

Dhaka Day by Day

Oddities of TV Ads

by Iftikhar A Chowdhury

"While I was in the planet Mars, I asked Mrs E T why she used 'Reel' washing soap. She confirmed that it made her clothes extra-clean and saved the uranium coating of her skin." — a TV commercial such as this would probably take a few by surprise, because most of the commercials that we see on TV nowadays are as far removed from reality as to confound our imagination.

The world of fantasy was thought to be an exclusive preserve for most of the Bengali films produced lately, but they have found quite a competent rival in TV commercials, so far as fantasy, misrepresentation of concepts and pilferage of concepts are concerned. Even the threat of ads overtaking the long-held honour of films is looking real.

One sharp-witted university student once asked a few of his female classmates if they ran in the garden after treating their hair with shampoo. Amazed at his question, they all answered in the negative and in return questioned him from where he had formed such a bizarre idea. Prompt was the answer: at least three TV ads showed women invariably running to the garden after using shampoo. He felt an irresistible urge to find out a reason behind such an act of near-lunacy and asked one man, who was the creator of one of these commercials, about the running in the garden. The concept was that, after using the very shampoo one feels so light and refreshing that it calls for a sprint in the garden!

In most of the middle-class households of our country, usually it's the housemaids who do all the washing. But in almost all the ads of washing soaps and detergents, we see that even though the maids are washing the clothes, it is finally the lady of the house who claims that the detergent is in no way harmful to her skin. Only then it becomes difficult to understand how can it affect her skin, while the housemaid is doing all the washing. But mostly, in these ads the housemaids do not have any role in evaluating the product.

A newer and most irritating phenomenon in TV advertisements now is the aping of western frenzied life style through dance by some young

people in their late teens, representing only a handful of petty-elites. Probably there are a few moments of ecstasy and fulfillment when people feel like dancing. But, what does melamine has got to do with dancing? asked one confused viewer. "Is there any reasonable connection between melamine and the naive imitation of a western dance form? Then why?"

BTV's commercials sometimes make mounting tasks seem so simple that one would like to thank them! Buying a plot and building a residential house on it are perhaps one of the most gigantic tasks one faces in our country. But how do TV commercials portray this? A wife with a contented smile sits on the hand of the chair, where her husband is sipping tea. The wife asks him if he had ever thought of building a house. The idea, as it seems, never before occurred in his mind. So, in the evening they saw and bought a plot and next morning they had a house of their own. Was it at all difficult? No, it was just a piece of cake. Just as easy as buying winter vegetable from the bazar one fine morning.

Many people can now enjoy foreign television programmes through the Cable Network System. These viewers often complain that some of the ads on BTV are stolen outright from foreign commercials. Specially from one of our neighbouring countries and much of these complaints are true. Some of our TV ads, have been proved, beyond any doubt, to be identical copies of those foreign advertisements.

What is disturbing for the general viewers is that, these ineptly made commercials, some of which contain explicitly vulgar suggestions (especially those of the saree ads), with relentless theft from other commercials and the aping of an alien culture will lead our consumer items nowhere. "Since TV viewing is a family recreation, both ads and programmes should be made tastefully and with respect for the viewers' intellect. They should not be taken for a bunch of fools who deserve nothing better than the sleazy and the imbecile," angrily remarked a viewer.



PROTECT BALDING WITH Hairolax PROPRIETOR TEK OBAEYED



Minister for Law and Parliamentary Affairs Mirza Golam Hafiz (C) seen among Vice-Chancellor of Open University Prof M Shamsheer Ali (L) and Minister for Religious Affairs M Keramat Ali at a publication ceremony of a book entitled 'The Message' by Keramat Ali at the VIP lounge of the Jatiya Press Club yesterday.

Construction of Marine Drive in full swing

The construction work of a 124 km seaboard road, 'Marine Drive', is going on in full swing to link Teknaf, the southern-most tip of the country's landmass, with resort Cox's Bazar town at Kalatali point for tourists' facility, reports UNB.

The road being constructed by the 16th engineering construction battalion of the Bangladesh Army at a cost of Tk 114 crore, will add more dimension to the attraction of the tourists to Cox's Bazar.

Tourists from home and abroad will be able to drive from Cox's Bazar to Teknaf along an 18-feet wide double-line road running from the touching distance of sea-surf. Communications Minister Oli Ahmed has formally inaugurated the construction work of the road at Kalatali, and today visited the construction site at different points to see the progress of the work.

'Marine Drive' is being constructed as part of the government's master plan to develop Cox's Bazar as one of the most beautiful resort cities of this part of the globe to attract many more tourists, he said. Senior engineers of the Roads and Highways Department, and experts of the consulting agencies were present. The minister was given a brief at in Hinchhari camp office by the representative of the 16th engineering construction battalion on the road. The Communications Minister

Publication ceremony of 'The Message' held

Law, Justice and Parliamentary Affairs Minister Mirza Golam Hafiz yesterday underlined the need for regular recitation of the holy Quran realising the correct meaning and significance of its verses, reports BSS.

The minister was speaking as the chief guest at the launching ceremony of a book on the holy Quran entitled 'The Message' written by Mohammad Keramat Ali, Minister for Religious Affairs, at the National Press Club in Dhaka in the evening.

Organised jointly by IBN Sina Trust and Islami Bank foundation, the function was presided over by Vice Chancellor of Open University Prof. M. Shamsheer Ali.

Prof M Mostafizur Rahman, Dr UAB Razia Akhter Banu, Syeda Fatima Islam, Moulana Aminul Islam, Moulana Abul Kalam Azad, poet AL Mahmud, poet Al-Mujahidi and the author of the book participated at the discussion.

The 386-page book is a compilation of some verses from the holy Quran written simultaneously in Arabic, English and Bengali languages by the author.

IEB convention begins Jan 17

The 38th convention of the Institution of Engineers, Bangladesh (IEB) will begin here at its headquarters' auditorium from January 17, reports UNB.

Prime Minister Begum Khaleda Zia will be expected to inaugurate the five-day convention on January 18 at 10:30 am.

William J Carroll, President of the World Federation of Engineering Organisations, will attend the inaugural session as special guest.

Some 3,500 delegates and engineers both from home and abroad will take part in the convention.

A national seminar on 'Sustainable Development in Bangladesh: Issues and Options,' will be held on the occasion.

The other programmes of the convention include a series of memorial lectures on different topics and technical sessions on various subjects.

Foundation stone of Bhumj Bhaban laid

RAJSHAHI, Jan 6: State Minister for Land Kabir Hossain formally laid the foundation stone of Bhumj Bhaban — to be built at a cost of about Tk one crore here today, reports BSS.

The government has sanctioned Tk 35 lakh in the current fiscal for construction of the building. The building to be constructed by the side of President Collectorate Building will accommodate all offices relating to land.

Later, the state minister presided over a meeting of Rajshahi district canal digging projects selection committee. It was decided in the meeting that three canals would be re-excavated in the district in the current fiscal year. The government has sanctioned 400 metric tons of wheat for the purpose.

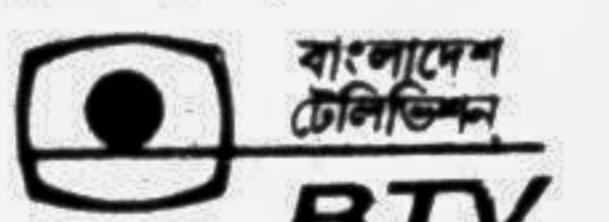
Besides, Tk 18 lakh 50 thousand will be spent for construction of a water structure at Paba thana of the district.

Azizur Rahman, MP was present at the meeting.

The state minister also visited underconstruction district collectorate building.

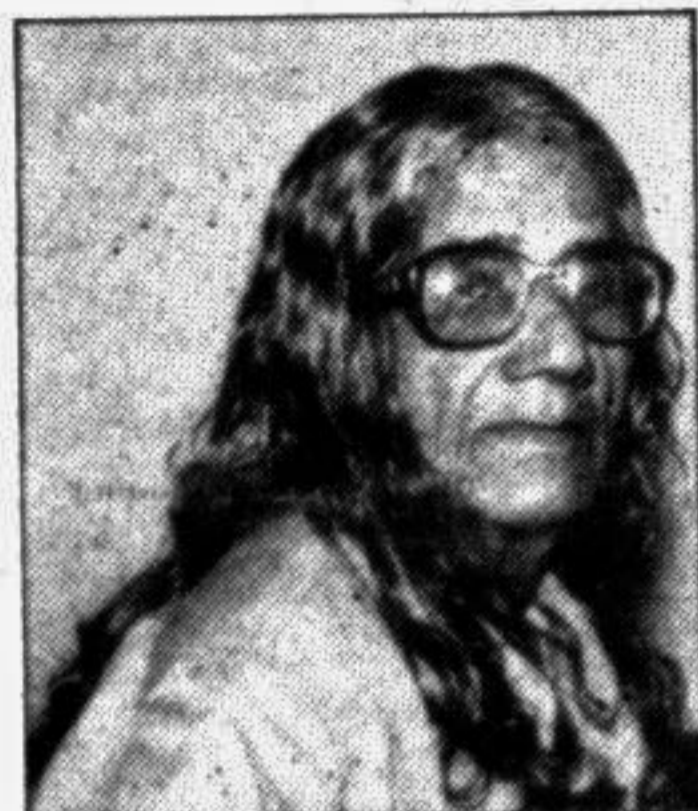
Workshop on pry health begins today

A workshop on 'Primary Health and Eye Care' will begin today at Barisal Sher-e-Bangla Medical College Hospital (BMCCH), reports UNB.



BTV Friday

8:00	Opening announcement
8:10	Al Quran
8:20	Programme summary
8:20	News in Bangla
8:40	Aor Dishery
8:40	Fool Pakhider Gan
9:00	Wonder World of Spiderman
10:05	Moner Mukurey Ayomoy
11:15	Film show: Turzan
11:40	Sastha Katha
11:55	Film show: Boarder Town
3:00	Opening announcement
3:15	Al Quran
3:15	Programme summary
3:40	Cartoon show: Teenage Mutant Ninja Turtles
5:10	Bangla film: Madhupita
5:10	News in Bangla
6:15	Open University
7:00	Malancha
8:00	News in Bangla
8:30	Comedy series: Perfect Strangers
9:00	Magazine: Antaranga
10:00	News in English
10:30	Drama series: L.A Law
11:30	Khabar/The News
11:40	Tomorrow's programme
11:45	Closing



S M Sultan's watercolour show begins today

By Staff Correspondent

A ten-day drawing and watercolour show of S M Sultan begins at the Gallery Tone today. Noted art critic Sadeq Khan will inaugurate the show at 5 pm.

The Gallery Tone has arranged the show of this grand old man of Bangladesh art, who has become a legend in his life time.

Thirty works of Sultan will be on display everyday from 10 am to 8 pm till January 16.

Sultan is the only Bangladeshi artist who held shows with Pablo Picasso and Ari Matish.



Education Minister Barrister Jamir Uddin Sircar speaking as chief guest at the launching of 2nd academic year of the North South University (NSU) at its main campus at Kemal Ataturk Avenue, Banani yesterday. Seen seated (From L to R) NSU president Muslehuddin Ahmed and the chairman of the board of governors of the NSU Iftikharul Alam.

NSU's 2nd academic year launched

Education Minister Barrister Jamir Uddin Sircar yesterday reassured government's cooperation for development of private universities in the country, reports BSS.

He was speaking as the chief guest at the launching of 2nd academic year of North South University (NSU), the first government approved private university, at its main campus at 12, Kemal Ataturk Avenue, Banani.

He expressed satisfaction at the progress of the university within one year of its establishment and termed it as a 'big achievement in consideration of the hurdles it had to face in the initial year.'

The function was also addressed by the chairman of the board of governors of the university Iftikharul Alam and president Muslehuddin Ahmed. Alam appealed to the government for a plot of land in the Dhaka city or in its suburbs for development of permanent campus of the university. Muslehuddin Ahmed said

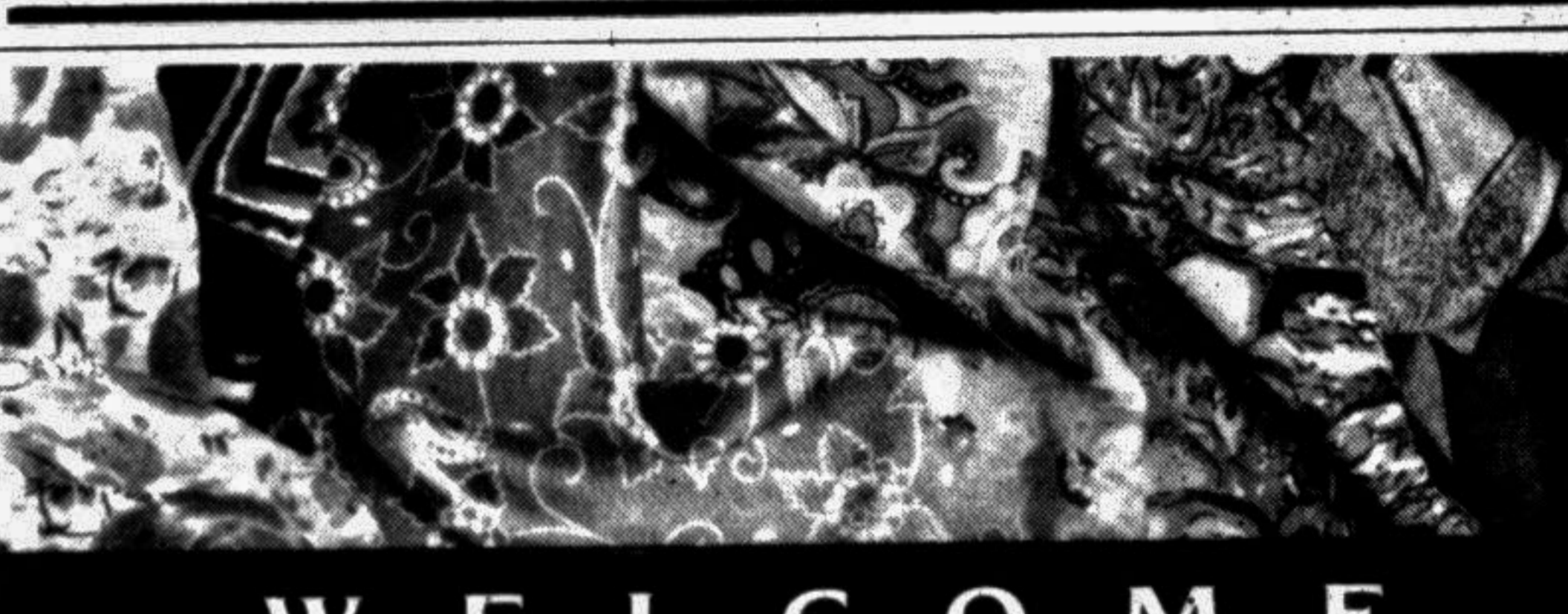
টিটিডিসি বিলাসদী শাখা স্থানান্তর

বর্তমান ঠিকানা
সোনালী ব্যাংক
টিটিডিসি বিলাসদী শাখা বর্তমান অবস্থান হতে ১০০ গজ দূরে

প্রস্তাবিত ঠিকানা
দাগ নং-৬৩, ৬৪
খতিয়ান নং-৬৪, ৮৫
মোজা-বিলাসদী
ধানা-নরসিংদী
জেলা-নরসিংদী
জেলা প্রশাসন ভবনের দোতলায় ৬৭ নং কক্ষে প্রস্তাবিত নতুন ভবনে স্থানান্তরিত।

স্বাক্ষিত গ্রাহক, পৃষ্ঠপোষক ও শ্রদ্ধানুযায়ীদের আগামী ৯ মাস বাংলা, ২২ জানুয়ারী '৯৪ রোজ শনিবার থেকে নতুন শাখায় সকল ধরনের ব্যাংকিং লেন-দেন করার জন্য সবিনয় অনুরোধ রইল।

সোনালী ব্যাংক



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বাংলাদেশ কৃষি ব্যাংক
প্রধান কার্যালয়
৮৩-৮৫, মতিঝিল বাণিজ্যিক এলাকা
ঢাকা-১০০০।
সাধারণ সেবা বিভাগ
টেন্ডার নোটিশ

এতদ্বারা প্রকৃত সরবরাহকারী/প্রস্তুতকারকদের নিকট হইতে নিম্নবর্ণিত অফিস মেশিনারী সরবরাহের জন্য দুই খাম পদ্ধতিতে দরপত্র আহ্বান করা যাইতেছে।

ক্রমিক নং	মেশিনের বিবরণ	সংখ্যা
১।	মাইক্রোকম্পিউটার (মনিটরসহ)	৬টি
২।	প্রিন্টার -	১টি
৩।	ভোল্টেজস্ট্যাবিলাইজার -	১টি

২। যাবতীয় শর্ত ও নিয়মাবলী সম্বলিত টেন্ডার সিডিউল যে কোন দিন অফিস চলাকালীন সময়ে ৮-৩ নং মতিঝিল বা/এ, ঢাকাস্থ ৩য় তলায় অবস্থিত বাংলাদেশ কৃষি ব্যাংক, সাধারণ সেবা বিভাগের ক্রয় ও মূল্য শাখা হইতে পাওয়া যাইবে। প্রতিটি সিডিউলের মূল্য হিসাবে বাংলাদেশ কৃষি ব্যাংক, স্থানীয় মূল্য কার্যালয়, ৮৪, মতিঝিল বা/এ, ঢাকায় ৩৫০/- (তিনশত পঞ্চাশ) টাকা (অক্ষরতযোগ্য) বাংলাদেশ কৃষি ব্যাংক, প্রধান কার্যালয়ের বিবিধ আয় বাতে জমা দিয়া উল্লেখিত সিডিউল সমগ্র করিতে হইবে।

৩। আগামী ২২-১-৯৪ ইং তারিখ বিকাল ৩-০০ ঘটিকা পর্যন্ত দরপত্র গ্রহণ করা হইবে এবং ঐ দিনই বিকাল ৩-১৫ মিনিটে দরপত্রদাতা/প্রতিনিধিদের উপস্থিতিতে (যদি কেহ উপস্থিত থাকেন) কেবল মাত্র ১নং খাম খোলা হইবে।

৪। দরপত্র খোলার দিন কোন সিডিউল বিস্তরণ করা হইবে না। সর্বনিম্ন বা বে কোন ১টি অথবা সকল দরপত্র কোন কারণ দর্শানো ব্যতিরেকেই গ্রহণ বা বাতিলের ক্ষমতা বাংলাদেশ কৃষি ব্যাংক সংরক্ষণ করেন।

উপ-মহাব্যবস্থাপক
সাধারণ সেবা বিভাগ

Weather

Temperature may fall

By Staff Correspondent
Dry weather with clear sky is likely over the country. Met Office forecasts, night temperature may fall by one to two degrees Celsius over Bangladesh.

The country's highest temperature of 29 degrees Celsius was recorded in Teknaf and lowest of 9.6 degrees Celsius was recorded in Srimongol yesterday.

The sun sets today (Friday) at 5:27 pm and rises tomorrow (Saturday) at 6:43 am.

The maximum and the minimum temperatures and humidity recorded in some major cities and towns of the country yesterday are:

Cities/Towns	Temperatures in degrees Celsius		Humidity in Percentage	
	Max	Min	9 am	6 pm
Dhaka	26.4	13.2	78	71
Chittagong	27.5	13.4	77	60
Rajshahi	26.0	12.2	89	80
Khulna	26.7	13.0	89	77
Barisal	26.8	13.0	93	61
Sylhet	27.0	12.5	76	72
Dinajpur	26.0	12.0	94	68
Cox's Bazar	28.2	18.0	61	70