

KOBUL DIGITAL

Marketing services for your wedding

FAISAL BIN IQBAL

Kobul Digital is a digital marketing agency established to promote your wedding in the most efficient way possible. With our team of full-time interns, we'll make sure that your wedding receives more attention than all the royal weddings combined.

Build the hype: There is no better way to kick off a marketing campaign than by generating unnecessary hype about it. The plan is to make your wedding go viral and get it on top of the trending page using hashtags to spread the word. Note that you might be asked to re-enact your entire love story as well as the marriage proposal for cinematic purposes. There will also be online quiz contests on your Facebook wedding page, the winners of

which, will be invited to your wedding.

Influencer outreach: Are your wedding *dalas* full of exquisite foreign toiletries? Do they have the most luxurious *lungi* and *gamchha* made from the finest cloths? Are you worried that the world will not be able to see it all? Worry not, Kobul has you covered. Our influencers will be more than happy to receive your wedding *dalas*, which they will then promote on their social media pages. If you want, they can even review your life partners and take them out to Crimson Cup. Don't worry, we won't give away your loved one to our influencers as part of their complimentary gift baskets.

Professional holud dance groups: Rallying up your friends and cousins to dance at your *holud* can be a difficult task, especially if they're a bunch of slackers

and are just downright terrible at dancing. Lucky for you, we happen to operate an excellent team of dancers who are provided professional dance lessons just for *holud* functions. We'll even provide them with matching *panjabi* and *saree/kameez/lehenga* to wear at the event, so that you don't have to ponder over the dimensions of that distant cousin of yours.

Going live: Hope your guests don't mind having cameras shoved in their faces by cinematographers while they dine, because we're about to go LIVE! We'll deploy a team to broadcast your entire wedding live on Facebook and Instagram. We'll even have professional food bloggers review the *kacchi* served at your wedding. There will also be a team back at our office to monitor the comments and make sure that all the criticism surrounding your wedding is kept limited to the wedding venue. No matter how bad the arrangements are, it is our duty to make it look like the wedding for all seasons.

So what are you waiting for? Come on down to our office where our underpaid and overworked employees will be eagerly waiting for your arrival, as well as for your wedding.

Faisal wants to be the very best, like no one ever was. To survive university is his real test, to graduate is his cause. Send him memes and motivation at abir.afc@gmail.com

Maladaptive Daydreaming: *More than a fantasy*

FATIMA JAHAN ENA

The term "maladaptive daydreaming" was coined by a University of Haifa professor named Eli Somer, one of the leading researchers on the topic. Somer's definition states that maladaptive daydreaming is a condition of "extensive fantasy activity that replaces human interaction or interferes with academic, interpersonal, or vocational functioning."

Before stating symptoms, it must be acknowledged that mental conditions or disorders are different for every individual. Thus, they can manifest in a variety of ways and can have different intensities and traits.

However, there are some key symptoms of maladaptive daydreaming. Individuals with this condition often have extremely detailed and vivid daydreams that they spend extended periods of time thinking about. The time dedicated to the daydreams varies from individual to individual, but they usually range from minutes to a few hours. The individual may also take the aid of music or some other form of stimuli in order to continue daydreaming.

Another key feature would be the individual's physical acts during the period in which they daydream. This can be either performing repetitive actions or making facial expressions, whispering, talking etc. Additionally, an

individual with this condition may feel a strong urge to continue daydreaming and find it very difficult stop.

The effects can also vary according to the person, however it is generally found that the condition affects a person's daily life. The compulsive desire to engage in daydreams can affect a person's time management skills and productivity, which results in great difficulty at completing tasks. Additionally, the person's sleep cycles may also be affected. Furthermore, it can contribute to dissociation and other mental illnesses.

Maladaptive daydreaming is not officially recognised as a psychiatric condition, which means that there is no official diagnosis. However, a psychiatrist may be able to help in this regard. If seeking the help of a professional is not a viable option, online resources can help. Professor Somer developed the Maladaptive Daydreaming Scale (MDS), which can help to determine if a person has this condition or not. As for the treatment, there are numerous online support groups filled with people who have the condition. There are also tips and tricks available online to help in reducing periods of daydreaming, such as avoiding possible triggers or consciously practising grounding exercises.

Fatima Jahan Ena likes complaining about capitalism and her forehead. Find her at mail2ena@gmail.com



ACHIEVE SUCCESS WITH THE QUALITY EDUCATION YOU DESERVE
ADMISSION ONGOING FOR SPRING-2020
Admission Office is Open Everyday

Undergraduate Programs

- BBA
- B.S c. (Hons.) in Economics
- B. A. (Hons.) in English
- L.L. B (Hons.)

Faculty of Engineering and Applied Sciences

- B. S c. in CSE
 - B. S c. in EEE
 - B. S c. in Textile Engineering
- (Weekend and evening class & special tuition fee waiver for diploma holders)

Graduate Programs

- MBA
- M.A in ELT
- M.Sc. in Economics
- EMBA
- Masters of Arts (M.A) in English
- LL.M
- MBM

- ▶ Quality education at an affordable cost
- ▶ International collaboration/Credit transfer facility
- ▶ Career guidance and job placement
- ▶ Free medical facility
- ▶ Free internet and WiFi facility
- ▶ Large playground
- ▶ 42 Highly-equipped labs and workshops

■ 10%-100% Tuition fee waiver/scholarships for poor and meritorious students

■ 25%-100% Tuition fee waiver for the first 3 semesters based on the results of the SSC and HSC Examinations

■ 10%-100% Tuition fee waiver based on the semester results at BUBT

■ Special tuition fee waiver for siblings (25% each)

■ Special tuition fee waiver for spouses (25% each)

WhatsApp/Viber

01845734337

01680050630, 01741129235
01967169189, 01554882075

PERMANENT CAMPUS

Plot No. 77-78, Main Road, Rupnagar, Mirpur-2, Dhaka-1216

Phone: 9020132-4, 9024266, 9024277, Website: www.bubt.edu.bd

