

Report on
The Internship Program at *The Prestige Magazine*

By

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Department of English and Humanities

Bachelors of Arts in English

Brac University

December 2019

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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

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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

There were times during my undergraduate program in Brac University, when I thought I would not graduate. Juggling three part-time jobs at once since the second year of my undergraduate program made it excessively hard for me follow up on regular coursework. To start off, getting the chance to write this acknowledgement must mean I pulled through it all. However, I do not believe I would have managed to complete my undergraduate program if it wasn't for my family, the teachers, teacher's assistants and staff at Brac University and my friends.

I would like to take a moment to thank this fine institution for taking me one step closer to realizing my potential, my mother for single-handedly providing me with the opportunity of acquiring a Bachelor's Degree and Md. Rafiqul Islam (office assistant) for always helping me with the printers. God knows all of my reports would have just been soft copies if it wasn't for him.

This university has given me a lot to look back on. It has graced me with the image of a man I aspire to be, and to some extent helped me get close to that image as well. I am eternally grateful for the network this institution has graced me with and the values I picked up on during my time here.

Most importantly, I am grateful to have been blessed to have Ms. Roohi Huda as my supervisor. Her courses were the ones I had the most fun taking while working on my undergraduate program, and I was lucky enough to have her as my supervisor during my internship program. This entire report is fruition of her relentless patience, compassion, persistence and humility. I just humbly tried to live up to the opportunities I was given. I would

also like to thank Arif Faisal Auni(Chief Executive Officer) of Tryonyx(*The Prestige Magazine's* parent company) for giving me the opportunity to work as an intern for the content team and deeming me fit to lead it later on.

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Glossary

Real Time Marketing (RTM)	The goal of real time marketing is to connect consumers with the product or service that they need now, in the moment.
Streaming Platform	Streaming media is video or audio content sent in compressed form over the Internet and played immediately, rather than being saved to the hard drive.
Panopticon	A device that means all are being constantly observed by the surveillance.
Gaze	It is someone at the top who is frequently watching all and acknowledging others of the use of his/her power on everyone.

Chapter 1

Introduction

I aspired to bring social awareness, break stereotypes and sought to learn something that can help people if presented in the right manner. Being heavily influenced by thought leaders, philosophers, musicians and people of cultural significance, my peers and family singled me out to have a wandering mind. So, naturally I wanted to be a journalist. Coming from a long-line of journalists, writers and teachers, I assumed I would naturally be good at it. However, that was not the case. I initially opted to declare a concentration in Media and Cultural studies because I wanted to study mediums that can help me reach more people, but I did not quite know what to say to them.

Something beautiful happened in the process. Courses such as ENG: 331 - Cultural Studies, Eng 404 - Copywriting and ENG:401 - Editing helped me unlock and find career prospects in things I grew up innately loving. The things being - films, music and books. Growing up, I never imagined my hobbies would in any way come in handy while building a life. But, to my surprise, they did. And the journey through Media and Cultural studies reawakened the curiosity in me that I had as a child.

Proofreading every line to add more gusto to it, following up on recent and old trends to write more striking copies and getting inspired by everything starting from the skies up above to the rickshaws around take up a monumental chunk of my day, and I absolutely love it. I might have decided to declare a concentration in Media and Cultural Studies almost on a whim, but I am more than happy with the benefits I reaped from it.

Ever since my part-time jobs as a music curator at G.P Music and copywriter at Lateam digital introduced me to the joy of writing editorials about songs and copies that sell, I couldn't help but keep a journal of my thoughts. Before I knew it, I had filled in six notebooks worth of content ideas, writing prompts, and business ideas. I had done all of this over the course of six months, which happened to be the first half of my last year at Brac University. Internship placements were knocking on the door, and I was unsure about what I should be doing. I appeared for interviews as a copywriter, features writer and freelance writer, and they were all fruitful experiences, and I was called back. But my true calling awaited as head of content.

Being heavily influenced by online publications from across the world, I was extremely excited to get a call back from the *Prestige Magazine*. *The Prestige* was hoping to kickstart an online content portal and e-magazine. I had to go through three stages of assessment, where they tested my ideas, communication skills and commitment and appointed me as an intern on March 11th, 2019.

Chapter 2:

A Brief History of The Prestige Magazine

The Prestige Magazine is an online magazine founded by Mr. Arif Faisal Auni in January 2019. The website was developed in two months, January and February. I joined in March and proposed two alternate content plans, one of which got approved.

With an aim to grace Bangladesh with an accultured version of the *New York Times*, we used *New York Times*, *Vogue* and the *brainpickings.com* website as reference. We settled on a mission to showcase “Dhaka”s finest” and I worked closely with a pool of about 50 writers to accumulate content for the first six months.

The Prestige Magazine aims to have an interactive content portal, (one of the first ones of its kind) that lets users have an immersive experience every time they visit the website. Interactive websites are developed through plug-ins where users can play around with sounds, animations and moving objects while reading and viewing the content on the website.

This also gives interactive content portals an upper-hand in terms of advertisement possibilities. Suppose, if Uber were to advertise on an interactive content portal, the company could have a special advertisement where users could move the car around on the website. Signature and exclusive facebook and website content also add to the allure of an engaging content portal.

So far, our posts have gained virality, and have reached over 700,000 people at once on social media. This means, we have managed to establish a strong social media footprint in Bangladesh and are known as the website that regularly covers Dhaka”s most influential people. We post three videos, three influential people interviews, three feature articles or cover stories

and four facebook visual posts on average every week. The interactive website is still in the works, and talks of physical copies are in the works.

Chapter 3:

Organizational structure of the *Prestige Magazine*

The organization consists of three streams: the IT team, the business development team, and the content team. The IT team is responsible for fixing bugs, making sure the site runs seamlessly and developing new features for the website. The business development team is responsible for taking interviews and maintaining collaboration. The content team is responsible for writing, editing, sourcing and visually presenting articles on the website and facebookpage . Aside from website content, the content team also works as a creative agency making sure the brand stays relevant via facebook posts, videos, polls and GIFS.

My role was to edit, write, source articles and write video and facebook post copies. I was also responsible for making sure writers deliver articles on time, graphics designers deliver videos and facebook posts on time, and photographers deliver photographs on time. I did this all by maintaining three sets of google slides and sheets. One part of the set was dedicated to writers, photographers and graphics designers where a mutually agreed upon timeline was mentioned. Another set was maintained between the CEO and myself where the actual deliverable dates were mentioned. This way, even if any member of the team missed a dead-line, I would still have time until the actual deadline to make sure everybody delivered. Everybody usually delivered on time, and even in the case of extensions the time difference between my deadline with the CEO, and my deadline with the team saved the day!

The organizational structure looks like this from the bottom up

- 1) CEO
- 2) Content Manager
- 3) Graphics Designers and Photographers
- 4) Writers
- 5) Research and Interviewing(Business Developers)

Once the business development team forwards its findings, the writers write, graphics designers manipulate the pictures to make them look appealing enough to make covers, I used to edit, upload the article on the website along with the cover and makes sure everyone delivers their work on time. Once a week, the CEO checks the google sheet and marks the articles and facebook posts that are good to go with the color green. A two week advance publishing plan and facebook post plan is always available in the google drive for the CEO. We used operate on a two week advance window during my tenure.

Chapter 4:

Editing and Management

My internship tasks were divided into three streams as well, I worked as an editor, a copywriter and a hiring manager for my team. My focus for this chapter would be my editing and delegating responsibilities. Since it was my job to delegate all tasks written and graphical every day and write copies simultaneously, I used to write an original piece and edit two articles on average every day.

While I was editing, I always kept the *Prestige* guidelines in mind. The tone for our articles were always witty, warm and positive. The articles were divided into three streams as well, general articles, feature stories and personal interviews. General articles do not exceed 600 words, feature stories do not exceed 800 words and personal interviews do not exceed 1500 words.

The technique that I found most useful while editing is the one I never imagined I would be using the most - omission. Out of all the techniques I learnt when I took 401, I ended up using the technique of omission the most. Writers sometimes use more words than what is needed. So, I ended up omitting more than anything else. Another integral learning I use regularly while writing my own piece and editing others is the 5Ws and 1 H technique. Contributing writers quite often forget to mention the where, who, why, when, what and how in the first paragraph.

Additionally, a Microsoft Word feature that helped me a lot was Track Changes. When editing, if you turn this feature on, it highlights the parts you have edited, and also lets you keep notes. Track Changes helped me communicate better with contributing writers and understand our tone better myself. I used to turn track changes on, and send the track changed documents

back and forth in an email thread to give the writers a better grasp over what the firm really wants.

Chapter 5:

Social Media Management

A major aspect of my work at The *Prestige Magazine* for the content team was Social Media Management, which comprised of writing copies, providing creative direction, creating month-long content calendars, understanding different content types and being responsible for the overall execution of it all. I was responsible for writing copies, captions and providing references for 30 posts throughout the month, and uploading them on Facebook. The 30 posts included 18 pictures and 12 videos.

Social media posts were divided into four segments – product posts (highlight the benefits of your product, engagement posts (ask the audience questions, RTMS – Real Time Marketing (relevant content that features things that are trendy) and Informative posts.

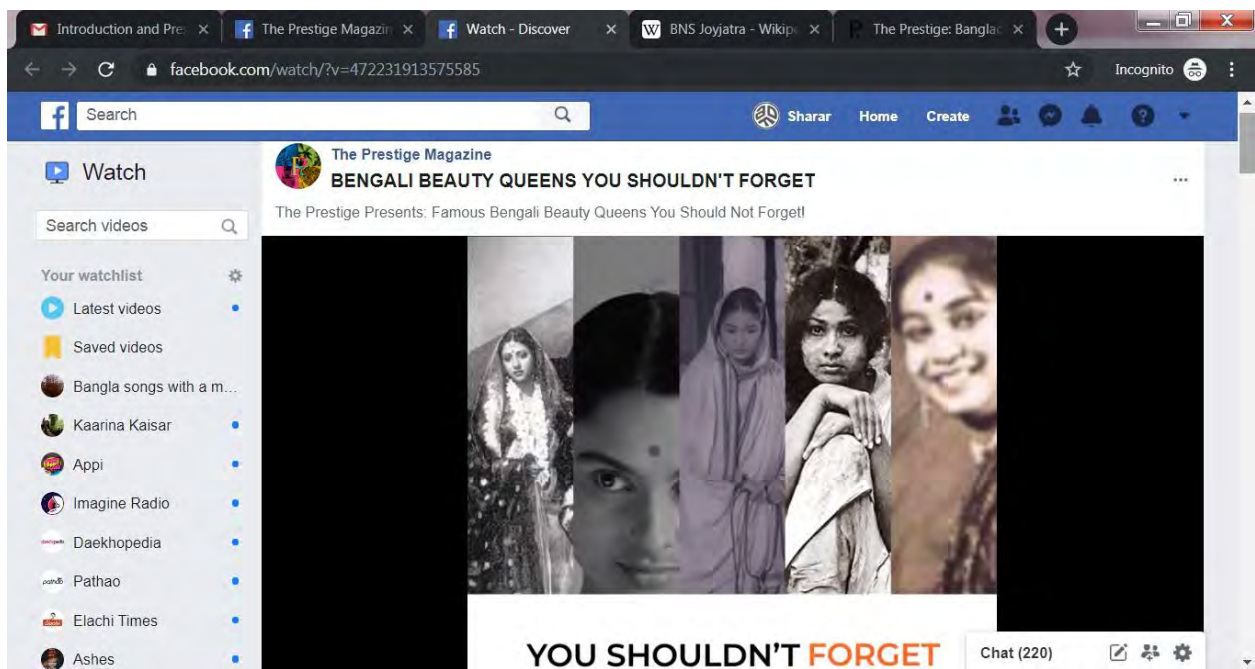
A Product post could be an alluring image with a “P.” in it, which is the Prestige’s logo and the caption could contain the link to the website. An example of our most trending engagement post was a poll asking our audience if they liked bearded or clean-shaved men better. RTMS or Real Time Marketing posts are usually “On This Day” content that point out historical facts, birthdays and death anniversaries.

My job was to write effective copies for 30 posts every month. I had to write copies/scripts for 12 videos and 18 static posts per month. The videos were also usually informative, rtms or product posts.

Products posts, rtms and engagement posts have definitive meanings, whereas the informative posts we worked on had a wide spectrum. It ranged from videos on topics ranging

from lifestyle hacks on how to live your life better, to mental health awareness, curated arts and entertainment content and cultural commodities. Such as: Rockstrata: The Godfathers of Bangladeshi Metal(A video highlighting the triumphs of the first ever metal band in Bangladesh), How to Get the Most Out Of Your Mornings(A video consisting of life hacks to help you with your mornings), and an infographic highlighting the best places on the human body to apply perfume.

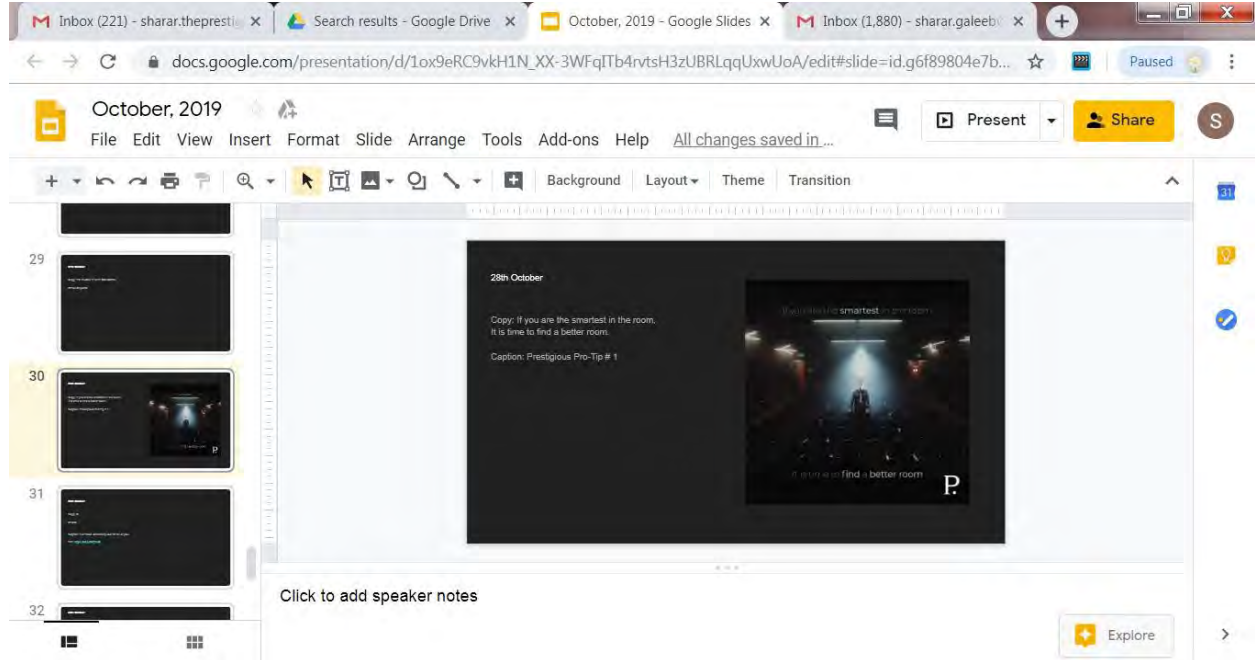
Here is a screens-shot from a video which garnered around 21,000 views.



Picture 1 – Facebook video screenshot

The video featured Bengali actresses like Rosy Afsari, Suchitra Sen and Nilufer Begum who were famous throughout the 60s, 70s and 80s. The graphics designer and I used to maintain a google slide to keep track of the entire month's content.

Here is a screen-shot of what that looked like:



Picture 2 – Content calendar screenshot

We used three effective tools to keep track of our facebook posts, google slides, pinterest and bitly.com. The google slides consisted of the copy, caption and reference. The copy is the text that goes inside the visual, be it a picture or a video. The caption is the Facebook caption and the reference is the link to an image that I would want the graphics designer to take inspiration from. Bitly is a site that lets users shorten links. This is required because urls sometimes can be so long that they populate too much of the entire slide space. What I learnt from social media management is that three factors determine communication - people's age group, their income group, their struggles in life and their aspirations.

Our target group was individuals who were at-least 25 years old, had an average monthly income of more than 40,000 BDT and struggled to make time for themselves. This led to making entire google sheets filled with words that these individuals could find cultural relevance in.

There were two guidelines we used while writing copies – 1) They have to be as short as possible, and they have to evoke an emotion. Any emotion, but they have to evoke an emotion. The entire content calendar would go to our CEO at the beginning of the month, and work would begin on the first day as soon as he approved it. Each day's content would be divided according to specific dates. The graphics designer would always finish early because she had all the copies before the beginning of the month. I had to be present for quality check throughout the month, to look at the designs from a facebook viewer's point of view. If it evoked an emotion in me, it got posted, if not, I would need to debrief her, and we would have to either come up with a new copy for the visual or think of a new idea entirely.

What I learned during content execution is that, you never know what people are going to like. We reached seven lakh individuals organically at one go, with a post we did not even plan for long. However, a campaign we planned for almost a week did not even garner 200 likes.

Chapter 6:

Recruitment of interns, campus ambassadors and feature writers

Another aspect of my tenure at *The Prestige Magazine* was recruiting interns and appointing campus ambassadors. I was asked to recruit part-time writers, campus ambassadors and interns for the business development and content team. I designed recruitment posts for interns, feature writers and initiated an in-house campus ambassadorship program. A document consisting of all the benefits, responsibilities and qualifications required for being appointed as a campus ambassador were circulated amongst close networks of the existing employees.

Interns were short-listed first and then called in for interviews. The Business Development Manager short-listed the candidates into three streams, business development, marketing and content and forwarded them to me. We interviewed about 25 interns and short-listed two, who were appointed after a meeting with the CEO himself.

One was assigned as a junior copywriter under my management, and the other to the Business Development team. We worked very closely for three months throughout his internship period. He wrote copies for a week at a stretch, we sat down once to ideate every week, and I edited the copies and sent them to the graphics team a week ahead. He used to start writing copies for the following week, while the Graphics Team would work on the copies edited and creatively directed by me.

This was one of our most successful visuals which we made by contacting BTV Debaters from 1997.

The next page consists of – Picture 3(Real Time Marketing Facebook post screenshot)

BTV DEBATERS THEN NOW

IMRAN KHAN

Govt. Laboratory High School, Dhaka



Former Chief Strategy Officer at Snap Inc. and currently starting up an undisclosed e-commerce platform

REBECCA SHAFEE

Holy Cross Girls' High School



Currently obtaining her postdoctoral fellowship at Harvard Medical School after obtaining a PhD in Physics and Astrophysics from Harvard University

NOBONITA CHOWDHURY

Holy Cross Girls' High School



Editor DBC 24/7 News, Professional Singer and Television Host

FAHAM ABDUS SALAM

Comilla Cadet College



Currently working as a Regulatory Scientist in Canberra after obtaining a PhD from the "Australian National University"

THEPRESTIGE.GLOBAL

We leveraged the viral video which featured Rebecca Shafee and other teen debaters from the 97 session that was going around at the time, and gave people a glimpse of what they were up to today.


Another recruitment program him and I started was the campus ambassadorship program. We interviewed students from all universities to represent *The Prestige Magazine*. We tried to look for ambitious individuals who like a challenge and encouraged them to showcase news and ideas about whatever they were interested in locally on our portal. We short-listed five and appointed them. Their responsibilities ranged from updating us on how they would want certain tournaments, concerts, exhibitions and competitions to be featured in the magazine and providing us with alerts on whatever is happening in their university and all over Dhaka in their fields of interest, things that only they could know. They proved to be extremely instrumental and we even got one of our content writers from the campus ambassadorship program.

I led two further recruitment drives afterwards. One for a staff-writer and another one for an assistant editor.

We designed this post for the recruitment call and these were the assessment tasks.



Picture 4 – Writer recruitment facebook post



31st Aug, 2019

Address
[NavanaRowshanSayed](#) Plaza
 House No. 47 (Level 8)
 Road - 11, Block - H, [Banani](#)
 Dhaka - 1213, Bangladesh

Contact
theprestige.global@gmail.com

www
theprestige.global
fb.com/theprestige.global

Assessment tasks:
 1) Please provide an Excel file of 25 ideas (5 ideas per segment) that you would like to see featured in the Prestige magazine in the following format:

Fashion	Lifestyle	Arts and Entertainment	Food	Technology
Idea 1 (Trending in Dhaka)	Idea 1 (Trending in Dhaka)	Idea 1 (Trending in Dhaka)	Idea 1 (Trending in Dhaka)	Idea 1 (Trending in Dhaka)
Idea 2 (Opinion Editorial)	Idea 2 (Opinion Editorial)	Idea 2 (Opinion Editorial)	Idea 2 (Opinion Editorial)	Idea 2 (Opinion Editorial)
Idea 3 (Event Review)	Idea 3 (Event Review)	Idea 3 (Event Review)	Idea 3 (Event Review)	Idea 3 (Event Review)
Idea 4 (Open-Ended)	Idea 4 (Open-Ended)	Idea 4 (Open-Ended)	Idea 4 (Open-Ended)	Idea 4 (Open-Ended)
Idea 5 (Influential individual you would like to cover)	Idea 5 (Influential individual you would like to cover)	Idea 5 (Influential individual you would like to cover)	Idea 5 (Influential individual you would like to cover)	Idea 5 (Influential individual you would like to cover)

*Trending in Dhaka – Are Articles about hot/trending topics, events, happenings and phenomena
 *Event Review – Are articles about an event you have gone to. I.e., concerts, fashion shows, seminars and exhibitions.

2) Write at-least one:

Deliverable	Example
Opinion Editorial	Bell-Bottom Jeans: Finally Making A Comeback This Fall?
Open-Ended	What if Your Favorite Fashion Brands Were People?

Picture 5 – Writer assessment task screenshot

After the assessments were over, I interviewed them once and sent them to the CEO.

After a short meeting with the CEO, they were both on-boarded.

Chapter 7

Parallel between Theories, Strategies, and Concepts learnt in courses and the Internship Program

I personally interviewed about 25 individuals and wrote and edited close to 100 feature stories based on individuals *The Prestige Magazine* interviewed. The majority of the interviews were conducted in Bengali and I had to translate the entire conversation into English for our articles, ensure a specific tone that I had set for the magazine and decide which parts to omit and what to keep to maintain the word limit and keep the readers interested.

I had been introduced to the „sense for sense“ translation technique in ENG 465: Translation Studies and referred to it for most of my interviews because the interviews were hosted in a very casual fashion, and the most effective way was translating it in an indirect manner but keeping the meaning intact. I listened to entire recordings, and tried to chalk out a central tone for the speaker and then incorporated it with the *Prestige* guidelines while translating. The goal of the sense for sense technique is to translate the meaning of the source text(ST) to the Target Text(TT) in an indirect manner by keeping the meaning unchanged. The source text was mostly in Bangla from all the interviews *The Prestige Magazine* conducted and the target text needed to be English since *The Prestige Magazine* is an English online magazine. This is why I used the sense for sense technique for writing and editing all the interviews. When using the sense for sense technique it is not necessary to translate every word as long as the message is conveyed effectively.

I divided the interviews into larger and smaller pieces. The ones written in the third person narrative were smaller and limited to 600-800 words and the ones written in a question-answer and first person narrative were more than 1000-1800 words each.

Secondly, I incorporated the creative brief which I became familiar with in the English 404: Copywriting course. In order for copywriting and creative direction, I posed a set of questions for the C.E.O to help myself understand our organizational goals better and subsequently created guidelines for feature writers and graphics designers accordingly. The questions that helped me understand our company's strategic objectives better were: What is the age group and income group we are targeting? What are their aspirations and struggles? What is the tone of voice we are looking to convey? What is our key objective in one line? And how long do we have to establish a brand identity?

The answers to the questions addressed above were: The *Prestige Magazine*'s targeted group were individuals above 25 who accumulated a monthly average income of 40,000 BDT. The people who aspire to climb to the highest peak of the social ladder and struggle with finding a good way to utilize their time in the capital. So, we chose to go with a warm, funny and informative tone. Our key objective was bringing out Dhaka's finest, in terms of its people, institutions, cultural commodities, events and recreation centers. I had exactly 13 working days to establish a brand identity.

I set up two google sheets, one for our writers which consisted of a short paragraph about our philosophy, guidelines for our tone and the overarching objective, a word limit, article topics, channel for feedback and list of international magazines that influence *The Prestige Magazine*. The sheet helped our writers understand our requirements better and also helped me keep track of the progress they were making in the meantime.

Another was for the Graphics team who were working remotely initially. Aside from consisting of our brand ideology, it consisted of concepts for facebook posts, copies and deadlines.

A technique I applied was the 5Ws and 1H. The 5Ws and 1 H stand for the what, where, why, who, when and how of an occurrence one would like to report on. For instance if one wants to write a concert review he/she must answer, who was playing at the concert, what kind of music were they playing, where was the said concert held, what were their motivations behind performing, what was the date and time of the said event and how the concert was put together. The 5 Ws and 1H usually make up the first three lines of any news article. So, the first lines of a MILES concert review would probably look like this: “Veteran Pop Rock band Miles took the stage again last night at the Rabindra Sharabar Amphitheater last night, in order to raise funds for a friend. They played a live set consisting of 5 songs – 3 originals and 2 covers. The concert was organized by the joint efforts of MILES themselves and BAMBA.”

Who – Veteran Pop Rock band Miles

What- took the stage

Why – in order to raise funds for a friend

Where – Rabindra Sharabar Ampitheater

When – last night

How – The concert was organized by the joint efforts of MILES themselves and BAMBA

Panopticon and the Power of Gaze:

In the article “The Eye of Power”, French philosopher Michel Foucault relates the concept of social control with a device names „Panopticon“. Panopticon is a term coined by

English philosopher Jeremy Bentham which refers to a tower like architectural design consisting of an „all seeing eye“. The idea was for the all entities “under a system of centralized observation” (146) around the tower to be glanced over from the top. Meaning that the panopticon served as a policing device that would keep all members of a society from doing anything they would not wish to be seen doing. Famous dystopian writer George Orwell wrote about something similar in his novel ‘1984’ where an omnipotent character called the „Big Brother“ was said to be watching every move of all the characters. The characters were shown to be in a constant state of paranoia throughout the book.

Bentham referred to this ever present eye over all members of the society as the „gaze“. Today, this gaze has taken shape in the form of technology. Social, educational institutions and recreational institutions are flooded with CCTV cameras. Every individual walks around with a phone that has a camera fit for videotaping anything the user pleases, and most important of all, everybody has access to social media. There are countless mediums for one to record or take a picture of whatever he/she is seeing and posting it online for others to see. Foucault argues that there could be a government body observing us from an invisible tower on top of a virtual pile of all of our information. In my case, during my tenure at *The Prestige Magazine*, the entire office was monitored by CCTV cameras except for the restroom area. The cameras recorded all our activities throughout the day and the exact time of our arrival and checking-out. The higher officials could check who had done what throughout the week or access all live footage from all over office at any time they pleased. This internalization of the panopticon space helped keep all the employees on their best behavior and kept them from partaking in any activity that might be considered offensive in an ethical work environment.

Chapter 8:

My Experience at the Prestige Magazine

My experience at *The Prestige Magazine* has been nothing short of amazing. It gave me a chance to further cultivate by abilities of curation, content writing, copy writing and agency management in a spearheading position. Up until my tenure at the *Prestige Magazine* I had only been involved in intermediate positions under the supervision of talented individuals. My internship and my full-time employment period gave me the chance to accumulate what I had learnt under their guidance in different organizations and showcase them in a leadership position.

I had the opportunity to travel across Dhaka and interview famous photographers, and individuals who were in leading positions in banks and branding departments of organizations. I mention the photographers, deputy country chiefs and Head of Brand and Communications heads because what they do with their work gave me a sense of direction of the work I want to do in my life. I learnt a lot about letting go and pursuing what really drives me from Raad Rahman, the only photographer from Bangladesh to have shot for the cover of GQ Magazine – UK. I still recall the never-ending spirit of a cancer survivor who is the country head of Mashreq Bank whenever I feel lost or unencumbered. I recall how she told her recruiter that she wants to be sitting where he was in three years' time, and that she developed a report on the 1997 flood-crisis in a day, by walking into offices unannounced and interviewing stakeholders who were very influential at that time. Her report helped finance aid for flood victims in Bangladesh in the late 90s. As for interviewing the Head of Branding and Communications at Prime Bank, I received in-depth insight on what is achievable if the knack I have for cultural practices, cultural commodities and human behavior is harnessed and polished.

We used to post three interviews and three editorials/op-editorials/reviews/feature articles every week. This meant I had to edit three interviews and three articles of any other sort and write a few of my own for the following week.

We also worked around communities, we gathered a list of cultural phenomenas we felt did not have enough recognition, and did a full-blown feature on food bloggers, make-up artists, cover artists, and entrepreneurs under 25 years old. It felt really good reaching out to individuals who were my age and doing so much. It inspired me beyond words. Since I was responsible for putting their stories into words, the experience was very rewarding once they got back to me saying how much they admired the article. We featured underground bands, illustrators and cover artists as well.

As I had mentioned in my reflective papers I wrote while doing the internship, I had closely worked with the IT and business development team to ensure the website did not have any bugs and on-boarded every little piece of content on it with-in 36 working days of my initial joining date. The entire ordeal left me spending many nights past my office hours at work, sometimes even up till 12 am at night just to ensure everything went smoothly. I joined the content team in March with nothing, and left in October 40,000 followers strong on Facebook, a team of four individuals under my management and a lot of smiling faces.

Chapter 9:

Special Achievement

After finishing my internship of three months at *The Prestige Magazine*, and handling everything starting from the website, the Facebook page, the creative direction, public relations and product testing – I was offered a job at the end of May. Here is a screen-shot of my appointment letter. I was appointed as the head of content.

My responsibilities as „Head-of-content“ ranged from editing, writing, proofreading content, social media management, public relations and brand strategizing.

Picture 6: Job Offer



Chapter 10:

Recommendation

The role of the media has evolved throughout the decades, the descendant of the television and radio are now online streaming platforms. Streaming services for music and video are on the rise today – spotify, Netflix, Amazon Prime, Disney + are some of the greatest names in the world today. Streaming services usually collect a monthly/yearly subscription fees from each user all across the world which is their primary revenue source. They acquire music, film, documentaries and television shows for an agreed upon sum of money from production houses or pay royalties to independent artists and production houses on a pay/play basis. In other words, streaming platforms pay production houses royalties to stream cultural commodities on their platforms. For example, Netflix paid Warner Media and AT&T \$100 for keeping Friends on Netflix. (Buying the streaming rights for Netflix) On the other hand, spotify pays \$0.006 to \$0.0084 to the holder of the music rights.

Not unlike the West, we too have our very own music and video streaming platforms that are emerging. Bioscope, Gaan, G.P Music, Imagine Radio, Iflix and BongoBD are portals that are distributing local content for a minimal fee from their users. These companies need employees who have extensive knowledge of culture and can categorize cultural commodities to suggest users what to watch next, decide on which cultural commodities to buy rights to and translate subtitles of foreign cinemas. Curators and workers who are well in-tuned to the consumption patterns of millennials today will highly be in demand starting from the next decade. A stream of studies offered in the Media and Culture department on „Global Content Consumption Patterns“ could really help aspiring art, cinema and music enthusiasts to see a future that is bright. Bangladesh is a market untapped in terms of creative representation, curators and creative

directors. Companies like G.P Music, Imagine Radio, Iflix, Bioscope and BongoBD need employees to fill up positions such as media buyers, social media manager and digital strategists. Since, google cloud is taking over the media industry and everything is becoming digital, employees with a good grasp on people's buying patterns online and their interactions on social media will highly be in demand. There are specialized courses on business management, graphics designing and literature, but none whatsoever on „Digital Consumption“. I think students of Brac University could benefit from a stream as such, and Brac University could be the first one to provide it.

Chapter 11

Conclusion

To conclude, I would like to express my gratitude towards Brac University and *The Prestige Magazine* for making me a better copywriter, content writer, editor and for helping me understand my professional and personal shortcomings better. Albeit of claiming to feature 'Dhaka's finest', *The Prestige Magazine* mostly chose to feature Bangladeshis residing abroad. I learnt how brand guidelines can skew to different trajectories since its inception. My undergraduate program, internship program and a short full-time employment tenure helped me understand my true calling which lies in creative direction. I would say that I have successfully learnt how to give life to my ideas in a structured way and how to constantly be on the beat for finding something the world could benefit from and report on it afterwards.

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