

A 360 Degree Exposure to Print Media at Campaign Bangladesh

Faiza Chowdhury
Student ID: 06203005

Department of English and Humanities
December 2009



BRAC University, Dhaka, Bangladesh

A 360 Degree Exposure to Print Media at Campaign Bangladesh

A Report

Submitted to the Department of English and Humanities

Of

BRAC University

By

Faiza Chowdhury

Student ID: 06203005

In Partial Fulfillment of the

Requirements for the Degree

Of

Bachelors of Arts in English



BRAC University
December 2009

ACKNOWLEDGEMENT

I would like to thank our department chairperson Professor Firdous Azim for being a constant source of support and guidance; it is under her watchful eyes that I have made it so far. I would also like to take the opportunity to thank Professor Syed Manzoorul Islam from the Department of English and Humanities. Though I only had the pleasure taking a single course with him, his words of wisdom and guidance has been of immense benefit to me, and his sense of humour has helped create many fond memories here at Brac University. I would also like to take the opportunity to thank Ms. Rukhsana Rahim Chowdhury for being the most wonderful faculty for the last three years, without her help and patience passing the many a literature courses would have been quite a challenge. Last but by no means the least, I would like to express my heartfelt gratitude to my advisor Ms. Roohi Andalib Huda, without whose guidance and unparalleled patience completing the gruelling task of writing the internship report would have been very difficult.

Lastly, I wish to thank Mr. Numayer Mahbub, publisher, Campaign Bangladesh for giving me the opportunity to complete my internship at the monthly. I would also like to thank the dedicated staff at Campaign Bangladesh for making my stay at the magazine a memorable one.

Content Page

1. Introduction	1
2. Company Profiles	3
i) Haymarket Media Group	
ii) Unicom Media	
iii) Campaign Bangladesh	
3. Bangladesh Brand Forum and Campaign Bangladesh- A Comparative View	6
4. A 360 Degree Exposure to Print Media at Campaign Bangladesh	12
1) Articles	12
2) Editing	23
3) Page Make Up	24
5. Hurdles of Working in a Newly Established Magazine.....	28
6. Work after Internship	30
7. Conclusion	32
8. Work Citation	34

1) Introduction

Having entered Brac University in Fall 2006, it never occurred to me that one day I will have to sit down and write a report on an experience which will ultimately help me grow as an individual. Initially it was all about attending classes and making sure I had all the necessary books. However, even from those times, at the beginning of every semester I was invariably told to think about my “area of concentration” so as to take the courses accordingly. What were only simple words of reminders soon became a reality from my sophomore year, and finally, having taken a blend of Linguistics, Literature and Media courses, I finally decided to steady my focus on the field of Media and Cultural Studies.

While Literature courses offered a wealth of information on the creations of geniuses from all over the world and from different times, and Linguistic courses enabled me to understand the proper usage and implementations of English Language, there was definitely something extra in the courses I had taken for my area of concentration. A mixture of theoretical exercises and practical applications, the courses for Media and Cultural Studies seemed a perfect blend of both fun and work. Whether it’s a detailed analysis of Foucault and Said’s work in the Cultural Studies course or writing a short article in Writing for Print Media, the courses needed to complete the Media concentration had them all and more.

From a more personal perspective I have always enjoyed writing in English and the recent surge of English magazines in Bangladesh seemed to provide the ideal chance for

me to explore my potentials. However, despite the sudden rise in the number of such lifestyle and fashion magazines, not all of them provided the right working environment and timings (as I had found out in the short time that I had worked with *Purple*). Then I was finally introduced to Campaign Bangladesh by a friend and senior student of Brac University. Although I was skeptical about the magazine and was unfamiliar with the work they did i.e. media, PR and branding, the magazine's outlook and focus, as well as my friend's reassurance that I could handle anything they asked me to do finally gave me the courage I needed to go ahead and accept the part time job being offered by Campaign. The rest, like the saying goes, is history. What started as a scope for extra pocket money then turned into an ideal place for me to do my internship and with completion of my internship, Campaign has now turned into my full time source of employment.

Thus, the courses I have completed so far, for my concentration in Media and Cultural Studies, along with my internship at Campaign Bangladesh are an invaluable part of my education life. Not only has it enriched me with theoretical knowledge about the functions and methods of the media (print especially), it has also given me the chance to apply my learning in the real world (the internship).

2) Company Profiles

i) Haymarket Media Group

Established in 1957 as Cornmarket, with Clive Labovitch and Michael Heseltine publishing their first hardback titled *Directory of Opportunities for Graduates*, Haymarket has gone through immense expansion as a publishing and media pioneer. A clear view of the chronological development of the organization and a list of all the different magazines and papers that come out under the title of Haymarket will reveal the kind of position it holds in the global business of publication.

Since the company was founded nearly half a century ago, Haymarket has always prided itself on being a highly creative business, with an unrelenting focus on the quality of products and people working in the organization. With a philosophy which dictates that only by having the highest quality individuals and combining them with the best in content, design, and production can one truly move ahead, Haymarket has proven itself as one of the key publishing organizations in the world with publications which cover a wide range of topics. Serving a broad spread of markets, from sport to medicine, from technology to town planning, Haymarket publications can also be found in the areas dealing with consumer, business and customer media, along with exhibitions and live events. All these are just naming a few of Haymarket's area of focus of course.

ii) UNICOM Media Ltd

A brainchild of Numayer Mahbub and Shabbir Islam, UNICOM was established in 2004 with an aim to take outdoor advertising to a whole new height. With a vista of opportunities waiting to be explored in terms of out-of-home advertising UNICOM was set up in order to tap into every possible aspect of such advertising. Some of the largest and most prominent of the organization's work includes the placement of billboard under and over the Mohakhali flyover and having access to full airport advertising at Zia International Airport, along with the Chittagong and Sylhet airports.

With a mission and vision to become one of the largest out-of-home media companies in Asia, UNICOM seeks to progress through innovative designs and concepts, create markets that are both attractive and functional because of its presence in every segment of outdoor media. Having already installed an LED in front of ZIA , UNICOM is well on its way to achieving its aim of climbing the competition ladder prevalent in the burgeoning media and ad industry of Bangladesh.

Keeping in line with its mission and vision, UNICOM went out to acquire the license from Haymarket for the publication of Campaign Bangladesh.

iii) Campaign Bangladesh

Haymarket advertising industry title Campaign is the first international business and media magazine to be launched in Bangladesh and it is published by Unicom Media Ltd.

Campaign is dedicated to celebrating creative excellence in the media, PR, advertisement and communications industry whilst putting creativity firmly in a business context.

A lively mix of analysis, features and comment, the magazine spans the range of advertising, media, direct, digital and marketing communications. Campaign Bangladesh, however, also hopes to provide advertisers with the opportunity to reach out to 'niche high end audiences' in order to help market their products. As for text content, Campaign Bangladesh strongly believes in bringing out the faces behind successful projects in the various sectors and highlighting them as individuals. Furthermore, coverage of events and latest industry news, along with helping to promote brands are also centrifugal to Campaign's beliefs.

3) Bangladesh Brand Forum and Campaign Bangladesh- A

Comparative View

Bangladesh Brand Forum (BBF), a monthly business publication, was launched in 2008 as a pursuit to activate the concept of branding as a strategy towards building the business ethos of Bangladesh.

As the brief introduction to the magazine states, "*[at] BBF we are driven to provide the inspiration and knowledge to our corporate world in producing world class business and brands. We want to present brands in their right context. We want to establish that brand strategy should drive business strategy. We want to break the myth that becoming a dominant brand in the market is only a matter of pumping money into the advertising budget, when in reality a brand driven organization supported by all functions creates an everlasting personality.*" (www.bangladeshbrandforum.com)

Furthermore, BBF's belief that in a global economy subject to changing market dynamics and heightened competition, the role of brands has never been greater. At a time when countries are constantly engaged in fight for more investment, they want their brands to be in high demand around the world; they want the country to be a preferred destination among the fast growing globalization of market. However, for all this a thorough understanding and application of branding principles is required. Keeping this in mind Bangladesh Brand Forum has been working to associate with some renowned institutes and business thinkers from both the academic and professional field. With content materials coming in from places such as INSEAD to Harvard Business Review, British

Brand Group, Faith Popcorn, Seth Godin, Ad Asia, Milward Brown, Professors from London Business School, Indian Institute of Management, Penn State University, Institute of Business Administration, University of Dhaka, and leading practitioners from the Bangladesh business community, BBF aims to be a publication with both global and local insights. (www.bangladeshbrandforum.com)

With the introduction out of the way, it can be easily understood that just like Campaign Bangladesh, Bangladesh Brand Forum is also catering to a niche market with its specialized information content. However, there are certain differences in the manner in which the two magazines approach the stories that are covered along with differences in the over all visual and layout.

To begin with, having done an internship during which four issues of Campaign had come out, one thing that has caught my eye is the difference in size between the articles in BBF and Campaign Bangladesh. While the former tends to go for elongated write ups on different issues, the latter has a preference for short and to-the-point articles. However, close readings of both the magazines will reveal that it's not necessarily always true that BBF articles contain more information. While certain articles are more analytical than others, Campaign's local materials are in general brief and informative. One of the key elements to keep in mind, while writing the local contents for Campaign Bangladesh, is that they have to be within a word limit which extends up to a maximum of 700 words. While this leaves limited room for detailed analysis, it sets just the right perimeter for a story to be written concisely and clearly. However, having access to content from

Campaign publications from UK and India, if and when necessary or appropriate, Campaign Bangladesh can also go for long and analytical articles written by specialists and industry leaders from abroad.

Following is an example of an analytical foreign content published in an issue of Campaign Bangladesh.

Do the youth get to learn from their seniors?

Do adland's youth gain from the knowledge, talent and experience of seniors in the business?

By Arcopol Chaudhuri

Some days back, when O&M's Ryan Mendonca was declared the best young copywriter at the Ad Club Bombay's Young Achievers' Awards, it was heartening to see the 24-year old's work stand out not just in O&M -a giant creative powerhouse - but also win acclaim in an industry where fame comes only with years of rejected drafts, burned cigarette butts and countless cups of coffee.

As more ad fests institute awards for young creative turks, an increasing number of 20-somethings are being noticed and rewarded. Does it mean young adland is learning quicker and better? Do seniors mentor them? Do they invest time in them?

Nikhil Panjwani, associate creative director, Bates141 certainly feels so. "I've hit a jackpot as far as mentors are concerned. I've never been treated as a junior, but a partner in crime. I just hope I can be half as good as some of my mentors when it comes to taking care of juniors."

O&M's Mendonca and his art partner Mark Benjamin – both agree that it is this sense of partnership and camaraderie that is a big draw in making them join the industry. “Not sure if we'd be able to do a corporate job,” they say. O&M is Mendonca's first job and Benjamin's second. “There's an open, chilled out culture in the agency. That's the way O&M works. We do not hesitate to bounce an idea off our seniors. They help polish it better.”

How quickly a junior copywriter learns the ropes depend not on the mentor alone. A copy supervisor at JWT says, “It's also a lot about your personality, willingness to be groomed and attitude towards work.”

Meanwhile, a copywriter at Grey Worldwide notes, “Sometimes the HR hires too many trainees. Some of them end up being ignored and for lack of being mentored, does not stay long enough.”

Kunal Mhabadi, creative partner, Rediffusion Y&R recalls an incident when he was at Leo Burnett. “Once when the client rejected an ad because of a mistake I made, my senior, Santosh Padhi spent two days trying to explain me things. Without such patience and consistent guidance, I'd have known very little today.”

Viraj Swaroop, creative supervisor with O&M says the sheer thrill of cracking an idea with your senior is often the best learning process. “In my early days at Contract, a campaign took me some 50-odd drafts to write, after which my senior, Raj Nair remarked, ‘Great job, it's 7% there.’ So it's hard, but 100% fun.”

Such room for guidance is only going to increase, as agencies begin to overflow with young talent and the top brass learn to delegate more work to promising young hands eager to tap young consumers. “Many agencies made their junior talent present case studies during Emvies. That's an encouraging sign. Seniors have realised that ideas can come from anywhere,” says Prasanna Kumar of Mediacom.

A comparison between the articles in BBF and Campaign Bangladesh will also reveal that most of the contents in Campaign Bangladesh have a more human angle i.e. Close Up, where as the former focuses more on data, statistics and figures along with their analysis. BBF also focuses more on opinion pieces.

Another significant difference between the two magazines also lies in the fact that Campaign Bangladesh puts special emphasis on the use of visuals and pictures compared to BBF. For every story written about products or people there must be an accompanying picture or creative. With the belief that readers are more likely to be drawn towards a story by first judging its image, almost half of every page for the Close Up section is dedicated to a picture or creative. Furthermore, it is imperative that the picture captures the essence of the article with which it is placed.

Last but not least, BBF's content break down or sections are similar, both in number and style, to that of Campaign Bangladesh's. Give and take, there are roughly about six to seven sections that can be found in Campaign Bangladesh. They are-

- Media
- Close Up
- The World
- Works
- Opinion
- Career
- What's Happening

For Bangladesh Brand Forum the list is almost the same with slight variations such as pages dedicated to analysis and statistical readings. It includes sections such as-

- Ad Review
- Point of View
- Research
- Analysis
- Media Scan
- Advice Columns
- Double View

It can therefore be concluded, that despite catering to the same market and with a focus that is kept specifically on a particular industry, there are significant differences in the over all presentation of the two magazines. Also, while there are certain content variations at times, along with difference in approach, in general the purposes of the two magazines are very much the same and thus they provide suitable competition for one another.

4) A 360 Degree Experience at Campaign Bangladesh

During the three month internship period in Campaign Bangladesh, my key responsibility was to gather information and organize them into relevant stories. However, my experience at the new monthly was by no means restricted to only reporting. Besides the usual quota of five stories per issue I was also given the opportunity to actively engage in the entire process of bringing out the magazine and this included story and picture selection, peer editing and page makeup. Hence, within the period three months I had the privilege of experiencing, first hand, the 360 degree operations of a publication business.

1) *Articles and Interviews*

Being a specialized magazine, the content of Campaign Bangladesh is very much restricted to the corporate and media sphere. The stories covered are news, but not news as one would read in the dailies; the articles are much more focused. Wynford Hicks in his book "*Writing for Journalists*", identified two types of news- hard news and soft news. According to Hicks, hard news is that which deals with "'real', 'serious', 'important' events affecting people's lives". On the other hand, soft news is that which doesn't immediately affect a vast number of people. However, Hicks also establishes that the definitions are by no means solid and exact categorizing of news according to the two types isn't always possible. Still, because events, launches, press conferences, seminars are some examples of what is normally defined as news for Campaign Bangladesh it can

be assumed, to some extent, that most of the material published in the monthly is soft news.

The following is an example of a write up from a press conference and was published as the lead story for the July issue. This is a perfect example of what Campaign Bangladesh aim to do- brings out the activities of various brands as a way of furthering their name and stance.

“ACI Pure Salt Desh Ke Jano” Online Quiz Contest

Faiza Chowdhury

ACI Pure Salt and Aamra Infotainment Limited, a concern of Aamra Group, jointly launched the country's biggest ever online quiz contest “ACI Pure Salt Desh Ke Jano” on the 20th of April 2009 at a press conference in the city. Present at the conference were Syed Farhan Ahmed, Managing Director of Aamra Group, Russell T Ahmed, COO of Aamra Infotainment Ltd, Director of ACI Pure Salt Syed Alamgir, and Business Director of ACI Pure Salt Ashraf Bin Taj.

With an aim to encourage the younger generations to learn about Bangladesh's rich culture and heritage, the contest will start on the 27th of April and end on the 30th of May. As the name suggests, the competition will focus only on topics related to Bangladesh, hence the questions will be prepared accordingly. Any Bangladeshi citizen, 14 years of

age and above, can participate in the game by logging onto the website ["www.2funmail.com"](http://www.2funmail.com)

The competition itself will be held in three phases, where the first two will take place online and the final phase will be held live on the 30th of May at China Bangladesh Friendship Conference Centre. According to the organizers, one person can only register once and in order to succeed in the competition participants must answer a given number of questions within a particular period of time. While wrong answers will disqualify a contestant from the first or second phase, s/he can play these levels multiple times. Ten final winners of this competition will receive a cash reward of Tk. 1, 00,000 (1 lakh) each.

"2funmail.com", the first major gaming portal in Bangladesh was launched on the 1st of January 2009. With over 300 games and free registration, "2funmail.com" seeks to provide the people of Bangladesh with quality online entertainment. Speaking at the press conference, Russell T Ahmed explained, "There is a huge void in the use of internet and all its applications in our country and with the help of "2funmail.com" we hope to seal that gap in the near future." Furthermore, he also talked about the vast potential of the gaming industry worldwide and the need to promote game developers from our country. About the "ACI Pure Salt Desh Ke Jano" contest, Ahmed commented, "This is one of those games which parents will want their children to play. It is a great opportunity for everyone to really learn about their country." Also, the fact that internet penetration in Bangladesh is still a barrier hadn't escaped the attention of the

organizers. According to Ahmed, very minimal amount of bandwidth is required to access "2funmail.com" which means people can access the website from cyber cafes. In addition, the organizers have arranged for a special road-show where they will have laptops and internet connections so that everyone can get a chance to play. "We hope that this contest will motivate people to access the internet in general", said Ahmed.

The media partners for this event are Daily Shamokal, Radio Foorty and Channel 1, with Banglapedia as the strategic partner. COGITO is in charge of the promotional activities for the contest.

Press conferences and articles which follow are one of the most common sources of content material for the monthly, and they happen to be one of the easiest to write about. All necessary information is given with the handouts provided by the hosts/organizers. From there it's all about organizing the information according to importance and relevance, and make the write up cohesive and informative.

Also, gathering information from press releases offer the same benefits as that of press conferences. Again all necessary details are provided and the rest is all about putting it together. Despite the seeming similarity, one major difference still exists between the two methods of gathering material. Attending a press conference allows the writer to incorporate quotes into the final write, whereas a press release might not provide the quote. Naturally, inclusion of a quote makes the article a lot more authentic.

The following is an example of a press release write up. The text is brief and contains just about enough information to introduce the parties concerned, their line of work, achievements etc, and the over all approach is very much impersonal.

Carat-MediaAxis Join Hands

Carat, the world's largest global independent media communication network, will be launching itself in Bangladesh in affiliation with MediaAxis, a wholly owned subsidiary of MACOMM one of the fastest growing advertising agencies in Bangladesh.

Established in 1968, Carat, a member of Aegis Group PLC, was one of the first independent media specialists in Europe. With its focus on separating media from other full service creative agencies, and providing services such as sponsorship, communication planning, public relations just to name a few, Carat is now a globally represented establishment with its presence in 82 countries. The organization also boasts a large number of industry achievements which includes being nominated by RECMA (Media Agency Benchmark) as the world's number one Media Agency Network, receiving the Award for Overall Excellence by Mobile Marketing Association - USA, being one of the top five Admired Media Agencies in India, as well as, Campaign's International Media Network of the year. MediaAxis, on the other hand, was launched in April 2009, and comprises of a service portfolio which also includes communication planning, event management, public relations, sponsorship etc.

The affiliation agreement signing took place in Singapore recently, where Mr. Phil Brook, Chief Financial Officer, Asia South signed on behalf of Carat and Mr. Rabeth Khan, CEO – MediaAxis signed on behalf of his organization. Also present during the occasion was Mr. A. Bhasin, Chairman India & CEO South East Asia. With arrangements to start full operation of the partnership from May 2009, the concerned parties have plans for a grand launching ceremony to mark the occasion.

With over 4,000 clients around the world – Carat, along with MediaAxis, commits to bring to Bangladesh a wealth of international experiences and expertise, through extended global network, and further develop the media communication sector of the country.

The next more common form of material published in Campaign Bangladesh includes product launches and events. These are normally classified either under the News or What's Happening section depending on the immediacy of the event. These are usually time consuming and demand extra effort as it is imperative to attend the gatherings in order to accumulate the relevant information. The style of writing from events and launches are generally more descriptive as they usually contain various functions and activities in order to engage the guests. Hence, care must be given to include the small details along side the main points.

Following is an example of a relatively large event that I had the privilege of covering. A close look at the content will reveal that the focus of the story is mostly on the presence of the people at the event. As the guests are usually the highlight, after the product or

service being launched, names and designation along with what they say usually make up a chunk of the article.

AG Automobiles Brings Three Ford Models to Bangladesh

AG Automobiles, a concern of Anwar Group and the exclusive dealer of Ford vehicles in Bangladesh, introduced three models--Ranger, Focus and Everest--in a glitzy event on July 14.

Chief guest Faruk Khan, minister for commerce, formally launched the programme.

The event, which marked the inauguration of AG Automobiles' new showroom in Abdullahpur, Uttara, as well as the renewed dealership rights, boasted the presence of many noteworthy personalities, including guest of honour James Moriarty, US ambassador to Bangladesh, Health Minister AFM Ruhul Haque, and Managing Director of Anwar Group Hossain Khaled. A number of officials from Ford Motor Company's Asia-Pacific region were also present.

A number of automobile brands have been trying to make their presence felt in Bangladesh for quite some time and faced their shares of ups and downs. Ford's presence here adds a whole new dimension to the burgeoning car market that always had momentum even during tough times. In the past, AG Automobiles had sold many models of Ford cars here in Bangladesh.

According to David Westerman, regional manager, Asia-Pacific, Ford export operations, Ford's market share in the US jumped from 18 percent to 23 percent in June despite the recent economic turmoil. Furthermore, its EU market also saw a six percent rise, making Ford the second most preferred car brand there. "While many other car manufacturers are facing problems, our position in the global car market is still very strong." David said, adding, "Ford's entrance in Bangladesh will obviously help us stimulate our global sales, and I hope Ford will go onto becoming a popular brand here too."

Speaking on the occasion, Hossain Khaled explained how he wishes to add a whole new level to the way one feels about owning a car. "There is a lot of passion behind opening this Ford 3S centre and I want our customers to receive the highest quality of service so that owing a Ford becomes an experience itself."

During the event, David Westerman handed the prestigious Golden Shovel Award to Mr Hossain Khaled for the steps taken by AG Automobiles to establish Ford brand in Bangladesh.

AG Automobiles presented the chief guest and guest of honour mementoes for their support.

The evening ended on a high note with the guests being entertained with a laser show and live music.

By far, the most difficult write up to pull off are the ones that are placed in the Close Up section. These stories usually focus on well known individuals, their organizations and

the story is usually structured around the theme of the individual's work with the organization. Gathering story material for a close up usually consists of coming up with a pertinent idea or person to focus on, setting up an interview and preparing questions that will be relevant to the angle; all this before putting it all together into proper story. These types of stories give me more freedom as a writer as I can mould it in ways that suits my needs. It is during stories like these that it is important to keep in mind the news structure pyramid and organize the information accordingly. However, because these are soft news it is at times difficult to place the information available and determine what goes before what. Furthermore, during interviews people tend to digress from the topic most of the time which means a substantial amount of time has to be given to find out the required information. None the less, setting up interviews and conducting them made the experience that much more substantial. The questions were usually very much angle related and didn't necessarily put emphasis on all the 5 Ws and the H (who, what, where, when, why and how). In general however the answers to these questions were given to us prior to the interview, as we usually went through known sources, and they were included in the article. The following are examples of a questionnaire sent to an interview before hand and an article that is a perfect example of the kind of story which is classified as Close Up.

Sample of Interview Questions

- 1) *Please give a brief history of BGMEA-when and why it was established*

- 2) *Please elaborate on the organization's chief responsibilities- mention some prominent tasks carried out in order to promote the sector*
- 3) *Please give a brief overview of the situation that prevailed during the recession and the impact it had on the sector*
- 4) *Please elaborate on the measures you have taken/are taking to ensure recovery of the sector from the recession.*
- 5) *What is Bangladesh's current position in the world RMG market*
- 6) *Please talk about BIFT and CEPD- what you expect in the long run from the institution, over all benefit for the sector*
- 7) *BATEXPO- when it started, how its beneficial, what is the aim of such event hosting, what plans do you have to expand this event further*
- 8) *Government is considering providing the sector with a stimulus- please elaborate on why its needed, how it will be spent*

Paper Rhyme (Close Up)

In the advent of the sudden boom in the media, PR and communication industry here in Bangladesh, a multitude of agencies specializing in this sector has mushroomed over night. With the sole aim of aiding large organizations and institutions further their communications and marketing strategies, these small yet efficient organizations have penetrated the Bangladeshi market and established an industry at a pace yet to be matched. While some of these firms are foreign owned and others tend have strong

international affiliations, there are still those who are locally established and thriving just as well, and an example of one such firm would be Paper Rhyme.

Established in late 2005 Paper Rhyme, an agency dedicated to building brands and developing innovative business designs, has only been around for a relatively short time. Yet the success it has enjoyed in these few years is something that goes far beyond its age. Chaired by AZM Saifuddin, Paper Rhyme started its journey with Bank Alfalah as its major client only to grow and add major names such as Transcom Electronics, UCB, Chevron, and Acme to their list of clientele. According to Saif, like any other agency Paper Rhyme too had a humble start and it is with the help of Bank Alfalah Ltd, Acme and Transcom Electronics Ltd, some of their major clients, that it has come as far as it has today. With the basic philosophy of providing their customers with long term communication solutions, Paper Rhyme has evolved into an agency with specialized people from various backgrounds and work experiences. "We believe that we're still in the learning process and we have the opportunity to grow with our clients. For us it's emphatic that we turn a product into a brand, sell it and make it grow as brand," explains Saif. For Paper Rhyme it is not just about creating awareness, it is also about selling the product and the payment model that they have devised for Transcom's campaigns, according to which Paper Rhyme's fees are calculate on the basis of sales made by Transcom, clearly substantiates this.

With a diverse clientele which vary from oil companies to banks to companies producing social goods, Paper Rhyme's learning process has indeed been a successful one. An

essence of this achievement can be found in their campaign for GSK regarding raising awareness about cervical cancer. "For us the success of GSK's cervical cancer awareness campaign was historical. In the 360 degree marketing solution that we provided, the level of consciousness amongst people has shot up drastically in the last few months" says Saif.

With an aim to bring about much needed changes to the marketing scenario Paper Rhyme is now focusing on Customer Relation Management (CRM) as a strategic tool for understanding customer needs and wants so that they can be efficiently and effectively met. "In this age of specialization it is necessary to have devices that will help us understand the market and customers better, hence CRM is very much essential for comprehending the implications of the products and develop appropriate solutions for them," explains Saif. For him CRM constitutes many elements such as time, placement and the message in an ad. It also means understanding product life cycles and customer lifestyles. Market Matrix (a concern of Paper Rhyme) a specialized CRM agency headed by Mr. Kishwar Imdad, has also been established to help and promote this practice.

Despite its accomplishments, Saif believes Paper Rhyme still has long way to go before it reaches its full potentials. Regarding his thoughts about how development of marketing, PR and ad agencies can take place here, Saif believes more specialized people, who understand the importance and art of communication, are needed. He also believes proper institutions should be established for developing such skills so that this industry

can push forward. Interestingly, creation of such an institution is part of Saif's expansion plan for Paper and Rhyme in the near future.

The above given examples just about sums up all the different types of articles that I have come across during my internship period at Campaign Bangladesh.

2) Editing

Editing is the crucial process of selecting and preparing language, images, through processes of correction, condensation, organization, and other modifications in the print media. While there is a complex hierarchy of editors who engage in the various levels of editing, at Campaign Bangladesh the presence of three editors which includes the editor, news editor and the sub editor is more than adequate when it comes to putting the entire package together at the end of every month. This is also possible as being a small team means the reporters are encouraged to engage in the editing process to minimize the chances of mistake.

From the very first month of my internship I was given the opportunity to actively take part in the editing process. However, what I and my fellow reporters did was more of peer editing. While engaging in the task of editing the copies it was important for us to keep the mind the different aspects that an editor would normally look into while editing the copies.

However, there were certain steps that are usually taken before we could start checking each others work. To begin with all copies are first handed over to the sub editor or the news editor, and after they are done checking we (the reporters) went through the printed version of the copies. These prints, also known as white prints or whites, were taken out in the office in order to get preview of what the magazine would look like in final print.

The peer editing process it was what can be defined as "light edit" which is regarded as "changes that do not substantively change the theme, typefacing, tone, structure, characters, or other elements of intellectual property that are held by the author", and include changes to spelling, or grammar in a way that does not deviate from the author's intended style and aim. One of my key observations here is that there are no stringent rules regarding how one points out any error in a text. The proof reader's marks that have specific symbols for specific mistakes are hardly used. If there is any fault we would normally take a pencil, highlight it and make the necessary changes next to it so that they are incorporate before the soft copy is sent to the printing press. Personally, I found not using the proof reader's mark to be a lot less cumbersome as it's difficult to remember all the signs and symbols and it's not possible to refer to the chart for every mistake.

Moving on, besides the usual proof reading of copy, our editing work also included making sure that the page numbers and dates on the paper margins are correct, that by lines have been correctly attributed, that captions are in place according to pictures etc. In all it was a grueling and time consuming job despite the fact that we went through work which were usually made flawless by the different editors.

3) Page Make Up

Very simply put, page make up refers to formatting a printed page including paying attention to the layout of headers, footers, columns, page numbers, graphics, rules and borders, and in Campaign Bangladesh it is no different.

At the very initial stage of page make up it is imperative for the entire team to be present at the office in order to select and place stories in the magazines different sections, next the pictures then need to be selected that will accompany the story. This is an important part of the make up process as Campaign Bangladesh firmly believes in telling a story with pictures; combining text and image to give out a single and unified message. Also, the magazine's style of highlighting a portion of the story in bold font means during make up the copy must be scanned again in order to find a suitable part that captures the gist of the copy. Photo captions are another important aspect of page make up. Significant amount effort is put in to find the right words and expressions to describe the pictures that are published. This becomes difficult at times when there are too many pictures of similar nature and the all the captions start to sound alike.

Included in the page make up process of Campaign Bangladesh is selection of foreign materials from Media and Campaign India. It is important to make sure the articles aren't too alien to the readers of Bangladesh and also that they are appropriate for the Bangladeshi context. Like those of Campaign Bangladesh, the copies selected usually

deal with success stories and events. Furthermore, many opinion pieces are taken from the foreign magazines as an opinion section of the local monthly has not been launched.

Besides the above mentioned tasks, during page make up close attention is also paid to ensure the stories are spaced out properly (minimizing the white spaces), font sizes are for copies and heading are standard through out etc.

Thus, unlike editing, proof reading and writing copies, the page make up process is a lot easier to handle as it is more about the visuals than the minute details that found in the other aspects of publishing.

5) Hurdles of Working in a Newly Established Magazine

Less than a year old, Campaign Bangladesh has made substantial progress as a specialized magazine. However, the monthly is not without its problems. Being new means very few people have heard of it which in turn makes it very difficult to land on news items. Although this situation underwent a drastic change during the last stages of my internship period, initially there were very few events or launches that reporters from the monthly could attend (as we were not informed). The magazine was heavily dependent on press releases and personal contacts for close up stories).

Setting up interviews was another major problem. As no one had heard of Campaign Bangladesh it was difficult to gain access to people in the higher echelon of the corporate and media sector; the people who could provide relevant and substantial material for good stories.

In the recent times however the publication's position has improved drastically and this is evident in the increase in the number of local to foreign content. It is now possible to access a wide variety of news items with relative ease, as good rapport has been established between the various corporate and media houses and Campaign Bangladesh and the different organizations now regularly get in touch when they need media coverage for an event or an individual.

Also, another major problem, which is not in anyway linked to the fact that the magazine is new, is that because Campaign Bangladesh is a monthly publication many of the news items lose the immediacy value and while conscious efforts are made to ensure that the

latest and most relevant news are published, more time and publicity is required before the problem is fixed.

6) Work after Internship

The purpose behind doing an internship is not only to gather material for writing a report but to gain valuable experience in the line of work one wishes to pursue. Even while doing an internship there are limitations as to the extent to which one can involve his or herself, however it is only when the organization allows an intern to work full time that it is possible to truly understand the scope of work that is done.

Having completed three months of internship at Campaign Bangladesh in August, I joined the magazine as a full time reporter from that very month. Naturally, from becoming an intern to a full time staff meant there were expectations that had to be met, which included putting in extra time in the office and covering more stories for the issues to come. Furthermore, as the magazine is slowly tuning itself and is gradually being recognized as an upcoming specialized publication, the amount of events and stories has also increased significantly. For example, during the initial stage of my internship, there was hardly any news that could be covered. However, now the influx of material for Campaign Bangladesh has is such that stories have to be held back as there is never enough room to accommodate them all.

In terms of being actively more involved in the office, the change that I have seen is that now I have to coordinate my activities with that of the other department of the magazine. While during my internship, news ideas were fed to me but I'm now expected to be in the office in order to find out what possible materials are available and synchronize my work

with my colleagues accordingly. Despite all the changes in rules and regulations, working as a full time reporter is adding valuable weight to my overall work experience. Also, the fact that I'm a full time student is also very much taken into account and enough room is allowed for me to do both my work and classes.

Over the internship period having gotten to know my team members have also significantly helped me in being able to work as a full time staff. Their support and suggestions make life a lot easier. In the end, having been able to make a place for myself in the team and the organization has been one of my most noted achievements. Not only have I been able to meet new people and discover my strength and flaws, the value addition of being able to work for Campaign Bangladesh is a reward in itself.

Conclusion

Internship at the end of ones graduation period is an attempt to reinforce what one has learned over a certain period of time to the real life. Being a Media and Cultural Studies major, the three month internship period at Campaign Bangladesh truly gave me a chance to experience first hand the everyday business and activities of a newly established print media agency. However looking back, the courses we studied in the classroom were very extensive and thorough, naturally as university courses should be, but my real life applications of this knowledge was largely restricted. It might be that my chosen organization doesn't strictly follow many of the things that we were taught in the various relevant courses or it may well be that reality is a lot more different than the way it is dictated in the books. Whatever it maybe, while the classes provided me with all the necessary knowledge about the many operations and functions of the print media, the internship added a whole new dimension to my personal understanding of my chosen major.

Not only has it helped to academically, my internship has played a crucial role in helping me to grow as an individual. Working and interacting with people from vastly different backgrounds has helped to better prepare myself for the future. It has also enabled me to identify my strengths and weaknesses as a writer and all the other roles that I had fulfilled during my time at the monthly. As a result I'm a now lot more confident about my capacity to handle myself in the real world. Most importantly however, the internship has introduced me to people who have now become and integral part of my self development in the field of journalism, namely my co-workers and supervisors.

In conclusion it is fair to say that, while there were certain trying times, which included meeting deadlines on very short notices, the internship is one aspect of my undergraduate study which I will never forget. This reason is not only because it carries substantial weight in terms of marks allocated, but because of the role it has played in my road to self realization which has only now begun.

Work Citation

Adams, Sally, and Wynford Hicks. Interviewing for Journalists. London: Routledge, 2001.

Hicks, Wynford, Sally Adams and Hariette Gilbert. Writing for Journalists. London: Routledge, 1999.

Bunton, Kristie, et al. Writing Across the Media. Boston: Bedford/St. Martins, 1999.

“Complete list of articles on the craft of writing and editing”. 11 Nov. 2009
< http://www.editfast.com/english/editpops/editing_types.htm>

Islam, Shariful. “Our Magazine/ Bangladesh Brand Forum”. 28 Sept. 2009
< <http://www.bangladeshbrandforum.com/bbf-magazine.htm> >