

# Expressions

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UNCOMPROMISING.  
INDEPENDENT.  
FIERCE.

Through the veil...

# OOH! It's the new PR thing

Out-of-Home (OOH) advertising ensures exposure without filters, skips, or ad blockers.

KANAN YADAV

Master of Arts in Advertising & Marketing Management



As audiences scroll past countless online ads, creative OOH campaigns are gaining traction, both offline and online. Billboards, transit hoardings, and public installations command unavoidable attention, even during something as mundane as being stuck in traffic. Rather than competing with digital media, OOH amplifies it by prompting viewers to search for brands, interact with them, and share their experiences on social platforms. According to a 2025 study by the Out of Home Advertising Association of America (OAAA), 78% of consumers take action—such as searching, sharing, or visiting a store—after encountering an OOH advertisement. OOH functions as PR by delivering high-impact messages that generate excitement, earned media coverage, and viral moments in public spaces. Unlike digital ads that often cause fatigue, OOH is rooted in real-life experiences and is inherently shareable. Brands are increasingly using outdoor media to address real-

Communication that exists beyond screens—where people live, commute, and pause—has begun to feel harder to ignore. This shift has positioned Out-of-Home (OOH) advertising not merely as a media format, but as a strategic Public Relations (PR) tool. In an era dominated by algorithm-driven digital advertising, OOH ensures exposure without filters, skips, or ad blockers.



Pictures: Kanan Yadav

world contexts through witty, sharp, or socially relevant messaging. In 2025, quick commerce brands like Blinkit and Zepto, along with tourism campaigns such as Ayodhya tourism billboards, placed in metro stations across cities, have demonstrated how OOH can spark conversation without overt promotion.

OOH seamlessly integrates into everyday life—metros, malls, cafés, offices—making it contextual, tangible, and shared. It encourages participation rather than passive consumption. Manorama, a part-time employee and UPSC aspirant, notes

that while she avoids social media, an innovative offline promotion is compelling enough for her to record and share online. For her, creativity cuts through clutter more effectively than algorithms.

Anshuman, an LLB student at Lucknow University, observes, “At the grassroots level, local brands are also leveraging niche outdoor formats to connect with their communities.” Similarly, Disha, an undergraduate student, recalls noticing a ChatGPT hoarding that generated curiosity without overt advertising—demonstrating OOH’s subtle PR power.

## Public storytelling with lasting impact

Much like Public Relations, OOH aims to be remembered rather than merely seen. When brand values are thoughtfully embedded in public spaces, messages travel organically—photographed, shared, and discussed. At this intersection, OOH becomes more than advertising; it translates into public storytelling with lasting impact. ■



# CONTENTS

- 2 OHH! ITS THE NEW PR THING  
-*Kanan Yadav*
- 4 MAKKHAN MALAI: LUCKNOW'S  
LOVED WINTER DESSERT  
-*Aadya Mishra*
- 5 UNCONPROMISING. INDEPENDENT.  
FIERCE.  
-*Aadya Mishra*
- 6 FOOD VALLEY GRADUALLY 'EAT-  
ING' UP CHATORI GALI  
-*Kavya Sharma*
- 8 YOU CAN LOVE IT, YOU CAN HATE  
IT, BUT YOU CAN'T IGNORE IT  
-*Maria Siddiqui*
- 9 STARTING THE YEAR ON A 'FESTI-  
VAL NOTE.  
-*Bhavna Soni*
- 10 PRIVATE FEELING IN A PACKED  
PUBLIC FEED  
-*Zehra Abdi*
- 11 LUCKNOW'S 'MONUMENT'AL HERITAGE:  
NEGLECTED BUT NOT FORGOTTEN  
-*Ramzi Hasan*
- 12 FAILING AFTER GRADUATION: THE  
SILENT POST-COLLEGE CRISIS  
-*Aarohi Seem*

## EXPRESSIONS

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# Media Careers in Transition: from traditional roles to digital-first opportunities

**Prof (Dr.) Sanjay M Johri**

Gone are the days when media careers were largely confined to reporting, editing, anchoring, and production roles within established news organizations. The rapid rise of digital media platforms, social media, OTT services, and mobile technologies has significantly diversified the employment landscape.

Today, media students are increasingly sought after for roles such as digital content creators, social media managers, SEO specialists, multimedia journalists, podcast producers, and video storytellers. While content remains at the centre stage irrespective of platforms, freshers must prioritise developing themselves into multi-skilled professionals who can write, shoot, edit, and publish content seamlessly across platforms.

To meet these evolving industry demands, media education must shift towards skill-based, technology-driven, and interdisciplinary training that prepares students for a dynamic and competitive job market. The media industry has undergone a profound transformation due to rapid technological advancements, digitalisation, and changing audience consumption patterns, directly expanding career opportunities beyond print journalism, radio, and television.

The growth of OTT platforms, web-based news portals, and independent media startups has opened new avenues in scriptwriting, content strategy, fact-checking, and digital production. Corporate communication and public relations have also evolved, offering roles in brand storytelling, crisis communication, influencer management, and reputation building. As a result, media students now find placements not only in media houses but also in corporates, NGOs, political consultancies, and development communication organisations.

With a strong, industry-aligned portfolio, freelancing and entrepreneurship have emerged as powerful career paths. Media professionals today work as independent writers, video producers, vloggers, podcasters, and social media consultants, leveraging platforms such as YouTube, Instagram, and LinkedIn. The expanding gig economy supports flexible work models, allowing individuals to build personal brands alongside professional careers.

Although traditional roles are shrinking, new technology-driven opportunities are booming. The job market is not losing jobs—it is transforming them. Media students who successfully combine human creativity with AI tools, data analysis, and multi-platform technical skills will be best positioned for long-term success in the industry.

# Makkhan Malai

*Lucknow's loved winter dessert*

AADYA MISHRA

Bachelor of Arts in Journalism & Mass Communication

No wonder, Lucknow was named a UNESCO “Creative City of Gastronomy” in 2025, with Makkhan Malai cited as a primary example of its “intangible heritage”. The onset of winters brings Lucknowites to celebrate the very sweetness of culinary richness, with Chowk’s historic Gol Darwaza becoming a chief spot for one of the city’s dreamiest winter delicacies - Makkhan Malai. Often described as “edible air” or “a sweet cloud”, it completely dissolves the second it touches the tongue. A little girl, enjoying Chowk’s Makkhan Malai, when asked why she likes the dish, said, “I love ice cream, and this is my ice cream for winters.” Topped with Chandi ka Warq (silver foil), saffron streaks, which give it a pale golden hue, crushed pistachios and almonds, Makkhan Malai is kept in large brass platters covered by conical glass domes. This dessert outclasses others due to its unique nature of preparation, seasonal fragility, cloudy texture, among other factors.



Pictures: Aadya Mishra

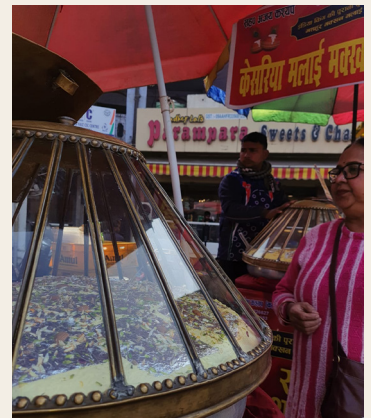


## Made with milk and fresh cream

Proprietor of ‘Kesariya Makkhan Malai’ stall by the Gol Darwaza in Chowk, Mr Munna Kashyap, explains, “Makkhan Malai is made of milk and fresh cream, and the original traditional preparation involves exposure to overnight dew and hand churning the dew-soaked milk for 3-4 hours until it gains its frothy cloud-like texture. Nowadays, bulk production by machines, i.e. electrical whisks, is more prevalent, which allows multiple batches per day.”

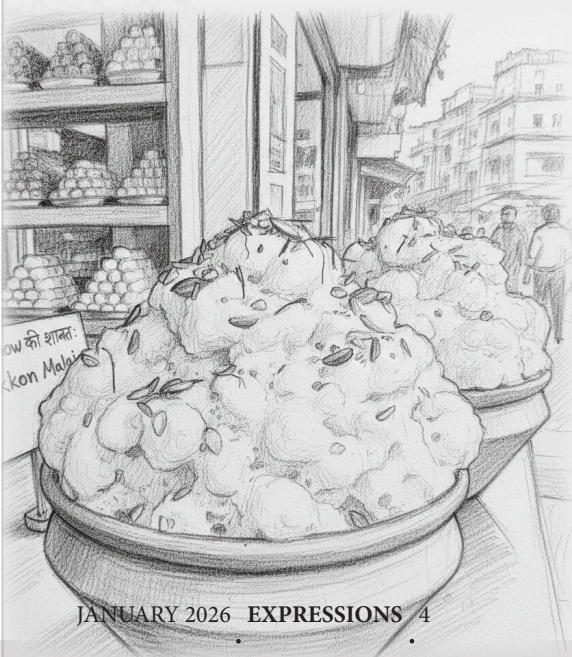
## Enjoy it in every season

Kiran, a resident of Chowk for over a decade, said, “Makkhan Malai earlier used to be strictly seasonal, but now with more preservation and faster production methods available, it can be found in almost any season except for extreme summers during the months of May-June.” However, the craze and the true essence of Makkhan Malai peak during the winter months after October or November. “It is like a little mela here in Chowk,” she added.



## Lucknow's most fragile heritage

Makkhan Malai is perhaps the only dessert in the world that is held together by weather. Although it can be made to last by using ice to maintain a certain temperature, it is still very difficult to export it or travel with it without melting. It is a dessert that can only be enjoyed in the moment and at the place where it is made. Thus, it is termed ‘Lucknow’s most fragile heritage.’ ■



# Uncompromising. Independent. Fierce.

AADYA MISHRA

Bachelor of Arts in Journalism & Mass Communication

These are often the words used to describe women today. Yet, behind this strength lies a journey, one marked by denial, self-realisation, inner chaos, and eventually, redemption. It is within these stages that stories worth telling emerge.

The photographs in this series unfold multiple narratives. Each frame resists being reduced to a single emotion or meaning. As it is eminently said, “A picture speaks a thousand words”, usually because it is seen through the lens of a thousand perspectives.

The photographer seeks to capture the unspoken turbulence within a woman, emotions concealed beneath silence and restraint. This inner chaos, though personal, becomes universally relatable, allowing viewers to connect the images to their own struggles and moments of self-discovery.

Through visual storytelling, the pictures trace the journey of a woman draped in a shimmering veil, weary of the fate imposed upon her. Yet, her exhaustion does not give way to surrender. Instead, it awakens a longing for independence, for possibility, for a world beyond what she has known. From behind the haze of the veil, she begins to imagine freedom.

And gradually begins her struggle of unveiling, and of self-realisation.

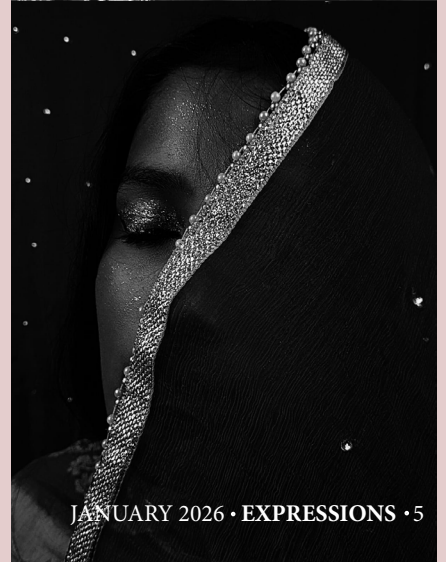
As the veil slips away, she steps from darkness towards light, momentarily overwhelmed by its intensity, covering her face with her worn out hands symbolising spirit. Amidst the dread for both light and darkness, she did not settle for one; she chose herself.

She stood collected with a half veil; she claims her identity not as fragile or submissive, but as whole.

She makes it clear that she is the silence, the beauty, and the might, standing balanced between the dark and the light. ■



Pictures: Aadya Mishra



# Kurkure Momos to Kimchi Towers

## Food Valley gradually ‘eating’ up Chatori Gali

KAVYA SHARMA  
Bachelor of Arts in Journalism & Mass Communication

Food Valley is becoming increasingly popular day by day as it offers a cleaner, safer and more organised space for people. With a wide range of branded food outlets and a great variety, it has turned into a complete experience rather than just a food destination. Activities like bungee jumping, balloon setups and toy trains for children, and painting, photography and bracelet-making for adults have made Food Valley a new sensation in Lucknow. As a result, people who once loved Chatori Gali are slowly shifting their preference towards Food Valley. Better seating arrangements, hygiene and security have played a major role in this change. Vendors at Chatori Gali admit that they miss the crowd but also confess that people may not return unless hygiene and safety improve. However, many believe that Chatori Gali can never truly be replaced, as it holds nostalgia and emotions for the people of Lucknow. While people once loved Chatori Gali deeply, change has become necessary due to safety concerns and the behaviour of some sections of the crowd.

According to a lady, “When I used to visit Chatori Gali, I often felt unsafe. Because it was pocket-friendly, I didn’t have many other options. But when I visited Food Valley at night, I felt safe, and hygiene was not a concern.”

Gupta Ji, a vendor from Chatori Gali, shared, “Nothing has changed, but the environment says it all.” On a Saturday evening, when the gali is usually crowded, it stood almost empty, its fame having shifted to Food Valley.

This shift clearly shows how people move towards better options and leave behind places that once gave them comfort. Kurkure Momos from the Gali has been replaced by Kimchi Towers in the valley. Soya Chaap has given way to brands like Karari Angeethi. Maggi and chai stalls are now competing with cafés like Mr Sandwich and Globe Café. While local vendors in Chatori Gali wait for their public, outlets like We Desi, Neelkanth and Chung Fa have won people’s hearts.

Many visitors believe Food Valley offers variety at one place. A young visitor commented, “It offers you

so many brands, and you can eat a lot of different food at one place without moving around.” Families, in particular, seem more drawn to the new space. One parent shared, “Food Valley feels more suitable for families. Earlier, in Chatori Gali, children used to enjoy small remote cars, but now big toy trains have replaced them, making it more exciting for kids.”



Pictures: Kavya Sharma

**Better seating arrangements, hygiene and security have played a major role in this change.**

“Food Valley is much cleaner. There’s ample seating available; you can comfortably sit on chairs, under the open sky, and enjoy street food. Both veg and non-veg dishes are available. There’s even a toy train and fun.” zone for children.”

-Anshika Srivastava



However, despite the growing popularity of Food Valley, people still acknowledge the importance of Chatori Gali. Many continue to prefer the gali for its pocket-friendly food and familiar flavours. Chatori Gali gives people comfort and a true street-food experience, where vendors sell tasty food at affordable prices. These vendors, many of whom come from poor backgrounds, wait every day for their customers, with hope. As a lady said, “Places may change, but comfort stays where memories are made.” The vendors believe that one day, the Gali can improve for people, bringing back the crowd, the warmth and the nostalgia that once defined it. ■



# You Can Love It, You Can Hate It, But You Can't Ignore It

MARIA SIDDIQUI

Bachelor of Arts in Journalism & Mass Communication

Once you cross your early twenties, Lucknow is rarely imagined as a dream city. Ambition begins to speak louder than comfort, and proving oneself slowly starts to matter more than safety. Many young people growing up here understand early on that leaving is inevitable—not out of dislike, but out of necessity. Better opportunities, higher-paying jobs, wider exposure, and industries that do not yet exist in the city quietly push them out of their comfort zones. Parents struggle to send their children away. Letting go is never easy, financially or emotionally, yet very often, nothing is said out loud. Silence becomes a form of consent—an unspoken understanding tied to futures and dreams. Long before the decision is announced, many parents have already prepared themselves for it.

Lucknow, meanwhile, continues to grow at its own pace. Its professional ecosystem remains limited, shaped by fewer industries and slower transitions. Saloni, a 25-year-old freelancer from Indore, explains, “In many older, reputed media agencies, independent decision-making often takes a back seat. Innovation exists, but it is usually driven by people who have worked within the system for decades. Younger voices are expected to follow processes that haven’t really changed in years. Even internships promise stability, rewarding consistency more than curiosity.”

Yet the reality of Tier-1 cities is rarely as glamorous as imagined. Once young professionals leave the nest, the air changes. Everything moves faster. Relationships become conditional. There is no ledge to pause on—no one waits, no one listens for too long. For many, this is the first time they are flying without the emotional cushioning they grew up with. Burnout does not arrive with warning; it settles in quietly. This is where the contradiction emerges. People leave

**Muskuraiye, aap Lucknow mein hain!**



Lucknow to grow, yet defend it fiercely. They criticise its slowness in private but speak of it gently in public. This is because Lucknow offers something Tier-1 cities rarely do: emotional safety. A lower cost of living, proximity to family, and long-standing friendships create a support system that does not need to be scheduled weeks in advance.

Here, people are allowed to pause without the constant fear of being left behind. Some return temporarily after burnout—one, to recover from a toxic workplace, another, to regroup after an unsuccessful career move. Lucknow does not demand explanations. It absorbs people without asking them to justify their return!

Those who stay, or eventually come back, do so, not because they’ve stopped dreaming, but because they learned the cost of constantly running. Lucknow may not be the city where ambitions take off at twenty-two, but it remains the place many return to when ambition exhausts them—a city that may not propel you, but will always hold you, reminding you that home does not ask for explanations. ■



# Hello, January!

## Starting the year on a 'festival note

**BHAVNA SONI**

Bachelor of Arts in Journalism & Mass Communication

In January, India doesn't rush into the new year; it waits for its festivals to lead the way.

Each festival reflects a deep ancient understanding of seasonal needs, where climate, nutrition, and community come together to support both physical and emotional well-being.

One such observance is Sakat Chauth, also known as Sankashti Chaturthi. Dedicated to Lord Ganesha, the festival is observed primarily by mothers who fast for the health and longevity of their children. Falling during the Krishna Paksha of the Magha month, Sakat Chauth calls for discipline, patience, and devotion. The fast is broken

only after the moon is sighted, symbolising hope after restraint. The foods consumed are tilgud (sesame-jaggery), shakarkand (sweet potato), and laiya ke ladoo (puffed rice laddoos). Naturally warming and nutrient-dense, these delicacies align seamlessly with the body's needs during the coldest part of the year.



As the chill intensifies in North India, Lohri brings fire, warmth, and

togetherness. Celebrated around bonfires, it marks the end of the winter season. It honours the harvest of rabi crops and pays tribute to the Sun God for energy and abundance. The foods consumed such as sesame seeds, jaggery, peanuts, and popcorn, are rich in healthy fats, iron, and natural sugars, essential for generating warmth and boosting immunity. Passed hand to hand around the fire, they turn nourishment into shared joy.

Makar Sankranti, celebrated across India, signals the Sun's northward journey into Capricorn. It symbolises longer days, renewed energy, and spiritual awakening. Across regions, people prepare seasonal delicacies made of til and gur, reinforcing the idea of balance, sweetness in speech and strength in the body. Flying kites, taking holy dips, and charitable acts are reminders of harmony between humans, nature, and the cosmos.

In southern and northeastern India, Pongal in Tamil Nadu and Magh Bihu in Assam are celebrated as harvest festivals. These festivities express gratitude to farmers, cattle, and nature. Freshly harvested



*Pictures: Bhavna Soni*

grains, milk, and seasonal vegetables dominate meals, promoting clean, nourishing diets rooted in sustainability.

What binds all January festivals together is their human-centred wisdom. They advocate slowing down, eating seasonally, and practising mindful restraint. In a time dominated by processed foods and accelerated living, these traditions stand as gentle reminders of an older intelligence, one that prioritised harmony with nature and holistic well-being long before modern science put a name to it. ■

# Private Feelings in a Packed Public Feed

## How being too online changed what 'personal' means?

ZEHRA ABDI

Master of Arts in Advertising & Marketing Management

There was a time when personal moments truly belonged to us. Feelings were shared with a few trusted people, bad days didn't need announcements, and memories didn't require proof. Today, almost everything is content. Breakups turn into soft-launch reels, anxiety becomes an aesthetic story, and healing is tracked through updates. In a screen-dominated world, privacy now feels outdated, and living quietly almost seems unnatural.

"I overshare and still feel unheard," says Sana, a 20-year-old student. "If my post doesn't get enough likes, I start questioning whether my feelings were even valid!" For many young people, validation has become instant but fragile. Likes, views, and replies offer temporary reassurance but rarely lead to a genuine emotional connection.

Even happiness isn't free from this pressure. Moments are often experienced with one eye on the screen. "I can't enjoy anything without thinking about how it'll look online," admits Arjun, 23.

Influencer culture has further blurred the line between real life and presentation. Everyday routines, relationships, and even personal struggles are packaged for engagement. "You end up comparing your messy reality to someone else's highlight reel," says Isha, a content intern. "It quietly messes with your self-esteem." Constant comparison creates silent anxiety, making ordinary lives feel inadequate, simply because they are not visible or viral.

The emotional cost of living publicly is high. Grief is expected to be shared, healing is rushed, and silence is often misunderstood. "When I stopped posting during my worst phase, people assumed I was doing fine," says Kabir, a final-year student. "It felt like my pain didn't matter unless it was visible." In a culture obsessed with transparency, privacy is often mistaken for emotional distance.

Yet, a subtle shift is beginning. More people are



choosing private accounts, close-friends stories, or moments that exist only offline. Logging off is slowly becoming a quiet act of self-care. "Not everything needs to be shared," says Meher, 22. "Some things feel better when they're just mine." Choosing privacy is starting to feel less like secrecy and more like self-respect.

When everything is public, nothing feels personal anymore. Life was never meant to be constantly observed, judged, or validated by strangers. Some moments are meant to exist without captions, filters, or reactions. In a world where visibility is expected, choosing to keep parts of yourself offline may be the most personal and radical choice of all. As one student put it, "The most personal thing I've done lately is not posting at all." ■

# Lucknow's 'Monument'al Heritage: neglected but not forgotten

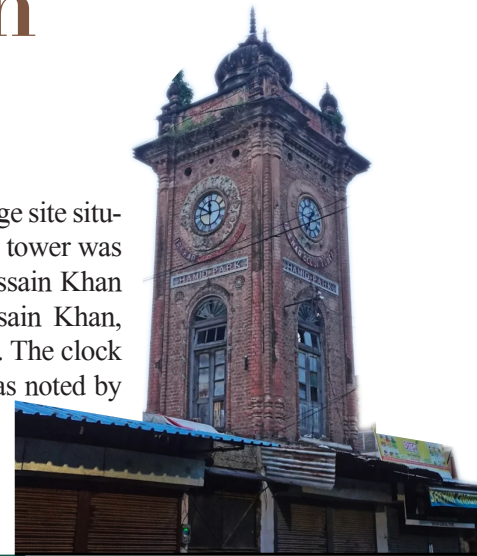
RAMZI HASAN

Bachelor of Arts in Journalism & Mass Communication

Lucknow remains one of India's most celebrated cities due to its culture, cuisine, and monuments. Its deep connection with history continues to reflect through grand structures that once carried the city's name across the world. Beyond the famous sites lie structures that once shaped public life, freedom movements, and personal histories. Today, these monuments stand quietly, fading into neglect.

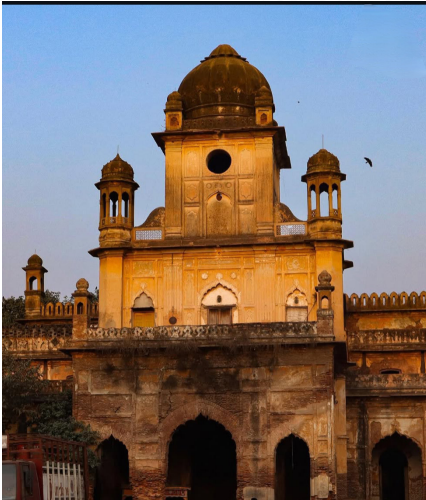
## Clock Tower

Irshad Clock Tower is one neglected heritage site situated near the City Station. The 55-foot-tall tower was built by Bahadur Nawab Syed Hamid Hussain Khan in memory of his son, Syed Irshad Hussain Khan, who passed away at the age of 30, in 1949. The clock mechanism was imported from England, as noted by Professor Syed Ali Hamid, a descendant of Syed Hamid Hussain Khan. Once a symbol of a father's love, the tower now sadly shows visible cracks and decay.



## Rifa-e-Aam Club

Another such site is the Rifa-e-Aam Club, located in Wazeerganj. Built around 1860 by the Nawabs and Taluqdars, the club's name is derived from Urdu words, rifa (happiness) and aam (common people), signifying 'happiness for all.' True to its name, the club became an important space for public discourse during India's freedom movement. On 26 April 1922, Pandit Jawaharlal Nehru and Sardar Vallabhbhai Patel addressed the public here, urging greater participation in the Swadeshi movement. Mahatma Gandhi also visited the club on 15 October 1920, to deliver a speech promoting Hindu-Muslim unity. There have been claims that the historic Lucknow Pact of 1916 between the Muslim League and the Indian National Congress was signed at the Rifa-e-Aam Club. However, according to Mohammad Amir Mohammad Khan, son of Raja Mahmoodabad, the pact was signed at Kaiserbagh. At a time when several clubs displayed signboards reading "Indians and Dogs Not Allowed," Rifa-e-Aam Club stood apart as a space open to all. Today, that legacy of inclusivity remains overshadowed by neglect.



## Maqbara-e-Alia

The Tomb of Janab-e-Alia, or Maqbara-e-Alia, is located in Wazeerganj. Janab-e-Alia, the Hindu wife of Nawab Shuja-ud-Daula, is believed to have played a significant role in the construction of the 350-year-old Hanuman Temple in Aliganj, after her wish for a child was fulfilled. Since then, devotees have celebrated Bada Mangal every Tuesday. The tomb was later constructed by her son, Nawab Saadat Ali Khan. Although the site is protected by the Archaeological Survey of India (ASI), encroachments have pushed it into a deteriorating condition. "We have written to higher officials, and its preservation will resume from the new financial year," an ASI official stated.



## Farhat Baksh Kothi

Farhat Baksh Kothi, located near Kaiserbagh, was built in 1781 by French Major General Claude Martin. Its walls continue to crumble, plaster peels away, and exposed bricks show signs of prolonged atmospheric damage. The monument is in urgent need of restoration. These fading sites of Lucknow hold untold stories of a once-glorious past with a heritage that shaped the city's identity and public life. Though time has worn down their physical presence, their histories endure, waiting to be acknowledged, restored, and preserved. ■



Pictures: Ramzi Hasan

# Failing After Graduation

## The silent post-college crisis

### What Graduates Are Saying:

It's hard to tell my family I don't have it figured out yet.

Placements and exams feel like a pressure cooker, I'm not sure who I am without them.

Everyone else has plans, and I feel like I'm falling behind.

I need help and direction, not just a list of vacancies.

AAROHI SEEM

Bachelor of Arts in Journalism & Mass Communication

If the hype is to be believed, the last semester of college is a major pivotal point in a student's life. Everyone's talking about graduations, saying their goodbyes and making plans for what's next. But behind all the smiles and celebrations lies the quiet struggle, uncertainty and pressure about what the future holds. "For me, it's exciting, but more than that, it feels like a huge responsibility," said a fellow student. Another one shared their own concern: "I'm not confused or scared, but the pressure to get a good job and start earning as soon as possible is always there." This phase frequently impacts people's confidence and sense of self-worth.

According to a student, "When you're stuck

*"People say, 'Do what your heart wants' and 'Take risks,' but no one talks about how risky it really is," a student pointed out.*

between choices, questions about your worth start coming up. Confidence drops, and you feel the need to understand your real potential." Nevertheless, not all individuals experience a sense of disorientation in the same manner. Another student articulated: "It hasn't affected my productivity. I'm just working on upskilling myself so I can find a good job."

Many conversations that students have among themselves never reach parents, teachers or placement cells. "People say, 'Do what your heart wants' and 'Take risks,' but no one talks about how risky it really is," a student pointed out. "If something doesn't work out, those same people only look at results, not the effort." Another student highlighted deeper issues: "We talk about mental health, loneliness, family pressure and even bullying. Occasionally, educators may communicate in a stern manner due to their authoritative position, without fully recognising the detrimental impact this can have on a student's self-esteem."

Most students firmly believe that feeling lost is not a sign of weakness.

"If you realise that you are lost, you've already acknowledged the problem," a student shared. "Society views it as a weakness, but it can actually help you discover your true interests instead of blindly following the rat race." Another student added that the uncertainty many feel today is influenced by economic pressure and rigid systems, making this state a natural reaction.

"For those standing at the edge of graduation, you're not failing at your career," stated a student. "Don't rush. Take a moment to pause, understand your strengths and weaknesses and then move forward." Another one added: "You're enough. Work at your own pace, continue to improve yourself and never stop exploring."

The silent crisis after college isn't about failing; rather, it's about dealing with uncertainty in a world that demands quick answers. For many students, just recognising that uncertainty is the first step to moving ahead. ■

## Graduated, But Lost:

### The Silent Crisis After College

Inside the struggles of recent graduates feeling lost and uncertain after leaving



I'm losing confidence and feeling lost.

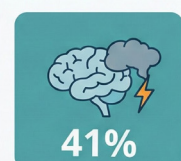
Main causes of stress:



Job search pressure



Unclear career path



Mental health struggles