

# The Content Dilemma

Wherever you go nowadays, you'll see people talking about content. Digital content, social media content, everything is content now. You go to a workshop hosted by a guy you have never heard of and all he talks about is how content is king. Creatives all over the country are scratching their heads trying to understand what all of it means while the only thing their bosses want are memes. Content marketing is the hottest thing right now but if you ask the "experts" for a definition, each of them will have a different answer for you. Are they memes? Are they articles? Are they mindless social media posts made by an underpaid guy in a one room Bashundhara office who works for five different brands? Nobody knows what content is but everyone is selling it.

- Rumman R Kalam, a Content Person, SHOUT



## MIXTAPE

### FALL

**Puddle of Mudd**  
Blurry

**Breaking Benjamin**  
I Will Not Bow

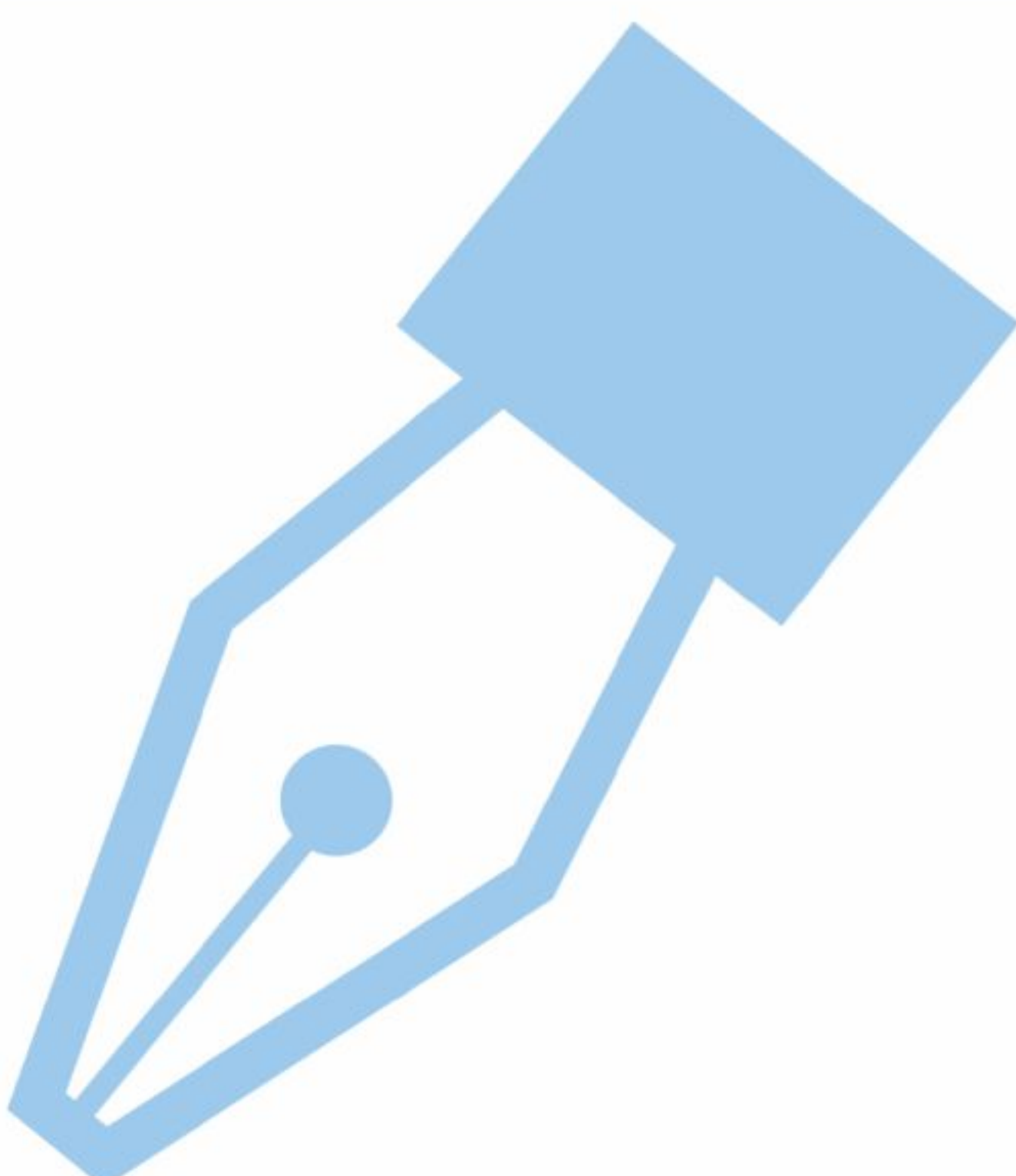
**Earth, Wind & Fire**  
September

**Ed Sheeran**  
Autumn Leaves

**Billy Talent**  
Fallen Leaves

**Alter Bridge**

## WRITE RIGHT



# HOW TO DO AN INTRODUCTION

More often than not, the biggest struggle of getting words on a page is the first few lines. After procrastinating for far too long, we end up with a keyboard diarrhoea as the first paragraph. In a lot of cases, just getting rid of the introductory paragraph is enough. One would say that such a drastic action will have repercussions but they actually don't. The articles read just fine because in most cases, writers just power through the writing block and dump everything into the first paragraph. This issue is exacerbated by the way we are taught to write as we grow up. A few sentences is mostly enough to let your reader know what the article is about.

If you still struggle to get the words on the page, simply write as you would and then come back to the introduction after you are done with the piece. A word of advice is to never be emotionally attached to the introductory paragraph.

Another issue is related to thinking your reader knows absolutely nothing. That is not the case. For example, if you are writing an article about Facebook, or something within it, there is no point telling your reader that Facebook is the most popular social media platform, so on and so forth. They already know. Your introduction should be catered to your reader and care must be taken to not insult their intelligence.

## THIS WEEK'S HORRORSCOPE

### ARIES

Cradle your phone like a baby and kiss it. It's for luck, obviously.



### TAURUS

Do you always forget to scratch your chin while crossing the road?



### GEMINI

The roads are dark but so is your heart, so don't be afraid.



### CANCER

If you're hiking in a TV commercial, is it an adventure?



### LEO

Embrace your true destiny as a professional CNG artist.



### VIRGO

You know what this world needs? Another GoT themed Facebook ad.



### LIBRA

Listen to 6 hours worth of Taylor Swift, it has great medical benefits.



### SCORPIO

Tata.



### SAGITTARIUS

Modify your Allion already, n00b.



### CAPRICORN

If you are a female baker, are you a flour girl?



### AQUARIUS

Climate change is real, so is halitosis.



### PISCES

The planets have aligned to form a weird shape, I don't know, man. Ask a real astrologer.

