



Presents

Art of Writing

by

Dr. P.R. Subas Chandran, Ph.D.,



This is a Lifestyle book covering most aspects of mundane life, illustrated briefly. An inevitable part of your life; in case, not interested in you or others, please don't buy...doesn't matter.

Please see the back-cover page for titles of the other books available in the series.

For bulk orders as return gifts for Marriages, to Educational Institutions or Corporate Companies, please contact:

☎ +91 9618 552789 ✉ subaschandran1951@gmail.com

Copyright © The author endorses the allusion of part or whole of information for educative or inspirational purpose with due acknowledgement to the author and the Title of the book.

Published by

Dr. P.R. Subas Chandran, Ph.D.,

Plot no.146, G6 -22, Swaminarayana Nagar Colony,
B. N. Reddy Nagar, Gurramguda, Hyderabad – 501510.
Telangana, India.

Price - Rs. 20/-

Printed by: J. Vincent Suresh Kumar at John Printograph,
5/2780, Muneeswaran Colony, Sivakasi - 626189.

☎ 99413 93851 / 98412 14934 ✉ vincentjprint83@yahoo.co.in



Presents

Art of Writing

by

Dr. P.R. Subas Chandran, Ph.D.,

This book is for those who.....

Are yet to write...

Wish to write...

Have been writing...

Continue writing... success stories

Life changing audios! Resolutions of rescheduling your humdrum routine life atleast an iota after reading this book? Confronting starting trouble like everyone does how to induce those thoughts into your memory system? The scientifically contrived technique, the 'Art of Altering Attitude through audio files', once listened to before hitting the bed (at the alpha hour) just for 18 days shows the way magical spell charms on you working miracles.

The pudding is in the eating. Don't have to believe your eyes or ears. For any guidance (for instance to get up on time with a smile or how to eliminate irritation, etc.) contact the undersigned; we will attune the content and facilitate you record; in fact, the tips are free of cost; the readily available piece, indeed. Service to humanity is service to Mother Nature.

Dr. P.R. Subas Chandran,Ph.D.,

Journalist,
Motivational Speaker,
Social Activist,
Psychologist,
Short Film Maker,
Biographer,

Fulfledged Scribe for Inspirational writing to students,
employees and every other individual of all age group.

Dedicated to

those handicapped souls who could not express their
thoughts in written forms...



FROM THE AUTHOR

Art of Writing (AOW)

“பலசொல்லக் காமுறுவர் மன்றமா சற்ற
சிலசொல்லல் தேற்றா தவர்.”

[Circumlocution,elaboration and repetition are the hurdles
to succinct, clear and direct communication.]

If painting is an art, then writing is also an art. A five minutes exercise a day will keep many psychosomatic problems away. The handwriting is brain writing and a-40-day exercise possibly brings a magic wand. Many unwanted (visible to others) behaviours disappear and like sudoku this exercise helps to cure some neurological disorders too.

Writing, using a language of your choice, is nothing but translating your thought into script and you express your persona in the form of strokes. A grapho-therapist, after studying your hand written script would train you to make conscious alterations in your handwriting to effect desired changes in your personality.

Since handwriting is nothing but an expression of your neurones, this book explores nuances of writing skills yet with small changes in the writing style you can rewrite your behaviour science.

Don't just get carried away by the author's few lines of description. Just a-30- minutes reading could open new vistas of exploration to experience.

All the best

(Dr. P.R. Subas Chandran)





FOREWORD

Prof. (Dr.) R.G.B. Bhagavath Kumar

Former Vice – Chancellor

Damodaram Sanjeevayya National Law University,
Visakapatnam.

Foreword

The books on “Art of Writing” is on the run, still a wide space is there for others to make an attempt. Writing is more than grammar, it is an art and science both. The text of writing varies from context to context and profession to purpose.

Don't just write. Content is the king and if wants to attain a kingly status in a knowledge society, then one needs to master the art of written content also. Writing skill will not happen easily; to some, it is due to their powerful passions within that reflect as writing. Yet, one can develop writing skills by persistent effort as the author has suggested.

Read newspapers, magazines, books and ask questions why, how, which, what, and find answers. This step will gradually give ideas for writing. I have personally attended a couple of programmes of Dr. Chandran and he is a live wire of knowledge. I am confident that, the readers will derive immense benefit to become a prolific writer and win laurels.

The journey of Dr. Subas Chandran to enrich writing skills is exciting with ease and comfort. The presentation in the book is lucid, interesting and revealing. I wish and hope this may remain instrumental in preparing and promoting good writers in all walks of life.

Prof. (Dr.) R.G.B. Bhagavath Kumar

Date: 30.10.2019



About the Author



Dr. P.R. Subas Chandran is a non-clinical psychologist, biographer, social activist, short-film maker and live-wire-motivational speaker. He has penned '**Aakaasameehaddu**', a compilation of interviews with 72 women officers in Swati, a Telugu weekly. 'Why Modi should become the Prime Minister', a pre-poll book (2015) with **Mr. Modi's** message was a well received publication. The author of 'Who Wrote My Destiny?', the authorized biography of former Union Home Minister, **Shri. Sushil Kumar Shinde**. People from all streams approach the author for counselling. His favourite theme is Inclusive Life, where he wants to serve the communities by unlocking the hidden potential of executives, students, and the working class. The Art series by the Life Style Dynamics – from Art of Beginning the Day to Art of Ending the Day- is his latest venture.

He is one of the Senate members of the 104-year-old SNTD Women's University, Mumbai and a visiting faculty for National Forensic Sciences University, Gujarat. He is also a resource person for Meenakshi Mission Hospital and Research Centre, Madurai and Meenakshi Hospital, Thanjavur.

ACKNOWLEDGEMENTS

This presentation reflects the Master who has sent a messenger to disseminate the message. A repository of creative people interspersed with worldly wisdom from mundane to spiritual fields is incorporated.

The author owes his accolades to **Prof. (Dr.) R.G.B.Bhagavath Kumar**, Former Vice - Chancellor, Damodaram Sanjeevayya National Law University, Visakapatnam to have foreworded the Art of Writing vouchsafing the contents shared.

Of course, **Dr. S. Gurushankar**, Chairman Meenakshi Mission Hospital & Research Centre deserves a more than thanks for the all round support.

The author extends his due accreditations to **Mr. Sam Rajappa** and remains in gratitude to **Mrs. Latha Sharma**, Associate Editor, for making this book a possibility.

Also, applauds Google.com, Wikipedia, the team members **Mr. Sam Arackal**, **Mr. S. Manikanda Raja** & Designing Team of MMHRC whose contribution is immeasurable in publishing the pocket-sized book.

Special adulations to the first reviewer

The author and his team gratefully acknowledges the angel's (name not to be revealed) immaculate appraisal, correcting, editing as well as amending, to have the book rendered nearly error-free.



TABLE OF CONTENTS

	PAGE
Modes of communication	13
Writing	14
Writing perspectives, Clarity	15
Curtain raiser / closing, legibility	16
Structure	17
Is conditioning necessary?	18
The flow of thought	20
Feedback, Anecdote	21
Writing etiquettes, The aspects of etiquettes	24
Hurdles to be hurled	26
Unblock	28
Awareness, Be simple	29
Case study	30
Methodology, curative mechanism	32

NOTE

This book is a compilation of wisdom from myriad sources intended to benefit the general readers, certainly not experts. Most of them are suggestive, self-experienced that readers may consult health care specialist, should they find information not in rhythm with their expectation. Moreover, the write-up is governed by the British English Language/Grammar rules. Any reconciliation with the computer language be kindly overlooked. The author and the publisher bear no responsibility for abusing or misusing the indicative measures.

*Hard writing makes easy reading
easy writing makes hard reading.*

- Wallace Stegner

*God is nowhere; God is now here!
A single tap can convert
an atheist into a theist.
Lo and behold, the magic of writing!
Don't just write but, write...*

“Hi! I’m in the well. Hope you are in the same well...” is the letter drafted by a government official stationed elsewhere to his newly wedded wife in the hometown. Fair enough. How would you address a formal letter or an e-mail to a lady when you don’t know her marital status? A lady filed for a divorce after her husband sent her a text message. A criminal was set free just the day before he was supposed to be hanged. Guess why? The judge had stated in his written verdict that order had a grammatical error.

Stay attuned through the pages to know the whys and why fore’s of it.

***Dysgraphic?** Hand writing practice is fate determining! Hand writing is fast fading but graphology is the passion of most youth in grapho therapy it is suggested a little practice of writing every day will cure many psychosomatic disorders. (According to the graphologist from the University of California, USA). Writing has no more a business then why write about ‘writing’ catching up soon for a reply... texting, SMS, messaging.

Read ahead if you wonder what that text might have been.

Let's delineate all about learning one of those most important communication techniques in this book. The information is selected after much perusal, clubbed the details which have been placed in a well-structured manner, from which, the author is certain that one can learn the art of writing for creating an everlasting impact.

Good communication techniques help a person achieve set goals. One might have all the knowledge of the world but unless represented convincingly, consistently and effectively, it would be vain. A good doctor should write well for the chemist to understand the prescription and give right medicine. Hence, it is important to learn and incorporate vital communication techniques in our day-to-day life. Let's begin.

Any kind of communication has an impact, either positive or negative (be it for a while or forever) that makes a difference in the other person. Something written or inscribed will remain for a very long while; whereas, something said may be forgotten over a period of time that it'll be difficult to recollect. This again emphasizes the need to pick the right mode of communication to serve the purpose.

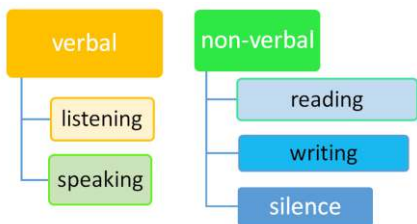
Once you understand the modes of communication, analyse the necessity to communicate. You don't have to spend 15 minutes to write one page essay when you can communicate the same in a 4 minute speech. Similarly, you cannot just distribute the printed copies of your speech and not actually give the speech just because your speaking skill is adequate or to exhibit your audacity.

To arrive at the crux of the matter then, decide on the best medium of communication. The above-suggested points are elemental for one to know before going ahead with his task.



Modes of Communication

It is important to know that there are many ways to communicate but more vital to know how to implement than what they are. It might be a wonder what the basic modes of communication available are. Please know it all that they are listless. The fundamental extrinsic ones, - for any human communication be it an informal (verbal) or a formal (Non-verbal) occasion, are: Listening, Speaking, Reading and Writing (LSRW).



Verbal: Verbal mode of communication is perhaps the easiest to learn and put into a regular practice. There are again two types of verbal communications:

- Speaking
- Listening

Non-verbal: This is very important mode of communication because people can actually judge you or assess you based on this.

- Writing
- Reading
- Silence (body language)

Our main focus here is on writing skills.

Words, once printed, have a life of their own.
 Carol Burnett (US actress & comedienne (1936)).



Writing

Writing is a lot more than just putting pen to paper. It is about translating emotions, feelings, opinions, ideology, perceptions into written form. Your near and dear ones will preserve your letter for lifetime because they cherish the valuable emotions in the written form.

The book you are reading will remain safe in a library for years to come because you have given your imagination the immortality it deserves in penning it up. So, keep writing and continue giving life to your emotions, ideas, feelings and opinions.

When Pak Premier, Gen. Pervez Musharraf visited India and paid homage at Raj Ghat he had written a few lines in the visitor's log.

Our intelligence dept along with experts took the photograph and analysed his handwriting pattern. It revealed that the Pak premier was disturbed. His behaviour could aggravate the tension between the two nations. The GOI, after going through the findings of the graphologists changed the text of the communication that was supposed to be exchanged between India and Pakistan.

According to Bart Baggett*, the Handwriting University, U.S., handwriting is nothing but the translation of neurons in the brain. You can hide your face with mask, but the handwriting will fix you. In toto, handwriting is an expression of subtle feelings and nuances of emotions.



Please refer my book 'Rewrite your Destiny through Handwriting' else you can visit Handwriting UniversityInternational, <https://handwritinguniversity.com/>.

The author still practises handwriting exercise as a part of daily meditation.

This incident provoked me to understand the science behind graphology, came to a conclusion that writing is important but writing right is even more important. Writings can overpower the whole world because you are what you write. Your handwriting is a projection of your thought process. In a nutshell, you express what impresses you. You write outwardly what you store inwardly.

Writing Perspectives

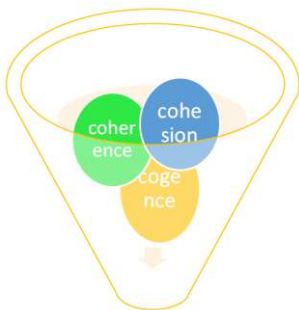
The art of writing is multidimensional just like any other aspect of life and one should look into these dimensions.

Clarity

Clarity is one of the fundamentals of writing skills without which the content could be a disaster. One needs to have a clear perception or idea and a thoroughly analysed conception about what one should write. The reason behind for the insistence is because you don't wish to end up writing about 'Goal setting' in a book meant for 'Gender Sensitization.'



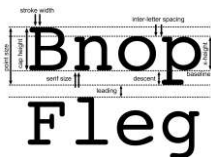
Curtain Raiser / Closing



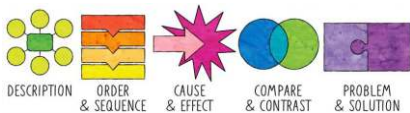
Why do you begin a mail with ‘Hope you are doing well’? It’s so because you exchange civilities to put the reader at ease. The curtain raiser has to be pleasing and nice otherwise the tone of the letter doesn’t match what the letter should communicate. In the same way, the ending line should go with the context and the content of the letter. Try to write inspiring, motivating lines with relevance to the context. For example, if somebody’s kith and kin dies and you have sent a mail of condolence, the closing lines need not be RIP. It could be, I am with you, Count on me. Could there be an appropriate closing than the formal ones?

Legibility

Articulate your message, your article, or anything that you want to write. Be precise, be specific and never add unnecessary content to confuse the reader. When something like this happens, the entire mood of the reader changes that he/she might not understand how to react to the message.



Structure



Handwriting is one of the souls of structure. If you are writing a formal letter, you might begin with the addressee and the sender. Please note when addressee's name is mentioned don't mention 'To' above. For example: To, The Editor

Then the subject line, salutation, greetings, apt usage of words and phrases and well organised body of the letter. Let the header be as short as a 90-character subject line.

If this structure is not followed, the recipient might feel offended and may not address your concerns. The same is applicable to other things related to writing as well. A book of such sort has to have a foreword, a message from the author, acknowledgement, an introduction and a well-organized point-wise comprehensive whole of the presentation. Therefore, structure plays a vital role in writing.

Appropriate language: Pick the right words and the right grammar for presentation of what you wish to write. People consider writings of high standard these days. Thus, it has become mandatory for every writer to spell check and grammar check. Use online spell check and grammar tools.

Words are, of course, the most powerful drug used by mankind. Rudyard Kipling, English poet, short-story writer, and novelist (1865 - 1936).

Art of writing must not be misunderstood for artistic writing. While the first is the style of presenting the next is stylistic presenting.

Characteristics of writing: Writing is a beautiful art that brings one to limelight. We need to understand the characteristics of

writing critically because it defines the need to write. Conditioning (frame of mind): Mental makeup begins with you, preparing you to write about what and how. The mind travels through the words its master picks and the language he chooses thereby reaching the reader. A good flow of thoughts and ideas from one to another and a call to action will fetch good dividends.

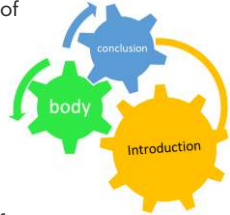
Mindset is nothing but a sense of direction. Focus entirely on the subject and keep it cool. A one-liner, for instance, 'I love you' will do better than an entire paragraph explaining about what you feel about another person and how well you'd take care of him/her. What you write can vary based on:

- Event
- Environment
- Equipment (techniques)

Is Conditioning Necessary?

Why? Why do you write? Writing helps you eliminate other aspects of life like anger, jealousy, etc. Of late, graphotherapy is a self-monitored healing mechanism. Many psychosomatic disorders are cured through handwriting and in Western countries, handwriting is made as one of the optional subjects for those who want to improve their writing faculty. Believe me, how handwriting plays an inseparable role and in-built mechanism in helping one to take care of himself through meticulous following of writing style in a particular manner by a certified graphotherapist. Don't you remember how gurukulas and old panchayat schools made us write handwriting on slates, and at times, training our fingers on sands. The nervous system understands the nuances of small twists and turns which are infinitesimal but the neurons capture and store them only to be used as and when necessary. When we download from

our storage, meagre things like handwriting though in the modern era have become redundant, influence our thought process. Westerners try to follow Indian type of handwriting therapy then, isn't it worthwhile if we follow once what Westerners have been doing it for decades and centuries.



Gratitude: Inspirational writing flows from a sense of gratitude. start your content with a sense of thanks giving. Scope of expressing gratitude improves when you begin to transform thoughts into words. A word of appreciation for a help you received will enhance your morale.

A thanking letter from a patient to the doctor for healing, expressing gratitude will encourage the doctor to practise his profession with dedication.

To whom: The recipient of what you write becomes your goal. Like how you readers have become a part of this book since the day the thought of sharing my knowledge with you began.

Focus: Please gather up withered thoughts into one focal point to see that the content does not deviate from the goal. What you write is what you represent, your true personality. For example, if you are writing a book set your mind focussed on that topic.

**Please beware that handwriting exercise helps you in your typewriting skills of using the nuances of handwriting.*

Content: Content is the canopy of your writing, which should have:

• **Introduction** • **Body** • **Conclusion**

Without the above, there will be no flow, or there will be lack of comprehension concerning the readers.

How does writing or conversation become a skill? How does this influence or motivate others?

The Flow of Thought

Scientifically, both motor-perceptive skills and interaction adeptness are usually required in conversation. Many times this pairing calls upon an effective understanding of the two to implement oral and writing exercises effectively. Motor skills involve perceiving, recalling, and articulating the sounds and structures of the language in the correct order. Interaction skills include decision-making in communication, such as what to say and how to say. Keeping in mind the difference, the class level should play a huge part in determining which of the two skills to be used during the course.

Generally, the situation or setting makes a difference in the way the writer uses the language, for example, time limitations. Do you have the time to “process” your thoughts before writing them down? Other conditions can also affect the use of language.

Does it make a difference whether the writer is interacting with one person or with a group? Differing situations do have distinct aspects that influence communication. Writing is more of simultaneous action of thinking and writing than subsequent one.

The interlinking of the frequency of thought with the content coheres communication. Whenever you get any thought or a new idea, write it down somewhere immediately because the sudden influx of ideas might not come when you want it. Typically the frequency of the flow of mind varies depending upon the following:

- Created/generated
- Positive mood – creativity
- Negative mood – destruction
- Humour
- Easy going



Feedback

It is the method of examining comprehension as the interaction unfolds. From the writer's perspective, create a close end questionnaire linking one factor to another in a sequence. A critical feedback could be elicited if the writer wants it to improve his skills. Without feedback it is like driving a car without brake.

Anecdote

How a fragile boy with inferiority complex, Rohan (Name changed), transpired into an author and wrote an article about writing etiquettes. According to him, this is for all those aspiring writers who wish to take to writing, be it as a hobby or as a career. To be honest, it doesn't matter how good you are with the language. The only thing that matters is that how good and how appealing is your idea to the reader, the writer and finally to the publisher.

Never submit a story full of grammatical errors lest should it distort the meaning into meaningless. A teacher asks a student to pronounce E-n-c-y-c-l-o-p-a-e-d-i-a sukkumo laguthi puli ginger dry pepper and long pepper,- a home remedy. But the child misreads it. Hence, better get your write up edited before bringing it for publishing Homophones/ homonyms/ homographs are the most confusables adding beauty on one hand and ambiguity on the other. A senior official wrote to his subordinate, "hold my bear for reporting late to the conference." Bear for beer has made all the difference.

Always follow a simple rule of not breaking the flow of words while writing. If you have made an error, you can go back to it later



because if you try to edit while on the go, it breaks the flow and you might not be able to proceed any further for the day.

Never reveal your story before it is finished. The most inspiring factor for any writer is the urge to tell a story, and if you reveal the story before it's complete, the urge to wanting to tell a tale dies dearth of motivation.



The article continued with the author's personal experience. "My English language is very bad. I struggled very hard to cope with some of my friends during graduation and started to develop a complex. I took up spoken English classes but failed to cope up even then I couldn't spare much time due to my preoccupation with academics. My complex was turning into a major roadblock because I was unable to find a decent job due to my poor communication skills. This dented my self-confidence, and I began to blame it on reasons beyond my control. Anyways, I got a decent job after a couple of months; I began associating with a female colleague. Our friendship grew over time, and I started to develop more intense feelings for her.

After initial hesitation, I finally braved my ways to propose her, and it was one beautiful message that I had written on the card that I had given her. It read 'You are the first girl that I love. I will stick with you every time and I will promise to be higher than my capacity to keep you always happy and put troubles from a distance at you.' That girl is not my best half because of certain family issues but she is the best thing that has happened to me. She later told me that the message was beautiful and the best part of it was the confidence with which I had written the message and despite the grammatical blunders,



it struck the love chords in her. I had decided that day to write a book and dedicate it to her and improved my language skills with determination. So, I wish good luck to all those aspiring writers. I hope you find your passion to write beautiful stories and that someday, I perchance to read your book.

Words are so powerful that they can destroy an entire nation, split two countries, start a nuclear war (negatives) or bring peace, bring two people together, start a new love story (positives). Choosing the words and using them becomes important, and one has to take utmost care in writing things clinically. In a nutshell, words make or mar.

Why Rajeev divorced Radhika?

Radhika received a message from her husband “Hi Rad! I am in Goa. Curl in waves, kissing, winds touch me not weather, a sizzling beauty in blue and on the top of it an eight-course meal with twinkling wines I wish you were her (e).

It doesn't need any more saying to it. Still, don't believe me?

College administration notice to students: ‘Due to dea(r)th of the lecturers we are unable to conduct the exam.’ Now we know why a man got divorced and the lecturers ended up witnessing the celebration of their lives.

Want to know how a convict was set free just one night before hanged?

Small punctuation mistake: The sentence sent to the jailor before hanging a person reads as under:

Hang him, not leave him - correct.

Hang him not, leave him- (a sentence that was sent). Incorrect.

If you remember, I've mentioned about conditioning, here's the proof.



Writing Etiquettes

Writing is a healing therapy. When you condition your mind, you are giving it a direction and sense to think and act. You follow it up by conditioning your mind, which helps focus on ideas letting them a free flow, which relieves any mental stress you have. When your mind undergoes so much of positivity, you get rid of your inconveniences.

The Aspects of Etiquettes

1. Therapeutic

- a. Handwriting exercises
- b. Repetition to perfection and peace

2. Meditation

- a. Awareness
- b. Non-judgmental attitude
- c. At ease

Open doors...



is the key.

Let's interpret the points for our clarification. **Never begin when you are not ready:** When you start unprepared, you run a risk of not knowing what to do and how to do. When you don't know where you have stopped, you will not understand where to begin. This becomes a loop and soon, a hotchpotch. Go back to condition your mind. That is the solution if you have a habit of starting without preparation.

Love letters are written with love, so love writing. Writing a letter to a dying patient deprived of hope into hope of living is a solace.

WRITING LEGIBLY AS AN INSPIRATION

CASE STUDY

Crisp and clear: Keep your scripts smart and your presentation simple. People do not have all the patience to read about so much of dramatisation and lengthy texts. Do not wander off from the context, be precise and clear hitting the nail on its head. Never ever beat round the bush, either because by the time your reader arrives at the theme he's already bored.

Be Communicant

(a) SMS if you delay the reply: When you are unable to take a call or reply to a mail, we have the option of using SMS. Please use this facility to keep others updated and acknowledged, so that you are communicant. But it's better avoid SMS language in formal writing. Do not include 'g2g', 'rofl' 'bff' etc. in your formal papers. It causes communication gap and a wrong impression. People will not take you seriously, even if it is about something vital. Not merely in formal writing but also when you want to send a consoling message to someone who has suffered a loss of a dear one, be polite and do not mention the bad things she/he has befallen.

(b) Use smiley with a message: The only issue of using the SMS is that one cannot understand the tone and mood of the sender. Since SMS is supposed to be crisp, there is a chance that the reader can misinterpret the message, so use smileys to portray your mood, but please be genuine.

© **Avoid acronym:** Not everybody understands the acronyms since there are so many acronyms in the world and same acronyms for two different things placed in two different countries and when you search for it, you get so many results that confuse you. Since you don't like to get confused, you should also not confuse others.

Also, avoid abbreviations and slangs. Slang is for friends and family. Never use slang and abbreviations in your writings. It will only cause harm.

(d) Never overload the inbox: Get rid of spam messages, unwanted and unpleasant conversations. Remember, you are not supposed to oblige or reply to such mails, so try to clear out your inbox and keep only the important stuff.

(e) End with sender's details: Write legibly with proper alignment, appropriate font size and colours: Every category of writing has a specific writing style. For example, a business newspaper needs to have an orange background and a little darker font.

(f) Use postscript when you miss something: If you have posted something or are unable to edit the text, you can always use an appendix at the bottom to emphasise or add some points that you might've forgotten to mention in the main text.

Hurdles to Be Hurdled

Sometimes even I feel bad about why there have to be barriers for everything in life, but since there are, we need to discuss it and be prepared to overcome the obstacles.



Blocks: Starting trouble? What blocks writing?

a. Bad mood: Falling into mood swings? Bad mood diverts your attention from the task at hand to other negative things. At this juncture, you have to wait for the removal of mood swings to start writing.

b. Filtering/manipulation: Never try to manipulate your work. Always be genuine because when one manipulates or filters, he/she runs the risk of portraying it inadvertently in the text which the people readily sense that something is wrong with it. Writing clearly and confidently can gain the attention of the readers, providing the golden opportunity for the speaker to put across the message intended. Wise is the writer who holds the attention of the reader with well-chosen words in a well-delivered presentation, forming a message that is effective, informative, and impressive.

c. Overloading: Complete tasks one after the other and take up only as much as you can complete. Be practical in choosing your work and the number of targets you can achieve. Overloading leads to unwanted stress, and it again draws you towards bad mood and the need to manipulate things.

d. Confusion: Ambiguity, the cause of confusion is always a boon to communication. It is a razor's edge. You can pun on words giving right reason for all your wrongdoing, if you're smart or get caught for all the right justifications, in case imprudent. Clarity and simplicity are the two sides of a coin. Condition your thoughts and begin to write diligently only when you are ready. When you know what you have to write and how you have to write, you will not be confused in the middle of writing something, and the flow of thoughts shall lead you through.

e. Cultural differences: The Greeks have their way of presenting things while the Russians have theirs. For that matter, each person differs from the other because of which there are cultural barriers. As it is said, “Be a Roman in Rome,” write what you have learnt and lived. In case of any discrepancy or thinking out of the way, cross your fingers for details about their patterns and customs.

f. Jargon: Your dialect may differ from others. So, if you are writing something for them, make sure you follow their lingo and not yours because they may not understand what you want to convey. The best way is to follow the universally accepted etiquettes and not your local dialect.

Unblock

Postpone/recharge: Had a bad day? Take some time off, recharge yourself and get back. It will relieve you of any existing stress and rejuvenate you to write effectively.

Be genuine: Always be right and always be authentic. Never plagiarise manipulate or imitate ideas nor write obscene/vulgarity. Your writing portrays your character. Be original; be truthful to yourselves. Envy is ignorance; Imitation is suicide. In the process of being original, don't be deviant either. It may amount to wandering off from the subject at hand. When you wander off, you tend to include all irrelevant and unnecessary matter into your writings, and when it becomes a habit; your essay takes a beating because people don't want to read your work anymore stuffed with disjointed descriptions.

Be succinct about what you want to present. Don't make things verbose and boring. People do not like unwanted information hence it might be difficult for us to write to the point without making it lengthy. Therefore, make it habit to give only relevant information.

Awareness

Be aware and gather all the information you want to include; but be careful because all the information gathered can't be presented. You'll have to scan through the content. Writing with half knowledge can get really bad and also spark a controversy, especially, if you are in the media or a celebrity speaker.

Be Simple

Many want their writings to be very lucid and interesting. One can always make it interesting by picking the right grammar and presentation but stuffing it with high vocabulary and intense way of presentation makes it snobbish and the reach is restricted to only the elite.

Case Study

Belonging to a conservative Indian family, Sheetal had to learn the day-to-day activities of the house since young. As she grew up, she learnt how to cook delicacies, housekeeping, purchasing vegetables from local vendors at cheapest prices plus other activities. She was also very skilful with embroidery, sewing, and stitching clothes. As she grew up she only got better. The happy part is that she is now a happy home-maker, taking care of her husband and children, cooking many cuisines for her family and sometimes experimenting with new dishes for her husband. End of the story...

I am glad that you didn't want the story to end like this and are not convinced that there was nothing more dramatic to Sheetal's life. I am glad that you are curious to know what happened.

We know that Sheetal was very skilful, intelligent and bright so it was imperative for her mother to always expect her to be successful in her life. Even though the rest of the family didn't expect anything from her because she was a girl, her mother knew for sure that she could make the family proud.

Things went on fine until high school and she always got decent grades until then. But as she grew older and reached higher secondary, her grades fell to the lowest but by then, her mother had given up hopes because Sheetal could not reach their expectations. She always got poor grades in spite of putting a lot of hard work and being very attentive in the class and this made her lose interest in studies.

Sheetal bothered the least about her education also. By then she had perfected the art of taking care of the house and be a potential home maker. Everyone but Sheetal's friend, Roshni had given up.



Roshni's parents were highly qualified and knew the value of education and inculcated in her the same values. It was their last year of higher secondary and the next target was to get into a good graduation college and Roshni was concerned about Sheetal. Roshni went to Sheetal's place to study one day and sometime in between, decided to take a look at Sheetal's new embroidery work and wondered why she failed to perform well in the studies in spite of being so skilful and randomly started reading Sheetal's notes and realised what her problem was.

The next day, Roshni walked up to their teachers and enquired about Sheetal's poor performance and she was shocked to know that the teachers never understood what she wrote and what she tried to convey through her answers in the examination and that her parents had not responded to her frequent attempts to bring this issue to their notice so they had given up. They also appreciated Roshni for being so concerned about her friend.

Roshni understood that it was waste of time talking to Sheetal's parents so she spoke about this to her own parents and that is when Roshni's mom decided to take care of the issue. Roshni convinced Sheetal that she had to work on her grammar and writing skills. Sheetal was convinced and determined to improve on communication skills. From that moment on Roshni had quoted the example of her maternal grandmother an ex-scientist in the Defence Research.

Sheetal was determined to improve and the result was terrific. She had passed her Higher Secondary Examinations with 84%, cracked the entrance exam for B.A psychology in Delhi University and even moved from her native place to study there. Just one correction and improvement changed her life. She is 58 now, a PhD holder in psychology, running her consultancy for 25 years, the chairmanship which she handed over to her daughter is now happily taking care of the home. Just like how her parents had wanted her to do but it took her 36 years to oblige.

Methodology

The main problem was her poor writing (not dyslexia) was due to her poor vocabulary. Scientifically, whenever a person is not sure about the right spelling of any word, he/she often ends up scribbling that word. Roshni helped Sheetal by getting her writing right by teaching her better vocabulary and Sheetal was able to cope with it.

The case study also throws light on the link between graphology and the effect of it on a person. Writing, thus, can be a panacea. A simple instance to prove the same will help you understand the concept better.

Curative Mechanism

We all know A.J. Cronin, once a physician but turned out to be a writer. Do you know how? When he happened to take a break from his busy medicos' schedule. Recommended for a countryside trip as a cure to peptic/gastrolytic/chronic ulcer, the doctor had been suggested for two things: milk diet and complete rest from work. Former condition was manageable; the latter only fuelled his aberration. So to kill time he tried his hand at writing that was a long cherished dream too. The formative days were nothing but the room being littered with balls of crumpled papers. Despair driven, he just threw away the pen and paper and went for a walk. Greeted by the villagers, he passed by the corn fields. Doing so, he came across a farmer digging a patch of barren land. After a persevered endeavour, the old man succeeded tilling the land. Inspired by the gesture,

Cronin returned to his cabin. Took out the strewn papers and started writing. In six months he completed the book and sent it for publication. Lo and behold! This was the book that earned him world renown; the book got translated into nineteen languages and shot into a movie and serialised.

A psychiatrist got married to one of his patients, who once was on the verge of committing suicide. How did he do that?

He received a letter from a woman one fine day which read, "I'm too depressed. Kindly suggest me a painless way to commit suicide."

He thought about it and replied, "I understand you undergo some trauma but I failed to understand some of the words, so, I weren't able to understand the entire message." She replied in a better way; but he still said that he failed to understand some of the words. The similar conversation continued for a while and gradually, she began to enjoy learning to write properly and soon got inspired about the language because of which, she got out of her depression and the idea of suicide died.

The last thing we need to understand is perhaps the most important in every body's life. It is determination and goal setting. Talk to yourself, read fictions, go through advertisements, journals, economic news, PPTs of top-rated companies. Understand human psychology by reading books on human anthropology, worldviews, trending etc. Read, think and write a lot considering the target audience. To fit in an organisational culture, you must have business writing skills.

Yet, don't just write but write, right. You can do it with a lot of trying. Use advanced online tools for spell check and grammar.

Get set... Let's write....



Art of Writing

REFERENCES LINK:

1. Berlo, D.K. (1960). *The process of communication*. New York: Holt, Rinehart & Winston.
2. Schramm, W. (1954). *How communication works*. In W. Schramm (Ed.), *The process and effects of communication* (pp. 3–26). Urbana, Illinois: University of Illinois Press.
3. Barnlund, D.C. (2008). *A transactional model of communication*. In C.D. Mortensen (Eds.), *Communication theory* (2nd ed., pp. 47–57). New Brunswick, New Jersey: Transaction.
4. Wark, McKenzie (1997). *The Virtual Republic*. Allen & Unwin, St Leonards.
5. Roy M. Berko, et al., *Communicating*. 11th ed. (Boston, MA: Pearson Education, Inc., 2010) 9–12
6. North Atlantic Treaty Organization, *Nato Standardization Agency AAP-6 – Glossary of terms and definitions*, p. 43.
7. Nancy Ide, Jean Véronis. "Word Sense Disambiguation: The State of the Art", *Computational Linguistics*, 24(1), 1998, pp. 1–40.
8. Daniel Chandler, "The Transmission Model of Communication", Aber.ac.uk Archived January 6, 2010, at the Wayback Machine

BIBLIOGRAPHY

- My Fellowmen
- Thirukkural
- Google/Wikipedia/YouTube/Facebook/WhatsApp/Gmail/
- Zimmerman B J (1989)–Self Regulated Learning of Adolescents to their Cognitive styles and family environment.
- Selective AV tapes of Osho/Rengarajan/Sadhguru Jaggi Vasudev /Jiddu Krishnamurti/BK Shivani of Brahma Kumari/Guruji
- Think and grow Rich by Napoleon Hill
- The Secret by Rhonda Byrne.
- Seven Habits of Highly Effective People – Stephen Covey
- Websites: www.who.int
- Who Wrote My Destiny - by Dr. P.R. Subas Chandran
- Why Mr. Modi should become the PM? - by Dr. P.R. Subas Chandran
- ఆకాశమే హద్దు (Sky is the limit) - by Dr. P.R. Subas Chandran

OTHER POCKETBOOKS IN THE SERIES

1. Art of Beginning The Day
2. Art of Managing Time
3. Art of Setting Goal
4. Art of Eliminating Negativity
5. Art of Sterilising Stress
6. Art of Welcoming Failure
7. Art of Altering Attitude
8. Art of Developing Self Confidence
9. Art of Imbibing Individual Social Responsibility
10. Art of Eating Healthy
11. Art of Listening
12. Art of Speaking
13. Art of Reading
14. Art of Communicating Non verbally
15. Art of Ramping Interpersonal Relationship
16. Art of Dating and Post Natal Caring
17. Art of Parenting and Career
18. Art of Caring The Elderly
19. Art of Sensitising Gender
20. Art of Rewarding Responsibilities
21. Art of Ending The Day

