

**A Report On**

**Internship Experience as a Copywriter at *Paper Rhyme Advertising Limited***

By

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An internship report submitted to the Department of English and  
Humanities in partial fulfilment of the requirements for the degree  
of Bachelors of Arts in English

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

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## Table of Contents

<b>Declaration .....</b>	<b>I</b>
<b>Acknowledgement.....</b>	<b>II</b>
<b>Table of Contents.....</b>	<b>III</b>
<b>List of Figures.....</b>	<b>IV</b>
<b>Glossary.....</b>	<b>V</b>
<b>Chapter 1 Introduction.....</b>	<b>1</b>
<b>Chapter 2 Brief History about <i>Paper Rhyme Advertising Limited</i>.....</b>	<b>3</b>
<b>Chapter 3 My work at <i>Paper Rhyme Advertising Limited</i> .....</b>	<b>6</b>
<b>Chapter 4 Understanding on Copywriting .....</b>	<b>12</b>
<b>Chapter 5 <i>Paper Rhyme Advertising Limited's</i> Creative Team .....</b>	<b>14</b>
<b>Chapter 6 Application of Theories, Strategies and News Value Factors .....</b>	<b>16</b>
<b>Chapter 7 Internship Experience.....</b>	<b>20</b>
<b>Chapter 8 Recommendation.....</b>	<b>23</b>
<b>Chapter 9 Conclusion.....</b>	<b>24</b>

## List of Figures

<b>Figure 1</b> .....	<b>4</b>
<b>Figure 2</b> .....	<b>9</b>
<b>Figure 3</b> .....	<b>9</b>
<b>Figure 4</b> .....	<b>10</b>
<b>Figure 5</b> .....	<b>10</b>
<b>Figure 6</b> .....	<b>14</b>

## **Glossary**

**Mnemonic-** It is also known as signations, it is a powerful sonic device that push brand awareness and attachment.

**Freepik/Behance-** Websites from where we can buy pictures without having copyright issues.

## **1. Introduction**

I have always been fascinated by the power of words and the art of communication as an aspiring copywriter. From a young age, I was fascinated by the potential to create compelling narratives and deliver powerful messages. I picked copywriting internship because it allowed me to combine my love of writing with my creativity and strategic thinking abilities.

The goal of copywriting is to persuade and influence the audience through well produced messaging. This aspect of copywriting appeals to me since it requires me to think strategically, analyze consumer behavior, and come up with novel methods to convince and interest readers. Words have the power to elicit emotions, forge connections, and tell tales. As an intern copywriter, I had the opportunity to polish my writing talents and engage audiences with fascinating stories. It is really exciting and rewarding for me to be able to connect with people on an emotional and factual level via my writing. Copywriting is a profession that needs ongoing creativity and innovation. I am enthusiastic about developing new ideas, novel concepts, and out-of-the-box solutions to successfully express a brand's message. It allows me to be creative and push limits, which makes the work both tough and fascinating. Effective copywriting has the ability to significantly influence people's decisions, actions, and perceptions. By writing appealing and relevant content, I can help shape brand identities, drive sales, and effect good change. The possibility of making a genuine difference via my work is extremely inspiring and satisfying. Copywriting presents a wide variety of opportunities and problems. Every assignment requires something fresh, from writing engaging social media posts to crafting intriguing advertisement with effective skill product descriptions. It keeps the work lively and forced me to adapt and learn new abilities. My desire to become a copywriter derives from a strong interest in writing, narrative,

communication, creativity, and the influence it can have on others. It is an activity that allows me to combine my abilities and interests into a rewarding and meaningful work.

*Paper Rhyme Advertising Limited* stood out to me as an agency to obtain practical experience in the sector for various reasons. First and foremost, their reputation as a major advertising agency known for innovative and cutting-edge campaigns piqued my curiosity. I wanted to be a part of a firm that is continuously pushing the limits and challenging conventional wisdom.

Furthermore, *Paper Rhyme Advertising Limited's* emphasis on storytelling and its emphasis on developing true relationships with its target audience was completely consistent with my own values as an intern copywriter. Its dedication to providing distinctive and engaging messaging struck a chord with me because I think that successful communication can only be done when there is a true connection between the business and its audience.

During my internship, I realized that *Paper Rhyme Advertising Limited* emphasizes cooperation and develops a climate that stimulates innovation and teamwork. This was a significant consideration for me since I feel that working in a supportive and collaborative setting improves the creative process and results in extraordinary outcomes. As an intern at *Paper Rhyme*, I had the opportunity to learn from seasoned industry experts and collaborate on creating effective advertising campaigns.

I chose to do a copywriting internship because I love words and communication, and I picked *Paper Rhyme Advertising Limited* because of their industry reputation, emphasis on narrative, and dedication to cooperation. I am convinced that my experience as a copywriting intern at *Paper Rhyme Advertising Limited* will help me to hone my talents and contribute to its team's success.



## 2. **Brief History of *Paper Rhyme Advertising Limited***

### 2.1 History

*Paper Rhyme Advertising Limited* is an advertising and public relations agency established in Bangladesh in 2005. Since its start, it has been committed to providing its clients complete advertising solutions. *Paper Rhyme Advertising Limited* has a good name in the business thanks to a team of trained individuals and a commitment to perfection. It believes in the power of storytelling and strive to develop fascinating narratives that engage with the target audience while effectively communicating the brand messages of their clients.

*Paper Rhyme Advertising Limited's* mission is to assist businesses in developing strong and profitable brands via smart and creative advertising. To build new campaigns that produce results, it aims to understand its customers' objectives, target audience, and unique selling propositions. It has 14k Facebook followers as of 2023. It cherishes the Facebook community's support and participation and utilize it to post updates, display projects, and connect with the public. It has an extensive YouTube presence. It offers films of advertising campaigns, behind-the-scenes footage, client testimonials, and other related things in its YouTube account. Subscribers may remain up to date on the latest work and obtain insights into its creative process.

*Paper Rhyme Advertising Limited* is dedicated to providing new ideas, generating intriguing tales, and assisting our customers in achieving its brand objectives. Its enthusiasm for advertising, paired with knowledge and devotion, distinguishes in the industry, making a reliable partner for companies wishing to make a long-term effect.

The logo for Paper Rhyme Advertising Limited, featuring the words "Paper Rhyme" in a purple, serif font with a registered trademark symbol (®) to the upper right of the word "Rhyme".

Figure 1: Logo of *Paper Rhyme Advertising Limited*

*Paper Rhyme Advertising Limited's* CEO, AZM Saif, anticipates the agency being a pioneering force in the advertising sector. He hopes to establish *Paper Rhyme Advertising Limited* as a go-to choose for organizations looking for comprehensive advertising solutions, with an emphasis on creativity, innovation, and provider of concrete results. His concept is based on the idea that advertising should not only attract attention, but also create a lasting impression on viewers. He hopes to drive the agency to become a top advertising firm known for its extraordinary creativity, and ability to achieve spectacular outcomes via strategic planning, precise execution, and a thorough grasp of market dynamics.

## ***2.2 Paper Rhyme Advertising Limited Client list***

*Paper Rhyme Advertising Limited's* current clients are-

1. Lanka Bangla Finance PLC
2. AB Bank
3. Dhaka Bank

4. Community Bank
5. Premier Bank
6. Ludwig Pfeiffer Hoch
7. Savanna Bangladesh etc

### **2.3 *Paper Rhyme Advertising Limited's* production**

*Paper Rhyme Advertising Limited* basically produces public relations contents for TV, print and digital media. For example- graphic design, social media marketing, web design, video advertisement, branding, logo design, packaging design, print advertorial design, product design etc.

### **2.4 Services Provided**

*Paper Rhyme Advertising Limited* produces advertisements and at the same time manage public-clients relation. To provide service to its clients, it follows some criteria. They are- media relation, crisis communication, stakeholder engagement, digital PR and social media management and public affairs.

### 3. **My Work at *Paper Rhyme Advertising Limited***

I joined *Paper Rhyme Advertising Limited* as a copywriting intern on 25 May 2023. I interned both online and offline four days a week. My office hour started at 11 am in the morning like all my colleagues and ended at 5 pm usually. During my time as a copywriting intern at *Paper Rhyme Advertising Limited*, I had the privilege to work under the guidance of Ms. Syeda Maliha Huq, my supervisor. She played a pivotal role in shaping and instructing my work, providing valuable insights and guidance throughout my internship. Her expertise and dedication fostered an environment that was conducive to learning and growth.

The overall work environment at *Paper Rhyme Advertising Limited* was pleasant and welcoming. The team members were not only highly skilled professionals but also genuinely good individuals. They were always willing to collaborate, share knowledge, and offer support whenever needed. Interning alongside such fantastic colleagues created a sense of camaraderie and enhanced my overall experience.

*Paper Rhyme Advertising Limited* provided me with an opportunity to immerse myself in the real-world challenges and responsibilities of the advertising industry. As a copywriting intern, I was exposed to various projects, which allowed me to develop my skills in conceptualizing, crafting persuasive copy, and tailoring messages to specific target audiences.

One of the highlights of my internship experience was witnessing firsthand the agency's emphasis on creativity and innovation. I was encouraged to think outside the box and push my creative boundaries. This enabled me to develop fresh and impactful ideas. The constructive feedback and support I received from both my supervisor and colleagues greatly contributed to my personal and professional growth.

During my internship at *Paper Rhyme Advertising Limited*, I had the opportunity to learn and develop several essential skills that are highly relevant in the advertising industry. These skills include creating social media posts, crafting engaging headlines and body copy for advertisements, and creating visually appealing presentations using PowerPoint.

Under the guidance of my supervisor, Syeda Maliha Huq, I was introduced to the intricacies of creating social media EDMs. I learned how to effectively structure and format content for different social media platforms such as Facebook, Instagram, LinkedIn etc considering factors like character limitations, visual appeal, and the target audience's preferences. Through hands-on experience and feedback, I honed my ability to create attention-grabbing EDMs that align with a brand's voice and marketing objectives.

Interning closely with my colleagues at *Paper Rhyme Advertising Limited*, I gained valuable insights into the art of crafting compelling headlines and persuasive body copy for advertisements. I learned about the importance of capturing attention, generating interest, and ultimately driving action through concise and impactful messaging. Through feedback and iterative improvement, I developed a knack for creating engaging and result-oriented copy that resonates with target audiences.

Additionally, I was exposed to the process of creating captivating presentations using PowerPoint. For example, I made slides on Electronic Brands, egg firm, cricket players etc. I learned various techniques to structure information effectively, design visually appealing slides, and deliver impactful presentations. This experience helped me sharpen my storytelling skills, enhance my visual communication abilities, and develop a cohesive and persuasive narrative within presentations.

I developed an EDM for Lanka Bangla offer for “Nuts and Bolts” which is a car workshop. I came up with four different headlines- “Rev Up Your Ride”, “Drive-in to Nuts and Bolts for All Your Car Needs”, “Best Place for Car Enthusiasts” and “Find Your Perfect Car Part”.

I saw the advertisements in *Paper Rhyme Advertising Limited's* YouTube Channel and analyzed the audiovisual promotions. Here my senior taught me the script writing format. I found out pictures for Facebook posts. For example, pictures for CMSME sector. Instead of taking pictures from Google or any random website, *Paper Rhyme Advertising Limited* uses Behance, Freepik and Shutterstock to avoid copyrighting issues. It is very time-consuming task because here I had to find the pictures of Indian/Bangladeshi people which is very rare in the Western websites. I proof checked some copies for Lanka Bangla, Jamuna Bank, Royal Capital and Midas. Advertisement proof checking seemed very interesting to me because here I got to apply my knowledge that I got from ENG401 Editing course. Most of the mistakes were about subject-verb agreement, tense, and spelling. I translated some copies from English to Bangla and vice versa. Here I applied the knowledge of typing Bangla from the course BNG103 Introduction to Bangla using Bijoy Keyboard and knowledge of translating from the course ENG465 Translation Studies.

I wrote copies for 15 August, National Mourning Day. I came up with two ideas-

1. জাতীয় শোক দিবস - অবিনশ্বর চেতনা ও আদর্শে তুমি রয়েছ শক্তি হয়ে
2. ১৫ আগস্ট - স্বাধীনতার স্থপতি জাতির জনক বঙ্গবন্ধু শেখ মুজিবুর রহমানের ৫১তম শাহাদাৎ বার্ষিকীতে আমরা গভীরভাবে শোকাহত

For the 24 years anniversary of Premier Bank. We had to come up with an idea of a mnemonic. Mnemonics includes logos, images, signs, mascot, etc. that remind customers of the ads and the product. After discussing, our ideas for the Bangla mnemonic were-

1. সেবার উৎকর্ষে ২৪ এ প্রিমিয়ার ব্যাংক
2. ২ যুগ পেরিয়ে প্রিমিয়ার ব্যাংক
3. যত্নে গড়া ২ যুগ
4. আস্থা ও যত্নে গড়া ২ যুগ

উৎসবের খুশি  
সবার মুখে হাসি

আকর্ষণীয় অফার  
সেরা ব্র্যান্ডের পণ্য

ঈদ-উল-আযহায় আপনার কমিউনিটি ব্যাংক ডিসা ফেভিট কার্ড ব্যবহার করে নানান ব্র্যান্ডের সস্তার থেকে বেহিউজায়েটের ও স্ট্রিআর কিনলে পাচ্ছেন ১৫% পর্যন্ত আকর্ষণীয় ক্যাশব্যাক। সাথে থাকছে বেহিউজায়েটের, ট্রিকা এবং অন্যান্য হোম অ্যাপ্লায়েন্সে ক্রয়ে ০% ইন্টারেস্টে ৩৬ মাস পর্যন্ত ইএমআই সুবিধা

<b>WALTON</b> WALTON PLAZA সেভেট ১২ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>TRANSFORM</b> TRANSFORM ELECTRONICS LIMITED সেভেট ০৬ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>RANGS</b> RANGS ELECTRONICS LTD সেভেট ১৬ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>Engelke Electronics</b> ESQUEE ELECTRONICS LTD সেভেট ১২ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>RANGS SMART</b> RANGS INDUSTRIES LTD সেভেট ০৬ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক
<b>electra INTERNATIONAL</b> ELECTRA INTERNATIONAL সেভেট ০৬ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>BUTTERFLY MARKETING LIMITED</b> BUTTERFLY MARKETING LIMITED সেভেট ১২ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>bestelectronics</b> BEST ELECTRONICS সেভেট ১২ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>SINGER</b> Embrace Life Now SINGER (BANGLADESH) LIMITED সেভেট ১৬ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক	<b>Haier</b> HAIER BANGLADESH LTD সেভেট ১৬ ২০২১ ১০০০০ ১৫% ক্যাশব্যাক
<b>SAMSUNG</b> Fair Electronics FAIR ELECTRONICS LIMITED সেভেট ১৬ ২০২১ ১০০০০	<b>Electro Mart Limited</b> ELECTRO MART LTD সেভেট ১৬ ২০২১ ১০০০০	<b>M &amp; Electronics</b> M & ELECTRONICS সেভেট ১২ ২০২১ ১০০০০	<b>VISTA</b> VISTA ELECTRONICS LTD সেভেট ০৬ ২০২১ ১০০০০	<b>VISION</b> VISION ELECTRONICS LTD সেভেট ১৬ ২০২১ ১০০০০

কমিউনিটি ব্যাংক

Figure 2- Refrigerator offer of Community Bank for Eid

উৎসবের খুশি  
সবার মুখে হাসি

পছন্দের গন্তব্যে যোরাফেরা, হিন্দ হোক মেরা

ঈদে আপনার কমিউনিটি ব্যাংক ডিসা ফেভিট কার্ড ব্যবহার করে রিসোর্ট ও পার্টনার হোটেল সমূহে উপভোগ করুন সর্বোচ্চ ৬৫% ডিসকাউন্ট

<b>Hotel The City Today</b> ৬০% ক্যাশব্যাক	<b>Long Beach Hotel</b> ৬০% ক্যাশব্যাক	<b>De Pearl Beach Resort &amp; Spa</b> ৬০% ক্যাশব্যাক	<b>Rangal Hotel</b> ৬০% ক্যাশব্যাক	<b>Best Western Heritage</b> ৬০% ক্যাশব্যাক	<b>DERA</b> ৬০% ক্যাশব্যাক
<b>PEARL HOTEL</b> ৬০% ক্যাশব্যাক	<b>Hotel Grand Pearl</b> ৬০% ক্যাশব্যাক	<b>Nargis Garden Resort &amp; Convention Center</b> ৬০% ক্যাশব্যাক	<b>Sheraton Grand Hotel</b> ৬০% ক্যাশব্যাক	<b>Four Points</b> ৬০% ক্যাশব্যাক	<b>Club Resort (Pharmex &amp; Interpol)</b> ৬০% ক্যাশব্যাক
<b>Hotel Pearl</b> ৬০% ক্যাশব্যাক	<b>Hotel Pearl</b> ৬০% ক্যাশব্যাক	<b>COOL &amp; Resort &amp; Convention Hall</b> ৬০% ক্যাশব্যাক	<b>Alanya Hotel</b> ৬০% ক্যাশব্যাক	<b>CASUAL PARK</b> ৬০% ক্যাশব্যাক	<b>Shree Garden</b> ৬০% ক্যাশব্যাক

কমিউনিটি ব্যাংক

Figure 3- Travel offer of Community Bank for Eid



Figure 4- Police Plaza offer of Community Bank for Eid

I learnt using powerful and attention-grabbing words that can attract the client, as well as, the customers. All though I wrote 12 copies for Eid, only 3 of them were chosen by the client. At first, I was discouraged. Then my immediate senior encouraged me and suggested me to understand the reader's point of view.



Figure 5- Dhaka Bank English copy that I translated into Bangla



I had to translate this copy. The Mnemonic of this copy is the upper left side sentence-

“28 YEARS OF ENABLING DREAM”. I translated this copy as –

২৮ বছর স্বপ্ন পূরণের যাত্রা

যাত্রা শুরু করুন বিশ্বাস ও আশ্বাসের

আমাদের ২৮তম বার্ষিকীর শুভ উপলক্ষ্যে আমরা আপনার পাশে কাঁধে কাঁধ মিলিয়ে বর্তমান

এবং সামনের সমৃদ্ধ ভবিষ্যতের জন্যে পাশে থাকতে পেরে গর্বিত।

I had to send this to the PR manager at first. When he approved it, I sent it to the Graphics Designer.

I did not use any unnecessary spacing and that way it becomes easier for him.

I did some research as well. One is about the cricketers of Bangladesh. It was to bring sponsorship for upcoming sports events. So, I prepared a Power Point presentation focusing the market analysis of Sakib Al Hasan, Taskin Ahmed and Mushfiqur Rahim. I mentioned what these players like, work for, good at etc. I also mentioned if they are Ambassadors of any brand and brands they have worked with or are currently working with. My next research assignment was analyzing the egg market. As the price of egg increased on September, I researched the reasons. I also checked all the famous online stores, offline stores and bazars to check the difference in the price. I could see there was a huge difference in price. I conducted a survey on how many eggs a family needed every week. For this, I created a google form where I asked for data like number of family members, weekly required eggs, buying place of eggs, price per dozen etc. Then I shared this Google Form to 50 of my friends and family members. I gathered all the data in one spreadsheet and we shared this sheet with Unilever Bangladesh for research.

#### **4. Understanding Copywriting**

I mostly worked on Social Media EDM which refers to the process of creating and sending targeted marketing messages through social media platforms. EDMs are used to engage and communicate with an audience, promote products, services, events, or any other relevant information. Unlike traditional email marketing, where messages are sent directly to individuals' email addresses, social media EDMs leverage the existing social media platforms to reach a broader audience. These messages can be in the form of graphics, videos, or text and are designed to capture attention and drive audience engagement.

At first, I familiarized myself with the social media platform(s) that I would use to deploy the EDMs. Each platform has specific limitations and guidelines for character count, visual formats, and targeting options. Then I determined the purpose and goals of the EDM campaign. I segmented my target audience based on demographics, interests, or behavior to tailor my messaging to resonate with specific groups and optimize audience engagement. I always tried to write clear, concise, and attention-grabbing copy that aligns with brand voice and resonates with the target audience. I always incorporated compelling visuals (images, videos, or graphics) that complemented the copy and caught the viewer's eye.

Social Media EDMs have several key advantages and are increasingly important in today's digital landscape. Social Media EDMs offer an efficient and targeted means of communication that enhances brand visibility, facilitates engagement, and drives business growth. As a copywriter, having the ability to create impactful and engaging EDMs is crucial in effectively conveying messages, attracting audiences, and achieving desired marketing outcomes.

I learned some color language, for example- blue means peace and progress, purple means creativity, red means passion etc. This helped me a lot to come up with calendar ideas. When I had to design a calendar for Community Bank, I got to know that their logo is blue which means peace and progress. So, for the visuals I added pictures that showcase peace and progress. I learned the Script Writing Format which is used to design an advertisement. While designing an advertisement, we make three columns named Visual, Audio and Description. This makes it very easy for others to understand what I want to explain in the advertisement.

Mnemonic is also known as signations which is a powerful sonic device that pushes brand awareness and attachment. Usually, three to four strong words are used in a mnemonic which grabs the readers' attention very easily. It is usually placed at the corner of the copy. When we translate a mnemonic, we try to keep the grammatical structure unchanged.

## 5. *Paper Rhyme Advertising Limited's Creative Team*

The creative team of *Paper Rhyme Advertisement Limited* is responsible for bringing ideas to life and ensuring that the final product effectively communicates the intended message to the target audience. This team consists of several key individuals who work collaboratively to develop innovative and captivating advertising campaigns.



Figure 6- *Paper Rhyme* Creative Team with the CEO AZM Saif on his birthday

First and foremost, the creative director leads the team, providing vision and guidance throughout the project. They oversee the overall concept and ensure its alignment with the client's goals and objectives. Working alongside the creative director is the art director, who brings an artistic eye and expertise in visual design. They are responsible for the aesthetic elements of the advertisement, including the overall look, colors, typography, and imagery. The copywriters play a vital role in crafting compelling and impactful written content. They work closely with the art director to ensure that the visuals and copy synchronize seamlessly to deliver a cohesive message. Additionally, the team includes graphic designers, photographers, and illustrators who bring their

respective skills to create visually engaging and eye-catching elements. Moreover, there is a research and strategy team involved in the creative process. It conducts market research, analyzes consumer trends, and develops strategies to effectively target the intended audience. Its insights help shape the overall concept and ensure that the message resonates with the consumers. Overall, the creative team works together to brainstorm ideas, develop creative concepts, refine them, and bring them to fruition through collaboration, innovation, and a deep understanding of the client's objectives and the marketplace. It aims to captivate and engage the audience, compelling them to take desired actions and ultimately achieve the client's advertising goals.

## 6. Application of Theories, Strategies and News Value Factors

During our time in university or when we learn everything in a textbook, we fail to make connections to that with the real world. The opportunity to get practical experience at the conclusion of my undergraduate career was a major factor in my decision to pursue an internship. As a result, I was able to make several connections between my academic and real-world experiences during my internship at *Paper Rhyme Advertising Limited*. I will draw on a variety of courses to make connections between my internship experience and theoretical concepts. The courses are- ENG404 Copywriting, ENG440 English for the Print Media, ENG401 Editing, ENG331 Cultural Studies, ENG465 Translation Studies and BNG103 Bangla Language and Literature.

Two aspects of news value—timeliness and oddity—fell into place for me. My knowledge of what makes news articles interesting and noteworthy from my ENG440 Print Media class informed my considerations. First and foremost, throughout my internship, the issue of timeliness was crucial. My copywriting internship required me to come up with material that was both timely and relevant to promotions or current events. Prioritizing and writing content that met the client's goals and deadlines became much easier after I realized how crucial timetables are when it comes to copywriting. Secondly, my internship had its share of peculiarities. Getting people to pay attention and standing out from the crowd is a must in advertising.

I proofread the annual report of Jamuna Bank that contained 378 pages. For this, ENG401: Editing course was very helpful for me. It took me two working days to complete it. There were errors in punctuation, capitalization, spelling, spacing, grammar etc. Eng 401: Editing course had separate chapters titled “Punctuation” “Spelling” “Grammar” etc. and the knowledge gained from these chapters helped me a lot to edit the annual report. I highlighted the mistakes in

the PDF and sent it to the Editor. After he completed the editing, me along with the whole team sat together to check the final report.

I was able to put what I learned in ENG404 Copywriting course to good use during my internship in a number of ways. First of all, I was able to write captivating and engaging advertisement copy by using the principles of persuasive writing. The significance of knowing consumer psychology and how to use it to influence purchase choices was also emphasized throughout the training. I wrote headlines and body copies for Lanka Bangla, Popular Hospital and Community bank in both Bangla and English. My headline for Community Bank on their hospital offer “আপনার সুস্বাস্থ্যই আমাদের লক্ষ্য” was selected by my seniors. Here I used the “You” orientation to grab the attention of the target market. To increase clicks and audience engagement, I used psychological triggers and persuasive strategies in my writing, such as making the reader feel rushed or appealing to their emotions. For example, for Le Reve sale I wrote a headline “Grab it or miss it”. In addition, I learned in the copywriting class how to adapt my voice and style to suit any agency or reader. I was able to change the tone of my writing to fit the brand's intended audience, whether it serious, casual, or lighthearted. I wrote some Eid special offers for Cosmetics, Furniture and Footwear. The headline that I wrote for footwear was “ঈদের আনন্দে পথ চলুন স্বাচ্ছন্দে”. Here I gave clarity to the customers that the footwears are comfortable and targeted a specific number of customers. Every time I wrote a headline, I kept in mind that I have to use persuasive words like “Free” and “You”. I proofread some copies almost every day. For that, I followed what I learnt in Copywriting course. As example- consistency, punctuation, spelling, capitalization etc.

In my ENG331 Cultural Studies class, I learnt about Jeremy Bentham's "panopticon" idea, and one of my assignments was to monitor the monitoring activities of the employees of an egg firm. Jeremy Bentham's Panopticon theory proposes a design for an institution where individuals are constantly monitored from a central observation point, which relates to my internship experience of monitoring individuals at an egg firm, highlighting the idea of constant surveillance. In order to include the panopticon notion, I came up with a concept that revolves around the idea of constant monitoring. Individuals felt more exposed and responsible because to the campaign's emphasis on the company's technology, which enabled continual monitoring and management. It was my hope that by using Bentham's panopticon theory, I might show how the company's goods were a contemporary take on his ideas, in which constant monitoring served as an incentive to follow the rules and maintain order.

The skills and information I gained in my ENG465 Translation Studies course were put to good use in this real-world situation. The translation of material from Bangla to English and back again was one of my primary responsibilities. Thanks to my background in Translation Studies, I was well-versed in the fundamentals of the field. Language features like syntax, lexicon, and grammar were part of it, but so were cultural subtleties and background information. I made full use of my fluency in Bangla and my understanding of English to ensure that the translated material faithfully reflected the original author's intentions. In addition to checking for grammar errors, I made sure the translation was suitable for the target culture and faithfully reproduced the author's intended style and tone. Similarly, when I translated from English to Bangla, I used what I knew about both languages to make sure the message came across clearly while also taking into account the cultural and linguistic subtleties of the target language. For example, I translated some articles of AB Bank, Jamuna Bank and D-LogiK. For example, "28 years of Enabling Dream" was the



headline of a Facebook post of Dhaka Bank which I translated into “২৮ বছর স্বপ্ন পূরণের যাত্রা”. Based on my familiarity with many translation approaches, I could choose the most suitable approach according to the translation's context and goal. These strategies included literary translation, technical translation, audiovisual translation etc. Lastly, as I had to translate from English to Bangla and type Bangla, BNG103- Bangla Language and Literature Course was helpful for me. I could type Bangla using Bijoy Keyboard which I learnt from this course.

## 7. **Internship Experience**

From 16 May 2023 to 16 August 2023, I worked as an intern in the copywriting department of *Paper Rhyme Advertising Limited*. My regular work hours were 11 am to 5 pm. My supervisor, Ms. Syeda Maliha Huq, was an amazing asset for my internship. She was always there to answer my questions and provide encouragement. Thanks to her knowledge and advice, I was able to hone my copywriting abilities and get insight into the field.

It was difficult for me to juggle my internship duties at *Paper Rhyme Advertising Limited* with my undergraduate coursework. It was very stressful for me to do three courses along with internship. AZM Saif, CEO of Paper Rhyme Advertising Limited, provided me the chance to work online whenever I wanted to, from the comfort of my home. I was able to successfully juggle my internship and university courses because of this flexibility. By going online and working from the comfort of my own home, I was able to forego the hassle of commuting and work whenever it was most convenient for me. I was able to successfully balance my academic obligations with my internship duties because the time-saving feature of work from home. In addition to relieving the emotional and physical stress of commuting, this setup allowed me to work in an atmosphere that was ideal for getting things done. Working remotely enabled me to be productive and meet deadlines without sacrificing quality, even though I had a packed academic schedule.

Being a first-timer in an office situation, I was quite excited about my internship. The chance to fully immerse oneself in a professional setting was exciting and terrifying at the same time. The value of efficient time management was a major takeaway from my internship. Working in a regimented environment made me appreciate the value of setting priorities, sticking to deadlines, and making the most of my time. I acquired efficient methods of managing my time to

remain organized and complete projects by watching my coworkers and following the advice of my bosses. In addition, I learned the importance of professionalism throughout my internship. At work, I saw directly how important it is to always act in a professional manner if you want to make friends at work and keep everyone happy and productive. The ability to express myself clearly in writing and vocally and to do so in a way that is professional and kind to others are skills I honed. My perception and use of professionalism were greatly influenced by my work environment. I learned the value of punctuality, proper attire, and an optimistic outlook from seeing the behaviors and interactions of my coworkers. I will always approach my future endeavors with the same level of professionalism that these experiences gave me.

I was lucky to have very helpful and encouraging coworkers during my internship. They were also really kind and modest. They fostered an encouraging work environment where I felt safe voicing concerns and getting clarification. Their eagerness to educate me about things other than work was one of the best parts of working with such kind coworkers. I owe a great deal of my professional and personal development to the wisdom, insight, and experience that they shared with me. My coworkers were always supportive and never reprimanded me when I made mistakes. On the contrary, they were rather patient in pointing out my mistakes and offering suggestions on how to fix them. Thanks to their constructive criticism and direction, I was able to improve as an intern and learn from my errors. Their kind and patient demeanor created a welcoming setting where I felt comfortable asking questions and getting my doubts addressed. In addition to helping me grow professionally, this experience gave me the self-assurance I needed to succeed as an intern. Their modesty and generosity in helping me develop allowed me to feel like an integral part of the team, and I am grateful beyond words for their dedication to my success. I will always be

grateful to them for the guidance they gave me, which extended well beyond the confines of my internship and into my professional life.

My internship gave me the chance to learn more than simply copywriting. This was a great experience all around. I was lucky enough to work my way up the advertising ladder and obtain experience in a variety of departments such as, this broadened my perspective and taught me new skills like I had the opportunity to go into graphic design as one of the supplementary fields. I gained a solid grounding in visual communication, composition, and branding through close collaboration with the Design Team. Thanks to this experience, I now know how copywriters and designers work together, and I can articulate and coordinate our shared goals more clearly. I had the chance to explore Public Relations Management in addition to Graphic Design. Acknowledging the significance of maintaining a favorable public perception for both customers and the organization was a key component of this. I gained knowledge in the areas of Public Event Planning, Media Relations Management, and Press Release Writing. Thanks to this opportunity, I now see the bigger picture when it comes to integrated marketing and communication strategies. Additionally, I was given the opportunity to participate in the editing process. This included editing the copies written for errors and making sure it had consistency in terms of grammar and spelling and accuracy in terms of content. Interning in this position helped me become more meticulous and gave me a better sense of how to improve the quality of written work by identifying mistakes.

## 8. Recommendation

Based on my experience during my internship at *Paper Rhyme Advertising Limited*, I would like to make a recommendation to the Department of English and Humanities at Brac University. I appreciate the fact that the department has offered a new course titled Introduction to Media Studies in Fall 2023. I think that the department should consider adding additional courses related to media for students concentrating in Media and Cultural Studies. Specifically, I suggest the inclusion of courses such as Film Studies, Television Broadcasting, and other related subjects. These courses would provide students with a comprehensive understanding of the media industry and equip them with the necessary skills and knowledge to excel in this field. By expanding the range of courses offered, the department can better cater to the evolving needs and interests of Media major students. The Department can also consider offering a Masters program in Media Studies.

I would like to address the limited space and resources at *Paper Rhyme Advertising Limited*. While my internship experience was valuable and informative, it was evident that the agency had limited physical space for its employees. I recommend that the agency consider expanding its workspace to accommodate a growing team. This would not only enhance the environment but also allow for better collaboration and productivity among employees. I noticed that the agency could benefit from investing in more desktop computers. With the increasing reliance on technology in the advertising industry, having an adequate number of computers is crucial for efficient workflow and timely project completion. By providing employees with the necessary tools and resources, *Paper Rhyme Advertising Limited* can foster a more conducive and productive work environment. These recommendations aim to enhance the educational experience of students and the working conditions of employees in the media sector.

## 9. Conclusion

I would like to express my gratitude to the esteemed Department of English and Humanities for providing me with the opportunity to acquire knowledge and engage in intellectual exploration. I express my gratitude to my faculty members who always showed belief in my abilities and guided me towards the correct path. When I took media courses, I could not grasp the significance of real-world application of many concepts and theories.

I have come to see that the realities of actual life diverge significantly from the experience of being a university student. I express my gratitude to Ms. Syeda Maliha Huq, my supervisor at *Paper Rhyme Advertising Limited*, for her invaluable guidance characterized by great tolerance and affection. She imparted knowledge and exemplified the values and practices of copywriting, showcasing her professional conduct with great dignity. Throughout my academic and internship experiences, I have come to appreciate the significance of time, the value of treating others with respect, and the need for being patient and prompt. I highly prioritized time, particularly because I am aware that time and tide do not wait for anybody. I feel fortunate to have selected Media and Cultural Studies as my concentration.

*Paper Rhyme Advertising Limited* instilled in me the values of professionalism and humility in one's professional journey. Through this journey, I have unearthed several facets of my being. The knowledge acquired during my time here will have a lasting impact on me, and I will be benefitted by using it in the future. I express my gratitude to my colleagues for their unwavering support and encouragement during my journey. This internship served as my introduction to the vast field of copywriting, marking my first experience as an employee in the advertising industry. This marks the start of my career as a copywriter.

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