

# When Brazil was burning, Bolsonaro was playing the vuvuzela

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The 47th edition of the world's oldest tournament – Copa America – was set to take place in Colombia and Argentina before the political unrest and surge in Covid-19 cases took these two countries out of contention to host. In an astonishing turn of events, the 105-year-old tournament was shifted to Brazil despite the country going through both of the aforementioned adversities.

Brazil currently has the second largest death toll, amassing over 480,000 deaths. President Jair Bolsonaro has been abysmal, to say the least, in terms of tackling the pandemic. With no sign of steadying the curve, Bolsonaro has decided to host the prestigious tournament.

Bolsonaro, from the dawn of this pandemic, has tried to downplay coronavirus as just a "little flu" and he has been adamant with his stand ever since, in face of all the protests; the virus, with all its might, is causing the demise of around 2000 people on average, every day. Brazilian Senator Renan Calheiros has already launched an investigation into the Bolsonaro government on whether they have taken the most pragmatic approach towards mitigating the crisis. Touting this tournament as the "Championship of Death," he has made



DESIGN: KAZI AKIB BIN ASAD

a plea to Neymar and Co. to not take the field. Brazil managers and players have been found to be disgruntled on the decision to shift Copa to Brazil, even pondering the possibility of a boycott, which they eventually have decided against.

The 2019 edition of Copa America brought his country around USD 118 million in revenue, which will eventually be spent for stadiums, only to be left empty for the most part. The president is focused on that monetary aspect rather than paying heed to all concerns around bringing in

new variants in a country that's going through a fatal third wave of the pandemic. Bolsonaro, after getting the go ahead from the Supreme Court to host the tournament, has even gone on record saying Brazil will "massacre" their opponents rather than addressing the concerns surrounding the lives of his fellow countrymen.

Horrific death toll and all the scathing reports against Bolsonaro have led to a 24 percent drop in his approval rating. Needless to say, he doesn't even bat an eye to what's going on around him. He's aware

of the fact that he doesn't have that massive support anymore and has decided to turn the tide in the most outrageous way possible, bringing in football to push people into turning a blind eye. Football is heralded as a sanctity in Brazil and Bolsonaro has decided to commit a sacrilegious act by playing with people's lives in the name of football.

Brazil has a long history of corruption and glaring wealth disparity, and the incorrigible far right leader, with his disconcerting round of decisions, has driven the country towards a harrowing situation. The cries of the slum don't reach the high castle of Bolsonaro, where he sits, apathetic, on his gaudy throne. And to the Brazilians' utter disgust, he has decided to sweep all the concerns under the rug by volunteering to host Copa, an exploitative tactic that has been overused in a football frenzied nation; this time though against the demand from any sect of society.

Copa America, tainted by Bolsonaro's bloody hands, is underway and may very well turn into "Championship of Death."

*Alavi Ashraf Eram likes to blabber about his favourite movies, songs and sports. Drop him your movie critiques at [www.facebook.com/alaviashraf.eram](http://www.facebook.com/alaviashraf.eram)*

## SATIRE

# HOW TO BE A PUBLISHED AUTHOR IN 2021

HASIB UR RASHID IFTI

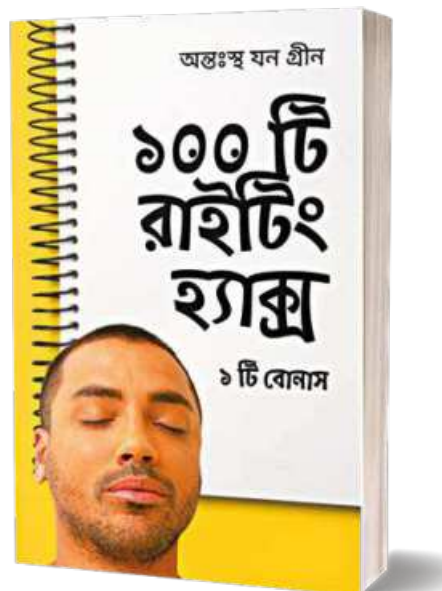
From selling books to thriving on authors' brand value, the publishing industry has come a long way. Books aren't just words on pages anymore. It's a ticket to your favourite online celebrity's meet-and-greet event. Avro intellectuals might judge your dearest YouTu—pardon, "author" for being a sellout, but getting published in 2021 is harder than you might think.

Here are a few tips on how you can get published.

### BE AN INFLUENCER ON INTERNET DOT COM

Try making a list of all the things you're good at. Chances are, three minutes into the process, you'll realise that your miniscule attention span didn't let you invest enough time or effort in anything productive in life, ever.

That's when you're ready to be a social media influencer. Take the most primitive human ability and exploit it till you get famous. Can you eat and also have a questionable palate? Open a food review channel and give 10/10 to everything that is deep-fried and has cheese on it. Motivational speakers, YouTubers, whatever it is that vloggers do -- the options are limitless.



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Does this sound like too much work? You can always use Snapchat filters, make a squeaky voice and come up with unoriginal jokes based on Bengali aunt stereotypes.

### GET A MARKETING TEAM

Hire unpaid interns to make you famous

for all the wrong reasons. When it comes to controversies, timing and consistency are crucial. Have a few online news media keep you relevant throughout the year so that everyone keeps asking, "Why is this dude famous again?"

### ANNOUNCE YOUR BOOK

Lack of original content should lure the YouTubers right in to make videos about how stupid the idea of someone like you writing a book is. Internet snobs will offer constructive criticism judging the current generation of readership and the role of influencers like you in corrupting them. Free advertisement served on a silver platter. *Bon appétit.*

### WRITING YOUR BOOK (OPTIONAL)

This shouldn't take long, a week perhaps. Though working on something for a week might be challenging for an ADHD content creator like you, the money should be worth it. Give your readers the most obvious advice on academics and pursuing success, take 200 pages while you're at it and yet miss the point. Maybe write a Chowdhury & Hossain rip-off or an autobiography nobody asked for.

Remember, it's the controversy-per-page ratio that sells. Since writing Bangla in En-

glish exists, maybe you can go with English in Bangla. Or keep a few pages blank inside your motivational book and tell the readers to write their precious thoughts. Better yet, keep all 200 blank and say "Nobody can motivate you unless you motivate yourself. Write your own book." Easy money.

### ALWAYS. BE. PRESENT.

Attend the book fair every day. Take as many selfies as you can. Remember, your selfies are worth 500 bucks (minus 25 percent); your books, nada. It's 2021! Don't bother signing autographs for those who want it, pre-sign all the books in advance. Hey, you'll have to overcompensate for that abomination of a book with something, right?

Once the fair's over, Almaricom will probably have your book on their bestseller list and internet intellectuals will bash you over it. The delusion of your competence and talent should allow you to label them as "haters", ignore further criticism and live the life of a published author.

*Hasib Ur Rashid Ifti reads books, idolizes Osamu Dazai and plans to check his email any day now. Send him book suggestions at: [hasiburrashidifti@gmail.com](mailto:hasiburrashidifti@gmail.com)*