

# EDITORIAL

Today marks the 9th anniversary of SHOUT. We are the definitive voice of the youth in Bangladesh.

Our journey so far, if I evaluate, has been quite an exciting one. I myself joined as a young contributing writer back in its early days. Like writers that we have today, I too remember, the thrill of updating my Facebook bio.

But so much has changed since then. Where do I begin?

We have grown from catering to young adults to serving relatable, original content and opinions for teens to professionals. We work with universities and organisations in bringing out the success stories of Bangladeshi youth at home and abroad. We've made a mark in the digital space – Facebook, Instagram and now we are on TikTok!

SHOUT has grown from being an edgy teen to a mature young adult, as have our readers and well-wishers. Stay with us. The horizon promises greater things.

-- Kazi Akib Bin Asad, Editor In-charge, SHOUT



## PLAYWATCH

### MANGA



# Oshi no Ko

## Exploring the cutthroat entertainment industry

AYAAN SHAMS SIDDIQUEE

From the authors of *Kaguya-sama* and *Kuzu no Honkai*, *Oshi no Ko* is a manga series about the dark side of the entertainment industry and everything that goes on behind the big screen.

The story starts off following Doctor Gorou, a 30-year-old avid idol fan. One day, Ai Hoshino, an emerging 16-year-old pop idol, is suddenly rushed to the hospital he works at, pregnant with twins. Doctor Gorou is tasked with her delivery but meets his untimely demise at the hands of an obsessed stalker. However, by supernatural means, he gets reincarnated back into the world as one of Ai's twin babies with the name Aqua, thus, getting another life with his adored idol as his mother.

By the time our protagonist settles into his new life as the secret child of an increasingly popular idol, certain events unfold that result in him being unceremoniously thrown into the world of showbiz that his mother resides in.

From the beginning, the manga exposes the harsh reality of the people working in the entertainment industry, their struggles, and the shady aspects of idol culture. It takes an introspective look into how appearances can be painfully deceptive, how the idols with their bright smiles are far from perfect.

The first thing *Oshi No Ko* makes clear is that the entertainment industry is not about art, or even entertainment for that matter. Rather, it is about the business. Companies groom idols and actors as products that are to be sold to the audience. In order to cater to said audience, these performers must be adept at lying

to their fans and to themselves as well. Anyone who does not fit that criterion is cast aside and forgotten, since second chances are virtually non-existent in such a cutthroat environment.

However, despite going all in with the critiquing, the series is not only a condemnation of the industry. It is an exploration of everything that makes the industry good and bad, with the good popping up in more controlled doses than the bad.

As keen as the series is to portray the truly loathsome for what they are, it goes to even greater lengths to examine the inner lives of each and every one of these characters, exploring their ambitions, dreams and what makes them do the things they do.

That is what ultimately makes up the core of the manga. Through its writing, *Oshi no Ko* is able to explain and show people's desire to be famous and adored, the lengths they can go in order to fulfil that desire, and how that desire is exploited for profits by their industry. It can, at times, be a rough and upsetting read, but an adequate amount of comedy and silly interactions are sprinkled in to cut back on the intensity.

*Oshi no Ko* is still an ongoing series, so it is difficult to say how it might conclude or where it will eventually end up on people's radars. But, following the recent announcement for its anime adaptation, one can hope that it will garner the attention and fame it deserves.

Remind Ayaan that he should be studying for his SSC examination at [ayaan.shams@gmail.com](mailto:ayaan.shams@gmail.com)

### TITLE OF YOUR MIXTAPE



**A**

Amar Priyo

The Farooque Bhai Project

Jam & Butterfly

DPR LIVE ft. Crush, eaJ

Deep Fried Frenz

MF Doom

Coffee

Sylvan Esso

**B**

Kiwi

Harry Styles

Strawberry Swing

Coldplay

I'm Just Snacking

Gus Dapperton

Bite

Troye Sivan

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with feedback, comments, and reader  
submissions within 500 words.