

***Ekattor Television Days as an Intern***

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Inspiring Excellence

**Department of English and Humanities**

**BRAC University**

***As an Intern Ekattor Television Days***

***Ekattor Television Days as an Intern***

**An Internship Report**

**Submitted to**

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**Sultana Jakia Sarna**

## **Dedication**

**I would dedicate this report to my niece Sunerah Shehreen for being the best person in  
my life.**

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## Chapter One: Introduction

By the means of the modern advancement this world is getting smaller every day. To fit under the umbrella of Globalization every country is racing towards advancement. And to keep the information flowing media comes to play. Media works as the means of exchanging information among people. So, it can be said media has a big impact upon us.

### 1.1 Why I chose Media and Cultural Studies as my area of concentration:

If you are someone who is amazed by the colours and appearance of people in the television, it is most likely you will be drawn to work in the media. For me, media has been the beacon of life from childhood. I was always fascinated by the cartoons and speech delivery of the characters. It amazed me how people made cartoons even though my mom always made fun of my fascination towards Pokémon and Digimon. Yet, she never discouraged me from watching as I used to pick up one or two words from every episode.

Since I went to a Bangla Medium school, my teachers were impressed by my recently learnt English words. I was never a pet peeve or favourite student of any teacher, yet my English teachers always had a soft corner for me as I was always a “Trier”. I used to give my fullest to impress them. By the end of college, I fixed myself to pursue my higher studies in English Literature. For, that tried I my best to get admitted in Dhaka University. When, I saw the results where I scored 21 out of 25 in English, but in Bangla I scored 09 out of 25. As a result, I could not get admitted in Dhaka University.

This is how I ended up in BRAC University, ENH department. In, the viva board I had Shenin Miss from ENH and Raisul Sir from BIL. They both asked me few questions and

upon hearing my answers, they both instructed me to speak more in English, as according to them, I knew the words yet failed to express them fluently.

My first class in BRAC University was ENG115; Introduction to Prose. From, the first class I knew the faculties at BRAC University will help me grow as a person and as a student. Gradually, courses like ENG113, ENG114, and ENG217 aroused my interest in literature. I took linguistics, literature and media courses but I found Media concentrations courses the most interesting ones, specially courses like ENG 401: Editing, ENG331: Cultural Studies, ENG 404: Copywriting, ENG 440:English for the Print Media, and ENG465: Translation studies. Hence, my childhood dream of working behind the camera came to play again, as after completing these courses, I knew, I could work effectively by combining creativity and English language. So, I declared Media and Cultural Studies as my area of concentration to complete my undergraduate program at the ENH Department in BRAC University.

### **1.2 Why did I choose *Ekattor TV* for my internship:**

I had to do an internship to complete my undergraduate program. For this I wanted to push my boundaries, and work hard in a sector where I am not that comfortable in. I started to drop my CV in various television channels and news portals. I got call from a few. Yet, I chose to do my internship at *Ekattor TV* as it is one of the leading news channels of Bangladesh. It also gave me the opportunity as an intern to learn about journalism.

### **1.3 Scopes and Objectives**

It is said that internship is the best way to gain relevant knowledge, skills, and experiences in a particular field. It is as a realistic experience of theoretical learning. The



internship is an introductory trail for an individual to be familiar with professional life. During, my internship at *Ekattor TV* I found a few theories that I learnt from media courses to be relevant to my responsibilities while interning. Courses like ENG 401: Editing, ENG331: Cultural Studies, ENG 404: English for the Print Media, and ENG 440: Copywriting, helped me a lot while preparing news on daily basis. A lot of things matched with my academic learning. I also gained practical experience from *Ekattor TV*. After my internship days were over, I gained a clear idea about satellite TV channels, and their day to day functions by interning at the *Ekattor TV* newsroom.

## Chapter 2: About *Ekattor Television*

### 2.1 Brief history of *Ekattor Television*

According to the article “A-Z: The Media in Bangladesh” the first public TV channel of this region was BTV, 1965. In 1997, ATN Bangla was launched and in 1998. *Ekattor Television* is one of the leading channels of Bangladesh. It is the first HD satellite channel of Bangladesh. *Ekattor TV* was launched on 12th June 2012 making it the 4th 24 hour news channels of Bangladesh. The main office of this TV channel is located at 57 Sohrawardi Avenue, Baridhara, 1212, Dhaka, and the sub office is at Kawran Bazar.

*Ekattor Television* began its journey with the slogan “Shonbaad Noi Shonzog”. The channel mainly focuses on connecting people and keeping people updated with the latest news. As the name suggests, this channel draws its inspiration from the liberation war. The logo of the channel is unique, and sets the tone - war.

This channel was introduced with the help of leading groups of Bangladesh’s industrialists, businessmen; and other global investors and financial agencies. This channel received permission in 1998 to be private limited company under the Companies Act 1994, and registered with the Registrar of Joint Stoke Companies of Bangladesh.



Figure 1: Taken from Facebook page

*Ekattor TV* takes inspiration from the liberation war while preparing news, and the transparency of news making impressed the audience. *Ekattor Television* quickly caught the attention of the mass with its talk shows and neutral news reporting. This channel also launched the idea of two way communication where the public could participate in live talk shows and news to give their opinion. This helped as a great marketing policy for the channel as more people were connected with the channel for this purpose.

*Ekattor Television* has a vast extension program covering news about the urban as well as rural people. It is broadcasted across South-East Asia, it is a popular channel especially in West India. To keep up with the world, it also has a Facebook live page where the news is broadcast 24 hours. Also, different department of *Ekattor Television* have different Facebook pages, where the previously broadcast news items are uploaded for others who missed it to watch during their leisure. This channel also has mobile based application and website news service.

The *Ekattor Television* team works relentlessly and continuously for effectively telecasting accurate news to its audience. The channel has several desks like International, National, Local, Sports, and Share Business, where reporters, editors, and producers work vigilantly. This channel is progressing day by day to keep up with the demands of its audience and to be the best news agency of Bangladesh.



Figure 2: Taken from Facebook page

## 2.2 How *Ekattor Television* functions

News is newly reached noteworthy information especially about recent events. All information cannot be labelled as news. For this, reporters, editors, news staffs, photojournalists, and everyone else from the newsroom of print or digital media share a common interest and work together to present newsworthy events to the public.

*Ekattor Television* newsroom strictly maintains the transparency of the news. For this, the channel has reporters' nationwide collecting accurate news for the agency. Reporters send different news reports of incident which later the desk reporters filter out and put a structure to. Finally, the sub editors and the editors check the news before it is broadcast.

However, like other TV channels *Ekattor Television* takes information from online sources for the latest and updated news. Yet, the Editorial panel verifies the news, and checks the credibility of the news before airing. Now-a-days, citizen journalism is very popular, and people tend to post anything and everything in different websites and Facebook pages. For this, Editors strictly follow the code of conduct where it is mentioned to air only credible news, and filter out the yellow journalism. Yellow journalism is unethical news, which is published without any permission and citation. Paparazzi or yellow journalism is prohibited in *Ekattor TV*, as news items can fuel chaos and problems among the masses. Also, for airing news that is not credible or false news, the government or any citizen can sue the channel.

To ignore all these legal problems, the national and international reporters have to send the most accurate news to the news desk. These news items are sent via email or Facebook group chats. These on-field reporters and news correspondents even send self-captured pictures from the incident to be aired. Later, the main team sends its senior reporters to the scene for more information, if it pans out to be important news. This is how the national desk functions.

Moreover, for the International Desk *Ekattor TV* mostly relies on online news organizations such as Reuters, Associates Press Television network (APTN), etc. for more authentic sources. The International Desk also follows *British Broadcasting Corporation (BBC)*, *Cable News Network (CNN)*, *Al-Jazeera*, *New Delhi Television (NDTV)* etc. *Ekattor TV* also has its own correspondents in Kolkata, Delhi, Karachi, London, New York, Sydney, Abu Dhabi and other major cities, so that it can air credible news. Yet, for international conferences they send their senior reporters with camera personnel to collect on spot news. Most of the video footages regarding the foreign issues are provided by the APTN, to which *Ekattor TV* subscribes monthly.

For other departments like Sports, Entertainment and Economy related news, they rely on various international websites and agencies. To support these departments, *Ekattor TV* has its own correspondents and camera personnel. The newsroom also follows Bangladeshi online news portals like *Bangla Tribune*, *Daily Star*, and *ProthomAlo*.

When I interned at the Entertainment Desk, I was instructed to browse reliable foreign news websites like, *British Broadcasting Corporation (BBC)*, *Cable News Network (CNN)*, *Ananda Bazaar*, *New Delhi Television (NDTV)*. And national news agencies like *ProthomAlo*, *Kaaler Kontho*, *Bangla Tribune* etc.

### 2.3 Different Divisions of News Department in *Ekattor TV*

*Ekattor TV* only airs Bangla news to its subscribers. To prepare each news item, there are two different divisions in *Ekattor TV*. There is the newsroom and the news production unit. The newsroom has several desks

1. Reporting Desk,
2. National Desk (Deshjogg),
3. International Desk (Bishwojogg),
4. Entertainment Desk (Anonndojogg)
5. Sports Desk (Khelajogg)
6. Business Desk (Arthajogg).

As mentioned earlier, to air a news report, the field reporters physically collect the news and interview people. These interviews later are sent via email along with visuals to the reporting desk. The desk reporters prepare news from the received news, and later send this to the editors to check. The experienced newsroom editors later skim through the news, and edit the news if needed, and then send it to the post production room to be aired.

For the production unit there are various sections:

1. Editing panel,
2. Graphics Department,
3. Power Control Room (PCR),
4. Master Control Room (MCR),
5. Program Department,
6. IT Section, Studio and many small departments.

## **2.4 A Brief Description of the divisions of *Ekattor Television***

There are four basic parts or sections in *Ekattor TV*, and each is responsible for separate duties. The parts are:

1. The News Room
2. The Editing Panel
3. The Production Room (PCR)
4. The Graphics Room (GFX)

### **A. The Newsroom:**

The newsroom is the largest part of the office. The interior of *Ekattor TV* is interesting as every desk is placed in a partially circular arrangement and there are three semi circles where there is adequate number of computers attached, and every computer is assigned for specific desk. In the widest semicircle, different desks are situated in the following arrangement National, Entertainment, International, Business and Sports desk. Six computers are assigned for the National Desk, five for International Desk, four each for Entertainment Desk, Sports, and two for Business Desk. Eight other computers are used for the Central Desk where the Joint News editors and the News editors work. A Computer is always assigned for the Ticker headline and Rundown. So that, anyone can edit the ticker anytime, also see the program schedule and rundown, and work accordingly. *Ekattor TV* functions in 3 different shifts for running the channel, and keeping the channel fully functioning all the time.

The National Desk deals with the news within the borders of Bangladesh. It deals with the important news of our country daily by collecting news from the zone correspondents. The contents they cover in Bangladesh are mainly crime, politics, regional developments and other national issues. They also cover the interview of the public. On the contrary, the International Desk works with international news related or not related to this country. Both desks cover the cultural aspects, important incidents, politics etc. The Sports and Entertainment Desks cover their respective news without any cultural barrier and influence.

On any special occasion or for any breaking news, all desks work together to prepare news in order to telecast it as fast as possible. In the recent US Bangla crash, both the National, and International desks worked together with the help of other desks to deliver credible news to the masses. The newsroom members prepare the news script which is read out loud by the news presenters from the prompter monitor in the studio in front of the camera.

## **B. The Editing Panel**

*Ekattor TV* has four different panel rooms assigned for different task. The Editing Panel is a sound proof dark room where the scripts, and the visuals come together and news is prepared. Later this news is sent to the PCR (Production Room) for to be telecast.

## **C. The Production Room (PCR)**

The Production room (PCR) is the room next to the newsroom, and presenters have to go through the PCR to go to the studio. The PCR is supervised by the on duty executive producer and head of production. They follow the chronology of the news, and instruct how the news will be aired. After finishing all the writing, video editing and voice adding, a



complete news item is forwarded to this room. Here, there are many monitors; the monitors control and show the different camera angles. This room is also dark and cold.



Figure3: Production Room. Self-captured.

#### **D. The Graphics Room (GFX)**

In the Graphics Room all necessary pictures, maps, and data are organized for the news. Then they are sent to the panel and PCR to prepare the telecast the news.

### Chapter 3: Technical Terminologies

In every occupational sector, there are some sets of terminologies used by the employees, which cannot be understood by others. While, interning at *Ekattor television* I learnt the basic technical terminologies which are related to broadcasting or presenting the news.

On my first day of the internship, my supervisor told me to become acquainted with the members of the news department like reporters, desk reporters, editors etc. I observed their work very carefully in order to understand the work process. My supervisor explained few basic terminologies of audio visual media like PKG, GFX, OC/OV etc. which I have explained later. It was an essential part of the internship to learn these keywords or terms related to on-air media in order to do the internship.

#### **OC/IV (On Camera/ In Vision):**

OC/IV (On Camera/ In Vision) is the first component of any news script. In this part, the reporter has to write all the information in fewer words to catch viewers' attention. The standard word limit for OC/IV is 35 words, and should consist of a maximum of 15 seconds of the total news broadcast time.

#### **VO/OOV (Voice Over/Out of Vision):**

OV/OOV refers to the news that contains the footage. It contains footage and other details of the news which were not explained in OC/IV. The news presenter will remain unseen in this situation. The footage is shown on the television screen, and the news presenters read the news by remaining unseen. Only the voice of the news presenter can be heard. VO/OOV news always deals with the serious news stories happening inside and outside the country. The duration of this news is 40-50 seconds.

**PKG (Package):**

Glenn Halbrooks, who leads a local team and CBC affiliate in the article titled “What Exactly Is a News Package for a TV Newscast?” mentions, a news package is a creative, visual and long form of storytelling found on television newscasts. It is a visual storytelling process which contains footage, sync, Vox Pop and GFX. In this kind of news, the reporter or the newsroom editor can use other songs, music, and poems etc. which are relevant to the news. The standard length of a PKG is not more than 130 words. The length of a PKG is longer than VO/OOV news.

**OOV Sot:**

OOV Sot refers to the news where the video editor adds footage and Sync (interviews or comments of important people) separately with the OOV, but the producer plays the footage and Sync/ Sot together. This is another form of OOV, where the viewers can watch the correlated interviews along with the footage.

**Graphics (GFX):**

GFX is the abbreviated form of graphics which refers to graphics, photographs, maps, or charts. GFX is used as a substitute when video footages are not available for a particular news story. GFX has two parts. In the first part, the presenter gives little details about a news story, and, in the second part, the graphics are shown on the screen. GFX can be shown for up to 20/25 seconds. Graphics basically encompasses piles of words, diagrams, information or other illustrations that appear on the television screen. While the GFX is presented, the news presenter remains out of vision.

**Footage:**

Footage refers to the audio visual report sent by the reporters or the correspondents. Important news item needs footage; otherwise the news is not presentable. If the footage is not available, the newsroom airs the news with the help of GFX. *Ekattor television* tries to include footage for 90% of the news items that it airs.

**News Ticker:**

News ticker is the breaking news that appears in the bottom line of the TV screen. It refers to the electronic broadcasted scroll that provides the latest news updates that are taking place all over the world.

**Aston:**

Aston contains the name and address of the reporter or guest or interviewee. It appears in bold lines during news broadcast as the bottom line on the TV screen.

**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. For instance, if the news is about the movie “Bijli”’s trailer launch and release date announcement, then the slug will be, “Bijli release date”.

**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 instance, if I had written news for the Entertainment Department, I should end my PKG by saying, “Sultana

Jakia Sarna, *Ekattor Television*, Dhaka”. However, if it is prepared by the newsroom editor, and not by a reporter then only “*Ekattor TV News Desk*, Dhaka” will be mentioned.

**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 small portion of someone’s interview is known as Bite.

**Sync and Vox Pop:**

Sync refers to a video clip where people like celebrities, ministers, officers, presidents etc. give their opinions regarding the issue covered in the news item. The word Vox pop comes from the Latin word ‘Vox populi’, which means the voice of the people. Vox Pop or Voice of the People refers to the opinion or statement of the mass. Byte refers to the same thing. Vox Pop is used as Byte in news items due to the time shortage.

**Sting:**

Sting refers to the music which is played before starting the news. It is also played just before the starting of the commercial – break during the news. It is replayed when the news broadcast restarts after the break. Every channel has its own melody. The sting duration is 5-30 seconds. It is a pre-recorded music. Some programs also have their distinctive melody assigned for them. For example, the melody used for sports or *Khelajogg* of *Ekattor TV* is only played before, during and after *Khelajogg*. It is the signature tune of *Khelajogg*.

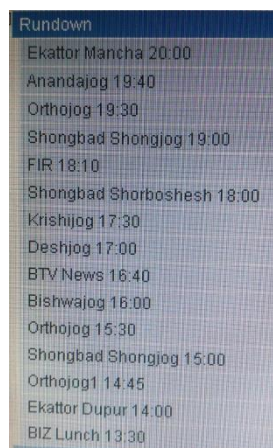
**Ups:**

Ups is another term used when, news is replaced with another news right after or anywhere else usually anywhere below in the rundown which shows the sequence the news

items. The news items are replaced due to technical errors while broadcasting. For instance, for a live feed if the footage of reporter is not available then the Editor in charge would up news to be broadcast while they wait for the video footage.

### **Rundown:**

In the *Ekattor Television* Newsroom, rundown refers to the software named Octopus. Octopus is the software where the reporters and newsroom editors write their news. It 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.



Rundown	
Ekattor Mancha	20:00
Anandajog	19:40
Orthojog	19:30
Shongbad Shongjog	19:00
FIR	18:10
Shongbad Shorboshesh	18:00
Krishijog	17:30
Deshjog	17:00
BTV News	16:40
Bishwajog	16:00
Orthojog	15:30
Shongbad Shongjog	15:00
Orthojog1	14:45
Ekattor Dupur	14:00
BIZ Lunch	13:30

Figure 4: Self captured

### **Wap and query:**

Wap is the internet based news portal. By visiting *Ekattor Television's* website, [www.ekattortvhd.com](http://www.ekattortvhd.com) people can watch and read all the news stories provided by the newsroom. On the other hand, by dialling the customized mobile number of newsroom which is provided in the scroll, the viewers can ask for any query regarding news.

## Chapter 4: Preparation of News

Interning at *Ekattor Television* was a great experience as well as a lifetime opportunity to learn many things about electronic media. My first introduction to media education was with ENG 331: Cultural Studies, a course I took during my third year, and it continued through ENG 465: Translation studies, ENG 401: Editing, ENG331: Cultural Studies, ENG 404: Copywriting, ENG 440: English for the Print Media, and ENG 333: Globalization and The Media. From the English for Print Media course, I have learnt that there are few factors, which are considered when deciding if a story is newsworthy. When an editor decides whether to run a particular story as news, she/he will try to find out if the story meets some of these criteria. If there are a lot of newsworthy stories on a particular day, some stories are dropped and are telecast later.

The news value factors are:

### 1. **Consequence**

Consequences of the events can make it important as it is the effect that news has on the public. For instance, right after the Holey Bakery attack people were more cautious about leaving home for outings, hangouts, and business meeting etc. The streets of Dhaka were empty for a while as people hesitated to leave home after the attack. The attack shook the masses. And every news story about the attack had an impact on the people, and they were seen to be interested more in ordering food from online platforms such as foodpanda, Hungry naki and Cookups. People still follow the news and the updates about the attack.

## 2. **Prominence**

Famous people like political leaders and celebrities get more exposure only because they are famous, and people are interested in their lives. The Royal Wedding had global media coverage, even in Bangladesh, as it was a much talked about the event.

## 3. **Proximity**

Proximity refers to the distance between the people and where the news takes place. So, incidents which happened near us are more significant to us. The closer the story to the people, the more proximity it has. The City Corporation Election of Bangladesh would have more impact on that specific region than the rest of the country. Apart from the impact, the news is significant to the citizens of Bangladesh.

## 4. **Timeliness**

According to Jackie Harrison, “news assumed an immediacy and capacity for reporting events which rendered the ‘here and now’ as a standard for global reporting-any event, anytime, anywhere” (7). It plays a role in many news decisions. People like to receive the latest updates. They do not bother with the old news unless it’s a follow up news. There are some special news items in which people show their interest after passing of many days. For example, if the death of Shredevi was reported a week after she died, the news of her death would not have same impact. Death of Shredevi, and her funeral, related stories needed to be told quickly to make it newsworthy. Similarly, Hollywood / Bollywood / Dhalliwood movie trailers, teasers, songs releases, release dates or insights etc. are news that need to be told weekly at *Ekattor Television*. *Anonndojog* used to follow a strict rule while telecasting these news items. Those stories should be telecast within 24 hours to be labelled as news. Movie trailers released last week might no longer be news, as most people might have seen these



trailers in other social media sites. This news will not have enough impact on the audience.

## 5. **Oddity**

Anything unusual is newsworthy. Out –of- the- ordinary events, or people engaged in unusual activities are newsworthy. The movie *Bijli*- had good media coverage as it was the first super hero movie of Bangladesh, which was produced by a female actress, who was also the protagonist of the movie. All these characteristics made the movie odd and interesting for the audience. Another example is, a Bangladeshi man who made news around the world because of a rare skin condition which has been cured. The man had bark-like growths on his body, caused by a rare genetic condition. His rare condition made him unusual.

Calorie Rich, in the book titled *Writing and Reporting News: A Coaching Method* says regardless of whether someone writing for print, broadcast or online media, one needs to master the basic skills of reporting and writing. He also mentioned, the definitions of news are changing, but there are some traditional qualities of news. There are four steps that constitute the basic process for all news stories are as follows:

### **Conceive the Idea:**

At this stage the editor/reporter develops the idea regarding how he/she is going to present the news. He/she needs to start with the idea-the main point of the story and prepare the skeleton/ outline of the news. Before writing a news story, an editor should plan it effectively. A good writer does not write a story without a plan.

**Collect:**

This is the reporting stage. The reporter needs to collect information about the story. This information helps to construct the news. For instance, before conducting any interview, a reporter should look for background information of the incident, topic and the interviewee.

**Construct:**

This is the planning and writing stage. Here, the reporter would take the outline of the news and includes the collected information to prepare the news. At this stage the news is formed with all the facts and information.

**Correct:**

After writing the news editor should check it again and again. After checking it he/she can make changes if it is necessary, and if there is time. In special cases of breaking news, even if the news is telecast with wrong information, in the next telecast, the right information is provided. Also, the presenter/reporter has to apologise for the mishap. *Ekattor TV* strictly follows this policy. As for any wrong information the channel can be sued.

For example, last April, a train got derailed near Gazipur. When the news arrived in the newsroom it was instantly telecast. Before our reporter could reach Gazipur, we had to rely on news which was provided by the locals. The local news was that, the train got completely derailed, and at least 100 passengers were injured, and many people died in the accident. This news was telecast immediately. But later, when our reporter went there, we found out only 3 compartments were derailed, and only 3 people died on spot. The incident occurred at 12:30p.m, and our breaking news was aired by 1 p.m., which was telecast as the local news. However, we received the authentic news by 2 p.m., and that was telecast along with the apology for the misinformation about the accident.

At *Anonndojog*, my supervisor used to develop the idea of how she wanted to prepare news. She used to prepare the outline of the news items. Then, she used to instruct me to collect the information about the story. I had to follow the news outline and look for the required information regarding the story. At the same time, I had to look for visuals for the OV. When I had enough information about the story, I used to jot down the information's and prepare a rough news story. I used to present the constructed rough news to my supervisor. She would go through the news and make modifications if needed. Finally she would prepare the PKG. The PKG would be rechecked again by the editor before it was telecast. At *Ekattor TV*, we strictly had to follow these four steps to make sure the news was authentic and credible to deliver to the masses.

News can be described as newsworthy information about current actions or events. Jackie Harrison, in the book titled *News* says that “news is an orientation towards truth through truthful accounts of contemporary events” (2). There are other important qualities that transform a story into news. If breaking news occurs within the country, people show greater interest in the news. Also, it has more impact on them. Stories become newsworthy when people show their interest in them, and display reactions such as enjoyment or sadness or anger or are excited. If people do not show any interest in a story, then it is not newsworthy.

During my internship at *Ekattor Television*, I did specific types of work. I had to look for interesting and out of the box stories and prepare news. I had to look for news which was both important and interesting to the masses. For this I was instructed to do research on various entertainment websites, newspapers, news agencies etc. I had prepared news and headlines for the Entertainment Department. I prepared electronic reports, prepared packages for special occasions such as packages for Women's day, Children's Day, Pohela Boishakh, Met Gala, EURO Music Fest etc. I have learnt all the technical aspects of the newsroom. I

saw how the Editing Panel works, and how the Program Control Room (PCR) works. Last but not least, I also had an exciting and interesting experience regarding reporting. I have learnt that the more authentic information a channel can provide to the public, the more the public will be interested to watch that channel's news. People want authentic and credible details about the incidents and events happening locally as well as globally. So, this needs to be kept in mind while preparing news items.

In the chapter titled "Writing News" in the book *writing for Journalists* by W. Hicks it is mentioned:

"I keep six honest serving-men

(They taught me all I knew);

Their names are What and When and Why

And How and Where and Who".

Once these six questions have been answered, the news writer has to be very cautious about shaping the body of information of the news story. These include why they are transforming the information into news, who is the target audience, what are the main subjects of the news, and what specific news is the public looking for etc. Connecting all these questions together and preparing a news item within 50/60 words was the hardest challenge that I faced during my internship. Most of the OC/VO only had 30 seconds, and providing information within that time, yet keeping the language simple and short was difficult.

## Chapter 5: Interning at *Ekattor Television*

Interning at *Ekattor Television* was a great experience as well as a lifetime opportunity to learn many things about electronic media. I had a chance to see how things work in the newsroom. My media concentration courses helped me a lot to prepare news reports during my internship.

I have learnt different types of work related to electronic media at *Ekattor Television* and I could relate that to the things I have learnt in my media courses. Practical application varies from the theories, so I found that studying media and working in the media sector are not same. At BRAC University I had no responsibilities; I had no fear that my work can hamper anyone's work or reputation. At office, there are a lot of responsibilities, responsibility towards other colleagues because we worked as a team and everyone's job was linked to each other, responsibility towards the channel, also responsibility on me. Moreover, there was pressure to prove myself as a better intern for the sake of the reputation of my university as well as my department.

The media courses at BRAC University are more focused on print media. News writing for electronic media is different from writing for the print media. After completing media courses, while interning, I found writing news for the electronic media is different from academic writing. Within four or five sentences I had to explain the entire news items. It is different and difficult because it is not always an easy task to prepare news using simple language in few sentences. Moreover, while writing for *Ekattor Television's*, I had to familiarize myself with *Ekattor Television's* news writing methods, which are considerably difficult for me because it is a Bangla news channel, and I had to write news in Bangla. Also, there no English policy in OC/OV made it more difficult.

While preparing news items, language has to be straightforward, but catchy to the viewers because it is electronic media not newspaper, otherwise, viewers can change the

channel by using a remote control. By including the 5 W's and 1 H question within the news, news items can be straightforward and catchy to the viewers.

At the same time, putting a perfect title or Slug is an important part of any typed news. Every news report is written in several paragraphs, and the standard word limit for each paragraph is 60-79 words, especially for the OOV (Out Of Vision). Every news is prepared using the inverted pyramid method of course, where the 5Ws and 1H are in the lead paragraph.

## **5.1 Preparing different types of news:**

### **a. Packages or PKG**

At *Ekattor Television*, I had to prepare OOV, for the Entertainment Department. I also did editing there. I observed how packages are made by my supervisor, Ms Novena. It is a form of more detailed news. Packages or PKG's are different from news items. The length of the news PKG can be more than 130 words. It should have an introduction, body and end with pay off (name of the reporter, place and channel's name). Sometimes, a good PKG can bring some good will for the channel. I also got a good idea of how news and PKG's are prepared, made ready and are aired for the public to watch.

I had the opportunity to write a PKG on "Chirro Boshonter Chithi". The Entertainment Desk sent an invitation about this program on 11th April, the day before the program took place. We were asked to cover the event. On 12th April, I attended the program "Chirro Boshonter Chithi" which took place in Bangladesh Shilpokola Academy. It was organized by the LABAID Foundation. The program itself was a tribute to Bangla Literature. Different Bangla poems were recited by the poets in the program. The honourable Cultural Affairs Minister Asaduzzaman Noor was the chief guest of the program. The program was conducted by the honourable Chairman of LABAID group.

Upon arrival, we were given a press release about the program. The camera personnel took different shots of the program for the visuals. We also collected a Byte of honourable Minister Asaduzzaman Noor.

The next day my supervisor instructed me while preparing the PKG. I named the slug “Chirro Boshonter Chithi”. The OC/OV had all the information about the program. It had the 5W’s and 1 H. Then for the PKG, I included the Byte, clips from the uttorio giving ceremony. To conclude the OV the name of my teammate was added as the payoff. As *Ekattor TV* interns cannot use their name as payoff. (Chapter 3)

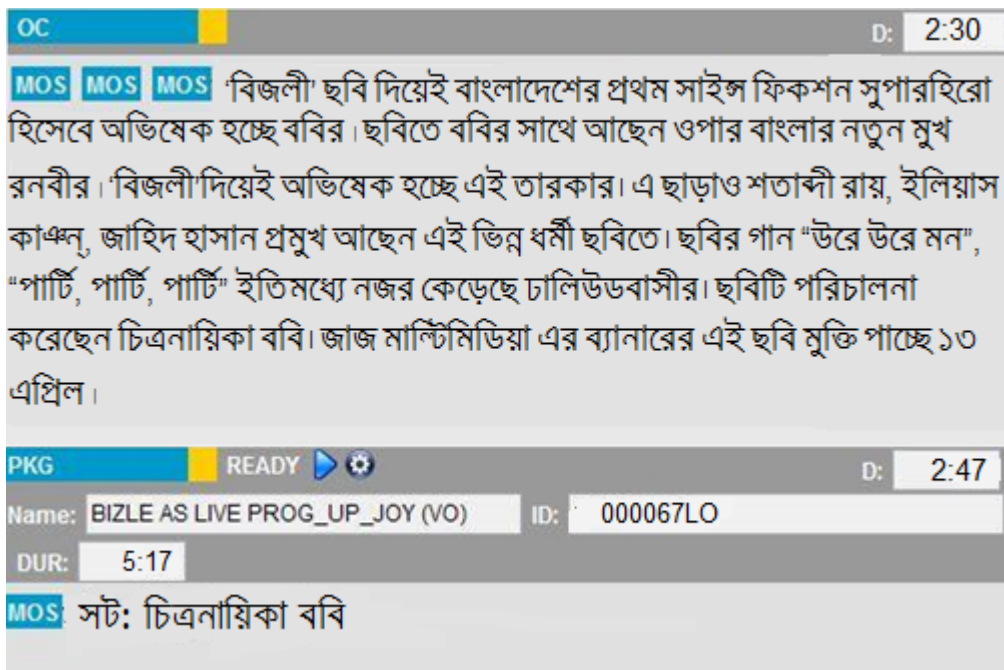


Figure 5: Self captured

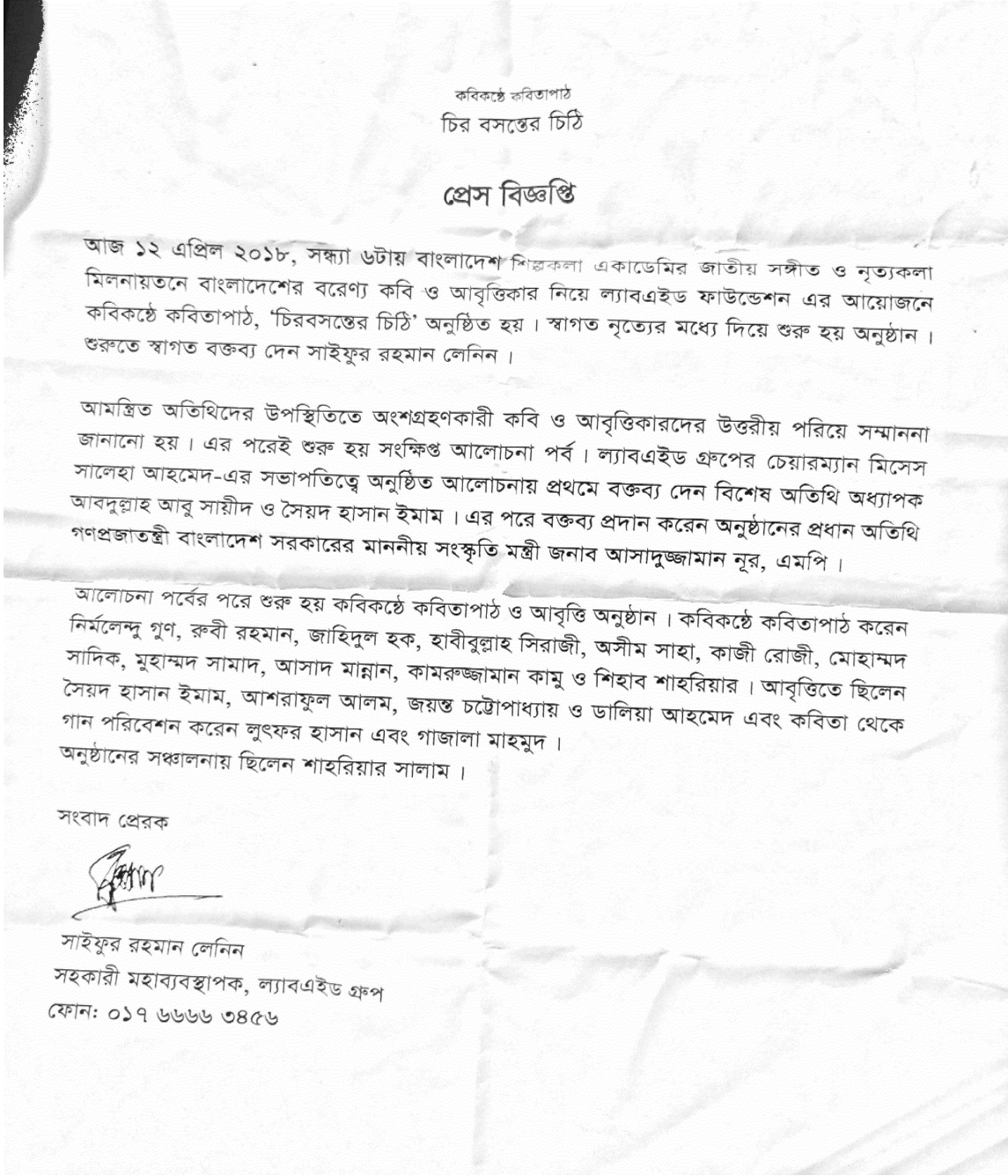


Figure 6: Self captured



Chiro bosonter chithi C: Kamrun Nahar (04/15 09:31:22) M: Assignment Desk (16:10:13) Duration: 1:49 ( +1:49 ) Scheduled: 0:00

Previous Next Edit Save Technical Assets Locations Config Print Cancel

Script Done  Copy Edit Done  Visuals Attached  Ready To Air Text duration:

Script History

**OC** D: 0:13

**MOS** শিল্পকলা একাডেমির জাতীয় সঙ্গীত ও নৃত্যকলা মিলনায়তনে হয়ে গেল, কবি-কণ্ঠে কবিতা-পাঠ। "চির'বসন্তের চিঠি" শিরোনামের অনুষ্ঠানটি আয়োজন করে - ল্যাবএইড ফাউন্ডেশন।

**PKG** READY D: 1:36

Name: Chiro Bosonter Chithi\_\_PKG (PKG) ID: 000086OR

DUR: 1:36

**MOS** আপস....

কবিতার আনন্দ ছুড়ায় কবি ও আবৃত্তিকাররা। আর তাই, বরণ্য কবি ও আবৃত্তিকারদের নিয়ে আসর বসেছিল শিল্পকলা একাডেমিতে।

আপস

নাচের ছন্দে শুরু।.....

আপস.....

প্রধান অতিথি হিসেবে উপস্থিত ছিলেন সংস্কৃতিমন্ত্রী আসাদুজ্জামান নূর। বিশেষ অতিথি ছিলেন সাংস্কৃতিক ব্যক্তিত্ব সৈয়দ হাসান ইমাম ও শিক্ষাবিদ অধ্যাপক আবদুল্লাহ আবু সায়ীদ।

**MOS** সট: আসাদুজ্জামান নূর: সংস্কৃতিমন্ত্রী

উত্তরীয় পরিয়ে সম্মাননা জানানো হয় কবি ও আবৃত্তিকারদের।

আপস...

কবিতা পাঠ করেন- কবি নির্মলেন্দু গুণ, রুবী রহমান, জাহিদুল হক, আসাদ মাম্মান, কামরুজ্জামান কামু ও শিহাব শাহরিয়ার সহ আরো অনেকে।

কামরুন্ন নাহার রাখি, একান্তর, ঢাকা

Figure 7: Self captured

## b. OC/VO/OOV

The first VO/OOV I wrote was a news script of the OSCAR's best animation movie winner *COCO*. As the length of the OC/OV is one-third of the newspaper's news, I had to write it in summary form. My first VO/OOV had many mistakes. I had a hard time typing in Bangla, also forming perfect one or two sentences with the 5 W's and 1 H was initially extremely hard. My supervisor very patiently taught me how to write an OOV news script. Also, I had to maintain the specific language pattern used by *Ekattor TV*, for which I had to read the previous OV/OOV written by my supervisors to make myself familiar with the language pattern. My supervisor advised me to write at least one or two OOVs on each day of my internship at *Ekattor TV* office, so that I can improve my writing style. In the three-month period of my internship, I wrote almost twenty OOV news items.

For writing OOV, I had to keep in my mind that the length of the script could not exceed more than 35 seconds. I had to shorten the news as much as I could.

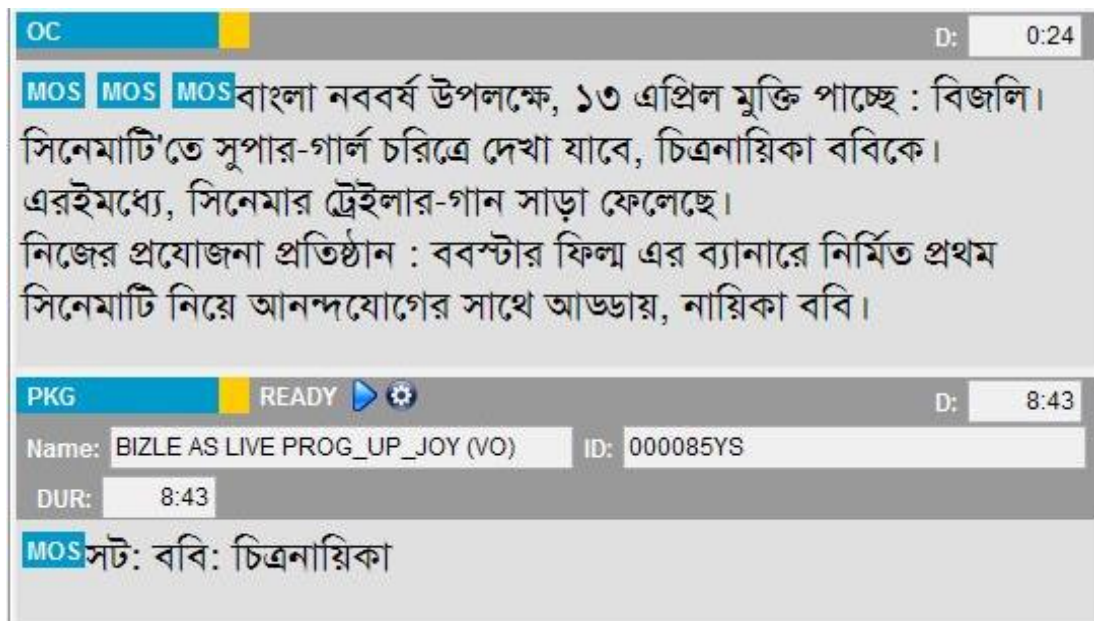


Figure 8: Self Captured

However, I did not have a user level access to the Octopus software, also referred to as the Rundown in the newsroom. 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. So, I had to write my news scripts Microsoft (MS) Word file format, and store it in the *Ekattor TV* newsroom's personal server. From there, my supervisor and the other newsroom editors of the Entertainment Desk revised and corrected my news script. None of my news scripts were aired on TV, but I assisted in the making of two OOV news scripts, and a PKG script which were aired under the name of the newsroom editors of the International Desk of *Ekattor TV*.

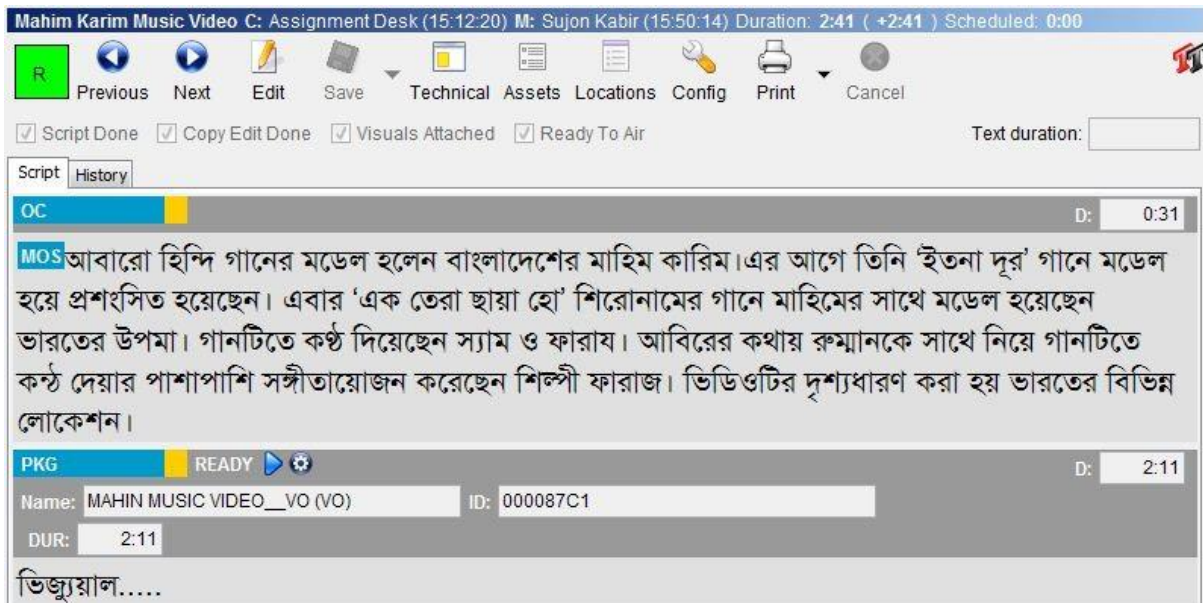


Figure 9 :Self Captured

### c. Facebook

I also maintained the Facebook the page of *Anonndojog*. I had to upload the footages from the previous day with a brief description about the news. In most cases, I only edited the OC/OV, and used that as the caption of the news. If the OC/OV was not useable as a caption, I had to rewrite the full news story and come up with a different caption for the news. I attached the slug as the name of the news story. Tag the person of Payoff in Facebook to give them the credit of writing the news.



**Ekattor Anondojoy is with Affan Mitul and Nahid Dipa.** ...

March 31 at 1:12 PM · 🌐

২০১৩ সালের ফিল্ম 'ফ্লোজেন', এনিমেশন ফিল্মের ইতিহাসে সবচেয়ে বেশি আয় করা সিনেমা।  
আগামী বছর বের হবে, সিনেমার সিক্যুয়েল। আর এরমধ্যে, ২২শে মার্চ নিউইয়র্কের সেন্ট জেমস থিয়েটারে প্রথমবারের মত স্টেজে প্রদর্শিত হলো, 'ফ্লোজেন-মিউজিক্যাল ব্রডওয়ে'।  
সিনেমার মতোই, দারুন সাড়া ফেলেছে এই মঞ্চ নাটক।

[See Translation](#)



Figure 10: Self Captured



Ekattor Anondojoy is with কামরুন নাহার রাখি and Rashed Haque. ...

March 21 at 3:32 PM · 🌐

রাজধানীর স্টার সিনেপ্লেক্সে হয়ে গেল "স্টার-ব্র্যাক ইউ শর্টফিল্ম প্রতিযোগিতা"র গ্র্যান্ড ফিনালে। দেশের বিভিন্ন বিশ্ববিদ্যালয়ের শিক্ষার্থীরা এতে অংশ নেয়। এই প্রতিযোগিতার সেরা তিন বিজয়ীর মধ্যে প্রথম হয়েছেন, নর্থ সাউথ বিশ্ববিদ্যালয়ের দ্বীপ রায়।

[See Translation](#)



Figure 11: Self Captured

## **Chapter 6: Reflection of Theories in Real Life Work Experience:**

When I started studying Media and Cultural Studies as part of my undergraduate program, I learned several theories related to media. These were just textual ideas, but during my internship, I realized some of the theories from my textbook were applicable in reality. I could notice those theories at work. Even now I feel like the theories are reflecting the reality of media and technology. In this chapter, I will be discussing the theories and how they were applicable in my internship experience in the world of media.

In the first part of this chapter, I will be talking about French philosopher, historian, social theorist, Michel Foucault's idea of Panopticon, a published work by Jeremy Bentham and the term 'Gaze'. I will also describe the term 'Hegemony', and its contribution in media along the issues of ideology and ethics related to media. I will also talk about a famous Indian anthropologist and social theorist Arjun Appadurai's notion of "Globalization and Media scape". Finally, I will be ending this chapter by discussing the difference between paparazzi and mainstream journalism.

### **6.1. Panopticon and Gaze:**

*Panopticon* is a work published towards the end of the eighteenth century by an English philosopher Jeremy Bentham. In an article titled "The Eye of Power", Foucault talks about Bentham's 'Panopticon'. It is basically an architectural work. Here, 'Pan' refers to all and 'Opticon' means to observe. Panopticon is an institutional building designed by Bentham that allows a single watchman to observe all things of institution. This was to be used as machinery to keep different groups under simultaneous surveillance. The interior designs, news writing policy, the activities in the newsroom of *Ekattor TV* fall under this theory. The sitting arrangements of the newsroom make it easy for editors to monitor staff, and reporters

‘action, because, by standing in one corner of the newsroom one can see the entire newsroom, PCR, GFX room, recording room and all three editing panels. (See Chapter 2.4)

During my internship, I was instructed to do my research and look for stories which I felt were worthy of being presented as news stories. The basic principles of journalism are not waiting for permission to report any wrongdoing that is happening around us. It is power that media has in itself. The power of media can make an unknown person famous and a famous person nothing. We have this notion just because we know that maybe there is always a journalist around us, who writer can report if we do anything wrong or unwanted or something noticeable. According to Foucault, the term ‘gaze’ is a system of surveillance (9), under which people pass their everyday lives. ‘Gaze’ creates interiorization among us through which people start to keep an eye on themselves. In the article, Foucault argues, “an inspecting gaze, a gaze whom each individual under its weight will end by interiorizing to the point that he is his own overseer. Each individual thus exercising this surveillance over, against himself” (13). Moreover, almost every organization has its own pages and websites on social media. This is also like Panopticon. These organizations are surveying, observing the whole world through social media to find news worthy topics.

## **6.2 Hegemony**

Hegemony is an umbrella term to understand dominance, leadership, control, and power structure. Originally hegemony is used to refer to the dominance of the dominant group over the subdominant group. According to John Storey’s essay, “What is Popular Culture?”, Italian philosopher and linguist Antonio Gramsci, used the term hegemony to refer

to the way in which, dominant groups in the society through a process of 'intellectual and moral leadership' win the consent of the subordinate groups (Gramsci in Storey 13).

During my internship at *Ekattor TV* we came across a controversial story of a celebrity asking for illicit favours' from a junior artist so that she could be taken in his upcoming movie. In short, the junior artist faced the term "casting couch," and she published those messages in Facebook. The Entertainment Desk, *Anonndojog* was onto this news to find out the truth before broadcasting such controversial news. We had to look for the messages and verify their authenticity. One of the basic principles of journalism is being neutral while preparing news. While preparing the news, we had to make sure that we are not taking a side and also not including vague information for TRP. Moreover, while preparing the OC/OV, we included images of both parties, later our editor asked us not to use any pictures for personal security of the parties concerned. Media is often thought to be the intruder of one's private space, and these stories are great for TRP (Television Rating Point). But *Ekattor TV* tries not to invade people's personal lives and space for TRP. *Ekattor TV* does not want to dominate their audiences' judgement and take sides of the victim or the perpetrator. If the news was not made from a neutral perspective it would have hegemonies the mind of the audience, and they would have taken sides of the victim or the perpetrator. Hence, *Ekattor TV* can be labelled as the dominant group and the public can be labelled as the subordinate group.

Once the manipulation was done among people of different social classes, but now people are being manipulated by the power of media. We easily consider what the media says or shows to us. This example proves that we are getting manipulated by the media and technology. Media does this mainly to earn profit. The more media can manipulate people, the more TRP (Television Rating Point) it sets as profit.



### **6.3. Ethics and Ideology:**

People follow a few sets of basic ethics and ideology in every sector of life. Sometimes, we follow the ethics, sometimes we violate them depending on circumstances. In the field of media, there is a several ethics and laws or ideology, which one needs to follow while working in the media.

During my internship, I was told to be honest and fair towards my work, and to the viewers too. But in some cases being 100% honest was not possible. For example- during my 5th week of internship I was asked to look for pictures from the Paris Fashion week. I was unable to find the clips my supervisor wanted. Since the event took place that very morning, good pictures were not available while we prepared the news. So, my supervisor asked me to add a few clips from the London Fashion week. As most of the people would not follow and understand the difference, we hoped we could telecast the news. Yet, just before telecasting the news, we found the clips we needed in better quality, so we added the clips from the Paris Fashion week. That day it was clear to me that media can create reality, and that constructed reality dominates our perception. Due to most people not staying updated about all the details about the fashion world, they would not understand the difference between the images of the London Fashion week and the Paris Fashion week. Hence, media can manipulate us by the representation.

After that, there is the most important ethics in media that the media should not be biased towards anything or anyone. But in our country more or less all media no matter on-air or print are partial. This biasedness often becomes apparent based on how different channels telecast news, how the same information can be decontextualized and represented according to the private channels ideological and company affiliations. Ideological values often dominate how each TV channel operate, which hampers the standard of neutrality.

#### 6.4. Globalization and Medias capes:

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. 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 the media related part 'Media's capes'. So, Appadurai in his book titled *Disjuncture and Difference in the Global Cultural Economy* said, 'Medias capes', whether produced by private or state interests, tend to be image-centred, 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 or cultural barriers. Due to this, we can now easily imagine the condition in other parts of the country and the world. 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 *Ekattor Television*. The images, footages, sounds, and texts provide enough data to the public to imagine what the lifestyle of American celebrities is like without even leaving their homes. 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 scenes of the

Rohingya refugees are shown in media, people can relate to the pain of the war victims in the Cox's Bazar camps by living in their world through Media's eyes.

### **6.5. Paparazzi and Journalism**

While interning at *Ekattor TV*, I had to look for stories worthy of being presented as news. In my first week, I recommended my supervisor that I work on a story about American celebrity and influencer Kylie Jenner showing her new born child's first snapshots and other stories related to this issue. My supervisor then asked me to look for whether the picture was taken by paparazzi or not. Paparazzi are groups of freelance photographer who specializes in images of famous people for sale to magazines and newspapers while often invading their privacy to obtain such photographs or videos. As journalists, we cannot invade the privacy of anyone, so we could not rely on paparazzi pictures. That day I understood media does care for others' privacy too, and why media often is thought to be the intruder of one's private space. According to Israeli professor and philosopher Avishai Margalit, in his article titled "Privacy in the Decent Society" explains, "there are two tiers of privacy: privacy as a constitutive element of human status, and privacy as a constitutive element of human flourishing." As also mentioned in the same article, Human Rights activists declare "No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, not to attack upon his honour and reputation." So while preparing news story, we simply could not just invade their personal lives because they are celebrities. Though celebrities are always surrounded by the "unwanted gaze," this differs from the paparazzi to the journalists, as paparazzi' would go to all lengths to take pictures. But a journalist cannot do so for the basic ethics and principles.


## 6.6. Translation

During my internship, I was asked to observe the International Entertainment industries closely. I covered events from the Paris Fashion week to Oscars, Met Gala, EURO Music Fest and other well-known international events. For this, I had to skim through BBC, CNN and other international web pages. Most of the reports I received were in English which I had to translate into Bangla. From the course ENG 465: Translation Studies, I have learned that there are various types of problems a translator faces while translating any text. In the book *In Other Words: A Course book on Translation*, Mona Baker mentions some of these problems.

They are: idiomatic expressions, cultural specific concepts, semantically complex words, expressive meaning, the use of loan words, non-equivalence etc. This course helped me a lot during my internship. In this part of the report, I will try to relate those translations theories with my translated work.

There are basically two types of translation strategies, one is word-for-word and another is sense-for-sense translation. “Translating sense-for-sense, creating fluent target texts which conveyed the meaning of the original without distorting the TL” (Monday 21). I have used both these techniques whenever whichever one was necessary. For example if the source text is in Bangla, repetitive words can exist in large numbers which may not have any significance in the Target Language (English). While preparing OC/OV, the language needs to be short and simple, 35-50 words to be precise. Due to that omission is used to reduce those repetitive phrases and sentences. Only the meaningful and important part is kept in the news. Here, translation by omission is followed.

For instance: for writing the OC/OV of *COCO* an animation movie, I followed the web page named Variety and their news about the movie *COCO*. Then I converted that news in Bangla by using sense for sense translation.



**Oscars: 'Remember Me' From 'Coco' Wins Best Original Song**

Jon Burlingame  
March 4, 2018 8:02PM PDT

Chris Pizzello/Invision/AP/REX/S

**Songwriters Robert Lopez and Kristen Anderson-Lopez take home the gold.**

"Remember Me," from Disney-Pixar's "Coco," won the best song Oscar for songwriters Robert Lopez and Kristen Anderson-Lopez.

This was the second Oscar win for the New York-based tunesmiths, having previously taken home the statue for the massive hit "Let It Go" for another Disney film, 2013's "Frozen." They are now two-for-two in Oscar competition.

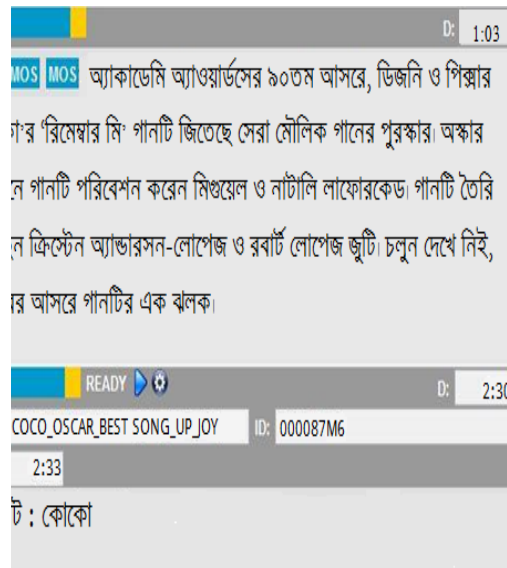
"Remember Me" was widely favored to win, as it plays a key role in the narrative about a Mexican boy who travels to the Land of the Dead to learn the truth about a famous musician who may be his ancestor.

The original song is heard in four different contexts in the film: First as played in grand style by Ernesto de la Cruz, that now-dead musician; then in lullaby form by Hector, another dead songwriter who fears being forgotten by his family; by the little boy, to his great-great grandmother in an emotional finale; and by Miguel with Natalie Lafourcade in a pop version under the end titles.

The Lopezes researched Mexican music from the mid-20th-century and penned a song in the bolero-ranchero style that could work as a quiet ballad or in a more boisterous style; then added a lyric that spoke, as the film does, about family and intimate connections.

The Lopezes win deprived Benj Pasek and Justin Paul of back-to-back Oscar victories. Pasek and Paul won last year as the lyricists of "La La Land" and had already won this year's Golden Globe for "This Is Me" from "The Greatest Showman."

It also means that veteran songwriter Diane Warren has still not won despite nine nominations. She was hopeful that her song "Stand Up for Something" from "Marshall," which has become something of a political anthem, might get her the elusive statue. But it was not to be.



D: 1:03

MOS MOS অ্যাকাডেমি অ্যাওয়ার্ডসের ৯০তম আসরে, ডিজনি ও পিক্সার গার পরিষেবার মি: গানটি জিতেছে সেরা মৌলিক গানের পুরস্কার। অস্কার নে গানটি পরিবেশন করেন মিশুয়েল ও নাটালি লোফোরকেড। গানটি তৈরি নে ক্রিস্টেন অ্যান্ডারসন-লোপেজ ও রবার্ট লোপেজ জুটি। চলুন দেখে নিই, র আসরে গানটির এক ঝলক।

READY D: 2:30

COCO OSCAR BEST SONG UP JOY ID: 000087M6

2:33

ট : কোকো

Figure 12: Self captured

As can be seen in the example above, after translating the source (English) text, the OC/OV is written in a much shorter form in the target language (Bangla) keeping only the 5W's and 1H.

## Chapter 7: Criticism and Recommendations

The first experience of working somewhere has its own specialty and doing an internship at *Ekattor Television* was a memorable experience for me. I have gained lots of knowledge about media journalism during the three month internship.

As I had very little knowledge about how the audiovisual media works, and the terms related to this field, it was difficult for me to understand everything initially. I had a hard time coping up with the language pattern of *Ekattor TV*. Every news channel follows its own language pattern, for *Ekattor TV* it is colloquial Bangla language. Moreover, I had to learn Avro (a computer application to write Bangla scripts) for writing Bangla scripts in Octopus. At first I struggled a lot while forming Bangla sentences and including the 5Ws and 1 H. So, having a good grasp in both languages both verbally and in written form is crucial while working in audiovisual media.

The hardest part of my internship was I had to stay at the *Ekattor TV* office the entire day for writing an OC/OV. Most days I only did the research part for the news stories while my supervisor or teammates wrote the news. I had to frequently ask for new projects to work on. Though my supervisor and my teammates were extremely helpful, still it was unpleasant to ask for work. There were days when I only just sat there without doing anything productive, and helpful. Those days were the most frustrating days of my internship. So, it is my recommendation to *Ekattor TV* that they give assignments to the interns regularly.

As the members of the news channels are always busy with their own work, so it is quite difficult for them to give time to the interns only to teach them the commonly used terms like OC/OV, PKG, etc. So, I would like to encourage 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. It will also be more effective if the Department of English and

Humanities (ENH) of BRAC University offers courses exclusively on on-air/audiovisual media.

BRAC University does not have a separate Journalism Department which is why the journalism courses are taught under the Media and Cultural Studies stream in the ENH Department. The students of this stream only gain knowledge about the print media and take ENG 404: Copywriting where there is 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 *Ekattor Television*. I was not accustomed to audio visual terminologies.

So, I would like to suggest the authority of BRAC University, and the ENH Department to add exclusively audiovisual media courses so that the students can learn more about audiovisual media before starting their internship.

## Chapter 8: Conclusion

In this report, I gave an overview of a private TV channel. I focused on the digital newsroom of *Ekattor Television*. I also gave the detailed analysis of the structure and operation of a newsroom. Though I spent only three months there it was a journey for me into the news world that once fascinates me the most. Overall, it has been an informative and fulfilling experience for me as shown in the report. I have learnt a lot about how a television channel works. This learning will help me to be more accurate about my work in the news sector. I will utilize this learning for future experiences in my news media career.

Television channels have grown immeasurably with the rise of globalization. It is competitive to attract the audiences' attention. By enhancing the news quality, a channel can win the heart of the audiences. *Ekattor Television* gives a hundred percent effort to do this job properly. It is challenging to telecast good quality neutral news stories. *Ekattor TV* tries to deliver the most credible news stories as fast as possible.

In this report I have given a brief history *Ekattor TV*, and why it is a popular news channel in this country. Then I have discussed the basic terms of audiovisual media in chapter three. I have discussed my work experience in the channel along with the Entertainment Desk in chapters four and five. In chapter six, I tried to relate the textual theories to my internship experience. Finally, in chapters seven and eight, I have concluded the entire report by providing my opinion in the recommendation part.

I also learned that the theories have an application in the practical world. The write-ups of several authors are theories that can be applied in the real world. The theories and the related content in the text are relatable in every sphere of lives. One just needs to take a close look at them. When we studied theories in ENG 333: Globalization and Media, and ENG



331: Cultural Studies and Media, sometimes we found them difficult and thought that they just appeared in texts.

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