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Facebook office as being a viable solution, since surveillance, restrictions on freedom of speech and net neutrality come into question.

The stronger solution might perhaps be in understanding why unsubstantiated news and unverified claims garner so much response in the digital sphere. Historically, we see that unsubstantiated information always gains precedence over actual facts, in environments where there is little freedom of expression. All over the globe, policies that muzzle the media from uttering substantiated, verified truth have given rise to a class of citizen who would rather believe any other source of news than the self-censored reporting of mainstream media houses. At the end of the day, mainstream media yearning to survive in these spaces leads to a chain reaction that eventually spirals out of control.

Till we address these policies of hounding news media and allow them to do their job properly, the situation will grow increasingly dire—irrespective of action on the part of tech companies like Facebook, Google and Twitter. It's not entirely a technology problem; the issue at hand is that the fundamental rights of expression of news media is being encroached upon, when the exact reverse is needed to gain back public trust.

PLAYLIST



Weekend studying in the lo-fi age

Studying over the weekend? Under an academic time crunch? We offer you a playlist to soothe the nerve. So sit back, relax and follow the QR Code to our YouTube channel for an entrancing lo-fi experience.

SCAN THE QR CODE TO LISTEN THE PLAYLIST



Copywriting: The very basics

ISRAR HASAN



“We like our clients because of their money. They like us because of our honesty.”

HYPOSWISS
PRIVATE BANK

Expect the expected

The landscape of the internet is saturated with beguiling job offers for students and fresh graduates to engage in the magic of wordplay. The enmeshing of grammar, syntax, and handy vocabulary makes copywriters the vanguards of advertising firms.

Copywriting is the composition of brand identity and service portfolio. A copywriter's job is to bring the product to the customer with a catchy beat coupled with stunning visuals, courtesy of the graphic designers. It takes two to tango, after all.

Here are a few of things you should know before joining the advertising agency.

IT REQUIRES A KEEN EYE

Being a copywriter means having a quick and reflexive mind that respects the technical know-how of the concerned brand and its preferred content guideline. Hence, one must keep a penetrative eye on recent events, both inside and outside the market, to figure out the complexity with which transactions are carried out in the market. A good copy usually consists of 6-8 words so one must grind their brainboxes to synthesise a catchy copy liked by both the client and end customer.

FACE THE STORM OF UNPREDICTABILITY

Copy writing, a seemingly easy task, is something that requires meticulous research and planning. It will not be an uncommon occurrence to have your write-up for brands rejected, only demanded to be written again. Sometimes clients want impromptu copies and captions. Just like people, the advertising agency has its share of mood swings and you have no choice but to hang in there and face the storm.

CAUTION IS CRITICAL

Amidst the overbearing pressure to create the right copy with panache, one must bear in mind that they are the vital link between the customer and the brand itself. The copywriter must hand in the best copy at all times, or risk getting their despicable selves replaced.

Copy-writing is not always an easy money-making gig. It helps to remember these few pointers and build towards a proper copy writing career instead.

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