

Internship Report On
Impact of Media on Young Adults

By

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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing degree at BRAC University.
2. The internship report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The internship report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Chapter 1

Introduction

It is a belief that from journalism you will get to know about the whole world. Throughout the journey of curiosity, I took the chance for myself to become a journalist and experience it practically. Since, I started my journey by studying in the English and Humanities Department of BRAC University. I had enormous interest in media and cultural studies. This enthusiasm motivated me to choose media and cultural studies as my major. The journey of newspaper from carving news into stones to publishing news through paper is the most wondrous matter to me that how the medium of delivering news has changed within time. This is how journalism has grabbed my attention and motivated me to assist with media.

Initially, the newspaper is a paper that is printed and usually distributed on daily or weekly basis, which contains news, editorials, article of opinions, features and advertising. This is the medium of spreading news and ideas about what is happening around the world towards the general people. After doing ENG-440 : English and Print media I realized that writing features are interesting. Near the end of my graduation as I had to do internship I thought that I should try for newspaper organization. So, I dropped my CV at *Daily Sun* Magazine Department and by the grace of Almighty Allah I got called for the interview and also got selected for doing my internship in the *Daily Sun*. Hence, I have joined as an intern at *Daily Sun* to complete my Bachelor of Arts in English Degree.

While working at *Daily Sun* I have observed that how media influences the young adults in their daily lives. The media dynamics of today can be discussed from the perception of Panopticon, the concept which was proposed by Jeremy Bentham and later explained by Michael Foucault. Everyone these days are under the surveillance of the sharp eye of media. Media is also influencing the way of living of people through advertisements. Through these media is basically impacting the young adult's life and their way of thinking. Due to the rapid growth of globalisation nowadays the young adults prefer online news pages than the hardcopy of newspaper to keep them updated.

Focus and Objectives

Working at a newspaper have always attracted me because of its presence everywhere around the world. I found journalism very interesting and challenging because it deals with the process of delivering prominent news to the readers of every part of the world and give the curious minds the idea about what happening in the world and the news must be accurate. A newspaper has broad coverage on every topic such as- political, sports, technology, entertainment and many more. I was always curious about how the newspapers can publish every news that is happening in the world every day. It is definitely not an easy task to collect news or incident happening, but newspaper organizations manages to collect the valuable news for the readers. For such experience, I have decided to do my major in media and cultural studies. Practical knowledge helps to enhance the existing knowledge and adds experience to utilize it. Daily Sun has given me the opportunity to do my internship as a feature journalist to achieve experience in this field and utilize my academic knowledge further that I have gained so far from my area of concentration.

In terms of completing my undergraduate program and gaining practical knowledge, the internship is mandatory for the students of media and cultural studies. While doing my internship at Daily Sun I have improved my writing skills as well as learned professional rules and regulations. In my undergraduate program I have done courses like English for Print Media (ENG 440), Globalization and Media (ENG 333), Copy Writing (ENG 404), Editing (ENG 401) , Cultural Studies: Theory Practice (ENG 331) and Research Methodology (ENG301) and many other courses which assisted me in acquiring theoretical and practical knowledge of journalism and writing features for the newspaper.

Chapter 2

Brief History of *Daily Sun*



In Bangladesh, *Daily Sun* is an English newspaper founded on 24th October, 2010, by East West Media, a concern of Bashundhara Group. *Daily Sun* publishes almost five thousand copies of newspaper every day and same amount of magazine is published weekly. It is also known as one of the well-renowned English leading newspaper. It has a different aim than other leading newspaper and that is to publish the truth to the commoners.

Ahmed Akbar Sobhan, the chairman and MD. Sayem Sobhan Anvir, is the managing director of East West media group. This East West Media group also owns two other daily newspapers named *Bangladesh Protidin* and *Kaler Kontho*. The East- West Media group also has most popular news channel NEWS24, a radio channel FM 94.8. The location is situated at plot no: 37/A, Block: D, East West Media Group, Bashundhara R/A, Baridhara Dhaka -1229.

Daily Sun has both online (<http://www.daily-sun.com>) and print version. It also has E-Paper which is the copy of the printed version. It has 24 pages including 4 pages on business and 2 pages on sports. The sports part is named as “Winner”. The printed newspaper includes front page, back page, metropolis, sun extra, editorial, Asia, World, Winner and more. Through the online page it delivers news that occurs in daily life from time to time because it takes a huge time to provide the news timely via

printed version. Readers can easily get news like national, economy, world, sport, entertainment, nature, art, lifestyles and so on via the online page of *Daily Sun*. Around eighty five employees are working under *Daily Sun*. There are three weekly supplements in *Daily Sun* newspaper. Moreover, occasional magazines also get published during Eid, PohelaBaishakh etc. At least seven people cover the weekly supplements. The environment of *Daily Sun* is friendly which encourages its workers to work efficiently. The present chief editor is EnamulHaque Chowdhury. Late professor Syed Anwar Hossain was the first chief Editor of *Daily Sun*. In that early day of *Daily Sun* ,Amir Hossain was the executive editor. Later due to his sudden death, Shihabur Rahman was the acting executive for a few days. Right now there is no executive editor. By following their target *Daily Sun* is becoming trustworthy daily news portal where there is no yellow journalism and gradually gaining its popularity.

2.1 Weekly Magazine Supplements of *Daily Sun*

Generally magazines are published weekly to make readers life enthusiastic from the monotonous news or incidents. People like to read magazines because magazines focus more on the subjects related to the readers life whereas daily newspaper tend to focus on what is happening around the world. Among all the daily English newspaper *Daily Sun* is popular for its weekly supplements. There are three supplements that is published on a particular day on a weekly basis. Each of the magazines has different significance than others.

FROM THE EDITORS
daily sun
morningtea
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Firstly, "Morning Tea" is one of the most popular weekly magazine of *Daily Sun*. It contains twelve pages that is published on every Friday. This magazine deals with socio-cultural, political issues, photo feature, pros and cons of any incident around the city and many other matters that are related to common people's life. The articles of this magazine have 2000-2500 words because it focuses in-depth research and information to highlight an issue. The sub-editors of this magazine starts to work for the magazine from Tuesday so that they can finish properly and timely as well as can work for the additional findings. Each of the article talks about a particular issue and before writing, a sub-editor has to submit the topic to the magazine coordinator and after they get the confirmation they start writing to cover a problem. Sometimes sarcastic or relevant images are used to embellish the idea in front of the readers and the sub-editor also has to work for making exciting headlines for the issue because headlines can attract the readers at a first glance and if the headlines are eye catchy the readers will definitely read through the article to know about the issue in an illustrated form. This magazine also gives the writer a freedom to talk about recent incidents, or upcoming actions. Each article sums up the incident then relevant topic that is prior to the topic and its impact and lastly conclusion in a solution form. Even though it is the part of a newspaper but here the writer gets the chance to portray the main argument.



Who doesn't love to read about fashion and style in this day and age? Groove magazine covers topics on fashion, health and fitness, home décor ideas, recipes, art and culture, celebrity interviews and many other issues for the targeted readers' interest. It contains 12 pages and every week the topics are unique and original so that the readers do not feel as if there's monotony in the publications. Groove aims to offer articles which readers will be interested to explore.



Daily Sun publishes three magazines based on the readers' choice and The Hood Magazine is basically for the young generation. This magazine contains various sections like- *Scribbles*, *Blah*, *Fun fact*, *Talkies* and *Bring the Noise*. Most importantly, the magazine focuses on the choice of reading of the young generation. For example- The Hood magazine not only entertains the targeted readers with movie review or music related topics but it also speaks with other readers on behalf of the youth and provides convincing solutions to different youth related problems.

Bangladesh has many English Newspapers which covers news in English with rich vocabulary and credible news. To compete with the others newspapers *Daily Sun* always chooses trendy topics and categorize the news according to the targeted readers helps the newspaper to pace up with the competitors. It targets the mass people so the newspaper follows simple English so that the readers don't find it difficult to understand the in-depth meaning and loose interest in reading the newspaper.

Chapter- 3

My Work Experience at *Daily Sun*

Practical implementation of knowledge is very different from theoretical knowledge because the practical implementation includes experience and flourishing tendency. While doing my internship in *Daily Sun* I have faced many difficulties but I have also managed to sort those problems out by implementing my academic knowledge which I have acquired from the Media and Cultural studies major courses like- Editing (ENG 401), Copywriting (ENG 404), English for Print Media (ENG 440), Translation Studies (ENG 465), Globalization (ENG 333), Research Methodology (ENG 301) and other courses. Each course provided the knowledge related to this field. As I have done my internship as feature writer, Research Methodology, English for Print Media, Editing and other courses played an important role to overcome every difficulties and gain professional experience.

I worked as an intern at *Daily Sun* from 13th January till 13th April. I was assigned to the Magazine section as a feature writer. In the Magazine section there were about ten members along with the Magazine coordinator. The Magazine coordinator was my supervisor throughout my entire internship. My supervisor was very friendly and helped me to use my academic knowledge in practical implementation. The environment of *Daily Sun* was also very friendly and all the people working there were very helpful.

Feature stories are the most popular content of any print media and vivid part of a newspaper. Dr. Curtis in his article “How to Write a Feature Story” explained every single details of writing feature and structure of writing quality features. The author defined feature story as “Feature stories are human-interest articles that focus on particular people, places and events. Along with that feature stories are journalistic, researched, descriptive, colorful, thoughtful, reflective through writing about original ideas”

(Curtis, 1). This definition portrays that feature stories are different from news stories because it has much information and covers almost every aspect of human life. Dianova (2017) in her article “3 crucial differences between a news story and a feature story that will make you a better writer” explained the major differences of feature stories and news stories. She said that “The major difference between a news story and a feature story is that a news story is time sensitive. Media outlets want to publish news stories as quickly as possible after an event occurs. Feature stories, however are not as time independent and contain no urgent content”. This indicates that feature stories can be written any time after an event occurs. She further added “ News stories go straight to the point using simple and effecting words to deliver the facts quickly and the word average is 300-500, whereas feature stories are often more wordy as well as a creative structure and it can be more than 2000 words”. This specifies that feature stories need more research and gathering of information. Moreover, a writer cannot include anything in news stories because in that case news stories will lose its credibility. On the other hand writer can play with the feature story topics and gets the opportunity to develop feature story theme, can include writer’s own thought or suggestion in the writing. News stories follows “*inverted pyramid*” which basically refers to “The Lead: Most Important Info” then comes “The Body: The crucial info” lastly “The Tail: Extra info”. In contrast, feature stories does not follow this structure rather it has a unique writing format to give the reader the opportunity to relate the writings with their own life and actions.

In terms of making feature story more engaging, the writer should use engaging introduction with grabbing introduction, dramatic approach to grab the attention of the targeted audience and make the writing more enthusiastic. While doing my internship in *Daily Sun* as a magazine feature writer I got to know that a feature writer has some limitations while writing features. For example- Feature stories are not opinion based rather it gives the readers the information in a pleasing and entertaining format which highlights relatable issues to the readers. In terms of word limit newspaper features can be written within 500-2500 words in length, On the contrary magazine features can be written 500-5000 words, the more research a writer does the more information he can get and the more interesting the reading would be for

the readers. In *Daily Sun* supplements 500-650 words consider as the inside feature story and 1100-1200 word feature story gets published as the cover story of themagazine.

The weekly supplements of *Daily Sun* follows the same word rule in terms of cover story and inner page story. To make feature story comprehensive only generating ideas will not make the story successful rather feature writers use three tools to make the story perfect and successful and the tools are observation, Interview and background research. Using these tools the feature writer tries to give the story beautiful description, meaningful anecdotes and important quotes. It is very important for a feature writer to be open minded when interviewing subjects and researchsources.

Feature story format plays an important role while writing. Feature stories follow various format to present information to the readers. Sometimes a writer uses several paragraphs depending on the subject to engage the readers before coming to the main point. Feature stories often have grabbing or persuading titles which attracts the reader to read the story and then comes a paragraph that will create more curiosity in the minds of the readers and slowly it dives into the main point of the subject. In the end, the writer almost recap the whole discussion and gives the story a suitable ending. Though I have learnt some of the rules in brief in my academic course in ENG 440 (English for Print Media) but while doing my internship in *Daily Sun* I got the chance to practically implementing the ideas in mywork.

3.1 Types of Feature Writing

There are different types of features. As *Daily Sun* publishes three different weekly supplements and during my internship period I had to focus on two of the supplements, based on the supplement theme every time I had to come up with new topic and new ideas. Finding new topic for feature story was quite hard because it needed much brainstorming but with the help of my academic knowledge I have managed this hurdle too. From my academic course ENG 401: Editing, I got the ideas of how to come up with new feature story topics. According Dr. Curtis (2011) the feature writers need remember three things and these are-

- The writer's opinion and attitudes are not important to the story.
- Writing in third person helps maintain the necessary distance.
- The writer keeps himself out of the story.

The followings are the different types of features-

- Human Interest – These feature stories are best known feature stories. Human interest stories discuss any issue through the experience of another. It can be written in topics like- person's place or animal etc.
- Profiles- A very common feature type that reveals an individual's character and lifestyle. These features are mostly about celebrities and famous people. For instance- The profile of Sheikh Hasina.
- How to- These articles help people learn by telling them how to do something. The writer learns about the topic through education, experience, research or interviews with experts.
- Historic Feature- These features celebrate important dates, in history or turning points in our social, political and cultural development. These kinds of features remind people of significant events on a particular date. For instance- Feature on Ekushey February.
- Seasonal Themes- These feature stories are about holidays and change of season. It covers social, political and cultural cycles as well as business cycles. Example- Feature on summer fruits, Travel packages in winter etc.
- Behind the scenes- These features offer the inside views of unusual occupation, issue and events. For instance- a feature giving inside information about how a magician performs his tricks while showing magic.
- Product Feature- This feature provides information about popular business products where similar products are also compared in this kind of feature. For Example- Best perfumes for women.

I have written many features while working at *Daily Sun* as intern. Some of my features published during my internship period and some published after my internship. I have always tried to follow the writing rules of feature and the exact word limit. According to my magazine supervisor Mr. Morshedul Alam Mohabat a magazine feature is usually between 500-5000 words

3.2 Feature Story Headlines

To engage the mass target readers the technique is to create interesting headlines for the story. Headlines are the most important part of writing and headlines that can grab the attention of the readers makes the readers curious about the topic and read in-depth of the topic. Headlines are the first thing that comes in front of the eyes of the busy readers. An attractive headline not only grabs the reader's attention but also tells the story to the readers as well as sell it to them.

I have always tried to make best headlines for my features so that it can engage readers and used techniques that I have acquired from ENG 401: Editing helped me to put good use of the techniques that I have acquired from my academic knowledge and implement those ideas in my practical experience. Even though writing catchy headlines is a definitely tough job because in this modern era people are very busy in their own life so they hardly gets time to read something of print version. Though it is an era of internet, people can easily scroll through their mobile phone and read something they find interesting but nowadays people seldom reads the whole news or story they only go through the headlines and by reading headlines they get the idea of the whole issue. Therefore a feature writer has to find suitable headlines that can create curiosity in the minds of the readers to read in-depth. For bringing out such headlines I had to do a lot of research and brainstorming. My supervisor suggested me to read "New York Times", "Vogue" and "The Guardian" magazines to get idea about the suitable headlines for my stories. There are six steps for beginners on how to write interesting headlines for the feature articles. Theyare-

- Read and understand the story again to get a good grasp on it to write headline forit.

- Experiment with word combination and make more rough headlines until you get a perfect one.
- Choose precise words
- Make each word count
- Use action verbs blending with creativity
- Start over when box is empty

By following these six steps I wrote several headlines for my feature stories. These steps made my task quite easier but still I had to do a lot of research and throughout my internship writing a suitable headline for feature stories gave me many difficulties, as every time I had to come out with unique headlines that had not published earlier. By doing my internship at *Daily Sun* I got to experience that writing news stories or feature stories is not that easy that it seems to us normally while reading one.

3.3 Film Review

Film review feature story plays one of the most vital roles to make the magazine more reader friendly. According to Dr. Curtis (2011) "Movie review refers to the article that talks about any particular movie and gives opinion about it". Movie reviews are interesting to the readers because it tells the readers about the main plot of the movie and highlights the interesting parts of the movie, so reading the review the readers can decide if it is worthy to watch the movie. This kind of feature has a huge impact on the minds of the readers.

I got the chance to write a movie review during my internship and I enjoyed much writing this feature. As I had to write for "The Hood" magazine where youth related topics are published and the target audience are the youths, so I had to look for subjects that attract the youths of this era. After much thought I decided to write my feature story on "Movies that Shape the Millennial Generation". Luckily, my feature headline was appreciated by my supervisor and he suggested that this headline would be the cover story of "The Hood" magazine.

Dr.Curtis (2011), suggested some steps that can make a movie review article successful and how to make it enthusiastic. I have also implemented these techniques in writing movie review-

- Select movie and get familiar with the context:
- Watch the movie and formulate a specific opinion in one sentence:
- Create a good lead:
- Recap briefly but with minimum information:
- Backup main opinion with specifics:
- Be interesting:
- Always be truthful in approach:

I am attaching the picture of my film review that has been published in the cover story of “The Hood” magazine.

All the work produced are attached as appendices of the report.

FREE AND IMPARTIAL
the hood

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MOVIES THAT CAN SHAPE THE MILLENNIAL GENERATION

2 Mother Language:
Sense And Significance

3 Relationship Habits
We Mistake AS Toxic

8 Are Singers In
Our Country Deprived?

Chapter 4

Integration of Theories with my Internship Assignments

All the media courses that I have completed during my academic years at BRAC University helped me to work in an efficient way at the *Daily Sun*. As a student of BRAC University (English and Humanities), I have done Editing (ENG-401), Copywriting (ENG-404), English for Print Media (ENG-440), Translation Studies (ENG-465), Globalization (ENG-333), Introduction to Cultural Studies: Theory and Practice (ENG-331) and other courses. Among these courses the editing and copywriting courses were quite useful during my internship. I learnt many theories that helped put my work in the proper perspective.

(i) Panopticon and the Power of Gaze

It is a common observation that people from all walks of life whether ordinary persons or celebrities; everyone these days is under surveillance of some kind, be it the google map camera, video recording using mobile phones, cctv cameras or the sharp eyes of the media. No one today can commit a crime in day light because of the invincible power of such panoptic gaze. Before performing any unusual work people now generally think about it prior to acting upon an impulse, because of the fear of exposure through media. The media dynamics in today's world can be understood through the concept of 'Panopticon and Gaze'

The panopticon is a concept proposed by Jeremy Bentham. This was further explained by Michel Foucault in his interview "The Eye of Power". Foucault discussed the architecture of the panopticon as a building in the form of a ring with a tower at the center. The design was such that the person sitting on top of the tower can keep an eye on the prisoners who were kept in cells inside the ring-shaped building. Panopticon is thus a "...technology of power designed to solve the problems of surveillance"

(Foucault 148). Foucault labelled this gaze. This is not just an architectural design, rather the whole world is like panopticon. We are constantly being watched and our actions are being judged.

In today's world media can be considered as a tool of Panopticon. We know this subconsciously that we are being watched by someone every time. Brignall (2002) in his article 'The New Panopticon: The internet Viewed as a Structure of Social control' says, "If internet providers or police agencies randomly monitor Internet users, then the Internet begins to share similar properties with the Panopticon prison structure". This identifies how every single person's activities are being monitored by someone. According to Timrayner (2012) "By making our actions visible to a crowd, social media exposes us a kind of virtual Panopticon'. Nowadays social media has become a platform of virtual Panopticon because the personal information of common people are being revealed easily, the social profiles of people are being hacked easily which indicates that people have less security in their social lives. Moreover, through the power of virtual Panopticon and gaze there are various kinds of rumors that are being spread through the media. If we take an example from recent incident that a woman was beaten badly by a frenzied mob due to rumors spreading all around through media as various videos were going viral about child lifters so people didn't bother to justify whether she was a child lifter or not, before beating her to death.

My experience of working in a newspaper agency made it even more clear to me how everyone is being watched by someone and no one's personal information is personal now due to the virtual Panopticon. Rumors are spreading through media sometimes by making things go viral which results in tragedy. According to Vaz (1995), "Panopticon keep people in a constant state of vulnerability- in a constant fear of being seen". People don't feel safe in their virtual life and not even in social life because any one can monitor what others are doing through media and can try to harm people. Throughout my internship at Daily Sun I have experienced that the crimes that are happening every now and then are the result of either social surveillance or from social to real life surveillance which is a great threat of insecurity for individuals. *Daily Sun* also plays a vital role as a panoptic gaze through journalism because while doing my internship there I have noticed that *Daily Sun* often publishes information of prominent

figures through paparazzi and sometimes even through personal interviews, so if someone intends to target them to harm them, they can easily collect information from the newspaper in detail.

(ii) Globalisation and MassMedia

Globalisation plays a vital role in making the communication process easier. Though globalisation has brought about a revolutionary change in this modern era but that change has resulted in some negative aspects. Globalization has had a huge impact on media and through media on the common people. With the help of mass media globalisation is facilitating the cultural exchange among different countries. The mass media is effecting the youth because they are more likely to adopt other cultural norms by forgetting their own. Due to this adaptation the idea of cultural imperialism is built up.

Youths of today are more focused on their virtual social life rather than giving real quality time to their own families. Those days are gone where all family members used to sit together for dinner and chatted about their day. Now people tend to follow foreign norms and values where personal space is more important than socializing and family time. Young people love to spend their time all alone either playing games on mobile phones or chatting with friends in social media.

With the help of globalization newspapers have managed to change its form from hardcopy to soft copy. Throughout my internship period I have observed that people nowadays are more likely to prefer online news pages, rather than the hardcopy of newspaper as reading news online helps them to remain updated with current situation every single minute. Following this effect of globalization, *Daily Sun* have created their own online news page where news are being published every minute.

(iii) Advertisements

In the era of mass accessibility, young adults have access to more media outlets than ever before. The over exposure of advertisements in media allows the average teenagers to consume an average of 5,000 media advertisements a day. Members of society, ranging from the parent to the psychologist, all

have their reasons to back up why they believe that the prominence of advertising affects some sectors of the society, be it children, a woman's image or a consumers society in some way negatively or positively. According to Bisht (2013) "Consumer views an advertisement about the brand and develops likeness for the brand and eventually willing to purchase it". Advertising influences how people feel about themselves often in a negative way. Based on the images they see in advertising, they are tend to feel that they should be thin and beautiful like the models in the ads, whether they are men or women. There are many advertisements that communicate in a way that men should be handsome, athletic, tall etc. These images are often unrealistic and unattainable. The media creates an unrealistic image of beauty. Many males and females are victims to the demanding messages in society, forcing to conform to a certain image of what is considered "Beautiful". These images and pressure can result in many major effects on the physical and mental wellbeing of an individual.

Daily Sun has a magazine supplement named "The Groove" where lifestyle, fashion, Food, Modern trend etc related topics are being published. I have noticed the fact that images of beautiful models with voguish outfits are published in this magazine and even in the daily newspaper 'Entertainment' section which also influences the readers specially the youths even if they know that these images are unrealistic. They encounter these images almost every day which forces them to act and think in a certain way.

Chapter 5

Conclusion

Working in the *Daily Sun* gave me many important ideas about the newspaper and how it regulates. While working there I have noticed that the newspaper's popularity is not the same as before because nowadays people are so busy that they hardly get time to read the newspaper, this is the main reason why people rely on the online news. Through online news people can easily get updated. I could relate this change with one of my theories of globalisation.

I have also observed the fact that newspapers work as the panoptic gaze because it often publishes information about any prominent figure like- where they are going for vacation, what is their plan and so on which tends to provide some kind of insecurity to the prominent people. If anyone wants to harm them, they can easily collect information through newspapers or online news. Moreover, newspapers sometimes publish paparazzi news which also works as panopticon because the person might not want to disclose those information about him/her in front of the world for safety issues but newspaper is publishing it without their consent so it might harm their security.

While working in the magazine I have noticed the fact that the magazines and advertisements published in it portray an unrealistic demand of the society. For instance- In society look matters, one's skin color matters, being rich is important, buying trendy outfits and stuffs provides social status etc. These demands are unrealistic but these ideas affect the mental and physical condition of people.

My observance helped me in my internship at *Daily Sun* to relate my academic knowledge with my working experience and write some suitable magazine features.

Appendices

daily sun
the hood
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ONLINE SHOPPING: PLEASURE OR PAIN?

2 Digital Marketing: A Growing
Concept in Bangladesh

3 Gifted Child: An
Analysis Of The Criteria

8 Events To Look
Out For This Week



Online Shopping: Pleasure Or Pain?

Nurunnahar Chaity

If we take a look at our distant past, we can easily understand that the internet was once an optional thing for people belonging to higher class and now it has become a part and parcel of our everyday life. Because of easy access to internet many things that were not imaginable earlier have turned out to be something very available in this post-modern age. One such example is the online marketplaces. Online shopping is a growing trend as it comes with lots of advantages such as shopping facilities all-day long, free shipment and home delivery. What started as a trial-and-error strategy with many people wondering about the success probability of online shopping, today it has

become a billion-dollar industry. However when it comes to online shopping there are both good and bad sides.

As far as the positive aspects are concerned, the list is long. First of all, people nowadays want to avoid crowd and shopping means one will have to visit different shopping malls to buy desired items. Online shopping has changed this scenario. Now you



don't have to visit any chaotic place rather you can order particular items from different online shopping platforms and can get those delivered at your doorstep. Now shoppers don't have to carry numerous shopping bags and visit different shopping malls to buy different products. Everything is available online. Shopping has never been so easier for people.

Secondly, online shopping is very convenient. Where else can you comfortably shop at midnight while wearing your night dress? There are no lines to wait in or cashiers to track down to help you with your purchases, and you can do your shopping in minutes. Online shops give us the opportunity to shop 24/7. As a result people can first think and then order an item. Especially for women online shopping is very useful as they always feel confused while shopping. Online shopping has made it easier for them because now they can first decide and then buy it comfortably.

The third advantage is that you are sure to get items at competitive prices. Cheap deals and better prices are always available online, because products come to you direct from the manufacturer or seller without involving middlemen. Plus, it's easier to compare prices and find a better deal. Many online sites offer discount coupons and rebates, as well. It often happens that you like a dress but the budget exceeds your budget. So you feel frustrated. But there is no chance of being frustrated while you are shopping online as you can easily find a dress according to your budget from hundreds of options available in different shopping sites.

Fourthly, online shopping is fun for the customers because it keeps evolving. The designs are being updated from time to time so that you get a lot of varieties and have many options to choose from. So sending gifts to relatives and friends has



become more convenient with the help of online shopping. Well, the best part of online shopping is that you can check reviews of any item before you purchase them. Checking reviews gives you a clear idea and can even change your decisions.

Well, it is mentionable that there is other side of the story as well. Online shopping can sometimes be a reason for your pain. For example- you don't know exactly what you're getting. Often buyers feel deceived as the products do not match the items properly that they saw online. Unless you are intimately familiar with a brand or product, buying online involves some risk as you can't determine texture, fabric, fit, cut and quality simply by looking at a photo. Products that looked great might feel cheap when you get them in your hands.

Moreover there is a lack of interaction between the buyers and the sellers. Often it is seen that the admins of such pages or websites do not respond to the buyers' questions in time. As a result you may lose the appetite for shopping from that particular site.

Last but not least, there is no way to bargain. Except some brand shops there is always a room for bargaining the prices in the shopping malls. But if you are shopping online, the scope for such haggling is very scanty. So, sometimes it is seen that some sites are charging much higher than the actual price just because they will deliver the products at your doorstep.

To conclude, everything comes with both conveniences and inconveniences. It depends on us how we want to be benefited by something innovative. It is also true for online shopping experience. There may be some disadvantages but the advantages are more alluring as far as online shopping is reliable. So, don't fret over rather spend some time to do some homework so that you can nail the best deals!

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MOVIES THAT CAN SHAPE THE MILLENNIAL GENERATION

2 Mother Language:
Sense And Significance

3 Relationship Habits
We Mistake As Toxic

8 Are Singers In
Our Country Deprived?

Movies That Can Shape The Millennial Generation

Nurunnahar Chaity

Movies shape a large part of our lives. It influences us to act in a certain way and also help develop certain habits. There is no doubt that movies can not only inspire greatness within us but also can create negativity in us. However movies influence people of all ages. To be particular, modern youths are very much influenced by movies, because they try to replicate whatever they see in the movies in their own lives. So, here are some movies from Hollywood and Bollywood that can move the soul towards greatness and can shape the character of modern youths as well:

The Pursuit of Happiness (2006)

It is an excellent reflection film. It shows the audience that how difficult life can be, but we do not have to give up because afterwards there is always a reward. It gives the touch of sensitivity that most movies fail to transmit. The movie is worth watching not only for Will Smith's performance but also for the great message of courage, effort and dedication that the director tries to get along through this great film. The movie portrays the strong bonding between a father and a son. There is a phrase where Chris Gardner says to his son, "Never let anyone tell you that you cannot do something, not even me". This phrase is very encouraging and boosts self-esteem because life puts us in many



obstacles but we have to be happy in any situation because happiness is the key to success. The movie teaches us not to give up in life even when life gets us on our knees.

Up (2009)

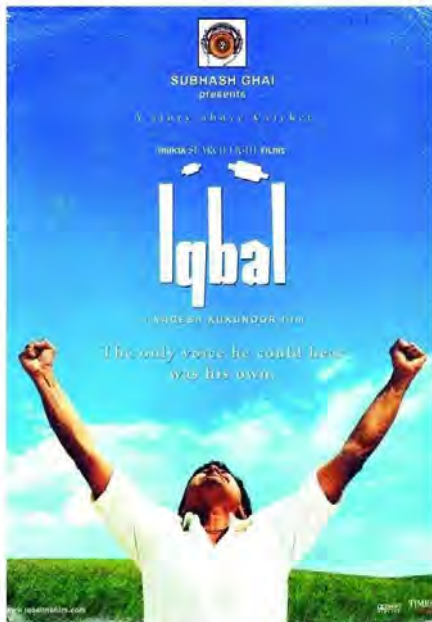
Even the animated movies are not lagging behind in teaching life lessons through their creativity. The movie 'Up' captures the importance of life and the obstacles it throws at you. We can all learn to live more fully by simply living in the moment, celebrating life and appreciating even the smallest events. The film centers on an elderly widower named Carl Fredrickson (Ed Asner) and an earnest boy named Russell (Jordan Nagai). By tying thousands of balloons to his house, Carl sets out to fulfill his dream to see the wilds of South America and complete a promise made to his late wife, Ellie.

The movie teaches us not to look for imperfection and be happy about what we have. There are bound to be things around you to be happy. It is just that you did not realize and paid attention to only negative issues. Positivity is mandatory to push you towards your goal. The most important lesson of this movie is you are never too old to achieve your dreams.

Wreck-It-Ralph (2012)

'Wreck-It-Ralph' is the story of an arcade video game character. He is the bad guy who wrecks everything so that Felix (hero of the game) can fix it and the game ends with Felix always getting a medal for his good deeds. It takes us behind the scenes, where the arcade closes and the characters come to life and socialize with each other except with Ralph. They love Felix but Ralph also wants to be loved and realizes the only way for him to be loved like a hero is to have a medal for heroism. So, he leaves video game and sets out to earn a medal. The next morning when Ralph wasn't there, Felix had nothing to fix because there was no one to wreck things. Here is where the movie takes a unique twist. Ralph is a good person- who has been programmed to act in a certain way. The characters dislike him for the role he plays, but they now come to realize that without his wrecking, there would be no need for fixing and Felix as well.

All of us have our days when we are "Ralph", wrecking everything we touch and make it even worse when we get mad at ourselves, or jealous of the positive attention that others are getting. Sometimes we are even Felix, when we are able to fix any problem, and leave the world as a better place than before. But most of the days we



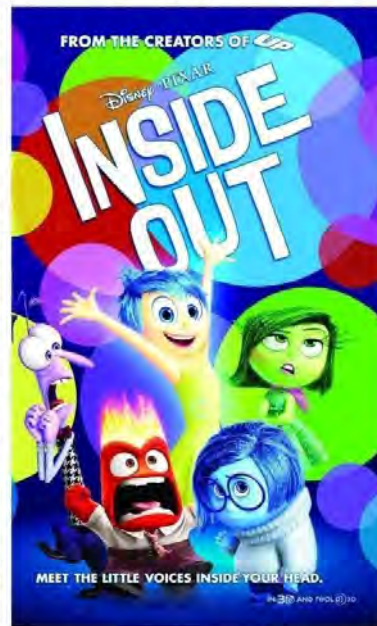
can help us to connect with others, avoid danger and recover from loss. It also teaches that people should mindfully embrace the tough emotions rather than suppressing it.

Iqbal (2005)

The name of the movie is named after the protagonist of the movie, who is deaf and dumb, and has a dream of playing cricket for India. In spite of many discouragement and disabilities he aspires to be a cricketer. He manages to train himself and plays several games. Finally he gets selected for Indian national cricket team. This movie teaches us that if we put our heart and soul to achieve our goal, the destiny will definitely show us the path to accomplish it. One should have the dedication to achieve one's goal.

3 Idiots (2009)

"Chase excellence and success will follow, life is not about getting marks, grades but chasing your dreams - these are the golden rules which this movie teach-

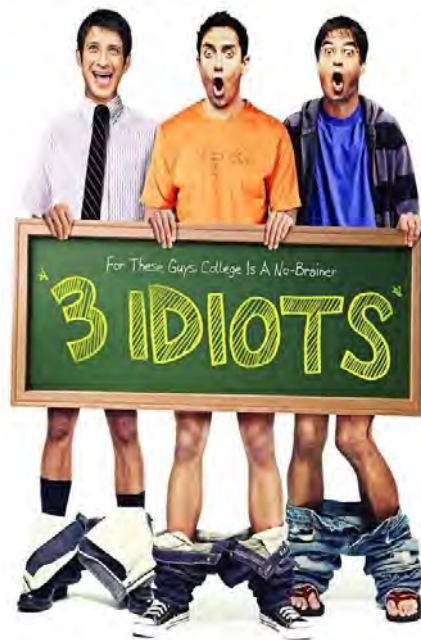


are like the town's people of the movie, watching everything fall apart around us and feel powerless as well as looking for a hero to fix it all. This creates a question "why don't we just fix it ourselves?". The movie gives us hope about life. It teaches us not to judge others because we all are a part of a much bigger story. We can be good as well as bad. The movie also gives us a lesson that out of the wreckage, a new world is born.

Inside Out (2015)

This film forces viewers to take a look inside their own minds. Much of the film takes place in the head of an 11-year-old girl named Riley, with five emotions (joy, sadness, anger, fear and disgust) embodied by characters that help Riley to navigate her world. This film has some deep things to say about the nature of our emotions. These messages are smartly embedded within the film's innovative storytelling and overwhelming animation. The messages are strongly conveyed to provide a base for discussion among kids and adults alike.

With great sensitivity the film shows how tough emotions like sadness, fear and anger can be extremely uncomfortable for people to experience and which is the reason why many of us try to avoid them in real life. But we often forget that all of these emotions serve an important purpose by providing insight into our inner and outer environment in ways that



es you in a very light and entertaining way. The movie makes you laugh and in the process you will learn many rules which can alter your life in a great manner. What is so great about the movie is that it moves you; it gives you a hope for leading your life in a better way. It is a simple movie, yet it has an everlasting message.

Udaan (2010)

'Udaan' is a must-watch Hindi movie for the parents and teenagers alike. It will affect specially those who had a troubled childhood and have faced many kinds of subjugation and oppression or have any unfulfilled dream. The movie is a reflection of life; it shows that even after a dark night there is always a bright sunny day waiting for you. The protagonist of the movie is a kid who aspires to be a writer but his father forces him to be an engineer and the story of the movie covers the struggle journey of the kid and finally how he succeeds in doing what he loves. The movie not only inspires the children to make their passion a profession but also helps the parents to understand their kid's situation.

Well, it is true that the primary purpose of a film is to entertain but we should also remember that there are some movies which are not merely meant for recreation. Youths should watch those films and try to learn some life lessons.

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**INTROVERT VS EXTROVERT: THE IMPACTS
ON YOUR CAREER AND SOCIAL LIFE**

2 Mental Arithmetic Competition
Held For The Children

3 Limiting Beliefs That
Hold You Back

8 Women Rocking The Rock
And Metal Scene



Introvert Vs Extrovert: The Impacts On Your Career And Social Life

Nurunnahar Chaity

Extroverts are outgoing, socially confident while introverts are totally opposite. We may know people belonging to both the personality types. But have we ever thought what makes an Introvert or an extrovert and how these personalities affect their career and social life? Read on to find out:

Introversion is often confused with shyness, but shyness is basically just a fear of social judgment. Introverts are claimed to be shy and unsocial, but it doesn't mean they necessarily want to be alone. They might simply prefer to be around people with whom they are comfortable. Our personality type doesn't refer to our friendliness, rather determines and explains how we react to stimuli. Extroverts crave for social instigation whereas the introverts are best at their silent situations.

So, how being an introvert or extrovert affects one's career? It definitely affects someone in many ways. From school to job places, one's personality type tends to decide whether one can be a good leader or not as well as someone will have a bright future or not. Our society is biased towards extroverts to some extent where

qualities like "putting yourself out there" are highly valued. Moreover group work plays a common role in every sector. It is based on the idea that the source of creativity comes from social gathering. It is decided who works better on the basis of who communicates better.

Introverts get their energy from internal sources. Introverts don't prefer external encouragements. So, while doing group works the introverts tend to feel uncomfortable or shy and so cannot deliver their ideas properly. It is the nature of the introverts that they feel



exhausted if they assemble with people for the first time and so they do small talks. As a result they cannot communicate with other members of the group and cannot explore their ideas properly. So, concerned people, in most of the cases, assume that either they don't have any idea to share with the world or they are devoid of creativity.

On the other hand, extroverts are more likely to gather their energy from the outside world. So, group work is always interesting to them as it energizes them to do their work better. They can communicate well and manipulate others' decision in their favour. Whenever an extrovert is given any assignment, they complete it swiftly and make speedy decisions. They are also capable of multi-tasking. They are more appreciated in the society because they are able to maintain a good relation with each member of the group. It is thought that people who communicate well in gatherings are more social. But does it mean that the introverts are unsocial and they are not creative?

Not at all – the fact is that introverts communicate through writing. They are more attentive in their works and work unhurriedly as well as purposefully compared to extroverts. So, the possibilities of making mistakes are less on their parts. This is an advantage for them. According to different researches, one of every three people is an introvert. Yet, we fail to understand the power of the introverts. In schools, colleges and universities those students are appreciated who are extroverts and the only reason is that they communicate with everyone. But it doesn't mean that introverts cannot communicate. They communicate well with their closest ones. Even in the workplaces we tend to idolize people who can speak spontaneously, backslap strangers and visibly demonstrate actions. This really puts the introverts at a disadvantage.

However if you find yourself in an introvert category, you need not to be worried. Introverts have social skills and enjoy parties and business meetings too but they mostly prefer to devote their social energies to close friends, colleagues and family. They listen more than they talk and think before they speak. They basically dislike conflict. Many people are there who don't like idle conversations but enjoy deep discussions. Here, you can count more on



the introverts than the extroverts. Because an introvert will listen to you first, then give you a suggestion. So if you want to share your secrets with someone, introverts would be a better option.

In the meantime if you are an extrovert, give other people a chance to speak and if you are an introvert, learn to jump in the conversation. If you wait for your thoughts to be perfect, your moment might pass by, so don't wait. If you are a leader, it is important for you to understand the personality types of your team. You need to be ambivert and understand both introversion and extroversion. For instance- if you are in a meeting, your job is to ensure that the extroverts don't take over and the introverts are encouraged to participate in the conversations.

Actually most people are combination of the two. It is important to understand and appreciate people's personality preferences. In

your workplace if your co-worker doesn't understand your personality preferences or vice versa, your work life may not be as pleasant as it should be. For instance – extroverts love to interact with people around them but an introvert may prefer to keep things to himself. So, don't take it personally if an introvert co-worker doesn't pop up to your desk and ask about your day. Furthermore, if your extrovert co-worker tries to interact with you more, that doesn't necessarily mean he/she wants your attention. We should not judge any personality type rather we should try to respect the differences.

To conclude, your personality is like your operating system. You have to understand your preferences so that you can know if it's working against you or in favour of you. Remember that your personality is not a software that you cannot change. You can change it anytime to speed up your career!



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ADVERTISEMENTS: THE ART OF FOOLING PEOPLE

2 It's The Variety That Makes This Book So Enjoyable

3 Love Thyself: Some Tips And Tricks

8 Nafeez Gets Endorsed By World Renowned Soulfone Cymbals



Advertisements: The Art Of Fooling People

Nurunnahar Chaity

Are you planning to promote your new business, buy a new smart phone or looking for the best university for your higher education? Whatever your requirement is, the answer lies in the advertisement. In today's world, almost all of our decisions, from buying groceries to finding a holiday spot, are guided and influenced by advertisements.

In the era of mass accessibility, young adults have access to more media outlets than ever before. According to a study, the over exposure of advertisements in media allows the average teenagers to consume an average of 5,000 advertisements a day. Well, there are multiple medium of advertisements. Print media is one of the oldest but still popular medium of advertisement. It includes newspaper, magazines, brochures etc. There are outdoor medium of advertisements as well. It includes banners, flags, bill boards, motor vehicles etc. Outdoor advertisements can be used in various ways to increase brand awareness.

However both ordinary people and experts have their reasons to believe that the advertisements affect the viewers/consumers tre-

mendously. Firstly, advertising influences how people feel about themselves often in a negative way. Based on the images they see in advertisement, they are bound to feel that they should be thin and beautiful like the models in the ads (whether they are men or women). There are many advertisements that communicate in a way that men should be handsome. Those impressions are often unrealistic and unattainable. Advertisement creates an unrealistic





image of beauty. Many males and females fall victims to the demanding messages conveyed through ads, forcing to conform to a certain image of what is considered 'beautiful'. These images and pressure can result in many major impacts on the physical and mental well-being of an individual. In a recent survey, 69% of girls said that magazine models influence their idea of a perfect body shape. There are many cases that show just how far some people are willing to go to reach physical perfection. Some even go through extensive plastic sur-

gery, spending thousands of dollars. One such example of a girl was published where a girl surgically removed a couple of ribs from her body in order to look like a Barbie girl. But is it always a good idea to get influenced by whatever we see around? Not at all. Removing ribs to get a perfect body is never a wise decision because it can lead to fatal consequences in future.

Secondly, advertisements always portray human life as a perfect one, which influences the way of living of the consumers to a great

extent. The consumers want to lead life in the way it has been portrayed in the advertisements. When they fail to do so, they start considering their life as an imperfect one whereas the reality is quite different.

Thirdly, by displaying negative and confining images in advertisements the adverts are limiting the self-concept of young adults. By growing up around such images, young adults are taught that the ideas presented are the "set" way of life, and are cajoled into believing that these false perceptions are reality. Numerous studies prove that stereotypical ideas about life have adverse lasting effects on young adults.

Fourthly, teens are given an impractical unattainable goal to live up through the advertisements. Because of ads teenagers are often influenced to wear or act in certain ways which are often unachievable. Leading life following the advertisements has become a social trend for the youths. These social trends greatly affect today's youths and their lifestyle. That's why many youths feel some kind of satisfaction after buying the items that are shown in the ads, because they are persuaded to believe that these items are 'trendy' and 'cool'.

Fifthly, advertisements may help grow bad habits among youths and adolescents. For example- every now and then we see ads of tobacco in the TV channels. Despite the warning issued during the advertisements, research shows that cigarette ads do not prevent smokers rather it increases conventional cigarette use among adolescents and youths to a considerable extent. Moreover according to experts, the odds of underage drinking are increased by advertisements. A recent study showed that exposure to alcohol advertising is linked to an increase in adolescent alcohol use and this, in turn, is associated with higher levels of problems such as alcohol drinking and getting intoxicated, getting into fights and missing school.

Last but not least, ads leave a long-lasting impression on children. Research suggests that when children watch more television, they are likely to want and demand more toys or other products. Studies have found that children do not have the ability to skeptically view marketing messages or even identify advertisements as marketing messages until they are in their teens. This means that marketing messages can be perceived as truths, and in many cases, those messages can stay with them until they become adults. Thus advertising can have lingering effects that hamper an adult's ability to change their opinion of brands that are not healthy because they loved them as children.

Well, we cannot stop watching advertisement but we can be more mindful. We should not believe whatever is portrayed in the ads blindly because it has been found that even the celebrities who are endorsing a particular product in an advertisement do not themselves use that product in their real lives.





PUBG: A New Gaming Addiction

Nurunnahar Chaity

"Every form of addiction is bad, no matter whether the narcotic be alcohol, morphine or idealism."

C.G. Jung, founder of analytical psychology, has very sagaciously pointed out that any kind of addiction is detrimental. People are addicted to many things, some are addicted to music while some are seriously addicted to social networking sites but most probably, in this regard, the supreme position is now occupied by gaming addiction. Such addiction brings not only disastrous physical changes but also huge devastating psychological variations in the gaming addicts. In the recent times an online game has made headlines around the world. Player Unknown's Battlegrounds, which is better known as PUBG, has become a new addiction of the youths. This multiplayer online game was first launched in 2017 and has already made it to the list of best selling games. The

game has got a lot of popularity in the entire world including our country among youths to be particular.

In Player Unknown's Battlegrounds or PUBG, 100 people parachute onto a Russian island from a plane. Then comes a circular field, which is termed as safe zone which gets smaller with time. The player has to survive in this circular field and kill the enemies. Meanwhile, there are many types of guns and other weapons that make the game more interesting - as the player has to search for them in the houses or buildings before he gets rewarded. The interface of the game is smooth and new features get added often which basically grabs the attention of the players. Unlike many other mobile apps, it allows one to play with their friend in a group or even with strangers from different countries, which makes it more interesting to the people who are fond of online gaming.

This game requires a method-

ological way of playing, which makes it a very popular game. It is more than picking up a gun and killing a handful to get your way. It is the intelligence that a player needs to reach the "chicken dinner" victory, the fancy name given as the reward for the winner. Every move one makes weighs heavily on how it would turn out. The game itself has an underlying strategy and once a player starts to play it, he will have one too. Because of such engaging nature of the game youths are getting more and more addicted to this game. However such addiction is not bringing any good for them rather it is resulting in many serious problems.

First of all, they are getting oblivious of their real tasks at hand. Whenever any youth is into this game, he/she forgets his/her works as he/she remains glued to the smartphone or PC. Youths even play PUBG in their workplaces, study places and even in any social gatherings killing their valuable time.

Secondly, many remain so engulfed into PUBG that they ignore their social life and the saddest part is that they don't even realize it. They focus more on how to be a winner in PUBG and consequently pay little heed to their studies and family time.

Many researches have shown that after playing PUBG many youths have become addicted to it which is hampering their studies as well as social behaviour and even family bonding. World Health Organization (WHO) has also recognized gaming as a disorder in the international classification of disease.

Thirdly, people squander a significant amount of time by playing PUBG. This is really a time-consuming game. People are wasting their time by playing it for a long time which could be allotted for other serious works. The level of addiction is so high that some even skip meals just to complete a mission of the game.

Well, fantasy in the gaming world might boost self-esteem but it becomes disruptive when they think more about the fantasy world and get disconnected from reality. An online game should be considered simply as fun, nothing serious to waste a considerable amount of time.

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TRUST AND IMPARTIAL
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**HABITS YOUTHS MUST QUIT
BEFORE IT'S TOO LATE**

2 'Earth Day'
Celebrated At ISD

3 When Recruitment
Goes Wrong

8 Noble: Our Very
Own Singing Sensation



Habits Youths Must Quit Before It's Too Late

Nurunnahar Chaity

Are you a heavy smoker? Do you spend too much money? Can't you sleep early and wake up early in the morning? Are you too addicted to social media? If the answer of these questions is 'yes', then you have to understand that it's time to reverse your bad habits and immediately start living a happier and healthier life.

In this century if we look around us, we can see that about 70% of the youths have some kind of bad habits but they don't even realize that those habits are not good for them. In this era of technological advancements it's hard to believe that people don't come across the negative aspects of their habits. Sometimes even if they get to know about their bad habits, they hardly try to reverse it into a good one.

Firstly, as far as health is concerned, no popular habit on earth is as harmful as smoking. Nowadays from a minor to adult everyone is seen to do smoking. Specially today's youths are more likely to be addicted to smoking. The situation is getting so worse that there are many youths who cannot start their day and even cannot go to bed without smoking cigarette. Smoking directly causes 30% of heart disease related deaths, 30% of cancer deaths and a massive 80-90% of all lung cancers. Even it tends to develop mouth, throat and bladder cancer. This bad habit also raises your odds for heart attacks, strokes and

high blood pressure. On top of that, it triggers breathing problems like asthma attack. As smoking affects our body tremendously, the

youths must quit smoking before it's too late. Quitting smoking significantly reduces threat of cancer and heart disease. It will improve your sense of taste and smell as well as give you better endurance.

Secondly, there are many youths who spend most of their time by using social media. If you take a look around, you can see that the majority of people are bent towards the glow of their phones and tablets. The only reason behind this is social media. Social media has become our primary form of communication,





as this has made the communication system more convenient. Though it has connected people with the world but spending almost all your time on social media can create a disconnection between you and your family and friends. Youths tend to spend a significant amount of time on social media and they are more concerned about their virtual life than the real life. So they have started to isolate themselves. Socializing and having real friends in the real world is much better than living in a virtual world. People can now get so many friends in the virtual world but they do not have true friends in real life. They even don't want to attend social gatherings because they play online games and have become compulsive towards it; as a result the family bonding is becoming weak. Communicating with people is not wrong but being addicted to social media is wrong. Youths have to change this habit because social media is not only affecting their productivity but also hampering family life.

Thirdly, skipping your first meal of the day can have serious consequences for your weight, your energy levels as well as your blood sugar. This is the most common habit among the youths. Most of them cannot wake up in time which leads them to skip their morning breakfast. But skipping it is detrimental to their health. Munching a piece of morning

toast or bread and butter will send signal to your metabolism and will keep your mood fresh. Skipping the fuel keeps your metabolism

running on low, which can lead to weight gain. Moreover, you will also create a starve-now-indulge-later eating pattern, which is why breakfast skippers tend to overeat later in the day.

Fourthly, as youths squander a lot of money, they always go through financial stress. Money worries can have serious health consequences. Financial stress contributes to high blood pressure, depression, insomnia, headache, digestion troubles and so on. Today's youths are spendthrifts. It doesn't matter whether it is from their pocket money or their salary, they have formed a habit of buying everything; whatever they see in the internet. The most alarming phenomenon is that youths take loan from friends and other known people and later on it takes a heavy toll on them. Youths need to find a way out of this habit. Finding ways to curb your spending and focus on the simple joys in life will also help improve your relationship. Instead of wasting money try to change money priorities, identify important things you will need in the future and start saving money.

Fifthly, most of the youths now suffer from insomnia, which means they cannot sleep at night. This habit is basically formed out of anxiety, stress and depression. This is affecting not only their personal life but also social life. Sometimes insomnia leads to behaviours that leave you angry, worried or stressed all of the time. Youths suffering from such problem keep themselves busy either in playing online games or using social media. Rather than staying up all night and using social networking sites youths should try to overcome this problem and consult a doctor.

Well, apart from these there are many other bad habits that the youths are now accustomed to. These habits are not bringing any good for them rather these are seriously hampering their lives. Parents should try to convince their young son/daughter so that they feel the urge to lead a healthy life.



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