

Report On
The Experience of Advertising World and Translation at *Paper
Rhyme Advertising Limited*

By

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

English and Humanities
Brac University
December 31st, 2021

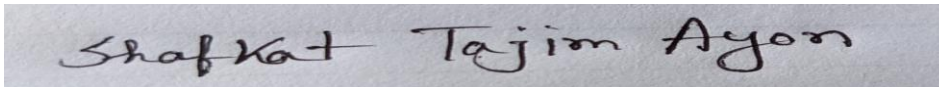
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Declaration

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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Letter of Transmittal

Dr. Mahruba T Mowtushi

Assistant Professor,

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66, Mohakhali, Dhaka-1212

Subject: The internship report on, "The Experience of Advertising World and Translation at *Paper Rhyme Advertising Limited*."

Dear ma'am,

It is a great honor for me to submit my final report on my experiences at *Paper Rhyme Advertising Limited*, where everything is covered under your supervision.

I have tried my best to complete the report with the valid, essential information and recommended hypothesis in a structured and logical manner.

I trust that this report will meet the desires.

Sincerely yours-

Shafkat Tajim Ayon

Student ID: 17103035

Department of English and Humanities

Brac University

Date: December 31st, 2021.

Acknowledgement

This is a very wonderful moment of my life that finally I am going to be a graduate at the end of this semester. The journey started in 2017 and the end will be in 2021. It was not an easy journey. I faced plenty of challenges but I have been able to persevere until the end. In this journey, I thank the Almighty Allah who gives me the energy and determination to complete this. Secondly, my gratitude goes to my parents who supported me from my childhood and believed in me at every stage of my life. My heart goes out to especially my late father who left us in last April, after which my whole life changed. Finally, I am extremely thankful to my respected faculties who helped me all the time unconditionally and my friends. I also want to give thanks to *Paper Rhyme* and their CCO AZM Saifuddin sir who understood my condition and helped me during my internship time. My journey was great with the company. Special thanks also go out to Dr. Mahruba T Mowtushi miss who accepted my request to become my supervisor. Ma'am, you are so kind and helpful!

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Glossary:

Timeliness: Maintaining of time and proper use of it is the ultimate key of success. I have done all my work on time. If I have faced some problems while doing my job, that time the company gave some extra time – within reason – to complete the task.

Mediascape: This helps us to make our visual world with different types of media like the newspaper, television, social media etc. By watching or reading contents from different media platforms, people can give their opinion about culture, people or place. It shows us how we all are connected through media.

Globalization: The development of media in today's world is unstoppable. Most of the people from around the world, both positively and negatively, are dependent on and affected by media. Media helps us to lead our life with trendy and the most up-to-date features as media evolves with technology. As globalization continues, the impact of media is ever increases.

Chapter 1

Introduction

Eoin Devereux stated that, media is "a powerful source of social meaning" (20). It is not a stretch to say that media is involved in every aspect of human life. Through media audiences are informed as well as entertained in different ways. A huge number of people pass their leisure hours by spending time in media. Nowadays, media is so crucial that human beings cannot imagine a life without the help of media. Media shows us how to improve ourselves in today's world. With the help of media one can do things unimaginable a few decades ago, from small everyday tasks like distance communication to buying online tickets and doing online classes. Indeed, media has changed the world in every sector. In today's world, the prosperity of human beings is largely aided by media. Granted, media can be corrupt and deceitful and harm more than it helps. However, there is no questioning its universal importance and resourcefulness. Indeed, with the help of media, we get the chance to know and experience the world. Media brings us news of the world and provides access, virtually, to almost every part of the world. Of course, it also transcends time and space and allows us to keep in contact and reach people thousands of miles away. Indeed, from the newspaper to the television, computer, and mobile phone, media infiltrates our lives to an overwhelming extent.

From the different types of media as mentioned – print (news), broadcast (television), the internet – I have chosen advertising media because it is ubiquitous in all forms of media: from the days of the first printing press to today's digital age. Therefore, advertising media will be helpful for both the older and the younger generation. Advertisement has an important effect in our life. One of the important things most of us do through the help of media is shopping after getting some ideas about the required products from the advertisements. Customers get attracted to the product through these advertisements. The success of a product depends on the

advertisement and that is why companies try to make appealing advertisements for the product. Media advertisement helps make the product reach the customers. Businesses are essentially run by advertisements, and that is why this form of media – advertising – is used by people from different classes in society and different generations.

There are many forms of advertisements. It can be an image, a video, text of a paper, a blog post, among other things. Today, advertisements can be broadcast on television, radio, and especially in different sectors of social media. Nowadays, people are active in social media rather than other parts of broadcasting media like the newspaper, television, and radio. Perhaps one important reason for this could be that social media information is free and more accessible compared to the newspaper, and information found on the internet is not time-bound like that on television. For these reasons and more, it is very convenient to advertise any product via social media platforms like Facebook, YouTube, Instagram, and so on. Every advertising company is now using these platforms to reach people. They do research on customers so that they can effectively pinpoint the targeted customers who need or will consume their product regardless of needs. People are also happy because they can get ideas and information about their favorite products or items while using social media. We can get proper information of a product in their social media profiles. Companies with social media presence upload many videos, images, various kinds of informative text, and do campaigns of their products so that more customers can be reached and convinced to consume them.

Paper Rhyme is an advertisement company which makes different types of advertisements for the companies to help it to reach their customers. It do research on the customers and try their best to give them quality contents and proper helpful information. *Paper Rhyme* also helps the companies in their different social media platforms to enrich them in content and get subscribers as well as followers. Further details about the company are mentioned in Chapter 2.

I have had to complete my internship during the COVID-19 pandemic. In the three months and one week of internship period, there was complete lockdown for nearly 2 months during which period the head office was closed due to government orders. I completed my internship by working from home. My responsibility as an intern was to oversee the social media marketing executive and as a copywriter, text editor, and video translator. I joined *Paper Rhyme* on June 14 and completed the internship program on September 20. My on-site supervisor was AZM Saifuddin sir who is a talented and a well-known personality in the advertising industry in Bangladesh. Throughout my entire internship period, he helped me immensely and taught me numerous things. Without his guidance, I could not have completed the internship. I am privileged to have had such an on-site supervisor.

Chapter 2

Paper Rhyme Overview

2.1 History of *Paper Rhyme Advertising Limited*

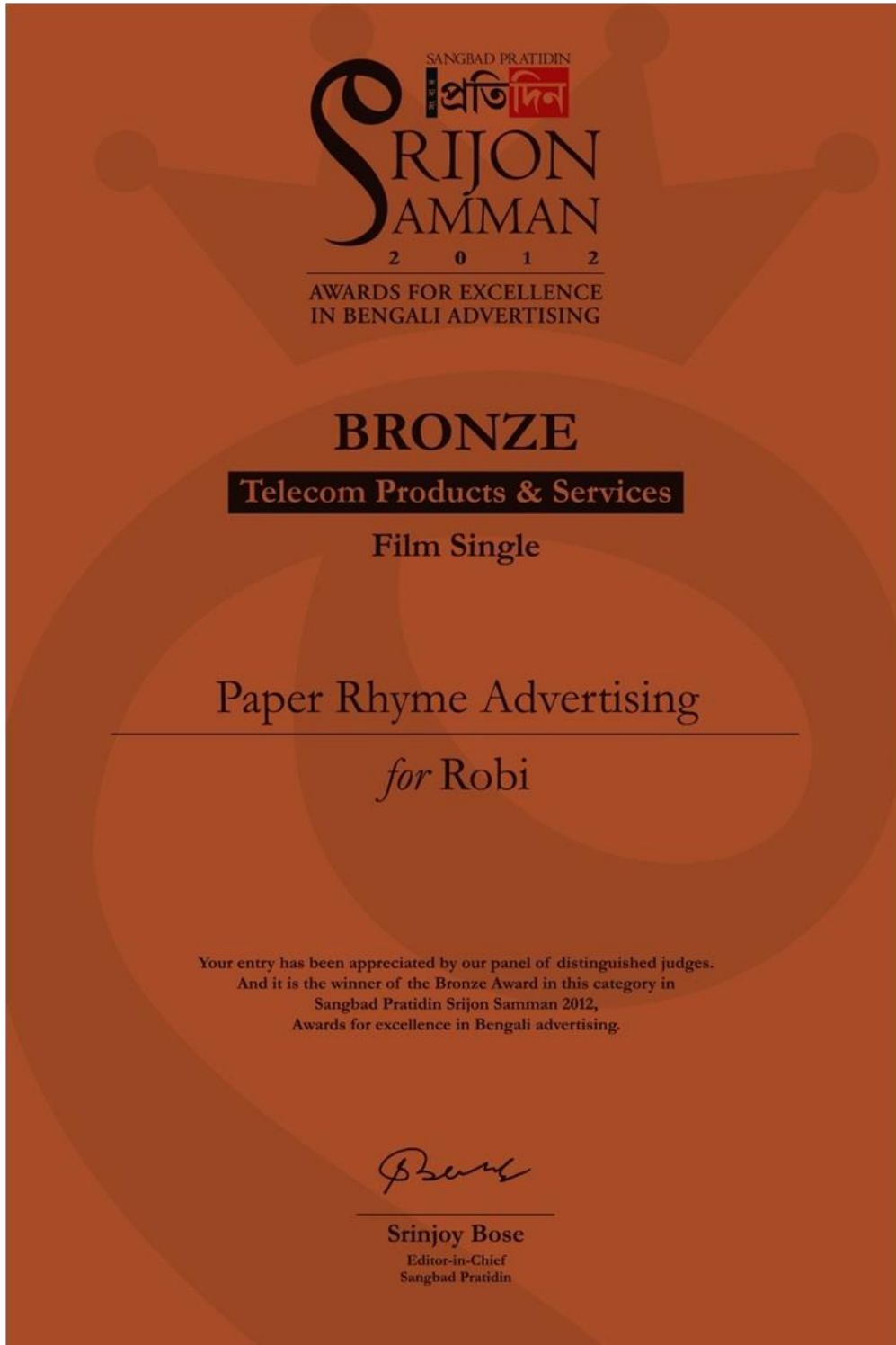
An advertising company helps promote products in the market for the benefit of consumers. Without proper advertisement or promotional campaigns, there is little chance for a company to establish a name or place in the market. That is why globally, advertising companies are boosting sales and aiding both customers and sellers. *Paper Rhyme* is a Dhaka-based agency that promotes their products (see 2.6 for a list) to the consumers. The head office is in the commercial hub of Dhaka in Banani, Dhaka. The CCO and Managing Director of this agency is AZM Saifuddin who also happens to be my on-site supervisor. In 2005, *Paper Rhyme* began their journey as an advertising company. The company provides services in the following areas: print logo, different types of design, social media marketing, and so on. In essence, *Paper Rhyme* mainly offers unique advertising ideas to boost their clients' products. Currently, seven to ten employees typically work in the office, but the number prior to COVID-19 was 15.

2.2 *Papers Rhyme's* Consideration

Paper Rhyme boasts high quality services to its clients to ensure the best possible customer satisfaction. Firstly, the agency puts significant effort into understanding clients' demands. Next, they offer strategies with the client and are consistent in upholding the said strategies. When it comes to commitment, *Paper Rhyme* is well-known for their customer support and diligence. Finally, the agency has employees spread out over a variety of different sectors (see the organogram in 2.7).

2.3 Awards

Paper Rhyme has been acknowledged by many associations for its contribution in the advertisement field through a number of awards, both nationally and internationally. To specify, it received an award from Robi in 2012 (see photo below) and was accredited with a BATA campaign award, and an international campaign reward. It was also recognized in India.



2.4 *Paper Rhyme's* Strengths

The strengths of *Paper Rhyme* lie in the strict principles it adheres to (see 2.2); in the strong relationship it has with its brands (see 2.3 for awards and recognitions); and in being progressive in today's inclusive age. Moreover, the agency has proven to have significant longevity success as it has already accumulated a solid 16-year experience in the advertising market in Bangladesh.

Paper Rhyme has collaborated with Trust BD Healthcare in October 2021 to promote breast cancer awareness. The collaboration managed to set up a medical service where patients could check for any possible signs of breast cancer. Furthermore, the company has remained active in its support for popular events like Bangladesh cricket matches by uploading posts on social media. *Paper Rhyme* also embraces a liberal mindset and wishes people of other religions in their festivities, such as Durga Puja and Christmas besides Eid. That is not to say, however, that the company celebrates nationalist events.

2.5 *Paper Rhyme's* Weaknesses

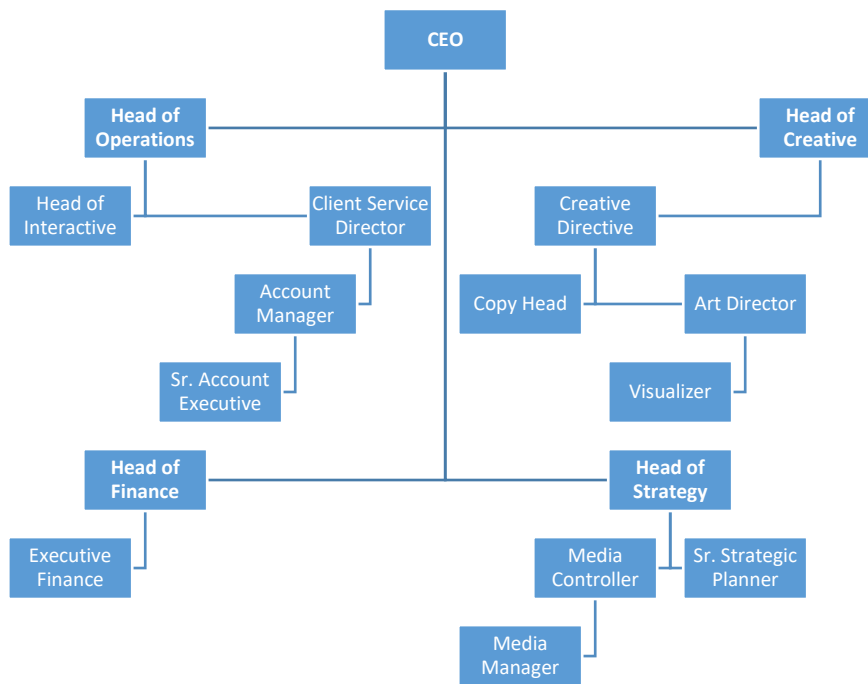
Despite the resolution and activeness of the employees of *Paper Rhyme*, the company has some drawbacks mainly due to its small size. Currently, less than 10 employees are working, and the graphic designing team especially has been struggling to keep up with all the work. Next, the HR department is unfortunately not that active as of yet. Hopefully with the lockdown having ended, the situation will improve. Finally, the CEO AZM Saif sir has to take every single major decision because of the inexperience of many of the employees.

2.6 Services Provided

The services *Paper Rhyme* provide are quite wide ranging. First, they deal with print, product, and logo design. They also make TV and radio commercials. Moreover, they provide

social media marketing and other branding services to other companies. In other words, *Paper Rhyme* as a marketing agency not only does its own marketing, but also provides marketing services to other brands.

2.7 Paper Rhyme's Organogram



The agency has excellent reputation in the field of advertising market in Bangladesh. Many well reputed companies, agencies, and corporations are their customers – for example: Robi, Vitalac Dairy, and Food Industries, Community Bank, LankaBangla Finance, Double Bass Productions, AB Bank, and many others. They provide quality work to maintain their strong position in the advertising line.

Chapter 3

Internship at *Paper Rhyme*

3.1 Tasks at *Paper Rhyme*

My three-month experience at *Paper Rhyme* was nothing short of a paradigm shift for me. Before that I had no experience of office life and especially of working for an agency. As an intern it was not easy for me, but my on-site supervisor AZM Saif sir guided me very well so that I could finish my internship with a great knowledge of advertising world.

As I did my internship program online due to the COVID-19 pandemic, I had no fixed work hours, and instead have worked for it both in the daytime and at night. AZM Saif sir regularly assigned different works and I have completed them all. Sometimes, difficulties inevitably sprang up, and at those times, Saif sir and other employees helped tremendously. During the internship period I have worked as a social media marketing executive, translator, article editor, and various other work they assigned. As a media major student, enjoyment and fulfillment naturally came with the tasks, difficult and of a wide variety though they were. Indeed, the various media courses I have done at Brac University helped significantly during that period.

My daily assignment was promoting the official Facebook page and YouTube channel of *Paper Rhyme Advertising Limited* with my friends, relatives, and different groups on social media. I also helped to maintain their official Facebook group in various ways. They made me Moderator of that official group where I posted different advertisements on a daily basis so that the company can reach more people. AZM Saif sir has another Facebook group with the name 'Happiness Happens Here in Bangladesh' where *Paper Rhyme* gather ideas and information related with Bangladesh. The information included places, food, dress code, nature of people,

among others. This group helps the agency to gather information about related products related to the positive sides of the country so that the company leverage them in different advertisements. As a moderator of that Facebook group, I contributed to gathering such information. Besides, I have personally added a great many people in those groups who now know about *Paper Rhyme* as well as their customers.

Another important task I have done for it was video translating. In those three months, I have done around 10 to 12 videos, for which the average time duration was 1 hour, 30 minutes. Those were my weekly tasks which I had to submit in time. Mostly those videos are related with health, entrepreneurship, and promotion of products. I have done both types of translation: Bangla to English and also English to Bangla. During my Media Major, I did the course ENG 465: Translation Studies. Honestly, that course helped me a lot in my job of translating those videos. I applied the ideas and strategies I have learned from that course in my job. Mostly, I used word to word translation and sense to sense translation formations according to the moments. I listened to the video first and translated them according to the client's choices.

Furthermore, I worked as an editor of some articles of 'Diplomats World Of Bangladesh'. The articles were written by another person and AZM Saif sir told me to edit them. He also told me to share those with my known people and also in different social media groups. The articles were mostly 15th August (Death anniversary of Bangabandhu Sheikh Mujibar Rahman) related.

3.2 Social Media Marketing

In recent times, social media marketing has arguably proved to be the most versatile and convenient way to promote products among consumers. Now via the internet, one can buy almost each and every product they need in daily life. Mathena and Riswan stated that, "In today's technology-driven world social networking sites have become an avenue where

retailers can extend their marketing campaigns to a wider range of consumers" (87). Social media create a strong bond between brands and consumers. Social media have changed the approaching system with customer of all businesses. Thus, it is very important if not crucial for a company to learn how to use social media for promoting products. After finding the client's expectations through e-commerce platforms, distributors can create, maintain and give high quality services because everything is computerized and there is less chance to cheat with customers. Of course, fraud in online shopping is also prevalent, but the computerized process of management is secure.

Thus, it comes to no surprise that social media marketing is a very huge place with Facebook, Instagram, YouTube, Email, and others. Most of the people of today's world are using different kinds of social media. It has also been extremely useful during the COVID-19 pandemic where we were compelled to not go outside and used the virtual world to lessen our boredom. Moreover, we were wise to indulge in online shopping instead of going outside and risking our health.

Resultantly, online shopping has achieved global popularity not only in developed countries but also globally. In Bangladesh, it is no exception. Indeed, social media platforms make use of advertisements since most of the popular ones are free to use. These platforms can easily connect retailers and buyers because this system is quite easy rather than the traditional system. Before this, we all had to go to market or shopping mall to buy anything we need, but now we can order our desired things through social media sites where the retailers already created their business profile or pages from where we can easily select what we need. It is quite easy to purchase something on the internet. Good e-commerce websites allow us a neat array of selections not much research is needed to select what suits us best. At first, we simply choose the products from the website and confirm our purchase and enter payment options. Most Bangladeshi websites also allow payment upon delivery, and so payment can wait until the

product reaches our doorsteps and we verify. Indeed, social media marketing is quite enticing and convenient.

Paper Rhyme mainly works to promote different businesses on the internet. In my internship program I have worked to promote different brands on social media – for example, Vitalac Dairy and Food Industries, Community Bank, Double Bass Productions, LankaBangla Finance Limited and Vitalac Aerosol. I had to share their products and pages with my friends and relatives and also in different groups. It was also during my internship period that *Paper Rhyme* created their YouTube channel so that the company can more easily reach to more people.



Shafkat Ayon

July 4 · 🧑



Please subscribe our channel and enjoy the videos. 🙏

Paper Rhyme®



YOUTUBE.COM

Paper Rhyme Advertising Ltd. - YouTube

We develop business design. Paper Rhyme is a one stop total creati...



Rokeya Riya, Mahadi Hasan and 12 others

👍 Like

💬 Comment

➦ Share

YouTube Channel of *Paper Rhyme*



Shafkat Ayon

July 25 · 🌐



Premium products from [Vitalac Dairy & Food Industries](#). 🍌
You can get them from your nearby retail shops and Agora.

Vitalac
A NESTLÉ BRAND

vitalac.com.bd

1st row: vitafrost orange | vitafrost mango | vitafrost lemon | oatmil
 2nd row: vitacare braking powder | vitamalt malted food drink | vitamalt malted chocolate drink | vitacare corn flour
 3rd row: vitacare cocoa powder | fassmil junior | fassmil full cream milk powder | fassmil full low fat | vitalac full cream | vitacare custard powder

📘 facebook.com/vitalacdairiesandfood/ 📘 facebook.com/VitaMalt-Malted-Food-Drink

Vitalac Dairy & Food Industries

July 25 · 🌐

Vitalac Family #nutrition #milk #faska #growingup

Products from Vitacare Dairy and Food Industries



Shafkat Ayon

September 12 · 🧑🏻



YOUTUBE.COM

Glorious 2 years of Community Bank

Community Bank Bangladesh Limited was established with the kind...

👍 Like

💬 Comment

➦ Share

Community Bank

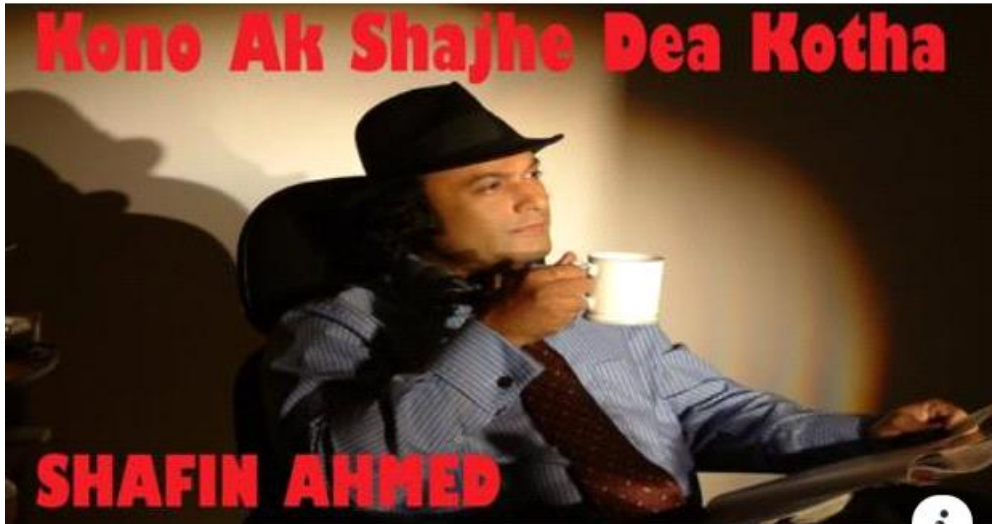


Shafkat Ayon

July 13 · 🧑



Enjoy his legendary songs and also subscribe his Youtube channel. ❤️



YOUTUBE.COM

Shafin Ahmed | Kono Ak Shajhe Dea Kotha | Subscribe to this channel for 100s of songs by SA

Double Bass Productions and Shafin Ahmed's YouTube Channel



Vitacare Aerosol

3.3 Video Translation

I want to start with the preface that this is the most difficult job I have ever done in my entire life. I had previously learned translation from ENG 465: Translation Studies. However, this was the very first time I did video translation which were around 1 hour and 30 minutes in length. Most of the videos were Facebook live discussions where they shared platforms of banking, health and marketing. There was one moderator and 5 to 7 guests in every video.

In total, I have translated around 10 to 12 in the span of my internship program. They were my weekly tasks which I had to submit in time. When translating those videos, I have applied my knowledge from ENG 465: Translation Studies, though, as mentioned, translation

on this large scale was quite challenging to me. Peter Newmark stated that Translation is characterized by "its own excitement, its own interest" (6). There is nothing called satisfaction in translation. A good translator can never be satisfied with his work. Translation is term which can be improved by changing hands. A translator always tries to use his skills to create a good translation of a text, image or a video.

Still, to ensure the best possible outcome, while translating I have applied two methods: "word for word" and "sense for sense." I primarily translated Bangla to English, and among the various challenges I faced, sometimes I could not get the exact word. In those times, AZM Saif sir helped me a lot by providing suitable meanings. My primary purpose was to ensure audiences can understand easily. In scenarios where I faced problems in "word for word" method, I applied "sense for sense" method. I ended up using the "sense for sense" method as this seemed the best course of action to me. That said, I have also focused on accuracy, trying my best to translate each and every conversation. If sometimes I missed any sentence, that moment I tried to match the meaning from the context.

Video Translation Sample

Topic: Thalassemia impact in the country and how can we cure and prevent this Hereditary Blood Disorder, "What's new ahead"

Kh Kabir: Assalamualaikum, good evening, everyone ... [more formalities]. We have five specialists from five sectors in today's meeting who will share their opinions with us. From them two are doctors, two are entrepreneurs, and one is a teacher. Before starting the meeting, I would like to say something about Leader Forum BD.

We started this one year ago, during Corona period to help people in many ways. We have 2500 people in 23 sectors in all over Bangladesh. ... We have taken so many projects in our

hand to control Thalassemia. As we know, every year in our country around seven thousand children get affected in Thalassemia.

Thalassemia is a blood related disease which can be caused by different reasons. This is a genetic disease. It can be cured through proper treatment. So, in today's discussion, we will get know about Thalassemia more from our guests. Now I will introduce our guests. ... Now I play a three-minute video of Leaders Forum BD. so that audiences will better understand about our plan and program.

Thank you all for watching the video. We made it on 13th July. ... Now I will go to Mr. Shahed to get some information about Thalassemia in a nutshell. Mr. Shahed, can you hear me?

Dr. Shahed: Yes, I can hear you. Hello everyone. Thank you, Mr. Kabir, for giving me opportunity to share. Thalassemia is a genetic blood disorder. The main thing which happens in this disorder is when a baby affected ... the level of hemoglobin gets down because of this disorder. At first, patients come to us because of low level of hemoglobin in their blood. Major Thalassemia is the dangerous version of this disease. ...

The symptoms of Thalassemia are: baby will be tired all the day, his/her face will look fade, he/she will not act like other healthy kids, cannot eat properly, slowly his/her face and size of stomach will change, and so on. ...

The main problem of Thalassemia is, the proper treatment of this diseases is too costly and most of the parents of our country cannot afford it. So, the only thing we have to do is changing the blood of the patients. This process is known as blood transmission. It helps patients to control the level of hemoglobin in their blood. This is also a complicated process. Different blood donors' blood is quite different Through blood transmission, other diseases can be spread. ... Sometimes the iron of blood does not break in the patient's body; that time, it affects

his/her heart, kidney and liver. This becomes poisonous and patients face more complication.

When these happen, we need different medicines which are also costly. ... For a single Thalassemia baby, other children of the family also suffer because parents cannot take proper care of them because of that Thalassemia child. ... We all know that one set gene comes from father and other set comes from mother. When one set carries the Thalassemia, this hampers the baby a little. That time the baby can get a normal life like one of their parents. The main problem comes when both parents carry Thalassemia; that time the baby has to take medicine and other people's blood.

To prevent Thalassemia, one should test their blood before marriage. We are working to prevent this disorder ... This is not a matter of shame or anything. ... Every people and organizations of the country should work on it. We have to tell people that before marriage they have to test their blood and one Thalassemia carrier should not marry another carrier. As a doctor I always try to spread this everywhere I visit. ...

Thalassemia test is not so costly. It takes 1200-1500 taka in our country. Sometimes I help them to complete the test in low amount which is 200-300 taka. Government also helps people regarding this matter but the service is limited. ... I am again saying that this is not a matter of shame; this is so natural. Thank you all.

Kh Kabir: Thank you so much Dr Shahed. ... Professor Hamida Khanum, what do you think about Dr. Shahed's opinion on social awareness to prevent Thalassemia?

Professor Hamida Khanum: Thank you Mr. Kabir and other guests of this program. ... This disorder Thalassemia remains hidden to a carrier. When both carriers marry to each other, that time their children can be affected in Major Thalassemia which is too much painful and dangerous. ... Other thing is we have to distribute leaflets among people so that people from

rural areas also get ideas about this disorder. People have ideas about dengue, corona, malaria but they have less idea about Thalassemia. Another thing ... is test before marriage. I think it should be compulsory. ... Government should take proper steps for preventing this disorder.

A Thalassemia patient suffers a lot during his/her whole life. Normally they cannot eat, play, read like other normal children. Maximum, a Thalassemia baby can continue his/her study up to class 8 but there is also example of completing MA. This is a rare case. Mostly Thalassemia babies are less energetic because of the low level of hemoglobin in their blood. ... We should provide him iron and vitamin B12 ... to control his/her hemoglobin level in blood. There is another medicine which name is 'Centrum' ... to control the level of hemoglobin in blood. It is too expensive but effective. Food also helps the patients a lot. Tomato, beet, vitamin C, color fruits are very helpful for the patients. Before donating blood, we have to test Thalassemia and have to tell the donator to stop donating blood if he/she is a carrier of thalassemia. This process is not so easy but we have to do this. Campaigns also can help to spread awareness. ... Thank you everyone.

Kh Kabir: Thank you so much, Professor Dr. Hamida Khanum. ... Now we will go to Mr. Fakhrul Arefeen, who is a creative person in media sector of our country. Mr. Fakhrul, can you share your experiences, your works related with Thalassemia?

Fakhrul Arefeen: Before starting my speech, I would like to share a video link with all of you so that you can better understand my works regarding Thalassemia disorder. Please watch the video first. Basically, I have a relative from Dhaka Medical College who is a researcher of Thalassemia disorder and I got to know from her about Thalassemia and also how patients survive painfully all of their life, how their family face different problems in society and everything I knew from my friend. ...

By thinking all of these, my organization decided to work to stay beside Thalassemia patients.

We first got opportunity from Thalassemia foundation of Bangladesh where we helped them through our works. Actually, our corporation Gondi makes films so we directly talked with the foundation and signed a project. Firstly, we work to prevent them ... The young people who are going to be married in next five years. ... We collect blood from donors and use them in patients. Sometimes we provide medicine to them. ... We already worked all over Bangladesh. Now we are thinking to launch an app to give proper service to whoever needs this. Almost like Uber which can easily track the patients and provide him whatever service he/she needs. ... We made two short videos on this topic. I already have shared one with you all and sharing another one. If you people share them with your friends and relatives it will be much helpful for us.

Kabir: Thank you Mr. Fakhrul Arefeen. ... Now immediately we will proceed to Dr. Halida Akhter who is working with us from the beginning. ... How do you think you and Leader Forum BD are working in preventing Thalassemia?

Halida Akhter: Thank you for bringing me in this meeting with an important topic which should be known by each and every human being. We doctors at first thought that Thalassemia cannot be prevented. But day by day after reading Thalassemia, we got to know that if we take some steps against it, in future it can be prevented. ... Since Thalassemia is a blood related disease, when patients come to us, they already get late. ... The main important part is how to prevent this disorder. 7% people of our country are carriers of Thalassemia. This is a huge chance to spread this disorder to our future generation. ... It will be easier for us if we can prevent this disorder as soon as possible. ...

Another thing I observed is people have less idea about Thalassemia. We should give proper knowledge to people that it can be prevented. ... 8th May is World Thalassemia Day. In this year our topic was so interesting. Bringing awareness to young people and blood test before

marriage. We worked in these two themes ... with school, college and university students so that they can know about this from early age. This will be a good platform because teachers will help us to make students understand this topic. ... We are also arranging different counseling among people so that they can share their problems with us. If we can make a rule that one carrier cannot marry another one carrier, it can prevent Thalassemia a lot. In Health Department we have a guideline about Thalassemia. ... Leaders Forum BD are doing an excellent job by collecting funds for Thalassemia patients. Hopefully, we will succeed soon. ... I am not a Thalassemia specialist but I try to help as possible as I can. Thank you everyone.

Kh Kabir: Thank you so much Halida Akhter. Now Tamanna Rabbani who is working with us for a long time in different sectors will share her experiences in preventing Thalassemia.

Tamanna Rabbani: Thank you everyone. From today's meeting I got to know more and more about Thalassemia. ... I have also faced some problems while giving birth to my second child in America. Doctors told me that the baby is not normal, so do I want to keep it? I took the best decision of my life and kept my baby. It was not Thalassemia and I gave birth to a healthy child. I tested every possible test. I had awareness, so I could make it. So, we have to spread awareness. Everyone talks about preventing them by testing blood before marriage. I think this is the possible way to prevent it. Sometimes emotional attachment plays an important role in a relationship. But if you or your partner is a carrier you people have to take some precautions to prevent this disorder. I want to request Dr. Shahed, Dr. Halida and Professor Khanum to share their intelligence with us so that I and Fakhrul can spread great awareness to people about Thalassemia. We will use your knowledge to make it happen. We have connection with other organizations. We will bring it to them. We will ask them to help us. ... Thank you so much everybody to give me the chance.

Kh Kabir: Thank you Tamanna Rabbani for sharing your plan with us. Leaders Forum BD is

working for advocacy. We support every good work that can bring change to human life. Today we arranged the meeting with an important topic which is Thalassemia. We got to know so much about this and our guests share their works, plan and ideas with us to cure and prevent Thalassemia in our country. Thank you everyone for joining us.

Chapter 4:

Having had a Concentration in Media and Cultural Studies with Internship Experience

Having majored in media, I have learned a lot about how the media works, and mediates, the world right now. My media major courses helped me a lot to better understand theories and terms which are directly related with media. In particular, the courses are ENG 401: Editing, ENG 404 Copywriting, ENG 440: Print Media, ENG 331: Introduction of Cultural Studies: Theory and Practice, and ENG 333 Globalization and Media. These courses helped me a lot during my internship program. The connection of different terms, concepts and theories are given below:

- **Timeliness:** Arguably the most important part of any job is to maintain the time schedule. There is a limited time of every work. During my internship program, I had to maintain strict deadlines for my tasks. While doing the translation assignments, the time duration was a week for every video. Those videos are related with business or health. For some lengthy videos, I got one or two days extra but not more than ten days in total. I had to keep in mind a great many things when translating a video so that readers can understand it easily and better. Of course, I am not saying that I have got unjustifiably short time for doing those. Rather, I needed ample time to make sure the translated works are done properly. No doubt, without proper care and helping of Saif sir, it would be a problem for me to finish my tasks.
- **Globalization and Media (ENG 333):** While doing this course, I got to know that all the countries are related with media. Government, culture, business, religion, perception of people – everything in this modern world is connected to globalization.

Economy, politics, technology and media are all interconnected with each other. In this era no one can succeed to a great extent without getting others' help. As Göran Svensson stated, global marketing as "used in different context, but is often applied with a variety of meanings" (574). It shows the diversity in media and marketing.

When I was doing my internship, I had to promote and share many products and items with my known people. The purpose of promoting those was to increase audience reach. For example, in last August and September the amount of Dengue patients become more in our country. That time my aunty asked me to buy her a "Vitacare Aerosol" to prevent the mosquitos from her house. This happened because I relate to my aunt on social media. She saw my regular posts and wanted to buy the product. I also have friends and relatives abroad. I also asked them to share those products so that the people from abroad can also get some ideas. Furthermore, I also mentioned my relatives and friends in singer Shafin Ahmed's post which was a new song of him. All those people listened to the song and the singer got some subscribers through this promotion on his YouTube channel. Without sharing or promoting on media, it is quite impossible for any product or item to make a strong stance in the market. Interestingly, I could do all these promotions by sitting at home without stepping a foot outside. This is how modern promotion works in a globalized world.

- **Ethics and Ideology:** If I am doing a work, it is my total responsibility to complete the task properly without unnecessarily complications. Any work ought to be done with an ethical mindset. Without positive ethics and ideologies, an activity never quite reaches its ideal state. Norms, beliefs and values are some of the most important things in our life and they are the parts of our innermost belief systems. While doing my tasks in the internship program, I have always adhered to such ethics and ideologies. I was honest and dedicated to my job. Whatever task my supervisor gave to me, I did them with my

own. I did not take any help or suggestions from my teachers, friends or relatives because my company does not allow it. Only my supervisor and other employees of the company helped me whenever I need it. While doing the translation tasks, I applied my own knowledge. Saif Sir gave me a jar of coffee which is made by Vitacare. I first used it to drink and when I realized this is actually a good item to use regularly, then I shared and promoted them with my people. If I found any problem in that product after using, I seriously would not promote it. Thus, my ethical stance has always been at the forefront to prevent shallow marketing, and when my job aligned with my ideology, I thus felt even more fulfilled and satisfied.

- **Mediascape:** Mediascape means flow of media across borders, the “[infusion of] the landscape” of real life with digital advancement (Stenton 98). In the near past, forms of mass media were restricted to television, radio, and newspaper. Now in today's world, the internet has taken the over the media platform by providing us with the best and most convenient of services. We can know almost every update of the world in a second through internet. People use Facebook and YouTube, among other social media platforms, to get the latest news of any place rather than the television or newspaper like before. The world of mediascape is huge and we are already dependent on it. Through the help of mediascape we can easily know what is going on the earth. If we miss any interesting news, at that moment mediascape helps us to get in touch. Moreover, we can get involved to others’ culture through mediascape.

Basically, my job was internet based. I worked as a promoter of many products. There I saw how promotion works and how companies use different platforms of the internet to reach to their customers. It is indeed very simple to spread something by mediascape. We people mostly spend our time, leisure and otherwise, on various social media. So, it is very common that we are seeing different advertisement of products in

our timeline. Obviously, we do not buy all of them, but sometimes those are useful for our daily life, and sometimes we are just taken in by the allure and sold.

Chapter 5

Personal Account

Working in *Paper Rhyme* was very effective for me. Before going there, I did not work at any other office. So, at first it was a new experience for me to work under a supervisor with some colleagues. I completed my entire internship online except for the last ten days, in which I spent some time at the office. They are well organised about everything. After talking with Saif sir, I got to know how professional and dedicated he is about his work.

Indeed, interning there has granted me precious knowledge about advertising media. Now I am confident I can work as a promoter, translator or an editor at any workplace without any hesitation. Though my internship was unpaid despite the massive responsibilities I was given and the hard work I had to put in, I tried my best to complete every assigned task. I was punctual and responsible in my work, and having gone through all of that, I can honestly say I do not regret anything. Rather, the boost in confidence and the physical, mental, and spiritual growth from *Paper Rhyme* – I will cherish all these things on a personal level, not to mention that these will serve as valuable tools for my professional future.

Chapter 6

Conclusion

6.1 Final Thoughts

I am happy to state that, the three months of my internship program were a paradigm-shifting experience for me that will surely help me to become a professional in real life. Not

only in my job life, but also in other areas of my life can I can use the skills I have learnt at *Paper Rhyme*. At first, I thought to complete my internship under a television channel. However, I had no regrets the moment I started my intern under *Paper Rhyme*. This was rather a good choice for me. Although it was difficult and I had to exert a lot of effort, the experience I gained makes up for it. In particular, my writing and communications skills have developed in this internship. Even more importantly, I have developed interest in working in this sector. I am extremely grateful to this organization.

6.2 Recommendation

While choosing my major, I was in a dilemma when it came to choosing my area of concentration between linguistics and media and cultural studies. After getting proper ideas of those two, I have chosen myself to be a student of Media and Cultural studies. My major courses helped me a lot to understand how to work in media. I can say with confidence that if I did my internship program at any television channel or any newspaper agency, I would not face any problem because my media courses have taught me about journalism too. The courses offered by Brac university are quite practical and useful for a media major student to understand the media world better. I now understand exactly how much my major courses helped me in my workplace, as I could relate every term and theory I have learned at university. In some courses, we did some practical tasks too which prepared me to be keep calm and be confident even when working under pressure.

To conclude, this is the final report of my entire Brac University life. I am forever thankful to the university authority for providing me a quality education. I have tried to put everything I have done with *Paper Rhyme* in this report. This internship program has motivated me to pursue related careers in the future. I am beyond grateful to my journey and hope I can harness the skills I learnt along the way for the welfare of the society.

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