

SAMPLE EVALUATION REPORT

Structure

The Prologue is very long and rather slows the reader down from getting into the meat of the book. If this opening chapter were to be made more succinct and a bit snappier it might hook the reader in more quickly. Perhaps rename this 'Introduction' instead of a 'Prologue'?

I like the title, which is used from time to time within the book, but I don't think it is explained anywhere quite is meant by the phrase and exactly what associations are being called on when it is used. I think it would be good if the author could expound upon the phrase somewhere near the beginning of the book.

Content

Chapter three to six include some really interesting material. However, sometimes there's a shortage of analysis and interpretation and the thread of the arguments get a bit lost at times. If the author could add in more analysis it would make the most of all the detailed research.

Occasionally there are extra details and bits of information that aren't really adding anything; these are usually just little asides, the odd sentence in brackets. Clearly the author has done a huge amount of research and has lots of material that (s)he wanted to include, but sometimes there is extra detail that isn't entirely pertinent. To keep the pace of the book going, I suggest some of these might be deleted (a copy-editor could do this).

It would be helpful to the reader if the author could add in a few more dates. In particular, the Miami World Fair section gets a bit confusing and some more dates would make it clearer.

Style/accuracy

The style is very colourful and the author is clearly trying to engage the reader, but at times this comes at the expense of being perfectly clear and the language obscures the message. The subject of this book ought to be of broad general interest and therefore the author needs to make sure it is easy to read. A copy-editor could help with this.

The author switches around between the past and present tenses in places, which reads uncomfortably. I recommend the book should stick with the past tense. A copy-editor could help with recasting sentences to correct this.

Recommendation

Copy-editing, proofreading

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