TIPS AND TRICKS FOR WRITING AN AWESOME ARTICLE

Creative writing is one of those domains that flourishes with each passing day. It extrapolates our thinking capabilities, enhances the way we handle emotions and aids us in penning down complex thoughts with ease. Many at times, we may feel at loss for perfect phrases or words that could be used to sufficiently delineate our ideas. But trust me, there is no such thing as ‘the perfect’ word, phrase or idiom. The same goes for ‘the perfect moment’. Every moment has a beauty in itself that can be used to capture even the most ordinary and make it seem extraordinary.

Hence, dear readers, grab your pens and papers and get ready to embark on a thrilling journey of becoming the best version of the writer within yourself.

Here are certain tips of writing an attractive speech or article that will seem appealing to the readers:

1. Begin with a quotation relevant to the article: Starting our article with a quotation immediately catches the attention of the readers and makes them want to buy it. You can also start the article with an anecdote or a short poem. For instance, if we are writing an article about ‘Man is the architect of his own fate’, we might as well start it with “There lies truth in the words of William James- We are shaping our own fate, good or evil, never to be undone”. An extract from a poem will also make the cut. Say, we write something about women empowerment. Hence we can start with a short stanza of a poem- “Moon, marked and touched by the sun, her power is undefined…..”. Remember, first impression is the best impression.
2. Research extensively: While penning down an article, our facts and figures need to be kept in check. It speaks a lot about the erudition of the writer. If we write an article that might be used by others as a research reference, then the facts that we provide are under heavy scrutiny. Hence, a good amount of information has to be collected from various resources like blogs, famous speeches, magazines or books. As the saying by eminent author Ruskin Bond goes- “The more we read, the better we write.” Also, another very important point is that do not include only facts in your article. This will make the article quite monotonous. I will be elaborating upon this in the subsequent points.
3. Enrich the article with good vocabulary: A good stock of words and grammatical eloquence is always appreciated by readers. A good writer must always be well aware regarding usage of a particular word. For example: There are many ways to express happiness and there also exist various degrees of happiness like cheerfulness, bliss, elated, euphoric , etc. We must always know in what context we are using these words. It is always advised to use lucid language which will make it seem as if one is gliding smoothly across the write-up.
4. Structure your article: This portion requires a good amount of effort since the word limit as well as factors like categorization need to be kept in mind. To make sure that our article does not have any loopholes, we can divide it into 3-4 paragraphs to tackle each one individually. A good example here is ‘Climate change’. The first paragraph can be used for introduction and stating certain statistics or studies made by people- “As per recent studies it has been indicated that 2050 is the year when the world fisheries are expected to collapse”. The second paragraph has to be the largest one where we can do deep analysis of those ideas that we have stated previously. If necessary, the paragraph can also be divided into 2 sub-paragraphs as per our convenience. The last paragraph must be the concluding paragraph where we provide real-world solutions to the problems mentioned in the article. We can conclude the article with a compelling line that will pose a warning to the readers. Say for the topic of climate change, we write- “Only when the last tree has died, the last river been poisoned and the last fish been caught, will we realize that we cannot eat money.”
5. Ask critical questions and add punch lines: Doing these will add more flavour to your article. This can be done in the mid of the article or even towards the end. Taking the cue from various distinguished public speakers and writers, this approach might make the audience smile and to also analyze and apply the views of the writer. For example, a decent punch line could be- “Poverty is one equation that even Einstein couldn’t solve.” Asking thoughtful questions like “Are Loreal products really ‘worth it’, or do people buy them since Aishwarya Rai Bachhan advertises for them?”- is a good approach when we really want to connect with people through our writing.
6. Know your audience: In general, when one is writing on a large scale, we must write so as to reach out to the masses. When we work with audience-specific write-ups, their needs and expectations have to be kept in mind. Say we write an article for a community of software engineers. The terms that we use must cater to that specific community without leaving them puzzled. If we use complex medical terms in this case, some of it might be incomprehensible to the readers. The reverse case is also true.
7. Maintain individuality: Lastly, individuality is what sets each writer apart. Uniqueness plays a crucial role in this field as the audience wishes for something new every day. We must be aware of our strengths. For some, it might be their sense of humour and for some their sophistication that makes them stand out in the crowd. Hence, utilize them and that will leave an imprint upon the reader for a very long time.

Words, my friends, are very powerful tools. They can at once be as sweet as honey and as sharp as a dagger. It might initially be difficult to keep in mind all the points while writing an article but remember- “Practice makes perfect”. To be honest, each one of you have your own understanding of how to make your content the most satisfying and I would encourage you all to explore that. So dear readers, keep writing, keep celebrating and keep unraveling the intricacies of the world of creativity.

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