

# The role of books fight against COVID-19; an analytical research of books' covers message at Goodreads website

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## **Abstract:**

*The book cover is a portal of knowledge that attracts the reader to access its content before the title, and provides intellectual visions that carry in their structure a degree of expression that corresponds to functional and aesthetic requirements. The designer seeks to find and adopt the idea to express the concept of the subject by referring to its sources of information and d inspiration according to a selective vision within a comprehensive intellectual system that simulates reality in its various situations to give an effect and a dialectical impression on the reader to understand the visual message with guidance and intent.*

*The research aims to analyze expressive CoronaVirus book covers can be chose to be in libraries shelif published on the Goodreads website; (<https://www.goodreads.com>),to define the following limits: thematic boundaries: (expressive graphics in the designs of book covers specialized in the field of libraries), time limits: (2020), and is characterized by their graphics covers design.*

*The research sample included the first cover of (5) books samples specialized about Corona Virus, the embodiment of the idea and the enhancement of the communication dimension with the readers , as well as the meaning it carries and its impact related to social, environmental, cultural and civilizational relations.*

*The researcher concluded a set of results; The graphics books covers are visual message and set of the forms of expression, stored in the constructions of semantics, which makes it a highly communicative tool of cognitive and aesthetic influence, especially if it comes in new creative formulations that stimulate the iconic or visual dialogue activity in the mind of the beneficial reader).*

*The researcher recommended prepare a comparative study on Expressive indications of comics published in book and comic novels websites*

**Keywords:** Libraries Services, Books Covers, Illustration and Graphics design, Goodreads website, books marketing, Corona virus pandemic

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## I. INTRODUCTION

The books covers are distinguished by a specificity that were formed as a product in which many factors harmonize to show the visual identity of them, distinguish them from each other and express their ideology, as the covers are. Graphics book covers is based on the causality of influence, as it is a visual communication message in the community according to an innovative formulation that highlights distant meanings and implicit goals of the idea.

Coronaviruses or (COVID-19) are a large family of viruses which may cause disease in animals or humans.[<sup>1</sup>] single-stranded positive-sense RNA viruses that are known to contain some of the largest viral genomes, up to around (32) kbp in length.[<sup>2</sup>]

The book cover's designer seeks multiple means to express (COVID-19) Virus by using differ methods to show the concept or vision , and this will depending on the subject of design, texts, signs, colors, graphics and images, and seeks to innovate, expand and develop his tools in order to reach the easiest ways to communicate the real ideas, The idea is to be able to cross the boundaries that separate people and its messages can be read and understand their implications, in a expressive and thoughtful manner by choosing the graphics that stimulate thinking as a visual communication tool to address the recipient, and an aesthetic element that has the ability to excite and attract attention, as well as being a functional media component that expresses ideas and opinions News and events,

The first thing that the reader falls upon, and they carries the features of the book cover and defines its personality by which it's knows by readers point view .It also serves as a renewed and evolving epistemic knowledge window, to keep pace with the variables, events, and life requirements, through which the recipient sees multiple and different worlds, with a vision An intellectual carrying in its structure a degree of expression that is appropriate to functional and aesthetic requirements. The main (front) cover of the book performs several functions, including.

### 1. RESEARCH PROBLEM:

The main question of the research problem is the: How was (COVID- 19) designed on the books covers published on Goodreads site through (2020)

This sub-question has several sub-questions:

1. What is the message of the book's cover sent about COVID-19?
2. What stimuli did the designer use to attract readers' attention to the book?

### 2. THE AIM OF THE RESEARCH:

The aim of the research can be determined by answering the questions mentioned in the research problem, which are determined in the letter sent by the (COVID-19) books covers' designed, and knowing the effects that were used to attract the reader's attention to choose books to read through Goodreads Social Network.

## II. RESEARCH METHODOLOGY:

The survey method was adopted as the research is a descriptive research, and the book cover analysis is used as a method of analysis to show the message sent to readers on the subject of COVID-19.

The questionnaire tool was used to answer the questions:

1. How important is book covers design for the researcher when selecting his/her sources?
2. What are the researcher's choices for books if he/she is presented with examples of their topics related to the Coronavirus pandemic?

### PRE- STUDIES

This research is the first of its kind, and there is no study close to the researcher subject in this field

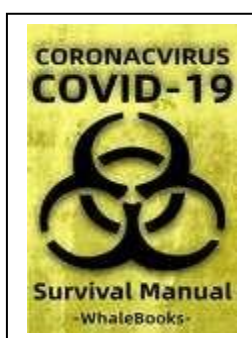
### RESEARCH TERMS:

- Book cover: The first interface and visual impact (printed visual discourse) with the readers, which includes design treatments for graphics or illustration, to achieve functional and aesthetic goals, and expressing the idea and content of the book cover.
- Goodreads: is the world's largest site for readers and book recommendations. Our mission is to help people find and share books they love. It's launched in January 2007. It's a Social Network and one of the most important social networks that have achieved high ranks in the size of follow-up and reading modern books according to Alexa statistics<sup>[3]</sup>.
- Coronaviruses; COVID-19: are single-stranded positive-sense RNA viruses that are known to contain some of the largest viral genomes, up to around 32 kbp in length<sup>(4)</sup>.

## III. THE OBJECTIVE ANALYSIS OF THE RESEARCH

It can be said that the books' covers carries a message titled to the readers to read the content of the book, relying on visual effects from images that reduce words, vision, ideas, colors and Influential titles that attract the reader.

3-1 : Sample: [1] coronavirusCOVID-19 Survival Manual



The China Wuhan Coronavirus Survival Manual- How to Prepare for Pandemics and Quarantines (nCoV-2019, Covid-19 Edition) <sup>[5]</sup>

**Brief:** Panic over the coronavirus that originated in Wuhan, China is becoming more widespread and people are frantically getting prepared for the possibility of a deadly pandemic that could span the globe. Things like N95 masks and other PPE are pretty much sold out in stores across the nation and also on Amazon. People who never even dreamed of prepping before are urgently trying to

make decisions on how to best protect their families with very limited information. This book provided a primer for anyone who is concerned about the newly named Covid-19 outbreak. The book explains the current research in simple terms in this imminently readable guide. Then the book outlines actionable steps for you to take now to prepare for possibilities like a widespread pandemic, quarantines, and shortages...and how to protect your family if this becomes a worst-case scenario.

3-2 : Sample: [2] COVID-128 ; Ebook Published May 20th 2020 by Fierce Reads [6]



**Brief:** a new Lunar Chronicles short story, inspired by the prompt from @fiercereads asking what our characters would be doing during a time of social distancing. by

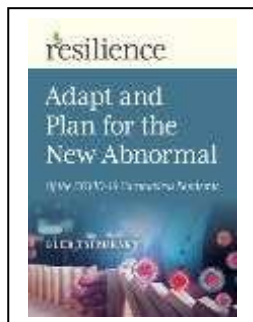
[Marissa Meyer](#) (Goodreads Author) . A cute, and very accurate, spin off short story of the Lunar Chronicles. The well-known characters return, now in quarantine, doing all those things that we do during this crazy period. Everything looks so familiar, and I'm not referring to the characters, which makes it comforting. And it was nice to "hear" from the Lunar couples again. Plus, there were some cute Thorne Cress interactions!

3-3 : Sample: [3] Corona-virus Educational Coloring Book [7]



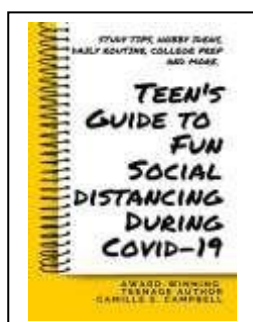
**Brief:** Corona-virus Educational Coloring Book details basics and information regarding this new and rare virus. Including how to avoid the virus, how to identify symptoms of the virus and what do do if you think you have been exposed to the virus and much more. Coronaviruses are a large family of viruses that are common in many different species of animals. It was originally believed the virus was transmitted via animal-to-person though since the original outbreak the virus has begun spreading from person-to-person. Originally determined the first cases were linked to a large seafood and live animal market located in Wuhan City where both live and dead animals are sold. These markets are considered hotspots for cross-species transmission of viruses. The Coronavirus educational book is 8.5 x 11 with a high quality, full color card stock cover. Each inside page is a high-bright, white paper that children can use crayons, colored pencils, magic markers and even water colors on! Really Big Coloring Books (RBCB) are manufactured in St. Louis, MO USA and guaranteed 100% safe against non-toxic inks, paints and dyes! We participate in the Sustainable Forestry Initiative Program 2020.

3-4 : Sample: [4] Resilience: Adapt and Plan for the New Abnormal of the Covid-19 Coronavirus Pandemic <sup>(8)</sup>







**Brief:** COVID-19 has demonstrated clearly that businesses, nonprofits, individuals, and governments are terrible at dealing effectively with large-scale disasters that take the form of slow-moving train-wrecks. Using cutting-edge research in cognitive neuroscience and behavioral economics on dangerous judgement errors (cognitive biases), this book first explains why we respond so poorly to slow-moving, high-impact, and long-term crises. Next, the book shares research-based strategies for how organizations and individuals can adapt effectively to the new abnormal of the COVID-19 pandemic and similar disasters. Finally, it shows how to develop an effective strategic plan and make the best major decisions in the context of the uncertainty and ambiguity brought about by COVID-19 and other slow-moving large-scale catastrophes. Gleb Tsipursky combines research-based strategies with real-life stories from his business and nonprofit clients as they adapt to the pandemic. The "Resilience Series" is the result of an intensive, collaborative effort of our authors in response to the 2020 coronavirus epidemic. Each volume offers expert advice for developing the practical, emotional and spiritual skills that you can master to become more resilient in a time of crisis

3-5 : Sample: [5] Teen's Guide to Fun Social Distancing During Covid-19 [9]



**Brief:** Coronavirus has dramatically altered everyone's lives, making it necessary for teens to adjust and make the best out of the situation. How can teens become a better version of themselves during social distancing? Award-winning fifteen-year-old author Camille S. Campbell gives fellow teenagers valuable advice on participating in fun activities, preparing for college admissions, volunteering, self-studying, and finding more things to do from home. "We will define Generation Z by the struggles we faced and how we came out ready to make our futures better. From this experience, we will make a positive mark on the world






Table [1]: Coronavirus Book Cover Classifying according to <b>the Subject Analytic categories</b>	
	Book Cover : Appropriate solutions for book subject by designing appropriate ideas and expressing them in loops overlapping each other open from the top with symbolic connotations in order to convey the visual message.

	<p>Book Cover : Adopting Simplicity design by adoption the main title of the virus(COVID-128) as a reference to express the book subject as the disease itself, in order to convey the text message to the subject. The Cover is just a white mass</p>
	<p>Book Cover : Combining more than one case and focusing on expressions and emotions that share the symptoms of Corona virus disease according to a visual structure that makes the users aware the concept or the subject of the book</p>
	<p>Book Cover : The cover book acquired its ingredients from the aesthetics of its elements and its use in the calm blue color in the overall design to express its holidays with calm, psychological comfort and planning to fight Corona virus.</p>
	<p>Book Cover : The process of showing the idea, through a simple design that relies on the idea (the brochure) in arranging and building lines and colors in a certain way to clarify the idea of the topic is a guideline for the prevention of the Corona virus epidemic</p>

#### IV. THE CORONAVIRUS BOOK FOR LIBRARIES SHELVES

The results of the questionnaire were analyzed for the users (readers) and their favorite book on the subject of the pandemic (Coronavirus) was chosen to be circulating on the library shelves based on its cover according to the answer to the questionnaire (see Table [2])

Table [2]: Coronavirus Book according to the readers opinions					
Book covers	average	rating	review	level	The reason for the choice

1		10.25%	4	8	4 <sup>th</sup>	1. Interesting 2. more information 3. no reason
2		7.69%	3	6	5 <sup>th</sup>	1. Interesting 2. like book subject 3. no reason
3		46.16%	18	45	1 <sup>st</sup>	1. like book cover. 2. like combination of character 3. like colors 4. for expression 5. book title subject
4		17.94%	7	29	2 <sup>nd</sup>	1. like book cover. 2. like color combination 3. for expression 4. book title
5		15.38%	6	12	3 <sup>rd</sup>	1. like cover. 2. like color. combination 3. for expression 4. book cover design
total		96.97	38	100		

## V. RESULTS

The concept of expression for book covers can be summarized as presenting a verbal, visual or kinetic discourse that sheds light on a topic going on in the (author's) thought and the designer seeks to show it in an artistic, painting or design with the aim of attracting readers to read it. [10]

The results were based on the responses of the beneficiaries about their methods of selecting sources (for reading) according to the source covers based on their assessments.

-The Corona Virus book cover Sample (3) was ranked (1<sup>st</sup>) level by recording the highest rating (liked) with a rate of (18)/(46.16%) percentage

-The Corona Virus book cover Sample (4) was ranked (2<sup>nd</sup>) level by recording the highest rating (liked) with a rate of (7)/(17.94%) percentage

-The Corona Virus book cover Sample (5) was ranked (3<sup>rd</sup>) level by recording the highest rating (liked) with a rate of (6)/(15.38%) percentage

-The Corona Virus book cover Sample (1) was ranked (4<sup>th</sup>) level by recording the highest rating (liked) with a rate of (4)/(10.25%) percentage

-The Corona Virus book cover Sample (2) was ranked last level by recording the highest rating (liked) with a rate of (3)/(7.69%) percentage

Note: A group of answers was excluded because they were not complete, and some of them were not valid for the questionnaire

## **VI. CONCLUSION:**

1. The book cover which specialist in (COVID-19) Publications showed a direct expression of the subject are presents, as well as the compatibility between the idea and its content through the use of graphics, shapes and reinforcing them with the accompanying written texts, which are organized in the formation of a crossing that harmonizes the affective side and clarifies the meaning, as in all selected samples, i.e.(100%).

2. Expressive connotations varied in the selected (COVID-19) books covers, which are used to materialize the idea and enhance the communication dimension with the readers, as well as the meaning they carry.

3. The functions of (COVID-19) performed by the graphics covers books varied according to the subject, the content of the idea and its functional requirements, as the fees led the advertising function to diagnose deviations, and the advertising function to inform the recipient and persuade him to use a specific service or adopt solutions in a specific service, while the educational function is to evaluate negative phenomena in the library community in a positive critical manner Also, the aesthetic function resulting from directorial formations.

4. The concept expressed in book covers is distinguished by words, graphics, and indications that have various references that combine the past and the present with a future vision.

5. There are multiple jobs for graphics, and they differ from one cover to another, and more than one function may be combined in one design idea.

## **VII. THE RECOMMENDATIONS**

Continuing with the current research, the researcher recommends the following two studies:



1. Expressive indications of (COVID-19) Comics book published and (COVID-19) Graphics book websites - a comparative study.
2. The semiotics of motion and animated graphics based on (COVID-19) graphic novels and storyboard.

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