

Internship
at
Independent Television Limited

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at
Independent Television Limited

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Mohammad Marjukur Rahman

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1. Introduction

Issac Newton, one of the well-known scientists in history, once said, “What we know is a drop, what we do not know is an ocean.” Internship speaks of the same thing. Although there is age limitation for job requirements, there is no such limitation for learning new things. For example, I found two interns who were much senior to me in terms of age, while I was doing the internship. Thus it gives one the opportunity to enrich one’s knowledge. Later, the job experience derived from internship will definitely help one in one’s future career. Internship helps students in two ways. One way is to fulfill the requirements of Bachelors’ degree. Another reason is to gain job experience.

- i. Why I chose Media and Cultural Studies: I chose Media and Cultural Studies as an area of concentration for a number of reasons. First of all, my curiosity led me to this field of study. I had a fascination for the amazing works of the media world such as presenting news before the camera, desk reporting, creating advertisements with the art of copywriting and so on. Learning about my own culture and other foreign cultures is a matter of great experience. Secondly, I love all the practical sides of Media and Cultural Studies. For example, my perception about the world has to be creative. If I am determined to gain attention of a great number of viewers, I have to adopt an innovative way of attracting their attention and support. I have to study their origins, their cultural motifs, ideas, values, beliefs and norms. I like this exploration. Lastly, some of my friends also motivated me to choose this area of concentration. They convinced me that it is a very enjoyable area to study. Also, I knew some of the senior students from different universities who were hired as professional desk

- reporters and copywriters in different organizations. The satisfaction in their jobs inspired me. Therefore, I chose this field of study and found pleasure in it.
- ii. I joined *Independent TV*: I loved to join *Independent TV* because of a number of reasons. First of all, I have huge interest in desk reporting. They interviewed me and liked my CV. I dropped my CV at a number of TV channels such as '*NTV*', '*ATN Bangla*', '*Bangla Vision*', '*Channel I*', '*Independent TV*' and a few more. Among all those organizations, *Independent TV* was the first to call me. Secondly, I liked the environment inside their Newsroom. At home, I saw the newsroom of *Independent TV* in television. The intensity of the light in the newsroom was neither too bright, nor was it too dark. Also, I liked the color of the curtains behind the news presenters' seats. Thirdly, it brought more joy to me when I heard that they provide free lunch and refreshment to their employees. The food they provide during the break is very tasty and delicious. Lastly, some of my close friends and senior students in the university worked as interns in that institution. It made me happy thinking that I would get a favorable working environment there. It definitely worked out well. Therefore, learning new things at that organization and cooperating with the people were very pleasant for me.

2. History of *Independent TV*

The history of *Independent TV* can be dated back to 20th October, 2010. This television channel was launched then. Since then, the organization has been broadcasting news programs relentlessly 24 hours per day. It is the first Bangladeshi satellite channel to use cutting edge Mpeg-4 technology. Mpeg-4 (Moving Picture Experts Group- 4) refers to the latest version of an

audiovisual file format that allows the manipulation of advanced method for audio-visual programs. Its uniqueness stays in the absorption of all the features of its previous two versions (Mpeg-1 and Mpeg-2). Thus Mpeg-4 provides *Independent TV* with a standard file format called ‘VRML’ that represents three dimensional vector graphics to increase the quality of the news broadcasts of the institution. The headquarters of *Independent TV* are located in Dhaka, Bangladesh. It has six bureau offices in six divisional headquarters of Bangladesh. The Channel has more than 600 staff. This television channel broadcasts Bengali news, English news, sports program, live talk-shows and entertainment programs. Some of its other most popular programs are crime investigation programs such as “Taalash” and documentary programs like “Ajker Bangladesh”, “Amari Bangladesh” and so on. *Independent TV* is the only satellite TV channel which has been accredited to broadcast Argentina Vs Nigeria, a friendly football match held on 6th September 2011 at Bangabandhu National Stadium, Dhaka, Bangladesh. Today this satellite news channel has become a popular and leading channel in Bangladesh. Currently a large number of people know about it worldwide.

Among many other valuable things, I became familiar with various sorts of writings. For example, I learned how to prepare OOV (Out of vision), PKG (package) and GFX (Graphics). I also came to know about the Output section, Purbo-Paschim BARCO images, News Desk, News Headline room and Panel and Archive rooms. Again, I was introduced to the professionals in Graphics, the voice room, the Production Control Room (PCR) and so on. My working place was on the 2nd floor and an amazing canteen was located on the 5th floor of the building that served breakfast, lunch and dinner. In this report, I will discuss all the things in details which I learned from June to September.

3. Structure of *Independent TV*

According to the desk reporters at *Independent TV* a great number of interns completed their internships successfully from this television channel. Some of the previous interns were kept as permanent desk reporters based on good performance. Obviously National, International, Sports, Business and Entertainment sections have prominent differences.

- i. National Desk reporters: Desk reporters of National news have more working pressure than reporters of any other section in *Independent TV*. News from all parts of the country keeps coming 24 hours a day.
- ii. Business News Reporters: Business news is broadcast at 5 pm. Sometimes the business news items are also broadcast partially in the afternoon.
- iii. International News Reporters: Everyday International newsroom broadcasts its news items at 3pm. Apart from the regular time, they broadcast news partially in the morning and at night.
- iv. Sports News Reporters: Sports desk reporters broadcast their news items at the end of every broadcast schedule. Sometimes they have special sports news. When there is a World cup tournament, the reporters are not shown on the screen, rather footages of cricket, football, Olympics etc. are shown along with commentary.
- v. Entertainment News Reporters: This section covers news items regarding celebrities and personalities within the country and worldwide. They also have special news events. For instance, they may broadcast a long documentary on Stephen Hawkins on the occasion of his death anniversary or birthday.
- vi. Work schedule shifting: People in the newsroom workday and night shifts. The working time slots are 6 am to 3 pm, 8 am to 5 pm, 11am to 9 pm, 5 pm to 1:30 am

- and 12:30am to 6 am. Thus office work remains uninterrupted and continuous. There are two days per week for vacation. Interns who do internships to fulfill the requirements of a Bachelors' degree do not get any salary. They only get free lunch.
- vii. Ascension towards upper rank: Appointment of employees basically starts from the trainee level. They are superior to Interns. Later, trainees can be promoted to desk reporters. They are the professionals who work full time. They are also known as desk members. A new employee can also start working as an interneer. If an intern improves, he or she becomes a trainee. If the performance is up to expectation, the trainee becomes a desk reporter and eventually become a senior desk reporter. Next, an upper rank known as the Editor is offered to the senior desk reporters. Editors work in a specific group that is called the Output Section. Basically they edit news, news title, change sentences where necessary, and approve broadcasting of news items. Later, an editor is promoted to the Senior Editor. The number of the senior editors is very limited. *Independent TV* has only two senior editors. Finally a senior editor can become the chief of the newsroom depending on satisfactory performance for approximately 10 years.
- viii. Production Control Room: This is a restricted area only for an intern because interns are not allowed to work in this room. The significance of this room is to run the news programs, broadcast advertisements, control the time limit of advertisements and that of each of the programs which is broadcast daily. From the rank Trainee to the chief of the newsroom, access is permitted. However, interns can sit at a corner and watch the working procedures. In case of an emergency, some news may require updates. For example, a meeting between two leaders of the country was to be held and

- broadcast live at a certain time, but was cancelled later. The news was to be broadcast at 3 pm, but the meeting got cancelled several minutes earlier. In that case, Production Control Room (PCR) deleted the news. They also prepare emergency news updates within a very short time. These emergency updates are broadcast, minutes before any particular news gets aired. For example, there may be an instance when an important political meeting is postponed minutes before its live broadcast due to unknown reasons. In that case, Production Control Room (PCR) asks the reporters to find out and broadcast the postponed time of the meeting. This is how the updated information of a news item works. Again, investigation on the productions of the channel is also done by PCR. In order to monitor the sequence of the news arrangement, senior desk reporters check the schedule of news programs regularly.
- ix. Graphics: People working in this area basically work with images. They can edit photos. They change the size of an image or its color if necessary. They also do the work of setting up still images. Whenever a news presenter talks in order to talk about a news event, three images pop up behind the presenter on a large screen. Thus the viewers can watch related images as the news presenter speaks. They do not deal with any videos or motion pictures. They also organize the sequence of a number of images according to any written news report.
- x. Panel: This section deals with motion pictures and videos. They adjust the timing of a video with the limit of the reading time of a particular report. Obviously reports vary in size, so do the time limits of the videos. With the help of the reporters, a video starts and ends when a news presenter starts and finishes his or her reading of the news report. It happens because reporters give instructions to the people working in

Panel room about how to adjust news broadcast with written scripts. The Panel room is divided into two sections with a glass partition. Video editors on one side of the room are labeled as Panel A and the video editors on the other side of the room are labeled as Panel B. Video editors in Panel A double check the work of the video editors in Panel B. Sometimes the other way round also occurs when necessary. From time to time, video editors also switch from one section to the other. Apart from this sort of adjustment, the editors in the Panel room keep track of the archives and news headlines. However, there are some IDs for their cooperation. Sometimes, it requires video ID, sometimes Anchor ID. Without these things, they are unable to proceed with their work. These IDs are not necessary for still pictures, but motion pictures and videos. Weather simulations showing a tornado that approaches a location can be good examples of motion pictures in news presentation.

- xi. Archives: Some news may not get enough space for a specific day. Amount of news can sometimes be overloaded. That type of news suspended for broadcast are kept in the Archives section. A desk reporter has to email the Archive's server in order to broadcast a news later. When it is necessary, the mail receivers get the Anchor ID from the video and send it to the Panel. People in the Panel check the item and resend it to ITV server where the desk reporters work. It is then rechecked by the senior editors. Finally, it reaches the "Production Control Room".
- xii. News Headlines Room: Among all the news broadcasts per day, some are considered as mandatory and very important. Those news items require special monitoring. Those news items also come in the scrolling section at the bottom of the television. Therefore, the work of projecting news headlines is one of the most challenging tasks

- in “News Headlines Room”. They work on readjusting videos or including new videos with any report if necessary.
- xiii. Voice Room: At the Independent TV channel, there is a small room containing two computers, a microphone and a mouth speaker. Trainees and desk reporters have access to this room. They give voices for any foreigner who is involved in a news event. First, they translate a news report into Bengali. Later they read out the translated piece in the VR.
- xiv. HRD (Human Resource Department): To be honest, this is the uppermost authority in the organization. They keep track of all the activities of workers, give employment to new workers. Based on the application submitted to HRD, an employee can resign from his or her job. The final decision is taken by the chief after a meeting with other members of the department. They also investigate if a worker wants to resign or demand for any type of increase in terms of opportunities as an employee.

4. Terminologies Learnt at *Independent TV*

Three months sounds like a very short time. However, interning in an organization for six hours in each of the six days a week is quite a long experience. I gradually came across and understood everything that desk reporters do and how they do it. Now I am going to give a step by step explanation of all their activities.

- i. In Vision: This is a common part of any news script prepared by the desk reporters. It is always placed at the beginning of any news script. In this portion of writing also means that the news presenter stays within the viewers’ vision. No footage or image is shown when a news presenter presents the news. In this part, a news script read by

- the news presenter deals only with the basic part of a news story. It contains what the news is about (What), any important person regarding the topic (Who), the location it took place (Where), why or how it happened. This is basically that “5 Ws and H” method I learned in my ENG440. Any footage or image is shown after the news presenter is done presenting the basics of a particular news story. This is the moment where IV (In Vision) ends.
- ii. Super: It consists of three lines. It is always mandatory for all news items. First of all, the news title is put in the first line. It usually consists of two words. The second and the third line cover the main contents of the news item. The first title must not exceed three words. The second title must not exceed five words and the third title must not exceed seven words. On top of that, these titles have to be written in attractive ways with simple words. All these titles have to give the gist of the whole news story. These titles always appear at the bottom of the TV screen while the news is aired. Therefore, the viewers can get a glimpse of that news whenever they look at the screen. Catchy titles usually stay intact in the viewers’ memory.
 - iii. Footage: It has an audio-visual system. It is basically the relevant videos regarding any news topic that is broadcast at the time of the news presenters’ oral description of the news story.
 - iv. Graphics (GFX): All news scripts prepared by desk reporters have the In Vision part. When it is time for GFX or Graphics, a sequence is determined and images come one after another. This chronological order of images is maintained as the news reader gives the details of a news story after giving the basic information. Desk reporters

- always prefer audio-visual items rather than images. When they cannot find any footage, they select images which are later sent to the photo editing section to be adjusted in proper order.
- v. OOV (Out of Vision): OOV sometimes requires only videos which reporters understand a specific incident or news story. Earlier I also mentioned that AP and AFP are the two best possible sources for collecting footages. If these two websites fail to provide any footage, You Tube is the last option. Different types of OOVs are described below:
1. Sometimes footages are not enough. In that case, ‘Still’ images get priority over footage. Thus OOV can contain both images and footages. During the compilation of an OOV, reporters have to sit in the two ‘Panel’ rooms with several photo and video editors. The rooms are known as Panel A and Panel B. The reporters give instructions regarding the proper placement of images and videos. It is up to the reporters who have the responsibilities to collect these items for any OOV and decide the sequence in which footage and images will be presented.
 2. Sometimes OOV does not just focus on a certain video of a specific news story. It can cover more than one event if necessary. For example, once I had to create an OOV on a natural disaster in China and Japan. Some weeks had passed since Japan suffered terrible landslides, heat wave, flooding whereas the people in China suffered a lot because of flood and heavy rainfall. Different types of disastrous events came into the reporters’ consideration. Therefore, I was told to create a compiled OOV of the events which took place in both countries. In my OOV, I gave two segments – one is known as ‘the upper band’ and the other one is known as ‘the lower band’. The amount of casualties was

much higher in Japan than it was in China. Therefore, the disaster in Japan had more priority over China, and it was placed in the upper band. The second part of an OOV is the lower band. The disaster in China was written in the lower band. I wrote it sequentially: “জাপানে বন্যা, ভূমিধ্বস ও তীব্র গরমে মৃতের সংখ্যা আশংকাজনকভাবে বেড়েছে। বন্যা ও ভূমিধ্বসে মৃতের সংখ্যা ছাড়িয়েছে দুই শতাধিক। সেই সাথে তীব্র গরমে গত দু সপ্তাহে মৃতের সংখ্যা পৌঁছেছে চল্লিশে। দেশটির আবহাওয়া অফিস জানিয়েছে, তাপমাত্রা ৩৮.৩ ডিগ্রী ছুঁয়েছে, যা ২০১৩ সালের সর্বোচ্চ রেকর্ড ৪১ ডিগ্রীর পরেই রয়েছে। তাপমাত্রা আরও বাড়তে পারে, এমনটাই আশংকা আবহাওয়া বিজ্ঞানীদের। অন্যদিকে চীনে ভারী বর্ষণ ও বৃষ্টিপাতে নিহত হয়েছে প্রায় ১০ জন, এদের বেশীর ভাগই নারী ও শিশু। এছাড়াও এ পর্যন্ত নিখোঁজ আছেন অন্তত পঁচিশটি পরিবারের স্বজনেরা। দু দেশেই চলছে উদ্ধারকারীদের কাজ।”

The underlined sentence was the ending of the ‘upper band’ section. The next part was the ‘lower band’. I also collected two different footages of China and Japan from ‘AP Media Port’ and AFP footage site. Those footages were later put together for the OOV. I could also include several still images with those footages if it was necessary. However, I always needed to make sure that my OOV did not exceed 30 seconds. OOV can run for 35 to 40 seconds at most. 30 seconds is the best choice, however, exceeding 35 or 40 seconds is not acceptable for an OOV.

3. There is another important section for OOV without which it is incomplete. After finishing the writing for any OOV, the reporters need to complete the Super section. Basically, it is a summary for the news that contains three titles. Earlier I talked about the ‘i-News’ server in our newsroom computers. In that server, there are many options for

inserting photos and titles. One of those options is the ‘Super’ section. In the Super, there are also three distinct sections for dealing with the ‘upper band’ and the ‘lower band’. Earlier I mentioned that Super consists of three lines. The first line talks about both the information in the upper band and the lower band. If there is any common information between the upper and lower bands, the second line of the Super contains that news content. Otherwise, the second line talks about the upper band whereas the third line talks about the lower band. When I created an OOV for the natural disasters in China and Japan, I had to compose the “Super” section in the following way:

- a. প্রাকৃতিক দুর্যোগ
- b. উদ্ধারকারীদের কাজ চলছে বিরতিহীন
- c. জাপানে মৃত শতাধিক, চীনে নিখোঁজ অনেকেই

In this example, the first line focused on both the natural disasters in China and Japan. The second line clarifies that rescue operations were being done in both the countries. It was common information for both the countries. Lastly, the third line of the Super described the casualties in Japan and loss in China. This is how the news item was briefly organized in the Super section.

- vi. Package (PKG): It is actually the largest type of written script read out by the news presenters. A number of aspects come into consideration while preparing a package. First of all, topics for a package can be a soft story or any ongoing event. For instance, there can be a package on the issue of ongoing conflict between North Korea and the United States over North Korea’s Deneuclearization. U.S. President Donald Trump keeps insisting that Kim Jong Un, the Prime Minister of North Korea

has to give up producing nuclear bombs and missiles permanently. On 12 June, Kim gave verbal agreement, but later several investigation agents in USA discovered secret weapons being carried out in and out of a factory inside Pyongyang, Korea. Based on this issue, Trump and Kim had several heated arguments later. Also, US secretary Mike Pompeo and Foreign Minister of North Korea, Ri Yong Ho had several meetings on the progression of Denuclearization. This is an ongoing event. Therefore, we had to do several PKGs on it from time to time. Also, the ongoing conflict between the United States and China over imposing tariffs on imported goods for the past few weeks was an ongoing event. We also prepared PKGs on Trump's tariff increasing declaration on Chinese goods. Secondly, the topic can cover any vivid or exotic storylines such as an Australian Sod Blood Donor Camp, or recently built robots with amazing technology and so on. Thirdly, footage or video is mandatory for any PKG, but there are some restrictions and slight complications. Sometimes the desk reporters are pressed for time regarding the submission of a written PKG. On top of that, if there is no footage available in the reliable websites when the PKG is due earlier than its due date, the desk reporters have to search Google for images regarding a certain topic, and collect at least twenty relevant images to run the entire package. The system of Picture Card is vital here. Picture Card refers to the images behind set up according to the sequence of the written package. This task is done by the graphics people. They have a different room for the job. The room is on one side of the big room called 'Panel'. The readers can see those items coming and going on TV in the order in which the sentences were organized in the PKG. The reporter who writes the PKG always gives his or her voice unless the

person is not an intern. Therefore, the viewers can also hear that voice according to the order in which those images are set up. In terms of footages or videos, this system of adjustment is not called Picture Card. Actually, this system does not have a name. A package is really huge. A footage that runs for 1 minute 30 seconds, can deliver a PKG of 2 minutes 10 seconds after the voice gets adjusted with the footage. Like the OOV, a PKG can also contain both images and footages. Those who adjust all these items for OOV and PKG, work in the Panel room. Apparently, the size of a PKG contains 500 to 600 words at most. The limit can be crossed to a certain extent. It depends on the contents and significance of the topic. Also, exaggeration and repeating the same thing in different ways spoil the quality of the PKG. Thus it is not accepted unless it is properly edited.

SOT- Sound bite (SOT) is the edited slice of a newsmaker speaking. Depending on the context of the news, there can be more than one SOTs. Often several SOTs can be spliced together with the edits covering with video. These can be included in PKGs and VO/SOTs, or can stand alone. There are three different types of SOTs in a PKG – (SOT) সট, সিংক (SINK) & ভক্সপপ (Voxpop). Depending on gender in a particular footage, the voice can be either of a male or of a female. All these SOTs are quoted in first brackets. It is only applicable in TV channels. Double inverted commas when quoting prominent people is allowed in the print media such as in newspapers, journals, or magazines.

- A. The first SOT that we use as reporters use is the quotation of influential people like government officials in a country. The principal of a school or the head of a church becomes influential if a reporter is preparing a PKG on any of those organizations. This SOT is very short and precise.

- B. The second SOT is also the quotation of influential people, but it is longer as it is detailed than the first one. This is called Sink. The reporters are lucky if they get this Sink more than they find the SOT mentioned in number A. When combined, both the SOT and the Sink give more than enough information. However, this combination is not always necessary. Depending on the news context, the combination is required sometimes.
- C. Voxpop has the quotation of simple people only. If a reporter is writing a PKG about an interesting company, then something said by one of their customers, salesman and other general people becomes a Voxpop. The length of a Voxpop is medium, neither too large nor too short. Obviously, the length of Voxpop depends on the content, the context and the gravity of the news topic.

Preparing PKG is more time consuming than preparing an OOV and GFX. Submitting a PKG in a short time is definitely a challenge. It depends on the items in the day's event news list, but professional desk reporters are capable of preparing two to three PKGs per day. Apart from this, it is also obvious that PKG is not the only thing that reporters do in work on during working hours. They also prepare OOV, GFX and PKG one after another. Time and practice makes a reporter more efficient day by day. Desk reporters believe that it is easier to write a PKG than OOV and GFX because the writing in a PKG is detailed. On the other hand, OOV and GFX require detailed scripts which are shorter in comparison to PKG. Thus OOV and GFX copies are more difficult to produce.

- vii. News Ticker: Apparently, it is known as breaking news. It appears at the bottom line of the television in most of the channels. A number of breaking news topics keep appearing in the bottom line. Usually the first line of "In Vision" part becomes the News Ticker. For example, two REUERS reporters were arrested in Myanmar for

- investigating the issue of oppression on the Rohingya population. In that case, the news ticker at the bottom of the television screen would be “মানবতাবিরোধী অপরাধ তদন্তের দায়ে মিয়ানমারে আটক দুই রয়টার্স সাংবাদিকের বিচারকাজ শুরু।” This is how the news tickers keep coming one after another. Any important news has this type of news ticker. News stories which are not highly significant, but somewhat necessary, do not always require news tickers. They are only shown when there is a shortage of news tickers.
- viii. Just in: This is another type of news that appears just above news ticker at the bottom of TV screen. It contains the main news with a very short incomplete but meaningful chunk of words. For example, “ উত্তর কোরিয়ায় বৈঠকে কিম ও পম্পেও।”
- ix. Rundown: It refers to ‘iNews’. ‘iNews’ is a software that belongs to the newsroom of *Independent TV*. Every computer in the newsroom has the same software. All the computers run with the help of this technology. A user of a computer can see what others are doing in their computers. This software is also a part of the intranet system. This system is confined in the newsroom only. All news scripts are kept secured here and arranged sequentially for telecast to the PCR. The following image taken from the computer server of the newsroom at *Independent TV* shows how rundown looks like:

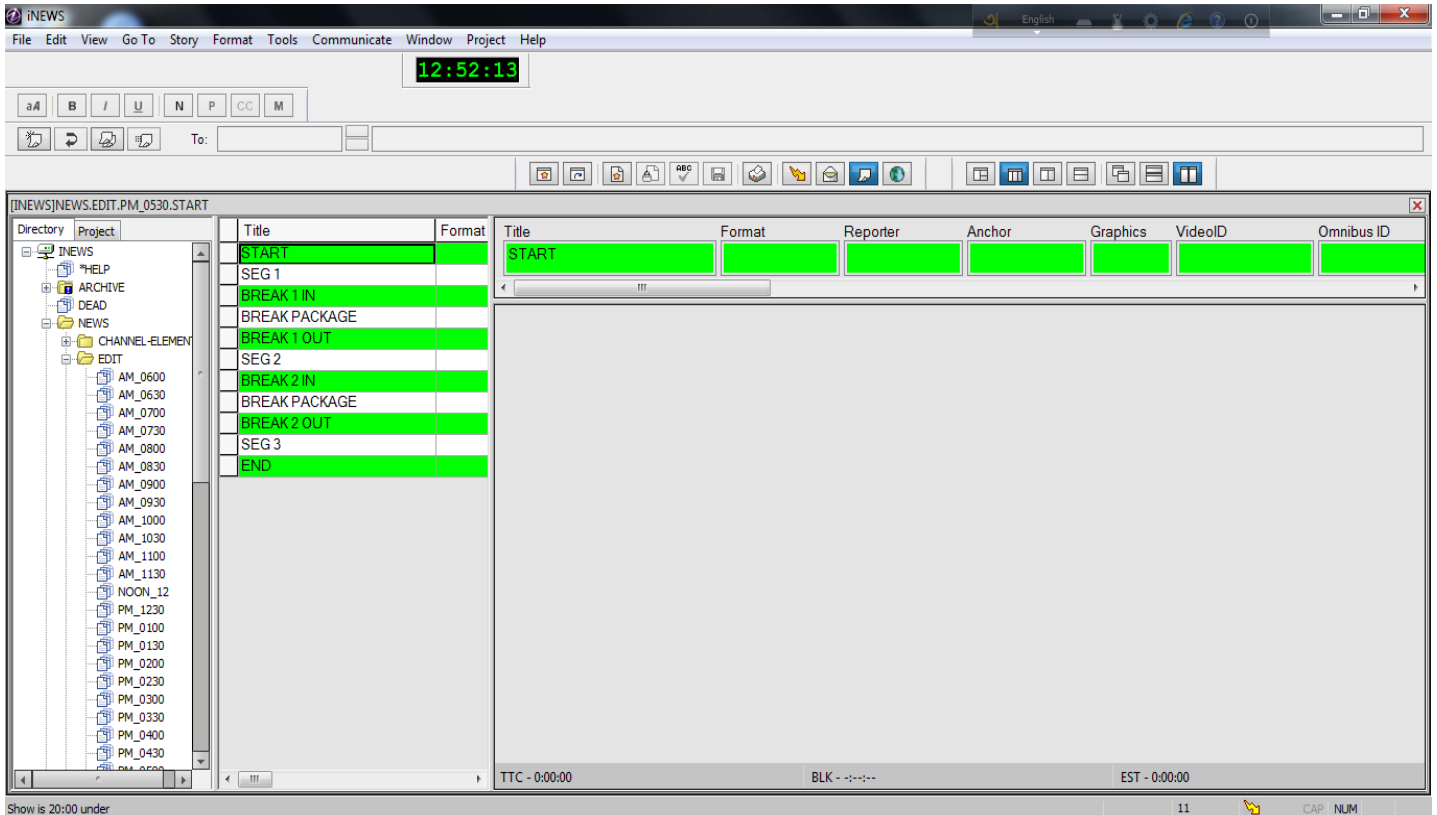


Figure 1: Image of Rundown

Approximately three or four news items are assigned in 'SEG1'. 'SEG1' means 'news segment 1'. Similarly, SEG 2 and 'SEG3' are arranged chronologically.

- x. Aston: It is the name of a reporter or the guests who deliver speeches. Sometimes it requires the address or contact information of the guests. Whenever a reporter writes a PKG, he or she always needs to include Aston for any quote taken from a significant person. Also, the name of the reporter is required to be read out before he or she reads out a script.
- xi. Phonetic telecast: It is also known as 'Phono'. It refers to the live telecast of the phone calls delivered by reporters from a news spot. For instance, a news event takes place at a specific location. In that case, a reporter goes to that location, observes all the details about the event, and provides the news presenters with the necessary

- information. Viewers are able to learn about that particular news at the same time. It also helps to increase the importance of news items because the live broadcast of a news item makes it authentic.
- xii. Templates: There are various types of cards containing information along with photos, bar charts, phone calls and so on. There are informational templates which present summary of news items. These things are also mandatory to deliver authentic news items in the newsroom.
- xiii. BARCO: When a news presenter reads out the IV (In vision) part, a number of images appear behind him or her. Those images are always related to the particular news item the news presenter talks about. For instance, a news item about Cristiano Ronaldo is being broadcast. In that case, three images of this sports celebrity will appear behind the news presenter. Actually a curtain is used to make those images clearer than their look without it. It is always mandatory to download images for BARCO. BARCO is a catalogue of images which are shown on the curtain behind the news presenter. Usually three images related to a particular news item appear in the curtain when the news presenter reads out the news report. The reporters download relevant images from Google for every particular news item. Later, these images are sent to the people of the Graphics section for proper adjustment with BARCO.

5. Five News Factors which Evaluate News Items

Independent TV also arranges news items according to the level of importance other than the news assessment based on the five news factors. These factors help reporters determine the level of significance of a news item. They are - Proximity, Prominence, Oddity, Consequence and Timeliness. Finding all the five factors in a news story is a difficult task. At least one or two

news factor has a strong presence in a particular news story, whereas the other factors have weaker presence. The detailed description of these five news factors is given below:

1. Proximity: The place of occurrence always matters in making decisions if a news item is important or not. According to the perspective of the inhabitants in Dhaka, a news occurrence that takes place in the city is more important than any other place of an occurrence in Sri Lanka. Thus proximity depends on the viewers' geographic location. Therefore, the importance of news depends on it. For instance, Donald Trump does a lot of activities in America which are not broadcast by *Independent TV*. Those topics are related to America only. Those activities have no connection with Bangladesh. However, news related to the Prime Minister of Bangladesh is more important than America's internal activities because of this proximity.
2. Prominence: A news item requires something significant. For instance, new information about a famous personality can become a news item. A surgical operation had been performed on Sakib al Hasan's hands on 4th October, 2018. It was then broadcast as sports news on *Independent TV*, providing information about how the sports celebrity was doing after the surgery or how he would tackle the incoming cricket matches. Again, natural catastrophe has a major impact on a nation's economy, lifestyle and social environment. For example, a major earthquake, with 7.5 in magnitude destroyed Indonesia to a great extent on 14th October. It was an International news item on that day. It had a great amount of importance because the nearby regions were also affected by the incident. The aftermath of the earthquake was Sunami that flooded the area and affected the agricultural zone of the country. In terms of political importance, news related to the

Prime Minister (PM) or the president of a state is also important. Prominence in the news items are found in these ways.

3. Oddity: A news occurrence is different from regular news items can also be considered to be a news item. When I was doing my internship, the senior desk reporters of *Independent TV* told me that many viewers of television are interested to see unusual news stories. For instance, I was assigned by the senior reporters of *Independent TV* to write a report titled 'Monaco Palace Kitchen' on 6th August, 2018. It is very unique because of its kitchen's design and the world famous cooking club "Club Chefs de Chefs". The patterns of the design created on objects in the three kitchens are made of gold. Normally we do not find gold particles on kitchen cupboards and shelves. The three kitchens also contain spoons, plates, cups made of gold. Tables and kitchen wardrobes in these three kitchens have delicate wooden frames which look outstanding. Again, the kitchen "Club Chefs de Chefs" is a unique club that consists of the world's best chefs. Members in this club are selected from millions of chef competitors every 10 years, and assigned to work in this chef team. The chefs in this cooking club travel to different countries such as USA, Canada, Australia, Britain, France etc. to cook for the royal guests. In return, they are rewarded with a handsome amount of money. The reporters usually upload Google images when they do not find any footage. The Google image given in the next page shows how one of the kitchen rooms of the royal palace looks like:



Figure 2: Kitchen Designs Inside Monaco Palace Kitchens

On 27th July in 2018, I wrote a Package (PKG) on a donkey preservation park in UK where donkeys are used as the source of guests' entertainment. Anyone who buys a ticket can be a guest in that park. The guests can feed donkeys, play with them or explore the park with them. This exceptional park is a great place for animal lovers. Oddity adds uniqueness in the list of news items. Not only does it gain the attention of the viewers, it also grabs their interest. It adds diversity in the category of news items.

4. Consequence: This news factor refers to the content, its overall impact on the people. For instance, a news item gave information about the US President Donald Trump's tax imposition on Chinese goods. This will affect US economy which in turn will also have an impact on the economies of other countries including Bangladesh. It is true because the international trade system is active in almost all the countries in the world. Therefore, the consequence of a news occurrence in a country can have impact on the people of Bangladesh. Thus the news items containing this news factor are of great importance.

According to the desk reporters of *Independent TV*, there is a journalist term known as ‘So what’. This term questions the necessity of a news item for the viewers of television in a specific location. For instance, the question remains what will happen to Bangladesh if Trump imposes taxes on Chinese goods. The answer that Bangladesh will have a negative impact economically, is suited to answer this ‘So What’ terminology.

5. Timeliness: Apparently the old news items never get broadcast in a television channel. A particular news item has a fixed deadline for broadcast. For a television channel, the deadline rules are very strict. For instance, a reporter is responsible for preparing a particular news report within 7 am. Sometimes a reporter gets news information at 6:50 am whereas the deadline remains at 7:00 am. Then the report has to be prepared within 10 minutes. Usually interns struggle within this time limit. However, it is not a problem for trainees and desk reporters because they are used to it. Here is an example of how a news item gets old. Twelve young footballers in Thailand were trapped inside a cave on the month of July in 2018. The news was broadcast exactly at that time. From time to time, *Independent TV* broadcast the details about the how the rescue teams operated weeklong efforts and celebrated their success. Currently it is not allowed to be broadcast as breaking news because of the expired time. However, it can currently be broadcast as a lengthy report that critically analyzes the incident.

There are some additional factors I learned from my supervisor at *Independent TV*. He and his associates told me to give significance to the following factors while selecting a standard news item:

1. Human Interest: According to the perspective of a professional reporter, good news items can contain a soft and interesting news story. For example, news of different programs,

arrangement of live shows, talk shows, entertainment etc. can gain human interest. To be precise, a boring program always destroys a television channel's reputation. News of an exceptional Iranian gymnasium can be a good example that motivates people to dance with music and do physical exercise at the same time. People seek enjoyable news because they always get to be bombarded with regular stories such as political or economic matters or terrible atrocities in Iraq and Syria.

2. Pathos: This is exactly the opposite of human interest. It refers to the sympathetic news stories. The news stories containing pathos not only increase the importance of the news items, but arouse the sympathy of people. Thus a news item prepared from a news story becomes well known to the viewers. For example, students who were thought to be terrorists became disabled because of police firing or bomb attacks in the past. Eventually those victims got help from the wealthy people in the society. It was possible because of the efforts of electronic media. The reporters were successful in terms of informing this tragic news to those wealthy people by broadcasting it. Again, reporters prepared reports on the collapse of Rana Plaza. The incident claimed many lives and the issue became an important matter of discussion. It evoked sympathy of all the people worldwide. Last of all, the owner of Rana Plaza was fined and arrested because of illegal construction. If not only interest, pathos also creates awareness among people. They feel that something has been done right.
3. Conflict: News stories about conflict are important to many viewers. The news stories about conflict which affect the regular activities of people in Bangladesh are important enough to be broadcast. For instance, political protest or assembly can cause traffic jam or threaten the lives and properties of the commoners.

4. Choosing Words: According to the desk reporters of *Independent TV*, the style of writing a news script has a specific format. Words like ‘অভিশংসন’, ‘চৌর্যবৃত্তি’ are not appropriate to write a script in electronic media. My supervisor told me that the viewers of television always watch and hear speeches. Therefore, the written scripts prepared by reporters have to be as fluent, smooth and easy as it is possible. For example, the word ‘স্বীকৃতি’ is a better and shorter word than ‘গ্রহণযোগ্যতা।’ News presenters read out the written scripts and the viewers of television hear the news. Therefore, the sentences have to be meaningful, short and organized in a proper way so that they can be enjoyable to hear and easy to understand. For example, two sentences are given below which signify the same meaning:

1stsentence: “পরমাণু নিরস্ত্রীকরণের লক্ষ্যে কাজ এগিয়ে নিতে মার্কিন পররাষ্ট্রমন্ত্রী মাইক পম্পেও আগামী সপ্তাহে উত্তর কোরিয়া সফরে যাবেন বলে আশা করা হচ্ছে।”

2ndsentence: “পরমাণু নিরস্ত্রীকরণের কাজ এগোতে আগামী সপ্তাহে উত্তর কোরিয়া সফরের কথা মার্কিন পররাষ্ট্রমন্ত্রী মাইক পম্পেও’র”

The second sentence is relatively shorter and easier to understand than the first one. This is how word selection and sentence structure are maintained while writing scripts.

6. Scope and Objectives of Internship

A great number of questions can come out of my three month internship at *Independent TV*. Among them, the following four questions are common. They also have major significance in discussing the opportunities and objectives from the internship at the institution.

- i. Did my academic courses help me during my internship?

- ii. Was I able to be successful as an intern? How far was I successful?
- iii. How much expectations I had from *Independent TV* ?
- iv. How many expectations my two internship supervisors at Independent TV had from me?
- v. Did I accomplish my objectives and goal?

The answer to the first question is obvious. All the academic courses I took in my undergraduate career definitely helped me in my internship. To be a student of Media and Cultural Studies stream at ENH (English and Humanities) department at BRAC University, I had to complete all the major courses in this area of concentration. Those academic courses were: Cultural Studies theory and practice (ENG331), Globalization and Media (ENG333), Editing (ENG401), Copywriting (ENG404), English for the Print Media (ENG440) and Translation Studies (ENG465). All of the Media and Cultural Studies courses were related to my internship one way or another. However, ENG465 and ENG401 had direct connections to my internship because I had to translate English news to Bengali since I was an intern at the International desk at *Independent TV*. I also learned several journalism terminologies when I was doing Editing (ENG401). Thus I understood at my internship period that I had a purpose behind completing these courses. In the Translation Studies course, I learned some strategies of translation. I recall two types of translation methods. One is called ‘Word for Word’ translation and the other is called ‘Sense for Sense’ translation. The word for word translation method has literal or dictionary meaning. Sense for Sense, on the other hand, preserves the meaning and uses a different native word for proper translation. Sometimes literal translation makes a news report boring and lengthy. For example, I translated a news story titled “Mexican General Election” that

had been arranged in July, 2018. A paragraph in that news story was written in the following order:

“A lot of killings and atrocities are taking place aiming at the election that started this Sunday. The city’s former Mayor Lopez Obrador has received more votes than his other competitors since morning. All the seats are allotted to the president, two houses of the Congress and the local advisors.”

For my job, I always needed to follow sense for sense translation. Otherwise, the translated text did not accurately represent the news story. It helps to preserve the meaning and organizes the story in my own words. Therefore the text above was translated into a Bengali one in the following way:

“নির্বাচনি প্রচারণায় ব্যপক সহিংসতার পর মেক্সিকোয় শুরু হচ্ছে ভোটগ্রহণ। রোববার একই সঙ্গে প্রেসিডেন্ট, পার্লামেন্ট ও কংগ্রেস আসন ও স্থানীয় প্রতিনিধি নির্বাচনে ভোট দেবে ভোটাররা। প্রেসিডেন্ট নির্বাচনে এগিয়ে আছেন মেক্সিকো সিটির সাবেক মেয়র বামপন্থী নেতা আল্দ্রিস ম্যানুয়েল লোপেজ ওব্রাদর।”

Doing word for word translation is not forbidden in the newsroom. The desk reporters do it when necessary. For example, once I had to translate a news story titled “Theresa May heads to Brussels ahead of EU summit.” It was translated to: “ইইউ এর সম্মেলনকে সামনে রেখে ব্রাসেলসের পথে থেরেসা মে” Here each word of the sentence has been translated according to its dictionary meaning. However, sense for sense translation is useful most of the time. For example, গণ সম্পৃক্ততা is a word that does not convey proper meaning if it is directly translated to ‘mass

involvement'. Therefore, it can be translated to "Contribution in the mass development" on the basis of meaning. Sense for sense thus possesses significance in many such translations in the newsroom.

When it comes to the arrangement of news contents in proper order, I learnt a lot from Editing (ENG401). It taught me the 5Ws and H method (Who, What, When, Where, Why and How) and acquainted me with the inverted pyramid format where the most important information comes at the beginning (lead paragraph). Thus I learnt to write the starting of one of the most common ways to begin news report. News contents are arranged according to the descending order of importance. I was also benefitted by ENG331 and ENG333. Theories and terminologies in those courses helped me understand the cultural context of the media and the society. I will discuss those theories with my understanding in the theory section of this report. This is how I was benefitted by the academic courses I completed.

The answer to the second question is affirmative. I was not excellent or flawless like the professionals but the desk reporters at *Independent TV* were satisfied with my performance. According to the chief of *Independent TV*, Mamun Abdullah, the rate of my progression and understanding of the activities in the newsroom were recognizably fast. Within the first two weeks of my internship, I could prepare OOV, GFX, PKG by myself. I could go to the Panel room to adjust the footage and images with the news report. Since then, I did not need the help of others to complete my work. They gave positive feedback about my cooperation and adaptability to the work environment.

Addressing the third question, I had three expectations from *Independent TV* – i. Get a good work experience; ii. Gain practical knowledge about media and journalism and iii. Enjoy a favorable working environment. All my expectations were fulfilled.

The answer to the fourth question is very simple. They expected punctuality, a hardworking attitude and integrity from me. Apart from these three major aspects, they had other expectations such as the improvement of my proficiency. Also, they filled up the evaluation form provided by OCSAR from BRAC University that had some questions about my capabilities:

- i. Following Directions
- ii. Punctuality
- iii. Attitude towards work
- iv. Self-motivation and initiation of follow-ups
- v. Dress code
- vi. Good writing skills
- vii. English Communication Skills
- viii. Accuracy and error-free work
- ix. Flexibility in the ability to work on several levels of job assignments
- x. Ability to confront problems
- xi. Interpersonal skills
- xii. Ability to interact positively with other individuals
- xiii. Internship objectives fulfillment
- xiv. Understanding of the business practices
- xv. Overrating of intern

The chief of *Independent TV*, Mamun Abdullah who is one of my supervisors, rated these characteristics out of five marks after discussing with my other supervisor Mrs. Nusrat Zerine Nondita. I was rated four out of five marks in most of the criteria. This is an indication that I could fulfill their expectations very well.

The last question is about my objectives and goal. Goal is a long term achievement whereas objective is a short term achievement. During my internship, my objectives in a week were to check on the improvement of my writing proficiency, translation proficiency, and enrich my vocabulary in English and Bengali. Finally, I focused on the goal after three months of interning at Independent TV. My goal was to experience the nature of the job of a journalist. I believe that I acquired sufficient knowledge and experience and thus I was successful to achieve my goal.

7. Application of Theories and Terminologies with Internship Experience

When I started my undergraduate career at ENH department in BRAC University, I was happy to choose Media and Cultural Studies as a concentration for my undergraduate program because it taught me many theories which were useful in practical life. At first, I did not realize that the theories I learned would help me understand most of the task related problems during my internship. As an intern, I saw how certain theories introduced to me in the Media courses reflected the reality of media and technology.

In the previous chapter, I discussed methods of translation and mentioned that ‘sense for sense’ method was followed more repeatedly than ‘word for word’ method in the newsroom. In this chapter, I will relate the tasks of my internship with some theories.

i. Panopticon and Gaze: Panopticon is basically a work that was published during the end of the eighteenth century by Jeremy Bentham. Michele Foucault, in his article “The Eye of Power”, introduced Bentham’s concept. He described it as a ring shaped device that maintains observation on the activities of each and every person in a particular society. Panopticon consists of two words – ‘Pan’ and ‘Opticon’. ‘Pan’ means all or everyone in a community whereas ‘Opticon’ means observe. Therefore, it is a very transparent clarification how Michel Foucault described Panopticon. This was to be used as a machinery to keep different groups under surveillance. During my internship, I was told to become a desk reporter by nature. In other words, I should not wait for permission to report any wrongdoing around me. It is a type of power that media possesses. On top of that, there is a common belief among many people about the world of media. They are seen to believe that media has its own power and it can do anything. For example, a famous person can become more popular than before or he can also be defamed by media. We have this notion, because we know that there may always be a journalist around us, who can write a report if we do anything wrong, unwanted or something noticeable. In real life, we see that the job of a desk reporter acts as one of the mirrors of the media’s power. The field reporters observe the world through exploration and revelation of the truth. The desk reporters also observe the world with the help of social media like twitter and watch over things that have gone viral in Facebook and/or in You Tube. Thus they can observe everyone and report their observations.

Again, *Gaze* is known as the ‘vision’ or ‘eye’. This ‘eye’ is the eye of the supreme authority who watches over the entire world. According to Foucault, the term *Gaze* is

– “a system of surveillance (9)”, under which we people pass each day. *Gaze* creates interiorization among us through which people start to keep an eye on themselves. In the article Foucault argues, “an inspecting *gaze*, a *gaze* which each individual under its weight will end by interiorizing to the point that he is his own overseer. Each individual thus exercise this surveillance over, against himself (13)”.

- ii. Connection between *Hegemony* and the panopticon-gaze: Certainly, there is a correlation among Panopticon-*Gaze* and *hegemony*. Speaking about the idea of hegemony, I learned this terminology in ENG331 (Cultural Studies). Hegemony refers to the supremacy of the dominant group over a subdominant group. All these three concepts lead to power. For instance, the government in a country always wants more power and control. As a result, it often attempts to gain control over the media. For instance, ATN Bangla was once banned for broadcasting a news item against the government’s will. BNP was the dominant political party at that time, and that particular news item revealed the corrupted government officers’ activities in the governmental system. The interpretation of this connection between the ideas of hegemony and Panopticon-*gaze* is that the government attempted to take control over the Panopticon in the Bengali society and claimed the possession of *Gaze* through social media sites which were made to work as the ‘eye’ of the government. Nowadays the government surveillance is also done successfully following the model of Panopticon because the government takes control of the center position whereas everyone else stays at the circumference of the ring. Hegemony, in terms of power, establishes a link between Panopticon and *Gaze*. For instance, in ENG331 (Cultural Studies), an essay written by John Storey titled “What is Popular Culture?”. The

author described hegemony critically from the perspective of Antonio Gramsci. He said that hegemony is the way in which dominant groups in the society, through a process of ‘intellectual and moral leadership’, win the consent of the subordinate groups (Gramsci in Storey 13). Once this management was confined in different social classes. Now people are being manipulated by the power of media. We easily consider what media says or shows to us, which proves that we are manipulated by the media and technology. Media does this mainly to have profit in the economic market. The more media can manipulate people, the more it gets TRP (Television Rating Point) for profit. Media can hegemonize us through its works and, we are convinced or it can be manipulated properly by its representation of varieties of things. For instance, a large number of Muslims are believed to be terrorists by the Westerners. A large number of people in Europe still blindly support the fact that Islam leads to terrorism by ignoring those Muslims who are not inclined to violence. Those Europeans do not pay attention to the large number of good followers of Islam just because the media does not broadcast their lifestyles as it publicizes terrorist groups like the Al-Quayeda and the Talibans. Again, the government in a country can also use media to dominate people living under its rule. For example, *ETV* was once banned by Bangladesh Nationalist Party when it possessed the administrative power during 2003. However, it was activated again after Awami League took over in the next election. It happened because *ETV* broadcast the corruption of the ruling political party that was controversial to its reputation. Dominated by the government, media thus gets bound to act as a weapon. Therefore, hegemony is applied not only to media but all aspects of the society.

- iii. Hyper-reality: There is another terminology that is known as ‘Hyper-reality’. It means there is no separation of reality from the representation or simulation done by media. Certainly it is impossible to separate reality from simulation in the world of media. In an article titled “The Evil Demon of Images and The Precession of Simulacra” Jean Baudrillard said, “Simulation starts from the utopia”, and “representation tries to absorb simulation” (196). According to him, the term simulation envelops the whole edifice of representation as itself a simulacrum. He stated, “It is the reflection of a basic reality, it makes and prevents a basic reality and, it makes the absence of a basic reality (196).” Now following the example of hegemony that I have explained above, it could be said that the media also goes with this theory of hyper-reality. For instance, I mentioned it earlier that the media dominates the people and sometimes government dominates the media. During the students’ protest for road safety in Dhaka, Chatra League under the authority of Awami League tried to hide some incidents of violence with the students. Therefore, media had no other choice but to keep itself away from broadcasting several events which took place in reality. In this case, hyper-reality was active because some of the real life incidents were hidden by media as Jean Baudrillard stated “the absence of a basic reality. (196)”
- iv. Ethics and Ideology: Ethics and Ideology are important in every aspect of one’s life. I learned about these terminologies in HUM103. Speaking of Ethics, I realized that the people who respect others’ values, norms and beliefs can adapt to a new environment or keep pace with any changing circumstance. Good understanding among people emerges from tolerance and patience and other humane virtues. Therefore, all the human qualities are equally required for the job of an employee. In the field of media,

there are several kinds of ethics which one needs to follow while working. When I was an intern, my internship supervisor told me to be punctual, honest and tolerant of others' opinions. Taking responsibilities is also considered an important part of Ethics. Duties were assigned equally to every member in the newsroom. For example, desk reporters prepare four to five OOVs per person if they are told to prepare only OOV or GFX. Usually a desk reporter prepares 3 OOVs or GFXs and 1 PKG per day. This rule is strictly maintained for the trainees and the desk reporters. However, the interns are not subjected to this strict rule because the expectation of the newsroom from them is much less than the expectation from the professionals.

The most important ethics in media is that the media should not be biased towards anything or anyone. However, in our country more or less all the media regardless of television, radio or print are partial. This biased attitude often makes it clear how different channels telecast news, how the same information can be either contextualized or decontextualized and represented according to the private channels ideological and company affiliations. Ideological values often dominate how each TV channel operates, and this hampers the standard of neutrality.

8. Conclusion

Summing up the paper is not an easy task because it reflects the entire experience of my internship. I was benefitted by most of the theories I learned in my academic courses at the university. I could see the application of textual theories in reality. Having Media and Cultural Studies as an area of concentration, helped me enrich my knowledge about the practical activities of interning at the newsroom of *Independent TV*. In this report, I have clarified how I improved

in the official activities at *Independent TV* as I developed in learning the terminologies related to media courses. A lot of people have a common stereotypical belief that says that studying English makes one live in the imaginary world and it is full of fictional stories and poetic ideologies. Once I believed in this idea too. However, I realized that this notion was wrong because I could practically apply many of the textual theories and strategies during my internship.

I realized that the references from textual theories and concepts have direct relations with the practical world. The things I learned from the English courses in my student life were not just theories rather they were the means to solve problems practically. When I studied theories in the courses such as ENG331 (Cultural Studies), ENG333 (Globalization and the Media), sometimes I found them difficult and thought that they just appeared in texts. However, when I was interning at *Independent TV*, I realized that theories come into life through people's experiences. It becomes possible by working. I started to appreciate the courses even more than what I had done before. Internship was a part of my undergraduate program. However, I put all the textual contents from previous courses into practical use when I did internship at *Independent TV*. Doing the internship also helped me understand how important it is to be responsible and punctual. My realization of the significances of responsibility and punctuality were important because I had to go to the *Independent TV* office on time and finish my assignments on time as well.

9. Recommendation

After my three months internship, I gained the knowledge and experience which will help me in my career in the future. I am grateful to study as a student of English and Humanities Department at BRAC University. On top of that, choosing Media and Cultural Studies as an area of concentration gave me the opportunities to confront real life issues with inspiration. There is no course related to broadcast journalism among the media courses. Therefore, it will be better if the department starts arranging some on-air technology based media courses to sharpen the practical skills of the students. For example, these types of courses will enhance the scopes of work for media students. Currently most of the courses provided by the English and Humanities Department are based on Print Media, not electronic media. Therefore, introduction to the contents of electronic media will increase the experience and knowledge of the students who want to choose this area of concentration. Thus the students will get a basic theoretical introduction to the new terms, language and working pattern that I had learned as an intern.

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