

OF APPEAL

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Abstract:

Creative writing is based more on manifestation rather than on expression. It does not inform rather reveals, so it bears no reference. The present article is the outcome of creative writing meant for lay readers. As such freestyle is the methodology adopted so that pleasure of reading can be enjoyed by the common mass. As you know well that Francis Bacon (1561-1626), the immortal essayist, wrote many essays and notably, Of Love, Of Friendship, Of Ambition, Of Studies, etc. The myriad-minded genius rightly pointed out that all the words of the dictionary can be the themes of essays one can write. But little has been done, in this regard since his death, in order to finish his unfinished monumental works. In fact Bacon's way of presentation i.e., his unique style kindled the imagination already in me and encouraged me as well to write essays, in the light of creative writing, thus to get relief through catharsis.

The appeal is a deeply felt, usually urgent, request. It manifests complete surrender. Here emotion guides a man rather than intellect. The man is basically proud. He likes not to pray. He is so confident and the worshipper of independence. None wants to live on the mercy of others. There are two types of persons. One likes to torture; the other likes to be tortured. They are master and slave. The slave always appeals to the master. A master likes oiling. He satisfies his egoistic attitude through sycophancy. A judicious brain seldom boasts. For he knows pride goes before a fall. So a fool becomes proud seldom a wise. In the court a person argues till his argument is based on logic. If logic fails then a judicious brain appeals and sometimes conquers the head and heart of the judge through politeness. But a dull headed person shows anger to the judiciary system and be deprived of kind consideration. The man is not supreme authority. His Fate is beyond his control. So a person becomes the prey of misfortune infinite times during his entire lifespan. As such, for the sake of his mere existence, he is bound to appeal each and every step from cradle to grave. So human life may be called an episode of appeals or series of appeals. The appeal is an art. All cannot approach properly. This needs style. This style differs from person to person. To acquire this style it needs much practice untiringly and sincerely. The practice of such traits offers a character its uniqueness. These characteristics are responsible for building up personality that determines the individual difference. All appeals may not be successful. It depends on its feasibility. Feasibility depends on approach and attitude. Besides these, complexion, age, status, environment, mood of the master, etc. are its controlling factors. Nationalist leaders appeal for calm during the communal riot. An organization appeals to the government for financial support. A philanthropist appeals on behalf of the famine victims. The police appeal to the crowd not to panic. It is an earnest request for help or sympathy. Mother appeals to the doctor for early recovery of her ailing child. The appeal is to be attractive or interesting. An appeal may not have an equal impact to everybody. A beggar begs alms. Only a kindhearted or religious minded person gives alms. Such a person considers that it is his social responsibility to help the downtrodden people. But a shrewd miser does not donate rather he tries to investigate the justification of begging of the concerned beggar. He tries to raise voice against this unique profession that titillates the sentiment of the public to achieve its commercial success. Idea appeals and thereby convinces someone. All paintings do not have universal appeal, but an ideal appeal has. Any new fashion appeals to the emotional youths first and gets an immediate response. It persuades somebody to do something by suggesting that if they want to be good, just, reasonable, etc they must act in a particular way. It appeals to somebody's sense of justice. If someone wants people to return to the negotiating table, he has to appeal to their better natures, not annoy them further. It is to ask somebody in authority to make a decision, or to change one made by somebody less senior than them. A captain appeals to the umpire for decision. Without appeal, an umpire seldom declares that the batsman is out. The benefit of

doubt always goes in favour of the batsman. Here appeal has no effect. It is to take a legal case to a higher court where it can be judged again. Someone likes appeal and appeals. Someone appeals not, if likes not. They are so snob and seldom appeal lest their status is degraded. Body language manifests its appeal through gestures and postures. Sex appeal is of this type. It is the quality of being attractive in a sexual way thus to entice for the vulgar purpose. This type of unhealthy motif is detrimental for social chastity. Also, this appeal corrupts the innocent souls. Eyes have silent appeal. It is noted for its uniqueness. This is the greatest one among all kinds of appeals and can claim appreciation for being the most successful as is especially experienced and practised by lovers. This silent appeal of eyes is more penetrating than eloquence. Only an expert can read the language of that unique appeal. It lasts long like nostalgia. The appeal is of various types having different degrees and dimensions. These are expressed in different means and styles. Plead is applied to formal statements in court answering to allegations or charges, carries into general usage the implications of entreaty by argument. Sue implies respectful or formal solicitation for relief, a favor, etc. Petition implies a formal request, usually in writing and in accordance with established rights. Pray and supplicate suggest humility in entreaty and imply that the request is addressed to God or to a superior authority. Supplicate in addition suggesting a kneeling or other abjectly prayerful attitude. The appeal is both an important and serious matter. So wise people consider it with due seriousness. It must be humble enough to conquer head and heart of the appellate authority. Any successful writing should appeal to the intellect and emotion of the readers. Some books demand intellect of the readers. Here the readers are numbered. Some books are meant for lay readers and naturally, appeal to the emotion. Such books become a best seller. The books those become the cocktail of intellect and emotion in different proportion experience demand accordingly. The readers are not bound to read all writings. It is the responsibility of the author to write judging the interest and intellect of the readers. Most of the authors neglect this vital issue. They write as per their whims. This answers why the libraries are becoming merely the storehouse of large still books. An editor examines the appeal of the writings very meticulously. Any lacunae if exists compels him to reject the manuscript mercilessly since he knows not to compromise with quality. So he appeals to the author not to submit any sub-standard submission.