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INTERNATIONAL CONFERENCE OF RESEARCH ON LANGUAGE EDUCATION 2023

EMBRACING CHANGE:
EMANCIPATING THE LANDSCAPE OF RESEARCH IN LINGUISTIC, LANGUAGE AND LITERATURE

13 - 14 MARCH 2023

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"Embracing Change: Emancipating the Landscape of Research in Linguistics, Language and Literature"

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CREATIVE WRITING: THROUGH HER EYES - TALES OF THE HEART

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ABSTRACT:

The project *Through Her Eyes: Tales of the Heart* is an e-book collection of poetry and prose prompted by quotes from books that hold the greatest meaning and aspire to inspire others. The objective of this e-book is to elicit emotions towards readers as a platform to relate their thoughts and feelings, as well as to insinuate an emotional effect using the medium of poetry as creative expression. The e-book revolves around love and the loss of it, followed by sentiments of growing up and finding ourselves in the hopes that the endearing words would appeal to the soul of anyone who is on this voyage. According to Voutiritsas (2021), reading and writing poetry can help to connect with and better understand ourselves because the practise incentivises mindfulness, exists to serve as an outlet for expression, and can even allow readers to connect with others as there is likely a poem or prose that will resonate with anyone at any stage of life. It is intended to become a healing piece for those who seek it. This project was conducted based on surveys to gather the readers' preferences in producing two editions: digital e-book and audiobook which can be purchased through a premium subscription, with special sneak peeks offered on Instagram and the Wix website.

Keywords: *Creative writing, E-book, Digital e-book, Audiobook, Poetry*

1. INTRODUCTION

Through Her Eyes: Tales of the Heart is an e-book that carries a melancholic longing about love, loss and embracing youthful growth. It comprises a collection of poetry and prose inspired by lines and quotes from books that best resonate with the author. This e-book is written from personal experiences under a soul-searching theme that everyone may be able to relate to. It is made with a 'line lifting' technique where quotes are selected from books and utilised as a writing prompt and conceptualized into poetry. There are a total of ten literature works totalling more than 20 pages comprising six poems and four prose. This project is carried out due to the belief that the youths have problems searching for themselves and there are not many platforms to which they can relate their vulnerable emotions. It is very important to be able to feel related and express to promote a healthier and positive outlook on life among youths. This concurs with the study conducted by Pentury et al. (2020) where it was found that students who are involved in creative writing tend to be more holistic. From the beginning of the fluttering to the soaring heights-through to the heart-breaking fall, the poetry and prose act in this e-book is an invitation to feel deeply and fully. Each chapter is made to instil comfort that may touch one heart at a

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time. By creating *Through Her Eyes: Tales of the Heart,* people can be in tune with their feelings and feel more validated in the multisensory experience gained by reading it.

1.1. Project Objectives

The purpose of this project is to drive sentimental influence by writing poetry as it attests to its emotional impact on individuals. The following main objectives are:

1. To provide a platform for individuals to resonate with emotional vulnerability and expression through writing.
2. To make people acknowledge the process of learning more about yourself and who you are by the aid of storytelling.

1.2. Entrepreneurial Opportunities

The entrepreneurial opportunities of the project include readers being able to access additional material of the poems and prose by purchasing the entire e-book content, either through the downloadable pdf edition or as an audiobook that can be subscribed to exclusively on Spotify. Readers can also access the official website and Instagram @88writings, where they can look at sneak-peaks of the collection for their viewing pleasure to arouse their interest before committing to purchase the complete e-book material. Readers may subscribe via the website by entering their email address and following the instructions, which they will then receive a digital copy of the e-book. The audiobook version may also be purchased with a premium subscription on Spotify via a link. The target audience of this project is marketed to teenagers and adults.

2. METHODOLOGY

The first step in planning and creating the project was to conduct an online market survey as it is important to gauge the potential clients' needs (Al-Shatanawi et al., 2014). The market survey was conducted using a Google form to determine the demographic, the gender, and provide relevant questions to gauge the audience's interest. The Google form was disseminated to the target audience, who were mostly teenagers and young adults. The market survey was also designed to determine what content and themes the audience would be drawn to read about inside the e-book.

This was then followed by the preparation of this e-book by a light reading session of a personal book collection. Once the quotes and books were sorted and selected to be used as a writing prompt for the e-book, themes for each poem and prose were selected. As mentioned, the chapters include stages of love and loss, coming of age and identity acceptance. They are written concisely using simple but elaborate language that flows in its own rhythm so that even those who are not into poetry can comprehend and enjoy reading it. The design of the e-book was done using Canva. In terms of appearance, a soft pink layout was applied with classy typefaces of simple letter shapes with playful ligatures for the cover page as the trademark of my book is to have an elegant and graceful aesthetic. The colour wheel incorporates white, pink, purple and cream to give it an appealing and pleasing outlook.

Next, the audiobook is executed by using Anchor by *Spotify for Podcasters*. The audio narration of the e-book is uploaded on Spotify where listeners can access via a private link that opens the application. Spotify is opted for as it is one of the most used streaming devices in the country. Although it is mostly known for streaming music, it has since expanded its horizon by offering podcast shows and audiobooks as part of the listening experience. Similar to other audiobook applications, Spotify offers a standard set of features, including the ability to download music and podcast episodes for offline listening, rate them, adjust the playback speed

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and listen across devices. The audiobook version of Through Her Eyes: Tales of the Heart on Spotify can be accessed through the web player.

2. RESULTS AND DISCUSSION
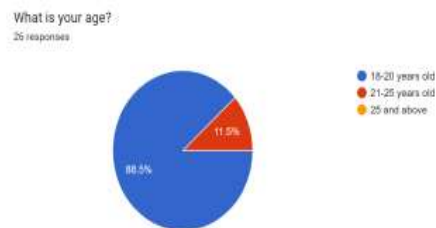
Figure 1: Age

Before publishing the product, a questionnaire of 25 respondents was executed using Google Form to gauge interest in this e-book project. As seen in Figure 1, the first question asks about their age, and the majority of the responders are teens and young adults aged 18 to 25. According to the pie chart, 88.5% are between the ages of 18 and 20, while the remaining 11.5% are between the ages of 21 and 25.
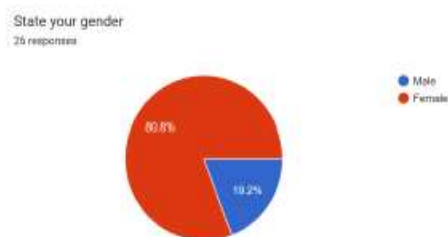
Figure 2: Gender

In addition to that, another question presented in the questionnaire was about the gender demographic. As seen in figure 2 above, about 80.8% of respondents are female, while 19.2% are male. Given the information gathered, we may deduce that females are more likely than males to become the project's prospective audience.
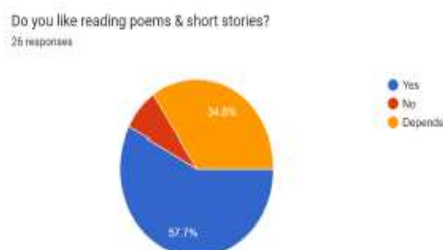
Figure 3: Reading Preference

The results depicted in Figure 3 above is a question that asked whether the respondents liked reading poetry and short stories (prose), to which three distinct answers were given. First, the highest percentage, 57.7%, said 'yes'. Most individuals who responded are female, with only two men saying 'yes'. Furthermore, the second highest percentage, 34.6%, responded 'depends',

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and according to data, the majority of them are male respondents. Finally, approximately 7.7% of the respondents said 'no', which was also addressed from a male as well.

In this regard, it can be inferred that mainly females are interested in this topic compared to males. I decided to take things a step further by investigating my male audience's understanding of poetry and prose to ensure my content could be up to par with their interest.
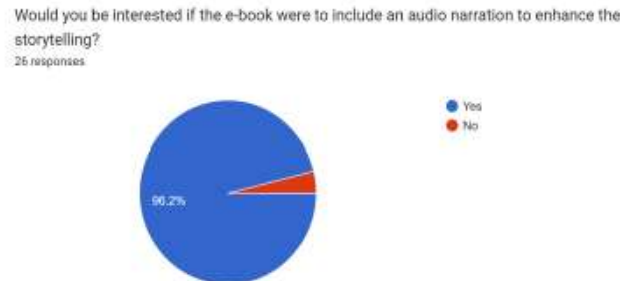
Figure 5: Audio Narration Preference

According to Figure 5, two distinct responses were disclosed in response to the question of whether they would be interested if the e-book had an audio narration to improve the storytelling. A proportion of 96.2% said yes, while 3.8% said no. It was agreed that the majority would be implemented because some individuals might prefer to listen and comprehend the e-book in a form of auditory rather than reading it visually. Two separate versions will be published.

Figure 6: Reading Preference

Figure 6 shows that all respondents were willing to read the poetry and short stories (prose) provided they were shared through a website where they could access the entire collection through a paid version. It is not, however, limited to the website only.

Figure 7: Price

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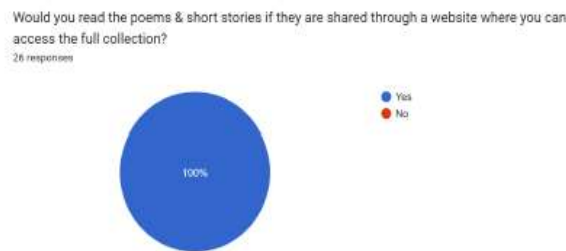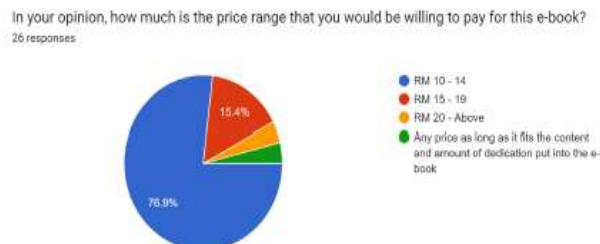**13-14 March 2023 • Noble Resort Hotel, Melaka**

Figure 7 portrays the answers regarding the price range of the e-book, in which the majority voted within RM10-14. One suggested that any price would do as long as it fits the content and amount of dedication put into the e-book. The latter was taken into consideration as it is firmly agreed that it is reasonably the fairest choice.

Finally, towards the end of the survey, respondents were asked if they had any thoughts or comments on what sort of aesthetic or vibe they would want me to integrate for the website and what kind of material they would like to see inside the e-book. Several respondents suggested that minimalistic features should be provided.

In terms of the e-book content, others requested to write mainly about romance, one-sided love, growing pains and self-love. Perhaps including some fantasy material for the prose as it could be a massive hit as well. This question is significant as it provides the idea of what the target audience is currently pondering about, which may be something they kept concealed but would like to read if given the opportunity. Especially within the male demographic, it is important that the materials are equally relatable and inclusive for both genders. Zapruder (2017) wrote, "There are words in every poem and prose that flare out, light up, almost as if plugged in. This is what poetry can achieve for language and for us as beings" and it is hoped that this project can achieve that.

4. CONCLUSION

Holistically, given the challenges that people have with not having any outlet to vocalise their feelings (Kaufman et. al, 2013), this e-book is beneficial, effective, and meaningful since it will provide them with a way to feel understood. It must be recognized that creative writing is an excellent instrument for readers to reflect upon what they are experiencing via diverse perspectives. Oatley and Johnson-Laird (2022) affirmed that a poem, no matter how simple or complex, has the capacity to unite people by transmitting and evoking profound emotions and sparking meaningful dialogue about life issues. Poetry and prose per se in everyday life may promote empathy, as does connecting with a gentler aspect of oneself. The issue with individuals, particularly young people, frequently faces being unable to openly express their thoughts and feeling rejected is very common. This may cause misery and desolation among them. It is paramount to remain in touch with our emotions, and sentimentality should never be seen as a weakness. Through Her Eyes: Tales of the Heart is the perfect solution to encourage them to feel those emotions in a validating and welcoming way through written words.

This is not just an ordinary poetry and prose book. Xerri & Agius (n.d) stated that poetry is an excellent vehicle for strengthening empathy. This poignant collection will resonate with everyone who has experienced a gap between their former self and their current self. By holding their hand and guiding it toward a mirror, these poems may help reconnect with their pride of love and identity. They will not only validate heartache, but also reunite them with themselves. Numerous recommendations and suggestions have been considered for future enhancements to elevate the attributes and craftsmanship of the e-book. For example, publishing it in multiple platforms and in multiple formats, setting better prices, putting it on paperback if the reception is successful and many more. Through Her Eyes: Tales of the Heart is envisioned to be an engaging and touching book that brings people together through contents written personally from the soul. Ultimately, it can be concurred that creating this e-book project is a great step forward as it aids not only me, but also those who require a coping mechanism to heal their emotional experiences in a therapeutic manner.

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