Write a summary of following essay in about 150words.

Colorful, Colored, and Colorless Words The writer builds with words, and no builder uses a raw material more slippery and elusive and treacherous. A writer's work is a constant struggle to get the right word in the right place, to find that particular word that will convey his meaning exactly, that will persuade the reader or soothe him or startle or amuse him. He never succeeds altogether - sometimes he feels that he scarcely succeeds at all - but such successes as he has are what make the thing worth doing. There is no book of rules for this game. One progresses through ever-lasting experiment on the basis of ever-widening experience. There are few useful generalizations that one can make about words as words, but there are perhaps a few. Some words are what we call "colorful." By this we mean that they are calculated to produce a picture or induce an emotion. They are dressy instead of plain, specific instead of general, loud instead of soft. Thus, in place of "Her heart beat," we may write "Her heart pounded, throbbed, fluttered, danced." Instead of "He sat in his chair," we may say, "He lounged, sprawled, coiled." Instead of "It was hot," we may say, "It was blistering, sultry, muggy, suffocating, steaming, wilting." However, it should not be supposed that the fancy word is always better. Often it is as well to write. "Her heart beat" or "It was hot" if that is all it did or all it was. Ages differ in how they like their prose. The nineteenth century liked it rich and smoky. The twentieth has usually preferred it lean and cool. The twentieth century writer, like all writers, is forever seeking the exact word, but he is wary of sounding feverish. He tends to pitch it low, to understate it, to throw it away. He knows that if he gets too colorful, the audience is likely to giggle. See how this strikes you: "As the rich, golden glow of the sunset died away along the eternal western hills, Angela's limpid blue eyes looked softly and trustingly into Montague's flashing brown ones, and her heart pounded like a drum in time with the joyous song surging in her soul." Some people like that sort of thing, but most modern readers would say, "Good grief," and turn on the television. Some words we would call not so much colorful as colored—that is, loaded with associations, good or bad. All words—except perhaps structure words—have associations of some sort. We have said that the meaning of a word is the sum of the contexts in which it occurs. When we hear a word, we hear with it an echo of all the situations in which we have heard it before. In some words, these echoes are obvious and discussable. The word mother, for example, has, for most people, agreeable associations. When you hear mother you probably think of home, sa

fety, love, food, and various other pleasant things. If one writes, "She was like a mother to me," he gets an effect which he would not get in "She was like an aunt to me." The advertiser makes use of the associations of mother by working it in when he talks about his product. The politician works it in when he talks about himself. So also with such words as home, liberty, fireside, contentment, patriot, tenderness, sacrifice, childlike, manly, bluff, limpid. All of these words are loaded with favorable associations that would be rather hard to indicate in a straightforward definition. There is more than a literal difference between "They sat around the fireside" and "They sat around the stove." They might have been equally warm and happy around the stove, but fireside suggests leisure, grace, quiet tradition, congenial company, and stove does not. Conversely, some words have bad associations. Mother suggests pleasant things, but mother-in-law does not. Many mothers-in-law are heroically lovable and some mothers drink gin all day and beat their children insensible, but these facts of life are beside the point. The thing is that mother sounds good and mother-in-law does not. Or consider the word intellectual. This would seem to be a complimentary term, but in point of fact it is not, for it has picked up associations of impracticality and ineffectuality and general dopiness. So also with such words as liberal, reactionary. Communist, socialist, capitalist, radical, schoolteacher, truck driver, undertaker, operator, salesman, huckster, speculator. These convey meanings on the literal level, but beyond that—sometimes, in some places—they convey contempt on the part of the speaker. The question of whether to use loaded words or not depends on what is being written. The scientist, the scholar, try to avoid them; for the poet, the advertising writer, the public speaker, they are standard equipment. But every writer should take care that they do not substitute for thought. If you write, "Anyone who thinks that is nothing but a Socialist (or Communist or capitalist)" you have said nothing except that you don't like people who think that, and such remarks are effective only with the most naive readers. It is always a bad mistake to think your readers are more naive than they really are. But probably most student writers come to grief not with words that are colorful or those that are colored but with those that have no color at all. A pet example is nice, a word we would find it hard to dispense with in casual conversation but which is no longer capable of adding much to a description. Colorless words are those of such general meaning that in a particular sentence they mean nothing. Slang adjectives, like cool ("That's real cool"), tend to explode all over the language. They are applied to everything, lose their original force, and quickly die. Beware also of nouns of very general meaning, like circumstances, cases, instances, aspects, factors, relationships, attitudes, eventualities, etc. In most circumstances you will find that those cases of writing which contain too many instances of words like these will in this and other aspects have factors leading to unsatisfactory relationships with the reader resulting in unfavorable attitudes on his part and perhaps other eventualities, like a grade of "D." Notice also what "etc." means. It means "I'd like to make this list longer, but I can't think of any more examples."