# **UAI JOURNAL OF ECONOMICS, BUSINESS AND MANAGEMENT (UAIJEBM)**



Abbreviated Key Title: UAI J Econ Bus Manag

ISSN: XXXX-XXXX (Online)

Journal homepage: https://uaipublisher.com/uai-journal-of-economics

business-and-management/

Volume- I Issue- I (July – August) 2024

Frequency: Bimonthly



\*1 Corresponding Author - Dibakar Pal

PhD Student, Department of Business Management, University of Calcutta, India.



## ABSTRACT

#### ABSTRACT:

Audacity means to show a willingness to take risk. It is bold courage. It is shameless or brazen boldness. It is boldness or daring, especially with confident or arrogant disregard for personal safety, conventional beliefs, etc. It is effrontery. It is to show a lack of respect. It is impudent i.e. casual disrespect. It is quite uncommon. Boldness amazes. Disrespect pains.

**KEYWORDS:** Audacity, risk, shameless, daring, confident, arrogant, disrespect, uncommon

#### **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:**

Audacity means to show a willingness to take risk. It is bold courage. It is shameless or brazen boldness. It is boldness or daring, especially with confident or arrogant disregard for personal safety, conventional beliefs, etc. It is effrontery. It is to show a lack of respect. It is impudent i.e. casual disrespect. It is quite uncommon. Boldness amazes. Disrespect pains.

Audacious is extremely bold or daring. It is fearless. It is not restrained by a sense of shame or propriety. It is rudely bold. It is recklessly brave. It is fearless e.g. an audacious warrior. It is extremely original. It is without restriction to prior ideas. It is highly inventive e.g. an audacious vision of the future. It is defiant of convention, propriety, law, or the like. It is insolent.

A person becomes audacious many a time throughout his life. Similarly, a person faces audacious situations infinite times from cradle to grave. A fool loses its emotional brake always and

becomes audacious. Even a wise loses its temper, sometimes, due to unprecedented situation.

Audacity is not liked by all. It is alias and akin to haughty behaviour. It is the business of a proud man. Pride goes before a fall. Thus audacity, sometimes, is the cause of downfall. A lay man is afraid of an audacious person. Sometimes audacity causes massacre. As such common people avoid such a unruly person for his uncertain mood and motif.

Audacity sometimes pays and sometimes pays not. In case of a fool the outcome of audacity for its entire life is net loss. That of for a wise the outcome is either zero or net profit. This profit is for the prudence of the wise brain. This profit and loss caused by audacity are also observed in cricket as well. Benefit of doubt may be right or wrong as declared by the audacious umpire. Further, googly ball outs a batsman either through caught out or bold out. An ordinary batsman thinks that his out is sure and certain. As such he refrains himself from wasting energy. So he does not strike the ball rather stands still and becomes bold out. On the contrary, an audacious bats man strikes the googly ball thinking if the fielder fails to catch the ball

An audacious decision or plan or scheme is the business of a bold entrepreneur. Creativity provokes to break all barriers and cross all boundaries. He takes the risk with his innovative idea. He thinks for the new dawn. A timid character seldom can think of it even. Generally, audacity is discouraged by the orthodox society. A conservative fellow considers it as a negative act.

A prodigal son is rebuked for his audacity. Hooligans, rival politicians, two enemies, two rival neighbours, and rival countries show audacious behaviour against each other to establish superiority. It needs audacity to remark regarding bad complexion or

odd figure of someone. It is also against etiquette. A venturesome person admires the sheer audacity of the new plan.

A fiancée thinks that her fiancé will not be romantic only rather audaciously bold enough thus to enjoy the life to the lees. Generally, every girl loves a bad boy. Audacity is the chief ingredient of any adventure. Recklessness caused by audacity is the base material for enjoyment of a youth.

Venturesome, unabashed, shameless, impertinent, temerity, foolhardiness are synonymous to audacity. Cowardly is its antonym.

Some persons are audacious. Some persons are coward. Some persons are intelligent. Some persons are fool or dull-headed. Thus, in the light of these four personality traits, the whole population can broadly be classified into four different categories.

The first category is audacious and intelligent. If an audacious person is intelligent then he is either dangerously brilliant or brilliantly dangerous or both simultaneously. Then he is second to none. He dares no body and cares none.

The second category is audacious but fool. Then he is ill-famed as a hot-tempered person. He commits mistake in every sphere of life due to his callousness. As such he is used badly. Violent mob falls in this category. Politicians or shrewd persons use and throw this type of person whenever required. Thus the head of the protagonist and hands of the fool make a complete man.

The third category is coward but intelligent. This type of person is slow but steady. They know when the iron is hot and strike accordingly. They are afraid of taking any kind of risk. They are afraid of any kind of change due to uncertainty, injustice and fear. Seldom they know that no risk no gain implies high risk high gain. They want to love without any risk which is next to impossible. Since they are guided by head rather than heart they remain deprived from the soft touch of the warm fiancée.

The fourth category is both timid and dull-headed. They are mob, but not violent. They are calm by nature. Cool brain saves them from many dangers. Cool brain is a rare virtue. So they are numbered. Dullness is compensated by calmness. Due to low talent earning is poor. They are deprived proletariat. Thus they die unpaid. They die unfed. They die unwept. They die unsung. And they die unknown as well like name less thousands who built the pyramids.

An audacious disregard for safety brings utter and untimely ruin. A fool disobeys safety rules due to ignorance. An intelligent or experienced person always moves with precaution coupled with proper safety measures. An ordinary business man always thinks for profit. But an experienced business man thinks for the loopholes causing loss. This basic thinking creates heavy and havoc difference between their successes.

### **CONCLUSION:**

An audacious act or remark may or may not be good. Happy audacity of language opens new directions of thinking. An experienced author can present any idea in a new model. He discovers new way of representation through trial and error method. New or novice writers contribute with their innovative ideas which enrich the language, literature and culture as well through innocent audacity. As such audacity is not always bad. It has positive side too. Here lies the unique triumph of audacity.

## **REFERENCE:**

No reference, since the present article is an outcome of Creative Writing