

FREE
UV Pen!

GARY JOHN PHILO

There's a
GHOST



IN YOUR BOOK

Illustrated by
GARY PHILO

It's quiet in the house.

Tap
Bang!
Knock

...What's that?



There's a **GHOST** in your book

They are trying to hide. Can you find them?



Hey! It looks like it is dancing.



Do you want to boogie-woogie too?

OH NO!
Where has it gone?



I think it's running away

The ghost thinks you are a better

boogie-woogier



Can you teach it to dance?



Twist

wave



Jump!

For Mollie and Betsy, whom I do everything for. - G.P

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Penguin
Random House
UK

First published 2021

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ISBN: 978-0-141-38560-0

All correspondence to:

Puffin Books, Penguin Random House Children's,
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Analysis of modern Children's Books

A modern children's book represents the culmination of author, illustrator and designer coming together in a way which encourages a child to pick up their book. They are written in plain English with a playful, conversational and onomatopoeic prose which gives the words character and voice. Often the typesetting is made up of various typefaces, throwing caution to the wind of traditional graphic design. Each word can vary in size and weight providing emphasis and volume in a fun way for the reader. The sentences themselves can be used as a tool to help with reading direction and are used in partnership with the illustrator's creations. Depending on age, some publication houses employ various interactivity devices to increase engagement. For example, the "That's Not My..." Series, published by Usborne, and intended for 0-18 month olds, has various tactile elements to each page to enhance early learning development and recognition of differing textures.

Tom Fletcher has created a series of books entitled, "There's a ... in Your Book". He works with illustrator, Greg Abbott and publishers Puffin Books to create an exciting experience predominantly for 2-5 year olds. In, "There's an Alien in Your Book", the detail on each page

is actually quite sparse. I believe this is done to enable the reader to place the alien in any environment and to create their own stories from the suggested text and character. Simple coloured or plain pages are used in conjunction with the character or text to amplify the meaning and tone of voice. Fletcher, like most authors, has his own style and nuances which make his stories stand out. In this book it is the use of humorous words, "wibbly-wobbly" or ones that have sound, "AAAARGH!" or "Yuck!". This humanises his characters and talks to the reader in a conversational way. Children of this age have emerging language and imagination and the 'less is more' approach allows them to freely develop their own rhetoric within an accepted structure.

It wouldn't be hard to imagine that publishing houses want to make money from their books, and in doing so may make sacrifices of creativity to keep costs down. Puffin have not chosen to employ any unusual print production techniques and rely on the effectiveness of the story, illustrations and design to win over their intended audiences. Ultimately, a successful children's book is one that is picked up and read by children.