

A Report on My Internship Experience at

ICE Today Magazine

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Inspiring Excellence

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A report on the Internship at

ICE Today Magazine

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By

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Acknowledgment:

First and foremost I am grateful to the Almighty for bringing me in this beautiful world, a world where there are so many things to explore, to learn and to express our talents, emotions and feelings. I would also like to thank my parents for their enormous support that they have given me. Then I would like to express my gratitude towards people without whom it would not be possible for me to write this report. I am grateful to my supervisor, Roohi Huda, lecturer of English and Humanities at BRAC University, for being kind and liberal to me. I would also like to thank my ICE Today supervisor, Natasha Rahman, sub editor, for being very co-operative throughout the internship. I am also expressing my gratitude towards my managing editor at ICE Today, Abu Tawhidur Rashid for patiently enduring the mistakes I have done during internship as well as for teaching techniques and rules of news reporting and editing. Furthermore, I would like to thank each member of the ICE media LTD who have shown immense compassion and cooperation towards me.

Maisha Tarannum Iqbal

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Chapter 1

Introduction:

Since I joined the English and Humanities Department of BRAC University, I had an immense interest in the media studies. As I worked as a contributor for *Dhaka Insider*, this field always fascinated me. The interest and love for media motivated me to choose Media and Cultural Studies as my area of concentration. While taking ENG 440, which was one of my concentration area courses, I realized that feature writing was something that I enjoyed the most. The idea of writing features made me more interested about the human interest feature. I started to buy different magazines to get a better grasp of the writing style of feature articles. Magazines like *ICE Today*, *Trend* and *Canvas* helped me a lot to get an idea. So, when I started my internship, my first choice was *ICE Today* magazine. So I dropped my CV at their Banani office and got called in for an interview a few days later. After the interview session, by the grace of Almighty I was selected for the internship. While working for *ICE Today*, I learned many things about professional journalism that I never knew before. For example, in this day and age of digitalization, *ICE Today* has more scope of reaching a large number of readers through the internet as it has its online version. So while working with the web content of the magazine, I learned about SEO (search engine optimization) that helps to increase the number of visitors to the website. My communication skills also improved as I had to interview big personalities like Sara Zaker, Sharmin Lucky, Kabir Bakul for different articles that I wrote. Though I was the youngest employee there, I always felt as if I was a big part of the ICE team. Every single person working there was very helpful and made the internship period a great learning experience. I enjoyed working as a feature writer at *ICE Today*. Moreover, I did a lot of editing, interviewing and translating during my internship period.

Chapter 2

History of ICE Today magazine:

ICE Today is a sister concern of Bengal Foundation and falls under ICE Media Ltd. It was established in 2002. ICE Media limited works with two magazines, one is *ICE Today* which is a monthly life style magazine and another one is *ICE Business times*. I mostly worked for *ICE Today*.

In the initial days, the magazine was only available in print format. However, with the evolution of technology and media, in 2008; they launched the website of the magazine, so that readers can get easy access to the magazine.

ICE Today is a premier lifestyle magazine which is devoted to being the best in terms of information, communication and entertainment (ICE). It mostly focuses on regular features with the latest in the sectors of fashion, beauty, food, interviews, travel, gadgets, events etc, in each of the issues, along with a time appropriate cover story. In addition, there are various supplements from time to time. The supplements are provided according to the availability and association of *ICE Today*'s association with the sponsors.

Chapter 3

Internship experience at ICE Today

3.1 Learning the new aspects of print media:

The road to completing my internship period at *ICE Today* wasn't an easy one. Just like any other new intern I also had to face a lot of difficulties at the beginning of my Internship. Everyone gets a little excited when they enter a work place for the first time. I was optimistic about my internship but still was not familiar with the work pattern.

Initially when I started to intern at *ICE Today* magazine, I didn't know the fact that there were two different magazines printed under the ICE Media LTD. Company. So there are mainly two different magazine portal operate under this organization which are *ICE Today* and *ICE Business Times*.

During my first week, I was assigned to write web articles for the *ICE Today* website. During the first couple of weeks of my internship, I mostly wrote articles for the website. As my fourth week started, I was sent to take an interview of a renowned lyricist, Mr. Kabir Bakul. As it was my first ever interview, and that too of such a big personality of our country, I was quiet nervous. However, my supervisor helped me a lot to form the questions and then I went to interview him. After that interview was done, I was quiet confident with my grasp over the working pattern of *ICE Today* magazine. I also learnt a few new things during my internship period like product placement in a write up. For example, in a sponsored article, the write up is written in such a manner that it demonstrates how the sponsored product benefits its user. I never know that advertising could be in such a manner. During the 9th week of my internship I was told to write an article about how to take care of our skin during winter and in the write up I had to mention

why Vaseline is good for our skin during winter. Here Vaseline was the sponsor for that issue of *ICE Today*. Here is an example of product placed article:

Skin Solutions

Maisha Tarannum shares a few skin care habits to protect your beautiful skin

Our skin is the largest organ in our body, and more often than not, we forget that it needs to be taken care of regularly. Like our hearts, our skin too needs some loving! But due to the crazy hectic lives we all lead, we often fail to follow a proper skincare regimen. Thus, the damage starts surfacing in the form of blemes, pimples and dark patches. To kiss all your skin troubles goodbye, we have some quick and easy solutions that'll have your skin looking its absolute best.

AVOID SLEEPING WITH YOUR MAKEUP ON

Going to bed with your makeup on can lead to clogged pores which results in acne.

Instead

Take 5 minutes out to wipe off the makeup before going to bed in order to let your skin breathe.

CUTBACK ON YOUR TALKTIME

Your phone is a magnet for germs. So talking for hours over the phone can cause acne and rashes.

Instead

Use headphones for long phone conversations or use antibacterial wipes to clean your phone daily.

QUIT PEELING OFF DEAD SKIN

We often tend to bite or peel off the dry skin from our lips out of sheer boredom. Little do we know that this leads to bleeding as well as infection.

Instead

When you feel your lips are drying, apply some Vaseline petroleum jelly on them and you are good to go.

TURN DOWN THE AC

As much as you love this invention, too much exposure to AC can dry up your skin, making it itchy and flaky.

Instead

For the betterment of your skin, go for the old school ceiling fan.

AVOID EXPERIMENTING WITH MAKEUP

It is tempting to splurge on the latest cosmetic that hits the stores. But experimenting too much can cause rashes and pimples.

Instead

Stick to your regular makeup products and if you really want to try a new product, use it on your wrist first before applying to your face.

REFRAIN FROM SQUINTING YOUR EYES

Not visiting your ophthalmologist often? It's time to make an appointment. Squinting your eyes too much can lead to fine lines and wrinkles, making you look older.

Instead

If faced with eye sight issues, consult a doctor without any delay.

TRY NOT TO GET HAIR PRODUCTS ON YOUR FACE

Hair products like hairspray contains a number of chemicals. You're prone to have breakouts if you get hairspray on your face.

Instead

Use a clean towel to cover your face while using hair products.

Vaseline had a major influence in the write-up above. Along with the other skin care solutions, we have mentioned how Vaseline helps to recover chapped lips and also keeps our skin moisturized. So the write-ups reflected the benefits of Vaseline as they were our November issue's sponsor.

3.2 ICE Today management

The functions of *ICE Today* magazine is managed by a long chain of command. From publisher to managing editor, there are many other people inter connected who help the magazine get publish each month without any hassle. Let us take a look at the managing body of *ICE Today*:

- Abul Khair- Publisher.
- Zeenat Chowdhury- Director of International Publications.
- Nawshin Khair- Executive Director.
- Tawhidur Rshid- Managing Editor.
- Goutom Saha- Fashion Editor.
- Natasha Rahman- Assistant Editor.
- Jason Sabbir Dhali- Senior Designer.
- Asif Iqbal- Senior Marketing Executive.
- Md. Nasir Uddin Prince- Marketing Executive.
- Md. Abdul Alim- Finance and Accounts.

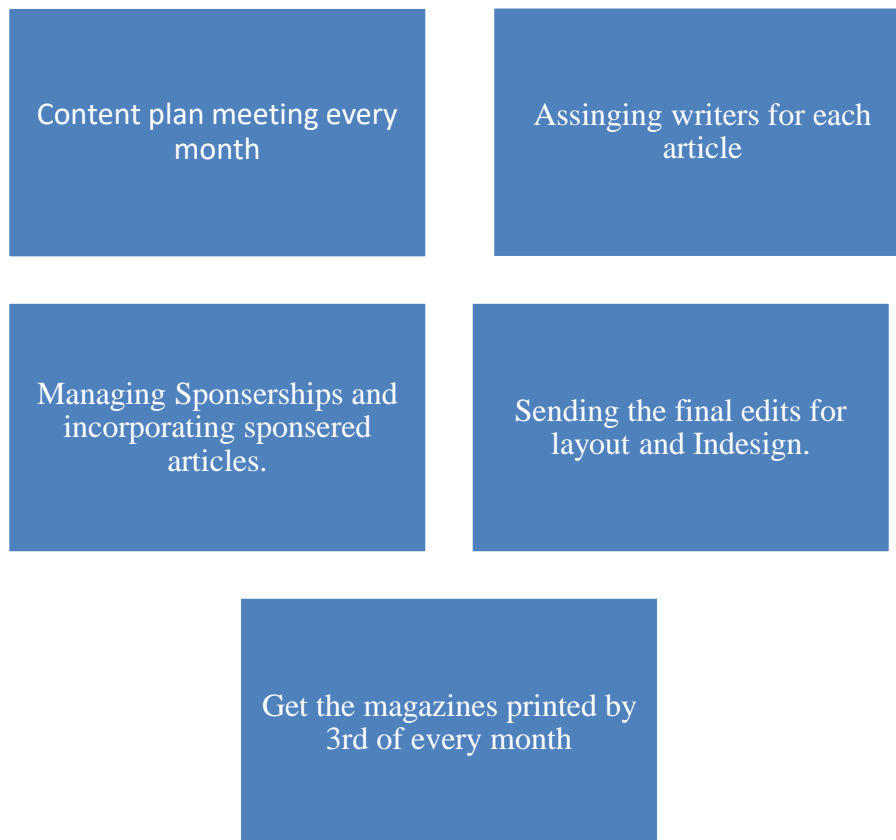


Chapter 4

Printing process of ICE Today

ICE Today magazine focuses equally on the daily online articles and the monthly issues of the magazine. As we have mentioned before, under ICE media LTD there are two magazines. Both of them follow the requirements to publish write ups for the web as well as the print. Here is the breakdown of the monthly printing process of *ICE Today*.

For Print magazine:



To make the printing process smooth, each month they come up with different themes for the magazine. Through content plan meetings, they brainstorm ideas for each month. After the theme has been selected, they assign articles to each writer and provide them with a deadline to submit the articles. When all the articles are collected, the sub editors edit the pieces to make the write-ups error free. The whole process takes about two to three weeks. And after all the editing is done, the demo magazine is sent to the In Design department to get it published in its original form. By the 3rd of every month, a new issue of ICE Today gets published and reaches to its readers.

For the website:

Stay updated with what's trending currently.

Keep the tone of the write-ups catchy and easy to read

The word limit should not cross 400 for web articles.

Picture source and information credits must be mentioned if borrowed for elsewhere.

Publish at least three articles each day on the website.

ICE Today website operates both in Bangla and English simultaneously. In their website, they feature both Bangla and English articles that meet the above criteria. Mostly for the Bangla write-ups, the word limit can cross over up to 500 words. However, for the English articles the word limit mostly sticks to 350-400 words. The website of *ICE Today* has started to earn more and more visitors with each passing day. Therefore, to keep the readers engaged and make sure that they keep liking the content of the articles, they look for ongoing relatable contents that will keep the readers interested in the articles. This will also work as the 'word of mouth' concept and satisfied readers will bring in more readers in future as well.

Chapter 5:

Different Segments of ICE Today

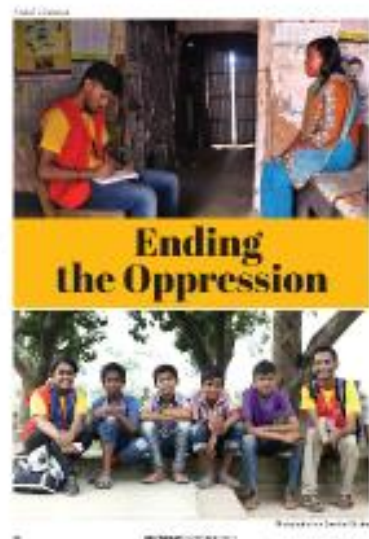
ICE Today believes in staying updated with ongoing trends. That is why; they continue to incorporate changes in their article segments. Cover Page of *Ice Today* always focuses on what's trending. In keeping with the need of time, *ICE Today* has experimented with different segments to boost readership.

The magazine has a section named the 'Editorial' in its every issue. An editorial is defined as a statement of opinion by the magazine editor. In an editorial, the managing editor of that magazine briefly discusses the covered contents of that's months issue. So like every other magazine, *ICE Today* also features an Editorial in every issue.

- **In the Buzz:** This is usually the first section of the magazine. This section mostly focuses on what's currently trending in the world of fashion and glamour. Sometimes, some special feature news is also covered in this segment. It is composed of ten to eleven articles about what's trending right now. This section gives its readers an update of the latest trends, events and restaurants etc. Articles range from beauty tips, to health tips to clothing tips to the hottest new restaurants in town and what to eat when one visits them. For example, this month's issue featured the interview of Miss Bangladesh, Jessia Islam. It was an important part of 'In the Buzz' segment as her participation in the Miss World 2017, was the talk of the town for the last couple of months. Down below is a snapshot of January 2018's 'In the Buzz' section.

• **Fashion Portfolios:** This section features the latest outfits and designs of some of the most trending and popular brands in the city. Mostly sponsored articles are featured in this segment. Fashion houses like, O2, Ecstasy, Yellow, Noir collaborate with ICE TODAY to get their collection featured. It caters for both men and women. For instance, the most recent issue featured products of the brand Anjan's and Zurhem.

• **Les Hommes:** This is the main section of the magazine and this section focuses on the cover story. Other than that there are various articles that feature whatever that is happening around the globe, exciting travel destinations and success stories. For example, the most recent issue of ICE Today featured interviews of different NGO's that are working to make a difference in our country. NGOs like, *Save the children, Thrive, Action Aid, and Leaping Boundaries* were featured in this section where they expressed their frame of work and how they are trying to make an impact in our society.



Chapter 6

Relating academic Theories in Real Life Work Experience:

During my undergraduate program, I was introduced to several theories related to media. During my university years, I could not put the theories into practice. However, eventually when I began my internship at *ICE Toda they* magazine, I realized that the theories were making more sense to me. The experience of working first-hand in the media helped me relate theories at *ICE Today* that I learnt in the course ENG 331: Introduction to Cultural Studies: Theory and Practice.

In this chapter, I will discuss how I implemented the theories that I was introduced to during my academic life in my internship. The first theory is, Michelle Foucault's take on 'Panopticon' and 'Gaze'. In the second part, I will discuss how I adopted Jean Baudrillard's theory of images and reality.

Panopticon and Gaze:

The term 'Panopticon' was first coined by Jeremy Bentham. He was an English philosopher, journalist, and social reformer who was born in 1748 and died in 1832. Bentham formed the concept as one of his works towards the end of the eighteenth century. Later, Michelle Foucault, a French philosopher, historian, social theorist, and literary critic, discussed Panopticon in the article titled "The Eye of Power." Panopticon refers to an architectural structure that allows every single entity to be under surveillance by a supervisor. The concept of the Panopticon arises from the idea of control. Hospitals, jails, schools and even houses shown on reality shows structured according to govern or control us. In the medieval times prisoners were kept in dungeons in the dark. However, today, the best form of punishment is having criminals always under supervision. Panopticon is designed in such a manner that it leads the

Gaze to be interiorized within the subject under surveillance. It is the process through which every citizen in the society is under full control of the dominating powerful group. The reason behind this is when people are aware that they are constantly being watched, they automatically tend to behave in a civilized way. For example, in a jail, when Gaze is interiorized by the prisoners, they feel being watched every moment even without the presence of a watchman. Thus, this causes them to mend their behavior and stay sober and civil. To think one is being watched is the main form of control. We can consider religion to be a major Panopticon that interiorizes 'God's Gaze' within the subjects to control them. Similarly, in today's world, the media can be considered to be a tool of Panopticon. For example, when crime stories are published in the news, the readers are constantly reminded that no unlawful act is going unnoticed. It is reinforced within the minds of the citizens that their crimes are getting recorded by the media, and is being published for the masses to read and know.

As *ICE Today* frequently features stories on human interest, it becomes crucial for the well known people to set an example for the rest of the world as they are being constantly watched by the media. Moreover, in this day and age of social media, every news handle reaches its audiences through the internet within seconds. For instance, *ICE Today* has a page on every social media sites including, Facebook and Instagram. So whenever there is an emerging issue that catches the attention of the masses, *ICE Today* features that on their page. Being a fashion magazine, *ICE Today* deals with lots of celebrities. These are the people who highly influence people how the youth behaves they also influence others who have access to knowing what they are doing. As in lights of the theory 'Gaze', the celebrities are constantly monitored by the media and all their actions are reported to their fans, so they have no other option to be well behaved and set an example for the rest of us.

Images and Reality:

The next theory that I was able to relate to during my internship is Jean Baudrillard's theory of 'Image and reality'. According to the first part of the theory, the image represents a basic reality and portrays the truth. The second part of the theory is to get readers to get attracted to the news. The image is also an abstract form about which the observers cannot make any sense using their schema or background knowledge by taking it out of its context. As it makes us believe that it represents a certain idea, whereas in reality it does not. The observer cannot judge this piece of art or image. The outlook of the observer can be subjective but cannot be out of context to such an extreme point that it loses the theme of the plot.

While interning at *ICE Today*, I was once told to put captions three pictures in the *ICE Today's* website. They were related to malnutrition of street children and how difficult has it become for these children to survive in extreme poverty. While working on this project, I realized that it could be directly related to Baudrillard's theory of 'Images and reality'. From the photos of starving children who have no shelter, just roaming around the streets all day, I could easily get a grasp of the story that the photographer was trying to convey. Here, the first part of Jean Baudrillard's theory is relatable. Because, in the first part of his theory he talks about portraying the truth and reality through images. So the image of the children suffering from malnutrition portrays the reality of their situation.

Another important aspect of this theory is to appeal to the ethos of the readers. Images are the best way to convey a message without using words. In the discussion below it suggests that, digital imaging is inconsistent because most of the times the image which is used in the digital story is not used when the same news is published in print form. This is because the objective of

using a different picture for the same news published in digital media is to get maximum amount of readers attracted to the news to click and read it. In other words, the objective is to get more clicks on the news. Now it has become relatively become impossible to have an objective outlook towards an image or a portrait in the digital media. This open-ended concept can be a great tool to exercise one's intellectual view of life; however, as the images are open to interpretations, some might link two wrong dots together and create an unnecessary bridge between the digital story and the image. For instance, in November last year, there was a photo posted on the *ICE Today* Facebook page about the issue of sexual misconduct at work that women face. During that time, the famous comedian Louis C.K's sexual allegation case was going viral. So here, many people assumed that the post was regarding that context but the truth was far from that. The post was just made to raise social awareness rather than fueling the fire on the Louis C.K. incident. But Louis C.K's image was used to get more views. Because the image used in the story was related to the context of the story sexual misconduct but not related to the details of the story. The second part of Baudrillard's theory talks about using images to get the readers interested in the story. So, the image of Louis C.K used in the sexual misconduct article was a perfect fit to get the attention of the readers and encouraged them to click on the news

Chapter 7:

My Personal Account

As a part of my curriculum, I had to do an internship in the print media sector and as a student of the ENH department (Media and Cultural Studies stream), it was an honor for me to get an opportunity to intern at *ICE Today*. My internship at *ICE Today* started from 6th September 2017. After reaching the office, I was introduced to my supervisor Natasha Naureen Rahman. On the very first day of my joining, my supervisor assigned me to write two articles for the web page of *ICE Today*. The articles were Birthday wish for Idris Elba, and an opinion piece on the Hrithik-Kangana feud that had been surfacing on the internet that week.

My editor guided me in terms of writing the article by giving me an angle to focus on. For the birthday wish article of Idris Elba, the angle was to focus on the work timeline of Idris Elba, and his accomplishments in his acting and music career. For the Hrithik-Kangana article I was told to write a piece reflecting the current status of the clash without taking any side or being biased. So I the whole feud between Hrithik and Kangana and wrote an article on it. Both the articles were published in *ICE Today's* web page on 6th September 2017.

While writing the articles I learnt about a few areas of concern that I had no idea about before. For example, with every write up I had to insert SEO (search engine Optimization). Search engine optimization is a methodology of strategies used to increase the amount of visitors to a website by obtaining a high-ranking placement in the search results page of search engines including Google, Bing, Yahoo and others. So I had to add keywords and a one line description of the article, so the website visitors can get easy access to the article.

The same week, five more of my articles were published on *ICE Today's* web page. They were *Singer pink hits 38 today, Bill Skarsgard doesn't need to be a scary clown to kill you, Kangana is back at it again, The grand wedding expo 2017 is the answer to all your wedding dreams* and *5 crazy eyebrow trends that need to go,*

In the upcoming weeks of my internship, I was sent to a photo shoot in Bravat's showroom which will be featured in the coming issue. I went there with the photographers and directed them on how and from which angle the pictures should be taken. I also wrote four more articles for the web page. The articles include an Eid drama review *Kotha hobe to-A love story to fall in love with*, while writing the review for the drama, I incorporated the theoretical lessons that I learnt from the ENG 440 English for Print Media. While taking that course, that course I wrote a movie review and I applied the techniques that I used to write that review for the course. I also wrote "*Selena Gomez went through a kidney transplant over the summer*", "*Riz Ahmed the first Asian to take home an Emmy award for acting*" and "*Bollywood actors who have made it to the magazine covers and slaying it*". These articles were also published in *ICE Today's* web page.

After that, I was assigned to take an interview of the famous architect Marina Tabassum for our October issue. So I researched her and prepared a questionnaire. Then I collected her contact number and interviewed her over the phone. I am currently writing the profile article on first person narrative those will be publishing in *ICE Today's* October issue under the section *Career*. I am also delegated to feature three renowned men's perfume brand which will be published in the October issue.

As the weeks went by, attending events, taking interviews of renowned people and writing feature articles for both the magazine and the website became a part of my daily job, and without even realizing I was approaching the last few weeks of my internship journey at *ICE Today*. With the starting of the 11th week of my internship, I wrote three articles for the January issue of the magazine. The first article was, “10 food that are good for your skin”. For this article, I researched the food that help our skin glow and came up with ten super foods that are great for our skin. The second article was titled, “Know your body clock”. This article was based on the fact about that how our bodies react according to different time zones of the day. And lastly, for the third article, which was a third person narrative style interview of the skin specialist Dr. Jhumu Khan, I interviewed her and discussed the major skin problems that we face during winter.

During the same week, my supervisor asked me to edit one write up for the magazine. Which was four foods recipes from Westin Dhaka. This was the first time that I was assigned the task of editing an already written article. To my surprise, my supervisor patiently helped me to get the job done. The magazine Ice Today follows a systematic pattern for writing recipes. I was given a sample of some similar articles from previous issues and had to edit the write up accordingly.

As the 12th and last week of my internship started, I was assigned to write articles for the Ice Today website. The five articles were, “Top 5 Black Friday deals”, Top 10 relatable memes of all time”, “Things you miss about home while traveling”, “8 things to carry with you when you are using a public toilet” and “5 sure shot ways to bargain with CNG drivers”.

In the same week, I had to interview a famous young designer of our country, Ms. Rubana Anwar. The interview questions were focused on her boutique house 'Rubana Ali Couture'. I was also told to transcribe two audio interviews into written format. I also wrote, '10 ways to earn easy money', 'Zalika's makeover workshop was a success' and 'Jessica Islam- A name in the making'.

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