



Pen your Passion

When a passion is put to work, it creates magic not only by its content but also by the creator's love for it. With one's natural flair for writing, various professions demanding the power of words can turn out to be the best ways to channelize that talent

Image Courtesy: Google

Writing is one such passion that connects thoughts across boundaries and cuts borders of rigid minds.

There has never been a better platform in any revolution other than writing. In any form, a good work of written art has been eternally inspiring. And if you have a streak of such a skill, it's not worth hiding inside the closet.

Only writing will help understand this skill. With different kind of subjects to experiment from, one can easily choose a topic to try their hand. Writing ultimately may not be a regular choice of interest but those who are good at it can choose from a variety of options to explore their interest in this sector. Journalism (print / television), copy writing, scripts for television shows/ films, fiction (novels) - these are few options that can help mould your passion for writing.

"Journalism is basically mentioning facts but effectively. Recognition of personal style exists there too. It becomes more clear and apt with experience!" says Karan Koushik, 27, former journalist who firmly asserts that good writing is all one needs to write, the rest just flows.

Journalism, be it for print or television requires a certain kind of creative commitment from writers. While in TV the visuals speak for themselves and need a little help from aptly written scripts, print media is totally dominated by thoughtfully written content of writers. The absence of visuals leaves it up to the writer to create a copy that is powerful enough to generate true emotions through words.

This holds true in fiction too, which is a game of absolutely playful imagination. With a sane sense of reality and a genius to blend the two seamlessly, the world of fiction can seem

beyond limits. "With an open sense of imagination, deep knowledge on various genres of books and liberal understanding of cultures and sensibilities, a writer can create brilliant characters and captivating plots. Of course the fact that he/she is a gifted writer, is a given!" shares Bhasham Mansukhani, 31, from Paprika Media.

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If fiction writing does not excite your interest, then corporate communication is another field where you can experience a simple yet effective writing. From preparing press releases, business newsletters to personal communication, this profession is equally interesting. "An inherent understanding of the business, how the media works and how people outside the company perceive the company are few of the aspects that one has to keep in mind!" adds Bhasham.

Be it any medium of communication, news or entertainment – the demand for creative mind that is capable of putting across a message in its most simplistic yet apt manner tops everyone's list. So if you are a gifted poet or storywriter, do not shy away with your talent for you never know the next bestseller might be playing in your mind waiting to be published.

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The *Free* Lancer

There are almost no disadvantages in opting for this style of work that hundreds of professionals now prefer over the conventional

Working in a bank once upon a time was one of the most prestigious jobs for simple and logical reasons. The main reason being, job security along with many other perks that these desk-binding jobs bring to people.

With the onset of the media world into the league of leading job preferences, desk jobs changed and soon became redundant. Then another form of employing oneself began gaining popularity, the one that doesn't bind an employee to his employer unnecessarily. Free lancing, in the recent past has gained great popularity in the media for numerous advantages.

While some fear the lack of job security or being left behind in the rat race, some just treasure their freedom far too much. The moneymaking and maintenance may seem like a tough job but if handled most promptly, your work will only do the talking.

"Don't be afraid to ask for money, most freelancers are hesitant about asking for money as they think they will lose the job. Find out market rates and give a little discount if you need to, but don't get swindled by sweet talk!" says Karan Agarwal, a former TV freelance writer.

But before basking in the positives of being a free lancer, there are measures that need to be

taken to maintain your 'recall' value. A brief 'keeping in touch' and brilliant professionalism when it comes to delivering work at deadlines is all that is needed. "It's extremely crucial to be in touch with people you report to but at the same time ensure that they are not disturbed. Timing plays an important role. For instance, never disturb a magazine editor at the time of closing (last week of the month)," says Reshma Kulkarni, a free lance writer who writes for Cosmopolitan and Femina amongst many others. "Also, you cannot zip off into obscurity for long and call them to say that you're back. That never works!" cautions Reshma.

The freedom of functioning at one's expense and from any part of the world is what drags people to this style of working. Not only does it have the advantage of not being tagged to any one workplace but also allows the free lancer to work at various places at one time, bringing in twice the moolah. In the current work scenario, almost any professional can be a free lancer, who can be roped in for one project at a time and as per the work's requirements - film directors, scriptwriters, TV show writers, journalists and so on.

So next time if the 9 to 9 timings of a workplace scare you, you know what to do. One tiny

piece of advice, the industry is almost as small as the world is getting, a contact whether in your favour or not can make or break your chances at the drop of a hat, so be wary and be free.

Image Courtesy: Google



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