

**A Report
on
“How TV Production Works”**

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I am using this opportunity to express my gratitude to everyone who supported me throughout this internship.

First of all, I am grateful to Allah and my family for bringing me into this world. Thanks to my parents for their unconditional support, blessings and love. I would like to thank my father who worked in media more than 15 years. Seeing him work in media encouraged me to work in media. I learned a lot from him.

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Chapter 1

Introduction

Mass media is a communication process by which information reaches large numbers of people. Many sociologists refer mass media as a mediated culture where media influences culture and lifestyle. The impact of the mass media is considered just as great as nuclear energy. Which means mass media presents infinite potential and danger as well. Mass media plays a vital role in people's lives in the 21st century. Mass media creates brands, celebrities or famous people and thus it reflects the general people.



Fig 1: Different parts of mass media

Mass media includes newspapers, radio, internet, films but television draws people's attention the most. Television is the window to the world that can be opened to explore the world at any time without leaving our house. Television plays an important role in our day to day life. It is really hard to imagine our life without it. Television is the best way to get the recent news and information of all over the world and stay updated. It is a great and vital source of entertainment as well.

In English and Humanities Department, I took literature, linguistics and media courses

before choosing my area of concentration. Eventually, I started doing my major in media. I did media courses such as, Eng 333: Globalization, Eng 401: Editing, Eng 404: Copywriting and Eng 440: English for the Print Media. Internship was required to complete my graduation so I started my internship in ATN Bangla. I did my internship in ATN Bangla because this channel has vast experience in Bangladesh media as this is the first Bangla language satellite television channel. I started my internship in ATN Bangla on 1st January 2018. I worked as an intern in the Program Department. I did my internship under the supervision of Mr. K.M Mahmud Hasan, Vice- President of Program and Transmission. Basically, I worked in several program's recordings and also wrote scripts for special occasion programs.

This report shows how tv production works and how a channel creates and telecasts programs for mass people. In this paper, I will also show different aspects of television programs and how I related my academic studies to my work.

Chapter 2

History and achievements of Atn bangla



Fig 2: TV Channel's logo

There are approximately 35 television channels in Bangladesh. Bangladesh Television (BTV) is the first channel in Bangladesh. It is a government channel. Now there are 3 government channels in Bangladesh- BTV, BTV World and Sangsad TV. There are private TV channels as well. Focusing on Entertainment there are TV channels such as, ATN Bangla, Channel i, Boishakhi, Bangla vision, Asian TV, Bijoy TV, Channel 9, Channel 24, Channel 16, Channel One, RTV, Desh TV, Deepto TV, Diganta TV, GTV, My TV, SA TV, Ekushey TV, Maasranga Television, Mohona TV. Focusing on news there are- ATN News, News 24, DBC News, Jamuna TV, Somoy TV, CSB News, Ekattor TV, Independent Television. Islamic TV is a religion based channel and Gaan Bangla is a Music Channel.



Fig 3: ATN Bangla logo

ATN Bangla is the first Bangla language satellite television channel and it also has a news channel named ATN News which is a 24-hours news oriented channel in Bangladesh. ATN stands for Asian Television Network. On July 15, 1997 ATN Bangla started its first operating transmission. It developed a lot as years passed by. After switching into digital technology from analog in May 1999, the screen became brighter and more attractive. Within three years of the first telecast the channel spread into Europe, USA, South East Asia, Middle East, Canada, Australia and Africa. In 2001 ATN Bangla broadcast its first news bulletin.

Dr. Mahfuzur Rahman is the Chairman of ATN Bangla, ATN News Ltd., ATN Music Ltd., ASIAN Travels Networks Ltd., ATN Records Ltd., ATN Movies Ltd. ATN Collection Ltd., ATN Electronics Ltd., ATN Software Ltd., ATN Airways Ltd., Mass Media Ltd., ATN Call Centre Ltd., and five Garments Industries Ltd. which under Friends Group of Companies.

Dr. Mahfuzur Rahman was awarded President and National Export Trophy for the year 1983-84, 1985-86, 1986-87, 1988-89, 1990-91, 1991-92 and 1993-94. He was also awarded with U.S.A-INDO Bangla Kala Music Award, (2004, 2005) at New York, U.S.A.- Dali wood Film & Music Award at Manhattan, India- Kalakar Music Award (Most Prestigious Award of the subcontinent), 'Walk of Fame' for Revolutionary Achievement in The Electronic Media &

Unfathomable Contribution to the Globalization of The Bangla Art & Culture, Sharjah Stadium (2004) BABISAS Award, (2005, 2006, 2007), Shree Atish Dipankar Swarnapadak Award (2007), Independence Debate Award (2007), Stamford IBAIS TRAB GOLD MEDAL Award (2005), Dhaka Wizard Award (2007), Mustafa Allama Gold Medal Award (2007), DCRT Award (2007), Bangladesh Cultural Society Award (2007), Child Welfare Award (2007), Boishakhi Award (2007), Glamour Media Award (2007), Journalist Development Foundation Award (2007), TRAB Award (2005, 2006, 2007, 2008), Khulna City Corporation Award, (2007), Association for The prevention of Drug Abuse Bangladesh Award, (2007), Baul Charity Show Award, (2007), Bangladesh Cultural Reporters' Association (BCRA) Award, (2007), Bangladesh Correspondence Club Award, (2007), Millennium Partnership Trophy Award, The Realm of Haji Shariatullah Gold Medal Award, (2008), Haji Danesh Gold Medal Award, (2008), Mowlana Bhashani Gold Medal Award (2008), Sword of Tipu Sultan Gold Medal Award (2008), Rotary Club of Dhaka South Award of Honor (2008), AJFB Award for Best Media Personality (2008), Gandhi Peace Award (2009), "Heritage Sanman Award, (2010),

Dr. Mahfuzur Rahman is the former Vice-President and member of BGMEA. He received Mother Teresa Lifetime Award 2007 at Kolkata on 27th April, 2007 for outstanding achievement and contribution in the field of media and social work.



Fig 4: : Some telecasted shows on ATN Bangla

ATN Bangla stepped into its 22nd year on July 15, 2018. It has become a renowned satellite channel all over the world. In 2004, ATN Bangla has won the special International Children’s Day of Broadcasting Award at the 32nd International Emmy Awards Gala in New York City. UNICEF Goodwill Ambassador Harry Belafonte presented the award to ATN Bangla, which was chosen as having produced the best programming on the International Children’s Day of Broadcasting (ICDB) in December last year. ATN Bangla was awarded for a 25-minute documentary *Amrao Pari* (“We can”) depicting the real-life story of a 9 year-old-boy named Khairul, who stopped a train coming towards a fragmented railtrack and saved hundreds of passengers. The documentary was produced by the weekly 25-minute Bangladeshi TV programme *Aamra Korbo Joy*. The program is created and produced entirely with a group of 16 teenagers. After this, ATN Bangla has been nominated 7 consecutive years by UNICEF.

ATN Bangla is successfully telecasting from Bangladesh and various countries, live and recorded musical programmes with national and international stars, reality talent hunt shows, live

sports, tv dramas, documentaries, talk shows, award shows. With the slogan “Obiram Bangla'r Mukh”, the channel’s main moral is to telecast unbiased news and quality entertainment to its audience. ATN Bangla also prioritize on children’s rights and talents irrespective of religion or social position.

Chapter 3

Major Departments of ATN bangla

ATN Bangla has several departments, that work side by side to make the channel successful. These are the major departments-

News and current affairs department: News and Current Affairs (NCA) Department is responsible for broadcasting news. In the News and Current Affairs (NCA) Department all the news stories are gathered, edited, investigated and if newsworthy, presented by the news presenters and reporters. ATN Bangla broadcasts both, English and Bangla news. ATN Bangla has a sister channel, named ATN News, which is the first 24-hour news channel.

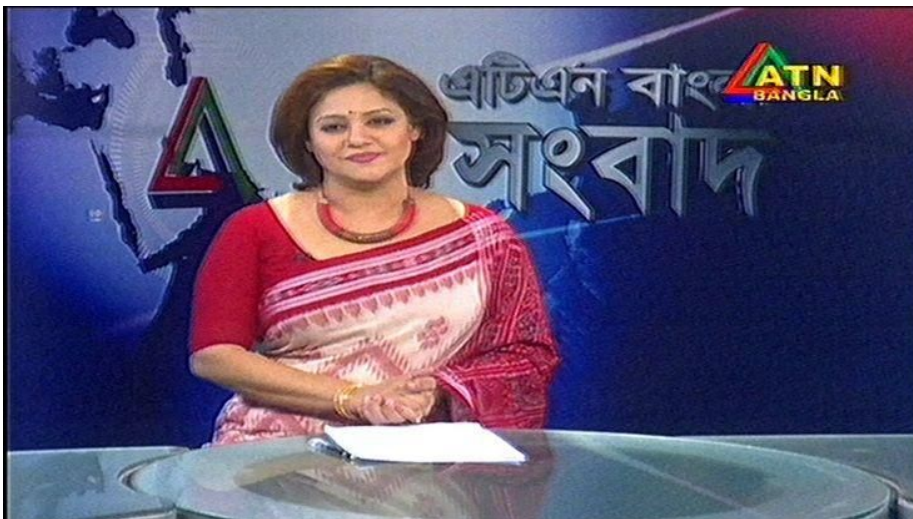


Fig 5 : ATN Bangla news

Marketing Department: This department deal the market analysis and Brand promotions. It also handles the collection of advertisements. They make contracts with advertising companies and products. Then the companies and products are promoted through the dramas, telefilms and other shows of ATN Bangla Channel.

Administration and Human Resources Department: Administration and Human resource department is very important to any company. ATN Bangla's Administration and Human Resource department maintains the management and human resources section. This department

establishes the relationship with the other departments and helping the employees by communicating about their issues and needs.

Transmission Department: This department is directly connected with the Program department. This department maintains the telecast of any news and program of ATN Bangla.

Finance and Accounts Department: As the name suggests, this department works with the tax, budget, accounts, the salary of the employees etc.

Program Department: This department deals with the program recording, editing and promoting part. I did my internship in this department, so the following chapter is about the Program department.

Chapter 4

Program Department



Fig 6: Behind the scene (Self captured)

Program department mainly deals with programming, production, set design and properties, makeup, presentation, publication and archiving. During the first week in ATN Bangla, my supervisor gave me the basic ideas on how the Program Department runs and how all events are recorded and telecasted. On different days he briefed me on different aspects of Programs such as, idea development, writing content and scripts, pre-production, production and post production plans, news reporting and live reporting. The content or the idea should be clear and transparent.

I also learned how to write a proposal paper, which is needed right after making the content. Proposal paper is the basic step to start a TV project, so every program planner and producer must know about the proposal paper.

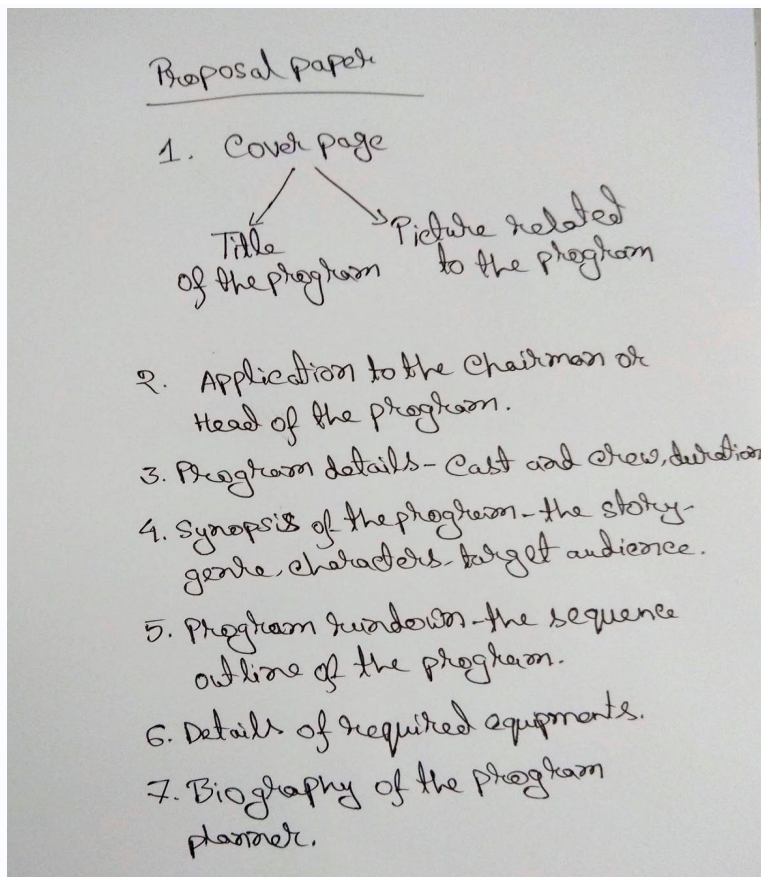


Fig 7: Outline of the proposal paper

There are several parts in a proposal paper. The first thing we need is a cover page containing the title of the program and appropriate picture related to the content. There should be a formal application to the Chairman or Head of program of a specific television channel, attached with the cover page. Following the application, we need program details including the names of all the cast and crew members and duration of the program. Ideally, a 30 minutes program should have 22 minutes program and 8 minutes of advertisement and 60 minutes program should have 44-48 minutes program and the remaining time allotted to advertisement.

Then we need synopsis. the synopsis of the program should answer the possible questions such as:

1. What is this story about?
2. What is the genre?
3. What sort of characters are involved?

4. What is the purpose of making this program?
5. Who are the target audience?
6. Will this make the viewers want to see or know more?

After the synopsis, we need program rundown section, where a synchronized sequence outline is set and the recording must follow the described sequence in running orders. This is essential to all the actors and presenters to know their position and in which points they can enter and exit the scenes.

Lastly, we need details of the required technical equipments such as, lights, cameras, microphones, monitors and Proposed budget estimating the total cost and expenses based on production stages, which is basically the phases of recording a program.

There are 3 production stages, Pre-production, Production and Post production.

Pre production: The pre-production phase is where all the planning takes place before the recording, for example, shoot location and casting. The moment you start writing down a script for a program, that is pre-production phase. While writing a script, we must have an introduction, body and conclusion. We must remember that a script doesn't have to be overcomplicated. As a program planner, we must remember that the programs in tv channels are for the mass people and people are different so we must make our scripts and programs as simple as possible.

Production: Production phase is the recording stage of programs. It includes, the application of camera, lights, cast and crew. This stage is basically, the implementation of the pre-production planning.

Post production: The last stage is post production stage. The phase starts right after the recording. This includes, sitting with the director and producer in editing the recorded video and telecasting.

Finally, with the biography of the program planner, he/she needs to submit the proposal paper to the respective TV channel. These information will help me practically to write and submit my content as a program planner in future.

Chapter 5

News based programs



Fig 9: Amra Korbo Joy

ATN Bangla is the first channel in Asia to win an Emmy Award. Since ATN Bangla has achieved this award through “**Amra korbo joy**”, this program plays a significant role in the channel. “**Amra korbo joy**” is a news based reporting program. ATN Bangla mainly has two sections, program section and news section. In Program section , “**Amra korbo joy**” is the only news based reporting program where the primary subject is children's issues including children rights, education, health, sports, creativity, science, technology and entertainment and 20 children, ages 8-18, are regularly involved with this program. In average the program shows 7 to 8 news reports. This is a 22 minutes program which is divided into various segments. The segments are based on information about education, science and technology, health awareness, achievements in different Bangladesh sports, history and heritage, traveling and amusement, “Adda” children related discussion. There is one very important segment in Amra korbo Joy, called “Shahajjer abebon” which seeks financial support for those who need help. Meetings are held every thursday by the head of the team and reporters.

News values factors are very important in journalism. News value factors are general criterias followed by media organizations such as newspapers or broadcast media, to determine how much priority to give to a news story. I attended some meetings and learned that reports, which are newsworthy, get the highest priority. I also learned how the head of the team designs and arranges news issues based on news value factors such as human interest, timeliness, impact and consequences. Proximity is also a very important element in this regard. Emotional appeal is significant in choosing the newsworthy reports. After that, she divided news to the reporters.



Fig 10: Recording of Amra korbo joy (Self captured)

After organizing the news, time and location, the program leader or producer starts the recording with the news presenters and reporters. For a weekly based program, the recording happens every week. The recording of the news presenters takes place in one of ATN Bangla's studio.

News stories that involve conflict in religions, sports, business, wars, human rights violations, politics or even struggles against nature get the viewers attention. The 5W's and 1H is also very important to any news story. Reporters need to cover the questions of Who, What, When, Where, Why and How of the telecasted news otherwise it will be incomplete and will be considered uncredited. A news story should be about necessary information and unusual events, should be an unbiased and free from the reporter's opinion. If one, who is giving interview does not want to disclose his/her identity in public, they must remain as such.



Fig 11: Amra korbo joy reporter is interviewing a child

Chapter 6

Pre-recorded and live programs

Pre-recorded programs are basically recorded and edited before telecasting on television. Different drama series, talk shows, cooking shows, reality show, music show are pre-recorded. My supervisor sent me to different pre-recorded programs indoor and outdoor, for example, I went to the recording of an episode of the cooking show named “**Bahari Ranna**” which is regularly telecasted in ATN Bangla. It is regularly recorded in one of ATN Bangla's studio.



Fig 12: Recording of Bahari Ranna (Self captured)

I learned how to take individual shots with specific cameras for instance, “**Bahari Ranna**” was recorded with 3 cameras taking the master shots, long to medium shots and extreme close up shots. The program is divided into 3 segments, such as, host’s cooking, chef’s cooking and celebrity cooking segment. It is really difficult to record a cooking show, because the ingredients used in the cooking segment need to be well presented and the color and effects should be eye pleasing, otherwise the audience might lose interest in the program. The preparation part is very lengthy too. The lighting should be in such a way so that the food looks appetizing and stylish. The camera should be of high quality so that the recorded footages are perfectly color balanced and clear. Extreme close up shots are used to record individual ingredients closely.

I attended the recording of a music show named "**Nova presents Gaaner Manush**", which is a non-fictional music program telecasted regularly. The program invites famous music artists to talk and perform their songs. The recording held at Bangladesh Film Development Corporation (BFDC), studio no.8. I was working under the director of the program. 5 cameras were occupied for the shooting covering visuals of hosts, musicians, artists, whole scenario and camera shot using Crane, which allows to move camera perspective of the action. Show's set was made one day before the shoot, around 15- 16 spot lights were fixed there, there were total 4 monitor screens, 2 on the stage and two big monitors behind the cameras.



Fig 13: Recording of Gaaner Manush (Self captured)

I was working under the director of the show. The director told me what to include in the program rundown. I made the rundown following his instructions. In the shooting location, I was assigned to cross check the sync of the shooting which was included in the rundown. Presenter was rehearsing the script and questions with the Director. The guest singer of that episode was Dilruba Khan. At the beginning the renowned singer practised her songs with the musicians to set the tempo and music. When I asked about the cast and crew, the director told me that depending on the requirements of each episode to shoot, the number of cast and crew defers. For

example, when just 1 camera is used, estimated 10 people are enough, but if the show requires multiple cameras, it can take up to 50 people.

Next I also learned about video editing. In a video editing session, the director and the editor sit together with all the recorded clips of a respective event. After discussing the perspective and setting the timeline of every single shot, the editor cuts and synchronize the final clips together. The editing session is very important because the editing team needs to be attentive and sincere to every single shot of every second .

I attended the recording of "**char deyaler kabbo**" which was held in one of the ATN Bangla studios. This program is about interior designing, where the viewers get to see different ideas to make their house more attractive. Special guests are invited to this program to share their opinions about decorating and designing a house. During that recording, I learned about the switching system, where two or more cameras that are connected with a video switcher or digital mixer and in the editing session, the appropriate shots are gathered together and that is how the final visual draft is made for double-checking. Switching progress happens in production control room.



Fig 14: Production control room (Self captured)

During my internship in ATN Bangla, I have learned about live telecasting programs. My supervisor sent me to observe and work in different events that were broadcasted live. At first he gave me briefings about the events and their significance to the channel and mass people or

viewers. Live program is basically a program that is broadcasted in real-time, as the event is happening the present but not pre-recorded. Usually sports events, political shows, award ceremonies, talk shows, cultural programs are broadcasted live. Most importantly, any breaking news is telecasted live through channels because the mass people need to know about the occurrence. My supervisor mentioned some important points of live programs. He explained to me that in live programs, budget, camera and sounds, promotion and creativity play significant roles. He also explained to me the backpack system where the broadcasting process is mostly helped by internet connection.



Fig 15: Banijjo mela protidin (Self captured)

At first, I went to observe the Dhaka International Trade Fair (DITF) 2018. Every year, ATN Bangla does a program called “Banijjo Mela Protidin”. This program is telecasted everyday during the Trade Fair month. In the program, daily reports on the trade fair products, exciting offers, number of people attending the trade fair is being discussed. Reporters are sent to different stalls to show products and offers available in the stalls. They also interview the customers about their experience in the trade fair.



Fig 16: Live telecast of DMP anniversary (Self captured)

I also went to attend the 43rd founding anniversary of Dhaka Metropolitan Police (DMP). On 3rd February 2018, DMP arranged a cultural event at Rajarbagh Police Station. ATN Bangla aired the show live from 7.40pm to 9pm. Ayuub Bachchu, Pintu Ghosh, Moutushi delivered musical performances including other performances. Cultural Minister and actor Asaduzzaman Noor was the chief guest and the Secretary of Public Security Division of the Ministry and Inspector General of Police as special guests. I think live programs are very difficult and challenging because there is no scope of covering any error. Everything needs to be pre-planned perfectly.

Chapter 7

Special occasion programs

During my internship in ATN Bangla, I was assigned to write scripts for a documentary based program. One day my supervisor asked me if I had to make a program for the international women's day, how would that be. I explained to him some ideas I had such as, women's contributions, women's education, women's rights, women's employment and more. So, he picked the topic of women's achievements and assigned me to write the script of the program. The first script was about women's contribution. The program was named "Amio Nari". At first, I wrote about female education and contribution to the society. I made an outline of the documentary based program and started researching about the history of female education and their experiences. In the script, I included Rokeya Sakhawat Hossain, a determined literary and political activist, who never stopped believing in female education and progress. Her contribution to the female education in Bangladesh is invaluable and I also included how she turned around all her sufferings to make women stronger day by day.

For the documentary, we interviewed some remarkable women who are making difference to the society. we had the privilege to interview the honorable Speaker Shirin Sharmin Chowdhury, who is the first ever female Speaker of the Jatiya Sangsad since April 2013.



Fig 17: Interview of Speaker Shirin Sharmin Chowdhury

At the age of 46, she became the youngest person to be Speaker in Jatiya Sangsad. She is the former State Minister of the Ministry of Women and Children Affairs of Bangladesh. We asked her about the history of female education and the facilities for women by the government. She provided us with great insights. She said, the women of Bangladesh are setting examples in many sectors such as, education, politics and many more by their hard work, intelligence and sincerity. Women face many challenges and changes as well, but they are preparing themselves to tackle the situation. The Speaker gave emphasis on women's security and comfort in their workplaces and also all over Bangladesh. She also talked about Women's day in Bangladesh and how female empowerment is significant to the society.

I wrote about female contribution in the economic, social and political platforms of Bangladesh at present. We interviewed a female entrepreneur, a teacher and a female bus driver, who told us about their income sources and how being a female it is different and difficult to work in a patriarchal society. They told us how they balance their family and profession all the time. Their inspiring stories were vital parts of the documentary.



Fig 18: Interview of Vromon Konna

We interviewed an inspirational traveling girls group named “Vromon Konna” who not only love to travel to different cities but also create awareness about female education, health and self-defence. They told us about their health and self-defence campaigns, achievements and the support and encouragement they get from the society. We also interviewed a female

sportsperson, Shirin Sultana, who talked about her achievements and acknowledgments in the sports sector in Bangladesh. She shared her sufferings and lacking as a female sportsperson. Some well known women also shared their opinion in the documentary such as, sangsad member Kobi Kazi Rozi, novelist Selina Hossain and singer Fahmida Nabi.

Chapter 8

Sponsorship

I learned about different aspects of television in ATN Bangla. There are different types of television such as satellite television, cable television and depending on telecasting point of view there are- television worldwide, regional, local and international television. Worldwide, there are some channels run by the government. On the other hand there are most of the channels run by different foundations. Advertisement plays an important part in the television sector. Generally, advertisements are made by different companies to provide information about their products and services to the mass people. In this case, depending on the features of the products and needs, demands and lifestyle of the mass people, the target audience is determined. Companies make deals with different ad agencies to promote their products.

At present, in Bangladesh there are 3 government owned channels which are BTV, BTV World and Shangshad TV. Approximately, there are 30 non-government channels. These channels run different advertisements, such as TVC, promotional trailers, pop-ups, scrolls, branding and many more. TVC or television commercials are the audio-visual clips of products. TVCs are made to present product information in attractive ways so that the audience purchase the products. To make the TVCs effective and gain trust of the target audience, companies hire famous celebrity to increase the good will of the products. Generally, the time range of TVC's are between 10 seconds to 90 seconds. They are telecasted before, after and in between the programs. Value of a TVC is determined based on the duration and mass appeal. To promote any film or program, promotional trailers are made where film's or program's highlights, attributes, unique qualities are presented. Trailers are mainly to attract the mass people to watch the films or programs. Film trailers are usually between 30 seconds to 2 minutes. At present, drama serial, special show, live show, reality show, musical show has provide promotional trailers. There is another way of promotion, that is pop-up. Pop-up is without any audio or music, which lasts for maximum 10 seconds. Also there are scrolls, branding, powered by, co-sponsors, PIP, in-corporate and many more types of advertisements and promotional processes.

Chapter 9

Technical terms in programs

During my internship in ATN Bangla my supervisor explained to me about camera shots, lights and sounds, art direction, editing etc. which are very important aspects of shooting a program. I got to learn many technical terms for my experience. It is very important to know the technical terms to work in media. Here are some of the terms which I learnt-

Synopsis

Synopsis deals in who, what and how of a script, establishes the major characters, the setting in time and space, and the turning points of the story.

Sync

Synchronization or sync refers to video clips where people like, presidents, officers, specialists, analysts give their special opinions about various issues.

Rundown

Program rundown is the synchronized outline where sequence outline is set.

Camera shots

There are different types of camera shots to record a program such as, master shot, mid long, close shot, extreme close shot, extreme long shot.

Segments

Segments are different parts of a television program such as, host segment, guest segment, music segment etc.

Switching system

Switching is a process where multiple camera shots are ordered according to the requirement of the director and producer. While recording a program, at least two or three cameras take shots from different angle. To combine all the recorded clips of a program, switching is essential.

Look Live

A segment of a program that is recorded prior to a live program, but telecasted as if it were happening live. For example, in DITF live program “Banijjo mela protidin” there were some of

the reporting segments that were recorded just before the actual live program started but telecasted in the live show.

Promo

A promotional video of an upcoming program to let the viewers know about the program. Promo videos are usually short.

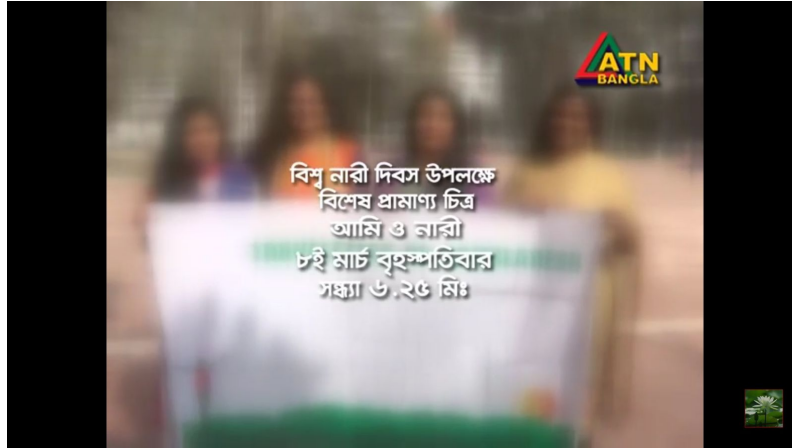


Fig 19: Promo of “Ami o nari” program

Chapter 10

Academic studies related to my work

English and Humanities department offered many courses, which are extremely important for a media major student. I did multiple courses which taught me the basic and essential things about media. I did courses such as, Globalization, Cultural studies, Editing, Translation Studies and Print Media. At first, I thought these are only theories from books which can hardly be related to working in media. But I could actually connect to those theories while I was doing my internship. I realized these are the basic theories everyone in the media follows.

From the “Globalization and Media” course, I have learned many facts of mass media influence in the world. Globalization is the process of interaction and unification of trade and culture all over the world. Mass media always helps to enhance globalization. I have also learned about digital divide which is about technological accessibility and media globalization. “The term “digital divide” refers to the gap between individuals, households, businesses and geographic areas at different socio-economic levels with regard both to their opportunities to access information and communication technologies (ICTs) and to their use of the Internet for a wide variety of activities” (“Understanding the digital divide” 5). TV channel is vital regarding media globalization so this course helped me a lot with understanding the process of ATN Bangla and their moral about global connection.

While I was doing the course “Cultural Studies” I learned about “Panopticon”. Panopticon is a theory formed by Jeremy Bentham, which refers to an institutional building where a single watchman observes everything. Now, Foucault’s theory of “gaze” is directly linked to “panopticon”. Observing and presenting something which is worth showing to the viewers is the universal rule of TV channels. TV media shows everything with the “gaze” of camera. Gaze is the idea of surveillance among people.

“In a digital world, where films and music are supplemented by social media (e.g. Peterson and Densley, 2017), such imagery can directly influence, through persuasive techniques and an increasingly pervasive presence, the way that people perceive reality – including the reality of gangs.” (“Gang glocalization: How a global mediascape creates and shapes local gang realities”

4). It means, people not only fantasize about a different life, but also try to accept notions and pursue lifestyles beyond their own locality, to get as close as possible to their imagination. This need is largely created by media and its influence. This is called the theory of mediascape, which is coined by Arjun Appadurai. I learnt about this in the “Cultural Studies” course.

In the “Print Media” course, I learnt about the news value factors, which are vital in news media. Since I worked in “Amra Korbo Joy” which is a news based program, I realized that the news value factors are vital in that program. I attended some meetings and learned how the head of the team designed the news issues based on news value factors. Some major news value factors are proximity, Prominence, timeliness, oddity, consequence and human interest.

Proximity is about the location. If an event happens nearby, the impact of that news will be more. **Prominence** is when a well-known person is delivering a message or news, that will be newsworthy. **Timeliness** is also really important. Current news are always more impactful than an old news. When a news is very unusual, shocking or bizarre comparing to an average news, that is **oddity**. If the impact of a news story is directly connected to the viewers, then that is **consequence**. If an event or incident drives human emotion and reaction then that is **human interest** news value factor.

Chapter 11

Work Environment and Experience

As a student of Brac University, I was proud to do my internship to a media organization. I got an opportunity to do my internship at ATN Bangla, where I learned so many new and exciting things. As I said earlier, my father inspired me to work in media. So, I did my internship where my father worked for many years.

As an intern, I always tried to connect my learning experience with my work experience. In ATN Bangla, my supervisor first got the idea of my learning basics and then he gave me my assigned tasks. Everyday he discussed about the program department. He regularly sent me to different indoor and outdoor recordings so that I could practically experience the recording process. Before sending me to any program, he briefed me about each program.

All the members of ATN Bangla were really supportive to me. Whenever I asked them anything, they explained everything very nicely. They taught me different terms in media, checked if I am facing any difficulties and solved my issues. Everyone in the office works sincerely and enthusiastically, which made me work harder. Since I was a new member in the office, everyone made sure that I do not feel left alone. They cracked jokes to have a very light environment because TV channels have to face pressure all the time. They shared their past experiences with me and advised me about my career to make me more confident. Even the Advisors, Vice-Presidents, Producers were very friendly and supportive. Everyone made sure about my security as well.

ATN Bangla always encourages creative ideas and performance. I got my chance to show my creative ideas in different programs. I wrote scripts for documentaries, assisted the producers of different programs. My supervisor taught me that in media we always need to be spontaneous and on the move 24/7. He said, I have to have an open mind and be prepared for every possible outcome of every program. As I was also doing courses in BRAC University, my supervisor made sure that my internship does not have a negative impact on my studies. So, he tried to come up with different sessions and programs which are suitable and convenient for me.

Chapter- 12

Conclusion

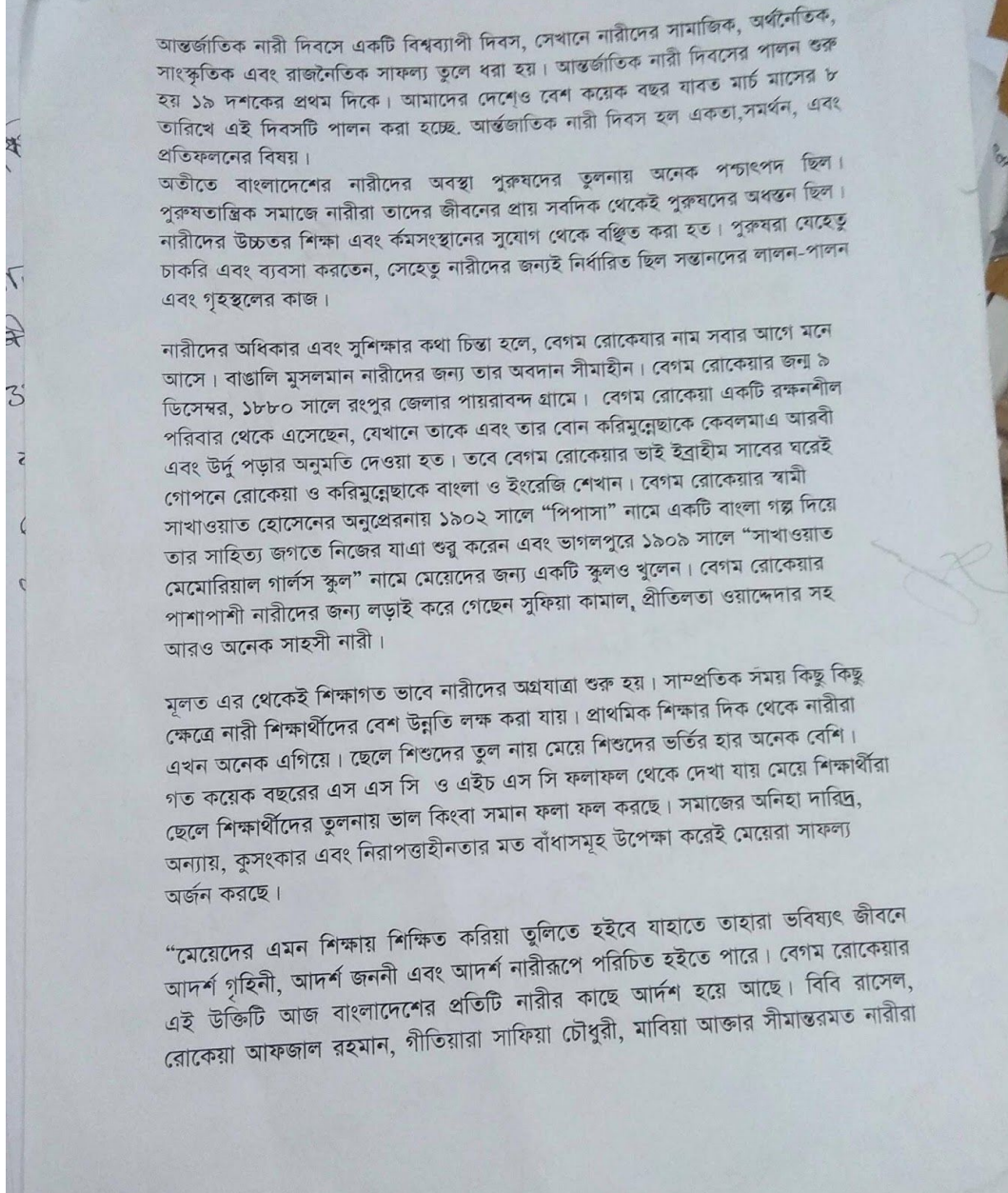
In the 21st century, mass media has become an essential part of our lives. It provides news, education and entertainment in a square box. The influence of mass media is vital, especially on the young generation as they religiously follow and stay updated with the technologies used for mass media.

In this report, I not only talked about my internship but also tried to give an overview of mass media and TV channels. I gave a brief history of ATN Bangla and presented their achievements all these years. I also gave an analysis of the different aspects of the program department of ATN Bangla, where I did my internship. I focused on different telecasted programs of ATN Bangla. Alongside, I talked about various technical terms essential to media and tried to connect my educational experience gained from BRAC University with the practical experience gained from ATN Bangla.

As an intern, I had to spend only three months in ATN Bangla. Though it was a short period of time, the experience was worth the time. The lesson and experience I gained throughout my internship will help me a lot to work in media. I will apply every advice, education, experience in my career in TV channels. Internship in any organization is always appreciated and widely helpful as it offers practical experience and training to the newcomers and young people pursuing careers. Internship is all about learning. It leads to our self-growth. We should never stop learning because there are always new skills and techniques to adapt. Let us be inspired by the great APJ Abdul Kalam's quote "Learning gives creativity, creativity leads to thinking, thinking provides knowledge, knowledge makes you great."

Here, I am attaching the scripts I wrote for ATN Bangla.

Appendix-1



Appendix-2

সার-সংক্ষেপ:

ধর্মীয় গোঁড়ামি

দেশ ও সমাজ উন্নয়নের মূল ভিত্তি শিক্ষা। সামাজিক, আর্থিক, সাংস্কৃতিক নানা কারণে এ দেশের দরিদ্র মানুষ যেমন বঞ্চিত হয়েছে তেমনি সর্বস্তরে ব্যাপক সংখ্যক নারীও এই শিক্ষা থেকে বঞ্চিত। পুরুষ শাসিত সমাজ ব্যবস্থায় ধর্মীয় গোঁড়ামি, সামাজিক কুসংস্কার, নিপীড়ন ও বৈষম্যের বেড়া জালে সর্বদা নারীকে ঘিরে রাখা হয়েছে। নারী শিক্ষাকে শুধু পরিবারের মঙ্গল, শিশু যত্নের ও ঘরকন্নার কাজে সীমাবদ্ধ রেখে দেশের জনসংখ্যার অর্ধেক জাতীয় উন্নয়নে নিষ্ক্রিয় রাখার পারিবারিক, সামাজিক ও রাষ্ট্রীয় প্রবণতা দূর করতে হবে।

১৮ শতকে নারীদের অগ্রহণ

উনবিংশ শতকে এই মানসিকতা বাস্তবায়ন করতে সচেষ্ট হয়েছিলেন মুসলিম নারী আন্দোলনের পথিকৃৎ বেগম রোকেয়া ইলা মিত্রসহ আরো অনেকে। তারা দূরদর্শী সমাজ চিন্তক, সুসাহিত্যিক এবং নিভৃতচারি সুদূরপ্রসারী রাজনীতিক। মেধা-মনন এবং সুচিন্তিত মনোভাবের স্বপ্নদ্রষ্টা তারা। নিজেই নিজের নেতা হয়ে কাজ করে গেছেন এই সব নারীরা

প্রথমেই শিক্ষা নিয়ে শুরু করা যাক। শিক্ষাকে আমরা বিদ্যা, জ্ঞান, প্রজ্ঞা, বিজ্ঞান অনেক নামেই অভিহিত করতে পারি। দেশ ও সমাজ উন্নয়নের মূল ভিত্তি শিক্ষা। সামাজিক, আর্থিক, সাংস্কৃতিক নানা কারণে এ দেশের দরিদ্র মানুষ যেমন বঞ্চিত হয়েছে তেমনি সর্বস্তরে ব্যাপক সংখ্যক নারীও এই শিক্ষা থেকে বঞ্চিত। পুরুষ শাসিত সমাজ ব্যবস্থায় ধর্মীয় গোঁড়ামি, সামাজিক কুসংস্কার, নিপীড়ন ও বৈষম্যের বেড়া জালে সর্বদা নারীকে ঘিরে রাখা হয়েছে। নারী শিক্ষাকে শুধু পরিবারের মঙ্গল, শিশু যত্নের ও ঘরকন্নার কাজে সীমাবদ্ধ রেখে দেশের জনসংখ্যার অর্ধেক জাতীয় উন্নয়নে নিষ্ক্রিয় রাখার পারিবারিক, সামাজিক ও রাষ্ট্রীয় প্রবণতা দূর করা

নারী শিক্ষার মূল লক্ষ্য হচ্ছে নারীকে সচেতন ও প্রত্যয়ী করা, সম-অধিকারের অনুকূলে নারীর দৃষ্টিভঙ্গী প্রখর করা, সকল পর্যায়ে দেশ পরিচালনায় অংশ গ্রহণে নারীকে উদ্বুদ্ধ ও দক্ষ করা, দেশের আর্থ-সামাজিক উন্নয়নে ও দারিদ্র বিমোচনে নারীর অংশ গ্রহণ নিশ্চিত করা, আত্মকর্মসংস্থানের মাধ্যমে অর্থনৈতিক অগ্রগতি সাধনে সহায়তা করা, সুন্দর ও স্বচ্ছন্দ্যময় পরিবার গঠনে উৎসাহিত করা এবং যৌতুক ও নারী নির্যাতন রোধ প্রক্রিয়া সক্রিয় পদক্ষেপ নিতে পারেন এমন দৃষ্টিভঙ্গি ও আত্মপ্রত্যয় নারীর মধ্যে সৃষ্টি করা।

Appendix- 3

Rumdown

নোভা গানের মানুষ

দিলরুবা খান
ওপেনিং টাইটেল এর পর

✓ প্রারম্ভ উপস্থাপনা: প্রিয় দর্শক আমন্ত্রণ জানচ্ছি নোভা গানের মানুষ অনুষ্ঠানে। আমাদের আজকে গানের মানুষ সঙ্গীতশিল্পী দিলরুবা খান।

ধারা বর্ণনা: গানের পাগল, গানের মানুষ সঙ্গীতশিল্পী দিলরুবা খানের জন্ম বগুড়ায়। পিতাঃ সৈয়দ হামিদুর রশিদ ও মাতা সালেহা রশিদ। ৫ ভাইয়ের তিনি হচ্ছেন একমাত্র বোন। শিক্ষা জীবন রাজশাহীতে। ব্যক্তি জীবনে বিবাহিত, দুই মেয়ে ও দুই ছেলের জননী।

উপস্থাপনা : আমন্ত্রণ জানানো , First কমন চিফ, second in চিফ.

✓ উপস্থাপনা : আলাপচারিতা শুরু

✓ গান: আমি বিধবা নই...।

✓ উপস্থাপনা : শুরুর জীবনের কথা ও কमेंটস

সিংকঃ হাসান মতিউর (গানের শুরুর কথা) + এন্ড কमेंট

উপস্থাপনা : টেলিভিশনের গান ও কमेंটস

গান পরিবেশনাঃ দুই ভুবনের দুই বাসিন্দা

সিংকঃ শাহনেওয়াজ (দুই ভুবনের দুই বাসিন্দা নিয়ে)

উপস্থাপনা : রেডিওতে পরিবেশনা

গান পরিবেশনাঃ চিঠির উত্তর দিসরে বন্ধু...

উপস্থাপনা : ফিল্মের গানে প্রবেশঃ

গান পরিবেশনাঃ পাগলমন ও অন্যান্য গান

সিংকঃ সহশিল্পীঃ ইন্দ্রমোহন রাজ বংশী (শিল্পী দিলরুবা খান)

উপস্থাপনা ঃ এলবাম নিয়ে কথা (লোকসঙ্গীতে শিক্ষাপ্রাপ্ত সঙ্গীতশিল্পী দিলরুবা খানের প্রথম এ্যালবাম প্রকাশিত হয় ১৯৯২ সালে পাগলমন ও ১৯৯৪সালে নির্জন যমুনা কূলে।)

গান পরিবেশনাঃ দেখা আরিচা ঘাটে

উপস্থাপনা ঃ দেশ বিদেশ সফর নিয়ে আলাপ চরিতা

গান পরিবেশনাঃ নর্থ বেঙ্গলে যাইবানি রসিক ড্রাইভার

উপস্থাপনা ঃ পুরস্কার নিয়ে কথা আলাপ চরিতা

গান পরিবেশনাঃ নির্জন যমুনা কূলে

উপস্থাপনা ঃ বর্তমান কর্ম, পরিবার সন্তান ইত্যাদি নিয়ে কিছু আলাপচরিতা

~~সিংকঃ অনুপ ভট্টাচার্য (..... জীবন)~~

শেষাংশ উপস্থাপনাঃ জীবনের শেষ ইচ্ছা যদি কিছু থাকে...

গান পরিবেশনাঃ “ভ্রমর কইও গিয়া..

শেষাংশ

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