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CONTAINS EXCLUSIVE BANGLA AND ENGLISH CONTENT



the
ULAB *ian*

A Student *Mouthpiece*



ULAB TV Organizes... ● Page 9

msj.ulab.edu.bd/bss/ulabian, Summer-Fall 2022, 688 Beribadh Road, Mohammadpur, Dhaka, Bangladesh.



(From left to right) Prof. Imran Rahman, Honorable Minister Dr. Hasan Mahmud, Kazi Nabil Ahmed MP and Dr. Kazi Anis Ahmed .

Photo: ULAB Communications

ULAB Celebrates 18th Founding Day

The ULABIAN Report

The University of Liberal Arts Bangladesh (ULAB) celebrated its 18th Foundation Day with great enthusiasm and gala fanfare on 01 October 2022. Dr Hasan Mahmud, Honourable Minister, Ministry of Information and Broadcasting, graced the occasion as the chief guest.

The day-long colourful event started with the ULAB theme song followed by an address of welcome by Dr Kazi Anis Ahmed, vice-president of the ULAB Board of Trustees. Kazi Nabil Ahmed MP, a member of the ULAB Board of Trustees, reflected on the journey of the country's premier private university, ULAB.

Dr Hasan Mahmud in his speech praised the green campus of ULAB and lauded the university authorities for thinking differently when designing and tailoring the academic curriculum. While other universities are focused on market demands, according to the minister, ULAB is trying to promote humanitarianism through its curriculum. He further said that ULAB's biggest success is making the people of Bangladesh understand that one has to study everything for the sake of one's overall educational needs, and all the institutions dedicated to higher education should ensure it like the ULAB does.

Addressing the programme, Kazi Nabil Ahmed recalled the outstanding contribution of ULAB's founder Kazi Shahid Ahmed who started the university as a centre of tertiary education that would truly make a difference and develop the young minds to their fullest potential. He also profoundly remembered the memories of late National Professor Rafiqul Islam and his contribution to ULAB.

ULAB Vice-Chancellor Professor Imran Rahman thanked everyone for their participation in the event. He recalled with deep respect the contribution of the president of the ULAB Board of Trustees and prayed for quick recovery from his illness. The VC then concluded the ceremony.

Arzoo Ismail, senior lecturer of ULAB School of Business, moderated the event, which was also attended by special adviser to the ULAB Board of Trustees, ULAB treasurer, registrar, deans of the schools, heads of the departments, faculty members, administrative officials, alumni and students.



Syeda Shagufta Naz Bushra

A sixty-four-thousand-dollar question: Is it necessary to follow what everyone else does? Would one lose respect if one does not go with the tide or follow the crowd? Does it really look weird if one thinks or acts out of the box? Unfortunately, the answer is a big 'YES!' There are people in our society who try to impose their lifestyle or their way of life on others that we call peer pressure.

Peer pressure is a type of social pressure that forces one to do the things one does not wish to do, but one does for the sake of societal norms. The main causes of peer pressure are low self-esteem and fear of

denial or rejection. Peer pressure is mostly seen among the younger generation. For example, youngsters are likely to engage in experiments in order to compete with mates and to appear cool in front of them. They are prone to accepting new trends either in good or bad ways. They are easily amenable, gullible or malleable in terms of beliefs and lifestyle. If society sets something trendy, young ones try to adapt to that change and blend in with the "cool segment". Although this attitude is not necessarily always bad, youngsters often tend to oversee factors before making a decision, which makes a threatening step for their future.

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A glimpse of
delicious kacchi biriyani
Photo: Kali Mirch by Smita

Bon appétit! Are you a food connoisseur and a bon viveur? Do you love to savour culinary delights at a wedding? We all know that food is the most addictive as well as attractive part of any wedding celebration or reception. It has been a sine qua non of or an essential contributor to the wedding festival along with all the glamorous and uplifting preparations that are humanly visualised for the event. Food etches such an impression on guests that they remember and discuss it for months. Food is not just about taste only, but it is a matter of presentation as well. At weddings, the menu is generally decided as per long-held culture and tradition. Bangladeshi weddings are regarded as remarkable events for splendid and mouth-watering dishes. But one dish makes the event all the more special and that is kacchi biryani. Yes, kacchi biryani is the most-preferred dish on a wedding menu in Bangladesh. I find this dish to be scrumptious. To me, kacchi biryani is the best dish at a wedding. Anybody who has sampled the delights of kacchi will give full marks to this cordon bleu cuisine.

The dainty, delicious and delectable kacchi biryani alludes to the marinated meat in yoghurt and cooked together with fine, aromatic or scented basmati rice. Layers of raw marinated meat are changed with layers with wet, pre-soaked raw rice. The spiced ingredients are all steamed for a particular period of time. The kacchi biryani is cooked with delicious smells wafting out! Now that it is one delightful dish, I would definitely dig in as a gastronome! As a health-conscious foodie, I can bet it beats traditional home cooking.

KACCHI

The Best Dish on a Wedding Menu

Syeda Shagufta Naz Bushra

Special Kacchi Recipe

Kacchi biryani is commonly made with mutton, but chicken kacchi is prominent as well. Kacchi with mutton is more popular because of its aromatic flavour and sometimes it is cooked with basmati rice in some places. The meat is so succulent and tender that it melts in the mouth right away. Plum chutney, which is also known as aloo bukhara, gives a sweet, tangy and spicy flavour that makes kacchi more palatable. Tandoori chicken and jali kebab add more specialties along with kacchi. Tandoori chicken is similar to grilled chicken, but its marinating technique has different ingredients like yoghurt, tomato and onion paste, and sundry other spices. Jali kebab is minced meat with coriander, mint leaves, garlic, ginger, red chilli powder, black pepper, garam masala (hot spices) and ghee (butter). Plain white pilaf

(pilau) rice and chicken roast have always been a popular serving in sumptuous surroundings. However, I am always willing to prioritise kacchi over anything. If I were given scope to have kacchi, I would indulge myself to the fullest. Nothing makes me happier than having delicious kacchi at a wedding during the season of winter. The feeling of having kacchi at a wedding in winter is purely divine to me. As a food lover, every food is celestial to me, but I would undoubtedly go for kacchi for a wedding menu.

How Kacchi Tastes

I still remember the finger-licking delicious kacchi I had at a friend's wedding. I ate it all, down to the last morsel. The kacchi was made by the famous chef called "Iqbal baburchi". He is a renowned chef in town. That kacchi tasted divine enough to please my palate and taste buds, especially the potatoes in kacchi were too delicate to forget. Kacchi without potatoes seems like an incomplete dish as the tubers increase the taste of kacchi. After the main dish at a wedding, a glass of borhani is appetising and refreshing. Borhani is a yoghurt-based drink in Bangladesh that is made from sour yoghurt, green chilli, black salt, coriander and mint. Borhani is a good complement after heavy and spicy meals like kacchi and it also helps in digestion as well. It can be said that kacchi and jali kebab make a great combo. Therefore, despite a vast menu of amazing dishes to choose from, kacchi means the best dish to me for a wedding menu which I always wait with bated breath.

The ULABian requests its readers to send views, comments and press releases via email to the following address: theulabian@ulab.edu.bd. The campus paper greets photographs, features, and stories from the university students. Your best story will be printed after selection. So you, our interested candidates may be called to unite with the ULABian. Your submissions are subjected to editing.

THE VOICE OF A YOUNG FILMMAKER

Photo: Facebook page of Grey Eclipse Films



Script of Atto, a film by Deepro

“Grey Eclipse Films is a small indie film production made by a group of five film enthusiastic school-going boys, including me.”

Maisha Binte Mahmud

“We are poets of tomorrow’s dawn. We are waiting for frames to tell stories” are the slogans of Grey Eclipse Films, a small indie film production based in Dhaka. Aditya Hasan Deepro is a young enthusiastic indie filmmaker of Grey Eclipse Films. Today’s narrative revolves around him whose goal is to create a platform for film enthusiasts to perform and make their dreams come true. Deepro has already made a short film styled ‘Locked’. It was shot and edited entirely by smartphone.

Deepro got inspired to gain his entry into the world of cinema because of his strong penchant for films. “I used to watch animated films when I was a kid. Various forms of storytelling amused me and made me curious. If you ask me to specify, I would love the movies of Satyajit Ray, Ritwik Ghatak, Stanley Kubrick, Andrei

Tarkovsky and Jean Luc Godard. I have a special liking for Stanley Kubrick. He was and still is my favourite filmmaker.”

“Grey Eclipse Films is a small indie film production made by a group of five film enthusiastic school-going boys, including me. We shot our first short film “Stifle” way back in 2017. Then the group fell apart somehow. And more enthusiasts joined us. Soon it became a strong team and we shot our second short film “Diigu” in 2020 which was directed by me. Although I was never happy with the end results, the people around me enjoyed the films. So, I guess it does count for something to chuckle at. Our goal was always to create a platform for film enthusiasts to perform to make their dreams come true. We are still trying to maintain that goal.”

“We all have our stories to tell. To be honest, choosing one script over another requires a great deal of sacrifice, as often we have to choose considering our budget. Being an independent production team, we work only with our courage and will to create something beautiful.”

Deepro believes in the philosophy that every individual is an actor. They happen to become actors in order to overcome many great obstacles in their lives. When a script gets selected, Deepro chooses his cast based on screen tests, auditions and theatre-inspired practices. He is working on a short film called “Atto”. Although it is still in the early stages, they expect it to be made as early as possible. “The short film is about a man’s psychological transformational journey through his dreams. That’s all I can tell you right now.”

This promising young filmmaker thinks a lot has been achieved, thanks to rapid technological advancement. There are not so many tough aspects left for filmmaking. Yet, there is one crucial one to address: a lack of real-life social connectivity. Cinema is the collaboration of different art forms. “We need to maintain connectivity in real life rather than on social media only.”

Deepro wants to focus more on making films as he can translate his thoughts and ideas through visual art. This is the beginning before embarking on big big cinema projects to present things differently with intent to come out of the familiar shell or cocoon. He believes in the variation of cinematic storytelling rather than selling the same old joke a million times. Deepro believes that collaboration holds the key to forge the country’s potential future in art films and showbiz. He also lays emphasis on making more and more films. “The more we make, the more we can improve and also inspire the younger generation of our country.”



Aditya Hasan Deepro with his filmmates on a filmic discussion

Photo: Facebook page of Grey Eclipse Films

A visual of COVID-19 virus, Photo: WHO

Pandemic Covid-19 & Communications Technology Boom

Gibson Modhu Eric

As the world was halted by an invisible destroyer of mankind, so was business and communication biting the dust around the globe. Businesses started to feel the full impact of novel coronavirus and collapse, and people started getting unemployed and remained captive or isolated in their own homes. The entire world was put under lockdown to contain the spread of the deadly pathogen. Yet putting them on the brink of sheer destruction, humankind kept on evolving and inventing newer ways of changing the norms for the world, changing the way of doing business and evolving many infrastructure for communications and learning. Hence, everything—business, meeting and schooling—went online in a neo-normal situation.

From the very beginning of human civilisation, we, being the smartest animal on earth, adapted and changed the world we live in. We created and modified our livelihood and developed technologies when we were in any crisis situations. The same thing happened with the continuity of our adaptation. We shut down all the international borders for people to transit. In the meantime, engineers globally developed easily accessible virtual or online meeting platforms, with cloud-based Zoom being the leader. Virtual meeting platforms are video applications and software that

bring people together to meet, greet and mingle over the internet. Usually, this software includes a form of videoconferencing as well as tools like chat, reactions and screen sharing. Zoom, Google Meet, Microsoft Teams, Webex, Lifesize and Jami are the commonly used examples of this video-communication software. It is not that these platforms were not available before, but it is just that people did not feel the need to use them regularly. And with the increasing use of such software, comes research and improvement, to make these platforms powerful and convenient.

In recent years, technology behemoths like Apple, Google and Microsoft have made their meeting and virtual communication platforms more accessible and packed them with multiple functionalities to make communications easy, handy and smooth. In many cases, the competing companies are trying to make virtual meeting platforms as efficient as possible. Zoom, which was in the industry way back before the pandemic, was an instant hit soon after the outbreak of the pandemic. Later on, tech goliath Google came up with its

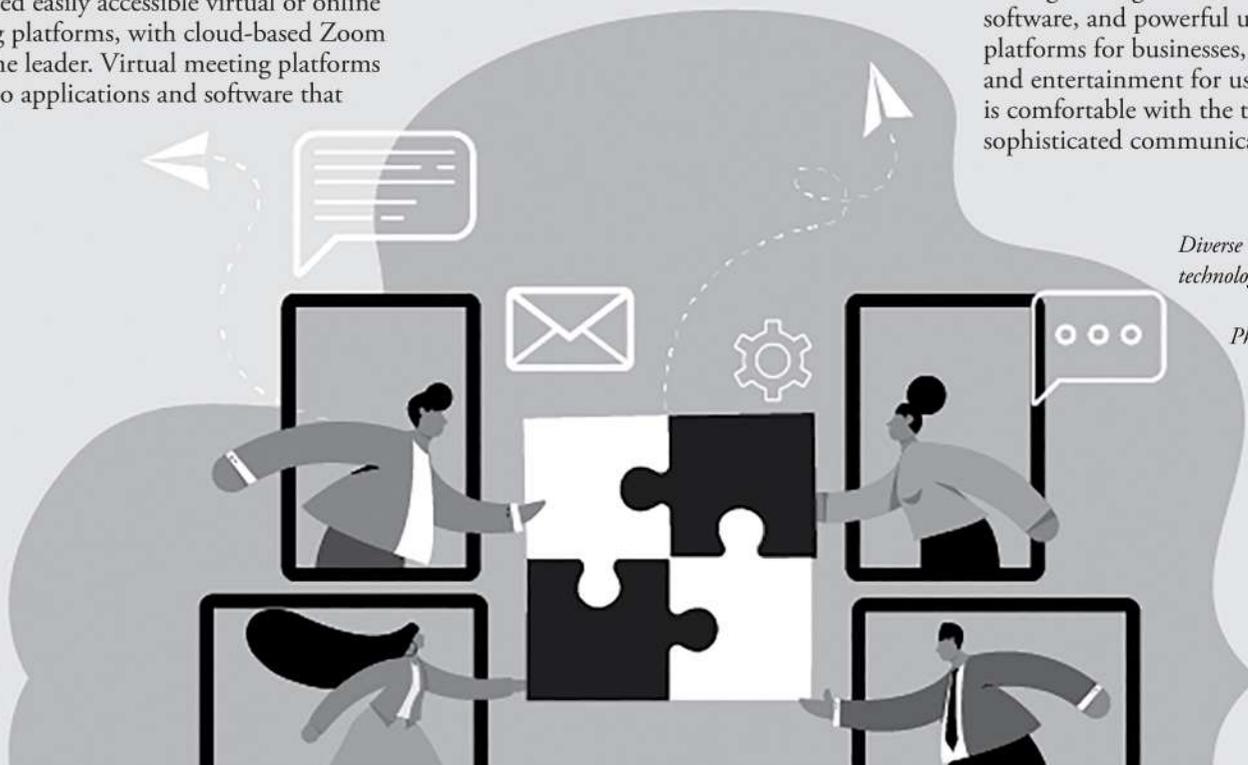
Google Meet platform, followed by a few other tech giants.

Zoom has gained in popularity over the years for a range of functionalities like built-in whiteboard, recording and, in special cases, remotely controlling the attendees' screens, maintaining the privacy policies implicated for the netizens. All these high-resolution images and facilities of Zoom are its merits. On the flip side, Zoom offers a very limited time frame for free for each session. Only premium users can avail of the services beyond 40 minutes of each session. Whereas, other online platforms like Google Meet and Microsoft Teams with pros and cons in their services are providing the services with no time constraints. Virtual meeting software is an important tool to connect and work with remote teams. These platforms allow you to use video to chat and collaborate, and also support useful functionality like chat, breakout room and screen share.

In addition to adopting screen sharing and virtual meetings, the pandemic Covid-19 also gifted us with a lot of advanced machine-learning systems, artificial intelligence algorithms and easy-to-use software, and powerful user-friendly platforms for businesses, communications and entertainment for us to live by. Our life is comfortable with the touch of sophisticated communications technology.

Diverse use of communication technology during the pandemic

Photo: Vantage Circle



What Goes behind the Fashion Industry

Roohama An Naba

Who does not indulge and spoil themselves with a little shopping spree every now and then! This practice of overconsumption at minor inconveniences has been stapled in many cultures, not bothering that it puts a baleful impact on Mother Earth. As much as we have heard of 'eco-friendliness' in the past decades, sustainable fashion is relatively a new term in the modern globalisation era. To know sustainability better, we have to break down the industry customs that have been going around for years in the name of profit-making. The fashion industry and waste production together go a long way. Excessive production rate of any kind leads to lower prices, unsold damaged material and massive wastage that end in the destruction of natural elements. It is all the same with the fashion industry. Tonnes and tonnes of products have been religiously produced that take up to 10 per cent of carbon emissions, which is more than all the international flights and shipping pollution combined.

You may ponder a query for a while: how come clothes are the reason behind such a massive amount of wastage? A staggering 713 gallons of water are needed to make a single T-shirt that a person could just use for three years straight, not to mention the wastage, consisting of microplastics, which are dumped into the oceans only to pollute and harm aquatic lives as well as animals through the food cycle. The numbers do not end here. The lifespan of each of these products is not more than seven to eight years. On this note, we often forget how much limited space we have left on earth, piling up most of the materials merely polluting the world. But how many clothes are too many to load the world? Well, we have reached a point where we have enough clothes to clothe six upcoming generations of the human race!

By all accounts, not only is that overflowing with inessential products, but also having to spend much more on it than its worth. With that splurge on clothing, the fast

fashion industries ensure to make the best money out of it. All in all, this industry plays the second-biggest role of an environmental villain as it has been damaging the ecology. However, the fashion industry is not the only culprit here. It is a simultaneous process of production and consumption. So, the share of blame goes to both ends. We, as consumers, have pushed this process to the point where the environment and garment workers are being the victims here. Those who work behind the industry are put in a precarious position. With low wages, lack of security and poor working conditions, apparel workers are simply exposed to an inhumane ambiance in sweatshops for bare minimums of everything only to find themselves in poverty-stricken circumstances.

The fashion industry is not just as glamorous as it appears to be in conventional magazines. This is where sustainability comes convenient because its sole purpose is to reduce carbon footprints. In the era of fast fashion, there is little to no awareness of ethically made products. Sustainability would be making sure of the strategic usage of remaining resources when there is more left to work with. It is all about fostering ecological integrity and social justice through forbidding plastics and toxins, and using biodegradable and natural fibres that feed nature. Fair-trade manufacturing in brands is equal to eco-friendly substances. For example, no child labour, fair human rights practice and welfare of the working class must be parts of their process. This movement has begun to rise up in some small businesses that are ethically made, ever mindful of being cruelty-free and vegan, which are an essential part of slow fashion. Similarly, consumers can easily shrink greenhouse effects by recycling, repurposing clothes, thrifting, renting or donating.

Sustainability in the fashion industry is still a debatable talk of the town as most companies fail to trace their products' sourcing or at times they choose to turn a blind eye to their carbon footprints. This disregard for eco-friendly production clearly demolishes the chance to save the planet. In order to advocate sustainability in the fashion industry, people must take the brighter side of fashion and prohibit the fast fashion culture. Learning more about sustainability only enhances the probability of having a safer and cleaner world because the planet earth is what we have to live in.

A student posing for photo shoot during the Trashion Show held at ULAB

Photo: PR4U





*James Webb Telescope
and its Capture*

Photo: NASA

Bid to Explore Multiverse

JAMES WEBB TELESCOPE CAPTURES THE UNIVERSE'S FIRST LOOK!

Roohama An Naba

Mankind's ardent desire to conquer the celestial bodies has reached such a peak of scientific and technological advancement that we can now take a quick look at our past when our existence was merely visible to space.

Scientists have so far managed to unleash a view of the infinity back in time that can be considered as early stages of this deep cosmos.

From imagining other galaxies to actually seeing a 4.6 billion light-years-old cluster of galaxies from the early universe, humans have come a little closer to getting in touch with the aliens and mutants. It is like a tad glimpse of the former outer space people have been so keen to discover. This unprecedented yet magnificent vision was captured by the James Webb Space Telescope (JWST).

The fingers-crossed launch of the space device was made on Christmas Day in 2021 by American space agency NASA with the affiliation of European Space Agency and Canadian Space Agency, sitting around 1.5 million kilometres away from earth. The express aim was to be an observant of the infinite sky, the physical universe beyond the earth's atmosphere as well as to look out for habitable planets. The initial intent was to take a picture of one of the very first glazing stars of the universe, which seemingly is no further away to attain.

Some of the detected galaxies were as distant as they appeared about 300-600 million years after the Big Bang.

Apart from galaxies like Stephan's Quintet, Southern Ring Nebula, Carina Nebula, infant stars and dying stars, some exoplanets and some swirling stardust have been clicked so far by James Webb's

eighteen largest gold-plated hexagonal telescopic mirrors. This marvellous telescope is the outcome of sheer diligence of 25 years, worth 10 billion dollars. It operates at about -266 degrees Celsius, a subtle nuance of zero temperature. In order to maintain the temperature, the telescope orbits around the sun under the shadow of the earth.

The JWST has made a once-unimaginable breakthrough in mankind's space exploration quest, although so many things still remain a big quagmire to space scientists as temperature itself is an issue. There are two cameras mounted on the telescope. Each camera takes pictures in infrared, one for short and another for a bigger wavelength than our usual visibility. Ultimately, these clear images are the combination of multiple clicks at different wavelengths taken over 12.5 hours. No wonder the JWST has delivered the magically crisp pictures.

Even though humans could possibly have imagined a universe full of sister milky ways, there is a solid chance of reaching out to the unparalleled timelines. The JWST is securing the same job as the Hubble space telescope once did. The telescope is literally searching throughout the dark cosmos to find its beginning to end. Taking a peek into the history of this multiverse revolutionises mankind both intellectually and spiritually. Needless to say, these JWST pictures not only rejuvenated the lost hope of the space enthusiasts, but also planted curiosity among the youngsters. It is already a kick-start for unravelling the universe little by little.

MESMERISING MOULVIBAZAR

Mahzabeen Yousuf

It was the year 2020, and the whole world went berserk with the scourge of the Covid-19 pandemic. There was a sharp rise in the number of infections and death rates, and the situation was just too horrifying and went out of control. The whole world decided to go into quarantine to prevent the spread of coronavirus in the middle of March 2020. Before the whole world decided to go into isolation and before everything went completely upside down, my mother and I decided to go on a trip to north-eastern Moulvibazar district in greater Sylhet region to attend a wedding of a family friend for one day and two nights. What made this trip so memorable was that it took place during the last few days when the world was functioning normally.

My mother and I are basically bitten by the travel bug and we are travel buddies, as we often go on random domestic trips to different divisions of Bangladesh. As for Moulvibazar, we took off to Sylhet on a morning flight from Hazrat Shahjalal

International Airport in Dhaka and reached Osmani International Airport in Sylhet within half an hour. The air travel was smooth, but my first day was not quite as adventurous as I wanted it to be because we had to attend the wedding first. We were staying over at a house of hosts in a village named Matikata in Beanibazar sub-district. I had a hard time interacting with the people as they spoke in their dialect or regional language, which was quite difficult to decode on my first day, but eventually understood what they were trying to convey after spending some time with them. Honestly, I have to appreciate their hospitality and the cordial atmosphere they created for us. In the evening, I went out with some people and spent some quality time with them, and also tried out the delicacies Sylhet had to offer. I remember trying out those tiny daal pakoras, fuchka and chotpoti at a place near the Sylhet regional BGB (Border Guard Bangladesh) office. They were all delicious without doubt, and I honestly enjoyed trying out those foods and the little time I had spent with those people.

The real adventure took place on the second day of my stay there. We decided to head to see the mesmerising Madhabkunda waterfall at Barlekha sub-district under scenic Moulvibazar district. It is one of the famous waterfalls that lie in eastern Bangladesh. On the way, we stopped to explore Mathiura tea estate, which is located in Rajnogor. It looked so beautiful and picturesque. As I happen to be a tea lover, I never skip drinking a mug full of tea almost every day. I was honestly enjoying the greenery and the fragrance given off by tea leaves. Another reason why the Mathiura tea estate is so famous is that it is located near the road that will lead you to Madhabkunda.

After the tea estate expedition, we again started heading for our cherished destination, Madhabkunda. As we finally reached the Madhabkunda Waterfall and Eco-Park, I was simply awestruck and spellbound by the beauty of the place. Everything was so captivating, refreshing

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Scenic beauty of a tea Garden in Maulavibazar

Photo: Kawser Md Sayem (United News of Bangladesh)

FITTING INTO A BOX

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What is the ultimate outcome then? While attempting to blend in with the majority, they often end up making decisions that they are not necessarily proud of. This not only affects their mental health for their constant fight against themselves in order to be presentable to society, but also can drag them towards a different track of life. Despite adapting to social cultures and traditions, they can hardly keep themselves on track for long and things fall apart anon. This digs up a lot of confusion within their minds and complicates their lives overall.

Furthermore, we cannot go out of the box due to high peer pressure, resulting in the typical set-up bar. Not to mention, the customary law falls into professionalism as well. Society is more accessible to anyone who is a doctor or an engineer or perhaps a lawyer rather than an artiste or a musician because the stereotype has been so set that artistes end up with less income than any other over-hyped professions.

In contrast, peer pressure has some beneficial impacts too. For example, it encourages friends to participate in sports and also helps them gain both emotional and social skills. However, people are inclined to negative sides, which lead them to awful actions.

A sixty-four-thousand dollar question : Is it necessary to follow what everyone else does?

Let us talk about the negative effects of peer pressure. Many people are losing their own identities as well as happiness out of peer pressure. Some people seek to do things just to impress others. This common phenomenon can often be viewed in the high society of Bangladesh. Members of the elite buy expensive stuff just to brag about their wealth and also to maintain their supposed "class". According to them, if they do not use expensive products, they will not fit into society. Another familiar incident among the youth is their trying out drugs and alcohol just to tell their friends how dope they are! Some people also think they will be looked down upon if they live happily because others will condemn them for not having high grades and money. As a result, peer pressure causes mental distress. It brings turmoil in life in the long run.

It takes a lot of balls and courage to grow up and become who you really are. We should always surround ourselves with people who uplift our souls rather than belittling us for the way we lead our lives. It is never right to make decisions based on others' preferences as they would not have to deal with the consequences, but you would. Hence, we should start listening to our hearts in order to have a peaceful mind and life.



Rani Mukerji with coartists in the sets of *Hichki*

Photo: koimoi.com

HICHKI

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Now is time to come to the plot of the film. *Hichki* begins with Rani Mukerji starring as Naina Mathur interviewing for a teacher's job. The interview panel is quite impressed with Naina's degrees, but it is until Naina starts making strange noises. At the same time, seeing big questions on the faces and furrowed eyebrows of the interviewers, Naina discloses that she suffers from Tourette's syndrome, which is a nervous system disorder that leads to frequent hiccup-like sounds. By a bizarre twist of fate, Naina is rejected this time too.

After several rejections from interviews, Naina finally lands a job in a Catholic school. St Notkar, the founder of this school, also has similar speech-related problems. However, another surprise awaits Naina. She is given the responsibility of the 9F classroom. This classroom belongs to the slum children who are enrolled under the poor quota and they are seen by the children of the elite class of the school with different eyes. Due to this, these children become rebellious and are unable to trust any of their teachers. The rest of the plot shows how Naina wins the hearts of these kids and teaches their dreams to fly. Struggling with her problem, Naina locks herself in the bathroom and cries, screams and puts toilet paper in her mouth to stop her hiccups (this scene will connect you somewhere). Somebody understands her problem.

From the very first frame, Rani Mukerji through her role as Naina Mathur makes such a strong impression. She is the emotional core of *Hichki* and carries the entire film on her shoulders. In this film, Rani Mukerji has played the character of a physics teacher in such an interesting way that you too will be forced to think that if you had such a teacher during your school days.

At the same time, a scene will appear when Naina finally breaks down. Playing a

differently able character, the consummate actress Rani Mukerji has played this scene with such gusto that you will also feel the emotion. At the end of the film, all we can say is: "Rani Mukerji, we want to see you again and again on the screen."

The entire film's responsibility is on the shoulders of Rani Mukerji and she performs this responsibility to the fullest. Whenever Naina gets an attack of Tourette's syndrome and tries to control it or becomes upset, it does not seem that Rani Mukerji is acting on celluloid—it is real life. She has perfectly portrayed her character. Supriya Pathak does not have much to do in the mother's role. In the role of father, Sachin is right for Pilgaonkar. All out of the 14 students of 9F have done well, but Harsh Mayar has done a better job in the role of Aatish. Maybe you all have seen Harsh Mayar in the film "I Am Kalam". He has also won a national award for this film. *Hichki* has perfectly painted Rani Mukerji's character with Tourette's syndrome and highlighted the conventional societal attitude and mindset, the education system and the power of money. If you are from a family with money, you will get a different treatment from the teacher to the staff of the school. If you are interested in social issues, then definitely check it out.

On the other hand, when it comes to pointing out shortcomings, *Hichki* seems to be a bit stretched and at times repetitive. At the same time, it is shown that Rani Mukerji teaches maths and science to the children, but nothing special was told about the rest of the subjects. At the same time, the music of this film has failed to impress the audience. *Hichki* could have been two or three soulful songs.

Avinash Arun's cinematography is excellent and Shweta Venkat's editing is also good. Overall, *Hichki* is a feel-good film, which has seen a stellar performance by Rani Mukerji. They will give you many reasons to embrace this hiccup with delight. When Jingdi gives exams outside school, she does not take it according to the subject. This hiccup has passed the exam with so many colours.



Award winning Apprentices poses with ULAB MSJ Head Prof. Jude William Genilo at the Apprenticeship Day Summer 2022 term

Photo: PR4U

APPRENTICESHIP DAY OBSERVED AT ULAB

Kazi Anjum Akib Nijhum

The Department of Media Studies and Journalism (MSJ) of the University of Liberal Arts Bangladesh (ULAB), the finest among others in the country, organised Apprenticeship Day for Summer 2022 on 1st July in the auditorium of ULAB Research Building. Apprenticeship programmes help students gain practical experience based on their areas of interest like newspaper, TV, radio and public relations. Apprenticeship Day is a bid to introduce each of the media to the utopian freshers and apprentices.

The event kicked off at 10:12 am after the honourable faculties from MSJ Department along with enthusiastic participants and freshers with both sleepy and dreamy eyes on a Friday morning packed the auditorium like sardines. After the host's introduction and commencement speech, Prof Jude W. R. Genilo, head of the Media Studies and Journalism Department and dean of the School of Social Sciences, addressed the audience. In his speech, Prof Jude said, "ULAB graduates are found in every media house and they dominate the industry. Being a good journalist or a good filmmaker always takes a lot of practice. For this, it is not enough to go to the classroom only. You have to spend most time outside the classroom doing apprenticeship programmes. This is what apprenticeship programmes offer. It is a place where you can network with fellow classmates. If you do classes and not any apprenticeship, your training will be incomplete."

The programme continued with an apprenticeship introduction video with the advisers introducing them to the freshers. Next came the apprenticeship video of The Ulabian, the university's first apprenticeship program, which started with a very interesting animation video. The inspirational video explained how The Ulabian provides a platform for writing and skills sharing. The video ended with a testimonial of Shetu, a former apprentice who now works for the leading vernacular daily Prothom Alo. Later, introduction videos of all the remaining apprenticeship programmes—Radio CampBuzz, CinemaScope, ULAB TV, PR4U, Animation Studio, Shutterbugs and DIMFF (Dhaka International Mobile Film Festival)—were screened in phases. At the final stage of the event, Prof Jude handed over awards to the best contributors from each apprenticeship programme. Abid Hasan Sohag and Bishwojit Das Bijoy from The Ulabian won the awards this semester for their outstanding contributions to their respective fields.

ULAB MSJ HoD handing over the crest to the Chief Guest of the event.
Photo: ULAB TV

ULAB TV Organises 'Celebrating Legacy' on Campus

The ULABian Report

ULAB TV, the country's first-ever campus-based television, celebrated its birthday and the WURI ranking in industrial application at a colourful programme styled 'Celebrating Legacy' on 3rd September 2022. Tushar Abdullah, editorial head of Ekhn TV, was present as the chief guest at the event which was hosted in the auditorium of ULAB Research Building.

The day-long programme kicked off with a documentary video introducing ULAB TV to the participants and testimonies of its alumni who have carved out a successful journalistic career for themselves at various renowned media outlets. Apprenticeship programme instructor Humayun Farid in his opening speech said, "I am delighted to say that ULAB ranked 96th among the coveted Global Top 100 Innovative Universities in the World's Universities with Real Impact (WURI) Ranking. The first campus television, ULAB TV, stood among the top 50 of the industrial revolution segment. Our students are learning new things under our guidance." He thanked Prof Jude W. R. Genilo, head of the Department of Media Studies and Journalism, and others for guiding the

students. The instructor also wished that ULAB TV would reach a new height of success in the coming days.

Prof Jude, also chief adviser of ULAB TV, in his speech said that he had been with ULAB TV since its

inception. The TV started its journey based on a request from a student who expressed that he was not getting enough from the classroom and wanted to learn a lot more. The idea took off like a rocket. At the event, Prof Jude also shared different job-oriented and market-driven apprenticeship programmes worldwide like the one for aeronautical engineers in Dubai. In the end, he congratulated ULAB TV for its achievement through maintaining standards in quality content presentation.

Tushar Abdullah in his speech mentioned that he never imagined that he would be a TV journalist as people in his time could only dream to be newspaper journalists. He, however, expressed his smouldering dissatisfaction at the way television ventures are failing for a distinct lack of quality. The media personality accentuated the need for re-energising TV media by mastering the art of storytelling. He also laid emphasis on the importance of apprenticeship platforms like ULAB TV and gave his expert opinion to the students.

Professor Jude handed over a crest to journalist Tushar Abdullah. Later, the chief guest cut a king-size cake at the programme. Mahmudun Nabi, adviser of ULAB TV, gave a vote of thanks to the chief guest, chief adviser, executive committee and former members of ULAB TV. He also expressed his sheer content for ULAB making its way to the global ranking.





Honorable guests of PR Summit poses for a group photo at the event

Photo: PR4U

PR SUMMIT BROUGHT TO YOU BY PR4U AT ULAB

The ULABIAN Report

The Department of Media Studies and Journalism (MSJ) of the University of Liberal Arts Bangladesh (ULAB) hosted a PR Summit in celebration of the 5th anniversary of PR4U, the first-ever public relations-based apprenticeship programme offered by the flagship MSJ department of the ULAB, on 19 August 2022.

Jaffri Osman, CEO of World Communications, Malaysia, graced the occasion with his presence as the chief guest and Helal Hussain, head of Portfolio, Swisscontact, Bangladesh, was present at the programme as the special guest. Mr Jaffri is currently one of the most important personnel of the Global Alliance for Asia Pacific. He joined the PR Summit through videoconferencing from the island of Borneo. His main goal is to teach effective communication and innovations of PR (public relations). In his speech, Mr Jaffri

thanked PR4U and its members for inviting him to such a significant event. He said that public relations today is visual in terms of graphics. Asking the PR students at the summit to make a square with their fingers, he said, "Square stands for a PR person to be strategic, quick, unique, agile, resourceful and engaging. Moreover, a person in public relations must understand empathy and deal with empathy in the current world scenario." Mr Jaffri accentuated the importance of changing PR strategies in 2022 following the Covid-19 pandemic. He concluded, thanking once again for having him virtually.

Meanwhile, Mr Helal from Swisscontact also talked about the growing demand for public relations in national and international organisations. He praised the role of the ULAB-MSJ department in generating creative public relations students for national and international organisations. Mr Helal highlighted the essentiality of PR functions suggesting that PR incorporate images, videos and visual elements to cater to the demand of the day. "For any new concept or idea or product, it is important to attract the attention of the target audience, and PR helps do it by establishing effective communications. However, differentiating between facts and opinions will be a major challenge for PR practitioners. PR professionals will have to compete with millions of content creators and it is important for them to be unique."

PR4U, a public relations-based apprenticeship programme of the MSJ department at the ULAB, is a learning platform for ULABians to improve, develop and practise the advanced elements of public relations and corporate communications. As the host, Professor Jude William Genilo, head of the MSJ department, and Dr Habib M. Ali, faculty member of the same department, also delivered their speeches at the summit. Later, the event ended with a certificate-giving ceremony and a panel discussion on public relations.

so eye-soothing and admirable. There is a pond situated on the north side of the shrine that contains gojar (great snakehead) fish, which are considered blessed and sacred. The visitors there usually feed them small fish (tiny shrimp) and also perform ablution in that pond. There is also a shelter where they feed surma (kohl)-coloured Jalali pigeons, which are different from ordinary pigeons. Jalali pigeons are said to be a symbol of holiness, spirituality and good omen. I could not help myself from feeding the gojar and the Jalali pigeons as I enjoy taking care of animals. The Chillakhana (a house of meditation) is picturesquely situated on the south of the shrine. It is a small grilled and star-studded room where you can perform your prayers to the almighty Allah.

In sum, this was a narrative of my trip to the mesmerising Moulvibazar. I heartily enjoyed my brief visit to all those well-renowned places within a very short span of time.

MESMERISING MOULVIBAZAR

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and energising. I enjoyed watching the humongous boulders, the neighbouring streams and the forests that surrounded it. There is a temple dedicated to Shiva near the waterfall. Legend has it that the Hindu god Shiva used to spend time near this waterfall. The "Khasia" tribe lives near the forest villages of this area. I could not help myself from capturing a picture of the hill where they have built their houses.

On the last day, before we returned back home to Dhaka, we visited the holy shrine of Hazrat Shahjalal, which is known as mazar or dargah, one of the most popular spiritual sites in Sylhet. The marvellous blue and white architecture of that place is



A scene from the film
Source: IMDb

The 2017 coming-of-age romantic drama 'Call Me by Your Name', directed by Luca Guadagnino and written by James Ivory, is about the joy and pain of love and desire. It is the story of two people, Elio played by Timothée Chalamet and Oliver played by Armie Hammer, who fall in love during a hot, torrid summer. I like the way homosexuality has been portrayed in the movie and how being gay has been normalised.

'Call Me by Your Name' is one of those films that does not feel like a film, rather a journey of self-discovery as it goes. Set in a sleepy town in northern Italy in 1983, the film enlarges on the sexual awakening of a teenager named Elio, who falls in love with a handsome young-adult student, Oliver, who arrives to stay at his family's Italian villa as his father's research assistant for the summer. When the two finally realise their desire for one another and become lovers, they come to a bitter-sweet understanding that they must part ways as the summer ends. There were no obvious homophobic backdrop and/or bullies around them. Both of Elio's parents were very thoughtful and

accepting indeed, they even hinted Elio to open up to them quite early on in the film.

This movie brings one of the most beautiful relationships ever put into filming. The way writer James Ivory and director Luca Guadagnino screenplay this story, it felt so real and stayed in the moment. Not even for a second does it feel like you are watching actors playing these characters because of how well the roles were adapted by the excellent direction of Gaudagnino. Timothée Chalamet was an absolute force of nature, the true standout throughout the movie with his big emotional eyes navigating all the difficulties of Elio's potential feelings for Oliver. Similarly, Armie Hammer, while looking a bit older than his character's age, had such a commanding presence as Oliver, with his majestic looks and deep voice. He brilliantly humanised Oliver who was somewhat glorified through Elio's lens. He gives off a strong, confident worldly charm that was instantly deceiving to the young Elio. Michael Stuhlbarg and Amira Casar playing as Elio's parents were warm-hearted, nurturing forces as well.

This film conveys one of the most heartbreaking and beautiful relationships the world has ever seen. The character, Elio would make you want to love, hurt and piece yourself back together with absolutely no regrets whatsoever. Elio would make you want to live your life to the fullest, even make you want to break your own damn heart. Whereas, Oliver was endearing and caring. He cared for Elio, and his love for him was touching indeed. This movie is not a typical love story filled with obstacles. It celebrates the ideology of love and shows it in a touching and emotional way. It all felt so honest and natural, with two characters being themselves and loving one another. I was completely enchanted by Oliver and Elio's relationship and found myself sad to not have experienced one like it. By the end, there was nothing but sniffing and tears. During the heartbreaking scene, I found myself sobbing, making me nostalgic for my own teenage years, the time I wasted, and missed chances. So, waste no time and watch this masterpiece to fall in love again in two hours and twelve minutes.

(hichki)

Rani Mukerji's Bolder Comeback with Tourette's Syndrome

Md Abid Hasan Sohag

Rani Mukerji returns to the silver screen after four years with comedy drama Hichki, and it can be said that she has staged a good comeback. The 118-minute movie focuses on Rani Mukerji, the main face of the film, and her hiccups (Tourette's syndrome). But every character in the film goes on connecting with the story and does justice to his or her role. This film makes us aware of Tourette's syndrome (speech disorder) that there is also such a disease in this world. The aim of the film is to make your weaknesses your strengths.

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Rani Mukerji in the poster
of Hichki, Source: IMDb

