DHAKA

TANGENTS BY IHTISHAM KABIR

Writing Well

y thoughts about good writing spring from writing non-fiction, where my goal is to communicate, inform, and perhaps persuade the reader. Writing is a craft. Like all crafts, you can improve your writing with practice. I hope the following words help you write better.

To start, know why you write and who you write for. Use this knowledge to sharpen and target your piece.

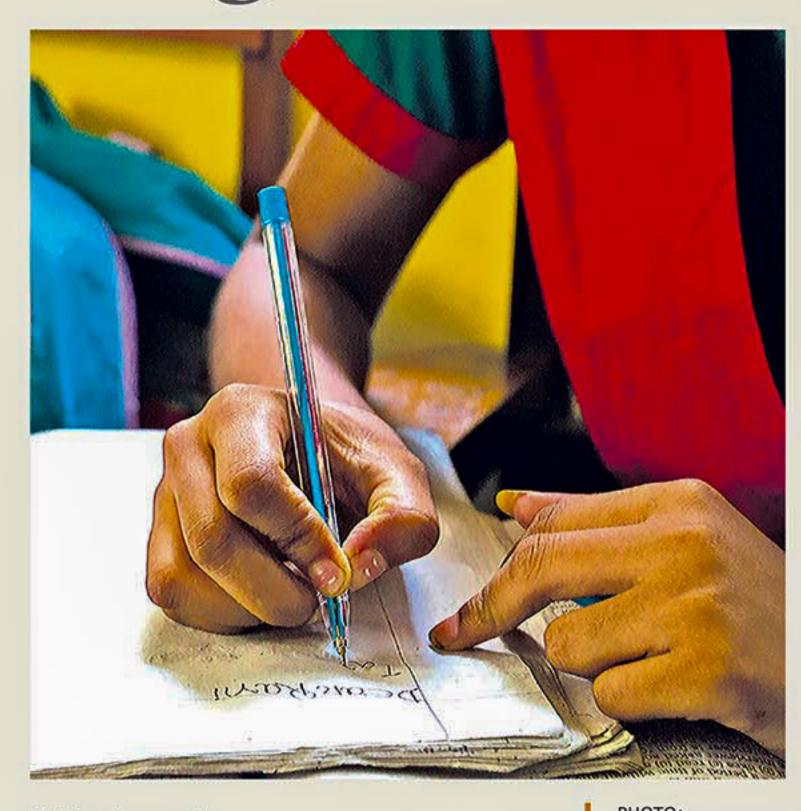
Most of us write because we have something to say. The first and foremost goal for the writer is to say it clearly. A secondary goal is to maintain the reader's interest while saying it so that he or she actually finishes reading what you wrote.

How can you, the writer, meet these two challenges successfully?

The first goal, clear writing, requires clear thoughts. If your thoughts are muddled or confused, your words will reflect that. Try to sort out your confusions about your subject before you start writing. Avoid florid language, unclear thoughts and bombastic words. After you have written your first draft, revise and revise to improve clarity and eliminate unnecessary words. Be direct and don't beat about the bush.

Instead of making big leaps from paragraph to paragraph, divide your thoughts into smaller pieces so the reader can connect the dots.

The second challenge is to maintain continuity and build up your narrative. I try to grab the reader's attention with my first words and never let go. This means I must maintain a certain pace and logical continuity in the piece and ensure that paragraphs transition smoothly. If I can add humour and surprises so much the better. Some writers like to start small and build up to a climax, but in today's world of short attention span, that strategy may not be as effective as it was during Charles Dickens's day.



Writing is a craft.

Once you start writing, it helps to remember that the sentence is the basic unit of written thought. When constructing sentences, I often visualize a metaphor. It goes like this. If your entire essay is like a play on the stage and your readers are the audience, then each sentence is like an actor on that stage - it enters the stage, speaks to the audience, and walks away. Each sentence gets one chance to give something of value to the reader.

That's right, your writing must have value to the reader. My obligation to the reader, in exchange for the time they spend to read my words, is to make that time worthwhile.

People from all spheres end up writing words we have to read, hear or watch. Books, of course, but business proposals, research publications, annual reports, government rules, editorials, press releases, screenplays and speeches

IHTISHAM KABIR

are often written by people who are clueless about clarity, let alone reader interest. For them, as well as for anyone

else who wants to become an effective writer, I quote the immortal words of Strunk and White from the much-loved guide to writing, The Elements of Style. The world of the written word would be infinitely happier if everyone followed his Rule Number 17: omit needless words.

Incidentally, this rule has become even more important over the last decade or two with verbal minimalism popularized by Twitter, Facebook, and SMS messages. If you don't believe me, just look at the way the man in the White House wields power and reaches his supporters using tweets.

www.facebook.com/tangents. ikabir or follow "ihtishamkabir" on Instagram.

Adequate security measures taken for Eid

Says Rab DG STAFF CORRESPONDENT

Rapid Action Battalion (Rab) has taken adequate security measures ahead of Eid-ul-Azha at various points, including cattle markets, bus terminals, and railway stations, in the capital and elsewhere to prevent unlawful incidents, its Director General (DG) Benazir Ahmed said yesterday.

Besides, Rab has beefed up surveillance to quell muggers and fake currency rackets. The elite force has also taken measures at Eid grounds all over the country, he said at a press conference held at its media centre in the capital's Karwan Bazar to brief about its preparations ahead of Eid.

"Rab has been coordinating with different intelligence agencies over security issues," the Rab DG said, adding that they have also taken measures for National Mourning Day and Janmashtami.

He urged city dwellers to slaughter their sacrificial animals at dedicated places to avert health hazards.

Expressing worries over SEE PAGE 4 COL 2

Price of spices shoots up ahead of Eid

Consumers allege 'robbery in broad daylight', traders claim prices 'stable'

MAHBUBUR RAHMAN KHAN and DWAIPAYAN BARUA

Cashing in on the growing demand for spices ahead of Eid-ul-Azha, the second largest religious festival of the country, traders have increased prices of spices to earn some extra buck.

Demands for spices like cardamom, cinnamon, cumin, clove, raisin, black pepper, ginger, garlic, onion and vegetables like potato go up ahead of Eid-ul-Azha.

Prices of each kg of cardamom, cinnamon, cumin, clove, raisin and black pepper have soared by Tk 20-250 in a week. Retailers and wholesalers have been trading blame over the rise in prices. The Daily Star on Thursday visited several

retail and wholesale markets in the capital, including Karwan Bazar, Moghbazar and Jatrabari, and found a significant gap between wholesale and retail prices. Garlic (Chinese) was selling at Karwan

Bazar wholesale market at Tk 140 per kg, but retailers were selling it at Tk 180 to buyers. Middle and low income groups are

bearing the brunt of this spike in prices. Mizanur Rahman asked for 100gm of cardamom at Yusuf General Store in Karwan Bazar. He gave the shop owner a Tk

500 note and got Tk 230 back. Surprised, Mizan asked the retailer Md Yusuf about the price of cardamom. "Tk 2,700 per kg," Yusuf curtly replied.

Talking to this correspondent Mizan

said, "It's robbery in broad daylight." "Now, I'll have to skip buying one or two

items," he added. Wishing to remain unnamed, a retailer at Jatrabari kitchen market said most of the spices are dry products. "These can be stored for a long time," he said.

Due to flood, prices of vegetables shot up last month. Things started getting back to normal last week.

However, green chili is still being sold at over Tk 100. A kg of green chili was sold at Tk 50 last month. It is now being sold at Tk 120.

Abdul Wahab, a wholesaler at Malibagh kitchen market, said because of rain the price of green chili is high. "It will go down within a week or two," he added. Contacted, Md Enayet Ullah, president

of Bangladesh Paikari Garam Masala Baboshayi Samity, claimed that prices of spices, except cardamom and cinnamon, are stable. "We import cardamom from India and

there is a shortage of it in the Indian market. Price of cardamom will go up further after Eid if this scarcity continues," he said. "We import cinnamon from China but

heavy rain there has created a crisis," he added. Enayet claimed such fluctuation in prices

happens throughout the year. "Media gives special focus on this ahead

of Eid, that's why it seems unusual," he said.

SEE PAGE 5 COL 4



Md Mokhlasur Rahman, a master's student at Tejgaon College, has been taking a stand on many issues since 2013 -- all by himself. This time he's on a mission to fight the dengue outbreak by generating awareness among people. The photo was taken in front of Jatiya Press Club yesterday. PHOTO: ANISUR RAHMAN

DHAKA TODAY

CAMPAIGN

Creating awareness on dengue Organiser: Left Democratic Alliance Venue: Bahadur Shah Park Time: 4:30pm

DISCUSSION

Celebrating Bangamata Sheikh Fazilatunnesa Mujib's 89th birth anniversary

Organiser: Bangabandhu Academy Venue: Institute of Diploma Engineers, Bangladesh, Kakrail Time: 10am

Drawing & Painting with Farhana Afroze Bappy Venue: Studio 6/6, Mohammadpur Time: 4pm

WORKSHOP

ART CLASS

Python programming language Venue: Asahi Skills Development Center, Kuratoli Time: 4:30pm

Conditions Apply "Vat Inclusive" Please do not bring the outside food & beverage

WORKSHOP

Script Writing (Visual Medium) Venue: Prachyanat, Elephant Road Time: 5pm

LECTURE

On Reading Art Venue: Sunno Art Space, Lalmatia Time: 3pm

WORKSHOP

Learning LaTeX Venue: Rupali Bank Building, West Shewrapara Time: 9:30am

BOOK FAIR

Up to 35 percent discount on books Venue: Concord Market, Kataban Time: 11am

FAIR

Bangabandhu Book Fair Organiser: Pathak Shamabesh Venue: Pathak Shamabesh Center Time: 10am

Brac allocates Tk 3.5cr more for flood relief

STAFF CORRESPONDENT

Brac has allocated Tk 3.5 crore to fund its post-flood relief and rehabilitation efforts in addition to its prior (July) allocation of Tk 50 lakh.

The latest allocation comprises a grant of USD 300,000 (roughly equal to BDT 2.5 crore) from the Bill & Melinda Gates Foundation while the remaining one crore is from Brac's internal sources, according to a press release.

The fund is being spent to provide multi-purpose cash transfers of Tk 4,500 per household and distributing hygiene kits to help more than 6,000 flood-affected households in four of the worst affected upazilas: Dewanganj in Jamalpur district, Chowhali in Sirajganj, Sadar upazila in Gaibandha and Chilmari in Kurigram.

Brac is spending one part of the allocation to repair school buildings, donate boats to school children, and deploy teams of health workers in some of the remote

"We are providing this emergency grant to bolster recovery efforts, such as helping to prevent the outbreak of water-borne diseases and other severe health risks associated with flooding," said Mark Suzman, chief strategy officer and president, Global Policy and Advocacy, Bill & Melinda Gates Foundation.

Brac has deployed more than a thousand of its relief workers with initial efforts reaching over 14,000 households in 36 of the most impacted upazilas under 13 districts till August 8.

"As this year's flood is already labelled as one of the SEE PAGE 4 COL 2

CONCORD

Till the 10th Day of Eid CONCORD THEME PARK Entry Ticket Tk. 850 CONCORD (with Fantasy Kingdom entry & Pepsi/Ice-cream Free!) Entry Ticket - Tk. 500 Phone: 8833786, 01404083821, 01913531388 (with 3 Rides and 01913531474, 01913531522, 01913531386

Pepsi/Ice-cream Free!)



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