

A Literary Boom: #BookTok [B1]

Una comunità di giovani lettori sta sfruttando le possibilità che offrono i social media per trasformare radicalmente l'industria editoriale e darle un impulso più che necessario. In effetti anche le promozioni letterarie possono adattarsi ai tempi e alle forme narrative delle nuove generazioni.

BookTok is a community on the app TikTok whose creators make videos reacting to books they have read. #Booktok formed during the pandemic as a way of [dealing](#) with quarantine [boredom](#). It quickly [caught on](#), with some posts attracting millions of views and many more inspiring young readers. Today, #BookTok has become a powerful force in the [publishing](#) world, helping to create some of the market's best-sellers.

YOUNG ADULTS

#BookTok influencers tend to be in the generation Z age group (approximately nine to twenty-four) and for this reason young adult (YA) fiction has received particular attention. Big hits include Heartstopper, four graphic LGBTQ coming-of-age novels by Alice Oseman that are now a successful series on Netflix. Elena Armas' debut romcom The Spanish Love [Deception](#), now published in over twenty-five languages, is the latest YA novel to transition from #BookTok to big screen.

CLASSIC MAKEOVERS

However, #BookTok is now [boosting](#) adult fiction, too. Madeline Miller's The Song of Achilles, a love story based on Homer's Iliad, sold two million copies after [taking off](#) on TikTok ten years after its publication. Even [timeless](#) classics like Emily Brontë's [Wuthering Heights](#) (1847) and F. Scott Fitzgerald's The Great Gatsby (1925) are causing excitement, while a post calling James Joyce's Ulysses (1922) "really [weird](#)" to a sample of Johann Bach's first cello suite amassed 27,000 likes.

LITERARY CRITICISM

TikTok creators understand that creating a sixty-second video inspired by what they are reading is [reductive](#). Many videos, therefore, are a [teaser](#) for a written review or reflect critically on the literary world as a whole. Some of the funniest [mock](#) literary [tropes](#), such as “How white people write East Asian women”, or “Which dress are you wearing to run romantically through a castle to your lover?”

WORD OF MOUTH

Publishers and bookstores are excited by BookTok’s impact on sales. Many put a selection of BookTok trending titles on display or send books directly to influencers to review. However, as some authors have discovered, no one #BookTok influencer can make a book a best-seller: it takes a whole community of users [to spread](#) the word — which is, of course, the oldest form of promotion.

Glossary

- **boredom** = noia
- **taking off** = decollare
- **weird** = strano
- **teaser** = occhiata
- **boosting** = rinvigorire
- **tropes** = clichés
- **caught on** = prendere piede, diventare di moda
- **publishing** = editoriale
- **timeless** = senza tempo
- **Wuthering Heights** = Cime tempestose
- **reductive** = riduttivo, insufficiente
- **mock** = deridere
- **dealing** = affrontare
- **Deception** = inganno
- **to spread** = diffondere