

**Report on**  
**The Internship Progress at *SATV***

By

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Department of English and Humanities

Bachelor 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

Department of English and Humanities

Brac University

December 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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## **Acknowledgment**

First of all I want to express gratitude toward God and my parents for gifting me a healthy life in this wonderful world. Also I am very thankful to my parents for bearing all the expenses for my education at Brac University. I would like to thank Brac University and the Department of English and Humanities, for enabling me to learn many new things. I am grateful to all the faculty members for their priceless guidelines.

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Moreover, I am very thankful to everyone who supported me to complete my internship successfully and on time. I think it is my humble duty to thank all of those distinguished people who have contributed their valuable time and knowledge in the preparation of this report.

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## Glossary

|                   |   |
|-------------------|---|
| <b>Panopticon</b> | A device that refers to all being constantly observed.  |
| <b>Gaze</b>       | It is someone at the top who is frequently watching all and acknowledging others of the use of his/her power on everyone. |

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## Chapter 1

### Introduction

From an early age, I had a fascination towards media. I always wanted to know how it works. From my childhood, I have seen a lot of situations where media played a vital role in the society. For example, after Rana Plaza collapse, I saw how media covered the whole scenario, so that people all around the world could come forward to help. I saw how people went there with aid. That day I realize how powerful the media is. It can help the needy people; also it can give relief to the victims. I was a college student in 2013. That day I decided that, one day I will be a journalist, so that I can talk for the people and the society.

After getting admitted at Brac University, I had the opportunity to study at the Brac School of Law. However, I chose to study at the English department because I had to fulfill my cherished dream, and I knew in Brac University only the English and Humanities Department can offer me the opportunity to take Media and Cultural Studies courses.

Courses like Translation Studies, Copywriting, Editing, and Globalization and the Media encouraged me a lot to go forward. These courses help me to get an inside as well as outside overview of media, especially print media. Later on, the moment came which I was waiting for, and that was my internship. It was an honor for me to start my Internship at *SATV*. I choose *SATV* among other TV channels because *SATV* is the first HD television of Bangladesh having the latest technology. Also their reporters are well known in the journalism sectors of Bangladesh. It gave me the confidence that I will be able to learn a lot of things from them. Before choosing *SATV* I visited the office and observed the environment. Then I took the decision to intern at *SATV* and applied for an internship in their International Desk. Fortunately,

they selected me and gave me the precious opportunity to intern with them for three months which was my internship period. That was a great opportunity for me to work with them from May 1<sup>st</sup> till August 10, 2019. I interned as a Desk Reporter at the International Desk.

I had to collect news from valid sources like BBC, CNN, NDTV, Aljazeera, The Dawn etc. I also had to translate news from Bengali to English and from English to Bengali. Besides, collecting footage, preparing them for broadcast was also a part of my regular duties.

I found many theories that I learned from media courses relevant to my internship and responsibilities while interning. A lot of things were matched with my academic learning. I also gained practical experiences from there. In this report, I will draw a connection between my academic learning and practical experiences. I will give an discuss of the tasks I covered during my internship, how a newsroom is organized, how the newsroom operates, how news is arranged, the news production process in the audio visual media etc.

## **Chapter 2**

### **History**

#### **2. 1. Electronic Media of Bangladesh:**

In the era of globalization, satellite is one of the blessings of technology. It brought a massive change in media communication sector, which brings the whole world into our drawing rooms. There are different types of media. In Bangladesh, what we actually understand by media is basically electronic media, print media and online/mass media. We get news all the time through these forms of media. Today we are able to watch both recorded and live programs through TV channels. Television is a part of electronic media. It telecasts the latest news, entertainment programs, business and trade programs, political talk shows, educational programs, weather telecasts, sports shows, and much more. Electronic media is one of the sources from where we can get the updated information; learn new things and be updated about the global incidents.

There are more than 30 TV channels in the electronic media of Bangladesh. Their main focus is to broadcast the ongoing or the most recent national and international news about business, trade, weather, social events etc. Bangladesh Television (BTV) is the first television channel in Bangladesh. It is owned by the government. It has two parts – BTV and BTV World. It started its journey in 1964. Other private TV channels owned by multimedia companies are: ATN Bangla, ATN News, Channel I, Banglavision, Boishakhi, Maasranga, My TV, Somoy TV, Independent TV, SA TV, News24 TV, Channel 9, Channel 24, ntv, TV, ekattorTelevision, Desh TV, Diganta TV, Ekushey TV (Etv), Gazi TV (Gtv), Mohona TV, Jamuna TV, Asian TV etc. Among these, some TV channels are round-the-clock news channels. Somoy TV, ATN News,

ekattor TV, Independent TV are worthy of being mentioned as being round-the-clock news channels.

## 2.2 Brief History of SATV

*SA Channel Pvt. Limited (South Asian Television)* is a privately owned High Definition (HD) satellite channel. It officially started broadcasting on 19th January 2013. *SATV* is a sister concern of *SA Paribahan Pvt Ltd*, a renowned courier and logistical support provider in Bangladesh. *SATV* uses the latest technology in broadcasting news and program



*Picture 1: SATV logo*

production. It used to use the satellite Apstar-7, but from November 2019, they have shifted to Bangabandhu Satellite1. This channel always try to promote Bengali culture and language to the audiences via news, talk shows, dramas, national and international sports, music, movies, health, fashion and lifestyle about programs. According to an article titled, “Bangladeshi Idol to hit TV Screens” *SATV* is the first channel to bring the ‘Idol’ franchise in Bangladesh that published in 2013 in *Daily Star*. ‘Bangladeshi Idol 2013’ was then one of the highest rated shows of the nation.

"*SATV*" began its test transmission from 25th December 2012. This was followed by a comprehensive 24-hour commercial launch on 19th January 2013. From that day it is making high-quality programs and providing updated news for their audiences all over the world.

### 2. 3. Organizational Profile

|               |  |
|---------------|--|
| Organization  | South Asian Television (SATV)  |
| Launched      | 19 <sup>th</sup> January, 2013   |
| Address       | House #47, Road #116, Gulshan 1, Dhaka, 1212                                 |
| Telephone     | 029894500  |
| Web Address   | www.satv.tv  |
| Owned by      | SA Poribohon   |
| Slogan        | সাথে আছি সব সময়   |
| Downlink Info | w, 4113, 4352, 1. MPEG-4/HD, Asia C-band. 10A<br>Jalal bd 08.06.2010, 3998 H |

*SATV* complements its network coverage through cable operators to different countries including United States, Canada, UK, and the Middle East. With its vision in mind, the channel boasts an elite team of national and international advisors, technicians, planners, and journalists to have an international outreach.

### 2.4 News Departments of SATV

#### i. National Desk

This desk deals with the national issues. They collect news from the district reporters and prepare them for broadcasting. Also all the staff reporters work under this desk.

**ii. International Desk**

In this desk, they deal with all the international affairs and national news that has a proximity to the international issues. They do not have any staff reporter for the International Desk. For example: 'Prime Minister of Bangladesh will attend the OIC (The Organization of Islamic Cooperation) conference'. This news is both a national and international issue, because to the outer world Bangladesh is one of the powerful Islamic States. Often they need to translate news in English to broadcast.

**iii. Sports Desk**

In this desk, they have sports journalist who works both on field and in the desk. They always need to watch all sorts of games to be updated.

**iv. Entertainment Desk**

In this desk, they have reporters who are much updated about the glamour world. They cover both national and international issues, that include, celebrity life styles, movies, games, cultural programs, foods etc.

**v. Business Desk**

The Business Desk mostly covers the national business affairs, international currency rate, agriculture etc. Besides, they also cover international affairs that can create impact in the Bangladeshi economy.

**vi. Editors Desk**

The editors do the editing and decide which news will be broadcast. They edit the prepared news.

## Chapter 3

### SATV News Room

The News and Current Affairs (NCA) Department is responsible for broadcasting news. Newsroom is a very important part for the News and Current Affairs (NCA) Department. In fact, this is the main division where news is prepared for broadcast. Newsroom is comparatively a complex place than other departments. All the news stories are gathered here, first. After that, reporter writes the news and editor assemble it after editing for the news broadcast. *SATV* newsroom offered me an excellent opportunity to discover, investigate and produce news. It follows the station's policies. The newsroom also provides the opportunity to work creatively and produce uniquely.

Every news media has its own newsroom. Television newsroom and newspaper newsroom is different. I have learnt a lot about television newsroom by doing the internship at *SATV*. It is a well-organized and a nicely decorated newsroom. It provides a friendly environment for all the members of the News and Current Affairs (NCA) Department. All the computers are connected to each other in the newsroom via a software called "*Octopus*". The Octopus Newsroom Computer System (NRCS) facilitates editorial association between news team members at every stage to process news. It has advanced news rundown management system by which we can set the chronology of news. Also we can see the schedules of the news in this software.

### **SATV News Schedules:**

- **7am** ----- **ShokalerShongbad**
- **10am** ----- **News Update**
- **11am** ----- **Busines News**
- **12pm** ----- **News Update**
- **1.30pm** ----- **DupurerShongbad**
- **3pm** ----- **Business News**
- **5pm** ----- **DeshShongbad**
- **6pm** ----- **English News**
- **7pm** ----- **ShondharShongbad**
- **7.35pm** ----- **MatheMoydane**
- **10pm** ----- **News Hour**
- **1am** ----- **SATV Shongbad**

### **3.1 SATV News Employees**

For successful news broadcasting, the newsroom needs a large number of skilled and experienced persons in different sections. If the staff does their job properly and timely, only then, it is possible to broadcast accurate, well-organized and detailed news.

#### **The important people of the newsroom are:**

##### **Head of News**

Bangladesh's famous talk show journalist Faysal Ahmed is the head of news of SATV. He looks after all sorts of work that are related to news. He instructs the reporters to produce news on time. He also decides the format of the news stories whether it will be a PKG or OOV



or OOV/Sync or GFX etc. Also as a head of news, he confirms the headlines of the news. He takes decisions about the appointment of the newsroom staff as well.

### **News Room Editor**

RonjokRizvi and Jahid Ahmed both play the role of newsroom editors. They edit all the news before sending it to broadcast section. They can add and exclude words in the script that were written by the reporters. Also they prepare the news sequence based on the importance of the news. The editors assign reporters daily assignments. In the news world this is known as ‘call-in for assignment’. Reporters complete those assignments and submit them to the editor. Editors check the sentence structure, spelling, grammatical mistakes, format, etc. They also see if any important information is missing or not.

### **Desk Editors**

Previously I have talked about the news desks of SATV. Every desk has an editor who has the right to prepare any sorts of news that is related to that desk. Khalid Bin Anis, a highly experienced and a very famous journalist is the editor of the International Desk. Under his guidance, I have learned a lot about journalism. He was like an institution to us with his 20 years of experience.

### **Others in the newsroom**

Apart from the activities of all these persons, newsroom would not be executed properly without the desk reporters and the staff reporters. They are the life of a newsroom. They prepare the primary news includes all the details as well as all the data, that makes a script a piece of news. Also, news readers are one of the most important parts of the news broadcast. Their exclusive gesture, body language and ordinary reading skill attract the audience. There are in

total 45 desk reporters, news readers and field reporters are currently working in SATV newsroom. All of them are well skilled and experienced.

### **3.2 SATV News Studio**

SATV has the country's largest news studio. It consists of two parts. One is for the distance shot broadcast another is for the close shot broadcast. Distance shot part has an electrical background, that changes its theme in various occasion. For instance, in Eid, it shows 'Eid Mubarak' in the background.



*Picture 2: Distance shot studio*

And the other one is basically used for Business news and sports news. In the close shot broadcast part, there is a LED monitor that directly connected with the PCR. They play footage related with the news in the LED. Beside, the studio is well equipped with international quality cameras and skilled camera crews.



*Picture 3: close shot studio*

### **3.3 SATV Video Editing Panel**

SATV has the country's well reputed video editors, who are well known for their professional skills in the Bangladeshi media industry. Mr. Ashraf Moni is the head of video editing panel, who edited the most epic movie of Bangladesh names "*BederMeyeJosna*". I got the opportunity to learn from these skilled professionals. They taught me which footage can entice the audiences, and which footages a channel should not play. Their skills protect the channel from any kind of defamations.

## **Chapter 4**

### **Technical Terms in News Media**

Though the duration of the internship was only three months, I feel grateful for being a part of the SATV News. I have taken media courses titled Eng 404 Copywriting, Eng 401 Editing, Eng 440 English for Print Media, Eng 333 Globalization and Media, Eng 331 Cultural studies: Theory and Practice and Eng 465 Translation Studies at Brac University. The courses offered me theoretical learning. I have gained practical experiences from this internship. I have worked at both the National and International Desk. I have realized that theoretical knowledge and practical knowledge are two different things in media studies. In this section I will briefly elaborate the relevant technical terms of news that I have learnt while interning at the SATV International Desk.

#### **4. 1. Elaboration of Technical Terms**

When I started interning at the news section, at first, my supervisor told me to become familiar with the members of the news departments. They included reporters, desk reporters, editors etc. I observed their work very carefully in order to understand the work process. My supervisor asked me to focus on the basic things about news as those are very important to know in order to deal with the news media. I have learnt the key terms of the electronic media. They are:

##### **Graphics (GFX)**

In audiovisual media graphics is referred to as GFX. GFX is used as a substitute when video footages are not available for the relevant story. GFX has two parts. In the first part, the

presenter gives a small detail about a news story and, in the second part the graphics is shown on the screen. Graphics basically encompasses piles of words, diagrams, information or other illustrations that appear on the television screen. While the GFX is presented, the news presenter remains out of vision.

### **Footage**

It is basically a short video clip or film recordings. There is another kind of footage- file footage. The short video clips or film recordings are kept in tape ingest (where videos are kept) for further use.

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

OOV is the short form of out of vision. From the abbreviation it can be easily understood that the news presenter will remain unseen in this situation. Footage is required for this. The footage is shown on the television screen, and the news presenters read the news remaining unseen.

### **In Vision (IV)**

IV is the opposite of OOV. IV stands for in vision. A presenter remains in front of the camera while reading the whole news. Unlike OOV it does not contain any audiovisual footage.

### **Voxpop**

The word voxpop comes from the Latin word 'voxpopuli'. It means voice of the people. Voxpop refers to the video clip where general people give their opinions or statements regarding an issue.

## **Package (PKG)**

PKG is the full form of package. Package is a long form of storytelling process during the news telecast. Glenn Halbrooks, in an article titled “What Exactly Is a News Package for a TV Newscast?” mentions, “A news package is a creative, visual and long form of storytelling found on television newscasts.” It is a visual storytelling process as it contains footage, sync, voxpop and GFX. Reporters engage in research for the stories, interview the relevant people for the story, and write scripts for the packages. Voice over is needed for this visual storytelling. A reporter or narrator speaks while the video is shown on the screen.

## **Rundown**

Rundown is the list of stories for news. News stories are kept in the order in run down. It starts with a welcome part where along with the headlines other relevant things like date, time, greetings the and the presenter’s name are included. It has an ending with the repetition of headlines, and an invitation for watching the next news items.

## **OOV-Sync**

This is the combination of OOV and Sync. If an OOV contains any related opinion about a designated person, then that sync will be added with the OOV. This format is known as OOV-Sync.

It means answering a live phone call from the reporter who is at the relevant spot. To give updated information about any news story to the audience, phono-live is necessary. The reporter is connected with the news presenter over phone from the relevant spot in this system. Phono-live increases the importance of news.

## **Sting**

Sting is a short music which is played before starting the news. It is also played just before the starting of the commercial – break during the news. It is replayed, when the news broadcast restarts after the short commercial break. Every channel has its own identification melody. The sting duration is very short. It is only five to 30 seconds long.

### **4.2 Selection of news**

News is gathered information that we read in newspapers, magazines, online news portals and watch in television. Reporters collect the news story, cameramen take photos and editors edit the stories. This is how they put together presentable news stories for the audiences. News is defined as, "a report of a recent event, intelligence information and the presentation of a report on current events in a newspaper or other periodical or on radio or television which is taken collectively and a choice subject for journalistic treatment" by Webster's Encyclopedic Unabridged Dictionary of the English Language. News is a creation that goes through a lengthy process of selection, writing, presentation etc. The ideology of news writers, editors and reporters play an important role in determining the nature of the news. Before sharing my internship experience, it is necessary to know about the facts that make a story newsworthy. All information is not selected for news. For putting together a meaningful news story, reporters should follow these rules. Though news is a set of arrangement of information, all information is not newsworthy. There are some specific factors that determine the news stories. They are known as news value factors. These value factors are:

**Proximity:**

It refers to the distance between the newsworthy incidents and the readers. For example, the news about a fire incident in Chili, it will not affect the Bangladeshi audience. Rather, the news of IS attack at the Gulshan Holy Artison Bakery on 1st July, 2016 made us cry. So, the closer the story is to home, the more newsworthy it is.

**Prominence:**

It refers to the significant works or events in the lives of prominent persons. Famous people like singer/actor/player, political leaders etc. are known as prominent persons. General people are interested to know about them. For example, any news story about US President Donald Trump is prominent.

**Timeliness:**

People like to receive news stories on time. People hardly show the same amount of interest about a newsworthy event that takes place today as opposed to one that took place five or seven days ago. That is why news needs to be broadcast on time.

For example: when the fire broke out in the DCC market near Gulshan, every TV channel broadcast it live.

**Consequence:**

Consequence refers to the impact of the news. The news reporter has to think about the impact of the news story from the audience. The news script should be written in a way, so that it can create an impact on the audience. People will not be as interested to know about the major news of the other countries when they are facing a crisis in their own country. For example,



people will be more interested to know the news of the flood condition of Chittagong rather than the news of new elected president of India.

**Oddity:**

Any kind of unusual, extraordinary or unexpected event attracts people's attention. For example, the tree man diseases, cultivable land in Mars etc.

**4. 2. 2 Six Questions:**

When a reporter writes a news story, s/he gives importance to six questions. Those six questions are:

Who: Who was involved in the incident?

What: 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?

I first learned about these six questions in the Eng 440: English for Print Media course. Rudyard Kiplings introduced these six questions – 5w and 1h. Though 'who' and 'what' are the most important questions, all these questions need to be answered in the news story. If a reporter fails to answer all the questions in the news story, the story may lose its credibility.

Another important thing is for reporters to never use 'I' while writing the news story. His/her opinions cannot be presented in the news story. As they are expected to be the most neutral people, they have to speak in an objective tone. Apart from the news value factors (Prominence, Proximity, Oddity, Consequences etc) and six questions (Five Ws and H) there are other things such as- purpose of the news, audience of the news, subject of the news etc. that determine the selection of the news stories as well.

## **Chapter 5**

### **Experiences**

#### **5. 1 OOV (out of vision) writing Experience:**

I wrote my first OOV (out of vision) during the third week of my internship at SATV. It was on 'Eid-ul-Fitre vacation'. I was not instructed to write this OOV (out of vision). I wrote it on my own and showed it to my supervisor. He appreciated it, and it was aired. He gave me some important information about news making. I learned that the first line of any story news is called 'Intro' in electronic media. He advised me to always keep the intro simple and attractive so that it will catch the audience's attention. After that I prepared the footage according to the OOV. So, the news was ready to be telecast in the hourly news updates.

#### **5. 1. 1 International News Items:**

Once I wrote two OOVs, one is about the Palestine attack, and another on Trump's tax issue. Though the formations of both OOVs were correct, the second one was selected for the news broadcast, because the USA news story got the priority. They (USA, UK, and Canada) are known as the leading countries in the world for their power and knowledge.

According to Michael Foucault (French philosopher, historian of ideas, social theorist, and literally critic), knowledge and power are related. He said that knowledge is power over others, the power to define others. The power and knowledge relationship is reflected in the news media. The news is a combination of information, and information gives us knowledge. Hence, news becomes an agent of power in this process. Foucault's analysis is about the relationship between power and knowledge, and how this relationship operates. He called it discursive

formations, the conceptual frameworks that allow some modes of thoughts and deny others. Foucault said,

“Power must be understood in the first instance as the multiplicity of force relations immanent in the sphere in which they operate and which constitute their own organization: as the process which, through ceaseless struggle and confrontations, transforms, strengthens, or even reverses them; as the support which these force relations find in one another, thus forming a chain or a system [...]” (92-93).

### **5.2PKG (Package) Writing Experience:**

I wrote my first PKG on Eid-ul-Fitre. I talked to my supervisor about this, and he encouraged me a lot. He told me that for making a story into a PKG, I would need a lot of footages along with images, videos, recordings, opinions of several people with and without designation etc. All news stories were not suitable for PKG writing. That was why he told me, choosing a proper topic for PKG is very important. I was assigned with Mr. Ripon Hosen, a senior desk reporter. We started work and I was both excited and nervous. I started writing the PKG. I found it more difficult than OOV writing. My senior helped me a lot. After that we collected relevant video footages from the editing panel. We also collected the relevant sot from the panel. SOT is the video clip where designated persons like ministers, officers etc give their opinions regarding an issue. The most interesting part was giving voice in the video. I observed the whole process. I saw how a reporter gives voice to reports over the microphone. I became familiar with a new term, pay-off. Pay-off is when a reporter tells his/her name and the name of the Television channel after reporting. The whole process was really interesting. After that, I showed it to my supervisor and submitted it to the server to be uploaded. Usually the standard

time duration for a PKG is 1 minute 30 seconds. The time duration of this PKG was 1 minute 15 seconds. It was not my individual work. My senior always helped me with my difficulties. That was why it turned out to be a perfect PKG. I learned a lot from my senior. This gave me the confidence to write a PKG on my own in the future.

## Chapter 6

### Reflection of Theories

As my area of concentration was Media and Cultural Studies, I have learned different theories related to media. At the very beginning of my internship, I started to understand other's works. I used to read their news stories. I could relate the theories I have learned from my courses. Not only that, I learned a lot by observing the office environment. In this chapter, I will relate theories with my practical experience at *SATV*.

#### 6.1 Panopticon and Gaze:

The word 'Panopticon' is derived from two different words. One is 'Pan' and another is 'Opticon'. 'Pan' is a Greek word which means all and "Opticon" means to observe." Panopticon is basically an architectural work designed by Jeremy Bentham who was an English philosopher and a jurist. As a jurist, he planned the panopticon with the goal that he can think about the theory of laws by watching the conduct of the detainees. In this way, panopticon is fundamentally a structure to look at the action of the general population. In view of that, the well-known social scholar Michel Foucault exhibited his regulation that each organization in the general public functions in as a panopticon where we are being viewed by somebody. Foucault in his book titled *Discipline and Punish: The Birth of the Prison* stated, "The Panopticon is a radiant machine which, whatever utilization one may wish to put it to, produces homogeneous impacts of intensity" (202). This implies the panopticon is an instrument which gives capacity to the watcher who looks at others. There were a few Close Circuit Television (CCTV) cameras in the *SATV* Newsroom. With these cameras, the higher authorities of *SATV* used observe all our activities. They checked our work and conduct to watch our advancement. Beside, during my

internship, most discussed 'Borguna Murder Case' occurred. We saw how a footage from CC camera played a very vital role in the case. In the first phase police and media thought that the victim's wife tried to save the victim. But the video was taken from a rooftop. Police was investigating based on this particular footage. Later on, we saw how a CC camera footage changed the whole perception of the case. We found out that the victim's wife was the one who planned the murder. So nowadays gaze is not only limited to keep an eye on someone, it is being used to serve justice and gather evidences.

## **6.2 Globalization and Mediascapes:**

News distributing and broadcasting by means of print media and TV media are the progressive creations of globalization which made the entire world a global village. Due to globalization, each nation has an effect on one another as far as governmental issues, parties, culture, religion, economy and so on. An acclaimed Indian anthropologist and social scholar, Arjun Appadurai separated the worldwide social stream into five significant parts dependent on ethnicity, innovation, philosophy, and media. Here the media is our primary core interest. Appadurai named this media-related part 'Mediascapes.' In this way, Appadurai in his book titled *Disjuncture and Difference in the Global Cultural Economy* stated,

“Mediascapes regardless of whether created by private or state interests, will, in general, be picture focused, story-based records of segments of the real world, and what they offer to the individuals who encounter and change them in a progression of components, (for example, characters, plot and literary structures) out of which contents can be shaped of envisioned lives, their own and additionally those of others living in different spots”.(299)

According to him, the impact of media on society is creating imaginary world which does not have any boundaries. From this perspective, a man from Bangladesh knows the way of life in Ireland and different nations. A poor individual who is not be able to travel to another country can envision how life is abroad. Media has a definitive capacity to get the world is an individuals' hands. Essentially when nations are affected war like Syria, Afghanistan all the footage are shown in media, individuals can identify with the agony of the war exploited people through mediascapes.

### **6.3 News Value Factors**

#### **Proximity:**

Proximity refers to the distance between the viewers and the place where the incident take place. If the place of the incident is near the viewers, the viewers will give it more importance. Otherwise, the news item will not get an adequate number of viewers. For example, the flood in Asaam 2019. Due to this flood, Assam's farmers could not produce enough onion to supply. This later had a huge impact on Bangladesh. 30tk kilo onion became 230tk overnight. During my internship, I gave more importance to the incidents that happened in nearby countries.

#### **Prominence:**

When a news story is about or includes prominent persons like President, Prime Minister etc. the news gets extra attention from the viewers because people always like to hear about the famous people. It also sets the priority in case of ordering the news items in the rundown for news bulletins. For example: during my internship, I got the opportunity to cover UK election. I wrote the news about Boris Johnson became the new Prime Minister of UK.



**Timeliness:**

In every news organization, time is money. The quicker a news organization telecasts news stories, the more viewers it will get. If a news channel airs a news item 10 minutes later from the actual time after which the incident took place, then the channel will get enough attention. The audience will no longer rely on the news channels which telecast news stories late. So, during my internship, I had to speed up my writing process to meet the time limit. For example, SATV broadcasted ex-president H.M. Ershad's health condition's update on a regular basis. And many people called from various districts and thanked SATV for giving the real update quickly.

**Consequence:**

Consequence is the impact/result of the news item on the masses. So, while writing news scripts, I had to choose news stories that had an impact on the viewers lives, hence they were news stories the viewers could relate to. For example, I used to write news stories about the hospitals that have enough facility to provide treatment to the dengue patients during the dengue crisis. The interesting thing is, someone called to SATV and thanked International Desk for news regarding an available hospital. The person said, his son's life was saved by the news. He added that, he came to know about an empty hospital that is admitting dengue patients from our news, and he took his son there for treatment.

**Oddity:**

Oddity refers to unusual or unexpected news happening in the country and abroad. For example, there was a person in Africa who used eat mud for living, it was an unusual news. It was worthy enough news to get the viewer's attention, because people are living below the

poverty line in Africa. At drew the attention of some humanitarian organizations like Save the Children, CARE, UNESCO.

## Chapter 7

### Ethical Journalism

It is very challenging for any TV channel to select the right and suitable principle among the principles of ethical journalism. *SATV* follows the core principles of practicing ethical journalism. In the article titled, “The 5 Principles of Ethical Journalism” published by Ethical Journalism Network, it is mentioned that “There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values, and obligations of the craft of journalism. Most focus on five common themes”. According to that article, the five core principles of journalism are 1. Truth and Accuracy, 2. Independence, 3. Fairness and Impartiality, 4. Humanity and 5. Accountability. Every news broadcast by *SATV* is based on accurate facts, and the channel always tries to serve the truth in front of the viewers. Also, *SATV* is a private television channel and works independently. As it works independently, the channel is not biased towards any political party, group or organization. As a result, *SATV* does not air any unfair and biased news. *SATV* always tries to promote humanity via its news items. During my internship, I was instructed to avoid certain words which promote violence. To avoid any harassment, and show feelings of humanity, *SATV* does not reveal the face of any rape victim. Finally, *SATV* is accountable to the people of Bangladesh and its people for the news it broadcasts. The management of *SATV* is very affective and does not provide any false information to the people. Hence, based on these facts, I can say that *SATV* is a broadcasting media which promotes ethical journalism by following the five core principles of journalism.

## Chapter 8

### Conclusion

In this report, I gave an overview of a private TV channel. I focused on the digital *SATV* newsroom. I also gave detailed analysis of the structure and operation of a newsroom. I spent only three months there. Though three months is a short time, it was a journey for me into the world of broadcasting news that once fascinated me most. It has been a very informative and fulfilling experience for me as shown in the report. The three-month long experience currently appears to be a brief span. The world of media never neglected to surprise me. I learned a lot of things during my internship period which I have incorporated my internship in this report. It was a pleasant journey which I will always remember as it gave me direct experience with respect to the real work environment. Or else, I could never have known how a newsroom functions, and how a group of many individuals' work in harmony like the honey bees in a bee sanctuary. Doing this internship, gave me the ability to show the truth of events to the masses. When I was taking the media related courses under the Media and Cultural Studies concentration, I felt the bite of media, as well as felt the presence of media inside me. Inside the books, I found the directions and rules, however, I got the genuine experience of the media world when I was in *SATV* office. In this report, I may have tried to incorporate all my insight and experiences, yet at the same time, a few experiences which I gained can't be clarified with words. I gained knowledge about office behavior, fellowship, passion, and cooperation. I trust the information from the courses I have taken under the Media and Cultural Studies concentration and the experiences I gathered at *SATV* will enable me to choose my profession. Thus indebted to the media and Cultural Studies concentration offered by the Department of English and Humanities at Brac University.

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