



MSJ11401: Development Communication

Final Assignment

Career Stress on Students Cause Unwanted Repercussions

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“Career Stress on Students Cause Unwanted Repercussions”

This campaign is about the students residing in Bangladesh specifically between the ages of 22 to 28, who face a lot of stress for their studies and their career decisions from their loved ones. The campaign and the survey which was based on this subject of matter focuses on the students regarding what they face when it comes to the challenges that make them miserable when they are being questioned or harassed about their careers from non-other than their own family and closest friends.

The campaign on “career stress on students cause unwanted repercussions” is primarily concerned on the pressure caused to the students when it comes to accomplishing the forceful decisions after being pressurized by their loved ones. Stress among students negatively affects their psychological well-being. To prove the point further the survey showed that 67.8% people got pressured by their loved ones for not getting job after graduation. In this case, their family, friends, society plays a huge role in making them mentally incapable of making their own decisions; because they have to listen to various negative comments from family, friends, society which make them mentally weak. Following which another 46.3% people were bullied by their friends. 28.7% were avoided by their friends.

The campaign and the survey made to prove the focus of the study, showed major responses, where we found that because of these negative comments that 40.5% people lost confidence in themselves. Friends make all kinds of jokes because the grades are not good, family or close people behave rudely. As a result, they create distance with their family and friends. Which makes them mentally frustrated. The 33.3% students according to our survey results are suffering from this mental depression for low grades and career decisions. Following which a number of 35.3% were trying to hurt themselves due to the very reason of being pressurized.

The stakeholders and communication tools proposed for the awareness of our campaign are as follows:

1. Students:

Our first stakeholders are students whose age starts from 22 to 28. The reason being is that they face different kinds of problems with their studies and their careers starting from this specific age. Following which they undergo these problems such as pressurized

questioning, forceful decision making, depression, self-harm. This campaign is entirely dedicated for their wellbeing and to showcase how much this stress affects them. So, students are the main focus of the entire campaign.

2. *Family of the students:*

Our second stakeholders are the Family of Students. The reason being is that they are the most closely relative reason for the pressurization to the students and what they say or decide for the students affect them quite intensely. The student's family is much more interested in their studies or career. Following which the decision made by either party play a big role in this study. The negativity from their own father and mother are the main cause for their triggering responses such as depression and self-harm. Students rely on their family for support and since they get the opposite, this clearly bothers them to a dangerous point of self-doubt.

3. *Friends of the students:*

Our third stakeholders are the friends of the students. It is often seen that friends have different kinds of fun may it be in the form of jokes, mocking, shaming. Nonetheless, this triggers a loss in confidence for them which results badly. It is painful a lot of the time and can cause the students to isolate themselves from being social and communicative with the people that they thought were their friends. As a result, they feel lonely and lose confidence.

We have used poster communication tools to create awareness in this campaign, “Career Stress on Students Cause Unwanted Repercussions”.

Poster



Image 1: poster