TEXT IN UPPER CASE LETTERS BECAME TOO DIFFICULT TO READ BECAUSE IT BECAME SO RECTANGULARLY MONOTONE, SO BORING, SO PREDICTABLE. TRY TO AVOID IT ON TEXT PARAGRAPHS THAT HAS MORE THAN ONE SHORT LINE OF TEXT, LIKE CHAPTER AND SECTION TITLES.

Text in upper case letters became too difficult to read because it became so rectangularly monotone, so boring, so predictable. Try to avoid it on text paragraphs that has more than one short line of text, like chapter and section titles.