

Report On

An Enriching Experience at the Creative Section of Papyrus Communications Limited

By

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An internship report submitted to the Department of English and Humanities in partial fulfillment of the requirements for the degree of Bachelors of Arts in English

Department of English and Humanities
Brac University
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Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

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15303014

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Brac University

Letter of Transmittal

Seema Nusrat Amin
Lecturer,
Department of English and Humanities
Brac University
66 Mohakhali, Dhaka-1212

Subject: Letter of Transmittal

Dear Madam,

This is my pleasure to submit my internship report of my experience at Papyrus communications Limited. This report is the result of the knowledge which has been acquired from the respective courses.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Rakat Zahan Ahmed Shahrin
15303014
Department of English and Humanities
Brac University
Date: August 25, 2019

Acknowledgement

Many people have contributed in different ways in the preparation of this internship report. It was impossible to finish the report without the help of them. Words will never be enough to express my gratefulness; still I will try my level best.

Firstly, I am thankful to almighty Allah who gave me the strength and patience to successfully complete this report. I am grateful especially to my parents and two sisters who never lost their hope on me and helped me in every stage of my life. I would like to express my deepest gratitude towards my academic supervisor Lecturer Seema Nusrat Amin. Her advice and constant guidance played the vital role in making the execution of the report. Also, I am grateful to Assistant Professor Roohi Andalib Hooda, for teaching all the important aspects related to media. Her patience and care always inspired me to work harder and do well in life. I am thankful to Professor Dr. Firdous Azim for her precious guidance which was extremely valuable for my study both theoretically and practically. I would like to take the opportunity to thank all the faculties of the Department of English and Humanities for their held and guidance whenever I needed them.

I am indebted to my internship supervisor Mifta Al Karim, who in spite of being extraordinarily busy with his duties, guided me properly. He always took time out to hear and keep me on the right path. I am also using this opportunity to express my special thanks to my colleagues of Papyrus Communications Limited for always helping with any information.

Table of Contents

Declaration	ii
Letter of Transmittal	iii
Acknowledgement	iiv
Table of Contents	v-vi
Glossary	vii
Chapter 1 Introduction	Error! Bookmark not defined.-2
Chapter 2 Company Profile	3-8
2.1 A Brief Story of Papyrus Communications Limited.....	3-4
2.2 Departments.....	5-6
2.3 Clients.....	7-8
Chapter 3 Brief Knowlwdge about Copywriting	9-10
3.1 What is Copywriting?.....	9-10
3.2 What do Copywriters Produce?.....	10
Chapter 4 Internship Activity.....	11-20
4.1 Beginning Work at Papyrus Communications Limited	11
4.2 My Experience as a Copywriter	11-13
4.3 Different Tasks as a Copywriter.....	13-20
Chapter 5 Incorporating Theories with My Work.....	21-24

Chapter 6 Personal Account.....	25-26
6.1 Observations.....	25
6.2 Recommendations.....	26
Chapter 7 Conclusion.....	27
References.....	28

Glossary

360° advertising agency	Ensure that the brand connects with the target audience in the most effective way possible. They can provide clients with a full spectrum of services.
ATL (Above the Line)	Suggests that the advertising is going to be deployed around a wider target audience, for example, television, billboards or radio.
BTL (Below the Line)	Suggests that the advertising is going to target a specific group of audience by promoting strategies, direct emailing etc.

Chapter 1

Introduction

“What really decides consumers to buy or not to buy is the content of your advertising, not its form.” - David Ogilvy

We all know that salt is the single most important ingredient in cooking. Likewise, advertising and communications are as important to an organization as is salt to food. In the past, advertisement was just a marketing tool. However, now it is an expression showing different viewpoints of different brands with their different products. Today the world is really competitive hence there is no space for them who fall behind. People always need to be updated to be on the right track. Advertising plays an important role to help the people on that right track by providing information. It is very important for the customers to take a very good buying decision. Advertising is an important means by which corporate houses and consumer companies communicate with their potential and current customers. In advertising there are certain objectives that help an organization to achieve profitable sales in the long run by intensifying buyers' responses. For instance, advertising convinces customers to buy products or services. It informs customers about the product features and benefits. Advertisement that includes attractive press ads, TVCs etc. with attractive visuals and sound effects and behind these there is a blend of many creative work of a great team.

I was always fascinated by how TVCs persuade everyone with their eye-catching visuals and theme songs. I was persuaded that I will be working to make TVC stories since I was a child. I used to daydream that I am writing stories for TVCs and people are watching those on TV. However, I was not sure how will I do so until I Joined BRAC University. I entered the university to do my Bachelors of Arts in English and like many people I thought this department is only about literature. I still remember the orientation day where the

department chairperson Professor Firdous Azim introduced us to the three majors and “Media and Cultural Studies” was one of them. I found out that this sector will allow me to pursue my dream that is work in the creative world of an advertising agency. Luckily I got the opportunity to work as a copywriting intern at Papyrus Communications Limited. During my three months at Papyrus Communications limited I have learnt how to implement academic knowledge. Big thanks to the amazing mentors who selflessly taught me about the modern day advertising rules and its importance. I am glad that I was able to experience and fulfill my childhood desire where all the creativity is harnessed.

In the modern world advertising has a close connection with cultural development as it influences peoples’ mentality. Keeping that in mind, Papyrus Communications Limited produces interesting and thought provoking advertisements to reach the customers. Among many successful advertising agencies Papyrus Communications Limited has placed its name successfully doing great work for their clients in Bangladesh. It also provides one step solution to any company seeking marketing solution. In this report, the knowledge and experience that I have gathered from Papyrus Communications Limited as a copywriting intern, is discussed also my contribution to it.

Chapter 2

Company Profile

2.1 A Brief History of Papyrus Communications Limited

Papyrus Communications Limited was founded in 2007 with the tagline “CRAFTING PERCEPTION. EMPOWERING BRANDS”. This agency is a new age, full service marketing communications agency led by a host of industry veterans. They offer end to end communication solutions to their clients. Papyrus Communications Limited has the dedicated cohesive group of young, experienced and most importantly creative professionals.

Moreover, Papyrus is engaged in developing and implementing strategic communication based on ideas that are relevant and sustainable. At Papyrus curiosity is at the heart of everything that they do and they create ideas that do not die young. Their insight mining leads them to develop communication platforms that are extendable and adaptable. They work to improve brand identity, image and preference. It is their understanding and knowledge of the consumer, competition, category and market that help them to achieve brand goals for their clients.

Papyrus Communications Limited is a 360° advertising agency that delivers Marketing Communication Solutions and their creative expressions evolve from deep strategic insights that work to make communication visible in the clutter. They are a well-knit creative design, branding and marketing communication agency who work to empower brands through crafting desired perceptions. They aspire to be relevant as they probe deeper into peoples’ hearts and minds to get at the core insights. Insights help brands to become relevant and meaningful. Furthermore, they seek to empower brands with a positive perception and see so that the brands attain results and meet objectives. Papyrus Communications Limited received Brand leadership award in 2009, conferred by World

Brand Congress. Papyrus Communications Limited provides strategic planning, communication planning, advertising, creative designs, audio visual and print production, PR and media buying, direct and experimental engagement, digital and social media marketing for developing effective communication and bringing brands to life. They work in many sections for instance, public affairs, direct marketing, brand development, sales promotion, and government related events along with advertising.

Papyrus Communications Limited is fond of creativity, hence it produces creative works to make people proud and make a great relationship with the consumers. Their main concern is to build a great brand and for that they do proper research and analyze everything strategically. Rahbar Khan, who is a brand leadership award winner, is the managing director of Papyrus Communications limited. With more than 25 years of experience he ended up building brands like Surf Excel, Berger Paints, Maggi Noodles, Eastern Bank Limited Etc. Then, Kazi Musfiqur Rahman who is the executive director has over 12 years of experience with brands like AKIJ Ceramics, Meena Bazar, Kazi & Kazi Tea, The City Bank, Pan Pacific Sonargaon Hotel, etc. They are the brains behind the action that Papyrus Communications Limited does as an advertising agency. They always want to maintain prestigious reflection through their creation, hence they appreciate and understand the consumers who can turn products into brands. The organization currently employs 32 full time individuals only and it has a very flexible structure to accommodate all the individuals. In this organization, all individuals are treated with similar respect. The job nature and the environment of the organization are simplistic and flexible. More than 50 clients are working with Papyrus communications Limited for their ATL-BTL campaigns, activation as well as their direct marketing.

2.2 Departments

Papyrus Communications Limited consists of six different departments. Some work on maintaining clients, some writes the promotional items and advertisements, some manage keeping track of bills, payments etc.

2.2.1 Finance Department:-

This is a very crucial department for every organization. Their main work in Papyrus is to make budget for any digital communication campaign. This department is the link between many departments within the agency. They are also responsible for taking monthly payments from clients, fix remunerations and day to day business costs.

2.2.2 HR (Human Resource) Department:-

This department is responsible for hiring employees, dealing with all the employment laws and overall wellbeing of the staff. They recruit enthusiastic people who can do their job perfectly for the agency.

2.2.3 Client Service Department:-

This is a very critical department since they are responsible for maintaining healthy relation with the clients. Clients communicate with the brand manager; inform their requirement finally based on their requirement all the other department work to fulfill them accordingly.

2.2.4 Planning Department:-

In this department, team members come up with strategic plan and ideas then convert those into digital representation. They develop several plans, make PowerPoint and finally present their ideas to the clients.

2.2.5 Creative Department:-

This department is the engine of the agency. The roles within the creative department includes:-

- Creative Director
- Associate Creative Director
- Copywriters
- Graphic Designers
- Visualizers
- Art Director
- Associate Art Directors

People play with their creativity in this department to execute all the plans as per clients' requirement.

2.2.6 Media Department:-

This department also plays an important role for any advertising agency. This department schedules ads also track all the profitable and unprofitable ads. They have close connection with the creative department as well as the clients. They also take care of the digital marketing by managing different clients' websites, twitter or other social sites.

2.3 Clients

Papyrus Communications Limited has produced work for many leading brands. With their great service they have developed a good relationship with leading business houses, government bodies, entrepreneurs, industrialists etc. Lists of some of their clients including Igloo, AKIJ Plastics, Shanta Holdings, ULAB, Dhaka Tribune, Jafflong Tea, Apollo Hospitals Dhaka, PRAN, Meena Bazar, freedom Sanitary Napkin, Bashundhara Ruti etc. are worth mentioning. The following illustration shows the wide range of the agency's clients:-





Dhaka Tribune



Chapter 3

Brief Knowledge about Copywriting

3.1 What is Copywriting?

Copywriting is first about selling a product or service but the method by which this is done has long been deeply rooted in the human desire for story telling (Chartrand, 2008). Most of the time one can sell the products or services effectively if there is a story in the approach. It is the act of writing text that is used to promote businesses, brands, individuals etc. mainly for the purpose of advertising. The product called copy is written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action. It plays a vital role in advertising and promoting any business. This is different from book or news writing because it is always persuasive and subjective in nature. Britton (2016) says that “Copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action”. Some of the rules of a good copywriting are given below:-

- **Creating a strong headline:** A strong headline keeps the audience engaged by grabbing their attention. It will help the audience to further into the work.
- **Make the copy engaging:** Since copywriting is a one way communication with the consumers so it is very important to make the audience or consumers feel that you as a copywriter understand them.
- **Get to the point:** Everyone gives up on reading if it takes a lot of time to come to the point. Hence, it is important to keep the copy short and get to the point without writing more about the product or service.

- **Using call to action:** It is an interesting and effective way to engage the audience. Using call to action help the audience to know exactly what the copy wants them to do.
- **Telling the truth:** there is no need to write a copy or story which is unreal. Audience prefers true ideas. If they do not find truth on work then they will lose interest on the product.

Similarly, I have learned from my course ENG 404 *The Elements of Copywriting* by Gary Blake and Robert W. Bly that the copy must be effective. (Blake, Bly3).

3.2 What do Copywriters Produce?

Copywriters help in creating print and digital advertisements, television and radio commercials, television scripts, social media posts, taglines and other marketing communications. They are mainly involved in producing all kinds of creative promotional materials. The copywriter writes a copy or script for a product or service based on clients' requirement. A copywriter needs to have some ideas about consumer psychology which means understand the audience and serve them with attractive contents. A copywriter always should stay updated and know what is happening around the world. This will help him/her to brainstorm then express the ideas in a unique way.

Chapter 4

Internship Activity

4.1 Beginning Work at Papyrus Communications Limited

I was lucky enough to have the opportunity because I was assigned to the creative department as a copywriter intern. I started my internship on 16 January, 2019 and I had to work six days a week with alternate Saturdays off. I have learned about many rules and facts about advertisements theoretically in my academic courses but working practically in the field was totally different. However, those theories that I have learned from my academic courses really helped me a lot. I have gained more knowledge from the field and gathered experience by observing all the creative minds' working styles. They all were so helpful that I was never bored while working, especially my supervisor created the floor for me to learn by giving me different tasks every day. That really motivated me to work more and increased my confidence level. A copywriter's job is not an easy task to do. It takes a lot of patience to become a copywriter as sometimes all have to work for whole the week and day since this platform has become really competitive interactive.

4.2 My Experience as a Copywriter

During the first two weeks of my internship I came to learn many interesting facts about advertising also could relate the work of a copywriter with the copywriting course. I had some knowledge about copywriting for instance, how to engage the customers since I have done the ENG404- Copywriting course in my university. First few days, I researched about their clients and observed how to deal with them.

It was a twelve weeks long internship program. Before joining the agency I heard that working as a copywriter is not an easy job hence I was nervous. I knew I had the potential still I was nervous at initially since there are many marketing terms that were totally new to

me. However, I got the best colleagues who are really supportive and the friendly environment helped me overcome with my nervousness. Since I was in the creative department, I observed that the creative minds work almost every day. Even after someday I had to work seven days a week and there was nothing called weekend. I had to work from home in emergency. I got the opportunity to meet different interesting people and witness how things work in an advertising agency. One thing I learned that I will never forget that it is important to make the client happy with your work. Keeping a client happy always needs good research, knowing about the brand, target group, competitors etc. In the book *How to structure your Copy* it says that there must be perceptions and conceptions of target customer and client. It is also necessary to think about the society before writing any copy for a brand because one unconscious mistake in advertising material can impact the society negatively. It is necessary to always keep the target group in mind and write the copy accordingly.

Writing down press ads, headlines, head copies, leaflets etc. were the part of my daily task. I also wrote television commercials, radio and online commercials. I had the idea about television commercial hence it was not that hard for me. My supervisor helped me with the format. I was not very familiar with radio commercials (RDC) as I hardly listened to radio hence this was a whole new experience for me to write RDC script. Every day is a new day for a copywriter which I cannot deny because every day I used to get new briefs for new work hence the work never got boring for me.

4.3 Different Tasks as a Copywriter

Copywriter is a person who gives the idea how a brand can improve by introducing different offers and how to engage the consumers. In my opinion, this job is really challenging because a brand depends on a copywriter to introduce them in a market. A copywriter cannot produce a copy without the brief of clients. Clients share their brief with the client servicing department then the client servicing team share the brief with the content team. After that the copywriter writes copy keeping some issues in mind.

4.3.1 Ideation and Copywriting

There are many steps to follow to produce a good advertisement. The copywriter has to keep in mind what phrases should be used that will attract the target group and this can happen when the copywriter well craft his idea in mind. It is important because whatever he is thinking will represent the image of a brand. Though it is challenging but the copywriter needs to handle it carefully. I have noticed that whenever the client servicing team get a brief from the client, they come immediately to the creative room to share the brief and they altogether discuss how to promote the brand. They share their thoughts, visualize the concept and then write on the paper. My supervisor helped me a lot with this as whenever we used to get a brief he asked me to think out of the box and then write those on the paper to share. Even before working on any press ad I used to visualize the scenario and then come up with different ideas. In the book *The Elements of Copywriting* by Blake and Bly says that all types of advertising are their impression. If the first impression is not catchy then all the effort will be meaningless. Thus, the headline and the visual should be attractive to grab the attention. I followed the book very carefully as it helped me a lot during the time of my brainstorming.

Apollo Hospitals Dhaka was the digital client of Papyrus and they wanted to let people know more about their Cancer Care Centre. Therefore, we planned a campaign which was before the World Cancer Day each day we will post Cancer awareness post. The second week of my internship period I was asked to study about cancer and help them with the campaign. I start my work with brainstorming that how we can make people aware. Lastly, I made a list of food habits and lifestyle that should be change to prevent cancer. Luckily those were selected and posted into Apollo Hospital Dhaka's Twitter and Facebook page. I wrote the captions for each post and finalized the visuals too. The facts that I used for these posts was not done in a single day. Also, these are not known by most of the people hence people responded to these posts to know more.



After that I again had to think something out of the box before the Independence Day post as I was on charge to write a caption and develop the visual. After a lot of thinking the visual was made with lyrics of famous Bangla song so that people could relate. During the process my superiors helped me a lot also I was not ready to compromise.



I wrote uncountable number of captions for doctors' profile, voice of patients, interviews etc. Writing voice of patients was not that easy as I had to listen to their story first then research about their diseases before writing. I was not sure about how to write it as there was no sample and I was just an intern. Still I tried my best to arrange my words then write it and it was liked by the client hence the same format was used for further posts. Likewise, I had to watch the interviews which was 20-30 minutes long and then come up with a short caption for it. We could not use the same caption for Twitter for its word limit. Therefore, I had to edit the Facebook captions to make it shorter for twitter.

When I got to work for the Freedom Anti-Bacterial Intimate Wash launched by ACI Consumer Brands, I got nervous as this is still considered as a taboo issue to talk about in our society. Therefore, it was important to make everyone especially the women aware of their hygiene first. I tried to find out the benefits the target market will get from the product. I applied “offer to teach the reader something useful” this statement while working on the

project (Blake and Bly 27). It was helpful as in the book it says through using “how” a headline can offer proper advice, solutions to problems etc., for example, “how to stop smoking in 30 days, how to write better and faster (Blake and Bly 26). While writing the headline I came up with this “How to Maintain Feminine Hygiene”, “Are you Committed to Excellent Feminine Hygiene” these are some of the brainstorming done by me. Also, before preparing a brochure for a brand named “bdtrack” which is a vehicle tracking service, I visualized the whole brochure in my mind before working on it like, how much space we need in one page, what is the prominent information we should include etc. I was aware of brochure making as during the ENG404 course we had a brochure presentation where we made a brochure. Therefore, while working for “bdtrack” I was confident. Also, to promote Igloo during the time of World Cup 2019 we made some campaigns to connect the audience. Ideation always gave me the concept to attract the target customer of any particular brand.

I felt the challenge when I worked to write TVC and OVC scripts. Script writing takes a lot of time and the copywriter needs to brainstorm a lot. I wrote scripts for Akij Event chair, Toggy World, City Brokerage. Again, I helped my superiors to write scripts for Igloo Mothers’ Day Campaign and Boshundhora LPG. Before working on script writing I had to watch different TVCs to get more knowledge about it. For example, while writing a script about mothers’ day I watched many similar TVCs which helped me to develop my writing skills. It was challenging as you have to write a script with full concentration but you get a chance to play with words. Moreover, I wrote some copy for Igloo’s Facebook post. Since Igloo was one of the digital clients hence it was necessary to create eye catchy copy. Igloo was giving 10% off on their home delivery service and I wrote about the offer by keeping it very single and short “হোম ডেলিভারি-তে ১০% ছাড়!” and then “ঘরে বসে পছন্দের আইসক্রিম পেতে কল করুন” because an ideal copy should contain more than ten words.

Also, I remembered how to write offer price from the course ENG404 and applied it on Igloo's post by crossing out the real price with red color the added the offer price.



4.3.2 Translations

Translation might seem easy but actually it is not. It is a very crucial task of a copywriter. This is not only a job of a copywriter because it is open to anyone who happens to know more than one language. However, it is a tricky job for a copywriter and as a copywriting intern I had to translate many things like, admission form and prospectus of STS Nursing College, Doctors Profile for Apollo Hospitals Dhaka etc. I found this task really challenging it takes a lot of time to translate a copy. I translated Bangla work to English and vice versa. It was challenging for me as I did not know how to use Bangla keyboard. Firstly, my supervisor asked me to learn how to type in Avro keyboard and this was easy. During the first week of my internship I translated the product and price list of Meena Bazar from English to bangle using Avro keyboard. It was not that hard but when I used Bijoy Keyboard, I got nervous as typing in Bijoy Bangla keyboard was hard. I used to translate Apollo Hospitals Dhaka's doctor's profile from English to Bangla. This was easy as I mostly translated it following the term word-for-word which is also known as literal translation because everything was basically medical terms. However, in other cases free translation was

more preferred. While translating an article I applied “faithfulness, spirit and truth” because lack of faithfulness can change the meaning of the context. Moreover, word-for-word translation sometimes does not make any sense hence sense-for-sense was applicable to keep the context intact. For example, “তিনি একজন পুরো স্বাক্ষর ব্যক্তি” translated to “He is a fully literate man”. Here the translation of “স্বাক্ষর” would be “signature” but for the sense I translated it into “literate” which made sense. We had to keep in mind that both the language should grab the attention of audiences equally. I had to translate frequent press outputs, leaflets, forms etc in Bangla and it was a difficult job to do because the translation had to be very accurate.

I edited my supervisors’ one of the TVC scripts for Bashundhara LPG by following “Intralingual Translation” which means translating signs and words into the same language (Munday, 5). I also borrowed some words while translating one article for Apollo hospitals Dhaka’s Cancer Care Centre. The article was about “Maintain a Balanced Diet during Radiation Therapy”. While translating it to Bangla I omitted some word as the translation was making some sentence too long. Though, I was translating it to Bangla but I had to keep some words as it is. For example, I did not translate “whole grain” to পুরো শস্য instead I wrote হোল গ্রেইন as it is familiar to the audience. As many words could not be understood by the customers if they were translated directly into Bangla thus I had to borrow words like সি ফুড, অ্যালকোহল, অ্যাপয়েন্টমেন্ট etc. Also, I translated one point keeping in mind the term “Repetition” I learned in ENG465- Translation Studies course. The point was “Try to Eat Smaller Meals” which I translated অল্প অল্প পরিমাণে খাওয়ার চেষ্টা করুন. I added অল্প অল্প to give a stylistic effect and more emphasis on smaller meals.

4.3.3 Editing

A copywriter has to deal with a lot of writings. Apollo Hospitals Dhaka wanted to develop their website hence they provided some more information to add on their website. Some corrections were hand written, and they gave it to proofread. It was a huge responsibility for me because if I overlooked any grammatical and spelling mistakes it would cause Papyrus. Apollo Hospitals Dhaka follows British style so I edited all the spellings from color to colour, center to centre etc. Moreover, an advertisement cannot have grammatical and spelling mistakes and this sort of editing requires lot of concentration. ENG401- Editing course was helpful for this task because in the chapter “Grammar and Punctuation” briefly gives the idea about commas, conjunctions etc. For example, there was a silly mistake in one of the copies of Igloo; it was about mother’s day campaign. The copy was কান্না হাসির আবেগি দোল নিয়ে ইগলু’র আয়োজন মায়ের জন্য কথামালা. The point was to give emphasis on “মায়ের জন্য কথামালা” but in the copy there was no quotation mark hence the whole copy was looking plain. Thus, I edited it by adding quotation marks to attract the audience কান্না হাসির আবেগি দোল নিয়ে ইগলু’র আয়োজন “মায়ের জন্য কথামালা”. Editing was a tiresome work for me because several stages of editing took place after the primary editing. For example, I wrote a launching copy for Igloo’s home delivery service. এখন কল করলেই পছন্দের ইগলু পেয়ে যাবেন হাতে. The client asked for correction so I edited it by including the delivery service number and wrote এখন ১৬৫৫৬-এ কল করলেই পছন্দের ইগলু পেয়ে যাবেন হাতে. However, I was asked to edit this one too and then I wrote ঘরে বসে পছন্দের আইসক্রিম পেতে কল করুন ১৬৫৫৬-এ, finally this was liked and locked by the client. I never felt this much pressure but my co-workers were so supportive that they helped me in every stages to overcome my fears.

4.3.4 Miscellaneous Tasks

Beside my usual works at Papyrus Communications Limited, I did some other activities too. On the third week of my internship, I was asked to help the HR department for hiring new interns and a strategic planner. I took some ideas then started to post on different vacancy groups. People kept sending their CVs to me also knocking me on social media. It was quite hard to handle as I was getting a lot of messages. Those who were not selected for the position after interview, I mailed them about the rejection in a positive way. It was not easy to write a bad news in a positive manner but I took help from the course BUS201 which is Business Communication, where I have learned how to write a bad news letter. A bad news letter in business communication is something where we write a bad news to any concern with positive words.

Job Application Papyrus Communications Limited



rakat zahan <arakat20@gmail.com>



to Nusrat ▾

Dear Nusrat,

Thank you for taking your time to take our test. The skills that you have are quite impressive and it was really good to know about you. While your skills and background are impressive, there were other applications which were closer to what we are looking for.

However, we appreciate the interest you have shown in Papyrus and perhaps we will knock you when we find the right opportunity for your skills and expertise. We will be keeping your resume active in our system. We will continue to use our database to match your profile with new opportunities and will reach out to you if we find an opening for which you may be qualified in future.

Thanks again for your interest in Papyrus; we hope you will remain enthusiastic about our company. If you have any questions, please feel free to contact us. Good luck!

Sincerely,

Rakat

Chapter 5

Incorporating Theories with My Work

While studying Media and Cultural Studies I have learned different theories and I thought these have no implications in real life. When the theories were introduced in each media courses, I tried to understand and sometimes memorized them as I believed that these are mere literary thoughts but in real life I was wrong. All the media courses that I have done during my academic years helped me to work more efficiently at Papyrus Communications Limited. ENG404- Copywriting and ENG465- Translation Studies these two courses were quite useful during my internship as I was working there as a copywriting intern. Moreover, I was introduced with other different courses such as ENG333- Globalization and The Media, ENG331- Cultural Studies: Theory and Practice etc. While doing the internship, I realized how important and useful these courses are. Thus, I will relate some of the theories from these courses with my experiences at Papyrus Communications Limited.

I would like to relate my work with Raymond William's "Advertising: The Magic System". The title itself says that advertising works as a magic system for the consumers. It is because when we try to sell something we do not only sell the product, we sell the idea of what that person will be when he buy the product. For example, seeing Bidya Sinha Mim on Lux's advertise people assume that if they start using it they will smell or even look like Mim. Even if they do not need the product but the idea of advertise manipulate to buy them the product. Likewise, in Kloud Almirah's Advertisement we can see everyone is happy and it gives the idea that the almirah is cost-friendly. Therefore, the consumers who do not want to spend more money on Almirah or wardrobe, they will be convinced to by the product. Advertisements are basically magical art that persuade the consumers to get attracted towards

a product. I was amazed to see how my superiors produce such ideas that make the consumers buy the products.

Also, I have seen my works through the eyes of Michel Foucault's "The Eye of Power". The idea behind Foucault's theory of power structures is that power is what makes society what it is. Power exists everywhere and it is not a structure rather an overarching influence that exists in society. Using the term power, Foucault identifies that the concept of power is accepted in society through the idea that within knowledge lays truth. He has been hugely influential in shaping understanding of power and gives the idea that power is everywhere. Not to forget media has the power to make everything viral or shape the society. Media is somehow influencing peoples mind and thought process. A strong commercial can change consumers' preference. For example, Igloo Ice-cream started its home delivery service that gave huge competition to other Ice-cream brands. However, people were not aware of the service but when they finally got to know from Igloo's Facebook posts the, demand increased as no other Ice-cream brand has this service. It is the power that influencing people to buy Ice-cream from them without going to a store. Moreover, the overarching theme of Foucault's power is the establishment of truth and for brands we can say it is about building a narrative. For example, over the year Coca-Cola did a narrative preaching which is- "it shares happiness", it means where there is happiness there is Coca-Cola. It became a truth for people that happiness equals to Coca-Cola. Likewise, we tried to do the same for Igloo ice-cream by saying where there is celebration there is Igloo so that the brand persona could build Igloo. We tried to make it so relevant with OVCs, Facebook posts so that it becomes a common knowledge and truth for the consumers.

Again, I would like to relate my work experience with Panopticon, introduced by an English philosopher Jeremy Bentham. The word “Panopticon” came from two different words where the word “pan” means “all” and “opticon” means “to observe”. It is Bentham’s concept for prison, fundamentally jail like structure to observe general populations’ action. Foucault also shows that every person in any organization is being viewed by somebody. Panopticon is a system that has control over individuals. Now we can call Facebook or CCTV camera as panopticon as these are exactly to observe people. Papyrus works as a media buyer too to analyse the target group through social media. It works as panopticon because the media buyer chooses a target group through a bulk data on social media. After that when someone from the target group visits the brand page, his online traffic movement reaches to the media buyer of the agency. For example, during International Mother Language Day campaign Papyrus launched a game on Akij Plastics Facebook page to find out correct spellings of certain words. To play the game many people visited Akij Plastics page and I was amazed by seeing how the media team kept their track. When someone used to visit the brand page our media team could trace their online movements for 28 days and based on that specific ads were shown to them. From my observation I have realized media team has the power to monitor one’s social persona. Agency creates an app to get better data pool so that in future it will be helpful to share ads with the target group.

Furthermore, I would like to relate my ideas with Arjun Appadurai’s Mediascape and Globalization. The term Mediascape was introduced by Appadurai in the year 1990 which means the world as presented through the mass media. We all know that with the help of technology it is easy to monitor the whole world. People are now obsessed with social media thus they believe what they see on social media. Our idea was to give them effective knowledge through the help of Facebook and Twitter. Since, Apollo Hospitals Dhaka was our digital client and one of the leading hospitals of Bangladesh we took the opportunity to

educate the general people about basic health care. We used to post awareness about cancer; heart disease also doctors interviews on Facebook to let people know more about health. It is the effect of globalization that people now easily get to know about a doctor or treatment from Facebook posts. During Mothers day Campaign named **মায়ের জন্য কথামালা** some people who are living in abroad wrote sweet letters to their mothers. It happened with the help of Facebook as they saw about the campaign on Facebook and participated. Globalization has made it so easy that people can know from abroad what is happening in his country with the help of social media. Also, it is the power of media that is allowing people to get engaged with it.

Chapter 6

Personal Account

Working as a copywriting intern at Papyrus Communications Limited helped me to develop my inner potentials and learn lot of things. I can now carry forward the experience in the future to develop my career. It was my first experience of working in a proper office and the first experience helped me develop my skills. As I had only academic knowledge, it was hard for me to manage everything at times. However, all the people are very supportive that they pushed me to do my best.

6.1 Observations

During this twelve weeks internship, I faced lot of difficulties as I was scared and nervous. Gradually, I started to build confidence while working with different brands. The structure of Papyrus is very comfortable also the environment is lively with enthusiastic people. Being an intern and newcomer I never felt ignored, they always asked for my opinion while writing any copy or script etc. This approach was so motivating that helped me to explore more about brands. Papyrus also focuses on employees personal needs by allowing space for recreation. However, there are some downsides too which hamper the overall workflow. As the environment is very lively and friendly it also creates problem to deliver work on time. Numerous projects, feedbacks come by frequently and if discipline is not maintained the quality of output does not turn out as planned. Sometimes Not taking feedback from the superiors and sending the work to the client creates bad impression too. Also, the consequence of giving too many responsibilities on one person hampers the service quality.

6.2 Recommendations

Problems are meant to be solved and to resolve the above mentioned problem I would like to express my thoughts. First of all after getting any feedback from the client the team should sit together to share their ideas so that many ideas come from different minds. This session is helpful to explore ideas as well building strong bonds. The company should not take too many projects at once as it will pressurize the employees and the output will not be good. Hence, the employees should take as much work as they will be able to deliver efficiently. Financial benefits should be improved which will also attract the employees. Not to mention working in media sector needs passions and patience. Sometime work becomes stressful too; therefore, routine sessions should be conducted on stress management which will help be beneficial for the company. The seminars will help the employees to know more about stress management and work efficiently.

However, I believe all the above mentioned ideas will definitely bring better results for Papyrus Communications Limited.

Chapter 7

Conclusion

Papyrus Communications Limited gave me the opportunity to develop myself in many areas I was not even aware of before this experience. I only had the academic knowledge, but from this internship experience, I gathered the general and practical knowledge. I am now aware of how to write copy or scripts for brand in effective way. I always had the hunger towards creativity and fortunately I got the opportunity to work and gather experience as a creative person. I got the chance to work with renowned brands, supervise shoots etc. and these helped me to explore my ideas. Working as a copywriter is not an easy job as one must think of public acceptance, social cultural norms etc. before writing a copy. Through creativity the challenges can be overcome easily.

All credit goes to my major courses as I could relate the theories with my real life work. We used to work lately but we never felt tired because we used to have fun too while working. Even though the company has some big competitors, its work is noteworthy. I have gained so many experiences which I tried to incorporate in this paper but there are experiences which cannot be expressed with words. Lastly, I appreciate the guidance of my internship supervisor Mifta Al Karim. He is someone who helped me to learn different aspects of advertising. I have tried as much as possible to learn from him how to work under pressure. Also, I am grateful to the whole Papyrus team whose support made the journey more memorable for me.

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