## The opening paragraph of "Unweaving the Rainbow"

"We are going to die, and that makes us the lucky ones. Most people are never going to die because they are never going to be born. The potential people who could have been here in my place but who will in fact never see the light of day outnumber the sand grains of Arabia. Certainly those unborn ghosts include greater poets than Keats, scientists greater than Newton. We know this because the set of possible people allowed by our DNA so massively exceeds the set of actual people. In the teeth of these stupefying odds it is you and I, in our ordinariness, that are here."

*- Richard Dawkins*

*Within days, a reader may forget the specifc words, the poetry and drama of the passage.  But, using them, Dawkins has expressed a (well-known) scientific fact which one will not forget easily.*

We are going to die,
    and that makes us the lucky ones.
Most people are never going to die
    because they are never going to be born.
The potential people
    who could have been here in my place
        but who will in fact never see the light of day
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In the teeth of these stupefying odds
    it is you and I,
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    that are here.

# How do good writers produce impressive texts across hundreds of pages?

What makes a good communicator?
1. Knowledge and expertise in the chosen area.
2. Linguistic capability.
3. Time, **care** and passion to communicate and convince.

Only the first two are **NOT** enough.   Those two **together** will go only so far!

Steven Pinker says:

> There is a big difference between a coherent passage of writing and a flaunting of one's erudition, a running journal of one's thoughts, or a published version of one's notes. A coherent text is a <u>designed</u> object: an <u>ordered</u> tree of sections within sections, crisscrossed by arcs that <u>track</u> topics, points, actors, and themes, and held together by <u>connectors</u> that tie one proposition to the next. Like other designed objects, it comes about not by accident but by drafting a <u>blueprint</u>, attending to <u>details</u>, and maintaining a <u>sense</u> of harmony and balance.