

PHOTO: STAR FILE

Morality of Ads

Outstanding advertisements are being produced in our country nowadays. However, some ads make me wonder whether they are as ethical as they should be. I came across an ad of a chewing gum in which a boy faces some trouble with his moneylender and the gum comes to his rescue. Reading up to this, one may assume that the gum is quite powerful. But the fact is that the gum, as it is shown in the ad, helps him to think of a lie to befuddle his moneylender. The ad suggests that the gum enhances your gift of gab and helps you to get rid of any trouble. Needless to say, the gum can't do that. Was there no other idea to promote this product other than showing that it helps deceive people to solve problems? Is this what we want our youngsters to learn? Obviously, one ad does not represent the whole ad industry. But ad makers should be more careful about the content of their ads in the future.

AZM Nahid Hossen
Rajshahi University

A Miracle

The whole country is proud of the rescue team that did an amazing job in rescuing survivors of the Rana Plaza collapse as well recovering the bodies of those who died in the collapse. Bangladesh doesn't have sufficient modern equipment or a strong trained rescue team to manage a disaster of such scale. In spite of all the constraints, rescuers were able to pull out Reshma, a survivor who was trapped under the rubble for 17 days. With the recent political turmoil demolishing the very spirit of the country, such a rescue was nothing short of a miracle that gives us hope that things will be better. We Bangladeshis might not have the best equipment or trained labour force like most developed countries but we don't lack in mental strength or courage. Just as Reshma was able to come out in the daylight after struggling for 17 days, I believe that the nation too will survive the worst and emerge victorious. With our humanity, unity, love and patience, we can achieve yet another miracle by bringing back our country to the right path of growth.

Bandana Amir
Uttara, Dhaka