



**Program:**

Bachelor of Social Science in  
Media studies and Journalism

**Course: Advertising (MSJ11441)**

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**Section: 1**

**Submitted To**

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## **Explanation**

People who believe transgender people are a burden on our society, here is a poster. The transgender community is still not well accepted in Bangladesh. According to certain studies, almost all transgender people experience anxiety. They are hated in families and in society at large because they are thought to be indications of bad luck. Their lot in life has not been fair, making them become beggars on the streets. The transgender minority in Bangladesh faces appalling economic circumstances. They make up the majority of the society's underprivileged people and lead meagre lives. Since the family frequently abandons them. However, they are also an abomination to God. We shouldn't be limited to our gender identity. Instead, we ought to be recognized as human. Everyone, no matter what gender, deserves respect. They deserve to be recognized as equal. They play a significant role in our culture too. This poster depicts a transsexual person who is bisexual, with one side being a girl and the other a boy. There are also messages for those who believe that being transgender is a sin. They will understand that all people are equal after viewing this poster. Nobody is flawless. Thus, respecting everyone equally should be the goal rather than discrimination.

**Paid for:** This poster will be posted on college campuses, at universities, and on social media. It is a paid-for add rather than the poster's production cost because I have to pay to publish this poster.

**Communication:** It is a visual communication poster in print medium. This will be posted on social media, university campuses, and college campuses. Because the majority of social media users are teenagers and University and college students.

**Intended:** The message is to let people know that being transgender is not a sin. They are another creature in the eyes of Almighty. Consequently, it is improper for others to criticize them. We must show them respect. In the end, they are a human as well. Therefore, regardless of gender, everyone should be respected.

**Persuade:** You are not a human if you do not respect them. For a human being is incapable of showing disrespect to others. In the department, a "human" is defined as someone who is well-behaved, respectful of others, and has never acted unethically toward anyone.

**Target audience:** Those between the ages of 16 and 30 make up my target market. Since most people who attend colleges and universities are of this age.

**Trangender** is not a curse..

**They are a beautiful creature of Almighty..**

**They are not others, They are like us ..**

**Lets make a change with people like us..**

**Respect them as human..**

**Love and respect knows no gender...**



Image 1: A poster for transgender