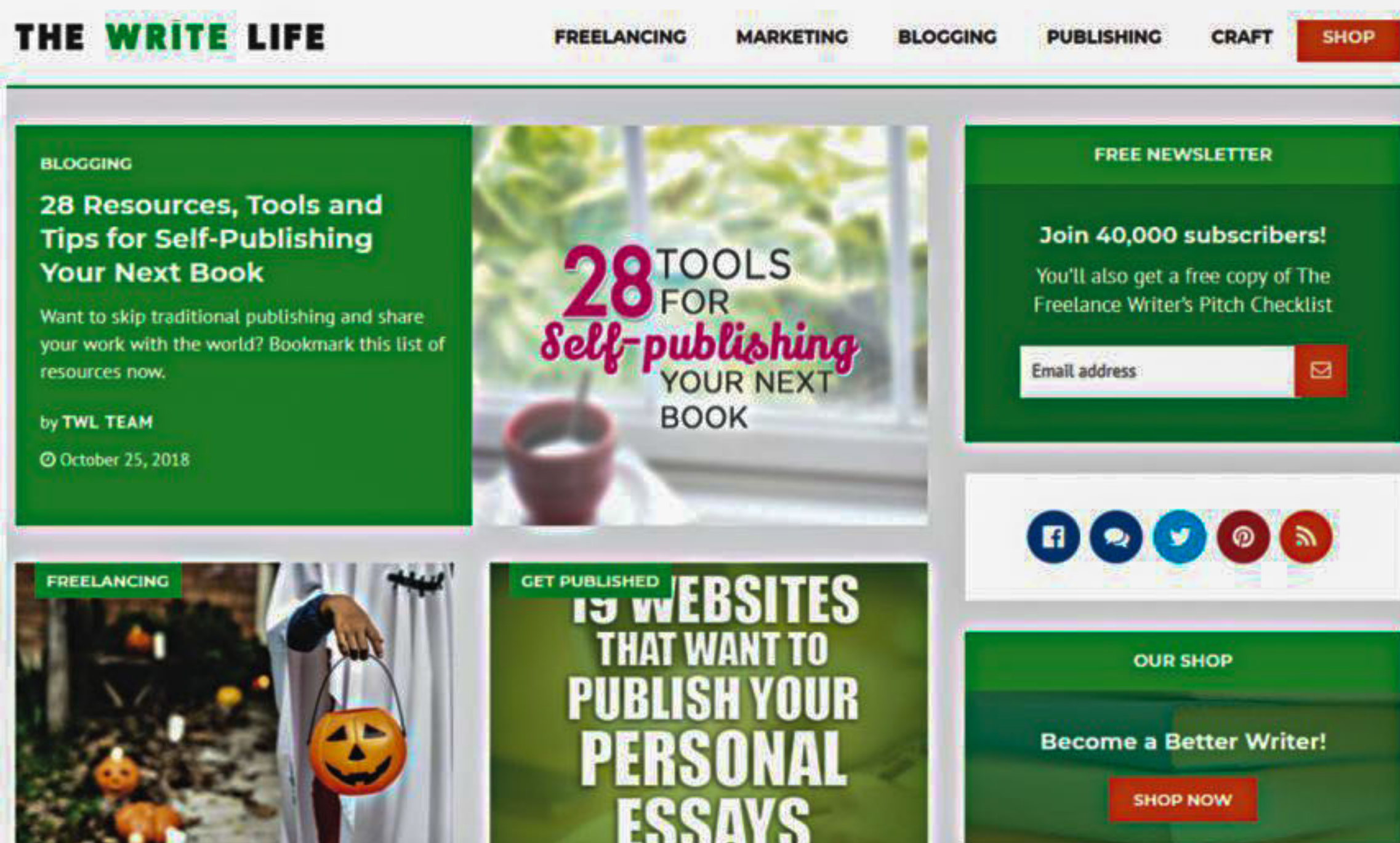


Blogs to follow for writers



MASHIYAT IQBAL

There are times, for almost every writer out there, when they find themselves at a complete loss for words. Either they get backed up in a corner without a clue about how to continue further with their content, dried out of any enthusiasm and inspiration, or merely need help with building their information base.

If you're a writer, you've undoubtedly faced a similar looking wall at some point. That's when you've turned to anything resembling even the slightest form of help that could point you towards the right direction. Be it other writers, friends, colleagues, or even online discussion forums, you've probably sought it out. But if the advice does little to nothing to answer your questions, you should perhaps rethink your strategy. You might be surprised to find support and comfort lurking inside other realms of creativity.

Grammarly: Proofreading tools are the magic wands of writers, erasing errors, and editing their work to perfection. Grammarly is one of the first proofreading site that pops up when you Google it, which says much about its reliability and reputation. On top of that, it has its own blog on writing tips for articles and some more take on the fun, light-hearted side of writing.

Daily Writing Tips: This is the go-to blog for anyone confused about using an unfamiliar phrase or spelling. This is a simple writing guide that does exactly what it says on the label. It comes up with everything a writer

needs to know about their use of language, delivering interesting tips, and formal writing parameters every day.

Copyblogger: Copyblogger principally generates articles that are inclined towards content marketing. But it also focuses on the development and traits of creative writing in general. For example, it has a feature with an interview with bestselling author Dan Buettner which can be useful for many up-and-coming bloggers, journalists, and fiction writers.

Better Novel Project: Better Novel Project is an interesting blog that serves deconstructed analysis of bestsellers, pinpointing any common elements that they might have, and creating a versatile story structure with their help. Each post is hand-illustrated with a doodle or infographic, which makes it fun and entertaining for the viewers.

The Write Life: "Create, connect, and earn" – if this resonates with your writing personality, then this is where you'll find the motivation you need to carry forward. It's the motto of The Write Life, and it signifies the engaging environment and helpful writing community that will serve as a resolute unit of support for every struggling writer. It's a refreshing way to put all that you've learned into somewhere that rewards you fittingly.

Mashiyat Iqbal is a procrastinator, a coffee-addict and an insomniac whose friends say she is hopelessly optimistic but she begs to differ. Send her some much needed luck at tenfinance10@gmail.com

Everyday examples for Management terms

MATILDA

Yes, exactly that. For your edification.

ESCALATION OF COMMITMENT

Definition: an increased commitment to a previous decision despite evidence that it may have been wrong

Example: You realise that the person you are dating is terrible. Your mom, your friends, and your 6th grade Science teacher told you so. Some of his behaviours such as never returning calls, forgetting to stick to commitments, and misogynistic Facebook posts may have planted a seed of doubt in your heart but you being you decided to ignore it. You can't admit you're wrong, so you make more room in your heart for this person and devote more hours to them. Plus you've spent a lot of time, money, and effort trying to woo this person; backing out would mean all of that was a waste, even though looking for alternatives might have been highly beneficial for you. Staying with this person is just loss aversion. Who said human beings aren't rational? That Nobel laureate of course but what does he know?

SELF-SERVING BIAS

Definition: the tendency for individuals to attribute their own successes to internal factors while putting the blame for failures on external factors

Example: Very self-explanatory but it would be sinful to not mention the students who credit only their brains when they ace a course but have a huge list of other factors and people to point

fingers at when they flunk a subject or do not get a desired grade. The teachers being bad at their jobs and putting too much pressure on students are of course favourites, and the subject being boring to them or the education system being flawed all of a sudden are honourable mentions.

ASSUMED SIMILARITY

Definition: the belief that others are like oneself

Example: What better example of this phenomenon in our daily lives than the act of giving and receiving gifts. Gift-givers of course are the ones afflicted with this condition where they simply assume the person they will gift is like them and will like what they like. So of course when special days come around, these gift-givers present these people with books, comics, superhero merchandise and makeup that they, not the person they are gifting, will like.

UNRELATED DIVERSIFICATION

Definition: when a company grows by merging with or acquiring firms in different and unrelated industries

Example: Imagine yourself to be a firm that makes decisions to achieve certain results in life. You decide to apply to a university abroad and realise that it is encouraged to have the dreaded thing called ECA when applying. Regardless of what you're actually passionate about and not paying heed to the people repeatedly telling you that depth is more important than breadth, you try all kinds of activities by dipping a toe into each pool but never



really taking a deep dive into any one of them. That, is unrelated diversification.

THEORY X

Definition: the assumption that employees dislike work, are lazy, avoid responsibility, and must be coerced to perform

Example: Teachers make this assumption about students and they are almost always correct. Of course, some teachers may start out as believers in Theory Y which is an assumption that

employees are creative, enjoy work, seek responsibility, and can exercise self-direction. However, these novices soon realise that without cutting marks for absences, not locking the door fifteen minutes after the class has started, and caving in to student's requests to shorten the syllabus and curve grades does not really motivate students to learn without pressure but rather allows them to pass without effort.