

Feature Wrting Experience in *New Age*



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By

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Acknowledgement

First and foremost, I would like to thank almighty Allah for enabling me to finish this report on time. Then I would like to express my sincere appreciation to my parents for their continuous support, love and blessings. This Internship report is a part of my undergraduate program in Media & Culture at English and Humanities Department of BRAC University. The successful completion of this report required helps from a number of persons, who have supported me with their valuable guidance and information to carrying out this report. Now, there is a little effort to show my deep gratitude to those persons.

I forfeit my respect to my supervisor Mrs. Nawshaba Ahmed, faculty member of ENH Department, BRAC University. I am deeply indebted to her endeavor approach and outstanding supervision helped me a lot to prepare this report on time and her valuable guidelines shaped this report to be organized perfectly.

Finally, and most importantly I want to express my sincere and immense gratitude to Konkakarim, Editor of Trends, and Lifestyle weekly from New Age. Under her supervision, I understood different aspects related to my studies. Without her sincere direction and guidance my internship would have been less fruitful.

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Chapter One: Introduction and a brief History of New Age

In this era of Globalization, globalization has a great influence on the media and we cannot deny that by any means. The wide spread communication is the most visible effect of globalization. The introduction of newspapers, magazine, internet and TV has immensely helped to spread information and this process has led to opening up of people, making people aware of what's happening around the world. Both are interconnected.

Previously the scenario was different, a very few people used to show interest on media related job. Now, people got to know how influential the media is and day by day media related jobs are increasing. That was one of the major reason why I chose “Media and Culture” as my concentration. To accomplish my Under graduation, I was required to do an Internship on related sectors. BRAC University offer it's ‘Media and Culture’ students to do their internship on advertising agencies, Newspapers and TV Channels.

I was fascinated about lifestyle magazine. How a feature writer portrays their stories with pictures and models, how they write a trivial issue in attractive manner. I used to collect magazine cut, where there were some recipes, hair styles, makeup tricks and so on. So, when I got a chance to do internship on *Trends, New age* my happiness knows no bound. It feed my interest and my academic requirement as well.

I started my internship on 21st May, 2017 and finished on 21st August, 2017. I must say that I want to cherish that three months journey on New Age. I was under the supervision of Konka Karim, feature editor of *Trends, New Age*. She taught me about how to write on Trends, what are the technical terms they follow, what are the things to avoid and so on.

I want to quote few lines of Anne McCaffrey here, because I found it to be very true there and that was exactly what Konka Karim ma'am used to tell me constantly from the very beginning.

“Tell the readers a story! Because without a story, you are merely using words to prove you can string them together in logical sentences”.¹ From my understand I would say- a feature writer wants to tell stories about different aspects of lifestyle, to depict their stories they use pictures, models, exaggerating words to make it more presentable to the readers and that is very different from report writing and other journalism. At the first meeting, my supervisor introduced me with the other colleagues on that Department. Every colleague welcomed me, they were very friendly and helpful. I tried to observe them first how they work, on the basis of my observation I found they love their work and so dedicated. Everyone there has other jobs and some of them have kids, family responsibilities. They manage their personal life and profession so nicely. They work so hard to write their stories and to make it presentable. I think their dedication and love for their made it possible. I used to call them or mail them for queries and ideas. They used to help me without getting disturbed. When Konka Karim ma’am used to assign me for something, they used to suggest me how to pursue my research to complete any story, how to take interviews and how to organize my write up.

I was required to take interviews of noteworthy personalities and celebrities, reviewing new online page, shops and required to submit minimum one review, cover story or interview of six to seven hundred words in a week. Unluckily two of our Eid took place on my internship period, there were so many off days and that is few of my works got publish. I tried to learn as much as possible within this short period of time. I closely came to know about how print media works and learned many technical terms of journalism. It was great opportunity for me to put the theoretical knowledges I learnt from my major courses – Eng 331: Cultural Studies, ENg 440: English for Print Media and Eng 333: Globalization, Eng 465: Translation Studies.

1. A feature writer should keep these lines on mind, those lines argued to tell the readers a story and how story telling technique is different from a usual paragraph writing.

The beginning of Newspaper in Bangladesh

Gram Barta Prokashita can be said as the first Bangla newspaper in the subcontinent, where the brutality and injustice of Zamindars and British was used to publish. Kangal Harinath Majumdar was a teacher of a small village, who was a former employee of a British indigo production factory. He witnesses the cruelty of Zamindar and British and felt the urge to write something about this as a form of protest. He founded a publication house in Komarkhali, Kushtia in 1863, from there *Gram Barta Prokashita*, a Bangla weekly used to publish.

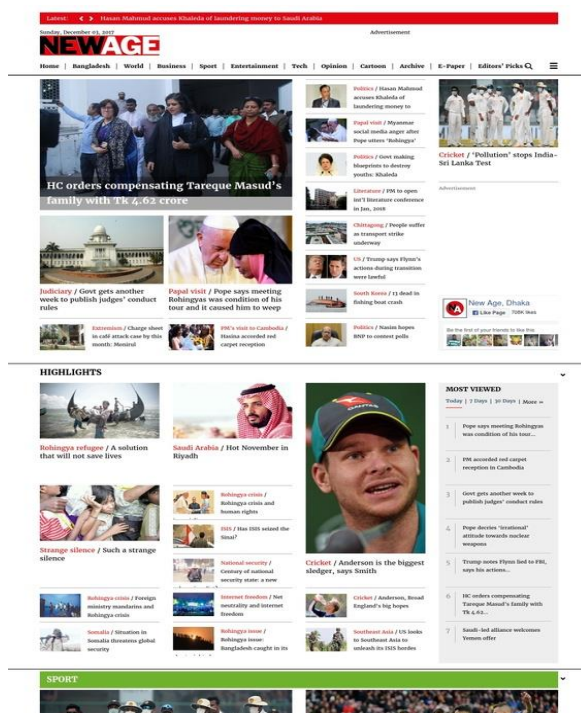
Until 1778 there was no existence of Bangla alphabet in print. Bengal Gazette and Shomachar Dorpon were the first Bangla language newspapers, published in 1818. “When Sher-e-Bangla A K Fazlul Haq became the Prime Minister of Bengal in 1935, he noticed that he was lagging behind in the political front as he didn't have any newspaper that could back his political career. With the help of Maulana Akram Khan, who served as the editor, he published *The Azad* in 1936, which helped him gain a firm standing and quick following amongst the people” (‘STORY OF THE BANGLA PRESS’, *The Daily Star*).² Three leading newspapers - *Dainik Ittefaq*, *The People* and *Sangbad* were burnt down by the Pakistani army. After the language movement of 1952. It was 17th December, 1971 *Dainik Azadi* first published just after Bangladesh's independence. Al-haj Muhammed Abdul Khaleque was the founder of this newspaper. About forty thousand copies were published and all were sold out on the very first day of its publication.

About New Age:

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2. A cover story in *The Daily Star* named ‘Story of The Bangla Press’ was about the brief story of the arrival of newspaper and Bangla printed newspaper in Bangladesh.

New Age a prominent Bangladeshi newspaper started its journey on June 7, 2003, with a motto to promote honest journalism. Their slogan is “Bias toward the people”. The founder editor of *New Age* was Enayettullah Khan. Mr. Nurul Kabir is the present editor of this newspaper. At the beginning it was 12page newspaper, now it is a 20page newspaper and almost 150 journalists are its employees. The page number may exceed sometimes for special issues. The cost of this outspoken daily is 7tk but if it come with a supplement then it is 10tk. It has different segments – Editorial, Op-ed, National, International, Business, Sports and so on. It has online Edition too, website address is: <http://newagebd.net/>. It organized in nice way that everyone can easily access the different segments.

Illustration 1: Online Edition of *New Age*



There are two weekly magazines of *New Age*- *Trends* and *Xtra.Trends* distributed on every Tuesday, where anyone will get to know about new trend and fashion, about new foods and restaurants, celebrities and renowned personalities, recipes, health and beauty tips. *Xtra* published on Friday, the angel of this magazine is critical than *Trends*. *New Youth* is monthly

supplement. Beside these, *New age* publish different supplements on different occasion – Ekushey February Special, Valentine Day Special, Independence Day Special, Boishakh Special, Anniversary Special, Eid Special, Special in remembrance of Enayetullah and so on. Before publication, *New Age* goes through with five different stages. At the very first stage, reporters bring news to the newsroom, in urgent situation reporters sometimes send mails and fax or make phone calls. Then the reports checked by the chief reporter rather the source of information and angels are appropriate and accurate or not. In the second step, reports moved to central desk for editing. Editing includes mending the grammar and spelling mistakes, structuring the language and giving headlines. Then, in third and fourth stage the news is selected for different segments. Then graphic designers design the page with essential edits that required. Before it goes for printing press it is need for final approval from editor. On fifth stage, a total arrangement of a paper with photos and caption placed in aluminum foil and that sent for printing press.

Though *New Age* is new among other newspapers but this is one of the best leading newspaper in Bangladesh now. That is because, of its unbiased and neutral news.

Chapter Two: My account of internship at *New Age*

Basic About Trends:

Having Supplements on different issues like – health, beauty, knowledge, social problems, became essential part in every national dailies. “These supplements are prepared and given in order to better fulfil communication needs and demands of the readers since their publication is there to serve for the public interest” (Akpinar, P2). ³*New Age* is always concerned with the interest of the public. *Slate* and *Glitz* were the first two supplements of *New Age*. Now it has new supplements called *Trends* and *Xtra* which are the new editions. As I worked at *Trends*, this portion of my internship report will look at the journey with the *Trends* team.

The feature section along with the place for *Trends* department is set separately. But the environment there is very organized and cozy. The work of Feature writers is different from other reporters, they enjoy more freedom in term of choosing their subject and they do not need to come at office regularly. On Sunday, a meeting takes place in office, where all the feature writer come up with new exciting ideas to write stories. Konka Karim, the editor approves their story idea and suggest how to pursue their stories. Then the writer visits different places and meet different people to gather information about their stories. The magazine consists of a ‘Review’, this is about any product or about a new shop or about a online page or about a new event. One or two ‘Events’, which covers various events in the city. A ‘Up Close & personal’, a question and answer style profile of a celebrity or a renowned person. Three or four ‘En vogue’, this segment gives information about new stores or product or will give a concept where to get those. A ‘Cover Story’, this section deals with new fashion, culture, season with a illustration of pictures with models. A weekly ‘Horoscope’, it is a weekly astrological forecast. One or two

3. The importance of supplements in National Daily nowadays depicted here.

‘Recipe’, it covers recipes from different chef or restaurants. For special occasion it may very sometimes. Usually there are four to five writers, Interns and some freelancer could publish their writing here. There is a online archive for *Trends* <http://trends.newagebd.net/>, where anyone can see this magazine page by choose different date and year. I must say *Trends* s a cost-effective solution for the young generation to quench the thirst for fashion and lifestyle related update, because other lifestyle magazines are very costly.

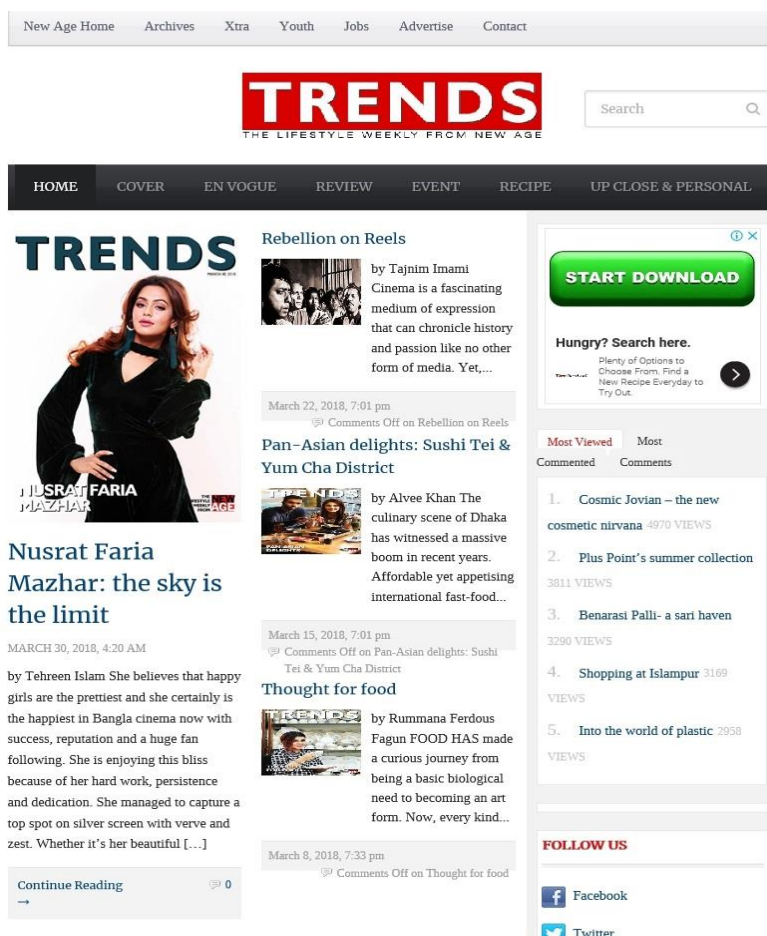


Illustration 2: Online Edition of *Trends*

My leanings from *New age* and with relation to my academic studies:

In General, there are two types of reporters- news reporters and feature writer. A reporter can be a feature writer, or vice-versa. What most of the people know about Feature story, that is –

feature can be found on back pages of the paper, it is fashion, lifestyle, home decor or art segment of a newspaper. But, features can be about any subject and features are found in every section of the paper, it can be a detail story about lifestyle, about sports or business even it can be the toughest investigative report.

In English for Print Media course, we learnt the news value factors. Here I am quoting from Medial college.com to describe the points what makes a story newsworthy.

Timing: The word *news* means exactly that - things which are *new*. Topics which are current are good news. Consumers are used to receiving the latest updates, and there is so much news about that old news is quickly discarded. A story with only average interest needs to be told quickly if it is to be told at all. If it happened today, it's news. If the same thing happened last week, it's no longer interesting.

Significance: The number of people affected by the story is important. A plane crash in which hundreds of people died is more significant than a crash killing a dozen.

Proximity: Stories which happen near to us have more significance. The closer the story to home, the more newsworthy it is. For someone living in France, a major plane crash in the USA has a similar news value to a small plane crash near Paris. Proximity doesn't have to mean geographical distance. Stories from countries with which we have a particular bond or similarity have the same effect. For example, Australians would be expected to relate more to a story from a distant Western nation than a story from a much closer Asian country.

Prominence: Famous people get more coverage just because they are famous. If you break your arm it won't make the news, but if the Queen of England breaks her arm it's big news.

Human Interest: Human interest stories are a bit of a special case. They often disregard the main rules of newsworthiness; for example, they don't date as quickly, they need not affect a large

number of people, and it may not matter where in the world the story takes place. Human interest stories appeal to emotion. They aim to evoke responses such as amusement or sadness. Television news programs often place a humorous or quirky story at the end of the show to finish on a feel-good note. Newspapers often have a dedicated area for offbeat or interesting items.⁴

Stories of *Trends* have ‘Timeliness’, ‘Proximity’, ‘significance’ because these stories are about the latest fads. The recent cover story of *Trends* is about Spring and Spring is the ongoing much .enjoyed by the Bengali people.

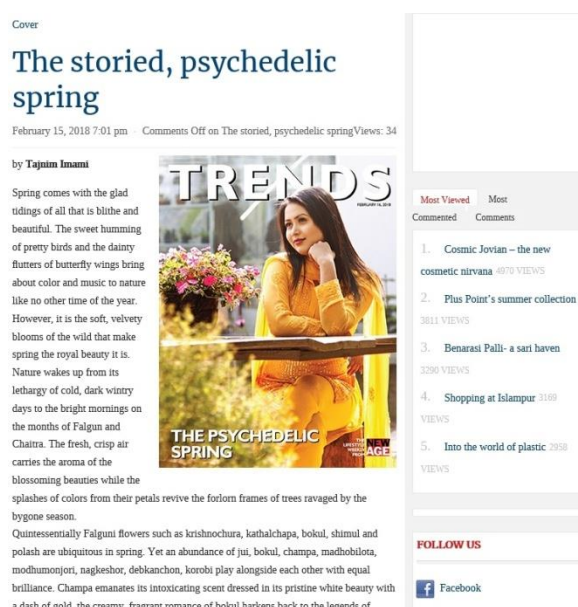


Illustration 3: Cover Story in *Trends*

Usually, news stories focus on events, where features stores focus more on people. Features are meant to bring the human element into the picture, which is why many feature editors along with Konka Karim call feature stories as “people stories.” So, feature stories do prioritize ‘Human

4. Important points that should be in every news story.

Interest'. *Trends* stores have 'prominence' too, sometimes it tells stories about different occasion by quoting different celebrities.

News stories follows inverted pyramid structure with 5W's (what, who, when, why) and 1H(how), but A feature story doesn't have to have the who, what, where, when and why in the lead. Feature lead can run for several paragraphs instead of just one, so feature writers have more freedom to structure their stories. But that doesn't mean his task is any less challenging. He must write an interesting story. A feature is less likely to be read because it is usually relegated to special pages, away from Page 1; and readers are less likely to have patience with it. Although facts are important, dryly stating them won't do. A feature writer, therefore, seeks to become a craftsman, using his material in ways that catch the attention of readers. There are unlimited ways of doing this. The introduction is as important to the feature writer as it is to the news reporter – as the fisherman employs bait with his hook, the feature writer must tempt the reader with his introduction.

How to prepare 'Up-Close & Personal:

It is a very informal type interview, where a feature writer ask question from the specific format of the magazine, every year we renovate that format and there are eleven questionsFeature writer can take this interview over phone, face to face or by email or text. A feature writer does research about when a interviewee should remain free for seat for interview session. He/ she need to punctual enough to take the interview on schedule date and time because newspaper reputation may affect for it. Interviewer should punctual enough and keep good eye contact with interviewee. I tried to put some tips for interview I learnt from Eng440: English for print media. I did an Upclose with Azra mahmood. I interviewed her then put all the answers in given question format. The person who is going to interviewed, she/he may give answers in very

informal or casual way, I had to put those answers in formal way, several editing required for that. This is similar to what I have learnt in the Eng401, Editing. Eng465: Translation Studies also helped me in this regard, because usually the feature writer takes interviews in Bangla, so I had to translate the interview's answers in English. One of my 'Up-Close & Personal' published on 4th July, 2017. Web link is <http://trends.newagebd.net/5964/model-azra-mahmood-says/>. (Appendix-1)

How to write a Review:

The things a feature writer should keep on mind before writing a review, these are-

Firstly, before writing a review about any shop/online page/a book/any restaurants—writer should decide what parts of these is going to evaluate. For example I was given a task to do a review about an online page named Glued Together. Usually they sell lamps and jewelry. But I decided to write on their 'jewelry' only.

The reviews in magazine are longer and more top to bottom than general news articles. They cover one subject from various edges and are composed in a more innovative, engaging configuration. And for that 'The Word' is the only tricks. As these stories are long enough, I have to elaborate the story in a way that -readers should not lose their interest in the mid.

Before going to write, first it is need to do research. For my story What I did that is- What type of jewelry they sell, what is the price range, how those are unique, how it started its journey, why customers are interested to buy from Glued Together. Then, its better to have a interview session.

It can be with the owner 'or' the customer. I took an interview with the owner of that page. I made a questioner and sent it to the owner, then she gave her answers.

After conducting a research and interview it's time to turn a very usual review story into an Interesting one.

Now I will discuss about the structure, how it should be

1)Title:

- title should be interesting, so that readers will be keen to read it.
- my title was: Jewelry that tell a story

2) Introduction paragraph should have these things:

- attractive hook to get readers attention;
- identifying the thing that going to be review
- identifying the audience

3)Fullbody will be divided in several parts and that should have:

- each of the aspects that going to examine
- there should be several detail sentences that prove the point that a writer trying to make
- the shop/book/restaurant for which a writer writing a review,it's name should not be mentioned very often.
- for making it interesting there should not more adjective, it will rather make the story mundane. Again 'the words' will be the tricks here, it should be arranged in flowy flowering manner.

4)Conclusion

- that will briefly restate the main ideas of the review
- at last it better to give detail about where to get the book, if it is about shop or restaurant

or online page ; then putting address and weblink is good to go.

Two of my review story that published on Trends, New

age:<http://epaper.newagebd.net/04-07-2017/33> (Apendix 2)

<http://trends.newagebd.net/6065/get-trendy-with-trendz/> (Apendx 3)

Writing for Recipe Segments:

Recipe segment of *Trends* is very popular, usually chefs from different renowned hotel and restaurants share the recopies here. Feature writer go for any restaurant or hotel and talk with chef for the recipes. Sometimes the chefs send mail too. Here also my learning from Translation Studies helped me a lot. Most of the recipe we get via email, those are in Bangla. Even we collect recipe from spot too, the conversation take place in Bangla. I had to work hard for this simple issue, because there are many technical terms here. One silly mistake can cost a lot. I studied many recopies to get clear concept to know detail about the technical terms. Some technical terms are

1) Table spoon- 1tbs

2)1 Tea spoon- 1tsp

3)1 Cup-0.23 Litre

4)1/2 Cup- 0.12 Litre

One of recipe published on 8thAugust, 2017 <http://trends.newagebd.net/6053/masala-sweet-corn-2/>.(Apendix 4)

Writing for En Vogue:

This segment give information about new stores or product or will give a concept where to get those. It is about 200 to 300 words. Here, readers usually find for new products which lunch recently, get to know about new showroom recently opened or which shop recently

offering what types of offer or discount I wrote about a Halal Package for Haji, published on 25th July, As that time most of our haji preparing for leave for perform Haj, I hope that was very useful for the pilgrims. Web link : <http://epaper.newagebd.net/25-07-2017/20>(Appendx 5).

How to write stories for Cover:

“Don’t judge a book by its cover”, we all know the saying. If it is magazine cover, it’s pretty much the opposite. The cover of a magazine is the wholesome concept for a magazine within each issue. So, if a feature writer assigned for a cover story he/she need to be very careful to portray the cover in attractive way. Unless it’s a news magazine, the cover story for a major magazine has likely been planned far in advance and is the result of a great deal of additional investment in photography, art direction, and market research. The cover is a magazine’s most effective advertisement, so the cover story is usually the flashiest subject in the issue and is designed to be something that will pull a reader in from miles away.⁵

I wrote a story for cover, which soon going to publish. What I found that is - Other lifestyle magazine articles are written in very complex English with more adjective and informal words. In New Age , Konka Karim gave instructions to write in simple form and in American English, people in Bangladesh read supplement in their spare time and not everyone is expert in English. So, If the article is written in very standard English, obviously they will not want to open a dictionary with them to read the articles. Here I realize, New Age write for mass people.

Trends is a lifestyle weekly magazine. Here, the writers share or write about different important aspects of life. For example-recently someone visited a restaurant which tell they offer real Thai cuisines, that something very unique and special for our Bangladeshi people. So, he discussed with editor rather he can write about it or not, then started brain storming how to

5. Here, we will get to know how Cover story is different from other articles.

present it to the readers. That's how a story come out for the readers. Another writer noticed that -recently *nakshi katha* is trending back with a bang and nowadays it can be use in different form. So, she researched about it, took interviews of several person and made a story on it. A feature writer should have information and interests to write on. When a writer doing her usual works like-eating out or shopping, he might think about how he could turn his experiences into lifestyle writing. The more you write, the better you will progress towardbecoming a good writer. So, willingness, dedication, research and interview is must for writing a cover story.

Cover Story includes 800words to 1200words. After finishing the write up, a feature writer discuss with editor how to take photos, which types of model will go for this shoot. After deciding, then the models, photographer from New Age and feature writer go forshooting spot on scheduled date and time. Models and photographer follow the instruction of the writer, sometimes editor also come on the place. After shoot, then page designer pastes the photos with writing. Then send a copy to the meeting room, there editor along with writers decide which photo should go in which sequence.

Chapter 3: Conclusion

The internship in *New Age* was a good opportunity for me to have the taste of professional atmosphere. Though my internship period was only for three months, which was not enough to learn every aspect of journalism. I got a chance to meet different people, so undoubtedly it has given me a lot of confidence to work with different people. I have made a lot of new friends there who helped me in every step in my internship period and I feel blessed to have been a part of this newspaper. The knowledge I gained there, it going to help me in future profession.

New Age taught me to work under pressure, work with groups and to work within date line. In this report I showed how my three months spend at *New Age*. What I did, what I wrote, the challenges that I have faced etc. Moreover, it is showed how the theories are very much related to the real world.

Finally, writing this report is a finish polishing touch of everything that I learnt in BRAC University before leaving and going to the corporate world

Apendix

MAR

Appendix 2

Online Edition | ahela Baishakh celebrations must end by 5:00pm
ACC bars Farmers Bank MD, 16 others to leave country
Cricketer

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Trends (33)
e-New Age
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Along with the traditional designs, flowers, leaves, peacock, feather, moon and other motifs have joined the designer's collection in different forms and variations. Whether it is elegant, sassy or simple, Glued Together pieces are perfect for adorning any outfit. You can wear a pair of jeans yet flaunt the earrings, neckpiece, armlets designed by Mehnaz. Here you can get metallic jewellery with the look of silver, gold and antique. Mehnaz tries to make her products affordable for everyone. Most of the sets start from Tk 1,980, earrings from Tk 800 and rings from Tk 700.

If you are preparing for a wedding, the first thing that comes to mind is to find the ideal jewellery that best suits your attire. Jewellery here is something that compliments the attire of all shades and types. Beside gold and silver, semi- precious metals have become common in bridal jewellery. They are clean cut yet eye catching pieces for grand occasions.

For those with a penchant for the royal ornate look, Mehnaz has great collections with stones and elaborate designs. All the pieces at Glued Together are different and express something meaningful for the person who wears it, giving her the opportunity to preserve these special moments. Even better is that they can be paired with a traditional as well as a contemporary attire.

Mehnaz Ahmed's passion for designing and making something creative has driven her to this path and she dreams of opening up a shop where all her jewellery will be available for spot purchase. Glued Together's collections are indispensable in any woman's personal collection, a paradox of old world charm with modern day grace. Each piece is tasteful, exhibiting the perfect balance of modest sophistication and captivating vibrancy.

If you are looking for stylish jewellery that are both traditional and sophisticated Glued Together has the just the thing for you.

For more information or to place an order: <https://www.facebook.com/gluedtogether>

TREND 17

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REVIEW

August 15, 2017 8:10 pm · Comments Off on Get trendy with Trendz Views: 28

by **Shaima Akhter** and **Rainin Farzana**

Trendz offers an array of fashionable wear for both men and women. They offer new, cozy and stylish clothing in their own design using local materials mostly. The new collection of Trendz exhibits a unique selection of elaborately designed short and medium length kamiz for women and an array of formal, casual and ethnic wear for men. For summer, they have chosen light and fresh pastel hues like mint green and zesty orange to brighten up one's entire look.



Trendz has a large collection for women include kurti, shalwar karniz, stylish blouses, palazzo, single skirt, leggings, jeans, T-shirt, scarf and pants. Though the traditional karniz remain a favourite here, focus has shifted from heavily embellished garments to simple and comfortable ones these days. As long kurtis are bidding a farewell, short and medium length kurtis are saying hello in a variety of silhouette and style. They are ideal for young girls who prefer comfortable casual or semi-formal wear with a twist.

The kamiz and kurta are flowy, loose fitting, bright coloured and mostly made in cotton. Their products are also available in silk, silk blend, angora cotton, silk viscous, linen, cotton-silk and muslin. The soft textures, light and lustrous sheen give a feminine touch to most of their ensemble. Some of these outfits are embellished with intricate embroideries, patches, lace etc. Floral, geometric, ethnic and Egyptian inspired motifs dominate their formal dailies wear. The latest collection of kurta is comfortable for both day and night. This summer, enjoy your tea parties, hangouts, and birthdays in the comfortable and adorable Trendz curfi. Kurta are priced between Tk 1,250 to Tk 2,450 and shalwar kameez between Tk 2,800 to Tk 6,000.



Trendz offers a large array of formal and casual wear for men including casual shirt, polo shirt, T-shirt, Panjabi, trousers etc. Formal and casual shirts are available in both full and half sleeves and they are made of premium Egyptian cotton and Arvind cotton. Executive shirts are specially made with mercerised cotton. This fabric is special as they aren't fading away over several washes.

'We make finest quality polo T-shirt here and as we make it in their own factory, it costs less than any international brand available here,' said Md Mohasin Alam, head of operation of Trendz. Men, can get some comfortable and casual polo T-shirts and both Polo shirt and T-shirt's are made of single and double Jersey and double lacous fabric keeping summer in mind. The price of the T-shirt ranges between Tk 595 to Tk 1,150.

Trendz also has a collection of slim and regular fit Panjabi for men. Both hand embroidery, machine embroidery and screen print are used as the embellishment in cotton, silk blend, viscous and andy silk Panjabi. Twill pants, formal pants made of polyester and denim trousers are available here and cost between Tk 1,450 to Tk 4,300. Accessories such as belt, passport cover, card holder, wallet and tie of various colours are also available at Trendz for men.



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Appendix 4

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Trends (20)


e-New Age
July 25, 2017

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EN VOGUE

'Friday Brunch' at Amari Dhaka

'Amari Dhaka's signature restaurant Amaya Food Gallery has launched an exuberant 'Friday Brunch' on every Friday to offer just the right mixture of comfort food to stimulate the weekend feel.

The menu depicts culinary adventures from distinct styles – Thai, Japanese, Chinese and Indian. An abundance of cheese, butter, margarine and toasts creates an inviting ambiance for celebrating those late morning early afternoon culinary delights. Friday Brunch will be available every Fridays only at Tk 1,900++ per person. Buy1 get 1 offer is applicable for special bank card holders.

Call for reservation: +880177770944, +8801878422222



Hajj - Umrah Series



Wardah's offer

Indonesian company Warda started recently its journey in Bangladesh, offering a Travel edition of four skincare products. This edition includes, Sunscreen Gel SPF 26 (40)Head to Toe Cleanser (40 ml), Deo Roll On Anti- Perspirant (40ml) and Moist Plus (30gr). One can get a 8ml Relaxing Oil, drawstring bags versatile and a guide booklet for Hajj as a gift in this package.

Pan Asian Food Fest @FOUR POINTS by SHERATON DHAKA

Pan Asian Cuisine means Cuisines across Asia with wide & diverse verity like the continent itself. Four Points by Sheraton Dhaka is taking an attempt to woo the taste buds of food lovers in the city by arranging a 'Pan Asian Food Fest' at its cozy signature restaurant 'The Eatery Suites' from 20 July 20 to July at Tk 2,999 net.

You can book your reservations for Dinner at +8801966662151 or +880 9 609444555. You can also enjoy various bank offers at this festival.



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