

ARE YOU BASIC?

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As a young person living in the 21st century or simply a millennial, I can safely say that I am predominantly reliant on technology. While this itself is a whole other issue, it is undeniable that the effects of media are far-reaching when it comes to millennial lifestyle. Case in point: a lack of individuality stemming from the hyper-popularisation of ongoing trends.

This demographic is largely composed of homogeneous individuals who are more commonly labelled as "basic". So what is this term that gets thrown around? Urban dictionary defined it as "someone devoid of defining characteristics that might make a person interesting, extraordinary, or just simply worth devoting time or attention to" in 2013. While that might be a bit too aggressive, the revised definition sums it up perfectly: "only interested in things mainstream, popular, and trending".

One cannot log into Instagram or Facebook without seeing the same type of picture posted by many or people donning the same style of clothes. Most scramble to follow suit, placing themselves in a sea of homogeneity.

A trip through the social media platforms and you'll soon notice the pat-

terns. Sentences being written LIKE THIS with a backdrop art completely irrelevant to the post itself is the new alternative to quotes. There are only two moods all day, everyday – crying or dying. Or perhaps both. The reply for absolutely everything is "same". Whether your neighbour complained about the loud music blasting from your speakers or a stray dog pooped on the sidewalk, the reply must always be "same".

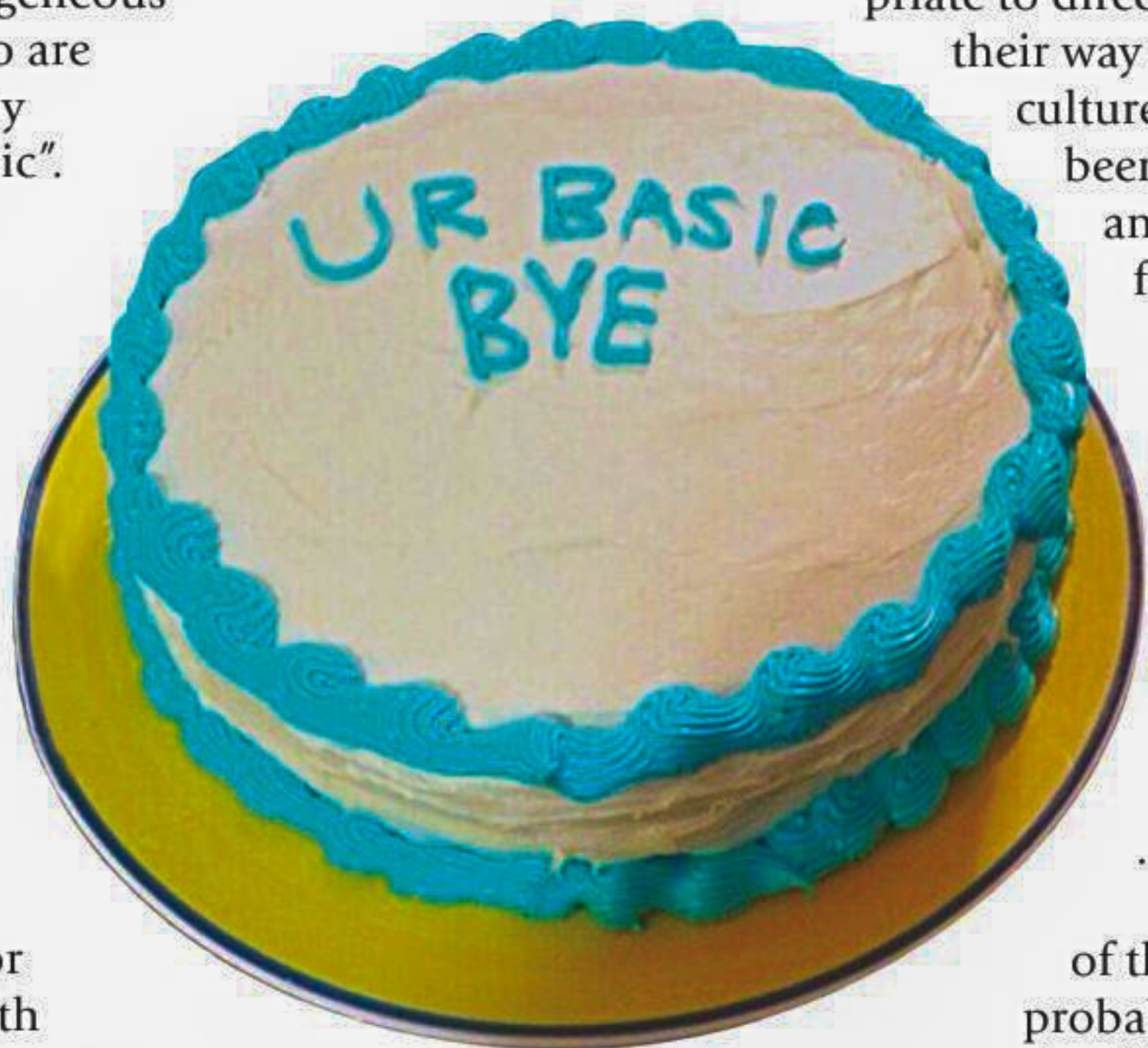
White western influence obviously has a role to play, it would be inappropriate to direct everything their way as the digital culture which has been established is an excellent tool for marketers – making it incredibly easy to lure young adults in by initiating a trend that soon plagues the streets/internet

At this point of the article, you probably realise you are just like everyone else. For further confirmation ask yourself the following things:

- Did you buy a floral bomber jacket this winter?
- Did you take a photo of yourself casually flipping a book at Bengal Boi?
- Do you live by quotes such as "But first coffee?"
- Congratulations! You are basic!
- Do not get me wrong though, it is absolutely okay to be on a par with the current times. We all succumb to popular

trends sometimes but there is a fine line between blindly following just because it's "cool" and adding your own personal touch to it to make it more you.

Mashiyat Nayeem has a genuine phobia of onions and has mastered the art of scavenging for beresta in her biryani. Learn more at mashiyat.nayeem@gmail.com




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