary fiction; Multiple perspectives; Science fiction

Themes: **Band of survivors;** Pandemic apocalypse

Character: Complex; Flawed; Sympathetic

Storyline: Nonlinear

Tone: Haunting; Moving; Suspenseful

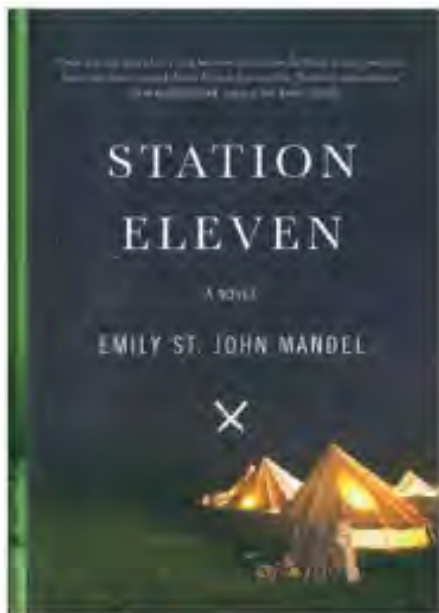
Writing Style: Compelling; Lyrical; Stylistically complex

Accelerated Reader: IL: UG, BL: 6.5, AR Pts: 16

Min/Max Grade level: 7 - 12

Lexile: 690 **Accelerated Reader:** IL: MG+, BL: 4.4, AR Pts: 11

Persistent link to this record (Permalink):



Popularity: ★★★★★



28521 reviews



4277 reviews

Practice, Practice, Practice

- Create more opportunities to booktalk
 - Advertises expertise and willingness
 - Use resources like NoveList and GoodReads to find talking points [themes]
- Set goals and create friendly competition
 - [Becky's step-by-step guide](#)
- Remember this is fun! You are paid to talk about books



Questions?

Slides: raforall.blogspot.com

RA for All

Matching Readers With Books
Through Your Local Public Library

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Novelist

Empowering Librarians... Engaging Readers

Thank you!

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