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## OF ATTRACTION

By

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**Abstract:** Generally, beauty attracts the enchanted heart everywhere in every age. The paradox is that a beautiful girl may fall in love with an ugly boy. Similarly, a beautiful hero may marry an ugly girl. The girl may be proud. She may enjoy envy of others. The main problem lies when the beautiful lover leaves the ugly lover. So an ugly girl seldom agrees to marry a beautiful guy thinking future consequence. She considers it as the whims of the rich or bohemian hearts. She is afraid of being the victim of use and throw policy. She will have to bear brutal laughter of her rivals in case of desertion.

**Keywords:** Attraction, Interest, Liking, Desire, Want, Feeling, Force.

### INTRODUCTION

Creative writing is based more on manifestation rather than on expression. It does not inform, rather it reveals. So it bears no reference. The best creative writing is critical, and the best critical writing is creative. This article is an outcome of thinking about creative writing meant for a general readership. As such, I have adopted a free style methodology so that everyone can enjoy the pleasure of reading. As you might know, Francis Bacon (1561-1626), the immortal essayist, wrote many essays namely 'Of Love', 'Of Friendship', 'Of Ambition', 'Of Studies', and so on. The multiple-minded genius correctly pointed out that all the words of the dictionary can be used as themes for essays. But little has been done since his death to continue or finish his monumental task. Bacon's unique individual style of presentation ignited my imagination and encouraged me to write creative essays as a

method of relieving a wide range of emotions through catharsis.

### ARTICLE

Attraction is the action or power of evoking interest in or liking for someone or something e. g, the timeless attraction of a good tune.

It is a quality or feature that evokes interest, liking, or desire. For example: This reform has many attractions for those on the left.

It is something that makes people want to go to a place or do a particular thing. For example: The opportunity to travel is one of the main attractions of this job.

It is the feeling of liking someone, especially sexually, because of the way they look or behave. For

example:

She felt an immediate physical attraction to him.

It is a force by which things are pulled towards each other e.g., gravitational attraction.

Attraction is normal. No attraction is abnormal.

Attraction varies with age. A toy attracts a child not an old person. If an old person plays with toy then he is called childish.

Age is a factor. Age clearly defines interest. Deviation from this is called diversion that also draws attraction.

Similarly, young boy will play. Man will earn. Lover will love. Man will marry. A good student reads. Study attracts him to build his career.

Attraction towards opposite sex is quite common. Mother feels more attraction towards son than daughter. Father attracts daughter more than son. Both indulge accordingly. Teenager enjoys and suffers from attraction thereby love.

Attraction and perversion are not identical. Attraction is normal. Perversion is abnormal. It is unethical. It is vulgar in nature and punishable offence in a society. Obviously perversion and vulgarity are not culture free. What is vulgar in a society is quite common to another society. One must know the new culture and behave accordingly so that he does not hurt the sentiment of that population.

No attraction is also an attraction. Then the person is called indifferent. In fact the concerned person is attracted to a different thing so he is ill-famed as indifferent. He is no more mundane. If he is a pious soul then he has attained divinity. But a mad person has no mundane or divine attraction.

Pretension misguides. A dishonest person pretends to be honest to fulfill his desire. He traps lay persons and cheats them. He attracts through various allurements. He continues his cheating business till he is caught red-handed and beaten severely by violent mob.

Attraction is omnipresent. Similarly, everybody feels attraction. Man is attracted by nature. Butterfly is attracted by colorful flowers. Animals are attracted by food thereby trapped.

Man feels attraction either knowingly or unknowingly. The paradox is that attraction of unknown thing is more than known thing. It is very true in case of sexual attraction. Man feels attraction at preliminary level. Gradually it is

diminished with the passage of time. It is very true in case of married life.

Attraction is good but allurements are bad. Attraction for noble cause is good that is for evil purpose is called allurements which is not only bad rather detrimental also.

Attraction is of two types viz., mundane and divine. Mundane attraction is either bona fide or mollified or cocktail of both in nature.

Generally attraction relates with romantic and sexual affairs. These are quite common and basic instincts of a normal human being. For these no education is required. It is culture free. These are purely mundane.

An ambitious student is attracted towards studies. He reads to build his career. He gathers knowledge through painstaking labour. He is enriched. He becomes enlightened. He deprives himself from enjoyment. In course of time he becomes established. He is a successful careerist. Careerist is always selfish. He is ill-famed accordingly.

In contrast an inattentive student feels attraction towards playing. He plays round the clock. He reads if he likes. He reads not if he likes not. Thus his mood and motive are gloriously so uncertain. He is a real ADIDAS i.e., all day I dream about sports.

Student life is very important in human life. Here the moments are very precious. If a single moment of student life is misused, being attracted by diversion, then thousand moments of future hardly can compensate that deficiency. Man cannot realize that wrong in that tender period of life. He realizes that loss when he reaches the autumn of life. At that belated period of life he has nothing to do except repentance.

A bad student fails in the examination. This single failure of life ignites series of failures during his rest period of life. Misfortune dogs him wherever he goes. Bad luck follows him like shadow. He suffers till he breathes his last. Thus the diverted soul suffers from cradle to coffin.

He who helps without return is a Good Samaritan. A Good Samaritan helps the poor. He gives shelter to a homeless. He gives food to the hungry people, even sometimes starving. These all are divine attractions. Through these self-less works he enjoys divinity.

A miser does not donate. He feels attraction to earn only. He has single window that is meant for receiving only. He has no payment counter. Profit is his only single agenda.

A married person feels attraction to his wife. A pious soul helps a betrayer. The divine soul believes in the corruptibility of human being. Someone helps without thinking or without any expectation. A shrewd person helps just to encash in future many times thus spent now. The politician falls in this category. He who feels attracted to serve the ailing humanity is best. He who leaves a helpless person is worst. They say a friend in need is a friend indeed.

Attraction for sensual or sexual pleasure is a basic instinct. Education may or may not control it. An educated person may be illegally involved. It is quite amazing. In contrast, an illiterate person may avoid it for moral ground which is amazing more. Here education of the former person is quite useless. Ethics and morality are the outcome of good culture. Some communities are famous for honesty. Some others are ill-famed as dishonest.

Morality may or may not be expected from an enlightened person. Family, society, culture and community control it. Even a highly educated person may be highly corrupted. Both are high in such a person hailing from so-called high society. Honesty or dishonesty is an orientation. Childhood is the best period to learn ethical and moral values.

It is easy to tackle and rectify an illiterate evil person but is difficult to rectify an intelligent but dishonest person. They say literate foe is better than illiterate friend. In the former case literacy acts as brake. In the second instance illiteracy causes breakage. All these are the actions of attractions either good or bad.

Generally, beauty attracts the enchanted heart everywhere in every age. The paradox is that a beautiful girl may fall in love with an ugly boy. Similarly, a beautiful hero may marry an ugly girl. The girl may be proud. She may enjoy envy of others..The main problem lies when the beautiful lover leaves the ugly lover. So an ugly girl seldom agrees to marry a beautiful guy thinking future consequence. She considers it as the whims of the rich or bohemian hearts. She is afraid of being the victim of use and throw

policy. She will have to bear brutal laughter of her rivals in case of desertion.

Love is genuine when a person loves his/her partner when he/she is no more beautiful. It is genuine love. He who loves a single brand is morally enriched. Such an elevated soul is seldom detached or diverted from honesty/loyalty. He is a brand ambassador.

Attraction controls demand thereby market price. It is a general formula in man, machine or any merchandise. So man must save for old age when he will be unable to earn. They say, money is sweeter than honey. No honey means no bees. All fair weather friends escape in case of cloudy weather. As such a far-sighted person saves. A fool cannot or does not save. He dies unfed. His funeral ceremony remains unattended.

“A penny saved is a penny earned” is a great saying. Savings saves life. It acts as shade to an unshaved person. Savings is an art. All are not artists. All cannot be artist. All are not destined to be artist. This answers why secured futures are numbered.

Savings relates with future. Man feels attraction with present events only. All do not care for future. Generally, man spends what they earn. As such in a welfare state the policy of compulsory savings has been introduced to save its citizens from future crisis.

If supply of main thing is less than demand then substitute mitigates the demand. If supply of substitute is regular and sufficient then substitute thing replaces the main thing. Sometimes substitute becomes main thing if it serves better and cheaper as well than the main thing. For example, molasses replaces sugar for having no side effect. It is alleged that sugar is unparalleled for causing health hazard among all chemicals produced for human consumption.

It is difficult to attract. More difficult is to hold that attraction for long. Regular updation according to demand of the period is a must. There is competition. One has to face unhealthy competition with the rivals. Monopoly business may not always be possible. The mood and motive of the customers always change. So a shopkeeper or product manager or marketing strategist must pay attention with the change of taste and temperament of the prospective customers. They should invent new items to serve

the gap of need. Here research and development wing of the company must be alert and active with the constant change of demand and need of the consumers.

Necessity is the mother of invention. Conversely, invention is also the mother of necessity. By-product should be used to meet up the demand of the consumers. Sometimes new demand is to create and incorporate it in the mind of the prospective buyers through promotion i.e., campaigning and advertising. Here variety of products attracts customers. Further, same price for various product and same price of the varieties of an identical product conquers the head and heart of the customers in general.

In this jet age man has lost emotion and becomes compelled to welcome motion for his mere existence. Man moves less sits more to work. He walks less rides more. Thus man is attracted more to laziness than active life.

Fast food takes less time to swallow. It saves time but causes health hazards which lead to premature death even. So, modern employees decline to marry. Even they marry they are cautious regarding family planning decision. They like not to take any liability or responsibility. They remain far from parents. They know the agony. So they want not to remain far from their issues. As such they do not want to give birth to children.

Thus nostalgia is absent in their dictionary. They will not suffer from home-sickness at least. Self-centeredness is their single agenda. This attracts them much.

An inattentive student feels no attraction towards studies. For this he is not liable at all rather the education system is fully liable. The so called educated persons-in-charge failed successfully to render it attractive. It is both their classical as well as artistic failure.

### **CONCLUSION**

Every action has its cause. Similarly, every attraction has its cause. Now if there is no attraction further then there is also a cause. It is called because. An intelligent person knows the cause of attraction. He maintains it. He knows better the because of no attraction. He is alert more so that attraction is not discontinued.

### **REFERENCES**

They say and hear say.

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**THE END**