

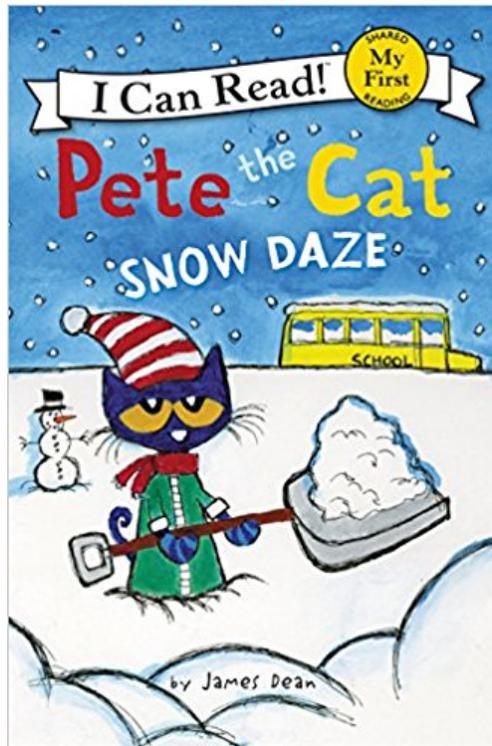
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Book Trailer for *Pete the Cat: Snow Daze*

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Video book talks are becoming increasingly popular on YouTube. Often created by student or adult reviewers, these videos introduce a wonderful book to potential new readers. At our 2018 JoLLE Winter Conference, one presentation included video book talks. We wanted to take advantage of our online medium and publish this style of book reviews. Cassandra Hill submitted a video book talk she created as a class project and wrote about her process for making it.

Book Talk Creator: Cassandra Hill

For this assignment, I needed to create a book talk on a children's book of my choice. A *book talk* is an approximately three-minute-long presentation in which students are introduced to a great piece of children's literature. The *purpose* of a book talk is to get students engaged, motivated, and interested in reading the book being presented.

This assignment has a multimodal, digital component. Rather than a 'live, in-person' talk, the requirement was to produce the book talk in a digital format of our choosing. In order to be considered multimodal (including many communication forms), the presentation needed to have sound (music, narration, sound effects), moving video (video of real people, animations, animated text, etc.), and still images.

In the first part of the book talk, the story is introduced using a 'hook'. The hook is intended to capture attention and get the

audience interested and engaged. Next, the setting is vividly but briefly described. The main characters and plot problem are also described without revealing the ending. The idea is to provide only enough information about the basics of the book *so the audience gets an intriguing picture* of what the book is about.

For this section of the book talk two great outside sources were incorporated from YouTube. All4tubekids created a video that was cut apart and reedited to use during the 'hook' of the book talk. In the middle of the book talk, a woman by the name Mrs. Fletcher can be heard reading sections of the book out loud. In her original video on YouTube, the entire book is read aloud.

In the second part of the book talk, I make a personal appeal to my audience. This section is made to express personal enthusiasm, connections and genuine appreciation for the book. The students need to feel my connection with this book because then they will want to read it in order to experience that same satisfaction and reward.

To view Hill's book talk on *Pete the Cat: Snow Daze*, follow [this link](#).

Video References:

<https://www.youtube.com/watch?v=nB50V0OBto0>

<https://www.youtube.com/watch?v=BgB6mLM3RpQ&t=39s>