

'NOTHING BEATS A JET2 HOLIDAY'

How the algorithm reintroduces forgotten tracks

MAISHA TASnim Sreshtha

Every few weeks, yet another old song seems to find its way back into the spotlight. Once off the charts, they are suddenly everywhere again – resurfacing in TikTok videos and Instagram Reels as if they never left. These unexpected comebacks have now become the most fascinating patterns in today's algorithm-led music culture. And now the question is whether listeners are drawn to the song itself, or to the catchy edit that's keeping audiences hooked.

Jess Glynne's *Hold My Hand*, though you'd probably recognise it as the "Nothing beats a Jet2 Holiday" song – learned this in a bizarre way. The cheerful pop anthem from 2015 had long since retired from the spotlight. And then, *Jet2*. A holiday commercial with enthusiastic sunshine shots collided with TikTok, and suddenly Glynne's chorus was a spiritual call to arms for anyone fantasising about escaping their life. Within months, the resurrected song amassed billions of views. A decade-old track now clawed its way back into the charts after meme culture decided it deserved a second chance. Imagine, as an artist, watching your old work explode again, not because of your craft, but because someone slowed it down and paired it with clips of people packing for Bali.

What can be considered mind-blowing was realising what these reels can do. I stumbled onto a ridiculously catchy track, a rap blended into a melody so smooth you'd want to hear it one more time. It was all over my feed, with thousands of people doing duets to it. Only later did I realise it wasn't one seamless song at all, but a mash-up of Nicki Minaj's *Beez in the Trap* (2013) and 4 Non Blondes' *What's Up?* (1993). The sound has since been used in more than 695,000 TikTok videos, sending *Beez in the Trap* streaming up by over 460% and pulling *What's Up?* back into a wave of renewed listeners.

Kate Bush's *Running Up That Hill* is another recipient of this viral fever.



VISUAL: MAISHA TASnim Sreshtha

The song sat quietly for years, ignored by mainstream charts. Then a *Stranger Things* fan edit slapped a dreamy, slowed-down version underneath a montage of fictional teenagers fighting demonic forces. The clip spread like wildfire. Suddenly, Ghost had their first-ever Billboard Hot 100 entry. Thanks

not to touring, not to marketing, but to a TikTok aesthetic that made everything sound like it was engineered to live rent-free in your head.

And then there is the TikTok obsession with PinkPantheress's song *Illegal*, the source of the now-ubiquitous line: "Ooh, is this illegal? Ooh, it feels illegal." What started as a lyric has mutated into a full-fledged TikTok language. People use it under Reels about dyeing their hair at 2 am, booking spontaneous trips, trying

on outfits that feel out-of-character, or listening to music that doesn't match their "aesthetic."

Lady Gaga's *Bloody Mary* was comparatively obscure when stacked up with the singer's long list of hits. TikTok took one lyric: "I'll dance, dance, dance..." – sped it up, tossed it onto Wednesday Addams' deranged school dance routine, and unleashed a cultural avalanche. The original song, ignored for more than a decade, charted worldwide. The version people loved wasn't even the one Gaga released; it was the edited, ghost-haunted TikTok cut.

What's most noticeable about this trend is not just its reach, but how precise it becomes. These creators edit with frightening accuracy. Because TikTok doesn't care about the full song, they know exactly which lyric will become a

meme and which beat drop is perfect for a shaky "POV: you're having a breakdown in public" transition.

If there's one thing this entire phenomenon reveals, it's that the algorithm doesn't recognise eras, genres, or artistic intent; it recognises utility. A song is valuable only if it can serve a mood, trend or micro-aesthetic. And Gen-Z, having spent most of their lives online, instinctively searches for sounds that help them express themselves in more dramatic ways. These revivals say less about the songs and more about the emotional outsourcing happening on social media where teenagers are borrowing feelings from older music because contemporary music doesn't always give them the emotional validation they crave.



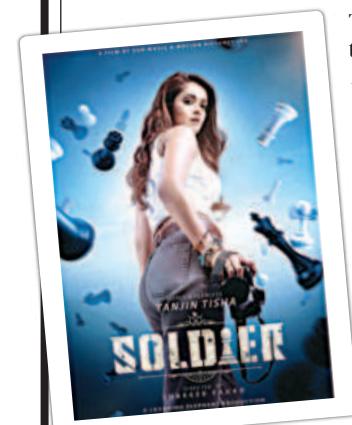
Tom Cruise honoured with honorary Oscar

Hollywood icon Tom Cruise has received the Academy Honorary Award – widely recognised as an honorary Oscar – at the 16th Governors Awards held Sunday, November 16, at the Ray Dolby Ballroom in Hollywood, California, Variety reported.

The 63-year-old star, a four-time Oscar nominee, was honoured for his longstanding contributions to cinema. The award was presented by filmmaker Alejandro G. Iñárritu, who is currently collaborating with Cruise on an upcoming film slated for release in October 2026.

In his speech, Cruise said filmmaking has taken him around the world and deepened his sense of shared humanity. "That's why cinema matters to me," he said. "Filmmaking isn't just what I do – it's who I am."

Tanjin Tisha's character look from 'Soldier' unveiled



Tanjin Tisha's look from the upcoming film *Soldier* has been unveiled shortly after Shakib Khan's first poster. In the film, Tisha portrays a strong, fearless, and strategic character. The newly released poster shows her in a white top and grey pants, holding a camera with a determined expression, while floating chess pieces suggest a story driven not just by action but by intelligence and tactical planning.

Directed by Shakeeb, the film is slated for a 2026 theatrical release. Set against a patriotic backdrop, *Soldier* also features Tariq Anam Khan, Tauquir Ahmed, and Jannatul Ferdous Oishee in prominent roles.

NEWS

Campaign posters flood the capital

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belong to BNP hopefuls, though Jamaat-e-Islami candidates and several smaller parties, including Khelafat Majlis, Gano Sanghati Andolok, Amar Bangladesh Party, Gano Adhikar Parishad, Bangladesh Jatiya Party, Bangladesh Biplobi Workers Party, and the Communist Party of Bangladesh, are also visible across the city.

Posters were found in abundance during visits to Farmgate, Indira Road, Manik Mia Avenue, Mirpur Road, Dhamondi, Segunbagicha, Purana Paltan, Bijoynagar, Motijheel, Gulistan, Kakrail, Moghbazar, Karwan Bazar, Uttara, Gulshan, and Mirpur.

Against this backdrop, Dhaka North City Corporation (DNCC) yesterday issued a notice asking residents to remove illegal boards, posters, banners, billboards, and LED displays within seven days. Otherwise, eviction drives will begin, with fines or legal action against violators.

DNCC said many installations have

been set up illegally on walls and rooftops without approval.

The Graffiti Writing and Poster Sticking Control Act, 2012 prohibits posters outside designated spots, with fines up to Tk 10,000 or 30 days in jail. Failure to pay the fine can result in additional 15 days of imprisonment, and offenders must remove the posters at their own expense. Beneficiaries of illegal posters can face Tk 10,000-50,000 fines or similar jail terms.

However, violations remain rampant.

Officials of DNCC and Dhaka South City Corporation (DSCC) admitted they are facing difficulties in controlling the surge of these illegal activities despite regular drives.

Adil Mohammad Khan, president of the Bangladesh Institute of Planners, said enforcement is weak despite Bangladesh having a specific law, which many countries lack.

"In today's digital age, the need for physical posters has almost

disappeared. Still, if they must be used, rules should be clear. Repeated violations without accountability only encourage impunity," he said.

"Just having a law isn't enough. Who will enforce it? Citizens must also be part of the solution," he said.

He said political parties put up posters as no one questions them. The punishment is also minimal.

"We need stronger social accountability. Illegal posters should backfire as negative publicity," he said.

DNCC Administrator Mohammad Azad said, "We are trying to remove the posters every day, but there's no cooperation. We urge leaders to use digital platforms, but some even ask us not to remove posters. We will continue drives and take punitive action if needed."

DSCC Chief Waste Management Officer Air Commodore Md Mahabubur Rahman Talukder added that stronger measures will be discussed with senior authorities soon.

Arson attacks, crude bomb blasts persist

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branch's manager.

Consequently, many important official documents and office furniture were burnt.

Upon receiving the information, firefighters rushed to the spot and brought the fire under control, said Billal Mridha, station master of Mohammadpur Fire Service and Civil Defence.

Police personnel were sent to the scene immediately, said Abdur Rahman, the officer-in-charge (OC) of Mohammadpur Police Station. However, the extent of the damage is

yet to be determined.

An investigation will be carried out to assess the losses, he added.

Meanwhile in Bogura, police recovered three crude bomb-like objects in front of the Grameen Bank's Mathurapur branch office in Dhunai Upazila.

Dhunai Police Station OC Saidul Islam confirmed the recovery, adding that the objects had not been defused as of last evening.

In Dhaka, a crude bomb went off on the court premises yesterday.

A crude bomb was suddenly hurled targeting the office of the

Metropolitan Public Prosecutor around 4:15pm, which blasted soon, Dhaka Metropolitan Public Prosecutor Omar Faruq Faruqi told The Daily Star.

No one was injured in the incident, he said.

Meanwhile, the Counter Terrorism and Transnational Crime (CTTC) unit of the Dhaka Metropolitan Police (DMP) recovered six crude bombs from a house in the Darus Salam area, DMP said in a press release.

The bomb disposal unit of the CTTC neutralised the crude bombs at the Golar Tek ground at around 2:25pm.

government adviser to India since the interim administration took charge. In February, Energy Adviser Muhammad Fauzul Kabir Khan went there to attend India Energy Week.

Chief Adviser Prof Muhammad Yunus and Indian Prime Minister Narendra Modi held a meeting on the sidelines of the BIMSTEC summit in April.

Foreign Adviser Touhid Hossain and Indian External Affairs Minister S Jaishankar met twice – on the sidelines of the UN General Assembly in September last year and at the 8th Indian Ocean Conference in Oman in February.

scored 23 off 52 balls, striking three boundaries, and did not need to bat in the second innings thanks to Bangladesh's innings victory. But given his years of dedication, grit, and desire, he will undoubtedly hope to mark his 100th Test with a century, or more, with a truly memorable knock. He already has a ton this year, a 163 against Sri Lanka in Galle, and will look to build further on his legacy as Bangladesh's most experienced Test cricketer.

In the first Test against Ireland in Sylhet last week, the right-hander

choosing. Concerns over the fairness of the trial are exacerbated by the death sentences, the New York-based rights organisations said.

The Bangladeshi authorities committed serious human rights violations during the three weeks of protests in July and August 2024 that toppled the Hasina government.

While those responsible for abuses should be appropriately held to account, the prosecution failed to meet international fair trial standards, including for a full opportunity to present a defense and question the witnesses against them, and the right to be represented by counsel of one's

choice.

The platform demanded the immediate withdrawal of the November 2 scrapping order and reinstatement of the August 28 gazette, along with the mandatory inclusion of music, fine arts, and physical education in both primary and secondary curricula and the appointment of subject-specific teachers.

The statement was coordinated by Mahmud Selim, convenor of the platform. Prominent citizens endorsing it include Emeritus Professor Serajul Islam Choudhury, artist Anwar Hossain, theatre personality Mamunur

The HRW urged the government to respond to any demonstrations in accordance with the UN Basic Principles on the Use of Force and Firearms by Law Enforcement Officials. Awami League leaders should discourage violence by party supporters opposing the tribunal verdict, it said.

"Victims of grave rights violations committed under the Hasina government need justice and reparations through proceedings that are genuinely independent and fair," Ganguly said. "Ensuring justice also means protecting the rights of the accused, including by abolishing the death penalty in all circumstances because of its inherent cruelty."

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Khalilur reaches Delhi

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asked whether his colleague would raise the extradition issue with India, reports UNB.

He said, if it necessary, Khalilur can certainly raise the [extradition] issue. However, the issue will be raised through official channel.

Asked whether Khalilur would hold any bilateral meeting on the sidelines of the regional forum, diplomatic sources in Dhaka and Delhi said it was unlikely. Regional security, maritime domain, cyber security are some of the major issues to be discussed at the Colombo Security Conclave.

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Hasina sentence violates fair trial standards

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both were prosecuted in absentia, not represented by counsel of their choosing, and sentenced to death, raising serious human rights concerns.

The Bangladeshi authorities committed serious human rights violations during the three weeks of protests in July and August 2024 that toppled the Hasina government.

While those responsible for abuses should be appropriately held to account, the prosecution failed to meet international fair trial standards, including for a full opportunity to present a defense and question the witnesses against them, and the right to be represented by counsel of one's

choice.

Concerns over the fairness of the trial are exacerbated by the death sentences, the New York-based rights organisations said.

Trials in absentia fundamentally undermine the right to a fair trial as set out in article 14 of the International Covenant on Civil and Political Rights (ICCPR), which is crucial to a legitimate legal process, the statement mentioned.

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Mushfiqur's 100th Test today

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Test mark. Much like the cricket enthusiasts, the Bangladesh Cricket Board (BCB) has left no stone unturned in preparing to celebrate the occasion.

Following the toss at 9:00 am, the BCB has planned a 10 minute programme dedicated to Bangladesh's veteran batting maestro. The ceremony will feature several activities, including the presentation of special memorabilia to Mushfiqur by former Bangladesh

captains Habibul Bashar and Akram Khan, as well as current skipper Najmul Hossain Shanto.

A symbol of longevity and resilience, Mushfiqur, who made his Test debut in 2005 against England at Lord's, is now in his 20th year of international cricket. He is also the country's highest run-getter in the format, with 6,351 runs at an average of 38.02, including three double hundreds.

In the first Test against Ireland in Sylhet last week, the right-hander