

Report On  
Experience of Television Journalism & Editing Broadcast News

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 Bachelor of Arts in English

Department of English and Humanities  
Brac University  
August 2019

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

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## **Acknowledgement**

First of all, I am acknowledging my gratitude towards almighty ALLAH. I cannot forget to give thanks to my parents who supported me in every possible way to finish my graduation. I would like to thank all the faculty members of the Department of English and Humanities of Brac University for giving me the proper directions during my undergraduate program. I must show my gratitude to my advisor Roohi Andalib Huda for her parent-like support, guidance, and patience. I am deeply indebted to my respected senior and colleague Mr. Shariful Islam Khan without whose help this internship at Jamuna Television would not have been completed easily. I owe a special note of gratitude to my colleagues Lamia Azim, Anis Rahman and Al-Amin Haque Ahon and all the members of Jamuna Television for their generous support and friendly behavior. I want to thank all my friends, especially Anika Tahsin for her help and support throughout this journey whenever I needed. Lastly I want to thank Daifullah Rahman for being a constant source of immense patience, motivation in my life.

Zarin Tasnim

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## List of Acronyms

OOV	Out of Vision
SOT	Sound on Tape
PCR	Program Control Room

## Glossary

Gaze	According to Foucault, the term gaze is a system of surveillance (9), under which all the people of the newsroom work every day. Gaze creates interiorization among us through which we start to keep an eye on ourselves.
Panopticon	Panopticon is a work published near the end of the eighteenth century by Jeremy Bentham. In an article titled “The Eye of Power”, where Michel Foucault talked about Bentham’s Panopticon. It is basically an architectural work. Here “Pan” refers to all and “Opticon” means to observe. Panopticon is a type of institutional building designed by Jeremy Bentham that allows a single watchman to observe all the people of an institution.

# Chapter 1

## Introduction

“Journalism can never be silent: That is its greatest virtue and its greatest fault. It must speak, and speak immediately, while the echoes of wonder, the claims of triumph and the signs of horror are still in the air.”

— Henry Anatole Grunwal, Editor in chief, TIME.

As a part of my concentration in Media and Cultural Studies, I had to do an internship at a media-related sector for three months to complete my BA in English. When I had a chance to start my internship in Spring 2019, I chose to do it at a news channel and there are reasons behind it. Television in today's society has become one of our most basic resources of information. We are informed through the television of the latest news, weather, and other information which are important in our daily lives. Television is a great way of educating people in society about important issues that affect our everyday lives. Satellite news channels have been an important part of the society, providing information to citizens, bringing together groups of concerned about similar events and issues serving as a powerful watcher against abuses by those in power. In the present time, satellite news stations have turned out to be more famous than other mediums. These days people are investing more time than before on television. In this way, it is turning out to be a more compelling medium of data. On a day to day basis, satellite news channels keep us informed about the world with plenty of helpful information. We are informed through the news channel of the latest news, weather, and information which are important in our daily lives. Television often acts as an almanac, dictionary, and an eye into the world around us. It informs us of the most recent

happenings around the world within seconds. News channels do not deal exclusively with the news only. They deal with many other programs like talk shows, investigative shows, business shows, and sports broadcasts, national and international events by providing information.

Moreover, a broadcast journalist digs deeper to get to the actual facts behind any occurrence. Besides that, most of the time, the voice of the reporter and the editor becomes the voice of the commoners while they (reporters) cover news stories on political violence and human sufferings. In these cases, a news channel can make a stronger impact in the public sphere than any other media related sector because it is an audiovisual medium of news transmission. That is why I decided to join a news channel as an intern. It was also to have a background before starting a full-fledged career in media.

A satellite news channel serves many purposes. As I have mentioned before, news channels are one of the most effective mediums that keep us informed about the current events of the world. It gives information about the latest discoveries, inventions, researches, etc. It also helps the traders advertise their products all around the world through advertising on the news channel. Businesses cannot thrive without advertisements. With the world becoming globalized and the variety of products, services, and ideas increasing, news channels have undoubtedly become one of the mediums of advertising. A news channel serves the public not only in terms of information and entertainment but also in terms of creating economic awareness by making people aware of economic issues and crises around the world through predictions and suggestions in the talk shows or other informative programs. For example, there is a program called “বিশ্লেষণ” where reporters, politicians, intellectuals, specialists from different sectors analyze the important news of the present time, and they also discuss the solutions of problems people are facing.

Jamuna Television is one of the leading satellite news channels in Bangladesh that deals with the above-mentioned aspects in a very responsible way. I interned there under the guidance of some of the great minds in the country. It was really a unique experience for me as I had a chance to relate topics (editing reports, writing headlines, etc.) and theories that I have learned in the media courses.

The primary objective of Jamuna Television is to equip people with the power of knowledge to help them develop well-informed opinions regarding issues of vital concern to them and to the country. This channel is committed to building a strong relationship with the common people who are the ultimate stakeholders in all national activities. Our chief editor always said, “There is always something new to be told, and television is the quickest and the best way to be informed.” This is why Jamuna Television is designed in a way so that it can ensure people’s need to know in a proper and the quickest way possible.

Therefore, when I got a chance to do my internship at Jamuna Television, I accepted it without any second thought.

## Chapter 2

### History of Jamuna Television



*Picture 1: Logo of Jamuna Television*

The Government of Bangladesh extended media entertainment to the private television channels of the country as well. Being inspired by this, Free Sky culture, Jamuna Group of Industries that has a role in the business as well as cultural ventures, started working to establish a television channel both in the terrestrial and satellite network countrywide. On February 5, 2002, Jamuna Group obtained the license from the government to establish and operate a TV-Channel titled Jamuna Television Ltd. (JTV). True to its spirit of entrepreneurial leadership, Jamuna Television Ltd. is structured with the state of the art digital broadcast system. In 2007 Jamuna Television received Government Authorization. Jamuna is aware that well-equipped TV broadcasting is the modern world's most powerful media instrument, and that it is time to make the best use of it in molding national and international opinions in favor of the country. The company is committed to putting in place the best possible human and technical resources in order to achieve excellence in performance. After a month of test transmissions, Jamuna Television went live 'on air,' starting its broadcasts from 5th April 2014 at 7:00 pm. Jamuna Television is on air 24 hours a day, 7 days a week, using the most sophisticated production and news gathering technologies to produce a variety of current affairs, informational as well as entertainment

programs. Jamuna Television broadcasts out of its headquarters situated near the Jamuna Future Park at Baridhrara/Basundhara in the capital city of Bangladesh. It has three-purpose built studios. The channel is equipped with the latest digital broadcast hardware and software sourced from leading broadcast manufacturers in USA, Japan, France etc.

Jamuna Television is an exclusive round-the-clock satellite news channel in term of providing the most up-to-date national and international news, and information to the people of Bangladesh and viewers abroad who are interested in Bangladesh. As mentioned before, the primary objective of this endeavor is to equip our people with the power of knowledge to help them develop well-informed opinions on matters of vital concern to themselves and to the country. This in essence will address the core values of democracy, and work towards promoting social, cultural and economic progress. Along these lines, the organization wants to show its dedication to building a solid association with the ordinary individuals, who no doubt, are the ultimate stakeholder's of national exercises.

Below is a table showing the summary of the historical as well as the technical aspects of Jamuna Television's operation:

Date of Inception	05.02.2002 Received license 2007 Received Government Authorization 05.04.2014 On Air Broadcast
Channel Characteristic	Infotainment Channel (News & Program)
On Air Broadcast	From Dhaka, Bangladesh
Transmission	Via Satellite
Transmission Network Coverage	Throughout the country (Bangladesh) by cable network Middle East, Australia free to air via satellite USA, UK &



Can be tuned on Following Parameter	Europe coverage through commercial partnership Satellite: APSTAR 7 Orbital Location: 76.5° E Frequency: 4131 MHz Polarization: H (Horizontal) Symbol Rate: 3600 KSPS FEC: 3/4 Modulation: DVBS QPSK
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## **Chapter 3**

### **Interning at Jamuna Television**

The newsroom is the place where news stories are accumulated, composed, edited and for the news broadcast. The newsroom of Jamuna Television has six noteworthy departments. Assignment desk, National Desk, Business Desk, International Desk, Sports Desk and last but not the least Editing Desk. Amid the first week, I began working at the assignment desk in the newsroom. In this chapter of my internship report, I am going to write about my work experiences as an intern, as well as the above mentioned departments.

#### **3.1 Assignment Desk:**

If we look at a typical day, the assignment desk is the nerve center of every newsroom. The person at the desk is responsible for reading local and national newspapers and monitoring other stations for potential stories. They also maintain the newsroom's calendar of events. Regarding the assignment desk my coordinator always told one thing about the assignment desk: “There is no glamour, no face time. But without them, newsrooms would certainly stumble.”

I wrote several reports during the first two weeks of my internship. I took notes for several interviews as well as stayed updated with other current affairs. As it is the most important desk in the newsroom, the work here is done very sensitively and carefully.

However, assignment desk is a standout amongst the most significant work areas in the newsroom. A large portion of the news stories gathered from here are checked by a few people. In reality, this desk's task is colossal. It's the job of the Assignment Desk staff to answer the phone calls, take tips, complaints and occasional compliments. We also have to track the

crew who are in the field. In short, we have to know everything that is happening in the coverage area on a given day, and make sure that the important stories are covered.

### **3.2 National Desk:**

National Desk is another important part of the newsroom. Stories come into the newsrooms in a number of ways. Sometimes it may come through tip-offs from contacts. The coverage of newsworthy events, activities and occasions around the country also becomes the news stories. The National Desk consists of six people and they follow all important news happening all over the country.

### **International desk:**

The International Desk always stays connected to the outside world. Each minute lots of things are occurring in the world, yet it is not possible to cover every news story. So it is the activity of a newsroom editor to choose which story to cover, and from which to maintain a strategic distance. This is necessary because an audio visual outlet such as a television channel needs to maintain their neutral image in every way and not give the public the impression that they are biased towards a person or a political group. Here I was able to utilize my learning from ENG 465: The Translation Studies course because most of the international news comes in English. As for the other news stories, first the reporters send the scripts to the assignment desk, then someone from the assignment desk prepares the news items and sends it to the editor. But for the international news, the reporters from the International Desk first translate the news stories, and then prepare them.

After the news is prepared, the chief editor checks it again. He decides whether news will be telecast or not. There are several news organizations like which provide original footage for the

international news stories. International Desk also checks the footage and adds them with the news.

Television news is very sensitive and brief. So how I chose the area I wanted to work on a given day (sports, international, editing) and prepared the news assigned to me were very important. Though the time slot for international news is very short, these news items also play a vital role for the audience and the country.

### **3.3 Editing Desk:**

Editing panel is the place where all the news footages are put together. The news from different departments come to this desk and are prepared to be broadcast. The editor checks the spelling, content, sentence structure and makes sure the best output is provided. The editor is responsible for every news item. He/she chooses stories and decides how much time should be allocated to each item, and the order in which to run them. An editor's main job is to be able to capture the viewers' attention with the intention of keeping them away from changing channels and encouraging them to tune in later.

There are different parts of a news story. First is the headline. Its purpose is to quickly and briefly draw the attention of the viewers. It is generally written by the copy editor, but may also be written by the reporter. As it is read out at the beginning of the news story, the headline needs to be short, precise and catchy. So the word selection for a headline is very important. Every word matters in the television. Therefore, in the editing panel the editors double check

every word in the script so that the news remains precise. They also look to see if there is any important information missing from the news stories.

### **3.4 Business Desk:**

The main purpose of the Business Desk is to track, record, analyze and interpret the economic changes that take place worldwide. It includes everything from personal finance, to stock exchange, local businesses and shopping malls to the performance of well-known and not-so-well-known companies both locally and internationally. The Business Desk covers news and feature articles about people, places and issues related to business.

### **3.5 Sports Desk:**

The people of Sports Desk perform extensive research, conduct interviews and attend events such as games, tournaments and press conferences. Sports Desk reporters inspect the pre-match condition, post-match situation and give live feed from the venues. They also put together the past history of the game. A huge number of audience follow sports news. Sports has also acquired sociopolitical significance over the years. So the responsibilities of Sports Desk reporters have increased.

In the course ENG440: English for Print Media, there is a chapter titled *Sports Journalism*. It says, “Sport stories occasionally transcend the games themselves and take on socio-political significance. Modern controversies regarding the hyper-compensation of top athletes, the use of anabolic steroids and other, banned performance enhancing drugs, and the cost to local and

national governments to build sports venues and related infrastructure, especially for Olympic Games, also demonstrate how sports intrudes on to the news pages” (*Sports Journalism*, 2018).

## Chapter 4

### The Way Newsroom Works



*Picture 2: Newsroom*

In larger media outlets, such as the TV channels or radio, the newsroom is much bigger, with a larger staff doing different kinds of work. There are differences between newsrooms of similar media outlets, for example, different newspapers. However, there are also larger differences between television and newspaper newsrooms. Every staff member working in the newsroom has his/her individual activities and responsibilities. Most of them are appointed according to their skills and experiences. The major employees of the newsroom are:



Journalists/reporters.

- ❖ Photographers.
- ❖ Camera operators.
- ❖ Sound and lighting technicians.
- ❖ Editing room staff (where television and radio stories are cut and compiled).
- ❖ Sub-editors (who edit newspaper journalists' stories and check them for any legal, factual or other problems before publication).
- ❖ Receptionists and News Desk coordinators.
- ❖ Archive or Library staff (sometimes)
- ❖ Graphic designers
- ❖ Editors or chiefs of staff - either in charge of sections of the media's coverage, or of its overall coverage.
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- ❖ Graphic designers
  
- ❖ Editors or chiefs of staff - either in charge of sections of the media's coverage,
  
- ❖ Broadcast coordinator.

There are differences in the ways in which a newspaper's newsroom and a channel's newsroom work. While doing my internship at Jamuna Television, I gained more insight into how the channel's newsroom operates. First I will discuss the ways in which a news story comes into the newsroom.

A news story can come into the newsroom in different ways. It can come through the calls of the journalists chasing new angles on current stories. It can also come through tip-offs from contacts, or press releases or through coverage of newsworthy events, activities and occasions. Sometimes some news stories are a follow up of previous news stories. They can also be about the issues or stories the editors, producers or chiefs-of-staff themselves want covered.

After the news stories to be published are decided, journalists are either assigned stories by the editors and sometimes some of them follow up on stories they previously covered. However, everyday there are two to three journalists who do not get any news stories assigned to them by the editor. So they cover stories of their own choice.

This is done either by attending the event or through phone contacts or sometimes through face-to-face interviews. While doing this work, they use archival materials such as old photographs, footages or sound clips, old news stories, newspaper reports which are stored in written archives.

Moreover, photographers, camera operators, sound and lighting technicians come into play. The photographic editor (involved in the technical aspect) organizes the visuals for the news story. Often the editor or chief-of-staff assigns the TV camera crews after they have looked at the stories. Sometimes photographers and camera operators are sent to do their jobs on site, while journalists stay in the office to follow up on the story or conduct interviews on the phone. After this, graphic designers organize the news stories and see if there is any graphic that is needed.

Once photographers or camera operators return with their visuals the newsroom can become a frantic place, as news stories have to be put together before the deadline. After news stories are put together, raw visual footage which is collected by photographers or camera operators are sent to the editing suite where it is reviewed. After reviewing the most relevant or newsworthy content, it is used to put together the news story. Any overdubbing or re-recording also occurs at this stage.

Meanwhile, the journalists spend the time finishing their stories before they are saved and sent to the sub-editors. At this time editors, producers and chiefs-of-staff often meet again to review the story list and see if there are any new stories to include (or others to discard) and

When news stories or news items are completed, they are usually checked to ensure they are factually correct, make sense and adhere to any legal requirements such as copyright issues, simple yet severe spelling mistakes.

Production staff are responsible for ensuring video clips of completed stories are ready to be played in the right order as the bulletin progresses. Even at these late stage things can change if a breaking news story takes place. Some stories might be cut back or even left out from the news bulletin to accommodate any "late breaking news". Those stories may then appear in a truncated form, or may be cut completely and never appear at all depending on their importance and impact. On a big day like a war criminal hanging day, the newsroom becomes the most interesting as well as the most engaging place. The editors, sub-editors and producers stay in the newsroom and look for interesting perspectives about the occurrence. They always look for new insights regarding the news stories as lots of people watch the news, and every news channel also telecasts the same news. They do this because they have the intention to show the audience a new or different angle of the new story so that the audience stays with the channel.

## Chapter 5

### Working at Editing Panel



*Picture 3: Editing Panel*

As I mentioned previously, the Editing Desk is the most significant Department of any newsroom. Jamuna Television also has a strong and solid editing panel which comprises of Chief Editor, Executive Editor, Commercial Editor, and some representative or Sub-Editors.

A news supervisor separates all the subsequent stories of past news and other exclusive news stories of the channel. A news editor gets a great deal of fulfillment from the stories which are exclusive to the channel. The editing of the news stories is significant, yet the more significant thing is to keep up the similarity with the first ones delivered by the group of journalists using up to three who are supervised by one assignment editor. The news editor is additionally in charge of the last and final scrutiny of significant news stories put together by various local journalists, highlighting authors, and outside reporters. He/she gives extraordinary consideration regarding the statistical data, facts incorporated into the reviews, and any place he/she is uncertain about, he/she makes careful arrangements to check their precision from credible sources. For example, while checking the final draft of a news which contains the circulation of the newly proposed budget, the editor will search in BSS, which is the official news portal of the government. He/she can cross check the changes of the budget accurately. Additionally, the news editor is called upon to utilize his/her attentiveness and creative mind in assessing and choosing news stories that have news worth elements like timeliness, prominence, consequences, proximity, oddity and can be viewed as significant news items by the viewers. It would not be right for an editor to expect that each viewer will show enthusiasm for everything communicated by the channel. A decent editor focuses on keen inclusion. By keen inclusion I mean he/she should concentrate on finding another pattern in the public arena. Jamuna Television's editors always encourage the reporters to cover the subjects that have not been covered, and are not easily accessible. The subjects include social issues and corruption. However, sometimes when the editor doesn't understand what the reporter has to say in his/her news report, he/she has to make educated guesses to make a good story out of it.

An Editor looks at the story from a different angle, and creates the best possible way to present it to the audience.

Typography in Television is another important factor in news editing. Typography is extremely necessary to clearly state the information to the audience, to communicate amongst one another or to create an attraction for the viewers by using unique color combination and letter sizes. The in-house designer and the graphic designer of Jamuna Television have to consult the executive editor about the possible placement of every news item as well as their typography. Translating graphics and text for the television screen is very difficult. Not all fonts can be displayed correctly, thus it causes typography to appear broken or pixelated. Colors are used to identify a company's identity. It is very important to ensure that the logo is visible for the color blind people. Jamuna Television uses very specific color combinations for every news story. They are very clear, short and easy to notice. Jamuna Television uses the Solaimanlipi fonts for their bulletins, for the headlines they use Sans Serif. For the VFX they use bright maroon colored plates. Ideally they keep the font size 24pts or more.

Another challenging task for an editor is to write 'eye-catching' and creative headlines for the viewers. Writing headlines is considered to be an art. Therefore, the editor must create a picture of an entire story in just a few words, and make it appealing to viewers by injecting his/her creativity.

As an intern, sometimes it was hard for me to write a proper headline in just 8-10 words. So, I had to consult my supervisor for help. Here I was able to use my learning from the ENG 401; Editing course. From the course I have learnt that I had to use action verbs in the headline, and also ask a provocative question in the headline wherever necessary. For Example:

**Headlines with action verbs:**

“Local NGOs aids flood victims”

“Reclaimed banks are causes of recurrent flood”

**Headlines with provocative questions:**

“Why would a Bangladeshi Website weaponized Misinformation against Princess Haya?”

“World Bank requires autistic accountants. Can it maintain them?”

I also learnt using powerful adjectives is important to create a good and attractive headline. My advisor suggested me to write a couple of creative headline-like sentences by using action verbs before writing a final headline, and to choose the best one as the headline. This technique really worked for me, and I gradually learned how to construct a proper headline.

While interning at Jamuna Television, I came to know about the fundamental aspects of copy editing and the vast responsibilities of an editor in a newsroom. One of the most important duties of an editor is copy editing. Copy editors are responsible for the clarity and accuracy of content that is shown in the news as well in the lower scroll. They check every single news story to ensure that it is factually accurate and conveys the meaning of the content clearly. If they have queries about the copy, editors check references or discuss the issues with the contributors.

I had to double check every news story that came to the editor. Before submitting a news story to the chief news editor, as an intern sub editor I had to double check it in terms of grammar, punctuation, sentence structure, and spelling. Every news story has its own headline and the reporter who prepares it, writes his/her own headline for the news story. But before telecasting



the headline is at first checked by the sub editors and finally goes to the editor. Usually the chief editor gives the final touch to the news story and the headline.

As television news stories are very precise, the script for the news presenter is prepared very carefully. Every single word counts here.

## **Chapter 6**

### **Importance of Translation in the Newsroom**

Translation plays a vital role in all kinds of news outlets. Translating a news story properly is very important. Unless proper translation is done, the news story will be ambiguous and unreliable. An example of this can be seen when the government of North Korea banned international news agencies from entering to local regions to cover a major problem. However, information was still passed onto the world. Insiders covered all the important news which was later translated and presented to the world through news websites.

In journalism, translations are only done by professionals who have expert knowledge in the field of journalism as well as in translation. Like every news channel, Jamuna Television has a board of experts who basically translate international news into Bangla news. According to the Thai translation theorist Sunchawee Saibua, translation methods have two main types: literal translation which focuses on keeping the original form, and free translation which modifies and rearranges ideas of the original form. But according to the author's view, translation methods can be classified into three main groups. They are word-for-word translation where the translator translates the SL (Source Language) literally by its most common meaning into the TL (Target Language) while grammatical constructions remain unchanged. Then there is literal translation where the translator tries to keep the original form, so there are only a few parts of the SL (Source Language) that are changed, and there is free translation where the translator changes or adapts the original form to the TL (Target Language), and therefore, almost every part of the SL is changed. For example:

## 6.1 Source Language

PM returns home concluding Brunei tour

Prime Minister Sheikh Hasina has returned home from Brunei, concluding a three-day official tour. A special flight of Biman Bangladesh Airlines, carrying the prime minister and her entourage, landed at Hazrat Shahjalal International Airport at 7:45 pm on Tuesday. Brunei's primary resources and tourism minister Dato Ali Upang bid farewell to Prime Minister Sheikh Hasina. She signed seven agreements, including agriculture, fisheries, animal resources, culture, sports and LNG supplies between Bangladesh and Brunei. Among these agreements, six memorandums of understanding (MoUs) and one visa related note was exchanged.

## 6.2 Target Language

ব্রুনাই সফর শেষে দেশে ফিরেছেন প্রধানমন্ত্রী

তিনদিনের রাষ্ট্রীয় সফর শেষে ব্রুনাই থেকে মঙ্গলবার (২৩ এপ্রিল) সন্ধ্যায় দেশে ফিরেছেন প্রধানমন্ত্রী শেখ হাসিনা। প্রধানমন্ত্রী ও তার সফরসঙ্গীদের বহনকারী বিমান বাংলাদেশ এয়ারলাইন্সের একটি বিশেষ ফ্লাইট সন্ধ্যা ৭টা ২৫ মিনিটে হযরত শাহজালাল আন্তর্জাতিক বিমানবন্দরে অবতরণ সেখানে ব্রুনাইয়ের প্রাথমিক সম্পদ ও পর্যটনমন্ত্রী দাতো আলী আপাং প্রধানমন্ত্রী শেখ হাসিনাকে বিদায় জানান। প্রধানমন্ত্রীর এ সফরে বাংলাদেশ ও ব্রুনাইয়ের মধ্যে কৃষি, মৎস্য, প্রাণী সম্পদ, সংস্কৃতি, ক্রীড়া ও এলএনজি সরবরাহসহ সাতটি চুক্তি স্বাক্ষর হয়। এসব চুক্তির মধ্যে ছয়টি সমঝোতা স্মারক এবং অন্যটি ভিসা সংক্রান্ত একটি নোট বিনিময়।

There are several international news organizations that provide authentic news of the world, but most of the times these news stories come in English. So it is the job of the people at the International Desk to translate it and prepare the news stories in Bangla. The translators have to follow some strategies to make the translated version of the news lively and reader oriented.

Some of those strategies are-

1. Interpretative translation is used in translating idioms, slangs etc.
2. Rhymes and joke- related diction is used when translating joke.
3. Proper Bangla equivalent of an English word is used in the translated script.

Besides interviews that are conducted in other languages are also translated to Bengali. In some cases, these interviews are very complex, and it becomes very difficult for the translator and the editor to properly translate those interviews in a reader oriented way. In cases like these, sometimes they take expert advice from other translators of different organization if the language is not English.

International news stories cover a very little portion of the news. At every moment, lots of things are happening around the world, but it is not possible to telecast every news story. So it is the job of a newsroom editor to select which stories to telecast and which ones to avoid.

Television news stories are very sensitive and brief. So how I chose my work, and how I prepared my news stories were very important. Though the time slot for international news

stories is very short, but these news items also plays a very vital role for the audience and here translation plays the most important role as it helps the audience to understand the news in Bangla.

## **Chapter 7**

### **Experiencing Journalism**

Composing news for electronic media is not the same as writing for print media. While taking other media courses during my first three years at BRAC University, I discovered writing news for electronic media is different from academic writing.

While writing news for Jamuna Television, I needed to accustom myself with their news composing strategy, which is extensively different from print media of Bangladesh. I was told on the very first day at Jamuna Television that writing for viewers is not an easy job. People who are good in writing can write dramatically, but it is not possible for all or people who are in the writing sector to prepare news for electronic media. It is not quite the same as others, and it takes a big effort to get a handle on the writing style of electronic media. Years of experience is needed to ace this task very well.

Calorie Rich, in the book titled *Writing and Reporting News: A Coaching Method* says that regardless whether anyone is writing for print, broadcast or online media, one needs to master the basic skills of reporting and writing. There are four steps that constitute the basic process for all news stories. Those are:

#### **7.1 Conceiving the idea**

At this stage the editor/reporter develops the idea for the story. If he/she is covering an event such as an accident, he/she needs to start with the idea-the main point of what occurred.

#### **7.2 Collecting data:**

This is the reporting stage. Before conducting any interview, the reporter should look for background information.

### **7.3 Construct:**

This is the planning and writing stage. Before writing a story the editor should make a plan for it. A good writer does not write a story without a plan.

### **7.4 Correct:**

After writing the news story editor should check it again and again. After checking it he/she can make changes if it is necessary and if there is time (12).

Jamuna Television consistently needs to show the reality to the world, and the people who are working here are just as prepared to display the precise news to the country. Every one of the representatives working in the newsroom is guaranteed to give accurate information to the world. Jamuna Television is denied to practice Yellow Journalism. Sometimes there is political pressure while broadcasting certain news items which can affect the reputation of a particular political party or there is some sort of news which political parties pressure not to telecast. Jamuna Television never cares about it. It believes whatever the situation is; it will raise its voice for the truth and it will tell the truth to the viewers. Videos of news, rundown, reports as well as information regarding newsroom cannot go outside the newsroom. It is strictly prohibited at Jamuna Television.

During my internship at Jamuna Television, I did all the tasks accurately in details. I had to prepare news based on the reports which were given to me. Sometimes, I also had to translate English news 'OOV' into Bangla. I had prepared national news, international news, sports news as well as headlines. I prepared the electronic reports, prepared packages for special occasions such as a package for National Mourning Day, price of food items during festive seasons etc. I have learned all the technical aspects of the newsroom. I saw how the editing panel works, how the Program Control Room (PCR) works. Last but not least, I also had an exciting and interesting experience regarding reporting. I learned how to do spot reporting how

to prepare reports for news. I also got a good idea of how news is prepared for the public to grab their attention so that they watch it. There are lots of television channels in Bangladesh. So it is a question of why will the people watch the news of a specific channel.

Here, I have learned what can attract people to watch news of a particular channel. The main thing is that the more information a channel can provide to the public, the more the public will be interested to watch that channel's news. People want lots of information about the actual news so this needs to be kept in mind while preparing news. I prepared lots of news items during my internship period. Some of them will be shown later in this report.



## Chapter 8

### Preparing the News

News is newsworthy information about current affairs. Jackie Harrison, in the book titled *News: Routledge* mentions “news is an orientation towards truth through truthful accounts of contemporary events” (2). Before delving into the subtleties of the planning of news, it is important to know the things that make a story newsworthy. An incident about a man who is my neighbor who got injured in a bike e accident will never become a newsworthy incident; then again on the off chance that a political pioneer has such an accident, at that point, it moves toward becoming news. Occurrence is the same, yet one becomes news and another does not. To know the reason behind this, it is essential to mention the factors that make an event newsworthy. From my ENG440: English for Print Media course, I have learnt that there are few factors or new qualities, which are considered when deciding if a story is newsworthy. When an editor decides whether to run a particular story as news, he / she will try to find out if the story meets each of these criteria depending on their importance. If there are a lot of newsworthy stories on a particular day then some stories will be dropped. Calorie Rich, in the book titled *Writing and Reporting News: A Coaching Method* state that Definitions of news are changing but there are some traditional qualities of news. These are given below:

#### **8.1 Significance:**

The number of individuals influenced by a story is significant for news. Five individuals died in an accident probably won't be the main update of the day, yet hundreds of people dying in an accident is more significant than a clash where five people died.

## **8.2 Timing:**

According to Jackie Harrison, “news assumed an immediacy and capacity for reporting events which rendered the ‘here and now’ as a standard for global reporting-any event, anytime, anywhere” (7). News is information which is new and newsworthy. People like to get the most recent updates. They do not waste time with the old news unless it is a follow-up of an important news story. There are some unique news stories that are still able to attract the viewers even after a long time. For instance:

The homicide of journalist couple Sagor-Rooni. It was right around 6 years since they were slaughtered yet at the same time, individuals show enthusiasm about their murder issue. A story should be advised rapidly to make it newsworthy. On the off chance that it happened today, it is news. In the event that something very similar happened a week ago, it is never again news as people will not demonstrate their enthusiasm for the incidents that occurred 7 days ago.

## **8.3 Prominence:**

Well known individuals like political leaders, TV stars get more exposure simply because they are celebrities and people are keen to know about their lives. If a common man breaks his arm it will not make it the news, yet if the Bollywood star Shahrukh Khan breaks his arm, it will be a big news.

## **8.4 Proximity:**

Stories which occur close to us have more of an impact on us. The closer the story to individuals, the more newsworthy it is for them. For the Bangladeshi people, a train accident in Canada isn't more critical than updates on an earthquake that occurred in Bangladesh.

### **8.5 Oddity:**

Out of-the- ordinary events, or people engaged in unusual activities are newsworthy. For example: A man from Bangladesh, known as Tree Man because of his rare medical condition. Abul Bajandar is 28 years old and makes a living out of driving his rickshaw. His rare skin condition had the factor which made this story of Tree Man newsworthy.

### **8.6 Conflict:**

Stories involving conflicts that people have with government or other people are always newsworthy. For example: The Myanmar conflict where the Rohingya refugee surge started to hit Bangladesh. The conflict was triggered by an attack by Rohingya militants on police posts. This sparked a military counter-offensive that has forced a flood of Rohingya civilians from their villages. The number of Rohingya refugees crossing from Myanmar into Bangladesh has surged, the UN says, with more than 35,000 new arrivals.

### **8.7 Impact:**

Reaction stories to news events that affect readers have impact, especially when major national stories occur in any community. For example: The Road Safety protest by the students in the capital had a huge impact in all over the country. All the protesting students had the support of the common people.

### **8.8 Human Interest:**

Stories become newsworthy when people show their interest in it. People aim to evoke reactions such as enjoyment or sadness. Whatever the news is people need to show their interest in it.

### **8.9 Entertainment:**

Stories that entertain readers make them feel good or help them to enjoy their leisure time have an entertain value. For example, Sports news can be classified as entertainment. These are the factors that make a story newsworthy. When an editor gets many newsworthy stories it becomes difficult for him to choose what to air and what not to air. After choosing the news, he/ she along with his/ her team starts the preparation of news. It is obvious that preparation of news is the most challenging job in the newsroom. Raza Elahi, in the book titled *How to Become a Good Journalist* says that not every story has to make use of all the elements known to journalism in equal degree. But every story needs to be carefully judged about whether it has what it needs to be a newsworthy story. All stories should have a clear and crisp introduction which should be accurate and probably have all 5Ws and an H, which stands for Who, What, Why, When, Where and How (7). An editor needs to answer these six questions in his news while preparing factual news stories. They are important while preparing news items because news is incomplete without the answer to these six questions. The five Ws and one H are given below:

Who: Who stands for who was involved in the incident?

What: What stands for what happened?

Where: Where did the incident take place?

When: When did the incident take place?

Why: Why did the incident happen?

How: How did the incident happen?

Getting answers to these six questions can give all the information about the news and can also fulfil the desire of the viewers. I learned about these six questions in my English for Print Media course. Here, at Jamuna Television I could see its practical implications as well. After answering these questions, the editor along with his team starts to prepare Rundown. Rundown is everything for news. Here, I will be discussing about preparation of proper rundown.

### **8.10 Rundown:**

The rundown is built to create the order of information and the tempo of the news summary. It gives the full news summary with the sequences in the right order. It also includes all editorial links given by the editors, segments of news and visual plates. The rundown is written one to two hours before the broadcast. Whole teams involved in the broadcast sector in the newsroom work to prepare a rundown. Whatever their job is, it is linked to rundown. A reporter collects news for the editors who prepare news and put it on rundown. A video editor prepares electronic report and puts it into the rundown. So, all the tasks in the newsroom are linked to rundown. Most of the times it needs to be added or deleted as incidents can happen anytime. Sometimes, it needs to be entirely rewritten if something major happens. A rundown consists of Headlines, Out of Vision (OOV), Package, links, bulletin scripts etc. There is also an introduction part as well as an ending part. All the news segments have particular word limits and time duration which is strictly maintained while preparing news.

**8.11 Welcome part and Ending of news:**

Rundown starts with the introduction part. Here the time of the news, whether its Bangla news or English news, name of the news editor, time duration, bulletin color, greetings, and the name of the presenter are included. Rundown ends with the end part where there is repetition of the headlines and also the invitation to watch the next news. A sample of it can make it clearer. A sample of introduction to the rundown part is given below:

7pm (7-07-19)

News Editor: Natasha Tripura

Duration: 10 min

Bulletin Colour: Green

.....

Assalamu Alaikum

.....

Welcome to Jamuna News

This is Moushumi Akhter Lopa from the newsroom

.....

Now the Headlines

.....

**Example of ending part:**

.....

That is all for now. Before ending, the headlines once again

1. Results from Second Test of Milk: ALARMING as before

2. 13 lakh affected in north, hill dists

3. DCs now want bank, special force, univ

.....

Our next bulletin will be at 10am in Bangla. Thanks for staying with us

.....

### **8.12 Headlines:**

The heading or caption of the news is a line of text that helps to indicate what the passage is about. The most important item of news is the bulletin. Word limitation for headline is from 12 to 18 words. It is strictly forbidden to exceed 18 words.

### **8.13 In Vision (IV):**

Here we can see the presenters and hear his/her voice also.

### **8.14 Out of Vision (OOV):**

Out of vision is an item consisting of pictures alone, to be played on screen while the presenter continues to talk out of vision and provide commentary. The standard word limit of

“OOV” is 70 for English and 30 for Bangla, because a presenter can present two words in one second in Bangla and in English they can present three words in one second.

### **8.15 Package (Pkg):**

Ted White, in the book titled *Broadcast News Writing, Reporting and Producing* says that “package has all elements that bring a story alive: good pictures, interesting sound bites, and a well written script” (17). A news package is usually the longest type of storytelling. This is a self-contained taped news report. Usually, the news presenter will read an introduction live, and then the pre-recorded story will be shown. In a news package, we can see the reporter talking in front of the camera. This is called a ‘stand up’ because the reporter is often seen standing in front of the camera on the scene of the story. The standard time duration of the package is 1 minute 30 seconds, and the standard word limit is 150. A package consists of link, voiceover, voxpop, sync, and bite. Here viewers can see the presenter and hear his/ her voice. Voice over occurs when we can hear the reporter’s voice and not see his/her appearance. Voxpop is the voice of people. This happens when people talk to reporters in the news. In voxpop, we can hear more than one person talking. Sync is the short form of synchronized. Here we can see and hear the direct words of people who are related to the news. For example, if any political leader comments on an issue then he/ she will be seen on the television. We will see him as well as will hear his voice. The bite is also the people’s voice. The timing of it depends on the context of the package. The difference between bite and voxpop is that in a bite, we can hear only one person’s voice- the presenter’s or interviewee’s, whereas in the voxpop, we can hear more than the interviewee’s voice or conversation of the interviewer with the interviewee. It takes less time than voxpop. There is another term ‘Ups’ which is the surface sound. Then I came to know about another term ‘aston’ which presents the details of the speaker which we can see on the TV screen.



I have observed the making of packages many times. Among them I want to mention the news coverage of Obaidul Quader getting admitted in Dhaka's BSMMU after having a heart attack. I also had the chance to observe several packages on the Chawkbazar fire tragedy. I observed a package being made about Independence Day on 26<sup>th</sup> March, 2019. I also saw a few old packages made by my in charge. One was about the death of the legendary poet Al Mahmud and another one was about the Notre Dame Fire incident.

#### **8.16 News Ticker:**

A news ticker is an electronically broadcast scroll that provides the latest news. News ticker data shows the most recent changes in the world. News ticker data is broadcast on all news channels, including Jamuna Television. News ticker can be transmitted via internet. Jamuna Television uses Wasp-3D software to transmit news ticker. I have learned how to transmit the news ticker. For news ticker, there is always a ready plate in the software. Whenever there is a breaking news, it is written on the plate as soon as possible and uploaded for immediate broadcast. I have transmitted news ticker many times.

## Chapter 9

### Integration of the theory with internship experience

Brac University's Department of English and Humanities in its Media and Cultural Studies stream offers a course titled ENG331: Cultural Studies: Theory and Practice, which discusses the hypotheses of Michel Foucault's "The Eye of Power" .

Panopticon is a work published near the end of the eighteenth century by Jeremy Bentham. In an article titled "The Eye of Power", where Michel Foucault talked about Bentham's Panopticon. It is basically an architectural work. Here "Pan" refers to all and "Opticon" means to observe. Panopticon is a type of institutional building designed by Jeremy Bentham that allows a single watchman to observe all the people of an institution. The main purpose of this was to keep different groups under real-time surveillance. During my internship, I noticed that there is a CCTV camera inside the newsroom, through which the entire newsroom can be observed by anyone from the guardroom. Therefore we had the notion that there is always a person watching us, who can write a report if we do anything wrong or unwanted. It can also be related to the term 'Gaze'. According to Foucault, the term gaze is a system of surveillance (9), under which all the people of the newsroom work every day. Gaze creates interiorization among us through which we start to keep an eye on ourselves. In the article "The eye of Power" Foucault argues, "An inspecting gaze, a gaze which each individual under its weight will end by interiorizing to the point that he/she is his own overseer. Each individual is thus exercising this surveillance over, against himself" (13).

Another course we took is ENG333: Globalization and The Media where we gain knowledge about the effect of globalization in the world. Both the courses are connected at the hip to show

us the impact of the intensity of observation over us through globalization. We probably are aware of the concept that, with the assistance of innovation, the entire world has turned out to be easier to screen. Starting from our cell phones to our office ID cards, everything is associated with a global network, which has all our data in its grip. In the realm of advertisements individuals, products and services are all trying to gain popularity. In his article “Advertising, Big Data and clearance of the Public Realm” David Ogilvy says, “In the modern world of business, it is useless to be a creative, original thinker unless you can also sell what you create” (85). Advertisements or promotions are not only about products or services. If we consider the politicians, they provide relief goods to the people who have been affected by flood, cyclone or an epidemic. These actions work for them as promotions or advertisements before the election, whether they truly helping or not these activities are meant for their own good.

## Chapter 10

### Integration of Concept with Internship Experience

While I was doing my internship at Jamuna Television, as a newsroom editor, I had access to data that general people couldn't get. Not to overlook, Media has the ability to utilize any broad remark or video, turn it around to manipulate the significance and make it viral. I was astonished to see how my seniors would track possible social media users through the simple search engine to gather information for related news stories. On the other hand, when I was writing creative yet short headlines, I was stunned to perceive how my director stood out as a truly newsworthy alluring with relatable yet attractive data. The "Advertisement versus Reality" concept shows us how organizations show what the viewers or purchasers need to see to make them purchase an item, just to discover it has no need in our lives. For example: Several years ago, Dove came up with an offer for their shampoos. With every 340 ml shampoo bottle they were giving away a mini hair dryer. They connected the idea of washing the hair with Dove shampoo and drying the wet hair with the dryer. As the dryer was small in size, it was easy to carry in a hand bag. They advertised for their shampoo in a way where the viewers and the purchasers would think that the dryer is important for their daily life, but in reality the dryer was a poor quality machine. After two or three use it would stop working. It was a very successful campaign for Unilever.

The whole rundown was very calculative in the terms of the fact all advertisements were related to the segment. For example: while broadcasting a sport news segment, energy boosting drink's ad was shown in between. When the news starts, all the attractive headlines are given as glimpses in the beginning as news bulletins. Later between every one or two news stories

there are several commercials are that broadcast. Due to this the viewers are more intrigued to watch the news in detail, before the details of crucial or breaking news were given.

## Chapter 11

### Applied Strategies

We have another course titled ENG465: Translation Studies where we learned ‘Word for Word’ and ‘Sense for Sense’ translation techniques. When I was translating my English to Bangla copies given by my seniors, I decided to use ‘word for word’ technique. In the article “St. Jerome’s Approach to Word-for-Word and Sense-for-Sense Translation” Kazim Khalaf Majid says, “Word-for-word translation is concerned with the level of words, in which each linguistic element of the source language (SL henceforth) is replaced by its closest target language (TL henceforth) correspondent” (53). By doing so it became more difficult for me to translate it accurately as the richness of the entire write-up was being hampered. When I asked for feedback from my supervisor, he suggested me to use the ‘sense for sense’ approach which would make the article more interesting while keeping its essence the same. The writer also added in his article that, “Sense-for-sense translation is more concerned with creating a target text (TT henceforth) that sounds natural in the TL” (53). I trust this to be true while, writing a target text in ‘sense for sense’ approach made the news story more appealing and engaging while keeping up the essence the same in the target language, which was English in this case.

## **Chapter 12**

### **Recommendation**

Throughout the period of my internship at Jamuna Television I realized that every aspect of this organization is commendable. There is almost nothing that anyone can complain about. However, I think they should add an English news segment in their daily programs. It will make the whole program list more versatile, and it will also attract foreign viewers.

Moreover, I think it would be wonderful if our department starts offering one or two courses on the basics and functions of television journalism, reporting and electronic media. It will be a great opportunity for those students who want to pursue their carrier in electronic media. They will at least have the basic idea of how a newsroom and TV channel functions. We are already well equipped with courses like ENG331: Cultural Studies: Theory and Practice, ENG440: English for Print Media, ENG333: Globalization and the Media etc. and new courses will make our department well balanced in every stream.

## **Chapter 13**

### **Conclusion**

This report focuses on the news production of Jamuna Television. I have enjoyed this internship period very much. Three months is a short time, but I have tried my best to learn from my experience. It may not have taught me every aspect of journalism and newsroom editing, but it has extended my knowledge of it. I gained hands-on training in reporting, editing and technical things regarding news production while interning there.

I have met a lot of people and made a lot of new friends. I have experienced how a group of people from different backgrounds work in a friendly and respectful environment. I see a bright future for me in this sector. This internship also changed my perspective about the news. Previously, I did not have a lot of interest in watching the news; but after some days of my internship, I started taking more interest in it.

It is really challenging to find good and solid news, but it is far more challenging to telecast each of them now -a -days for political interference. It needs a lot of courage to present the truth in a way that is interesting and appreciated and not get threatened for it. With the rise of globalization, television channels have grown immeasurably. It is very competitive to hold the audience attention. News is the only tool to win the heart of the audience. Jamuna Television tries its best to do this job properly.

Thus my experience at Jamuna Television has taught me many interesting and important aspects of news writing in a new way. After finishing my internship I felt this short time is not adequate at all to get in-depth knowledge about a newsroom. But within this short period, I came to know that being a journalist or a reporter is not as elegant as people think it is. I realized



that it is challenging and also interesting at the same time. This has made me more interested in continuing with this work in the future as well.

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