

A Report on My Internship Experience at
Asian Television

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Salsabil Haque Jhara

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Chapter One: Introduction

The world has become a global village under the umbrella term of “Globalization”. The era we are living in is the era of electronic gadgets and information technologies. Due to massive globalization, the world has come closer through the exchange of information by means of mass communication. In addition, specialist, leaders and the intellectuals around the whole world decided to let people know about the global affairs which later gave birth to journalism and media. There are various kinds of media around us. From them, we the masses mainly rely on five types of media; they are- print media, audiovisual media, radio, telecommunication media, and the internet. We can say media and its usage is changing with the flow of globalization. These medias give us the latest and up-to-date news of our regions as well as news from other countries of the world.

1.1. Why did I choose Media and Cultural Studies as my major area of Concentration:

From my childhood, I was highly fascinated by the people who spoke nicely. This fascination came because of my teachers and mostly from the television media. I used to watch people very eagerly who spoke in accurate language. I watched Bangla dramas in television and observed my teachers in school so that I can learn to speak nicely. I even watched some of the stage dramas organized by the theatre of Jahangirnagar University. From that moment, I wished to become a teacher or an actor or a Presenter so that people can see me talking nicely in classroom or on TV. Later, I indulged myself in the area of science as my parents wanted me to be an engineer. But because of bad result, I did not get chance to study engineering and later on I decided to study in English, mainly in the area of ELT (English Language Teaching) and Media together. I got admitted in the English and Humanities (ENH) Department at BRAC University.

To be honest, it was only my decision to study English. I came across the subjects like ENG 114: Introduction to English Drama and ENG 217: Shakespeare. These two subjects re-engaged me with the passion of media and acting, but acting in the family and festive functions is a lot more different than acting on stage or on the television. After taking ENG 114 and ENG 217, I shut down my box of imagination as an actor, and prepared myself to face the world of literary theories as other courses that I took did not deal with media studies. After completing 30 credits, I had to choose a major area of concentration for my undergraduate program. Before I selected my concentration, I consulted my seniors and heard about the combined concentration in both ELT and Media and Cultural Studies. From my childhood, I was very attentive towards theoretical studies though I preferred more practical and first-hand type of learning systems. With Media and Cultural Studies as my area of concentration, I found so many interesting things to learn. The courses under this concentration are based on practical knowledge, and have a lot of first-hand tasks. I learnt many useful things from the courses offered under this concentration area. In addition, the subjects like ENG 401: Editing, ENG 404: English for the Print Media, and ENG 440: Copywriting kept my lost dream alive. I learnt mostly about the print media, but it gave me the motivation to give myself one more chance. It may not be the audiovisual media, but I thought I still can work in the media sector along with the hope to be a teacher. So, I decided that ELT and Media and Cultural Studies were the best combined area of concentration for me to complete my undergraduate program at the ENH Department in BRAC University.

1.2. Why did I choose Asian Television for internship:

Once I finished the required 90 credits for being eligible to start ENG 466: Dissertation, I was required to do an internship either in ELT or in print media or the audiovisual media sector. So, I started to think about where I can get the opportunity to do my internship. Doing an

internship was not only required for my undergraduate program, but I knew it would also help me later when I will look for jobs. That is why I had to look for a well-known media related organization to do my internship. As a student of Media and Cultural Studies concentration, I had the freedom to choose my desired organization from the fields of print media, audiovisual media, or advertisement firms. At first, I gave an interview in The New Age newspaper and I was selected but I thought to do my internship in broadcast media, not in print media. Fortunately, I have a relative who is a Newsroom editor and also a very good journalist in Asian TV. So, I contacted him and told him about my internship. He then assured me not to worry. A few days later, he called me and told me to meet him with my resume and a forwarding letter from my University. Then I issued an official forwarding letter from the OCSAR of BRAC University and met the NCO of Asian Television. It was a short casual interview, and then he asked me to write a headline of a news from internet and also asked me to translate a short English article into Bengali. When I finished writing the headline and translating, he offered me to work at the both National and International News Desk as an intern, because I was from the English Department. So, finally I was assigned to do my internship at the National and International News Desk at Asian Television for 12 weeks from 7th May to 31st July 2017. As my on-site supervisor had to do his job as a Senior News Editor there, he instructed me to show my work to the Newsroom Editors of the National and International News Desk and get their advice.

1.3. Scope and Objectives:

During my internship period, my focus was on broadcast journalism, but within twelve weeks time nobody can fully acquire all the knowledge that a broadcast journalist has. With hard work and long working experience, a journalist forges himself/herself as a soldier of truth. After

completing my three-month internship, I may not become a full-fledged journalist, but I gathered the knowledge of how a broadcast media organization works. To an extent, I must say that I have achieved my internship goals which were to intern in a broadcast channel, use knowledge of news script writing, editing, summarizing, providing accurate news, etc. When I remember my three months of internship, I see it as a well-organized experience of my life which I will help me to develop my career as a broadcast journalist in the future. The courses offered by the department built my confidence to work in the world of media. The lessons of the four courses under the Media and Cultural Studies concentration helped me to have primary knowledge about journalism and motivated me to work with ease in the media sector. These four courses are: ENG 333: Globalization and Media, ENG 401: Editing, ENG 404: English for the Print Media and ENG 440: Copywriting. These courses are particularly designed for media students by the ENH Department. During my internship, I tried to use all the knowledge I gained in my undergraduate media courses, and I tried to obey the instructions of my supervisors from both the ENH Department of BRAC University, and the News Desk of Asian Television office.

Chapter Two: Brief history of Asian Television

Asian Television is one of the most renowned satellite based broadcasting media of Bangladesh. It is not only a news channel, but also airs different types of dramas, shows and Bengali cinemas. This channel was launched on 2013. The office of this TV channel is located at Niketon, Gulshan, Dhaka, Bangladesh. Asian Television mainly is an entertainment channel, but it also airs Bengali news about both national and international issues. Asian Television also telecasts other kinds of programs, including news, talk shows, health shows, agricultural shows, education related programs, and many entertaining things. The members and staff of this channel believe in ethical journalism. This channel presents non-biased and accurate news to its viewers. The channel is now keeping pace with the modern generations by broadcasting its programs and news updates through YouTube and Facebook. Asian Television tries to provide only healthy, true, and informative news and programs. Picture format of this channel is SDTV and HDTV. Its satellite frequency is Apstar 2R, 4009 MHz C-Band.

2.1. Offline and Online News Sourcing:

The word “NEWS” is an abbreviation of the four main directions, “North East West South”. News is a non-tangible element which is part of the information processing system. Due to modernization, the news became a key part of today’s world. Now-a-days, news can be gathered by both offline and online sources. Collecting news from offline sources is the traditional way of gathering news. For that a journalist or a reporter has to walk or travel to the place where the incident happened. Sometimes, it becomes a very difficult process when the place where the incident occurs is very far from the news agency or the broadcasting office. That is why online sourcing comes to use for the news organizations. When the news agency or

organization cannot send their journalists to the spot of the incident, they collect news via internet and phone calls which save money and physical efforts. Sometimes, depending on online news sources can become harmful for the news organizations. Now-a-days, everyone is acting as a journalist by opening their own news websites and practicing Yellow Journalism. Yellow Journalism means publishing unethical news without proper permission/citation. Collecting and broadcasting news items from these sources can give birth to many legal difficulties. So, when it is not good to rely on online news sourcing, I think it is good to go with the traditional ways. Therefore, the Country Desk of Asian Television collects its news mostly from on-field reporters and news correspondents. The scene of the International Desk is different from the Country Desk. The International Desk does not have reporters abroad. That's why the International Desk only relies on the news provided by the authentic sources and international news organizations such as Reuters, Associated Press Television Network (APTN), etc. The Sports Desk uses the same protocol for collecting news about the sports events happening in foreign grounds, but the sports events happening on home ground are collected by the reporters. When I interned at the News Desk, I was instructed to browse the most significant websites. In Asian Television office, the most reliable foreign news websites are: British Broadcasting Corporation (BBC), Cable News Network (CNN), Al-Jazeera, Reuters, Ananda Bazaar and New Delhi Television (NDTV). Most of the video footages regarding the foreign issues are provided by the APTN with monthly subscriptions. The newsroom also follows Bangladeshi online news portals of Bdnews24, Daily Star, and Prothom Alo.

2.2. Different Divisions of News Department in Asian Television:

Asian Television only airs in Bengali language for the understanding of the masses. There are mainly two divisions in Asian news department. They are: 1. The Newsroom and 2.

The News Production Unit. Under the Newsroom Department, there are four news desks which are known as: 1. Reporting Desk, 2. Country Desk, 3. International Desk and 4. Sports Desk. The Reporting Desk consists of experienced field reporters who go to the fields and places physically to collect news and interviews. The other three desks do not have active field reporters, but consist of experienced Newsroom Editors who collect news via telephone calls and e-mails from the local and zonal news correspondents. All working members of these four desks have to report to their higher authority after writing any news item. The Newsroom Department of Asian Television is mainly governed by five members who have high designations at Asian Television. It is run by a committee of a Head of News, a News Advisor and three News Editors. Under the supervision of the News Editors, there are twenty-six reporters in the Reporting Desk, six Newsroom Editors in the Country Desk, and four Newsroom Editors in both the International Desk and the Sports Desk. The news presenters and the camerapersons are also part of the newsroom. On the other hand, the News Production Unit of Asian Television deals only with the Post-news writing and gathering part. It consists of a Senior Executive Producer, a Head of Production, ten Video Editors, twelve News Producers and seven Graphics Designers.

2.3. A Brief Description of the divisions of Asian Television:

The Newsroom and the News Production Unit are two separate divisions of Asian Television's news department. Each department has separate duties. Now, I am going to explain these two divisions based on their activities:

A. The Newsroom:

The newsroom is the largest and busiest part of the office. The Newsroom of Asian Television office is a well decorated and resourceful division with an adequate number of

computers and news servers. It also has a large studio from where the presenters present the news items. As I mentioned earlier, the Newsroom is divided into four desks. The Country Desk is the most important of all. The Country Desk deals with the news within the borders of Bangladesh. Basically, the newsroom editors at this desk work on the important news of our country daily by collecting news from the zonal correspondents. The contents and subjects of Country Desk include crimes, politics, regional developments, national issues and problems, peoples' opinions about the development of our country, and several incidents which take place in Bangladesh. The reporters of the Reporting Desk work in a similar manner as the Country Desk, but the reporters at the Reporting Desk are more active. They frequently travel to important places of Bangladesh like the Parliament, the Press Clubs, the High Court and the Supreme Court etc. to gather news and interviews from important people of our country. The International Desk deals with the major incidents of foreign countries. Finally, the Sports Desk only deals with the sports related news from both inside and outside the boundaries of our country. There is no culture, entertainment, and business-related news desks in the Asian Newsroom. These issues are highlighted by the different shows of Asian Television channel. These shows are part of Asian's EntertainmentProgram Unit, but not the Newsroom. The newsroom members write the news, which is read by the news presenters from the prompter monitor in front of them. This way, the news presenter does not have to memorize the news script while presenting it in front of the camera.

B. The News Production Unit:

The News Production Unit is also accountable to the Head of News and the News Advisor, just like the Newsroom, but this room is supervised by the Senior Executive Producer and the Head of the Production. The Senior Executive Producer makes work schedules for the

News Producers and the Graphics Designers. In addition, the Head of Production checks all the news items before giving approval to air the news items. This unit is divided into two parts.

These are:

a) The Panel Room:

The Panel Room works as the Sound Recording Room, the GFX Room, the News Editing Room, the Parliamentary Sessions and Sports Recording Room, and the archive of the Asian Television's News Department. The Panel Room is also called the Panel. The Panel Room of Asian Television is soundproofed so that outside noises cannot hamper the voice recording. After writing a news script, a reporter or a newsroom editor must provide video footages; sometimes his/her own voice and many other things like Graphics (GFX), animations, etc. The panel is the place where all these necessary things are added into the news items, and then the news items are sent to the Production Room to be telecast.

b) The Production Room:

The Production Room is also referred to as the Production Control Room (PCR). The PCR is one of the most important parts of any broadcast news media organization. After finishing all the writing, video editing and voice adding, a complete news item is forwarded to this room. The on-duty News Producer organizes the news items according to the chronological orders given by the News Editors. When the news item is finalized for transmission, the News Producer airs it on the TV screen, with attached footages and GFXs. The script of the news items is not broadcast for the viewers, but the News Producer airs the news script in a separate prompter monitor which is hidden from the television viewers. However, the news presenter can read the news from the monitor clearly in front of his/her eyes. During my Internship, I got the

opportunity to see the work within the PCR when I got the authorization from the Head of Production. The lights inside the PCR are always dim, so that the news producers can focus on their work.

Chapter Three: Elaboration of Technical Terminologies used in Audiovisual Media

In every occupational sector, there are some sets of terminologies used by the employees, which cannot be understood by the normal people. For example, in the medical sector the doctors and staff say, “Albumin” instead of protein, “Atrium” instead of upper heart chamber. If a normal person hears the word, “Albumin”, he/she cannot understand what it means, but a person studying or practicing in the medical sector can easily understand the meaning. Similarly, some basic technical terminologies are used in the audiovisual media sector, and at the very beginning of my internship, I had learnt the terminologies from my on-site supervisor. Without knowing these terminologies, I would never be able to deal with the works in audiovisual media. Now, I am going to explain the most widely used technical terminologies in the office of Asian Television’s news department. These are-

News Ticker:

News Ticker is the scroll that runs below the TV screen, giving the latest news updates and breaking news. In on-air media, it is not possible to air news bulletins every minute to provide the latest news. That is why every news channel along with Asian Television broadcasts the news items within a few words in the form of a scroll at the bottom of the TV screen, so that the viewers can at least have a brief idea of the incidents happening all over the world instantly.

Just-In:

Just-In refers to those news updates which are provided in a very short and incomplete line containing the main gist of the news. It appears at the bottom of the TV screen above the News Ticker. This line is known as Just-In. It is like News Ticker, but it is only a follow up or update of the news item which is already being broadcast.

GFX:

GFX is the abbreviated form of graphics which basically refers to graphics, photographs, maps or charts. It is used when video footages of any news item are not available or does not reach the news desk. At that time, the PCR shows the still pictures of that incident/event instead of the audiovisual footage. GFX can only be shown for up to 20-25 seconds of the duration of the relevant news item, and at least three images must be shown on the TV screen.

Footage:

Footage is the audiovisual clip sent by the reporters or the correspondents. Every on-air news item needs footage; otherwise the news will not be presentable. If the footage is not available, the newsroom airs the news with the help of GFX.

OC/IV:

Every television news script is written in two parts. These are OC/IV (On Camera/In Vision) and VO/OOV (Voice Over/Out of Vision) or PKG (Package). OC/IV is the first, common and important component of any type of news script. Some TV channels call it OC and others call it IV but both bear the same meaning. This is the part of the news where the news reporter has to write all the information in fewer words to catch the viewer's attention. Since the length of TV news is 1/3 of news in the newspaper, every detail has to be put in the OC/IV so that people who do not have time to hear the full news can get the main idea of it. When this part is being read; the news presenter is shown on the camera, and this is the reason why it is called OC/IV. A reporter or a newsroom editor needs to include all available 5Ws and 1H of the news in the OC/IV part, because this is the part which the audiences hear with importance. Thus, he/she should provide the 5Ws and 1H as much as possible in the OC/IV section. The standard

word limit for OC/IV is 35 words and should consist of 15 seconds of total news time, not more than that.

VO/OOV:

VO/OOV refers to the news that contains footage and other details. Basically, this is the elaborated part of the OC/IV, but the things which have been disclosed in the OC/IV should not be repeated in this part. During the VO/OOV, the footages related to the news are shown, and only the voice of the news presenter can be heard. In a VO/OOV based news, the tone is serious. Using romantic, sarcastic word or any kind of pun is prohibited for this form of news item. VO/OOV news should be broadcast within 1 hour after the time of the real incident. Otherwise the viewers will not give importance to that news. VO/OOV news always deals with the serious news stories happening inside and outside the country. The duration of this type of news should not cross a 40-50 second period. For this type of news; the reporter or the newsroom editor not only have to provide voice, but also has to attach relevant footage or GFX to claim the authenticity of that news. Footage or GFX is a must for every news item in television news channels. While writing a VO/OOV, the reporter or the newsroom editor should use popular, simple and easily understandable language. No hard words which are only understandable by literate people can be used. It is like writing a novel or a story for the masses; not for targeted groups of people. In VO/OOV news, the reporter or the newsroom editor has to concentrate on the news and cannot provide any wrong information. He/she has to provide all the correct information regarding the news.

PKG:

PKG refers to the compact report that has several parts sent by the reporters. A PKG contains OC/IV, Footage, Sync, Vox Pop and GFX and a complete PKG is called complete news which we watch on the television. PKG news is different from the VO/OOV news. In this kind of news, the reporter or the newsroom editor can use romantic words and additional news theme related songs or poems. The standard length of a PKG is not more than 130 words. The length of PKG is bigger than VO/OOV news. However, it can be maximum 3-5 minutes long; not more than that. The PKG news related footage or GFX can have colorful and animated backgrounds because here the reporter or the newsroom editor can set the tone according to the actual news. While preparing a PKG; the reporter or the newsroom editor has to provide his/her voice by reading from the written script. There is no deadline for PKG, but it is wise to air the news within a week from the time of the actual incident. Unlike OOV, the PKG contains possible suggestions regarding the social problem the PKG shows. The reporter or the newsroom editor also adds relevant Sync, Bite, Vox pop (Voice of People) and Payoff in the PKG to make it more convincing to the viewers. The News Editor can use an OOV as the head news for the news bulletin, but a PKG cannot be head news.

Payoff:

The payoff is the ending part of the PKG where the reporter mentions his/her name, name of the TV channel and the place where the incident took place. For example, if I am a reporter, and make a PKG on flood affected people of Jamalpur, then I should end my PKG by saying, “Salsabil haque Jhara, Asian Television, Jamalpur”. However, if it is made by the newsroom editor, and not by a reporter then only “Asian News Desk, Dhaka” will be mentioned. The payoff is mostly like Aston. Aston is provided in the news in writing format, but the payoff is provided in the audio format.

Phono:

Phono is a process of news broadcasting in case of emergency or last moment important news. Sometimes, it occurs when the news bulletin is being broadcast, but some other important news item comes to the newsroom. At that time, the News Editor passes a little summary of that news item immediately to the news presenter and instructs the production room to communicate with the on-site reporter. The Phono basically takes place during the national election, local government election and the major incidents like terrorist incidents, publication of any result etc. So, Phono is basically a live telecast of the telephone calls from the news studio to the on-site reporters. It is the best means to provide the news directly to the viewers without altering the news. Phono also makes the news more authentic in front of the viewer's eyes.

Bite:

When someone is giving a speech and the newsroom editor has no time to put the footage of the whole speech, he/she takes a brief portion of that speech to use it in the news item. Taking a small portion of someone's interview is known as Bite.

Sync and Vox Pop:

Sync is the statement or speech given by higher designated persons like President, Prime Minister, Ministers, Officers, etc. regarding the issue covered in the news item. On the other hand, Vox Pop is the opposite of Sync. It is the statement or speech of general people like farmers, day laborers, students or the victims of any incident or event etc. who do not have any higher designated positions. Both Sync and Vox Pop are used as Byte in news items due to time shortage.

Slug:

The slug is a process of saving a news script by giving it a name within three words. In these three words, the writer of that news script should express the subject of the news. Slug helps the News Editors know the contents of that file without opening it when they are sequencing the news items for timely news bulletins. For example, if the news is about the rohinga of cox's bazar area, then the slug name should be Rohinga Coz's Bazar.

Rundown:

In Asian Television Newsroom, rundown refers to the software named Octopus. Octopus is a software where the reporters and newsroom editors write their news. Every news channel has its own Octopus like software. This software is the main software where all the news scripts are maintained and arranged sequentially for the telecast. During the news telecast, every news script written in Octopus is projected on the prompter monitor to assist the news presenter.

Lead and Top 10:

Lead refers to the first news item that we see on the TV screen when a news bulletin starts. Lead news must be the most important news of that time. Moreover, the top 10 refers to the best news stories of the day. There is a section in every TV channel where they broadcast the top 10 news stories of every day in headline form with a short portion of the footage or GFX.

Aston:

When a news channel airs news items provided by a correspondent or a reporter, the channel should mention the name and address of that correspondent or reporter. By doing this the news channel avoids any sort of legal troubles, and grants credit to the correspondent or the

reporter for his/her hard work. Likewise, it also increases the credibility of the news item. Aston is the function which bears the name and destination of the reporter or the correspondent. It appears during news at the bottom of the TV screen.

Wap and query:

Wap is the internet based Asian news portal. By visiting Asian Television's website, www.asiantvbd.com people can watch and read all the news stories provided by the newsroom. On the other hand, by dialing the customized mobile number of newsroom which is provided in the scroll, the viewers can ask for any query regarding news.

Chapter Four: My Internship Experience at Asian Television

During my internship period, I interned at the National and International Desk at Asian Television office. My first week was rough, but the interesting experience was for me to get acquainted to a lot of people whom I had never seen before. Basically, I am not quite fond of meeting many new people in a short time, but I had to do it by getting out of my comfort zone. Every member in the Newsroom and the PCR act like family members where they address each other as Apu/Bhaias. Besides, I had to wonder inside the Asian Television office at least for a week to know the location of its different departments and how they operate. My on-site supervisor and the newsroom editors of the News Desk were very co-operative and friendly towards me. They did not brag about themselves or shout at me if I made mistakes in the script. They took their time and revised my news scripts very patiently. They also gave me advice and instructions on how to improve my writing style. After acquiring the knowledge about the terminologies and how to write news scripts, I was ready to execute my assignments at the News Desk.

4.1. Rules of writing script:

While writing, I came across some rules which all newsroom editors or reporters must follow during writing OOV (Out of Vision) or PKG (Package) news items. These are-

A. Selection of Words:

While writing a news script, I had to keep an eye on the word selection. As the on-air news is heard and watched by the people of both urban and rural areas, I had to use simple, easy and popular words while writing the OOV and PKG news items. My on-site supervisor advised me to use simple words while writing news scripts. Since Asian is a Bangladeshi broadcast

channel, it airs news only in the Bengali language. Most of the Bangladeshi people do not have a rich Bengali vocabulary, and they speak in their regional dialects. That is why it is wise to use simple and common Bengali words while writing news scripts. No complex or literary words can be used in the news scripts.

B. Easy to read for the News Presenter:

In audiovisual media, the news items are read by the news presenters and these news items are viewed and listened to by millions of people of the country in real time. So, there is no scope for any mistake in audiovisual media. The news presenters must be very careful while reading news scripts in front of the camera. If a news presenter reads the news inaccurately or pronounces any word in a manner which sounds vulgar or disoriented, then the viewers will stop watching that news. As a result, that news channel will lose its Target Rating Point (TRP) and face severe consequences. That is why the reporters and the newsroom editors should write the news scripts in a manner which can be easily read in front of the camera. All the channels of broadcast media has some common certain rules to make the news scripts easily readable. These rules are: While writing the news, the newsroom editor or the reporter must write the numbers from 1 to 9 in words. On the other hand, the numbers after 9 must be written in number form to avoid difficulties while reading it. For example, if the number mentioned in the news is 9, then we must write Nine but if it is 12 then it will be unchanged.

a) If the news contains the model name of the crashed vehicle, then we should write it in word form. For example, if the model name is “Pinaki 787”, then we should write “Pinaki Seven Eight Seven” instead of “Boing Shatsho Shatashi” (Bengali words). Otherwise, the news presenter will face difficulties while reading it.

b) While mentioning the name of administrations and law enforcement agencies of foreign countries, some popular nicknames can be used in place of the country's name to avoid repetitions. These are- "Markin" instead of "American", "Rooshi" instead of "Russian", "Caribbean" instead of "West Indies", "Dutch" instead of "Netherlandian" etc. This writing process not only helps to avoid repetitions, but also helps to avoid pronouncing long and complex words.

C. 5Ws and an H:

Every news item needs to be carefully observed and collected. Since Asian Television is a renowned television in Bangladesh, it only broadcasts news which answers every question in the viewers minds. While writing the news items, I had to make sure all the six questions were answered. These six questions are: Who, What, Why, When, Where and How. All of them together are called, "5Ws and an H" or "The Journalistic Six". To capture viewers' attention all 5Ws and an H should be given in the OC/IV part of the news item. The five Ws and an H are important elements of every news item. While writing news scripts, I had to answer who was/were the participant(s) in the incident, what happened there, where the incident took place, when the incident took place, why did the incident occur and how the incident took place.

D. Maintain equality:

Sometimes, the contents of the international news item are so confusing for the viewers that they lose their patience and sometimes get misdirected. Most of the times, the actual news provided by the authentic foreign news sources contain a comparison between a country and a capital of another country. In that sense, it would not make sense to compare a capital city with a country and the news will confuse the viewers. I was instructed to avoid this issue. A country can

only be compared with another country; not with a capital or city. The same thing applies in the case of the comparisons between capitals. For example, if the news is, “Donald Trump said, “The administration of America is better than Delhi””, then I should write “Donald Trump said, “The administration of America is better than India or the administration of Washington is better than Delhi””.

E. Clarify the Issue:

At the International Desk, the newsroom editors should give a clear idea about the incident and where it occurred. He/she must maintain the balance between a national news story and a foreign news story. The newsroom editors at the International Desk not only write the news stories about foreigners and foreign affairs, but also become the voice of the Bangladeshi people living abroad. While I was preparing to write a news script, I was advised to look for this issue because we all give importance to those kinds of news that are related to us. Sometimes an international news item contains the name and age of a person who died in an accident or in a terrorist attack. If the deceased person is not from Bangladesh, then we do not have to mention his/her age, because no Bangladeshi person would bother to know the age of a deceased person of a foreign nation. On the other hand, if a Bangladeshi person dies in a foreign land, then we must give details so that the relatives of the deceased can identify him/her and claim the dead body. An international news item involving a person of Bangladeshi origin living in foreign lands has to be detailed with enough information.

F. Maintain Priority and importance:

Every news item has different characters in it. For example, if the news is about murder then it has several characters like the victim, the murderer, the authority/law enforcer etc. Most

of the stories involve authoritative figures like the Prime Minister (PM), Mayor, Police Officer, etc. Sometimes, a single news item involves more than one authoritative figure. At that time, the reporter or the newsroom editor has to face a dilemma about whether to include the names of all the authoritative figures in the case of VO/OOV news item. As the time limit is short in the VO/OOV news items, we were instructed to provide only the names of the important figures like the President, the PM, the Home Minister, etc. Other designated persons like the Police Commissioner, Mayor etc. can only be mentioned in PKG news items. It is not important to mention the name of a mayor or a police officer if he/she is not directly involved in the cases like murder, rape, corruption etc. In addition, the name of the president or the PM is worth mentioning because every country has only one president or PM. If, the President of America, Donald Trump and the Mayor of a country sends their condolences for the victims of an attack in a country, then President Donald Trump will be mentioned by his full name, and the Mayor will be mentioned only by his designated post. This priority setting process is used only at the International Desk because the viewers give less importance to the international news items than and more importance to the national news items.

G. Understanding the Tone of the News:

During my internship period, I was advised that I should read the news items carefully before writing about them. For that, I had to skim through all the news published by online news sources. By skimming through the news items, I had to understand the tone of the news items. Understanding the tone of a news item is very important because it helps a reporter and newsroom editor to determine whether he/she had to make an OOV news or a PKG news out of it. An OOV news only deals with serious news stories like war, rape, murder, robbery, etc. On the other hand, a PKG news deals with both serious and lighthearted news like Festivals or

seasonal occasions or special news etc. Likewise, OOV news is mostly written when the news item is short and important. So, if a news item had a serious tone in it and was very important, I had to make an OOV news out of it. However, I had to write a PKG news script for a lighthearted, detailed and lengthy news item.

H. News Selection:

Every news portal and paper tries to publish as many news items as possible to sell their news. However, the audiovisual channels Asian Television do not have the luxury to include all news items in their timely and daily news bulletins. During my internship, I had to select only those news stories which not only has an impact on the whole world, but has a special impact on our country. Since, Asian Television is a Bangladeshi TV channel; most of its viewers are Bangladeshi. So, the news items which impact Bangladesh the most are important in the eyes of their viewers. For example, the news of the America Presidential Election of 2017. This news is very important for the Bangladeshi people because what happens in America impacts the Bangladeshi economy. When Donald Trump was elected as the President of America, most of the Muslim countries like Bangladesh suffered consequences in case of stock exchange, immigration and religious tolerance etc. So, I had to select only the important news stories before writing news scripts. Sometimes, I took the help of my on-site supervisor and the newsroom editors of the International Desk when I faced difficulties while selecting news items.

I. Translation:

Translation is not only a literary process, but also an art. Extreme concentration and a rich vocabulary are required to translate from one language to another. Asian Television is a Bengali medium TV channel and it airs news items only in Bengali language. So, in the

Newsroom, every reporter and newsroom editor must write news scripts in Bengali. For that, I had to translate all the foreign news into Bengali while writing news scripts. Besides, I had to constantly look for easy, understandable and suitable synonyms to replace any Bengali hard word while translating. Bengali is a language with significant linguistic and cultural differences from English, and it takes minimum 44 weeks for an average person to learn Bengali. It has a vast vocabulary. That is why I had to be careful before writing any news script. There are two methods in translation. These are: 1. word for word translation, and 2. sense for sense translation. Word for word translation is a process where the translator translates every word according to the source/main text. This process is highly avoided because often in this process the translated text lacks the actual meaning, and tone of the source/main text. During my internship, I followed the sense for sense translation method because with it I could translate the whole text by keeping the meaning and the tone of the source/main text intact. Besides that, I had to follow some basic translation rules that are applied in TV news channels while translating the news stories. These are explained below:

a) Since Asian Television only airs Bengali news, I was required to use the Bengali language as much as possible. In the translation process, the translators basically do not translate any proper noun, especially the name of a person, organization, group etc. At the International Desk, the rule is partially similar. If it is a name of groups or organizations, then I had to translate it. For example, in news scripts, I had to write US Secret Service as “Markin Goyenda Songstha” (Bengali words), Islamic States (IS) as “Islamic Jongi Goshthi (IS)” (Bengali words), US Interior Ministry as “Markin Swarastro Montronaloy” (Bengali words) etc. Avoiding foreign language is a priority in translation; otherwise, it lacks the quality of a good translation.

b) Almost every Republican country has a President and a Prime Minister. These are the highest designations which a person can obtain in a country. While translating, we must translate designations if possible. The word, Prime Minister for every country is translated as “Prodhanmontri” (Bengali word), but the word, President is not translated in the Bengali news script. Only presidents of the Indian Subcontinent (India and Bangladesh only) can be referred to as “Rashtropoti” (Bengali word) in Bengali translation to respect Bengali culture. Our neighboring country, India also uses the Bengali language, that is why we use “Rastropoti” (Bengali word) when mentioning their president.

c) While translating death related news from English to Bengali, I had to use mild and sophisticated words to keep it formal. The channel's reputation is established when the channel conveys condolence. Using mild and sophisticated words helps in this situation, and it also does not sound harsh/rude while reading the news in front of the camera. For example, I had to write, “Nihoto Hoyeche” (Bengali Words) instead of “Mara Geche” (Bengali Words) as the Bengali translation of the word, ‘Died’. Instead of the word, ‘Laash’ (Bengali Word), I used ‘Mritodeho’ (Bengali Word) to translate the word, ‘Dead body’ in Bengali. I was told another reason for avoiding words like ‘Mara’ and ‘Laash’ is that while pronouncing these words, the news presenter has to open their mouth largely which is quite un-presentable on the TV screen.

4.2. Writing News Scripts:

During my internship, I wrote both OOV (Out of Vision) and PKG (Package) news items. The first international VO/OOV I wrote was a news script of North Korea atomic bomb experiment. As TV news' length is one-third of the newspaper's news, I had to write it in summary form. When I finished writing the script I showed it to my on-site supervisor. Since it

was my first time he found lots of mistakes in it, and very patiently taught me how to write an OOV news script.

Being a student of the ENH Department at BRAC University, I have not had practice writing in proper Bengali during the last more than three years. After revising my news script, my supervisor taught me the basic rules of news script writing which I already mentioned. So, when I followed his advice my script became a proper one rather than being a complete mess. Later, my supervisor advised me to write at least two to three OOVs on each day of my internship so that I can improve my writing style. In the three-month period of my internship, I wrote almost seventy up OOV news items. Writing a PKG was much more challenging than writing an OOV news item. To convert a story into a PKG, I needed a lot of footages along with images, videos, recordings, opinions of several people with and without designation etc. Towards the beginning of the sixth week of my internship, I wrote my first PKG, and it was about the Eid shopping of different area. As an intern in the International Desk, I wrote more than ten PKG news scripts during my internship. The point to be highlighted is that as an intern, I did not have a user level access to the Octopus software. Only the reporters, Newsroom Editors, News Producers and Senior News Editors have user level access to Octopus software to write, maintain and produce the news items. On the contrary, I had a guest access which meant; I could not write news scripts in Octopus, but I could see others' works and learn how Octopus software functioned. If I got user access and by mistake did something wrong, the whole newsroom would get blamed for it. That is why they did not give the interns a user level access. So, I had to write my news scripts using Microsoft (MS) Word file format, and store it in the Newsroom's personal server. From there, my supervisor and the other newsroom editors of the News Desk revised and

corrected my news script. All my news scripts were aired on TV and it was really a great feeling when I saw the news read by presenters.

Chapter Five: Reflection of Knowledge of Media in Internship

I have learnt various theories related to media because of doing major in Media and Cultural Studies. As theories are boring, I, at first thought these are just for having textual ideas and these theories have no connection to our real life. Later, during my internship, I started to realize that the knowledge I gained from the courses (such as ENG 333: Media & Globalization, ENG 401: Editing, ENG 440: Print Media etc.) offered under Media and Cultural Studies concentration are not based on imaginary facts. These are applicable in real life scenarios. In this chapter, I am going to explain the theories and the way I related them to my internship experience in the News Desk at Asian Television.

5.1. The Core Principles of Ethical Journalism:

There are several principles in journalism, and it is confusing what to choose when selecting the right and ethical principles for the news organizations. Asian Television follows the core principles of practicing ethical journalism. In the article, “The 5 Principles of Ethical Journalism” published by Ethical Journalism Network, it is mentioned that, “There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values and obligations of the craft of journalism. Most focus on five common themes”. According to that article, the five core principles of journalism are: 1. truth and accuracy, 2. independence, 3. fairness and impartiality, 4. humanity and 5. accountability. Every news broadcast by Asian Television is based on accurate facts, and the channel always tries to serve the truth in front of the viewers. Besides, Asian Television is a private television channel, and works independently. As it works independently, the channel is not biased towards any political party, group or organization. As a result, Asian Television does not air any unfair and

biased news. Asian Television always tries to promote humanity via its news items. During my internship, I was instructed to avoid certain words which promote violence. To avoid any harassment, and show feelings of humanity, Asian Television does not reveal the face of any rape victim. Finally, Asian Television is highly accountable to the government of Bangladesh and its people. The management of Asian Television is very clear and does not provide any false information to the people. Hence, based on these facts, I can say that Asian Television is a broadcasting media which promotes ethical journalism by following the five core principles of journalism.

5.2. The Newsworthiness:

The newsworthiness is also referred to as news value factors. Johan Galtung and Mari Holmboe Ruge were the first to introduce to the world with the idea of how we can judge which news item is worthy enough to be published or telecast. Galtung and Ruge in their book titled *The Structure of Foreign News: The Presentation of the Congo, Cuba and Cyprus Crises* said, “Since we cannot register everything, we have to select, and the question is what will strike our attention. This is a problem in the psychology of perception [...]” (65). According to them, our mind cannot process everything, and people lose focus when they see something unrelated. So, it is essential to select news items according to their value. There are five news value factors which determine the worthiness of a news item. I am going to discuss them below:

A. Proximity:

Proximity refers to the distance between the viewers and the place where the incident took place. If the place of the incident is near the viewers, the viewers will give it more importance. Otherwise, the news item will not get an adequate number of viewers. For example,

if a bomb blasts in Tehran, then the news item will have less impact on Bangladeshi viewers. On the other hand, if a bomb blasts in the Indian subcontinent, then it will have an impact on the economy and policy of Bangladesh. By this I mean, if a bomb blasts in India, our government will impose a temporary ban on travelling to India. This will affect the trade relationship between India and Bangladesh. Thus, our country will lose a big amount of money. So, the viewers will give more importance to the bomb blast in Pakistan as Pakistan is closer to Bangladesh than Tehran. During my internship, I gave more importance to the incidents that happened in nearby countries.

B. Prominence:

When a news story is about or includes prominent persons like president, prime minister etc. the news gets extra attention from the viewers because people always like to hear about the famous people. While writing a PKG (Package) news item, I was instructed to focus on the interviews of the important figures. It also sets the priority in case of ordering the news items in the rundown for news bulletins. So, according to this, if the Prime Minister of India, Narendra Modi, and a common man of Calcutta die in two different accidents, then the news covering the death of Modi will have higher news value than the other news item.

C. Timeliness:

In every news organization, time is money. The more quickly a news organization telecasts news stories, the more viewers it will get. If a news channel airs a news item after a minimum of fifteen minutes from the actual time after which the incident took place, then the channel will get enough attention. The audience will no longer rely on the news channels which

telecast news stories late. So, during my internship, I had to speed up my writing process to meet the time limit.

D. Consequence:

Consequence is the impact/result of the news item on the masses. Every news item is a quite waste for the viewers if it has no impact on their lives or surroundings. So, while writing news scripts, I had to choose news stories that had an impact on the viewers' lives, hence they were news stories the viewers could relate to.

E. Oddity:

Oddity refers to unusual or unexpected news happening in the country and abroad. For example, when National Aeronautics and Space Administration (NASA) found water on Mars, it was an unusual news. It was worthy enough news to get viewers' attention. During my internship, NASA found seven new earth-like planets which was unusual, but big news. It was so important that Asian Television telecast the news as soon as possible.

5.3. Globalization and Mediascapes:

News publishing and broadcasting via print media and television media are the revolutionary inventions of globalization which connected the whole world. Due to massive globalization, every country has impact on each other in terms of politics, social affairs, culture, religion, economy etc. The emergence of the media is one of the elements which maintain the global cultural flow. A famous Indian anthropologist and social theorist, Arjun Appadurai divided the global cultural flow into five crucial parts based on ethnicity, technology, ideology, finance and media. Here the media is our main focus. Appadurai named this media related part

“Mediascapes”. So, Appadurai in his book titled *Disjuncture and Difference in the Global Cultural Economy* said, “Mediascapes”, whether produced by private or state interests, tend to be image-centered, narrative-based accounts of strips of reality, and what they offer to those who experience and transform them in a series of elements (such as characters, plot and textual forms) out of which scripts can be formed of imagined lives, their own as well as those of others living in other places” (299). According to him, the influence of media on society is creating an imaginary world which does not have any racial barriers. Through this imaginary state of mind, a person from Bangladesh is connected to the culture of Ireland and other countries. The images shown through print and television medias provide enough information to formulate what type of culture the other person is experiencing. The same thing happens when people watch international news through Asian Television. The images, footages, sounds, and texts provide enough data to the normal minds to imagine how the livelihood of America is, even without leaving Bangladesh. A poor person who does not have the ability to go abroad can imagine how life is abroad. Media has the ultimate power to bring the world in people’s hands. Similarly when sceneries of war affected countries like Syria, Afghanistan are shown in media, people can relate to the pain of the war victims by living in the imaginary world through mediascapes.

Chapter Six: Recommendation

The first experience of working somewhere has its own specialty and doing internship at Asian Television was a memorable experience for me also. I have gained lots of knowledge about media during the three months of my internship. Media people has their own way of working and it was very interesting to learn the ways they work in the media sector. As I did not have any previous knowledge about how the audiovisual media works and the terms related to this field, it was quite difficult for me to understand. One thing which is very important to know that the members of the news channels are always busy with their work, so it is quite difficult for them to give time to the interns only to teach them the commonly used terms. So, I would like to suggest the future interns who choose the audiovisual media to do their internships to study the common terms used in this field before starting their internships. Otherwise, the intern will face problems during their internships as I faced, and eventually they will waste the first one or two weeks learning the meanings of the terms.

It will also be more effective if the Department of English and Humanities (ENH) of BRAC University offer new courses on on-air/audiovisual media. It is known to all that BRAC University does not have a separate Journalism Department. That is why the journalism courses are taught under the Media and Cultural Studies stream in the ENH Department. It is a matter of sorrow that we the students of this stream only gained knowledge about the print media and took ENG 404: Copywriting where there was just one chapter titled Audiovisual Promotions. The world of on-air/audiovisual media was new for me when I chose to do my internship at Asian Television. So, I would like to suggest the authority of BRAC University and the ENH Department to add courses exclusively about on-air/audiovisual media so that the students can learn about the fascinating world of on-air/audiovisual media.

Chapter Seven: Conclusion

Media is a big world where something new happens every day. The media journalists are the bravest of them all who tell stories about the past, present, and future generations with facts, information, and proof. I was one of the luckiest persons to get an inside view of the media world. The three-month long experience now seems like a short time, and I wish I had more time at Asian Television. The world of media never failed to surprise me. I learned many things during my internship period which I have included in this paper. It was an enjoyable journey which I will never forget as it gave me first-hand experience regarding the actual workplace situation. I am thankful that I got the chance to do an internship. Otherwise, I would never have known how a media station works and how a team of over hundreds of people work in harmony like the bees in a beehive. In this short span of time, I tried to explore the world of news and journalism. I know that I still have a long way to go before I can become a full-fledged television journalist, but I am optimistic enough to carry the enthusiasm. To sum up, I would like to say that I found the 'Me' in 'Media'. When I was taking the media related courses under the Media and Cultural Studies concentration, I not only felt the touch of media, but also felt the existence of media within myself. There is a saying in the world of media that a person who cannot feel the depth of the news cannot write news. Within the books, I found the instructions and guidelines, but I got the real experience of the media world when I was in the four-walls of the Asian Television office. In this report, I may have tried to compile all my knowledge and experiences, but still, some experiences which I gained cannot be explained with words. I gained the knowledge about office manners, passion and teamwork. I hope the knowledge from the courses I have taken under the Media and Cultural Studies concentration and the experience I gained at

the Asian Television will help me choose my career. Hence, I am honored to be a part of this undergraduate program designed by the ENH Department of BRAC University.

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