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# Current Situation and Optimization of Book Advertisement Texts: A Content Analysis Study Based on Bestselling Book

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**Abstract:**

*In the context of the book market change driven by digital intelligence, the role of book advertisement texts in book promotion is becoming more and more crucial. By systematically analysing the elemental composition, narrative characteristics and existing problems of advertising texts of fictional bestsellers, we propose optimization strategies to enhance the creation quality and communication effect of book advertising texts. In this study, we analyse the elemental composition and narrative characteristics of the advertising texts of the top 10 fictional bestsellers in each month of 2024 in the OpenBook data by coding their contents, and discuss the creative challenges and future optimization strategies. The study finds that book advertisement texts are mainly composed of four elements:* ***content introduction, authoritative endorsement, binding design and emotional feelings.*** *The narrative presents the characteristics of organised, lyrical and authoritative expression, but there are also problems such as long text, imbalanced style and insufficient interaction. In the era of digital intelligence, editors should improve the text by streamlining the text, balancing the style and establishing a feedback mechanism, refining the core information by applying the "5W1H" rule, reasonably integrating the network terminology and professional expression, building multiple feedback channels and optimising the advertisement text according to the readers' feedback.*

**Keywords:**

*Book advertising texts, Elemental components, Narrative characteristics, Content Analysis*

## 1.Introduction

In the age of digital intelligence, Generative Artificial Intelligence (GAI) significantly improves the output efficiency of book advertising texts. Simply by inputting book content information and target audience in a dialogue box, a large number of marketing texts can be generated for editors to filter [1]. Currently, the research has proposed an intelligent process of book marketing text generation based on GAI technology. The process achieves the creation of book marketing texts by analysis constructing a marketing corpus and training a deep learning mode[2]. However, given the central role of book editors in the creation of book advertising texts, it is still particularly important to study the narrative characteristics of book advertising texts in depth. There-

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fore, this study adopts the content coding method to analyse book advertisement texts, explore their elemental composition and narrative characteristics, discover the main contradictions in text creation, and propose optimisation paths, aiming to improve the ability of editors to create suitable advertisement texts.

## 2.Materials and Methods

As can be seen from combing the existing research results on book advertising texts, the existing framework mainly covers two categories. One is the research centred on the Knowledge Landscape Theory, which integrates the theory of advertising "Pragmatic presupposition", the theory of informational and infectious bodies of advertising discourse structure, and the six classifications of the writing mode of book cover text [3]; the other is the research on the three levels of book advertising text based on the audience's perspective [4]. In view of the differences between the former's research object and this study, while the latter has not yet produced empirical research results, this study constructs the following coding table on the basis of the two frameworks mentioned above as well as other research literature ( Table 1).

*Table 1: Fictional Bestseller Advertisement Text Analysis Structure*

| Primary Indicators | Secondary Indicators | Tertiary Indicators | Quaternary Indicators |
|---|---|---|---|
| Information Attributes | Text Content | Content Introduction | 0.Book Content 1.Author Introduction |
| | | Authoritative Endorsement | 0.Celebrity Recommendation 1.Award |
| | | Binding Design | 0.None 1.Yes |
| | Number of words in text | 1.Less than 100 Words 2.100-200 Words 3.More Than 200 Words - | — |
| | Text Style | Arrangement by points | 0.None 1.Yes |
| | | Internet Terms | 0.None 1.Yes |
| | | Language Style | 1.Warmth 2.Suspense 3.Rationality 4.Literature 5.Fervour 6.Others |
| Emotional Attributes | Emotional Feelings | Social Emotions | 0.None 1.Yes |
| | | Reading Feelings | 0.None 1.Yes |

This study firstly carried out statistics on the monthly fictional bestseller list TOP10 in 2024 in OpenBook data in China, and obtained a total of 120 book data as the object of content analysis. Following that, the data of 120 books' editorial recommendation message boards on Douban platform were captured, while the text of book advertisements released by the publisher's official account on the three social platforms of Tiktok, Weibo and Xiaohongshu were integrated, and the textual content presented in the actual photographs of the books on the e-commerce platforms was also combined. Through the above steps, a total of 56,784 words of book advertisement text text data were collected and collated.

In this study, two postgraduates majoring in Publishing were selected as coders. And before the formal coding, the two coders were given operational training, then the two coders were allowed to code 120 book advertisement texts independently, and finally the coding reliability was calculated according to Holsti's formula. The results of the coding reliability test are as follows: the Kappa value of the text content is 0.89, the Kappa value of the text style is 0.86, the Kappa value of the emotional feeling is 0.85, and the Kappa value of

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the number of words is 1, which shows that the consistency of the coding results is high.

# 3.Results and Discussion

## *3.1.The components of the current book advertising text*

In the context of social media, the socialization of reading contributes to the shift in the focus of book advertising communication, and the traditional advertising text can not achieve a better communication effect [5], through the summary and analysis of the textual content of the material, the current book advertising text consists of the following constituent elements:

### *3.1.1.Content Introduction*

The content introduction in the text of book advertisements is a highly condensed and refined text fragment of the book's core content, key plot, unique value, etc. It aims to convey the essence of the book to the readers in a concise and attractive way, and to attract readers to further understand and buy the book. Specifically, it mainly includes two categories: book content and author introduction. After content analysis of the selected 120 fictional bestsellers' advertisement texts, it is found that 119 books have content characteristics, only 1 book does not explicitly mention the content of the book in the text, and 45 books embodying the content related to the author's introduction of the book accounted for about 37.5%.

### *3.1.2.Authoritative Endorsement*

Authoritative endorsement in book advertising text refers to the introduction of credible and influential characters, institutions, awards or research results and other elements in the advertising text [4] to prove the quality, value and professionalism of the book, in order to enhance the reader's trust and desire to buy the book. The core value of such texts is similar to that of brand image spokespersons, both of which make use of their extensive influence to provide endorsement for the book product and thus establish and promote its brand image. Among the 120 advertising texts of fictional bestsellers, there are 84 books with authoritative endorsement type texts, of which 64 are recommended by celebrities and 41 are award-winning. The subjects of these endorsements usually have high social recognition and high authority and credibility in readers' minds. Therefore when they appear in the advertising texts of fictional bestsellers, they can effectively enhance the readers' trust in the books, thus increasing their willingness to buy.

### *3.1.3.Binding Design*

In addition to the content synopsis and authoritative endorsement, the material carrier of the book also influences the readers' evaluation to a certain extent. The binding design type text is a descriptive text of the book's external binding characteristics, which attracts readers' attention by highlighting the unique charm of the book's cover design, layout, paper texture, printing process and other binding elements. Among the 120 bestsellers in the statistics, the number of fictional bestsellers with book binding type text in the advertisement text was 62, most of which appeared in the book advertisement text of hardcover or special edition books. As a media channel to convey book information to readers, the binding design itself can also be regarded as a kind of subtext corresponding to the main text, and its combination with the advertising text further strength-

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ens the “impression” of the book in the readers' mind.

### *3.1.4.Emotional Feelings*

Under the influence of social media, book advertisement texts are no longer limited only to the conventional display of book contents and advantages, but are shifted to the construction and diffusion of the public opinion atmosphere of books. [5] Through in-depth analysis of the research sample, it is found that the advertising texts of 54 fictional bestsellers among them incorporate analyses of social hotspots or vivid representations of readers' status before and after reading. Further subdivided, these advertising texts focus on two key levels in terms of content: first, the precise capture and presentation of readers' reading feelings, and second, the deep excavation and echo of social emotions.

Social emotion refers to the expression of social hotspot and public emotion in the advertisement text. When the public pays extensive attention to a particular social issue and develops a certain emotional atmosphere, the advertisement texts of related books will respond to it. A total of 41 fictional bestsellers' advertisements show the expression of social emotion, and most of the issues involved are related to classic social issues such as parent-child relationship, marriage and gender. Reading feeling refers to the expression of readers' emotions during and after reading in the advertisement text, which has the function of constructing readers' reading expectation and emotional resonance in the process of book marketing. There are a total of 13 book advertisements in which the type of reading feeling is expressed. For literary works with emotional depth and connotation, the advertising text of fictional books describes the emotional experience that readers may have during the reading process, so that potential readers can cognitively construct emotional expectations about reading the book when they come into contact with the advertising text.

## *3.2.Narrative characteristics of the book advertising text*

The thinking mode and emotional elements expressed in the body of the book as a kind of subsidiary text, hidden behind the title, cover and body of the book, is the book can not let the readers intuitively receive the information elements [6], and the book advertising text is the connection between these elements of information, book editors and readers between the bridge. After a comprehensive analysis of the text content and expression of fictional bestseller advertisements, the narrative characteristics of fictional bestseller advertisements can be summarised as follows.

### *3.2.1.Organized Expression*

Organized expression is the most significant narrative feature of the current fictional bestseller advertisement text, the essence of which is the adaptive reconstruction of the fragmented reading scene. This methodical expression has unique structural advantages in information organization and presentation. By classifying and sorting out book-related information and presenting it one by one in the form of sub-points, it effectively avoids redundant piling up of information and builds an orderly path for readers to obtain information. At the same time, this method conforms to the needs of fragmented reading, in the fragmented reading situation, the reader's reading time is highly divided, and it is difficult to focus on a single text object for a long time, readers tend to read activities, often tends to quickly obtain relatively comprehensive and rich information content within a limited period of time, in order to satisfy their diversified needs for knowledge and information. [7]

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Organized advertising text fits this core demand of fragmented reading. As an independent information unit, each sub-point carries a condensed summary of a particular advantage or key feature of the book, and through this highly condensed short sentence form, the core value of the book, unique selling points, content highlights and other important information can be accurately refined and efficiently delivered.

### *3.2.2.Lyrical expression*

When consumers empathize with a product, they understand its emotional message more deeply, and then identify with it, facilitating purchasing behaviour. Tomas Rytel argues that the core principle of emotional marketing is to build and maintain an emotional connection between the market and the consumer.[8] Fictional bestsellers resonate with readers in terms of their textual content, and their advertising copy focuses on deepening this emotional connection. These emotional symbols through intensive coding to arouse the emotional resonance of readers, through the ritualised exhibition of emotional symbols, to bring books and readers closer to the psychological distance between the two sides of the economic interests of the relationship is thus transformed into an emotional relationship. [9] But the deeper meaning of lyrical expression still depends on the specific cultural context and emotional authenticity. Cultural context is the basis for the generation of the meaning of lyrical expression, and the meaning of emotional symbols is dynamically adjusted with the change of cultural context. For example, the word “Po Fang”(means emotional breakdown) has a strong emotional appeal in the network context in China, but it may be regarded as a frivolous expression in traditional literature readers' groups. At the same time, readers' emotional investment in the text depends on the authenticity and coherence of the narrative, and when the advertisement text overuses emotional labels, its emotional authenticity will be questioned. These emotional labels originally have a strong infectious force and impact, but due to excessive abuse, their emotional value is diluted, and the reader's sensitivity to them is greatly reduced.

### *3.2.3.Authoritative expression*

“Symbolic capital” is a kind of resource recognised in the social and cultural field, which can be transformed into actual social power and influence. [10] In the text of book advertisements, elements such as celebrity recommendations and awards involved in authoritative endorsement are symbols with high “symbolic capital”, and authoritative expression constructs textual legitimacy through the ritualized performance of symbolic capital. When they appear in advertising texts, the symbolic capital of authority is transferred to the book itself, activating readers' quality perception. Analysis of the quoted texts reveals that the frequent appearance of famous writers at home and abroad, media organizations with wide influence, and various important awards in the advertisement texts together constitute the key elements of authoritative expression in the advertisement texts of fictional bestsellers. The high frequency of famous writers in book advertisements reflects that the influence of writers' personal brands has been deeply embedded in the strategy and practice system of book marketing, and has evolved into a kind of symbolic capital with strong cultural calling power. The media, as an important actor in the cultural field, has also become a key external reference system for judging the quality and value of books by virtue of its long-accumulated credibility and authority in the fields of news reporting and cultural commentary. The authority and professionalism of literary awards further consolidate the high quality image of books. This “writer-media-award” trinity of book advertisement text writing perspective builds the cultural resource structure of book advertisement text, which enhances the status of

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books in the market competition.

### *3.3.Optimisation paths for the creation of book advertising texts*

Overall, the optimisation of the creation of advertising texts for fictional bestsellers and for the book market as a whole is a product of the growing influence of social media, the continuous evolution of readers' needs and the optimisation of the allocation of cultural resources. Currently, its development is advancing along the trajectory of fragmentation and emotionalisation. However, there are still some contradictions in the process, which we need to face up to.

#### *3.3.1.Text streamlining: From information dumping to core distillation*

Excessive word count in the advertising texts of books is an important factor that affects readers' evaluation of the content of books. The word count of the selected materials reveals that the average word count of the advertisement texts is about 362 words, and the advertisement texts of some books even exceed 1,000 words. And in these long texts, content texts account for more than 70%. This shows that the overall length of the current book marketing text is long, and the key information is not prominent enough. Part of the long advertisement text adopts an organised text structure, but it still fails to effectively highlight the highlights of the book, but makes readers feel that the content is complicated and it is difficult to grasp the characteristics of the book, which can neither attract the readers' interest in reading nor trigger the readers' emotional resonance.

The problem is not caused by the readers or book editors unilaterally, but the content of the brief type of text itself exists. Gerald Genette proposed that the author of any text expressed the main idea, emotions and other content has a certain degree of intelligibility, even if it can not be fully explored, at least through a certain way of basic understanding, and reliable information on the subtext of the book. understanding, and reliable paratextual information is one of the ways to achieve this goal [11]. In social science books or literary classics, the author's emotional depth and cultural deposits are often difficult to fully demonstrate through a short text. As a result, the text length of book advertising texts continues to grow, and book editors attempt to give readers a deeper understanding of the book by increasing the number of words in the text. This practice ignores the sunk costs that readers have to bear when reading advertising texts, and creates a gap between editors and readers in terms of information acquisition, ultimately leading to the phenomenon of long advertising texts.

Therefore, book editors should not only consider a variety of external factors when writing advertisement texts, but also focus on language refinement to better meet readers' needs. Book editors should accurately refine the core information, deeply analyse the unique value of the book, make clear its core selling points, abandon long and complicated expressions, and directly hit the essence of the book. In this process, the "5W1H" rule can be applied, i.e., from Who (who is the target audience of the book), What (what is the main content of the book), When (the time background of the book or the time of its creation, etc.), Where (where the story takes place or the market area of the book, etc.), Why (the purpose of creating the book or the value of the book to the readers, etc.), How (how the book elaborates the viewpoints or tells the story) these six dimensions, a comprehensive and systematic overview of the core selling points of the book, to ensure the completeness and accuracy of the information. At the same time, book editors should optimise the expression

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skills, use concise vocabulary to build clear and understandable statements to strengthen the expression effect, and for the key selection of books, they can compare the effect of different versions of the advertisement text with the help of A/B test, and continue to optimise the text structure and expression to ensure the high efficiency and relevance of the information transmission. At the same time, after the completion of the creation should be repeatedly revised and audited, review from multiple perspectives, eliminate redundant content, widely consult colleagues, target readers and other groups of opinion, based on feedback to further optimise and improve, so as to achieve the effective enhancement of the book advertisement text of the language of concise.

### *3.3.2.Stylistic Balance:The Integration of Internet Terms and Professional Expressions*

The proliferation of Internet terms has weakened the professionalism and cultural value of book advertisement texts. The popularity of the Internet has promoted the birth of new language habits, and in order to better meet the needs and preferences of Internet users, many book advertisements have begun to incorporate Internet buzzwords in order to achieve more rapid dissemination in the Internet environment, but the overly rigid language expression and over-labelling of the readers' groups may trigger dissatisfaction among the readers. Some books, when positioning their readers, explicitly limit their readers to a specific group, such as “baby mothers”,“junior high school students”, or “office workers”, etc. This practice may cause readers to feel uncomfortable and misunderstood, and may also lead to a feeling of being misunderstood. This practice may make readers feel uncomfortable and limit the scope of potential readers. In addition, the use of overly extreme vocabulary or syntax may upset the balance and attractiveness of the marketing message, leading to resistance from readers and failing to achieve the desired marketing effect.

Book editors must therefore carefully manage the balance between the two different styles of Internet buzzwords and serious texts . This requires book editors to avoid overly integrating Internet buzzwords into the text, while prioritising words that are culturally appropriate and semantically clear. The use of these words needs to be kept within limits to maintain the accuracy and professionalism of the book's message. At the same time, editors need to skilfully incorporate serious textual content into the text to ensure that the message is accurately conveyed and to highlight the core values and professional content of the book. The use of expressions rich in cultural heritage can enhance the overall tone of the advertising text. In addition, editors should flexibly adjust the proportion of the two language styles according to different marketing scenarios, adjust the language style for different information release platforms, and change the language style of the book advertisement text according to the different audiences of the platforms, e.g., in the e-commerce channel, the main reading object is the purchasers who make purchases on the platforms, so the advertisement text should be more serious, concise and clear, so as to better display the value attributes of the books and commodities. In the social media platform, the platform's main audience group is more extensive, individuals in the platform constantly self-presentation and self-identification [12], then the book advertising text should be in the serious text to add appropriate network buzzwords, as far as possible, to adapt to different cognitive stages of the audience's preferences; in the short-video platform, the audience mainly received a greater impact of emotional appeal [13 ], so according to the language characteristics of different platforms can be added to the appropriate network buzzwords, to provide emotional value for the audience, so as to achieve the rapid dissemination of book product information.

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### *3.3.3.Feedback mechanism: From one-way output to two-way interaction*

"Readers" are the constituent elements of the consumer culture community, and it is the logical starting point for exploring the dilemma of book marketing in the era of new technology, and their opinions are the real reflection of the effect of book content marketing, and the creation of the current book advertisement text mainly relies on the book editor's literary quality and personal feelings. Currently, the creation of book advertisement text mainly relies on the book editor's literary quality and personal feelings, and is limited by the editor's cognitive limitations, making it difficult to comprehensively capture the current hotspots and readers' real needs. At the same time, the existing editors and readers have a relatively single mode of communication, which is mainly limited to some books' e-commerce comment areas, book sharing platforms and some readers' groups, which limits the readers' understanding of the content of the books and the editors' ability to obtain readers' actual feedback. In the current book marketing practice, editors often create advertising text based on their own literary literacy and professional knowledge, and although this mode of creation can ensure the artistry and professionalism of the text, it also leads to the text being too subjective and unable to accurately reflect the real needs and interests of the target readers. In addition, due to the busy work of editors, it is difficult for them to have enough time and energy to deeply understand the feedback and suggestions of each reader, further aggravating the information gap between editors and readers.

Therefore, as the main body of book marketing, the editorial department and marketing department should set up a two-way feedback mechanism with readers. Firstly, diversified feedback channels should be set up. With the help of online platforms, such as social media, publishers' own platforms, book sales platforms, etc., a special feedback portal should be set up to facilitate readers to submit their opinions at any time; at the same time, make full use of offline activities, such as book launches, readers' meetings, etc., to have face-to-face exchanges with readers and obtain first-hand feedback information. Secondly, book editors should carefully summarise the feedback content. It should not only cover readers' evaluation of the existing advertisement text, including whether it is eye-catching, whether the expression is clear, whether the style is likeable, etc., but also collect readers' cognition of the core selling points of the book as well as the elements that they expect to see in the advertisement text, so as to accurately grasp readers' needs. In addition, it is indispensable to establish a scientific data analysis system. In the age of digital intelligence, data is the key production factor and important resource of digital publishing, as well as the main carrier and way of existence of content in the publishing knowledge production system and the new object of publishing management. [14] Book editors should classify and sort the collected feedback information with in-depth analysis, and use the data analysis ability of artificial intelligence to refine valuable information and provide data support for the creation of advertising text. Finally, the feedback results are closely integrated with the advertisement text creation process, the feedback information is summarised regularly, and the advertisement text creation strategy is adjusted according to the analysis results, so that the advertisement text is continuously optimised to better meet the needs of readers and market competition.

## 4.Conclusions

In the era of Digital Intelligence Publishing, book advertising text creation is facing unprecedented opportIn the era of Digital Intelligence Publishing, book advertising text creation is facing unprecedented opportu-

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nities and challenges. The application of big data and artificial intelligence technology offers the possibility of accurate marketing and personalised recommendations, but it is also accompanied by potential problems such as information leakage, algorithmic bias and content homogenisation. At the same time, over-reliance on technology may lead to a lack of humanistic care in marketing, damaging readers' trust and the image of publishing brands. Book editors should pay attention to the simplicity and rationality of the advertisement text when creating the advertisement text, accurately refine the core information of the book, and avoid lengthy and complex expressions, so as to fit the fragmented reading habits of readers, and at the same time, improve the efficiency of information transmission. On the other hand, it is necessary to pay attention to the moderation of lyrical expression, deeply understand the emotional needs of readers, avoid excessive catering to network hotspots or using inappropriate language styles, maintain the professionalism and composure of book marketing, eliminate exaggerated words, ensure that the advertisement text is closely integrated with the actual content of the book, maintain the trust between readers and editors, and build a real and reasonable language space. At the same time, it should also pay attention to data privacy protection, algorithmic bias avoidance and other issues, and integrate humanistic care, so that the generated advertisement text not only has technical advantages, but also conforms to the norms of the publishing industry and the expectations of readers, so as to promote the healthy and sustainable development of book advertisement text in the era of digital intelligence, and to win the advantage for the publishing industry in the competition of the market.

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