

Internship Report On

Exploring The World of Media & Journalism at Channel i

By

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

Department of English and Humanities BRAC University, May 2023

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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 have acknowledged all main sources of help

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Chapter One: Introduction

With modernism is at its peak in the 21st century, broadcast journalism is an especially important part of human society. There is an immense significance of representing journalism in a visualized point of view to get the message across to the audience. There are certain aspects of broadcast journalism that allow people to believe in the truth behind the news that is being shown in the television screen or through any online or social platform.

Firstly, the idea of showing exactly what is being told in the news is a big reason why the general people have their faith in broadcast journalism as it is not misleading or misinterpreting the importance of the news that is being published. Secondly, the faith in broadcast journalism perhaps has to do with its strong networking of various news agencies and them being in the right place at the right time which spreads the news across maximum proximity in a short amount of time.

As I have done my major in Media and Cultural Studies as a part of my bachelor's degree in English and Humanities program, I attained in-depth knowledge about how the world of journalism works from an academic and professional point of view. I am delighted to have had the chance to experience this amazing world of journalism because of my internship at Channel i, where I have learnt the basics of how to process a news.

In today's society, broadcast journalism plays a vital role in keeping people informed about current events and providing a platform for public discourse. With the rapid advancement of technology and the rise of social media, the need for accurate and trustworthy news reporting is more critical than ever. The visualized point of view of broadcast journalism makes it a particularly effective means of delivering news to a large audience. Through live reporting, interviews, and video footage, broadcast journalists are able to bring a story to life, helping viewers understand and engage with complex issues in a way that other forms of media cannot.

One of the reasons why broadcast journalism has earned the trust of its audience is its commitment to showing exactly what is being reported. Unlike some other forms of media that may rely on sensationalism or exaggeration to capture attention, broadcast journalism takes a more objective and fact-based approach. The audience can see and hear for themselves what is happening, making it more difficult for the news to be misrepresented or taken out of context. This transparency and accountability are essential to the credibility of broadcast journalism, and it is what sets it apart from other forms of media.

Another aspect that contributes to the faith in broadcast journalism is the extensive networking of various news agencies. By collaborating and sharing information, news agencies are often able to provide a more comprehensive and accurate picture of events. This network also enables journalists to be in the right place at the right time, providing access to important events as they unfold. This ability to capture events as they happen gives broadcast journalism a unique advantage over other forms of media, allowing it to provide up-to-date and reliable news to the public.

As someone who has studied and worked in the field of media, I have seen firsthand the importance of broadcast journalism. My experience as an intern at Channel i has given me a deep appreciation for the process involved in bringing a story to the public. From the initial stages of collecting and verifying information to the final stages of broadcasting, every step is crucial in ensuring the accuracy and credibility of the news. The experience has also taught me the importance of ethical journalism, and the need to maintain the trust of the audience through honest and unbiased reporting.

In conclusion, broadcast journalism remains an essential part of modern society. Its ability to provide a visualized point of view and capture events as they unfold makes it an invaluable source of news and information. The trust that the audience has in broadcast journalism stems from its commitment to accuracy, transparency, and accountability. As technology continues to evolve, the role of broadcast journalism will continue to be essential in providing a platform for public discourse and keeping people informed about the world around them.

Chapter Two: Brief History of Channel i



Fig. 1. Channel i logo (Google)

Channel i is widely known to be the first Bangladeshi digital satellite and cable operated channel privately owned by Impress Group. Currently, the channel is using PanAm and Bangabandhu-1 as its host satellites. Channel i mainly covers parts of Australia and most of Asia. Impress Group, the parent company of Channel I, started its journey as a textile production-based organization and transitioned into the world of television in the early 1980s under the passionate leadership of Faridur Reza Sagor. Soon after, Impress Telefilm, a media production house which was responsible for producing television series and one-of shows for BTV, was established.

Channel i officially began broadcasting shows on October 1st, 1999. The channel also started broadcasting news for the first time on October 1st, 2001. On October 30th, 2003, Channel i also launched its official website. Furthermore, the channel got special recognition in the broadcast industry from its agro-based television show, *Mati O Manush*, which appeared for the first time on the television screen on February 21st, 2004. Similarly, the channel debuted the popular kids show *Sisimpur* in March of 2008. Likewise, Channel I started high definition (HD) contents for the first time on September 15th, 2017.

Chapter Three: How I Got My Internship

When I finished all my academic courses, the subsequent step in my career was to secure an internship. I applied to several newspapers and news channels, hoping to find a possibility to gather practical experience and sharpen my skills. I spent a significant amount of time drafting cover letters, tweaking my resume, and preparing for interviews. After confronting rejections, I ultimately received a proposal from Channel i to work there as an intern.

I was pleased to sign up for Channel i, an outstanding news channel that reaches thousands and thousands of audiences each day. As an intern on the international desk, I was accountable for researching and gathering news from round the arena, fact-checking, and supporting the editing department to put the news together. I also had the opportunity to work with the Multimedia and Channel i online departments, mastering approximately the technical factors of broadcasting and virtual media.

My time at Channel i was challenging yet worthwhile. I had the pleasure to work along experienced journalists and editors who instructed me with precious remarks and guidance. I achieved realistic abilities including news writing, video editing, and social media management. I additionally evolved my crucial thinking and hassle-fixing talents, as I needed to navigate the fast-paced and ever-changing world of news.

My internship at Channel i prepared me for my destiny career in journalism. I discovered the importance of accuracy, ethics, and responsibility in reporting, and gained insights into the inner workings of a main information enterprise. I am thankful for the possibility to have worked at Channel i, and I look ahead in making use of the competencies and know-hows that I received in my future endeavors.

Chapter Four: My Job as a Newsroom Editor

During my three-month internship period as a newsroom editor, I was assigned to do multiple tasks where I worked with the top journalists of the country, and I had the privilege to learn the ins and outs of how a news channel operates. I will give a thorough overview of my Channel i internship experience in this chapter, focusing on the International Desk, Multimedia, and Channel i Online department. I will go through the duties and obligations I was given, the information and skills I acquired, and the difficulties I ran into while doing my internship. Together with the skills I acquired from my mentors and coworkers at Channel i, I will also emphasize the effects of my internship on my personal and professional development. Readers will have a thorough grasp of what it was like to work at Channel i and how it influenced my professional growth by the end of this chapter.

International Desk:

I started working in the international desk at Channel i in the initial stage of my internship. I learnt how to collect and structure news from online sources and any report that has been sent by the representatives of the organization. I was often assigned to writing news related to COVID updates, Ukraine – Russia war and reports on natural disasters taking place in Bangladesh and around the world from the month of October to December in 2022.

There are important aspects to be noted while writing a news for the international news desk for Channel i particularly. The first step to start writing a news regarding any issue is to have proper materials to begin with. For example, it is necessary to have the actual news, footage or pictures, and the script. All these materials together make a news that airs live on television. Secondly, it is necessary to follow the witting pattern in which a particular news broadcast channel follows. The writing style is important because it creates a one-of-a-kind identity for the news channel.

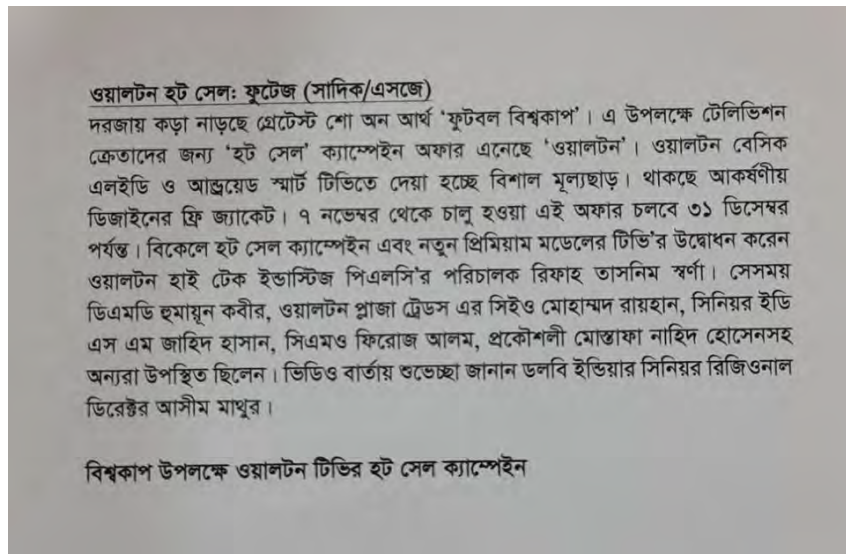


Fig. 2. Sample news at international desk (Channel i)

The picture above is a sample of a news that has been published at Channel i. I was handed over a press release from the senior editor sent by a local representative of the channel. Press releases are often a vast description of any event that has taken place which is newsworthy for the channel. It is the responsibility of the editor to organize and summarize the whole news by bringing it in a much more compact format which is presentable.

One important aspect about news that are live broadcasted in television is that the screen time for any news is 35-40 seconds, especially for Channel i. Therefore, the editor needs to make sure that the script and visuals used in the news fits into that limited time slot. Any unnecessary information that does not add any value to the news or something that might be inappropriate is strictly avoided.

Multimedia:

The multimedia department of Channel i is fully dedicated to providing support for the social platforms owned by the brand. Compared to other departments that I have worked at, my experience in the multimedia department is quite short. However, I was shown how the whole process works. The multimedia section of the channel specifically focuses on the YouTube channels and other social media platforms like Facebook and Instagram. The Facebook page of Channel i provides all kinds of news and programs dedicated to the channel. However, the YouTube channel in this perspective is different. There are in total seven YouTube channels of Channel i (Channel i News, Channel i Live, Channel i Multimedia, Channel i Digital, Channel i TV, Channel i Classic, and Channel i Prime) and they each serve different purposes. For example, the YouTube channel named Channel i News provides news that is broadcasted on live television and on every other digital media platform.

Secondly, the YouTube channel for old shows that used to be broadcasted on the television is known as Channel i Classic. The viewers can watch their favorite classic shows from that YouTube channel. On the other hand, for the newly released and updated television shows, drama, telefilm, etc., the Channel i Prime YouTube channel is available. Thus, every single YouTube channel is concentrated on different contents that are free of cost for the viewers. Channel i gives everyone plenty of options to choose from and it can set them apart from its competition in the digital media industry.

Channel i Online:

Channel i online is a department that is structured to provide content support for the channel's website. Just like the multimedia department, online department of channel i is very vast. There are different categories in which the news published in the official website of the channel gets divided. For example, the website publishes news under the categories like business, education, entertainment, international news, politics, sports, economy, lifestyle, crime, information technology, women, agriculture, nature, culture, etc.



Fig. 3. Published news at Channel i online website (Channel i online)

During my three-month working period as an intern at Channel i, I have written multiple news for the website. However, only the most important news gets published depending on the importance and relevance of the news at that given moment. The given picture of the news is one of the three news that were published on Channel i online. First, it is important to know how the news gets selected, filtered, and published on the website. Unlike the television news, there is no restriction on the length for the news that is published on the website. Nevertheless, there are always precautions that are strictly maintained in the selection of language and tone in which the script is written. The main objective for any digital media platform is to provide unbiased news that does not hurt the sentiment of any religion, community, and social group intentionally or unintentionally. As a result, news is often filtered out or heavily edited before it makes it to the website.

I was responsible for writing international news throughout my internship period at Channel i. There were various international events in the later part of 2022 like the ongoing Ukraine-Russia war, COVID situations specially in China and natural disasters happening in different parts of the world. Here, most of the news that were published on the website or broadcasted on the television were related to such international issues.

Chapter Five: Other Departments at Channel i

Channel i has established itself as one of the top media outlets in Bangladesh, thanks to its seamless coordination among its various departments. In this chapter, I will explain how different departments work together to deliver quality content to its viewers across the world.

Any news channel has several departments which are responsible for its respective field of work. Every department is not authorized or off limits to most people. There are HR, Admin and Accounts departments in any channel which deals with its corporate affairs which are especially important to keep the organization running behind the scenes. However, the most important departments in any news outlet are known as the ones which work tirelessly round the clock to provide different contents to its viewers. They are as follows:

- i. Jonopod
- ii. Prokrity O Jibon
- iii. Reporting
- iv. Editing
- v. Digital

Media

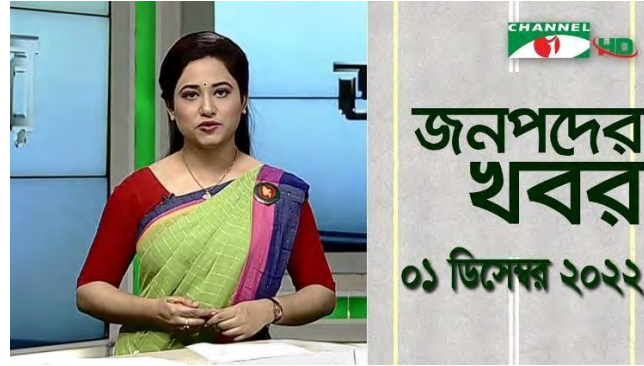
Jonopod:

Fig 4. Channel i Jonopod (Channel i Facebook page)

This department of Channel i is specially dedicated to the news that are related to the rural places of Bangladesh. The Jonopod team travels across the country to capture the lifestyle of the rural people of Bangladesh. News that are particularly focused around the prospect of the pain, suffering, success, and possibilities in the rural places are covered by the Jonopod department. For example, the news that airs on Channel i, under the Jonopod tagline, represents context like cultivation of rice, fish, poultry animals and farms, local election in any area, education, women empowerment, river erosion, etc. In short, Jonopod represents the working-class people of Bangladesh and their stories. Stories that inspire people and bring changes by visualizing the struggle that these people must go through to keep the country running.

Prokrity O Jibon:



Fig. 5. Prokrity O Jibon Club (Channel i Online)

The affiliation of Channel i with nature goes back to the days when “Hridoy Mati O Manush” program was introduced for the first time. Even though the program is still actively broadcasted on live television and online platforms; there was not any specialized department in the channel which was dedicated to representing the natural landscape of Bangladesh.

The Prokrity O Jibon department of Channel i is responsible for representing the natural beauties of Bangladesh in front of the world. Similarly, programs and documentaries are created to show various problems like water pollution, climate change, deforestation and endangered species of animals in the country’s territory.



Fig. 6. Prokirty O Jibon Foundation's 'Channel i Nature Conservation Award-2018'

Besides showing the natural landmarks of Bangladesh and putting forward important issues to save nature, Channel i actively works behind the scenes to reward people who are giving their best efforts in the field of natural conservation. For example, the Prokirty O Jibon Foundation's 'Channel i Nature Conservation Award-2018' and a check of one lac taka was handed over to Dr. Mihir Kanti Majumder, who was also the Chairman of Palli Sanchay Bank and Former Secretary of the Ministry of Environment and Forests, for his remarkable contribution. He was also rewarded with a lifetime healthcare certificate on behalf of Dr. Mahbubur Rahman Chowdhury, Chairman; Engr. M. A. Kabir, Managing Director; Dr. Kazi Naushad Un Nabi, Director; and Mr. Al Emran Chowdhury, Director & CEO of Bangladesh Specialized Hospital (Prokirty O Jibon Foundation – Channel i Nature Conservation Award-2018).

Sports:



Fig. 7. Channel i sports news (Channel i Sports Facebook page)

A group of motivated and experienced experts who are enthusiastic about sports and committed to provide their viewers with the most recent news and updates work in Channel i's sports section. To provide the greatest sports coverage possible, a team of journalists, producers, editors, cameramen, and technologists collaborates.

A wide variety of sports tournaments are covered by the department, including cricket, football, hockey, tennis, and other well-known sports. They ensure that viewers receive thorough coverage of all the important events in the world of sports by covering both national and international sporting events.

The department employs a variety of methods, including live telecasts, highlights, analysis, and interviews with players and experts, to present news around-the-clock. They have a separate newsroom where they collect information and breaking news from authentic sources, and then immediately broadcast it to their audience.

The sports department also has a strong online presence, which helps them to reach a bigger audience and provide them with latest news and commentary. They communicate with their audience on numerous social media sites, such as Facebook, Twitter, and Instagram, to get input that enables them to enhance their reporting and produce better content.

Editing:



Fig 8. Editing room in a typical news channel (Google)

The editing department is perhaps the most important department in a news channel. This is the place where all the visual aspects that are broadcasted while the news presenter reads the news are edited. The editing department typically consists of skilled editors who are highly qualified in the field of video and graphics editing.

The core responsibility of an editor consists of working on the footage that is captured by the camera crew and selecting the most relevant footage which correlates with the script and the context of the news. Any unnecessary footage that is either offensive or controversial is censored. During my time as an intern at Channel i, I had the responsibility to collect visuals that are relevant to the news that I was working on and pass them on to the editing team. Then, the editing team would use the provided visuals and graphics by adding some necessary elements such as the logo and caption for that news before it becomes broadcast-worthy.

Digital Media:



Fig. 9. Some of the shows managed by Digital Media Department (Google)

Digital Media is a department in Channel i that is responsible for the shows that are shown in the channel other than the news. There are dedicated people who are skilled in their field of profession who work start to finish, starting from writing script and content generating to making the stage for the shows that are broadcasted on television.

Some of the programs that are hosted by the Digital Media department of channel i are ‘Tritiyo Matra’, ‘What a Show, Taroka Kothon, and Channel i Music Award. Digital Media department also looks after the promotion and moderation of different series and telefilms that are broadcasted on television and the online platforms, respectively.

Chapter Six: Journalistic Terms

During my time as an intern at Channel i, I have learnt many things including the ins and outs of how the media industry works to how every single department in a news channel works, synchronizing to maintain a seamless transition of content generation for the viewers. In a fast-paced working environment like Channel i, the employees have developed key words or terms that help each other to pass the information from a medium to the receiver swiftly without wasting any time. My senior colleagues and supervisor suggested me to carefully take note of such journalistic term to cope up with the fast-working environment quickly. These journalistic terms are discussed below:

Backpack:

This particular term is used to describe the equipment bag that a news reporting team carries along in the location in which the news will be covered. Typical news backpack carries everything including the camera, lenses, batteries, camera stand, mic, lights, and other essential materials. When a reporter is said to carry a backpack along with them, it means every essential equipment has to be included inside of it. It is left up to the judgement of the reporting team what they need to carry with them in the backpack to cover the news successfully.

Assignment:

Assignment is considered as the complete package starting from the beginning of the news where content is generated on the basis of collecting visuals, interviewing people, being present at the right place in the right time until the news gets proofreading and is finally airing on live television. Usually, a reporter is given responsibility of the assignment or the reporter himself or herself takes responsibility of doing the assignment. Assignments have larger time limit to be completed compared to writing script or collecting video for the news, as that particular reporter will have to do all the work by themselves. The typical time frame for an assignment can be stretched from a day to a month considering the context and availability of all materials that are needed to successfully broadcast the news.

Reader:

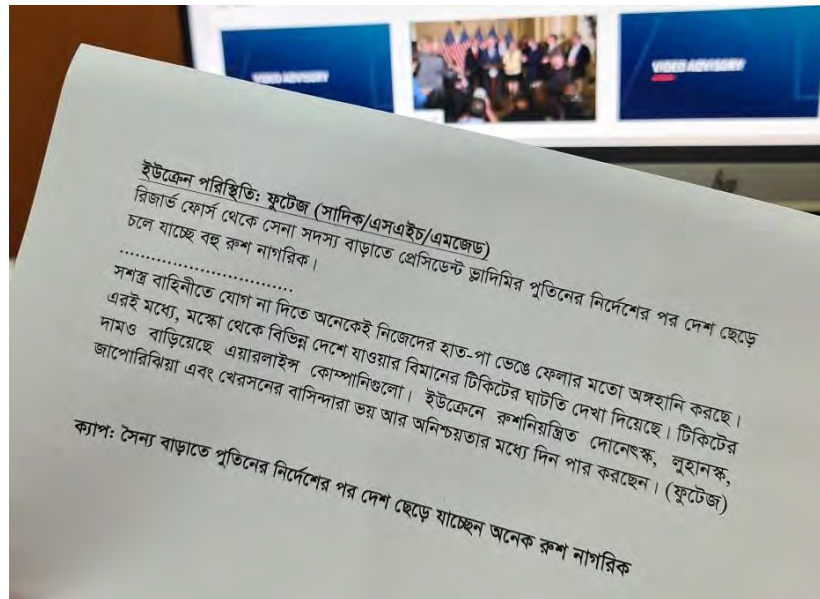


Fig. 10. Example of a reader news

Reader is basically the news that is typically seen on the television. To put it simply, a reader is a combination of the caption and the body part of a news that the news presenter reads out in live broadcasting situation. Readers are compact in size and word limits are strongly maintained as the time allocated for each news is 30 seconds. Use of any unprofessional and provocative language is not encouraged. These kinds of news usually have some sort of short video or visuals that adds value by complementing the context of the news.

Bite:

In broadcast journalism, bite is a very special term which adds credibility to any news that is being broadcasted on behalf of any particular news channel. For example, Channel i is broadcasting a news regarding a murder case in any particular area inside Dhaka. In such sensitive news like these, hard evidence and solid ground are necessary. Otherwise, the outcome could be very risky for the channel and the victims of the murder case.

In situations like these, news channels use the safest path possible which is taking interview of the people who have encountered the event or any sort of audio which provides additional credibility of the news and keeps the news channel out of harm's way. Here, the interviews taken or the audio used in such news reporting are termed as bite.

Voice:

Voice or voice-over is similar what is seen in the entertainment industry. However, voice over in the media industry is not used as vastly as it is used in the film industry. Voice is given to those news items where the reporter or the representative from a particular news channel was unable to reach in time or it was not possible to be present for some unavoidable circumstances. Sometimes, voice is given to news reports to add variation. For example, while I was an intern at Channel i, I mostly saw news regarding covid or Ukraine-Russia war being voice-overed. One important aspect to be noted is that video footage of news that are often collected from online sources, where there is no presence of any news reporter from that television, is voice-overed.

Scroll:



Fig. 11. Example of scroll (Channel i)

Scroll is a special term that is used at Channel i particularly to indicate the news that is usually displayed at the bottom of the screen. Scrolls are generally news that are less important which are not broadcast-worthy. Similarly, news about something that is going on in the given moment is displayed in the scroll section of any news channel.

There are two types of scrolls, general scroll and main scroll. General scroll is usually descriptive. News about any issue is described in detail in the general scroll (green background portion of the news in the above picture). On the other hand, main scrolls are more compact. The information in the main scroll is very limited and straightforward. Furthermore, the font style, background and space occupied in the screen is comparatively more than that of the general scroll (red background portion of the news in the scroll).

Chapter Seven: Interpreting Academic Knowledge with Internship

As a major in Media and Cultural Studies, I was taught how media can play a significant role in shaping public perspective about something. One of the most powerful aspects of media is how it can generate public opinion. Both digital and print media possess the ability to dictate how people think, react, and consume certain issues. Something as simple as the tone that is used in a news report or an article in the newspaper can completely shift the reality of the original context of any event. As a part of my major and during my time as an intern, I was always taught to be careful about such simple things that can cause an unexpected controversy among people.

Digital and print media could be a weapon of mass destruction, or it could be the voice of justice, depending on the people who are working behind the scenes to run those giant global organizations. In the following discussion, I will examine how the theories that I have learnt in my academic level have helped me work efficiently in the media industry as an intern and how every single subject matter discussed in all of my major courses have practical use in the media industry.

ENG331 (Cultural Studies: Theory and Practice)

In this course, the main concentration is given around cultural and literary theories. Different contemporary social aspects like feminism, cultural politics and post-colonial perspectives are the focal point of this course. I have found myself being able to connect well with the book *Cultural Theory and Popular Culture* by John Storey while I was working as an intern at Channel i. In his book, Storey describes culture as a growing process in which the relationship between power and politics prevails in order to challenge the existing power structure. Furthermore, the author represents the power of media in shaping social norms and values.

This particular aspect of the book can be compared with the present situation of how social media is used in favor of the political parties to achieve their goals. Storey also introduces the idea of high culture versus popular culture. Popular culture is more appealing to young people. For example, popular culture includes television shows, music, films, etc. On the other hand, high culture attracts the elite set of people in the society. For example, high culture attracts people interested in classical music, dance, literature, etc. John also exclaims that the distinction between high and popular culture can be made based on the difference in class and standards in our society. Likewise, due to having the opportunity of working with one of the top media industries in the country, I can certainly agree with the contents that Storey has discussed in his book. There are different shows that are specifically structured for people of different age, class, taste and preference, and the components of high culture and popular culture exist in today's world of digital media (Storey, 3).

ENG333 (Globalization and The Media)

This course discusses three aspects which include postmodern theories, globalization theories and theories of consumer culture. Post-modernism emerged in the late 20th century based on the intellectual and cultural movement at that time which can be classified by the skepticism toward grand narratives and a preference for individualism and relativism.

The course also focuses on the implementation of audio-visual media which includes films, advertisements, and television. I have found great similarity in my internship experience with the ideas of audio-visual media as I have dealt with all of these aspects due to working with the media industry.

It is essential to mention the theory of hyperreality by the Spanish French sociologist, philosopher, and cultural theorists Jean Baudrillard. Hyperreality is a postmodernist theory which says that something that is real and something that is fiction are seamlessly blended together so there cannot be any clear distinction between any of the two. The media industries of this era incorporate this theory in their television shows, movies and sometimes in news as well. The ability to blend what is real and what is an act of fiction together so that the audience cannot distinguish between any of those two is the recipe for a successfully run digital media outlet. Sometimes the reality of any news or television show needs to be compromised for it to look more presentable to the audience. Furthermore, Baudrillard believes that hyperreality is connected to the idea of simulacrum which replaces the reality of anything with its representation. He believes that the contemporary world is constantly being replaced with false visualization of the reality (Baudrillard, 3).

ENG401 (Editing)

As the name suggest, this course is related to editing and the in-depth study of how an editor makes his work errorless while doing so. My job as an intern at Channel i was newsroom editor. As a result, whatever I have learnt in this course has helped me in my job as an editor for a popular news channel like Channel i.

It is important that I sequentially mention all the elements in this course that I have seen myself using during my time as an intern. First, a big portion of ENG401 is related to the study of grammar, parts of speech, punctuations, capitalizations, modifiers, parallelism, subject verb agreement, etc. These are simple yet especially important small details that really helped me while I was working as a newsroom editor, because I had to make sure that the script that I was writing had little to no mistakes from a grammatical point of view. Mistakes like these can make an embarrassing impression for the channel in national television.

There are some other notable theories in this course that has helped me during my internship. One of them is known as “delayed lead” (Smith, 104). In journalism, delayed lead is an important factor. In news reporting, delayed lead is used to capture the attention of the audience by delaying the core message of the news. Delayed lead is used in news that are long, whether it is published online or for broadcast purpose. News that uses a delayed lead usually provide a background story of the context of the news before jumping into the main focal point of the news.

The second theory that I have seen being vastly used in the journalism industry is “narrative storytelling” (Smith, 112). Narrative storytelling uses a combination of other theories such as delayed lead, anecdotal lead, conversational quality, etc. Narrative storytelling is used in news reports and online articles which have some sort of sentimental background attached to it. Just like delayed lead, delayed storytelling is used for news that are long. Everything including visual effects to background music and script is structured in a way that allows the audience to feel emotionally attached to the news. The whole purpose of narrative storytelling is to make the audience give the feeling of being a part of the news both emotionally and physically.

Perhaps, the most important concepts of the ENG401 course that I have applied myself during my internship period are the implementation of fairness (Smith, 171) and the avoidance of sexism and racism (Smith, 172). First of all, fairness is as simple as giving justice to the news. During my internship, I was taught some essential reasons for being fair while writing news about a particular topic. The first reason to be fair is to make sure that people get to see the real picture, and nobody involved in the news are victimized. This can be achieved by selecting the right set of words which does not create any misunderstanding among the audience. The reporter needs to make sure that the other side of the story is heard, so that the audience themselves can be the judge of who is wrong and who is right. Fairness in a news report is also maintained by providing legitimate sources so that the reporter or the channel does not get any blame for fabricating anything.

Finally, avoiding sexist and racist remarks in the news report is also especially important (Smith, 172). One way to do that is to use gender neutral words. The news editor needs to keep a close eye on avoiding masculine words in nature which might offend people. For example, use of words like chairperson instead of chairman or chairwomen need to be applied.

ENG404 (Copywriting)

The copywriting course is very important as it gives an insight into how the digital and print media is built around the copywriting industry. This course has been particularly essential for me as I worked as a newsroom editor at Channel i. There are many aspects of copywriting that are taught in the ENG404 course. However, there are some notable theories that I have found myself applying while I was an intern.

The first theory is to attract the audience by gaining their attention by advertising something of their interest (Black and Bly 4). The best way to do this is to write a catchy headline which is relevant to the news (Black and Bly 119). Headline in any news is important as it is the first piece of text that catches the eye of the audience. Headline should have the quality to summarize the main message of the news in the body copy so that the reader gets to visualize the context of the news.

Another theory that I have studied in my copywriting course that I have used extensively during my internship is avoiding sexist language (Black and Bly 47). While writing about any sensitive issue that could possibly offend a large number of people, it is essential to avoid the use of sexist language that includes gender references.

ENG440 (English for Print Media)

The ENG440 course is designed to equip students with essential English language skills required for working or writing in print media such as newspapers and journals. The course enabled me to comprehend the structure of print media and introduce it to various aspects of journalistic writing. The course content consists of a wide range of topics, including news reporting, feature writing, literary-critical analysis, news commentary, op-eds and post-editorials, story planning, cross-checking, and editing.

Moreover, I have gained a comprehensive understanding of the organization and operations of how the theories work in real world situation. Additionally, the ability to write compelling news articles, engaging features, and opinion pieces are also discussed in this course. The course also teaches the art of literary-critical analysis, allowing students to evaluate written material critically. Students will also learn how to prepare and edit their work to ensure it meets professional standards.

Throughout the course, I have found myself engaging in practical exercises that allowed me to put the acquired skills to use. These exercises were designed to simulate real-life scenarios that students may encounter in their careers. However, one theory that I have found most useful is the News Value Factor theory. In the world of journalism, the value of the news is determined based on various factors. These factors are the criteria for identifying whether any story or context is newsworthy or not.

There are five news value factors:

- i. Prominence
- ii. Consequence
- iii. Oddity
- iv. Proximity
- v. Timeliness

Any news or story is prominent based on its significance. Any event that is concerning for many people is prominence. The Ukraine and Russia war is an example of prominence. This war is not just a matter of concern for these two countries but also a matter of global security which might start conflict between other nations as well: eventually starting something like World War III.

The second criteria for an event to be newsworthy based on the news value factor is consequence. Any event that has some aftereffects is considered as highly newsworthy. For example, the recent earthquake in Turkey has left the country devastated. Many people have died, and infrastructures have been destroyed because of the natural disaster. All national and international outlets have covered this news as a result emergency aids and rescue teams that arrived in the country. I have written multiple news in my internship period which are related to this topic.

The third criteria for a story to be newsworthy is based on its oddity. Sometimes news that has a strange context gets published to give the viewers a different experience. There are many people who enjoy this kind of news. For example, a recent news regarding the fight between Dhaka College and Ideal College is an unusual news as it's not a normal case to encounter fights between educational institutions. However, the oddity of the context makes it entertaining for some people and thus makes it newsworthy.



Fig. 12. Example of Oddity (Channel I Facebook)

Proximity is the fourth criteria for anything to be newsworthy. Proximity refers to an event happening in any place that directly or indirectly impacts people in the surrounding area. For example, the recent Sitrang cyclone fits perfectly in proximity. The cyclone hit coastal areas of Bangladesh in 2022 and damaged infrastructures, human lives, and natural resources. As a result, covering such an important news was essential as it was life-threatening for people living in proximity.

The final news value factor is timeliness. It refers to any news being covered in time. There is certain news that needs to be broadcasted in real time, and the news starts losing its value and public interest if delayed. Sports news are a particularly good example of timeliness.

ENG465 (Translation Studies)

As the name stands, this course is responsible for teaching the subject matters of translation. Throughout the semester, I learnt how to convert a Bangla piece of writing into English and vice versa. To be able to work efficiently in the copywriting industry, it is very essential to know how to write in multi-language like English and Bangla and to have the ability to translate the text without taking away any meaning from the source language.

There are theories that I have found extensively useful as I worked as copywriter during my internship period in Channel i. I have noticed that theories related to calque, borrowing, literal translation, structural/class shift, translation loss, and others have practical applications as I have found myself applying such theories myself.

Most of the international news that I have written during my internship was regarding the Ukraine – Russia war and the COVID situation around the world. News like these is usually collected from international sources like Aljazeera, BBC, CNN, etc. As Channel i is a Bangla channel, the news needs to be translated in a way that the real essence of the context does not get modified or lost after the translation work is done. The in-depth analyses of the study of translation in this course has helped me in the translation process while I was working as an intern.

Chapter Eight: Challenges

As much as I have enjoyed my time at Channel I, one of the leading channels in the industry, I have also faced countless difficulties. These challenges tested me to my limits but also gave me the ability to improve myself throughout my internship period.

The toughest challenge that I have faced after I joined Channel i was to write news in Bangla. As a language, Bangla is very difficult, especially as a written form of communication. Writing in Bangla requires skills including a strong command over the language, a rich vocabulary and the ability to write in an interesting tone. As a newsroom editor, it is very important to work round the clock as there is a very short time frame to finish and proofread a particular package of news before it becomes broadcast-worthy. Moreover, the software that is used to type in Bangla was completely unknown to me. In the first week, I was overwhelmed by the workload and expectation to perform at the top level although I was just an intern.

Another challenge that I have faced during my short working career in Channel i is probably what most interns face when they are about to start their career in their desired field of interest. I had a difficult time getting familiar with my co-workers during my entire internship. It is safe to say that Channel i has a long history of employees devoting their career for a prolonged period of time in the industry. As a result, the age gap between most people and myself was significantly high. Furthermore, as an intern, I was not always given varieties of work. I spent the initial stages of my internship observing how things are done. However, I had some wonderful colleagues who helped throughout my journey to successfully complete my internship by making me feel comfortable in the intense work environment.

Chapter Nine: Overcoming Fear

Working in the media industry is always a never-ending stream of motion that must be repeated continuously without any margin of error. The biggest fear that I had to overcome while I was an intern was how quick the industry changes. As a journalist or as a media person, there are certain qualities that someone must possess. For example, the ability to adapt quickly, quick learning ability, and thinking out of the box are some of them.

When I first started working at Channel i, one of my biggest fears was the environment in the newsroom. Working with the leading journalists of the country and being able to keep up with their pace requires serious dedication. I had a difficult time at first, but my co-workers were very nice to let me adapt to the new working environment quickly. Moreover, there are some mistakes that are completely intolerable such as spelling mistakes and misinformation in the script. Every detail is carefully checked before it gets the final green light. This was particularly challenging for me as I come from a non-Bengali academic background. On top of that, the whole atmosphere was very tense for me as it required me to perform at my best level. As I started adjusting to the work ethics of the organization, I realized that it is not as hard as I expected in the first place.

One of the most important things that I have noticed during my short working career of three months as a newsroom editor is that there is a serious demand of skilled people in this particular industry who have a creative and brave mindset. Financially, it might not be the best workplace or a fast growing career but there are certain positive aspects like reputation, networking, and the ability to make a difference in the society that surpass whatever this career fails to deliver you.

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