Report on

Internship Experience at *NEW AGE*

By

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Student ID: 15303006

Bachelor of Arts in English

Department of English and Humanities

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

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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.

Student's Full Name & Signature:

_____

ANIK RAHMAN

15303006

Supervisor's Full Name & Signature:

_____

ROOHI ANDALIB HUDA

Assistant Professor, English & Humanities

BRAC University

Acknowledgement

As I write this, I realize that my academic journey at Brac University is coming to an end. Looking back, it was an overall pleasant experience. I have learned many things from my courses and for that I would like to thank my teachers.

Aside from learning, I got the opportunity to meet many like-minded people here. I have made numerous memories with them that I shall remember forever. For that, I would like to thank all my friends both inside and outside university.

Of course, this acknowledgement would not be complete without mentioning my family. They have always been here for me. They have supported me in every way possible. Without them, I would not be here today.

Often when we think of people to thank, we often forget about the people who helped us in small ways. Here, two people deserve a mention. First, I would like to thank my driver. He has served me throughout my years in university. He has always made the commute to and from university very smooth for me. Secondly, I would like to thank my maid who serves us at home. She has always prepared our meals for us on time. As such, after returning home I would always have my meal to look forward to.

I would like to thank my supervisor Ms. Roohi Huda. I am glad that she was my supervisor because she was always very thorough with my report. She tried her best to help me write the best report I can.

Lastly, this acknowledgement would not be complete without mentioning my supervisor Mustafizur Rahman. I am glad that he was very patient with me throughout my internship. It is because of him that I attained the skill of writing proper reports by the end of my internship.

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Glossary

Panopticon	A structure that makes people under its watch feel as if they are under constant surveillance.
Gaze	An apparatus of power based upon the social dynamics of power relations, and the social dynamics of disciplinary mechanisms, such as surveillance and personal self-regulation, as practices in a prison and in a school.

Chapter 1

Introduction

In this introduction I will write about why I joined Brac Univeristy, chose to study English and declare Media and Cultural Studies as my concentration, and did my internship at *New Age*.

Before I write about that, I will state my opinion about the news. This is important as it dictated how I felt while interning at *New Age*. I believe that the news is not as important, interesting, or useful as most people think, and it can potentially be harmful. This is because the news is intended to shock people and has a tendency towards reporting negative incidents. Given the sheer number of people who read the news, it could be a valuable source of learning for a significant portion of the population. However, that is not the case. Regardless of my opinion about the news, I still chose to intern at *New Age* because I had the skills, and it was close to where I lived.

The reason I joined Brac University was because my friend told me to after my A levels ended. I chose English as my line of study because that was the subject I was performing best in during my years in school. I got an A* in my O level English Language exam and an 8.5 in IELTS.

I believed that university was necessary in order to acquire skills that would get me a job. Whether or not this is true is debatable. Regardless, as I had believed this back then, I did a quick Google search to find out what skills my English degree would equip me with. One skill that caught my eye was writing advertisements. Based on what I had read, I concluded that it was a lucrative skill. This is why I decided to declare my concentration on Media and Cultural Studies

rather than Literature or ELT. I was particularly interested in Copywriting, Editing and English for the Print Media. As I was going to graduate and have completed all courses, I believe I made the right choice regarding my area of concentration.

When I decided to start my internship at *New Age*, I did not have any idea about the differences in the various newspaper agencies. The reason I chose to intern at *New age*, rather than *The Daily Star* or *Dhaka Tribune*, was that it was the closest newspaper agency to my home. I knew that I had to get an internship somewhere. Also, I knew I would not get any bonus marks for interning at *The Daily Star* or *Dhaka Tribune*. As such, I chose *New Age* simply because I wanted to avoid traffic as much as possible.

At *New Age*, I did my internship in the reporting section. I interned under Mustafizur Rahman, Chief of Correspondents in-charge. During my internship, I had two kinds of tasks. I had to collect press releases and write reports based on the press releases. My reports were published under the 'Staff Correspondent' section of the newspaper. The tasks were rather easy. As I live in Segun Bagicha, I would be assigned to collect press releases from The Press Club which is very close to my location. The reports I wrote were standard reports, following the inverted pyramid format which had the 5Ws and 1H in the lead paragraph.

Chapter 2

History of *New Age*

Picture 1: New Age logo

New Age is a daily English-language newspaper that is published in Dhaka, Bangladesh. It was founded by A.Z.M Enayetullah Khan. At present, Nurul Kabir, a veteran journalist, is the editor. It first hit the newsstand in June 2003. Since then, it has come a long way in terms of its readership and the quality of its content. As stated in its website, *New Age* is "consistently displaying the courage of espousing strong and fearless journalistic ethos dedicated to discharging democratically oriented intellectual responsibilities in society by way of providing factual news and presenting views that uphold political, economic and cultural interest of the people of Bangladesh and beyond."

While it is not the most read English newspaper, its reader count trails behind that of only two others: *The Daily Star* and *Dhaka Tribune*. *New Age* distributes its message through both the print media and its website. The newspaper in print form has 20 pages with sections such as sports, entertainment, op-ed, editorial, business and lifestyle.

Chapter 3

***New Age* Organizational Structure**

New Age is a newspaper agency that has a distinct organizational structure. At the top they have the Editor, who has the maximum power in the company. Under the Editor, there is a deputy editor for the editorial section and one for the news section. Under deputy news editor, there is a senior sub-editor and a sub-editor.
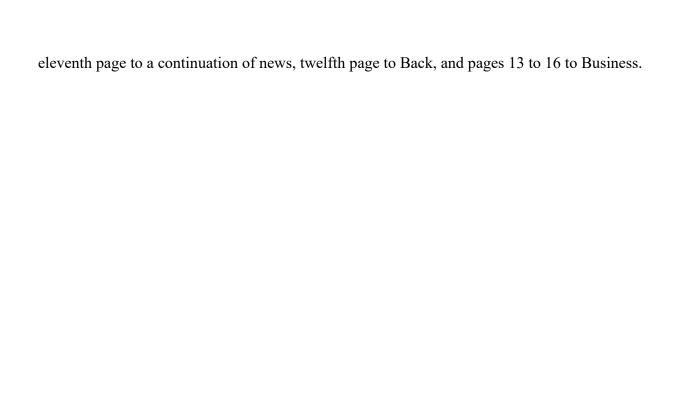
Under the news section of *New Age*, there are various subsections. I interned under the general reporters sections, which was headed by my supervisor and Chief of Correspondents Mustafizur Rahman. The other subsections of news include business, culture and sports. Each of them has its own editor in charge.

New Age has a section known as 'Desk' that has no subsections. It is run by the sub-editor and assistant sub-editor.

There are sections that does not concern the news. The advertisement section, for example, is run by the managing editor. The administration and accounts section deal with logistics, revenue and accounting, and it is managed by the general manager.

Two sections not mentioned yet are the computer and IT sections headed by the section chief, and the cartoons section headed by the Staff Cartoonist.

This organizational structure allows *New Age* to publish content with a variety of topics. On their web-site's E-paper, they dedicate the first four pages to news in order of descending importance (front page is most important), the fifth page to International (news), sixth and seventh page to Sports, eighth page to Editorial, ninth page to OP-ED, tenth page to Timeout,

eleventh page to a continuation of news, twelfth page to Back, and pages 13 to 16 to Business.

Chapter 4

My Regular Task

During my internship at *New Age*, I interned as a general reporter. I worked under Mustafizur Rahman, Chief of Correspondents in-charge. I had to write general reports as part of my regular tasks. These reports follow the standard 5Ws and 1H rule, and the information is organized following the inverted pyramid structure. As part of the Media and Cultural Studies concentration, I took courses like Eng 440: English for the Print Media and Eng 401: Editing where I had already learned how to write these reports. I clearly remember questions asking me to identify the 5Ws and 1H in a quiz.

Although my courses taught me the strategies of writing reports and I had some practice in class, I still had to learn more. This requires some explanation. Let us first consider the source of information for the reports I wrote. In order to write reports, I had to extract the 5Ws and 1H from press releases handed to me by my supervisor.

These press releases varied in length. Some were short while others were long. It was easy to write reports from short press releases as the 5Ws and 1H were immediately identifiable. On the other hand, it was difficult to write reports from press releases that were multiple pages long. From these kinds of press releases, it was not apparent to me what the 5Ws and 1H were. To clarify, these press releases contained multiple chunks of information that could fit under the 'what' category. In order to write reports from them, I had to focus on a particular angle.

There were two other challenges I faced when writing reports. Firstly, before even writing a word of the report, I had to translate and make notes from the press releases as the vast majority of the press releases I was given were published in Bangla. As I am an English medium

student, before enrolling in university, I was not very familiar with several of the common Bangla words used in the press releases, unlike Bangla Medium Students who are familiar with those words as they read Bangla newspapers more. Also, I was not familiar with the abundant political jargon and job titles. While translating these words, I learned from my supervisor that I could not use direct translation from Google translate. These words had specific translations that were commonly accepted across various newspaper organizations. Examples includes words like vice president, deputy commissioner and representative.

The other obstacle I faced initially were the essential formatting rules beyond just the 5Ws and 1H mentioned earlier. These rules include proper attribution, stating the news in the most concise and coherent manner, and including important quotations when necessary.

During my first month of interning at *New Age*, all the aforementioned challenges needed to be overcome. Fortunately, as general reports follow a rather firm structure, I was able to quickly learn to write them properly through regular practice, and with feedback from my supervisor. After I developed my skill for writing proper reports, my regular tasks became rather repetitive. Fortunately, I am able to write English well with proper grammar. As such, my general writing skill was not a limitation, like it normally is for some other reporters who work there. Mr. Nurul Kabir, the editor of *New Age*, told me that he liked reading my reports as they were well written.

My university courses prepared me well for this type of work. The assignments that I had to write for my courses would range from 500 words to 5000 words. General reports were never more than 500 words in length. While writing these assignments, I had to be creative, focused, and use my intuition as there was no strict guideline present. Compared to my university assignments, the work at *New Age* was rather easy.

Aside from interning at the office, sometimes I was assigned by my supervisor to collect press releases from certain places. My supervisor would send me to the Press Club as I lived near it. Due to our modern technology, reporters do not need to physically collect these press releases as often. These press release agencies simply send their press releases over email to newspaper agencies.

In order to put it all together, my regular task involved translating press releases, extracting the 5Ws and 1H, and organizing the information in the inverted pyramid format, where information is arranged by having the most significant information in the lead paragraph, and the rest of the information would appear in order of descending importance. My work would pass through the editing team before it was published in the newspaper under the subheading of 'Staff Correspondent'.

Chapter 5

Translation

As a reporter, I was expected to write general news reports. That is an expected part of my internship. What is not so obvious are the things that I had to do in order to be able to write the reports. One of these things was translating. As I mentioned in the last chapter, my supervisor would hand me press releases before I extracted the necessary information from them to write news reports. I also mentioned that that almost all the press releases I received were written in Bangla. For this reason, I would have to translate the entire document into English before writing a word of the report. This meant that translation was a part of my regular tasks. ENG 465: Translation Studies equipped me with the skills to make translation easier during my internship. The examples I will provide in this chapter are not exhaustive. Translation can often be tricky, and sometimes translations can only be good enough. The examples provided here are the ones that I felt were noteworthy.

One thing a lot of people assume these days is that translation is rather easy. They believe that with Google Translate easily available, we no longer have to dig through words in a dictionary to translate. I agree with that. Indeed, Google Translate has made translation less troublesome for many. However, there are many things about translation that many people may not realize. While Google Translate does make translation easier, it is not possible to just copy and paste an entire document in Bangla, and get an accurate translation in English. Due to the many differences in grammar, as well as the numerous synonyms and multiple meaning a word can have, Google Translate would definitely produce a faulty translation. For this reason, I had to dedicate a good amount of time making sure that I chose the right words so that the English report made sense.

One thing my faculty taught me was that in order to be a good translator, you need to be proficient in both the source language, Bangla, and the target language, English. As I mentioned in the last chapter, I was not very proficient in Bangla. Since I studied in English Medium school before getting admitted to Brac University, I was unfamiliar with many uncommon Bangla words. Thankfully Google Translate, while not great for direct translation, allowed me to translate the words I was unfamiliar with.

The topics in the press releases were usually about the following topics: protests, human chains, convocation, functions, politics, student activities, crime, death and other miscellaneous events. The press releases often contained the title or position of certain people within various occupations. Examples are terms such as 'Deputy Commissioner' or 'Office-In-Charge'. There were often follow up reports and similar reports that I had to cover that had similar themes. In these reports, the same job titles and positions would appear again. When I first started translating, the job titles and positions of speakers in a convocation was rather difficult to translate. Examples of titles are 'vice-chancellor,' 'registrar' of a university, 'president,' and 'representatives' of certain institutions and organizations. Google would provide me a direct translation of the words in Bangla. However, I learned from my supervisor that these words in Bangla have a standard accepted translation in English across newspaper agencies. Initially, I got them wrong. As I kept working, and as my supervisor corrected me, I become familiar with these standard terms, and it stopped being a problem.

Beyond the problems with Google Translate and having to be familiar with certain Bangla words, I also had to keep in mind the general rules needed to translate from English to Bangla. My faculty mentioned there are two contrasting ways to translate from source language to target language. These are known as word-for-word translation and sense-for-sense translation.

These types of translation are self-explanatory. There are many differences between English and Bangla that go beyond just the grammar, which I have explained later. These things cannot simply be accounted for even with sense-for-sense translation. My faculty once gave me the following example. English writing uses several conjunctions, which allows the writing to 'flow' from one sentence to the next or make one sentence longer. On the other hand, this is not as prominent in Bangla writing. This can be observed in some Bangla novels. To prove this point, let us think of the segment in the quotation below that I made up is from a Bangla story, and I translated it directly into English:

"I live in a village. My village is not very big. I live there with my family."

This is how it would appear. In contrast, if the source language was English itself, the sentence would appear like the following:

"I live in a small village with my family."

The difference here is that it 'sounds right' in Bangla to use short sentences without conjunctions. However, English writing uses conjunctions where it can to lengthen sentences and make a connection from one sentence to the next. These are some of the things I needed to keep in mind when translating reports. When press releases would provide speeches in quotation, this fragmented style of writing, which is common in Bangla, would sometimes be present. While translating these speeches, I would have to provide either a direct quotation with modification that included a conjunction to make it sound right in English, or write it in indirect speech to work around this issue.

Aside from the examples I provided above, I would use my intuition for translation. This basically meant that most of the translations were done using the sense-for-sense technique. I

believe that I did not make many errors regarding this. My supervisor would often tell me that the translation of job positions or titles were incorrect, but he rarely had an issue with the general meaning of my reports.

Chapter 6

Editing

In the last chapter, I wrote about the first part of my internship which was translation. That brings me to the second part which is writing the report. The title of this chapter is Editing. Why is that? It is because in order to write each sentence of the report, I had to keep in mind techniques I learned in Eng 401: Editing. This course taught me a lot of things about correct writing. In this chapter, I will not only write about what Eng 401 taught me but also the general principles of report writing. Similar to what I have mentioned in the last chapter, I will not provide an exhaustive list of how Eng 401 helped me. I believe most of the tips about writing can be considered as 'common sense' to a 4th year university student. Report writing simply requires a strong knowledge of English grammar and proper writing techniques and organization. I will include things that I believe stood out to me.

I mentioned translation in the last chapter. A lot of the information required for writing would be extracted during the translation itself. As such, the writing itself was more about keeping in mind the rules of English grammar, and organizing the information as per the guidelines of report writing.

While reading any news report on *New Age*, it is easy to notice that the opening paragraph contains the 5Ws and 1H in the lead paragraph. In order to do this, I had to be aware of the rules of conjunctions when it comes to commas. I had to also know tense agreement, and comma splice errors. Without knowledge of this, I would have either split up the 5Ws and 1H into multiple sentences or make a grammatical error while writing the sentences. Either way, the news reports would not be deemed as acceptable.

I mentioned in the last chapter that English writing usually includes conjunctions. While writing my reports, I had to keep my message clear and concise. In order to do this, I had to be aware of subject-verb agreement, especially as the sentence got longer. Just because a sentence can be made longer with conjunctions does not mean that I should do that. My supervisor told me to use my knowledge of conjunctions to make the sentences shorter while keeping the message clear.

Aside from the 5Ws and 1H, the remaining information of a report would state one point in one sentence in a paragraph. This is easily observable when reading any news report in *New Age*. The purpose behind this was that it made news reports easy to read and understand. Even if a sentence was too lengthy, the fact that it is kept one paragraph long, with commas whenever appropriate, would help make it easier to read.

Commas were present in every report. As such, it was important to know how to properly use commas to lengthen sentences, connect sentences, and include job titles or positions. Comma splice error, which is a mistake many people make, needed to be avoided. Again, the use of commas can be observed when reading any news report in *New Age*.

Lastly, attribution was necessary. Without attribution the reports would lack credibility. Usually the attributions would be given to various press releases. Other times, especially if something happened outside Dhaka city, the attribution was given to the 'Staff Correspondent' of *New Age*. These people are reporters who go outside the city to collect information about an incident. To give an example of Staff Correspondent attribution, let's suppose that the Staff Correspondent collected information about an incident in Khulna. The report would provide attribution by saying that the information was "according to *New Age* Staff Correspondent residing in Khulna."

Chapter 7

Miscellaneous Tasks

This chapter is dedicated to tasks that were outside my regular tasks. There is not much to add here as there were not many tasks outside my regular tasks. My supervisor only assigned me tasks that a reporter ought to do. Regardless, there were two things I did on occasion, assigned to me by my supervisor, that can be described as miscellaneous work.

The first kind of miscellaneous task I did was editing reports by other reporters. The day I was assigned to do this, the *New Age* office was rather empty as some of its employees had taken leave for the Eid Holidays. As my supervisor was pleased with the way I had been writing reports till then, he believed that I would be able to edit the reports properly.

I learned a few things while editing the reports. Immediately, I realized that some reporters, or perhaps only the reporter whose article I was editing, at *New Age* was not the best at writing in English. It was very difficult to understand his report in certain areas. With some difficulty, I managed to make it appear like a proper report. Once I had finished, I understood why the reports produced by 'Staff Correspondents,' the people who write the first draft of the reports, need to go through multiple editors before being published.

This incident reminded me about a time when a guest speaker from *The Daily Star* took one of my university classes. There he had mentioned that newspaper agencies do not pay much. As such, they are unable to get good employees. This combined with the fact that Bangladesh is not a country where good English writers are abundant, explains why reporters working in English newspaper agencies may not write well.

The second task I was given, which falls under miscellaneous tasks, was attending a

commemoration program at Bangladesh National Museum. My supervisor sent me there because he wanted to place me in an unfamiliar situation. Up to the point before I was assigned this task, I was used to writing reports from press releases where all the information was available to me. However, this time I had to listen to the entire program, take notes and write a report from the notes I took. It was rather difficult because I was not interested in the program, the speakers spoke in rather formal Bangla, and I had no idea how to extract the 5Ws and 1H from a program that ran for over an hour.

The commemoration program was about the Ekushey Padak winning poet Abu Zafar Obaidullah. The published article can be found in *New Age*'s website. It is titled 'Abu Zafar Obaidullah recalled.' I did not write the report. It was, instead, handled by a 'Cultural Correspondent' of *New Age*. Regardless, my supervisor told me to write a general report the next day for practice. For the reasons mentioned above, it was a challenge and I did a very poor job. During this task, I learned that sometimes I might have to write reports without the help of press releases. In order to do this right, I needed to take proper notes and listen carefully.

Chapter 8

Relating Theories with My Work

       As I mentioned earlier, I declared a concentration in Media and Cultural Studies. There were two courses that taught me theories as well as the effects of globalization on the media. These courses were Eng 331: Cultural Studies: Theories and Practice, where I had learned about theories, and Eng 333: Globalization and The Media, where I learned about globalization and how it has affected the media.

       From Eng 331, theories about high culture and popular culture, commercialization and the Panopticon can be applied to *New Age*, as it is a news agency. Popular culture can be defined as media or art produced for the vast majority of people. It is often intended to sell. On the other hand, high culture is also a type of media or art that is reserved for the higher class of a population. There is no set distinction between high culture and low culture. Depending on the era, art can be either high culture or low culture. In the past, Shakespeare's drama was popular culture because it was made for the mass population. Nowadays, it can be regarded as high culture because it is revered by the more educated segment of our population.

       Since *New Age* is the third most popular newspaper agency, behind *The Daily Star* and *Dhaka Tribune*, and it is not very selective about its audience, it can be considered to be part of popular culture. The front page of *New Age*, as well as that of other newspapers, covers news that people are most likely to read. Admittedly, *New Age* also covers other kinds of news in its latter pages that can be considered to be high culture, since only those with a great deal of knowledge about classical Bangla literature are likely to read it. An example is 'Abu Zafar Obaydullah recalled,' which I mentioned in the last chapter. It was published in the Features section. When

considering this, it can be said that *New Age* falls under both popular culture and high culture.

Michel Foucault spoke about how the Panopticon was present in his time to control the society. During the time of Michel Foucault, the prison system was designed in a way such that all the prisoner could be watched. There was a central watch tower, which was surrounded by the several prison cells. The guards inside the watch tower could see into every prison cell. Similarly, the prisoners inside the prison cell could see the watch tower in the distance. Although the prisoners could not be sure that there were guards watching them from the watch tower, their doubts were enough to cause them to act as is they were constantly being surveyed. This setup also describes the concept of the "the gaze," a term used by Foucault to describe the surveillance that prisons used on its prisoners. He said that, "The gaze is alert everywhere: 'A considerable body of militia, commanded by good officers and men of substance', guards at the gates, at the town hall and in every quarter to ensure the prompt obedience of the people and the most absolute authority of the magistrates, 'as also to observe all disorder, theft and extortion'" (Foucault 195). The idea is that by constantly monitoring people, or at least making them feel as if they are constantly being monitored, you can change how they behave. In case of *New Age*, and other newspaper agencies, its aim is to attract more readers. After all, more readers generate more revenue. This shows that the news is, to some extent, commercialized.

The Panopticon, as mentioned by Foucault, was intended to watch prisoners, and in turn affect their behaviors and perceptions. Similarly, news agencies have access to a lot of information through press releases and other sources. By choosing what to publish, the news agencies attempt to exaggerate its perceived importance, and as I will show in the next paragraph, how they attract more readers and change their perception of their environment.

One way in which newspaper agencies attract more readers is by exploiting people's

negativity bias. People have a tendency to focus more on negative news rather than positive

news. For this reason, the front page of a newspaper is usually filled with the most negative

incidents. The problem with this is that the news is presented through the lens of a microscope.

While negative incidents do indeed occur, as a whole these incidents are not a significant fraction

of what happens on a daily basis. These incidents can be regarded as anomalies. However,

because the news agencies publish this kind of news on a daily basis, it appears to readers that

these occurrences are far more common than they really are. Since the news hooks its readers

with negative information, it may negatively affect people's perception of their environment.

This is because the information we consume affects how we tend to think. While I do not have

any data on this, anecdotally speaking, I have noticed that people who read the news frequently

tend to be more anxious, afraid, and are more cynical of their environment than they need to be.

The School Of Life is a YouTube channel with over 5.1 million subscribers. Regarding the news,

one of the articles says, "News organisations claim to be informing us with their bulletins. In

fact, more and often than not, they are driving us crazy with needless anxiety and puzzling us

with random bits of information we can't make use of" (Cotton 2019). Does it really make sense

to be more anxious because of constantly reading about a tragedy that happened to someone

several miles away?

　　　The things I have mentioned in the last paragraph were discussed in Eng 333. The news

combines 'mediated information' with an element of 'soul shock.' Mediated information could

be as mentioned in the previous paragraph, news that is statistically insignificant, but is made to

appear more common than it really is. This is done by selecting what to show and discarding

other related information. For example, sometimes the news may report a horrible mugging

incident that lead to someone's death. At the same time, it will neglect to mention that incidences

of mugging have gone down over the last few years, and that these incidents rarely occur. For example, an article published on January 28, 2018, by *The Daily Star* titled, "The brutality of muggers" mentions that a woman had died from a mugging incident without giving any statistics, but another article published on the same day titled, "Muggers turn more brutal" mentioned several mugging incident around that time but also included statistics of mugging incidents going down over the recent years. Soul shock refers to anything rather unusual which is intended to grab our attention. As mentioned already, this is done by exploiting people's negativity bias.

While I believe what I have mentioned about news agencies publishing predominantly negative news, I also concede that news agencies have very good reasons for doing so. *BTV News*, for example, is run by the government and does not publish negative news. The result is that *BTV News* does not have many readers as not many people are interested in their news. From this we can infer that not many people would be interested in reading news that does not shine a light on the negative incidents happening around us. Compared to *BTV News*, *New Age* does not fear speaking against the government. It is well-known that their Editor, Nurul Kabir, has anti-government sentiments. This is apparent from their slogan, 'THE OUTSPOKEN DAILY.' It is a political newspaper that is biased towards the people. This means that they are willing to let the people know about the shortcomings of their government. In fact, a significant portion of *New Age*'s readership is interested in critiquing the ruling government.

In conclusion, the theories I have learned in Eng 331 and Eng 333 can be used to view the news more critically. It is clear how the theory of the Panopticon and the gaze, the terminologies high culture and low culture, commercialization in the modern world, mediated information and soul shock are relevant in the news agencies.

Chapter 9

Recommendation

The courses provided under the Media and Cultural Studies concentration are very helpful and practical when it comes to getting a job. As mentioned in previous chapters, courses such as Eng 404: Copywriting, Eng 440: English for the Print Media, and Eng 465: Translation Studies have helped me significantly during my internship. I imagine that Eng 404: Copywriting would be helpful for those wanting to be a copywriter. Eng 331: Cultural Studies and Eng 333: Globalization and the Media help students understand theories and how they relate to the world. However, I believe that more courses should be added to the Media and Cultural Studies concentration.

When talking about media, the most popular type of media, the Internet, needs to be addressed. Over the last decade, we have seen how media has shifted from print media to the Internet. Many newspaper agencies, for example, The Independent, do not publish in print anymore. They publish exclusively on the Internet. The presence of media is not exclusive to newspaper agencies. In fact, advertisements and by extension copywriting also has a large presence on the Internet. Why wouldn't it? Nowadays, many people spend hours of their time browsing the Internet. During this time, they are constantly exposed to news and advertisements on the Internet. Furthermore, many people no longer read or rely on print media. As such, it makes more sense to reach prospects through the Internet than through print media.

In order to stay up-to-date with the times, I believe that the Media and Cultural Studies concentration should have one or more courses dedicated to writing on the Internet. Admittedly, there were small sections of the aforementioned courses that were dedicated to writing for the

Internet. However, I believe that the content provided is insufficient. There is so much more to writing for the Internet than simply keeping it short, readable on screen, and simple. Another reason to include a course like this is to equip students with skills necessary for a writing job on the Internet.

Regarding copywriting, it is currently a very high-income skill. Unlike in the past, advertisements with the help of technology can now reach a targeted audience, i.e. the type who are most likely to buy. Therefore, copywriters no longer need to print several thousand copies of their advertisements hoping that their readers will buy. This allows advertisers to save more money, and at the same time reach a larger audience. There are many techniques of copywriting for the Internet that were not covered in Eng 404. These things include marketing techniques such as an element of scarcity, catering to the prospect's exact needs, inclusion of bonuses, refuting prospects' objections and many more.

With the addition of a course for media on the Internet, students should also be taught how to monetize their audience. Some options for this include advertisements on one's website, affiliate marketing, product reviews, sponsorships and more. While some may argue that these topics fall under marketing, and perhaps that is true, I would say the options mentioned earlier requires a great deal of copywriting knowledge.

Today, with the help of the Internet, everyone has the ability to speak on camera and post online. Speaking can also be combined with copywriting skills. I am not certain whether 'speaking on the Internet' should be a course. I imagine it would be rather difficult to implement. Regardless, if such a course is included in the Media and Cultural Studies concentration, I believe it would equip students with better public speaking and presentation skills. Currently, I personally feel that during presentations in class, emphasis is placed on a student's ability to

speak English correctly and explain content clearly rather than their tonality. In this case, clarity is determined by explanation of the content rather than presenting information in a convincing manner. ability to be convincing, and ability to hold the students' attention. I believe students would be benefited greatly if they improve their public speaking and presentation skills by choosing to do a concentration on Media and Cultural Studies.

Since the range of media on the Internet is so broad, it may not be possible to include courses to cover everything. Writing for blogs, for example, could become its own course if it is covered in depth. It is up to the department about what they feel is important to include. The things I have suggested here are simply my recommendations. Therefore, I am certain that many people would disagree with them. Regardless, I feel that there should be at least one course dedicated to writing for the Internet.

Chapter 10

Sample of My Work

The following picture shows a report I wrote during my internship:

One Bank gives scholarships to poor, meritorious students

Staff Correspondent | Published: 03:06, Mar 31,2019

Recipients of One Bank Scholarship pose with guests at function after receiving the scholarships at Officers' Club in Dhaka on Saturday. — New Age photo

One Bank Limited, one of the leading private commercial banks in Bangladesh, gave scholarships to poor but meritorious students of various educational institutions in Dhaka and its adjacent areas on Thursday.

Sayeed H Chowdhury, chairman of the bank's board of directors, distributed the scholarships to the students as part of the bank's CSR activities at Officers' Club in the capital, said a release on Saturday.

Sayeed said that One Bank had been working as a partner towards the development and welfare of the society by ensuring education for financially insecure but meritorious students for spreading the light of education.

One Bank vice-chairman Asoke Das Gupta, directors Kazi Rukunuddin Ahmed and Showket Jaman also spoke on the occasion while Wakar Hasan, deputy managing director of the bank, gave the vote of thanks at the programme. The bank's managing director M Fakhrul Alam delivered the welcome speech at the function.

Senior executives of the bank, parents of the scholarship recipients, teachers and elites of the locality were present at the function.

Picture 2: Sample Of My Work

This is an example of a typical report I wrote during my internship. This report shows many of the things I have mentioned in the previous chapters. The lead paragraph starts with the

5Ws and 1H, followed by other information organized in order of descending importance. The second paragraph provides attribution to the press release by mentioning, "said a release on Saturday." The report mentions the people who spoke at the event and all the attendees. Wherever necessary, the report identifies people with their respective titles (e.g. chairman, vice-chairman, deputy managing director).

The reports written by me and other reporters, all working under my supervisor Mustafizur Rahman, would be credited to 'Staff Correspondent' as shown in this report.

In order to get the report published, it would need to be written by the Staff Correspondent first. In order to do that, the Staff Correspondent would need to have the appropriate press release. From there, the first draft of the report would require all the techniques I had mentioned in the previous chapters. These things include translation, organizing and extracting information from the translated press release, keeping in mind the rules of general report writing while writing the report, and making sure that one uses correct grammar and punctuation.

In this chapter, I could not include the picture of the press release which I used in order to extract the information required to write the report. *New Age* does not generally publish press releases directly in its newspaper. As such, once the report is written, the press release is discarded as it no longer serves a purpose. For this reason, I could not find a picture of any press release that I had used to write my news reports during my internship.

Chapter 11

Conclusion

My internship at *New Age* was interesting for a number of reasons. In the introduction, I mentioned that I chose *New Age* simply because it was close to where I lived, and I simply had to get my internship done. I was rather indifferent about my internship when I started. By the end, however, it proved to be a great learning experience. It was my first time working at an office. Before that, I had no clue what working was supposed to be like. It was a mystery. I initially thought that I would not perform very well, as this was the first time I would be working in an office. That was not the case, however, as my performance improved over time, and I also got an idea about how newspaper agencies worked.

I got an idea about what press releases are, where to collect them if necessary, how reports are written, the organizational structure of *New Age*, and the process that reports need to go through in order to be published on paper. During my internship, I learned that no role in an agency is unimportant. In order to have reports published, they must first be written by the general reporters before they are reviewed by the editing team. Moreover, as I have pointed out in previous chapters in this report, I was finally able to use what I had learned in my Media and Cultural Studies courses and put them to use when writing my reports.

This report is a collection of what I had done during my internship. It contains not only what I did, but also the challenges I faced, things I learnt and it gives readers a glimpse into how report writing works. The experience familiarized me with the general rules of the office. I learned how to interact with my colleagues and more importantly take instructions from my supervisor. With the completion of this internship, I can take the skills I acquired, and put them

to use if I choose to work at another newspaper agency.

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