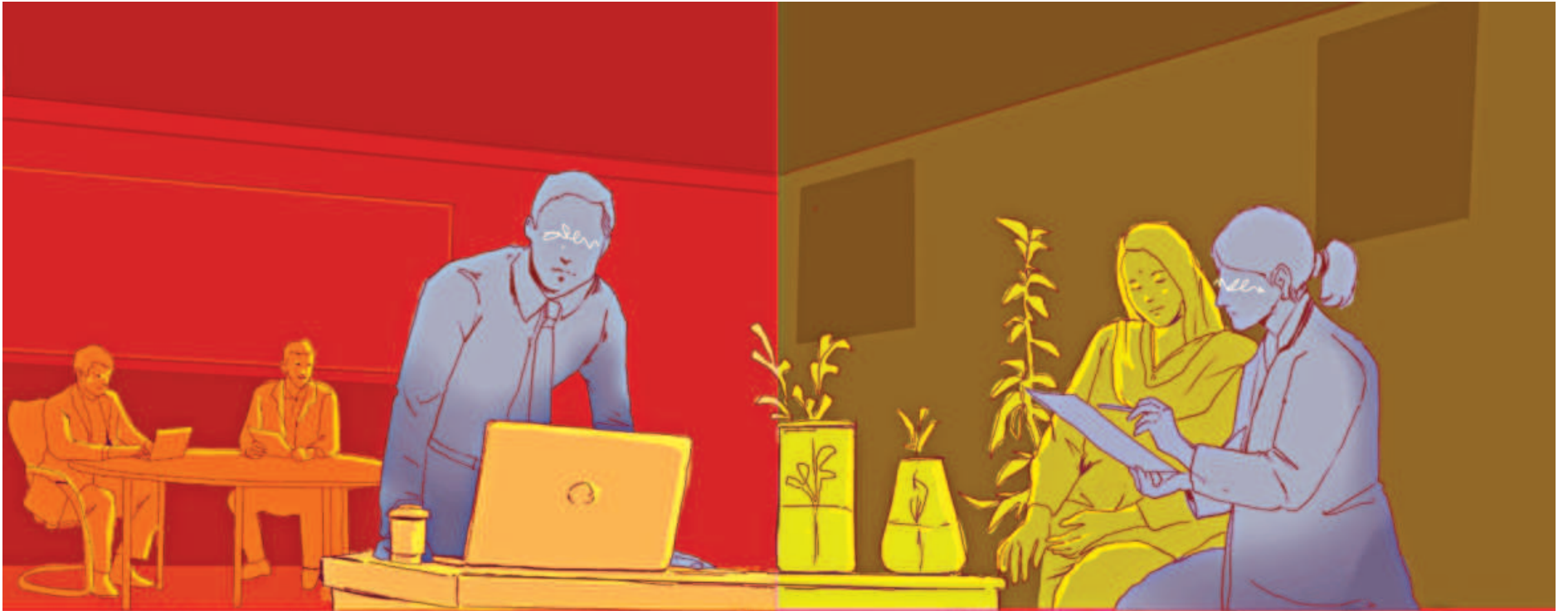




Why do some people not like their jobs?



ILLUSTRATION: RAKEEB RAZZAQ

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MOVIES

WEAPONS

Defined by its subversiveness and made sharper by the risks it takes



TINATH ZAEBA

There are certain expectations *Weapons* will exceed, and there are others that it will not even meet, and that's what makes it such a compelling movie. If you're in the mood to watch what's being called one of the best horror releases this year, and you expect the usual horror package, *Weapons* delivers that to some extent.

The story is what the trailer shows: missing children who all left their house one night and were never seen again. It's a simple story that's unsettling because watching children in horror is already a scary prospect, but *Weapons* takes this further by narrating the tale through a child's perspective.

To break it down, it's important to understand that *Weapons* isn't just a horror movie. In fact, there were just as many gasps and laughter as there were screams, which is the strange part: why are we laughing at a horror movie? This is not because it fails, but because Zach Cregger, the producer and writer, sets it up that way. It's a balanced risk most filmmakers wouldn't take.

One undeniable thing about this movie is Zach Cregger's filmmaking. The film follows a non-linear narrative, structured in chapters, each one showing different characters' perspectives. In many ways, the film relies on its characters to carry the weight of the narrative, which the incredible cast is able to shoulder.

The main letdown, though, is that the ending is rather simple. The dots are simply not connected. This gap cannot be attributed to simply the plot, but rather to the way it has been constructed. It does, however, work for me because it's a story about answering the riddles, even though the stones are left unturned.

Although the film fails to deliver on certain fronts, it doesn't take away from the entire movie. It's compelling not because it fulfills typical horror expectations, but because it deliberately chooses not to. It's risky, different, and unsettling in a unique way, which makes it memorable, even though it might not appeal to everyone.

OPPORTUNITIES



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UCBD offers country's first international Cyber Security degree

As business and government go digital, cyber security is one of the biggest issues worldwide. Over the last few years, we have seen some alarming incidents that have exposed just how vulnerable online systems are. From the compromise of the Smart NID database affecting over fifty million citizens to the January 2025 City Bank data breach, these incidents show how many organisations need experts to protect sensitive information. Millions of people's personal data records are at risk, and the reality is clear - what Bangladesh needs now is more individuals skilled in cyber security and capable of safeguarding the country's digital future.

Cyber security is not only a concern for IT teams anymore. It's a much broader issue that cuts across all facets of our lives, from financial security to national security. With our banking, healthcare, and government services online, the shortage of qualified cyber security professionals has become a national skill deficiency that nobody can ignore. Cyber attacks can come from anywhere in the world, and this means that cyber security is a global concern. This is why it is important for Bangladesh to educate its own cyber security specialists so the nation has its own pool of skilled professionals ready to face the international challenge.

World-class cyber security professionals need world-class

education facilities and affordable degree programmes. Universal College Bangladesh (UCBD) has partnered with the University of Central Lancashire (UCLan), UK, to bring international-standard cyber security education to Bangladesh.

This year, UCBD introduced Bangladesh's first international bachelor's degree in Cyber Security. The degree takes three years and has the same syllabus as at UCLan in the UK. All lectures, practical sessions, and exams follow the same system as UCLan, which means that students in Dhaka get the same high-quality education and international accreditation as students in the UK. Students can complete the whole degree in Bangladesh, or choose to complete some of the programme in the UK. The degree accepts HSC and A level students from all streams, so it offers an easy and affordable pathway for individuals who want to establish careers in this rapidly expanding field.

The UCBD-UCLan degree covers all the latest areas of cyber security, including ethical hacking, data protection, cyber law, and digital forensics. Every part of the programme is taught to international standards by faculty who are approved by UCLan, so students graduate with the latest skills to tackle real cyber security challenges.

Cyber security professionals are becoming more in demand all around the world, and this UK degree offers job prospects for Bangladesh and internationally as well.

The launch of a top international cyber security degree in Bangladesh has already started to make waves. Local students who want the value of an international degree but don't want the hassle and costs of moving abroad are choosing UCBD. Alongside Cyber Security, UCBD is also offering UK degrees in Business & Marketing, Software Engineering, and other subjects for ambitious students who want to stay local and go global.

In a time of increasing cyber attacks, the UCBD cyber security degree offers something more than an education. It allows Bangladeshi students to be the solution, to protect their country's digital future, and prepare themselves for successful professional lives in their own country and globally - all without having to leave their home.

Applications are now being accepted at UCBD for the September 2025 and January 2026 intakes of its UCLan degree programmes, including the Bachelor of Science degree in Cyber Security. Interested students can learn more about UCBD from their website and start a career in one of the world's most in-demand industries. To learn more, visit: ucbd.edu.bd.



WHY DO SOME PEOPLE NOT LIKE THEIR JOBS?

SILWAT QUADER AND NUSRAT MEHERIN FAIZA

Find a job you enjoy doing, and you will never work a day in your life.

How much truth does this line hold, truly?

Most of us enter the workforce with passion and a purpose to make a difference. Instead, we find ourselves struggling to manage an unrealistic workload that outweighs the compensation, meet the ever-growing expectations of employers, and balance a social life that gets buried under overtime hours. Ultimately, giving in to a system where passion slowly fades and burnout is glorified.

The motivation to learn, build skills and grow with which we initially started begins to take a backseat.

This is not something that is reserved for particular professions or industries. Whether it's health care, education, or the corporate world, many young professionals are finding that the jobs they were once excited about have turned into these empty shells serving little fulfilment or sense of purpose.

When we asked a few professionals about how they felt about their jobs, they shared similar stories and experiences of failed expectations and a growing sense of futility. Ishrat Ahmed*, consultant nutritionist and dietitian at a reputed private hospital in Bangladesh states, "The lack of professional recognition and respect from clients makes my job feel undervalued."

Ishrat, who holds a master's degree in Food and Nutrition from a top public university in Dhaka, dreamed of improving people's lifestyles through her work. Now, as a Dhaka-based consultant nutritionist, her reality looks very different. She started with the expectations of making a real difference.

"To me, it wasn't just a job. I wanted to help people improve their health through my years of education on public health and nutrition, and build a strong patient-doctor relationship. I thought my job would help me gain more experience and expertise as a nutritionist. But now most of my time is spent making diet plans, charting and doing administrative tasks," she adds.

The job isn't entirely thankless for her, as there are still a few moments of fulfilment. "What keeps me going is observing my patients bringing about positive changes in their health and lifestyle," she says. But on the contrary, she mostly has to deal with clients who are resistant and unsatisfied.

"When it comes to health and nutrition, there's a lack of awareness. People expect me to give them some magical pill or diet plan that will transform them overnight. When I ask them to control proportions or substitute certain foods with others, they complain of having already heard it all before, and for me to say something new." She believes changes take discipline and trust, which many patients are unwilling to do. This later leads to shifting blame.

She wishes to spend more time in patient care instead of on paperwork, and for nutritionists to have proper professional standing. "We aren't just sidekicks to doctors; we have also studied and are qualified to do what we do. I love helping people, but the system drains that passion. If I had more support from the administration and time to do what I actually cared about, it would surely change the way I view my job."

Zarif Islam*, a Marketing graduate from a well-known private university, has always

considered his job as a springboard to a promising career and a step towards financial independence. Zarif is now a management trainee at a major fintech company in Bangladesh, and he is concerned that the barrier between job and life outside of work is becoming increasingly blurred.

"Being financially independent was my primary motivation behind my first job, and it didn't disappoint on that front," he begins. At the beginning, his expectation seemed justified. The job started giving him financial stability, opportunities to gain skills, and the sense of pride that came along with working in Bangladesh's leading financial sector.

However, the independence came with a kind of exhaustion he hadn't anticipated. He says, "At first, it was just one or two long days. Then suddenly, every day felt the same. If I left home at 9 AM, I'd return at 9 PM, if so, then where's the time to do anything else?"

The exhaustion from the day impacts all parts of his life. "I come home too tired to talk or even think. My work makes me feel like I'm losing touch with myself, my family, and my social life is practically non-existent. This is the part I hate," he adds.

This leads him to wonder if this is how adult life is supposed to be, questioning the normalcy of his situation and whether everyone has accepted this. He mentions, "The job requires me to pull overtime, and ultimately end up with the same mundane routine every day. It feels as if I am living the same day on repeat."

Sahara Mahmud*, another Dhaka University (DU) graduate student, finds it difficult to enjoy her job. She just started working for one of the top mobile financial services (MFS) platforms. "Most of the time, I don't have much to learn, but I really want to learn the ins and outs of the work I do. I am required to perform the same tasks repeatedly," she regrets.

Because she has no incentives to be productive at work, she frequently feels demotivated. According to her, "I get demoralised because the toxicity feels unnecessary, and my colleagues lack motivation and frequently engage in corporate politics to kill time."

She often doesn't want to work there because of the unproductive culture, but she wants to do it to improve her résumé.

To Nabila Ahmed*, teaching has always come as second nature. She has been tutoring for as long as she can remember. What began as a part-time job tutoring school students while she studied eventually became a full-time career when she joined a leading edtech platform. She imagined herself pursuing her passion for teaching as a great learning and fulfilling experience for both the students and herself.

"I got into this profession because I genuinely love teaching. I still

"I got into this profession because I genuinely love teaching. I still do, but now, half my time goes into things that have nothing to do with what I was passionate about. I constantly have to fulfil tasks not mentioned in my job description and have to carry the weight of the organisation's mismanagement."

do, but now, half my time goes into things that have nothing to do with what I was passionate about. I constantly have to fulfil tasks not mentioned in my job description and have to carry the weight of the organisation's mismanagement."

For her, it's not just the amount of work – it's the sheer misalignment and misjudgement too. The biggest frustration for her is the lack of proper communication within the system.

Nabila further says, "Good ideas get lost, a lot of the work remains unfinished, and in the end, it's the students who suffer because of the mismanagement. The gap between her expectations and reality leaves her questioning how her love for teaching has ultimately been moulded into a corporate setting."

On whether salary made up for it, she shrugged, "The pay doesn't match the responsibilities we carry, but honestly, a lot of us stay because we can't risk leaving without something else lined up. And thus, feel stuck in an endless loop."

This is not uncommon among young people across the world. Given the increasingly worrying state of the economy, many young people are clinging to jobs they would have otherwise left for better opportunities. This conundrum has been called "job-hugging" by VICE citing Korn Ferry, an organisational consultancy firm.

According to the report, "Job hugging is the act of holding onto your current job for dear life because the alternative is staring into the void of unemployment for weeks

or, maybe more realistically at this rate, months. The economy is teetering on the edge between not good and disastrous. There's almost no job growth, and if AI isn't swallowing your career whole, then it's chewing away at portions of your job description like a termite."

Asif Areefin*, like any other fresher, was also full of hope and joy when he joined his workplace, envisioning a role where he could grow, learn, and contribute to a team effort, utilising his degree in supply chain management to build his career.

He is now a supply chain executive at a renowned fast moving consumer goods (FMCG) multinational company in Bangladesh. "During the initial days when I joined, there was mentorship, room for growth, and appreciation for the work I did. It all felt like sunshine and rainbows, but slowly, the energy faded," he mentions.

Now, for Asif, most days feel like a monotonous repetition of the previous; he says, "As a newcomer, the workload is comparatively lower, but as it gradually began piling up, things started to take a turn. It's not that I haven't been able to meet up with the workload, but it's how the office environment has changed. The instructions are vague, and what output is expected is rarely made clear."

Asif also believes that junior positions like his are often placed in compromising situations where most of the blame is placed if anything fails to meet expectations. "Being one of the youngest in the team makes it harder for me, as I can't exactly call out anyone for being unfair. I just have to take it – the extra hours, the rude remarks, and the blame," he elaborates.

He acknowledges that the pay is decent; however, he states, "It does not buy peace or a work-life balance. The money helps, sure. But it doesn't cancel out how I have stopped enjoying the weekends because of the constant anxiety."

Entering the workforce after completing a bachelor's degree and having a stable income at the end of the month is a goal for most, but like Asif, such work environments take a heavy toll on one's mental health.

He

further mentions how he once was excited and motivated about his job and all its career prospects, but now he isn't quite sure if he wants to pursue this corporate life after all. But well aware that the latter isn't an option for him, he does his job diligently and hopes for the best.

He says, "I started with motivation, but now I just feel like I need to survive my days. All I am doing now is getting through the week, somehow."

These stories highlight the escalating crisis among today's youth. People who once stepped in with passion and ambition at work now grapple with confusion, burnout, and a fading sense of purpose. Financial independence and career growth may have been the goals, but these can't compensate for the mental exhaustion, emotional fatigue, and personal sacrifices that many are compelled to make just to survive in their jobs. That's how people who are once passionate about their job slowly turn into something they resent and eventually something they hate to do.

**Names have been changed to maintain confidentiality.*

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NOTICE BOARD



Eastern University signs MoU with Samarkand State Architecture and Construction University, Uzbekistan

Eastern University (EU) has signed a Memorandum of Understanding (MoU) with Samarkand State Architecture and Construction University, Uzbekistan, at its campus on September 3. Prof. Dr Farid A Sobhani, the Vice-Chancellor of Eastern University, signed the MoU on behalf of EU, while Ferhan Kara, Advisor to the Rector, signed on behalf of Samarkand State Architecture and Construction University. Prof. Dr Çiğdem Canbay Türkyılmaz, Rector, and Prof. Dr Emrah Türkyılmaz from Turkey also joined the MoU signing ceremony virtually.

The MoU establishes a framework for academic cooperation, including joint supervision of Master's

and PhD programmes, student and faculty exchanges, internships, collaborative research, and joint seminars and workshops. It also paves the way for sharing academic resources, scholarships for meritorious students, and joint certificate courses.

Prof. Dr Sobhani expressed optimism that this partnership will create new global opportunities for Eastern University students and graduates, enhancing their prospects in higher studies, research, and careers abroad.

The Treasurer, Registrar, Deans, Chairpersons, and Section Heads of Eastern University were present at the signing ceremony.

EWU and DCCI sign Memorandum of Cooperation (MoC) to launch high-impact professional courses

East West University (EWU) and the Dhaka Chamber of Commerce & Industry (DCCI) have signed a Memorandum of Cooperation (MoC) to jointly develop and offer specialised professional courses. The signing ceremony took place on September 4 at EWU and represents a significant step toward bridging the gap between academia and industry.

The MoC was signed by Prof. Dr Shams Rahman, Vice Chancellor of EWU, and Taskeen Ahmed, President of DCCI. This collaboration aims to introduce a series of high-impact professional courses focused on key areas of contemporary business and economic development.

The initial courses will cover topics such as entrepreneurship and startup development, sustainable business strategy and ESG reporting, and project



management, including PMP and agile practices. To ensure flexibility and accessibility, the courses will be available in both online and in-person formats and will be offered four times a year.

The signing event included various representatives from EWU and the DCCI. EWU attendees included Prof. Dr Mohammed Farashuddin, Chairperson of the Board of Trustees; Prof. Dr Ashik Mosaddik, Pro Vice Chancellor; and Prof. Dr Ahmed Wasif Reza, Dean. DCCI was represented by Md Salem Sulaiman, Vice President; Mamnun Quader; Kamrul Hasan Tuhin; and Minhaj Ahmed, Directors. The ceremony was also attended by other officials and guests from both institutions.

Stamford University launches Bangladesh's first free Russian language certificate course

For the first time in Bangladesh, Stamford University Bangladesh is offering a free Russian language certificate course. This programme is organised in collaboration with Saint Petersburg State University and My History Fund, with support from the Ministry of Education of the Russian Federation.

As part of this initiative, a Center of Open Education will be established at Stamford University, allowing students to study the Russian language at no cost.

The programme was inaugurated on September 3 with the formal joining of Yulia Uchakina, a Russian language instructor from Saint Petersburg State University. She received a warm welcome with flowers from Prof. Dr Md Yunus Mia, Pro Vice Chancellor, and Prof. Dr Mohammad Jeaul Hasan, Treasurer of Stamford University.



The reception was also attended by several university teachers and officials, including Muhammad Abdul Matin, Registrar; Dr Mrityunjoy Acharjee, Associate Professor and Proctor; Md Aftab Uddin, Chairman, Department of Microbiology; Prof. Dr Sayma Arju, Chair, Department of English; Md Motaher Hossain, Deputy Director of Finance; and Prodeepto Mobarook, HOD-Public Relations Division, Call Center & Quarry Management at Stamford University Bangladesh.

University authorities emphasised that this initiative will provide a significant opportunity for Bangladeshi students who aspire to pursue higher education in Russia. Interested students are encouraged to contact the Admission Office of Stamford University Bangladesh for further details.

SKILLS

MATHEMATICS IN VIDEO GAME DEVELOPMENT

BIPRA PRASUN DAS

It is the last period of a long school day, and the subject is mathematics. You sit there wondering when you'll need to use these concepts in real life, counting down the minutes until the bell rings. If you are into video games, your mind probably drifts to thoughts of getting home, using your free time, and diving into your favourite game on your computer, console, or phone. There's a twist, however: those math concepts that feel too abstract to you are quietly working behind the scenes in the games you love.

Without maths, video games as we know them would not exist.

Think of a simple combat game where your character slays demons. Every time you win a fight, your score increases. Every time you take damage, your health decreases. What is it that keeps track of these values? Variables, and these variables are worked on and manipulated by basic algebra. The game uses equations like $\text{Score} = \text{Score} + 10$ or $\text{Health} = \text{Health} - 20$. Your experience points, money, and inventory all work the same way.

Even upgrading weapons or levelling up characters involves algebra; values increase or decrease according to rules set by the game. Algebra is the reason you can earn points, level up, and keep track of progress.

Now, imagine you fire an arrow at a demon. The arrow doesn't move in a straight line; rather, it arcs through the air before landing. That curve is a result of physics implemented by physics engines, which use extensive mathematics to simulate how these things might play out in the real physical world. Calculus is used to calculate motion: how fast the arrow moves, how gravity pulls it down, and where it will land.

In addition, the way your character runs, jumps,

falls, or even slides across a surface is constantly being calculated using rates of change and acceleration, velocity, displacement and time, all core concepts in calculus.

Now, let us say you open a chest in our example game and get an epic sword, but your friend opens the same chest and gets a small pile of coins. This is a consequence of using a mathematical concept called probability in video game design. Role-playing games (RPGs) and battle royales lean heavily on probability. Critical hits, dodge chances, loot drops, or even which enemy spawns are all controlled by probability.

Without it, games would feel predictable and boring, because there would be no thrill in opening loot boxes or suspense in the gameplay.

Take a moment to think about the graphics in your favourite game. The landscapes, the characters, and the realistic environments look seamless, and in some cases, almost hyper-realistic. However, beyond this, they're made of simple geometric shapes. In fact, triangles form the building blocks of almost every 3D model you see in a game. By combining millions of tiny triangles, designers create mountains, monsters, buildings, and everything in between.

Geometry also determines how light bounces off surfaces, creating shadows, reflections, and textures that make the world feel alive. Even in 2D games, geometry shapes the playing field. Angles, coordinates, and grids are used to place objects precisely where they need to be. Whether you're exploring a castle in 3D or playing a classic side-scroller, geometry is quietly holding the game together.

Additionally, think about the enemies you face; they don't just wander. They seem to make decisions, dodge attacks, or chase you down. That is artificial intelligence, but at its core, it's built on logic and algorithms. The math

here is about decision-making. Enemies might follow simple rules (if the player is close, attack; if far, hide) or more advanced strategies that adapt to your moves.

Have you ever played a game where one weapon feels too strong, or a character seems impossible to beat?

Let's consider our previous example: say a particular demon boss in our game is nearly unbeatable, and it takes up so much time and effort that it breaks your immersion into the game, turning it into a frustrating experience. That is a balancing problem where the fix always comes down to maths.

Developers constantly adjust values like damage points, cooldown times, or resource costs to keep gameplay fair. These tweaks are based on mathematical testing and feedback. The balance is what makes games challenging without being frustrating and rewarding without being too easy.

It is not just what you see on screen; what you hear is also driven by math. The background music that changes when a boss fight starts, the footsteps echoing in a cave, or the perfect sound of a sword clash – all of these are controlled using patterns and frequencies. Even the way sounds fade in or echo across environments is determined using mathematical formulas. This is what makes a game's atmosphere feel immersive.

The next time you're in math class and find yourself looking at equations and wondering why they matter, think about the last game you played. From keeping score to rendering breathtaking graphics, mathematics controls almost every aspect of your gaming experience. You don't need to solve equations while you play, but knowing that the games you love would not exist without maths might just make the subject feel a little less distant and a lot more exciting.

Bipra Prasun Das is an undergraduate student at North South University



ILLUSTRATION:
AZRA HUMAYRA

CAREER

CONTENT WRITING OR COPYWRITING

Which path should you choose?

NUSRAT MEHERIN FAIZA

Writers, today, wear many hats — as educators, trainers, and even persuaders. Among these roles, two terms often get tossed around interchangeably: content writing and copywriting. But are they the same?

Content writing: Informing and engaging the reader

At its core, content writing focuses on informing and entertaining a reader. A blog post that helps you understand personal finance, a newsletter that breaks down climate news in simple terms, or a how-to guide that solves a problem you were stuck on all fall under the content writing umbrella. Done right, content writing brings the audience closer to a brand. It's less about selling and more about informing, educating, or entertaining.

Faria Nowshin, a former content writer, shares her first journey with writing blog posts about food, nutrition, and daily life problems. "At first, there was a mixture of excitement and uncertainty. Excited because finally I could give voice to my ideas, but I was also confused about the whole process and how it works," she recalls. "After a few days, I understood how my research and explained articles could help people in their daily lives."

Copywriting: Persuading the reader

On the flip side, copywriting is about persuasion. It's written in a way to make you click on a link or website, purchase a product or service, or sign up for a newsletter or updates. You will find copywriting in product descriptions, Facebook ads, website banners, and email campaigns. Every word produced during the copywriting process is purposeful because it sells an idea, a product, or a feeling, often with just a few words and within a few seconds. If you've ever come across a product description that made you want to impulsively purchase a product, a copywriter is doing their job right.

Amrin Hossain, currently working as a junior copywriter at a creative agency, had a different entry point. "Copywriting was never on my radar," she admits. "But once I started writing ad captions for local brands, I realised how powerful a single line can be."

Amrin's copywriting journey began when she was tasked with writing campaign taglines. "That's when it clicked; I realised how much thought goes into even the shortest lines," she says, reflecting the creativity and effort that goes into writing an ad copy.

The skills you need

A good content writer thrives on research, clarity, and consistency. One should know how to make the content

interesting and digestible for the readers. Familiarity with search engine optimisation (SEO) is often essential for content writers as modern-day content needs to engage and also rank on search engines.

K Masham Fahim, a seasoned freelance content writer, echoes how his journey evolved from lifestyle blogs to SEO-driven pieces. "Familiarity with SEO is essential to create a hook and maintain reader interest," he says. "Storytelling with skills like searchability and clarity goes hand in hand today."

Shabbir Ahmed, Founder & Strategic Planner at Target Arc with over four years of experience in both copywriting and content writing, recalls, "I started writing in school with short stories, horror fiction, and even screenplays. But as I chose my major in Marketing, I realised that storytelling can have a purpose," he explains. "That's when I leaned into copywriting, where creativity meets strategy."

Prior to this, Shabbir worked as a freelance content writer, creating blog posts and articles for small and medium-sized enterprises (SMEs) and personal brands. He reflects, "Content writing taught me discipline and depth. I had to research and communicate ideas clearly, not just creatively."

After working on numerous digital campaigns and online video content (OVCs), Shabbir discovered that his true passion lay in copywriting. Over time, he recognised that his interest and skill in this area indicated that

copywriting was his calling.

Both soft and technical skills are essential in today's landscape. Content writers need to be patient researchers who convey clarity in every sentence. Tools like Grammarly, Google Suite, Semrush, and SEOptimer are invaluable for ensuring quality and readability.

On the other hand, copywriters must understand consumer psychology and learn to write with emotion. Tools such as Hootsuite, Notion, and different social media analytics tools can help refine the brand message to resonate emotionally with their audience.

Which one should you pursue?

If you enjoy deep analysis and breaking down complex ideas into accessible reads, content writing might be your path. It requires consistency, attention, and an understanding to explain things clearly. If you wish to be a keyboard psychologist with ideas for writing catchy captions and ad posts to get more clicks, copywriting is for you.

In Bangladesh, as the demand for online presence is growing, the career prospects are promising in both domains. Many startups and agencies have separate teams for the content and copywriters.

Freelancing has broadened opportunities for writers. Platforms like Fiverr, Upwork, and LinkedIn enable writers to pitch their services globally. There is a high demand for niche writers in areas such as fintech, healthcare, and beauty. Many students start their careers as interns, ghostwriters, or social media assistants, gradually building a portfolio that allows them to progress into full-time roles or freelance contracts.

Salaries for entry-level positions can vary significantly. Fresh graduates can expect to earn between BDT 8,000 and BDT 15,000, while those in mid-level to professional roles can earn anywhere from BDT 25,000 to BDT 50,000, particularly in startups or agencies. Freelancers can expect similar pay ranges if they are working locally. Those working directly with foreign clients or agencies can expect to earn even more.

Both content writing and copywriting offer rewarding career paths, each with its own demands and appeal. While these two roles may seem contradictory — with content writing focusing on clarity and copywriting aiming for persuasion — their roles can adapt based on the target audience.

As the demand for digital communication grows, so do the opportunities in both fields.

Whether the goal is to sell or educate,

the core remains the same: connecting with people through words.

Nusrat Meherin Faiza is a writer, tutor, and chronic overthinker. Reach out to fuel her overthinking at nmfaiza15@gmail.com



ILLUSTRATION: ABIR HOSSAIN