(3) 15

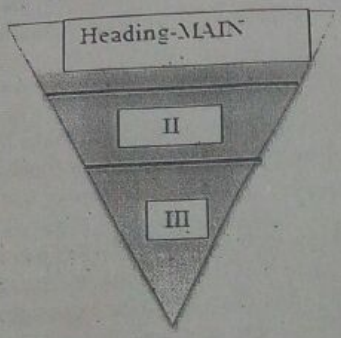
Principles of Web Based Writing

Question: What Makes #WbWriting so difficult?

Answer: The Reader, User, Audience or People who read the content! ©EklavyaParv: Learning Content

"Think of Web Based Writing as a Conversation." Your writing should be Audience Centered.

Journalism has a concept of reporting the news content: The Inverted Pyramid.



Web Based Writing needs the same rule while creating the content for the virtual world.

In the inverted pyramid or the triangle shape-upside down figure, we have three segments. Th first one is the Heading Sentence or Phrase, followed by (II) supportive information and then the last we have (III) other details. It corresponds with the declining interest on a reader, who reads selectively and does not have inclination to read word by word. We experience it when read newspapers and magazines, print or even online.

We have already discussed the difference between the virtual and the print media of readin purpose or the fundamentals of Web Based Writing have also been discussed. Now we mo to underline the main Characteristics of Web Content.

We shall deliberate to answer the question: What brings Effectiveness and Brilliance in th Content on the Web? ©EklavyaParv: Learning Content

A Checklist of the components of good content is to be prepared and implemented with u concern. People, who read online, are like the movie fans and need to find the content entertaining and interesting, not boring. There can be no compromise about the quality o content and this is what asks for an impressive Writing Style. Remember, the 'user' can go to the Right Hand side Top Corner – X! CLOSE the Web Page we call this option!

There are choices and our aim should be to make our web site or web log (Blog) the Fi

Basic Principles of Writing: A-B-C: Accuracy, Brevity and Clarity

- Accuracy in Grammar, Sentence Composition, Syntax, etc
- Brevity in number of words used, redundancy to be avoided
- Clarity in Thought and Expression

The 'Obligatory Elements' of Web Based Writing are as follows:

Structure: Make Headings and Sub-Headings Count. Write Short Sentences and Small Paragraphs. Prefer Bullet Points, Links rather than explanatory paragraphs.

Relevant: The content writer should make it sure that the content will be of significance for t reader and it will generate a satisfaction of accomplishment in the mind of the visitor. It sho make the reader feel that the search was for this content only. Content need to seem specific the Persona we imagined while preparing it.

Useful: It seems hard to define but still it needs a mention. We can check this feature by doi comparative study of the content available with your competitors. Practical advices make it useful, rather than being a moral sermon. It should be phrased in a way that it makes the us 'Take Action'.

Accurate: *The Rules of the Land* are to be followed while writing web content. This is a wa make the readers feel that you follow standards in writing. Ensure that the content is fruste the user. Still, the user may pick something that seems true and may damage your reputati Hence, we must have the expertise to write on that specific subject, cross-check the data, n sure that spellings-grammar are checked and there are no '*typos*'.

Credible: Your content will be credible if you have the facts. If you are not sure, don't mo ahead with the writing on a certain topic. The content writer cannot mention 'T & C Appl shun the accountability. If you are not sure, go and talk to the experts; be humble and enh your learning. Making your content Trustworthy and Believable is your responsibility.

Findable: The content reader has to be made comfortable in finding the content. There ar various ways to reach the content, first is that they come to your website and get the cont it looks less possible in this age of million website. You need to improve the findability content. Help them find it by using the Searchable and Preferred Terms in the content. L should help them understand what the content talks about. The users may not use the na to go to the content on the website. Links within your website should bring the users to content. It makes the access easy and proficient.

Current (Real Time Updating): *"At the time of going to the press, Brazil were at…"* Ho sound to a football lover, who was awake all night? In the morning, the newspaper is s the stale information to him! This is what we can't afford in Web Based Writing. We l Real-Time World. Even the web portals of the newspapers update information every n least a reader/user wants is that the content is not updated and has expired. The conte reviewed at regular intervals, though update needed only when it is required. For the content, update it every minute, but the same for the 'Exam Results' is not welcome a train time table needs real time updates.

Consistent: If there is more than one content writer for the website/blog, it should be checked that they are in sync with the style of writing. The words, acronyms, syntax, abbreviations are to be in harmony with both the individuals. The style, with which the content category started, should be maintained.

Scannable: Hope you remember the 'F' shaped scanning pattern of the online readers. Arrange the content in that pattern. To facilitate comfortable scanning of the content make a Headline with eight to ten words or even less. The Sub-headings are nice things to support the heading. Sentence can be limited to 15-20 words each. And do remember that a sentence is the manifestation of a complete thought. Hence ONE Thought-ONE Sentence!Remember that each paragraph, explains one idea and can have 50-70 words.

Interesting: Going by the objective of communication, as well as web based writing, we should remember that we communicate by our tone of Voice too. Make a Conversation. Try to avoid the use of Jargon words or fluffy words that catch the eye but assassinate the mind.

Simple: Our readers read the content instantly and that is what calls for being simple. Simplicity does not mean being unimpressive. It means we engage the user in reading with comprehension. The worse that you can do is to imagine that the reader is as educated or literate as you are. Match their knowledge and experience as well. You have to write to their level. A website with school students as target cannot write with the political think-tank vocabulary. Use examples or an analogy to make it understandable and simple. We need to get the message across and create fulfillment to the purpose of visit. Be direct, say exactly what you mean. Write to Inform, not to Impress. Don't Panic; Keep the user relaxed.

Voice: It is not the voice or the sound we measure in decibels. It is the Grammatical VOICE-Active and Passive. While writing for the web, when we need short sentence, Active Voice is most preferred. We need to keep in mind the Tenses also.

Compare:

We are learning Web Based Writing.

We shall learn Web Based Writing.

The First one sound more good as it connects, is more honest to the activity being done. Writing in the Active tense speaks for your brand and this voice should be according to the frequency of thinking in the organisation.

Going by the principles, thinking of the USER/READER, and maintaining the focus definitely brings goodness in the website/blog.

It is also suggested that we make a "Content Calendar" and update/refresh the content at regular/pre-decided intervals.

We shall discuss these Principles in detail with reference to specific feature and examples from the websites and blogs.

rpose of Web Based Writing

Web Based Writing is not an alien domain of communication; it is an integral part of the Communication phenomenon. It has to be very considerate for the reader as there is no enforcement on the user to stay on the page.

The 5 Ws form the basic assumption of Web Based Writing and makes the content writer active.

The tools mentioned above are:

- Who
- What
- Where
- When
- Why

The option to 'opt out' is always with the visitor and we cannot do anything about this. As we discussed the Difference between Web Based Writing and Writing for Printing, a discussion on the Purpose of Web Based Writing becomes a need of the hour. Content writing is an art, still has a professionally oriented purpose to it.

The writer has the herculean task of writing for those whom he has never met or even talked to. There is a rare possibility that the content writer meets the real-possible visitors of the website or blog. Hence the Making of a Persona, to draw accurate contour of expression, is obligatory for good Web Writer.

The objectives are not much different what we do through communication but there are specific descriptions of a couple of objectives. See Details:

Purpose/Objectives of Web Based Writing:

- Persuade: The content has to convince the Reader/Visitor/User through the content. Convincing can be done by quoting making sentences that are captivating and have the power to match with the expectations of the user. As we are talking of Writing for the Web, it becomes slightly different from the printed persuasive tools. In Print, one has the facility to create 'Physically Evident' tools or pieces. The purpose of persuading is directly implemented by handing over the 'persuasive literature' to the subject/reader. Nevertheless, Persuasion remains the primary factor in communication and speaks rightly in Web Writing.

- Inform:
  - Web Based Writing must not neglect this responsibility of 'Giving Right Information' at the 'Right Time' to the 'Right Person.' People are to be informed and there is one major thing that sets this purpose apart from others, i.e. Informational Content Writing must be in 'Real Time', as we have read it in the Nature of Web Based Writing that readers have the choices to pick from. Your website can remain in the 'bookmarks' only when the content is there.

"Write to Inform; not to impress!"

- Entertainment: It means 'going by the likes and dislikes' of the possible readers. The writer keeps the Persona in mind and develops such content that is capable of generating interest in the reader/user. To appreciate the interests and hobbies of your client and arranging the content as per the likes-priorities is what Entertainment is. This purpose of the content must be taken care of.

- Change Behaviour: Elaboration Likelihood Model of Advertising and Psychology speaks what works here. The Content is the King and the kingdom of Users can be kept in rule throught captivating-impressive content only. Following Direct and Peripheral routes of efforts to change the perception, attitudes and behaviour of the user/readers is an objective. The Change in behaviour takes place when the reader has gone through the Persuade, Inform and Entertainment steps.

- Enforce Compliance: Try to rememeber the UI- User Interface of any good E-Commerce/Online Shopping website. How do they keep you engaged and try to follow the route of bringing a change in your attitudes and behaviour about shopping. This is an objective which must be realised if the Content has brought the user to the behaviour re-think stage. Here comes the "Order Now", "Shop/Join Now", "Become a Memebr", "Submit" like options that are called 'Enforce Compliance' for the User.

- Vanity: NO to Vanity- The Content Writer must keep one thing in mind that Vanity is an enemy and must not be valued beyond control. The Reader is the Supreme receiver of the content and while writing for the web, one must keep an eye on the Persona of the possible user/reader.

Hence, the purpose is what we understanding as the objective of the Content. It is communication and the purpose is to communicate.

Topics: How Users Read Over the Web? & Difference b/w Reading in Print and Reading Online

Jakob Nielson, in 1997, responded: "They don't. People rarely read web pages word-by-word; instead they scan the page, picking out individual words and sentences."

His research suggested:

- Only 16% readers start reading from the beginning of the article, otherwise the majority, around 79% first scan, than read.
- Reading from the computer, laptop or tablet screen is 25% slower than reading from the paper.

Nielson, the user experience designer, found out that the 'first' thing that is noticed is that people scan in the F shaped pattern.

They Actually Scan!

They Read the Head Line-Bit of Summary- then go to the bottom (Left Aligned Top to Bottom) of the page to see if there is something interesting of interest -after this they might go across from left to right, around the centre of the page.

People who read print, feels like enjoying a feast, they try to make the best of everything in hand and are passionate for the work taken to read; while the online readers like to snack out pieces of information from the screen and are sometimes lazy and impatient. There is a buffet of food and they want to taste everything. ©EklavyaParv: Learning Content

Difference between- How People read in Print and How People Read Online

- They are completely different mediums-they are completely different physical things.
- A Printed document could be a book; it could be a magazine, newspaper. The reader can carry it along in a journey, restaurant, and lawn or in a café.
- The most common way to read a printed work is from front to back.
- While reading from papers, readers are in a more relaxed mood and posture.
- They don't need to rely on a power source (Saved from the embarrassment of 'Battery Gone!')
- Eyes are less fatigued while we read from papers as it has no backlight.
- Feeling of Pride-Possession is always there, as you are a reader, rather than a user. And there are no access issues practically as the reader owns the book/text.

More on Online Reading of USERS

- The Electronic devices are a luxury or a possession that one has to earn.
- Depending on the device-could be attached to a computer-might have the luxury of having a laptop, tab etc.
- Have to rely on power source and the dependency in crucial to facilitate online reading.
- Eyes get More fatigued as there is backlight
- Accessibility Issues can be there as everyone doesn't have access to Internet all the time and limitations might be there with the possession of devices too.
- The literacy/education levels of the online users are varied and cannot be predicted, while the paper readers can be generally adjudged by their choice of reading material.
- Slow Internet, Devices, someone might have a disability, there may a physical barrier to access web/devices, therefore the designers or makers have to customise accordingly.

One important difference between Online and Print Content is the 'Real-Time Authenticity'.The Newspapers often have a phrase saying 'At the time of going to the press...' and this speaks of the limitation of the print media. However, the same newspaper will definitely update the 'online version' of the same story, the moment some update is received.

'Real Time Content' is the prominent attribute of Online Media, while print has its limitations about this. The Web Based Content can not afford to be 'stale'; it can not have deterioration from the 'current' time.

P.S. Some Random Points:

Question: Who Your Reader Are?

Response: Ask Yourself!

They are the USERS of the website and to have a basic understanding do talk to the people who directly deal with them as you make content not for yourself, not even for the company- but for the USERS.

Demography, Age, Gender, Family Types, Education/Literacy Level, and Job-Business information is needed to be known or to be assumed 'accurately'.

Their literacy-education level could be different to yours. ©EklavyaParv: Learning Content

There might be access issues: Access to the Internet (Facility and Speed too) and someone might have a potential disability, as if there is a barrier in accessing the information on the web.

The worst thing that we can do is to write the content that we think our users will understand and like it because WE understand it.

Note Taking

"Note taking is referred as the act or process of taking notes." Note taking involves recording ideas and facts that you learn in class to help you remember and use them later.

There are five R's of note taking :

1- **Record**
2- **Reduce**
3- **Recite**
4- **Reflect**
5- **Review.**

Importance of NOTE-TAKING:-

- **To become an active part of the listening and learning process.**
- **To create a history of your course content.**
- **To have a written record to view or study later.**
- **To reinforce what is communicated verbally.**

Common Methods of NOTE-TAKING.

1- **Avoiding Vowels-** This is one of the most common method of note taking for students. As during chat or text messages(SMS) we avoid vowels.
i.e – ***This is what I do not know. Ths is wht I dnt knw.***

2- **Using Signs & Symbols-** Even if you are not a short hand expert then also you can use signs & symbols either through some technical sources or on your own. i.e **%, @, &, +(positive),-(negative)...**

LETTER WRITING

In Organizational Communication (Business Communication/ Technical Communicat there are two types of Letters:-

1- **Business Letters**
2- **Official Letters**

1- Business Letters:

is a letter written in formal language, usually used when writing from one busine organization to another, or for correspondence between such organizations and their customers, clients and other external parties. The overall style of letter will depend on the relationship between the parties concerned.

Types of Business Letters:

1- **Credit Letters**
2- **Order or Enquiry Letters**
3- **Quotation Letters**
4- **Claim/Complaint letters**
5- **Adjustment Letters**
6- **Sales Letters**
7- **Job Applications**
8- **Cover Letters**

Official Letters:

Letters Written by individuals, Private organizations and government agencies to governm organizations such as Ministry, banks, Government-run institutions and industries etc., wit outside country are generally knows as Official Letters.

Types of Official letters

1- **D.O. Letters (Demi-Official letters)**
2- **Government Letters**
3- **Letters to Authorities**

STRUCTURE (Standard Elements):

1- **Heading:** This element is also known as "letter head", which shows the organiza name, full address, and also telephone numbers.
2- **Date Line:** 3 June 2012 or june3, 2012
3- **nside Address :** This part of letter identifies the recipient of the letter and is separa from the date by at least one blank line.

4- **Salutation :** Always try to address your letter to a person by name rather than the title.

5- **Message:** This part of letter will usually occupy the greatest amount of space. It should be single-spaced, with a blank line separating it from the preceding and the following parts of the letter.

6- **Complimentary Close-** This element is single word or phrase, separated from the message by a blank line. **i.e Sincerely , Cordially, Truly**

7- **Signature Block:-** The Complimentary Closing line is followed by Signature Block, which includes Your Signature, name And Title.

ADDITIONAL ELEMENTS:

1- **Addressee Notation:** Personal, Confidential, Please Forward or Through Proper Channel
2- **Attention Line:** Attention: Dr Satish Yadav or Attention: General Manager
3- **Subject Line:** Subject: information abut last week's inspection.
4- **Reference Initials:** .Ref No. ABCD/03/07
5- **Enclosure Notation:** Encl: 1-Report, Photographs(2), 3- List of participants.
6- **Copy Notation:** C: Rahul Mathew Cc: Charel Mathew
7- **Mailing Notation:** By Registered Post, By Courier, By Speed Post
8- **Post Script:** P.S. P.P.S. **(Try to avoid post script)**

Lay Out

1- **Block-Layout**
2- **Semi-Block Layout**
3- **Modified Block Layout**
4- **Simplified Block Lay out**

NOTE: Students are advised to stick to BLOCK LAYOUT.

Exhibit Block Layout (Business Letter)-

25 North Main Street
Maharaja Colony
Post Box No. 1221
Mumbai-400001

February 12, 2012

Ms Mary Fernandes
Customer relations
Bharat Telephone Company
133 Balaji Street
Mumbai- 400001

Dear Ms Fernandes:

I received a collection notice from the Bharat Telephone Company on February 10, 2012. The letter states that I awe a past due balance from September 16 to October 16 billing period of 2011. The letter also states that my service will be disconnected unless I act immediately; however, I am now informing you for the second time that I paid that bill on January 1st 2012.

On January 15th, I received a call from one of your representatives about this matter, and I immediately told him that approximately two weeks ago I had sent a cheque to your office for the due amount of Rs 6,450.00. Unfortunately, I failed to get his name.

I hope that this will settle the matter once and for all.

Sincerely Yours,

Bubuli Chottia
(419) 352-5555

Encl: Copy of the cheque.

WRITING E-MAILS

Electronic mail (E-mail) is the medium of communication that sends and receives messages through specially designed computer networks. ***E-mails are used for quick transmission of information and idea.***

ADVANTAGES OF E-MAIL

1- Speed
2- Low Cost
3- Quick Distribution
4- Flexibility
5- Easy attachment
6- Easy Upward Communication

CHARACTERISTICS OF SUCCESSFUL E-MAIL MESSAGES

1- Concise
2- Correct
3- Clear
4- Conversational Tone
5- Single Theme

Components of E-Mail

1- Heading
   a- Date
   b- From
   c- To
   d- Subject
   e- CC (Carbon Copy)
   f- BCC(Blind Carbon Copy)

2- Salutation : Dear Dr Bright

3- Body : The body of an e-mail message describes, explains, and discusses the idea of the e-mail. The content of the e-mail should be organized carefully. The first paragraph may begin with a friendly opening followed by a statement of the main point. In the next few paragraphs, justification should be continued along with background information and supporting details. The closing paragraph should restate the purpose of e-mail and, in some cases, request some type of action.

4- Closing: An external e-mail message may be concluded with an appropriate closing such as Best regards, Kind regards, Regards, Sincerely, Yours faithfully, Thank you and regards, All the best, and so on.

5- Signature: the signature line in an e-mail message generally contains only the writer's name. However, it may sometimes include the structure of an e-mail message.

SOME IMPORTANT POINTS

1- Follow Established e-mail Conversations

2- Check Mailbox Daily
3- Be Correct
4- Be Brief
5- Be Formal
6- Maintain Readability
7- Care about Tone.
8- Be concise and to the point
9- Answer all questions, and pre-empt further questions
10- Use proper spelling, grammar & punctuation
11- Make it Professional
12- Use templates for frequently used responses
13- Answer swiftly
14- Do not attach unnecessary files
15- A proper structure & layout
16- Do not overuse the high priority option
17- Do not write in CAPITALS
18- Don't leave out the message thread
19- Add disclaimers to your emails
20- Read the email before you send it.
21- Do not overuse Reply to All
22- Mailings > use the bcc: field or do a mail merge
23- Take care with abbreviations and emoticons
24- Be careful with formatting.

25- Take care with rich text and HTML messages
26- Do not forward chain letters.
27- Do not request delivery and read receipts.
28- Do not ask to recall a message.
29- Do not copy a message or attachment without permission
30- Do not use email to discuss confidential information.
31- Use a meaningful subject.
32- Use active instead of passive
33- Avoid using URGENT and IMPORTANT
34- Avoid long sentences.
35- Don't send or forward emails containing libelous, defamatory, offensive, racist o
obscene remarks
36- Don't forward virus hoaxes and chain letters
37- Keep your language gender neutral
38- Don't reply to spam
39- Use cc: field sparingly

MEMO

Business memos describe problems, inform employees, request information, explain actions and policies, provide directions, and give feedback. *'short message or record used for internal communication in a business'.*

Business Memos solve problems and act as means of decision making. Memo is basically for Inter-Departmental or Inta-Organizational Communication.

Difference Between Memos & Letters

MEMO	LETTER
1- A Memo is Intra-organizational Document.	1- A letter is Intra-Organizational as well as Inter-Organizational Document.
2- The Format of Memo is Specific and different from Letter.	2- The format of Letter varies from organization to organization and is different from memo.
3- Memo is less forma than Letter.	3- Letter is a formal Document.
4- The tone of Memo is more conversational in nature.	4- The tone of letter is comparatively less conversational than memo.
5- Memo is less structured document.	5- Letter is more structured.
6- Memo is less illustrative (background information).	6- Letter is more illustrative.

CHARACTERISTICS OF EFFECTIVE MEMOS

1- Clarity
2- Conciseness
3- Unity of Theme
4- Informal Tone

PARTS OF MEMO

1- Heading
   - a- Date : (Complete and Current0
   - b- To: (name and designation of the recipient)
   - c- From: (name and designation of the sender)

1- Subject: (Topic of the memo).
2- Opening
3- Body
4- Closing (SignatureBlock)

Stench of Kerosene - Amrita Pritam

The Stench of Kerosene by Amrita Pritam deals with the death of Guleri, the young wife of Manak. It's a case of suicide caused by immense mental unrest. Guleri had gone home for their harvesting festival. The arrival of the horse and her parent's servant makes her happy and that happiness remains until she disappears from the scene.

She did not have to express her excitement in words. The look on her face was enough. But her husband Manak was not very happy. "Her husband pulled at his hookah and closed his eyes. It seemed as if he either did not like the tobacco or that he cloud not bear to face his wife".

In this short story, Guleri's character shines winning the sympathy of the readers. Guleri, a cheerful gid coming from a well-to-do family and her marriage to Manak, her failure to give Manak's family a son, creates a terrific situation for her tragic end and the reader's immediate sympathy is with the heroine of the story, Guleri. She was the pleasant young girl who ended her life in an extremely tragic manner.

Guleri, pouring kerosene over her body and setting fire to herself, after hearing about her husband bringing a second wife during her absence.

"Guleri is dead" Bhavani said in a flat voice. "What? When she heard about your second marriage, she soaked her clothes in kerosene and set fire to them".

Manak getting highly saddened and worried;

"Manak, mute with pain, could only stare and feel his own life burning out".

And his second wife feeling that she was not his real wife, "I am not his wife, I'm just someone" paves way for the setting up of a tragic and complicated background, from which Manak's mother appears with the feeling that Manak would come back to normal, with the new born baby, his son is placed in his arms but to her extreme sadness Manak shouts hysterically.

"Take him away, he stinks of kerosene" Thus, reflecting the tragic image of Guleri's suicide casting a shadow of extreme unpleasantness and making the second wife and the whole family unhappy. Manak's attitude towards the proposal of his mother stands as a contrast to his own inclination ".... odedient to his mother and to custom Manak's body responded to the new woman but his heart was dead with in him" Indian Culture is such that a married woman should bring a son to the family.

If a woman fails to fulfil this role, she is not successful, in marriage and is rejected. Thus Manak's mother escapes a reasonable percentage of being getting accused for bringing a second wife for her son, Manak. Not that she hated Guleri, but Indian culture had influenced her to the extremes of believing in the gift of a son to the family.

On the other hand Guleri's parents were rich and they wanted a man from a good family, for their daughter. "But Guleri's father was prosperous and has lived in cities. He had sworn that he would not take money for his daughter, but would give her to a worthy man from a good family."

Guleri, failing to give Manak's family, a son having waited for seven years and the sad end to her life, could have been sad even from the early days of her marriage. In India the 'mother' is supposed to be a representative of Indian culture.

A mother enjoys an important place, if she is able to fulfil a mother's part meeting with the expectations of motherhood; these being the customs and traditions of Indian culture.

Therefore the death of Guleri could be called "cultural violence" in Indian society. though not recognised as violence; in reality it is a violent act leading to the death of a person.

In the short story, Stench of Kersene the writer, points out in simple diction the "theme of violence" present in the culture of Indian society. Amrita Pritam gives a clear picture of the episodes with the appropriate choice of a family setting and the intended aim and view of marriage in typical Indian Society. "The family setting of the extended family".

The story of the "Stench of Kerosene" begins with the "climax fairly close" to the events in the past and giving a complete picture of the proceedings creating "a full picture of the whole tragedy" Guleri ending her life in the most tragic manner the birth of a son to Manak's second wife, Manak, refusing to take the baby saying he gets the smell of kerosene, creates a suitable background making the title "Stench of Kerosene" ideal. The strain of dramatic effect running throughout the story reveals the whole episode in a very eloquent manner.

The simple and short dialogue creating a cinematic effect and the instant change of scenes is quite effective. The symbolic use of the flute which Gulari treasured and the notes played only to be heard by her, hiding it under the dupatta before she left the house is set up in an elegant manner inviting the reader's direct attention to the happy events in Guleri's life.

Manak playing his flute as they walked or were at the fair, made Guleri believes that the music brought her joy, taking her closer to Manak's heart. Thus the flute standing as a symbol of joy in their lives.

"He looked at her sadly. Then putting the flute to his lips blew a strange and anguished wail" striking the signal for the tragedy - anticipating the tragic end. Bhavani announcing the sad end of Guleri "When she heard of your second marriage she soaked her clothes in kerosene and set fire to them" Manak getting mute with pain "He stared a long time uncomprehending, his face as usual expressionless" and his sudden scream filled with horror when his baby son was given to his hands. "Take him away, he shrieks hysterically.

Take him away he stinks of kerosene." The repetition of the words "Take him away" emphasises his indifferent attitude, his extreme dejection. The story in brief is not that of Manak's wife's tragic death, alone but it also touches upon the arrival of another woman to Manak's house and becoming an occupant.

Kerosene being inflammable, odorous and dangerous fuel symbolises the intense sorrow and disaster caused to Guleri, as a result of Manak's 'family conceptions'.

The flute with its melodious notes and Guleri's extreme desire to listen to it when played by her husband.

The music of the flute associating with joy and stench of Kerosene associating with the tragic death of Guleri emphasising the contrasting events in the "married life" of Manak and Guleri; due to the contrasting features of Indian culture and the basic rights of man and woman marriage creating an extremely unpleasant and tragic atmosphere.

"The days went by Manak resumed his work in the fields and ate his meals when they were given
But he was like a dead man; his face blank; his eyes empty."

fly in buttermilk

"A fly in Buttermilk" James Baldwin is a very perceptive man and usually gets his point across pretty well. In his excerpt "A Fly in Buttermilk", Baldwin discusses his encounter with a southern family. This family includes a young black male who is enrolled in an all white high school. He asks of the boy's troubles and discusses his responses.

For the very first words of this excerpt Baldwin states "You can take the child out of the country, but you can't take the country out of the child." This bases on the whole excerpt. For my own interpretation I took this as a self-reflection upon one own environment. I know personally from my own experiences that the environments in which I was raised in from my parents and friends to my living in a city and a suburb reflect my opinion of what others speak of. What you are accustomed to become the normal and what you are not accustomed to become the odd. For example, in this excerpt Baldwin talks to an old man of the south. Baldwin tells of how he has seen picture of people being hung in the south, but this old man has actually experienced it. These horrible genocides were happening to this old mans friends and family. This could have even been him had he made one wrong step. Baldwin does not know of this and will never know of it. These two are obviously going to have different perspectives on the situation. When Baldwin talks to the mother and son in the excerpt, he mentions that he had felt that he had not heard the whole truth. For example, the boy tells him that on the first day of school there was merely some name calling and nothing else. He also neglects to mention any of the names to which he was called. The boy is very quite and studious, but surely he has some insecurities. Also throughout the conversation it seemed as though he hurried to defend his mother's side, as though he always wanted to keep her in a non worried state. It seems as though he did not want to let his mother know of any problems he was having because she had so much pride in him. Was she better off not knowing? This I found to be intriguing because I feel that everybody has experienced this emotion at least once. I also find that this is one of the hardest qualities a person can obtain. What quality? The quality that is the opposite of selfishness. Such a quality comes only with great restraint and discipline. It cannot be explained yet everybody knows what it is. I think it is unique how Baldwin gets this out there. Never have I seen a writer put this lesson in such context. Later still in the conversation Baldwin talks to the boy about leaving and going back to his original school. The boy replies with a strong "NO". To get by he simply states that he gets into his schoolwork. Later still Baldwin asks him of his friends or if he is making any new one and the end response that Baldwin gets is shocking. The boy tells of how even the kids that are semi-friendly, still he could not really ever be close to. The boy tells of how he never had any problem like that with any of his colored peers. This leads strait back to the fact that an environment that one has been raised in does indeed affect the mental character and set ideals for its attendant. Does this in itself have the strongest impact on racism? Is it no mere coincidence that there are many all white areas and many all black areas of our country even today? I think that this is definitely a serious problem.

The Gift of the Magi

"**The Gift of the Magi**" is a short story, written by O. Henry (a pen name for William Sydney Porter), about a young married couple and how they deal with the challenge of buying secret Christmas gifts for each other with very little money. As a sentimental story with a moral lesson about gift-giving, it has been a popular one for adaptation, especially for presentation at Christmas time. The plot and its "twist ending" are well-known, and the ending is generally considered an example of comic irony. It was allegedly written at Pete's Tavern[2][3] on Irving Place in New York City.

The story was initially published in *The New York Sunday World* under the title "Gifts of the Magi" on December 10, 1905. It was first published in book form in the O. Henry Anthology *The Four Million* in April 1906.

Summary

Mr. James Dillingham ('Young Jim') and his wife, Della, are a couple living in a modest apartment. They have only two possessions between them in which they take pride: Della's beautiful long, flowing hair, almost to her knees, and Jim's shiny gold watch, which had belonged to his father and grandfather.

On Christmas Eve, with only $1.87 in hand, and desperate to find a gift for Jim, Della sells her hair for $20 to a nearby hairdresser named Madame Sofronie, and eventually finds a platinum pocket watch fob chain for Jim's watch for $21. Satisfied with the perfect gift for Jim, Della runs home and begins to prepare pork chops for dinner.

At 7 o'clock, Della sits at a table near the door, waiting for Jim to come home. Unusually late, Jim walks in and immediately stops short at the sight of Della, who had previously prayed that she was still pretty to Jim. Della then admits to Jim that she sold her hair to buy him his present. Jim gives Della her present – an assortment of expensive hair accessories (referred to as "The Combs"), useless now that her hair is short. Della then shows Jim the chain she bought for him, to which Jim says he sold his watch to get the money to buy her combs. Although Jim and Della are now left with gifts that neither one can use, they realize how far they are willing to go to show their love for each other, and how priceless their love really is.

The story ends with the narrator comparing the pair's mutually sacrificial gifts of love with those of the Biblical Magi:[4]

The magi, as you know, were wise men – wonderfully wise men – who brought gifts to the new-born King of the Jews in the manger. They invented the art of giving Christmas presents. Being wise, their gifts were no doubt wise ones, possibly bearing the privilege of exchange in case of duplication. And here I have lamely related to you the uneventful chronicle of two foolish children in a flat who most unwisely sacrificed for each other the greatest treasures of their house. But in a last word to the wise of these days let it be said that of all who give gifts these two were the wisest. Of all who give and receive gifts, such as they are wisest. Everywhere they are wisest. They are the Magi.