

While some may view writing and communication as synonymous, these two are far from the same. Communication is the action of effectively expressing a specific idea. One can write without achieving the specific goal of communication, but in order to communicate a specific idea, one must pair writing with strategy. The two must go hand in hand in order to be effective.

Mass communication is like the ocean. As beautiful as the ocean is, it can be a terrifying place when not explored with precaution. This requires being aware of and respectful to all life forms that share the ocean as home and refuge. It's about understanding the nature of communication and audience reception. One wrong move can send you into a riptide that only the knowledge of strategy can save you from. Don't panic! Relax. Go with the flow, figure out your angle, and use that to swim back to shore.

I take pride in being a highly intuitive empath, i.e. a water sign. I feel an inexplicably divine kinship with the ocean. Any seemingly monumental problems I may have at any given moment seem to shrivel away to nothing while standing face to face with the ocean and all of its yet-to-be explored charm. Empathy is key to understanding your audience and gaining its trust. True communication cannot exist without genuine care.