

Review Article

**CREATIVE WRITING AND ITS INFLUENCE IN THE GENERATION OF LANGUAGE SKILLS
– A CREATIVE APPROACH**

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Abstract

Creative writing is an interesting field of study and quite an important one too in the acquisition of language learning abilities. It stems purely out of enthusiasm from within and develops as time grows to evolve into something much desirable, knowledgeable and immensely necessary for the learning environment. The world happens to be such a creative place with bountiful nature around to provide feast to the creative brain in abundance and thus anyone with a flair for language can make the best use of their creativity which in turn would widely assist in the development of knowledge too. Some of the world's best fictions, articles, poems, plays etc. are purely the essence of creative writing skills which authors and playwrights develop along with their other basic skills. Not only does creative writing assist in the development of writing skills, it is a shifting phase which transforms a creative writer into an able bodied professional who seems most wanted in many areas. A creative writer can unravel into reality of life in the most exceptional way. A complex truth of life can be made simple and easy to understand with a creative writer dancing his way into words. Take the now famous phrase as an example "An apple a day keeps the doctor away". This phrase was once the work of a creative writer who could have otherwise simply stated "Eat an apple everyday". But by conjoining the word doctor too, the importance of apple is highlighted in a most dignified way. Creative writing likewise understands and eases many hard hitting truths in a style that can kindle interest in the learner. Thus this paper is a creative attempt to showcase how creative writing can be a rewarding experience for both the learner and the learned especially in the acquisition of language learning.

Keywords: Creativity, Professional, Writing, Phrase, Transforms, Skills, Acquisition.

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INTRODUCTION

For a creative writer to be creative and stand spaced out from others, three things have to be given utmost importance; imaginative skill, subjectivity and flair for writing. With these three skills, a creative writer can make a mark and emerge successful. Take the case of J.K. Rowling who is the creator of the much loved Harry Potter series. From young to old, her fan base surprised many and the books were such a huge hit that they were made into movies too. Harry potter series exactly comprise three things: Imaginative skill, Subjectivity and flair for writing. They were made in equal proportion and thus the writing stood famous with time. Readers who love fantasy and have a girth for understanding the vocabulary moved so close with the novel that made J.K. Rowling the most renowned author of all ages. Thus a creative writer can make a transformation into life individually while also allowing readers to improve their learning capabilities.

CREATIVITY AS A TALENT

To make creativity understandable in a wider context, it is nothing but the capability of the brain to think more eventually that what the human mind can perceive. It is travelling through the myth of traditional writing and making it more enjoyable to read and interpret. Creativity deals in subjectivity and emotion. It puts us in touch with a variety in human existence. Divergent thinking may be defined in opposition to convergent thinking. Convergent thinking involves aiming for a single, correct solution to a problem. Thus creativity may be understood as the opposite of logical or analytical thought. Daniel Pink, in his book *A Whole New Mind*, argues that we are entering a new age where we need to foster and encourage right-directed thinking (representing logical, analytical thought). Other phrases to suggest creative thinking in current use are: thinking out of the box, lateral thinking and fluid intelligence (Anjana et al, 2009).

Thinking out of the box is most crucial aspect for a creative writer as well as the reader who identifies the real meaning and enjoys the language for its flawlessness and originality. A simple matter can be given a deep thinking, a divergent kind of understanding and the right mix of fluid intelligence. For a creative writer to be successful, he has to understand the taste of readers and accordingly model his writing. Creativity can be perceived in various forms through art, visual representation and words. For art and visual representation, eye contact and a follow up to the brain become the needed factors. But for words to find its way to a reader's mind the first necessity is the interest to understand the relativity between congruence and divergence and why the matter is being written. If the readers are subjective towards a topic of interest, no one can stop them from analyzing the in-depth meaning of the writings and thereby enjoying the creative style used in it.

LANGUAGE LEARNING AND CREATIVITY

Language learning can be made enjoyable with little enthusiasm on the part of the learner. This enthusiasm would deepen once the learner shifts his focus to creative articles that are seen in plenty in books, articles, magazines, newspapers etc. The source of a creative article would have anyway originated from a convergent thinking and the creative writer would have adopted divergent means to make his writing more enjoyable adding more of puns and creative intelligence. Through creative elements fused into a work, vocabulary learning becomes much easier. Instead of learning any particular word in vacuum, it would be enjoyable if it is fused in an article or a poem such that the meaning becomes clearer and can help the learner to acclimatize it in regular usage. From Fashion to architecture, from hand-held devices to gardening, from management to education, from computer games to interior design, everyone seems to believe that creativity is 'a good thing'. It also comes

top of Maslow's pyramid and Bloom's Taxonomy. And Ken Robinson proclaims that "creativity is the new literacy". Unfortunately, when a term becomes a buzzword, its meaning is progressively blurred by its use in so many different contexts. Creativity shares its erosion of clarity with a whole range of other words in popular use: identity, culture, communicative, democracy, motivation, quality-and so on (A. Maley et al, 2018).

In concrete materials, creativity is easily found whereas in abstract terms, creativity struggles to find a proper foothold. Unlike olden days where reading was restricted to only books in hand, the present generation has ample things in front of them to explore their creativity and language learning abilities. Social media is more of a boon than bane when it comes to focusing on creativity and language learning platforms. So many creative websites that kindle curiosity are increasing in large numbers every day. People are left with plenty of choices and a wide range of topics to select from. Most of the videos are now facilitated with subtitles which make it easy for the language learner to understand the way sentences are used and vocabulary is selected. Pronunciation, another aspect of language learning that aids in speaking skills is also facilitated through social media videos.

For writers in the 21st century the ground has shifted-or, to put it less disturbingly-the horizon has broadened. The processes of writing and publishing have changed fundamentally since 1990. Touch pads and screens replaced pens and paper. Apples replaced Olivettis. Cut and past barely recalls the use of scissors and glue. Writer and Editor are programs as well as people. Authors now contribute significantly to their own publicity and marketing. Self-publishing-once derided (at least in the academy) as vanity- has become respectable....The list of differences goes on (Nigel Krauth, 2016). The use of modern technology has had an impact on the writers so seriously that they were forced to adapt to not only the differences in the surroundings and working patterns but also in the kind of results they bring in for new avenues and subsequently the system of writing they need to do. The more paperless publishing emerges, the more different kinds of writings are needed.

A language learner has to fit in the quality of learning that he intends to use in future whether it is speaking or writing. If he proposes to develop his speaking abilities, he has to devote his time to quite a lot of creative speaking speeches that would help him understand the nature of language used as well as the pronunciation and body language. When a learner's interest is in writing skills, he needs to devote his time reading creative texts, poems, plays or can even watch movies which are fitted with subtitles. In this way a language learner can develop his love for language in the most creative way while equally equipping his brain with the needed knowledge. Reading leads to writing and listening leads to speaking. The more reading a person does, the better will be his writing skills. The more he listens, the more he trains his mind to speak fluently. Both are copiously available in hand and it is at the discretion of the learner to make the best use of them to his utmost satisfaction and personal gain.

Creativity holds firm its roots in almost all areas. The world supports creative ideas a lot nowadays and it has almost become a professional norm. There was a time when people would stick to age old ideas and traditional dosages but the door is now more open to modern and creative thinking ideas and embraces them to the extent that it spreads everywhere no matter the time and place. As already stated concrete type of creativity was much noticed whereas abstract types gained slow pace. To overcome this and help language learners much focused on creative writing, schools must make it a point to see that children are practiced writing creatively from childhood. It should not always be constructed text and one way interaction on the part of the teacher but the other way around where children will be active learners. Language classroom is the best place to bring out creativity in children. They can be given a topic of their choice

and the type of writing can also be their own choice. The teacher can act as a moderator and encourage the children as they come out with interesting topics. Encouragement is the first step in creative writing process. It stimulates the brain to work hard and eventually come out with interesting concepts.

In simple terms writing creatively is a way of expressing feelings, ideas and viewpoints in a most imaginative style. The process helps learners explore novel ways of learning language and experiment with it. Not only does writing skills improve through creative writing, it assists in the overall development of language skills. When it comes to children in school, it is the duty of the teacher to allow their kids imagination run wild. Every child is blessed with an ability to think and observe various things around them which if encouraged in the right way can create wonders to the universe. The more creatively a person thinks the more successful he is in life with his confidence level booming.

Creative writing is splashed in story books which become wonderful sources for language learning. Grimms Fairy Tales were such beautiful tales of creativity that anyone reading it will have unforgettable memories with characters etched in mind forever. Each story deals with different kinds of characters and the story lines are completely different from one another. The tales can be narrated to children either in the classroom or at home and a number of questions regarding the tales can be posed to the children who can answer them only eagerly. Though there is no logic in the tales it can be read for its high imaginative thinking and wonderful etching of characters. Values can be taught through reading the tales such as respect for fellow beings, controlling anger, showering love and affection and so on.

Creative Writing and its uses

By the use of creative writing, the following things are accomplished:

1. Creative writing helps in various levels of language learning like grammar, vocabulary, phonetics and discourse.
2. It promotes "Language Play" i.e. it motivates learners to play with language in their own creative style.
3. Through language play, learners can be unmindful of the risks and just explore, experiment and manipulate language.
4. Creative writing stimulates the right and left brain to think beyond what is merely possible and can promote a balanced thinking.
5. By experimenting with texts of various kinds and the creative style used in it, they come closer to imaginative skills and can also intuitively learn how to adopt it in their language usage.
6. Expository writing can be improved on a large scale through creative writing; to make self-choice and creating expressive pieces at free will.

Creative writing as Maley puts it, is "aesthetically motivated...It is a personal activity, involving feeling" (p.2). He further emphasizes that creative writing significant quality is the way it can evoke sensations. Based on this nature of creative writing, I believe that writing needs to start from personal writing. What I meant by personal writing here is to write about or using their own past and present experiences, wonderings, questions, emotions and opinions. It is hoped that learners are able to firstly learn to voice their opinion through personal writing. It is for this reason that I proposed the creative writing to be integrated in the syllabus of the institution's curriculum (Christine Manara, 2015).

CONCLUSION

For adults who need to develop language skills the best way is to develop it through writing creatively of any sort. Every human being would have the basic instinct of language that is learned and developed either at school or home. With the help of those instinct skills and with the knowledge of what they see around

and experiences that they have gained, the basic language skills can be developed that grows into masterpieces of writing. It can be initiated with a simple poem or a short piece of writing and slowly developed into something ingenious that is much appreciated. The great playwright Shakespeare as everyone knows became a well-known figure of literature mainly through his creative pieces. Most of the characters that he created are still talked about and that marks his success as a great playwright of all ages. The short pieces of writings that a person creates can be shared via social media either in whatsapp or facebook with close circle of friends or relatives for genuine feedback. The innumerable likes or comments that are gotten for a piece of writing are likely to showcase in all future works and help in betterment and also aid in the development of language skills. Thus creative writing is a blessing for mankind and there are innumerable examples to show how language abilities have developed for people just through their imaginative skill and curiosity for writing.

As can be witnessed in social media nowadays, people are at liberty to share their creative pieces and with good encouragement they grow to develop and sharpen their language abilities. They also tend to learn many things associated with language through videos or article snippets which helps them greatly in their ability to learn language and develop a love for it. Thus creative writing in many forms and shape greatly aid in the acquisition of language skills. It is with the creator to make the paramount use of resources available around him to greater ability such that it helps in the longer run and aids in his overall development.

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