

Figure 3.5 The Vocabulary of Appeal

Pacing

breakneck, compelling, deliberate, densely written, easy, engrossing, fast paced, leisurely paced, measured, relaxed, stately, unhurried

Characterization

detailed, distant, dramatic, eccentric, evocative, faithful, familiar, intriguing secondary (characters), introspective, lifelike, multiple points of view, quirky, realistic, recognizable, series (characters), vivid, well developed, well drawn

Story Line

action oriented, character centered, complex, domestic, episodic, explicit violence, family centered, folksy, gentle, inspirational, issue oriented, layered, literary references, multiple plotlines, mystical, mythic, open-ended, plot centered, plot twists, racy, resolved ending, rich and famous, romp, sexually explicit, steamy, strong language, thought-provoking, tragic

Frame and Tone

bittersweet, bleak, contemporary, darker (tone), detailed setting, details of [insert an area of specialized knowledge or skill], edgy, evocative, exotic, foreboding, gritty, hard edged, heartwarming, historical details, humorous, lush, magical, melodramatic, menacing, mystical, nightmare (tone), nostalgic, philosophical, political, psychological, romantic, rural, sensual, small town, stark, suspenseful, timeless, upbeat, urban

Style

austere, candid, classic, colorful, complex, concise, conversational, direct, dramatic, elaborate, elegant, extravagant, flamboyant, frank, graceful, homespun, jargon, metaphorical, natural, ornate, poetic, polished, prosaic, restrained, seemly, showy, simple, sophisticated, stark, thoughtful, unaffected, unembellished, unpretentious, unusual
