

**Knowing Stories through Review Reports:An Experience at *The New Age***



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### **Abstract**

Since childhood, only writing could stabilize my restless thoughts. So, I always dreamed to be a writer; and as a Media and Cultural Studies student later, a journalist. Thus being able to do an internship at *The New Age* was a great opportunity for me. I had a very good experience there, where I could finally apply my academic knowledge in practical work. In addition, it also taught me a lot of new things about journalism, feature writing and how to cover a story in general.

I joined *The New Age* as a feature reporter for two weekly supplements- *Trends* and *Life*. I was responsible for writing reports on various organizations, event, people, shops and restaurants. This paper tries to present a brief account of my experience as an intern and also my insights into the particulars of the industry and its different genres of writing.

## Introduction

The word “news” can refer to a lot of things at once. According to folk etymology, the term “news” is an acronym form of cardinal directions, where N stands for North, E for East, W for West and S for South. However, Scott, a reporter for *Today I Found Out*, an ‘interesting facts based’ website, claims otherwise. In his article titled “The Word “News” Does not Derive from The Four Cardinal Directions (North, East, West, South)”, he writes that it is the plural form of the adjective “new”, derived from the French plural form of ‘Nouveau’, meaning ‘new’. People working for the print and visual media have to keep themselves busy 24/7 to get hold of everything that is going on around them and throughout the world.

Though choosing a major in the undergraduate program was not an easy task for me, when I started taking the ‘Media and Cultural studies’ courses, I finally discovered my knack for it. I started enjoying the courses on the Medias as they address various aspects of our daily life in different ways. My final destination in this exciting and challenging academic journey was my internship at *The New Age*, one of the prominent English dailies of Bangladesh. I joined *The New Age* as a feature writer for two weekly supplements – *Trends* and *Life*. I joined *The New Age* as a feature reporter for two weekly supplements- *Trends* and *Life*.

During my internship, I wrote quite a few numbers of ‘Review reports’ and ‘Utilities’, three ‘Cover-stories’, two ‘Sketches’ and ‘Up Close & Personal’-s. I also wrote a report on an art exhibition that took place in Dhaka Art Center. Among all my reports, twelve got published and some more are in the process of getting published.

*Trends* is published every Tuesday. It mainly covers news or reports on fashion; namely on trendy accessories, new arrivals in fashion and the world of glamour. It consists of a 'Cover Story', a 'Review', one or two 'Events' and a segment called 'Up Close & Personal'. It also includes three to four 'Envogue', one item on 'Global Fashion' and the weekly 'Horoscope' page. 'Up Close & Personal' is the section that inquires about the views of popular public figures on issues like - life, love, friendship, family, childhood, work etc. They also share their birthdays and promote their upcoming work in this section.

On Thursdays, the supplement, *Life*, is issued. It usually covers news on people from different professions; their interests and views. Sometimes it also reports on specific issues regarding people's lives. This supplement also covers current events, exhibitions, movie reviews and so on. It has a segment named 'Sketches' which highlights a chosen individual's lifestyle, childhood memories, work and accomplishments. The 'Utility' segment covers news on new NGOs & organizations or welfare societies.

In brief, I had worked for almost all the segments of these two supplements. Thus I learned many new things beyond my academic knowledge. Though I worked for all the sections of these two supplements, I found review reports to be the most helpful in terms of research and field work. In this report I am going to discuss my experience as well as some of the understanding I gained about news reporting during my internship.

### **Basics of *TheNew Age***

On the fine morning of 7<sup>th</sup> June, 2003 a new kind of national daily joined the traditional dailies with the tagline of “biased. towards the people”. Under the supervision of their first editor late EnayetullahKhan, a vibrant young team with fresh ideologies and perspectives started off in the journey of this newspaper. In his article, “The Best Profession in the World”, Enayetullah Khan mentioned how the role of journalists is being violated in many situations. Thus, *TheNew Age* came out “not to be traditional but to provide readers with a choice” he remarks. The newspaper had earned 30% of the English newspaper readership within its first five years. Today *TheNew Age* is the 2<sup>nd</sup> most popular national dailies in English of Bangladesh after *The Daily Star*.

*The New Age* has 20 pages regular broadsheet paper that are divided mainly into three sections priced at Tk 8 usually. The main portion of the newspaper consisting of 12 pages deals with the news of every sector including –National, Metro, Time-out, Editorial, Op-ed and International. The other two other pages B1 and C1 respectively focuses on Business and Sports as regular additions. It is priced at Tk 10 the days on which there are supplements making up to 12 extra pages.

The process of news collecting and reporting is mostly done by the staff reporters of *The New Age*. The different sections have their own news reporters who work for them even from the most isolated places of Bangladesh. The international coverages are done by its news representatives from abroad. Apart from that, ex-members and young interns work for the



newspaper voluntarily and collect local and international news. Though the feature writers enjoy more freedom than news reporters in their choice of subject matters, the working process is similar to professional reporters. As I worked for their feature section only, so I will mainly discuss features, especially reviews, in this paper.

### **The ‘Life Team’**

There are basically two teams that work for the feature section in *The New Age*. The ‘Life Team’ deals with the two weekly supplements: *Trends* and *Life*. The ‘Juvenile Group’ works on the two other supplements *Xtra* and *Joven*. Since I worked with the ‘Life Team’ only, I would like to go through its details.

The ‘Life Team’ is a meeting place of young talents who are interested in and want to get expose to the practical experience of working for the media. The core group is comprised of the features editor of *The New Age*, Konka Karim, who has been working for the newspaper since its beginning. All the group members are involved in writing features for the two weekly supplements-*Trends* and *Life*. The three senior writers help and supervise the new comers and interns.

The process of reporting and collecting news for the ‘Life Team’ is unexpectedly different than all other sections of *The New Age*. The writers of the core group have to attend a weekly meeting which is conducted by the chief feature editor, who assigns the writers’ topics for next issue. After this meeting the reporters are left on their own to cover the subjects assigned to them the way they please. Then they send their articles to the senior writers by a certain deadline; who, then forward it to the chief feature editor. Meanwhile the photographers have to collect the supporting photos for respective stories and send them to the senior photo editor. After the approval for this section, the photos go back to the senior editor of the ‘Life Team’.

When the editors finalize all the designs, pictures and news they go to the press for publication. This is how every report in *Trends* and *Life* get covered.

### **Basics of Writing Features**

The experience of writing features is different than writing news reports. There is no clear definition of a feature. To define features, Sally Adams, in his article “Writing features” points out:

Anything from a celebrity interview to an agony column, a product round-up, to an obit, can be considered a feature and this variety demands versatility. If there’s one word that describes good feature writers it’s savvy . . . The safest guide is negative: they are not news. (45)

So, it can be said that a feature is a subjective piece of writing, in which, facts, opinions, arguments, persuasion and even confessions may become a creative amalgamation of information.

The most significant aspect in feature writing is that it does not support either “Kipling’s Points” (Who, What, When, Why, Where and How) or the “Inverted Pyramid” structure. The “Inverted Pyramid” presents the most important news on top, moving on to the less important bits. Though the use of the Inverted Pyramid is often imposed on feature writing, it is not as strictly structured as news reports.

Consequently, there is no absolute rule for writing a feature like news reports. During my Internship, I have learned some basic guidelines for writing good feature stories can be described as follows:

**i. Thinking Over the Concept Clearly**

The writer has to think about the concept clearly and from every possible angle. He/she needs to think about presenting the information in a way to make the report both interesting and informative.

**ii. Focusing on the Context**

The writer has to focus on the context over irrelevant elements of interviews. It is very common to get unnecessary information that cannot be used in the particular feature. The writers need to make their story interesting but should not make a list of unnecessary information in it.

**iii. Having Something to Say**

The feature written on particular events, products or organizations story have to look attractive to the readers. The stories should be able to give beneficial information as well as a detailed understanding of the subject matters. Whatever the questions the readers may have should be answered in the story. They may also promote the events, products or organizations during this process.

**iv. Taking the Reader from A to Z**

The reporter needs to write the story in an interesting way to keep the readers attracted from beginning to end. The presentation of information should be in a way that provides important information with an element of surprise, dialogues or sarcasm.

**v. Choosing Words Carefully**

Although it is necessary to make the feature interesting and enjoyable to its readers, choosing simple and appropriate words is equally or more important. Difficult words can interrupt readers and they may lose interest. The writer has to ensure that the story flows smoothly and the reader is captivated by it.

Thus writing features becomes tougher than writing reports. It is not only confined within answering all six questions by maintaining a sequential format. In ascending order of difficulties it can—inform, help, entertain, persuade and amuse readers. Even these criteria can vary. They can either contain all of these attributes in one single story or address some of them or only one.

As a result of such varieties it is difficult to follow any particular outline for feature writing. Nevertheless, there are some basic characteristics of a good feature. Some of the characteristics that Sally Adams mentions in “Writing features” can work as guidelines for new review writers:

- a) The feature should involve the reader.
- b) It should be accurate.
- c) The feature piece should be readable.
- d) It should have a grabbing intro.
- e) It should meet the brief.
- f) It should have substance.
- g) It should be well crafted.
- h) It should contain an added element of surprise. (*Writing for Journalists*, 46)

In addition to this my internship has taught me that good features should also have the following characteristics:

- It should be topical.
- It should be colorful.
- It should contain good quotes.
- It should be vigorous.
- It should be helpful and
- It should be credible.

If a feature can fulfill all these requirements simply and properly then it may count to be an ideal piece of writing. A feature writer always needs to keep in mind that he/she has to present information in an unusual and creative manner. Thus a feature can be distinguished from other news stories.

## **Types of Features**

According to my internship experiences, I have divided features in four broad categories: Profiles, Product stories, Background features and Opinion Pieces. All of these are been explained below in brief.

### **A. Profiles:**

Profiles deal mainly with people and organizations' background. The tone for profiles is casual as it covers personal stories and incidents of the people or organizations being covered. It can be of two types:

- Profiles can be written on individuals. They can be based on interviews, taped into a Q&A format. Later it is written as and edited into a first person narration.
- Profiles can also be written on two or more people, or groups. Again these can be based on interviews, or based on clips.

### **B. Product Stories:**

This category includes stories on one product or can be a roundup of many products, described, compared and tested. In this case, the writer needs to know about the products' quality, laboratory results, peoples' reactions and so on; that have to be presented in a way that informs readers to know more about the product.

### **C. Background Features:**

Those feature stories that put news in context are known as background features. This feature can be called hybrid between a news story and a feature. These feature stories are generally written on political or social contexts.

#### **D. Opinion Pieces:**

This format includes all other kinds of feature pieces, mainly including-- leader/editorials, think pieces, columns and diaries. Such stories usually focus on public reactions to ongoing condition of social, cultural, and political practices.

*The New Age* practices all these four kinds in their feature sections. No matter what type of feature it is the writer has to ask him/herself four questions repeatedly. As mentioned in the chapter called "Writing Features", of the book *Writing for Journalists*, those four questions are:

- a. Did I read it to the end? Was it smoothly written, taking me effortlessly from A to Z?
- b. If I read to the end, was I convinced by what I read? Was it accurate and authoritative?
- c. If I was convinced, did I care? Was it relevant? Did I feel involved?
- d. If I care, am I going to do anything about it? Cut out and keep the feature? Show it to friends? Follow the expert advice? Learn from that example? (Adams, 47)



## Basics of Writing Reviews

It can be easy to define review reports as a special kind of feature writing. A review report is a critical analysis of performance of the subject matter. It needs to do nothing more than provide the reader or listener with factual information. Again, it is mentioned in the chapter titled “Writing Reviews”, of *Writing for Journalists*, “A review, as well as providing that kind of information, should describe the work and express an opinion about it”(Gilbert, 107).

Daryl J. Bem of Cornell University, in his article “How to Write Review Art” describes a review article as the following:

You have surveyed an experimental literature and arrived at conclusions you believe are worth sharing with the wider . . . community. Now it is time to write. To publish. To tell the world what you have learned. (2)

So, review reports are a kind of features that review products, people or organizations. However, the style of writing can vary depending on different topics or approaches.

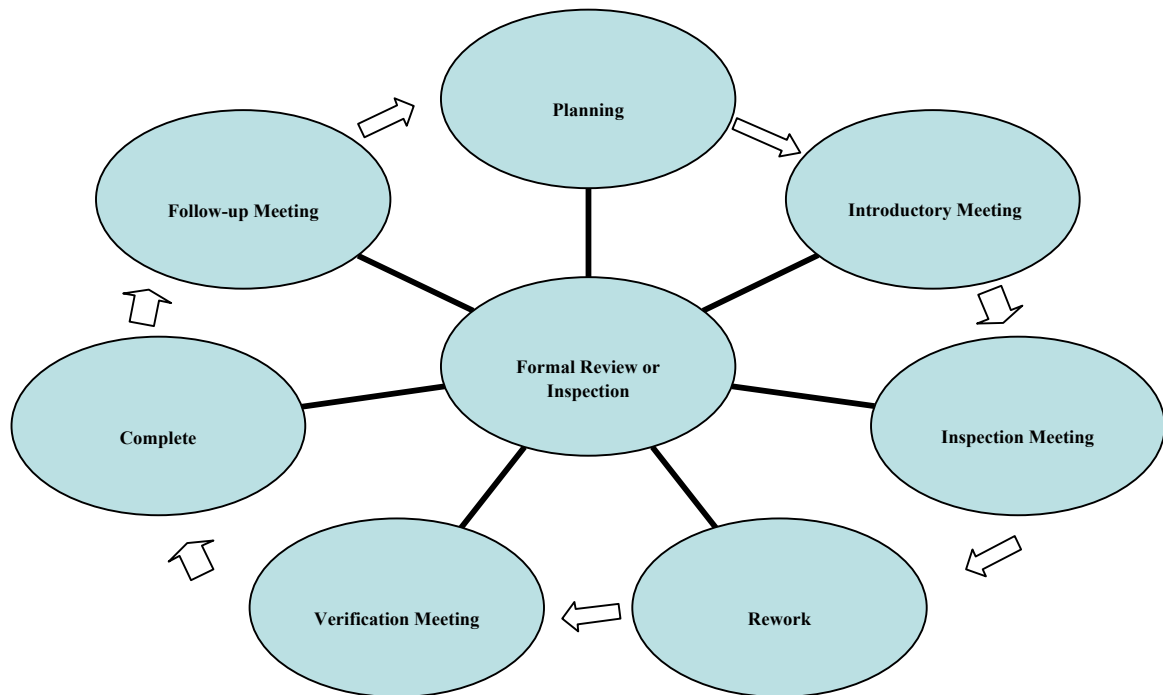
## Types of Reviews

Types of reviews can be differentiated in many ways. As it is mentioned by Jason Cohen, Steven Teleki & Eric Brown in “Types of Reviews”, of *Best Kept Secrets of Peer Code Reviews*, there are five main types of reviews.

### ❖ Formal Reviews or Inspections

Formal reviews were first founded by Michael Fagan in 1976, which are also called Inspections. Fagan examined different kinds of reviews and found out that the content for this kind of reviews is generally confined within 250 lines. Such reviews are mostly a collective work of a group of people. There will be a ‘moderator’ for organizing a meeting in groups of three to six people before projector or with printouts. Every member of this group is assigned particular tasks. The moderator distributes the tasks to all the members and observes their overall progress; the role of reporter is of doing the report, the role of the editor is to do the editing, while there is another person who plays the role as a reader and tries to find out errors in systems and writings. Errors have to be corrected with great attention later.

Formal reviews also consider other elements like—time, length, readers’ comments, etc. So a graph of a formal typical review that is practiced at *TheNew Age* will include looks the way it is given in Fagan’s “Five Types of Review”:



**Figure3.1.1:Formal Review**

*TheNew Age* practices this type of group work and other essentials in case of review writing partially. The ‘*Life Team*’ always sits for a weekly meeting with its core members to assign each and everyone’s report and talk about them and their progress of work.

#### ❖ **Over-the-Shoulder**

An over-the-shoulder review is the most common and informal in nature. It only includes a ‘developer’ with the presence of an author who observes the author’s mistakes while the author walks to the reviewer with some changed codes. In this case the author is in a superior position to take care of collecting information for the final report. As a result it is harder to write than

other kinds of reviews. In this case the author has to take interview of the reviewers face to face, but sometimes the information can get changed as the reporter writes the story from his own understanding. In some cases it seems more difficult to bring out the emotions or at points of view of the interviewees in these reviews the way they would like. As such reviews give the reviewers the control over the narration of the story it is called the over-the-shoulder review. The process in which such reviews work according to Fagan is as follows:



**Figure-3.1.2:** Over-the-shoulder Review

#### ❖ **E-mail Pass-around**

Email pass-around is the second most common type of informal reviews. In this case, the questionnaires are sent to the interviewees, which they fill up and send back to the reviewer. After finishing writing the review, the reviewer again sends the written work to the interviewees for them to check if they are okay with the write-up or if they want anything to be changed.

Though this type of reviews may help building the interviewer-interviewee relationship, it is also said to hamper the prestige of organizations. *The New Age* strictly prohibits this type of review writing formulas. Sometimes in case of emergency, they do the interview through mails or over calls, but sending reports to the participant or sharing of any other information is not maintained according to *The New Age*.

#### ❖ **Tool-assisted Reviews**

This is a new category of reviews as it is more depended on technology than others. Automated file gathering, combined displays that include comments, defects or differences, and a few more components are the key elements for these reviews. I do not have enough understanding of this particular kind of reviews as it is not practiced in Bangladesh yet.

#### ❖ **Pair-programming**

Pair programming is always done by two peoples' observation; while one is busy reporting, the other one is in charge of overall observation and other related issues. This is the most practiced form of reviews in Bangladeshi newspapers and magazine. Most of the daily agencies actually follow this review writing practice; while reporters are engaged in collecting news, the editor has to check on and control the reporter's actions and writings.

## **Rules of Writing Reviews**

The work involved in writing reviews varies in nature in most cases. Even after that, there are some fundamental rules for writing good reviews. According to the article “Writing Reviews”, of *Writing for Journalists*, there are six significant points that a writer always has to keep in mind. They are:

### **a. Writing for the Readers**

It is very obvious to know who the target readers are before writing the story for a particular topic. Once it is established who the readers are, it becomes easy to know how to frame the story. Then the writer has to present the story in a way of putting information by focusing on readers’ likely interests, frame of reference, attention span and so on. There are five further questions which the writer should ask him/herself, as Gilbert points out in “Writing Reviews”:

- Have I given the thing I’m reviewing my full, open-minded attention?
- Have I reached my assessment of it honestly: uninfluenced, for instance, by the fear of being out on a limb, the fear of upsetting the powerful, the temptation to be nasty for the fun of it, or the simple pleasure of kicking someone when they’re up?
- Have I provided my readers with enough descriptive and factual information for them to decide the value of my assessment?
- Is what I’ve written engaging to my particular readers? Have I made my assessment clear?

These five questions help the writer not only in writing a good review on something, but also in supporting the journalists' ethics in a proper way. Thus it also increases the liability of any feature.

#### **b. Doing Research**

It is very important to do a lot of research before writing every single piece. In case of writing reviews the research needs extra focus because any false information can easily ruin the news.

#### **c. Taking the Right Notes**

In case of interviews and other kinds of data collection, the journalists have to be very sincere about collecting information. Sometimes unnecessary points pop out outside the important issues. The journalists have to identify those important factors among other unnecessary quotes and present them in the story. On the other hand, they have to be conscious about putting too much information that may ruin the flow of the review stories.

#### **d. Knowing to Organize**

The structure of reviews varies due to the difference of topics. On the other hand, the writing style again changes in case of publishing in tabloids, magazines and editorial pages. Magazines occasionally present reviews in a checklist format. For an example, at *The New Age*, there are two certain formats for writing reviews for two separate supplements. In case of writing for *Trends* the review focuses on presentation of information that gives delight to the readers. In most cases these reviews are written on places, restaurants or launching of shopping malls.

Writing for *Life*, writers generally focus on organizations to be printed as review by name of 'Utility'. In this case the questionnaire has to focus more on the background and achievements

of that particular institute. More often, one will need to build an appropriate framework for each review that fulfills its purpose in a unique way.

**e. Being Conscious about the Use of Tense**

It is very important to maintain grammatical rules accurately in writing. The writers have to focus on using the correct form of tense. One needs to decide the way of telling the story either in past form or in the present. No matter what happens, a single mistake in misplacing the past tense into a topic from the present can misguide the readers completely.

**f. Giving a Grabbing Intro**

It is a given that to hook readers' attention to one's report the first glance into it has to be attractive. Therefore, it is a journalist's first job to attract readers' attention through presenting an effective introduction. Generally in case of review writing the introductory paragraphs tell the readers how it is going to be beneficial for them to the story. Then the descriptive part has to have a natural flow through the development of story. If both the introduction and the body paragraphs hold their properties, then it is time to end the story with a conclusion that sums up the review in a finished manner.



## **Basics of Writing an Intro**

As I have mentioned above that writing a good intro is very important for reviews, so the writers have to think more about producing a well formed intro more than anything else. There are many ways to produce an efficient and attention-grabbing intro for particular review stories. Some of the basic techniques that I have learned during my internship for writing successful introduction could be:

### **I.) Narrative Tone**

Using narrative tones in review reports is very common for journalists. During my internship at *The New Age*, I have also used this tactic to hook my readers' attention towards my review piece.

### **II.) Tone of Surprise**

Universally the tone of surprise is used to write a successful review report. At *The New Age*, many senior feature reporters use this tactic to write successful reviews. I myself have used this tactic twice to write reviews.

### **III.) Use of Questions and Quotes**

Even though news reports are not supposed to begin with questions or quotations, reviews sometimes use this technique. This is not very common to use, but some journalists use this tactic too to make the story different than other kinds.

### **IV.) Use of Phrases**

This is another tactic that is not very common for writing reviews but some senior writers of *The New Age* also use this tactic to bring variation to their writing.

### **Writing an Effective Body Part for Reviews**

This is the second difficult task a writer has to face in writing reviews. Journalists need to be careful about writing in a way that takes the readers from the beginning to the end of the story. So, as per my internship experience, first of all, they have to be very conscious about choosing words. Clichéd words or statements can easily ruin the attention of readers.

Next, the writer has to be careful about putting correct and proper information in the story. A misspelled word or wrong information can easily raise questions about the liability of the reports.

Emphatically again, I want to mention that the writer has to be conscious about using the correct tense. Finally, I want to restate that the reporter has to make sure about the smooth flow of the review that leads the readers to one point from another easily. The readers have to find their interest from the first point to last. If all of these points are successfully maintained, only then the report becomes successful.

## **Basics of Writing a Conclusion**

Writing a grabbing intro and effectual body part is not the end of the story for writing reviews. The conclusion has to be as logical and consistent as the beginning. During my internship at *TheNew Age* I found some ways to write the ideal conclusion, which I am going to discuss below with examples:

### **I. Summarizing**

It is very common for most writers to summarize the whole review story in the last two three lines. In this case, the most important point is to remain focused on maintaining the coherence.

### **II. Commentary and Suggestions**

It is another way to end reviews. In this process, the writers can bring their personal opinions about the story to draw the conclusion.

### **III. Adding Information**

It is the way that sums up the write-up by providing an address or some other information that can be helpful to the readers.

### **Difference between Feature Writing & Review Reports from My Experience**

During my experience at *The New Age*, I had written six review reports including one piece that combined a profile and a product story. Therefore, the pieces I wrote as reviews were basically a combination of two forms of features. These stories also require history and background, current condition and many other things. Writing review stories for an organization is again different from writing reviews for products and people. In case of writing for institutions and organizations, it is necessary to focus on their background, previous achievements and present condition. On the contrary, in case of people, writer needs to focus on peoples' lives more than their achievements. The approach to products reviews is similar.

Thus, my understanding of review reports is that all review reports try to come up with a broader picture consisting of proper information along with elements of surprise. On the other hand, feature writings maintain a more or less similar format for all kinds. Feature writing includes the requirements of reviews but in a more illustrative way. So, I would like to claim that the main difference between these two is that every review report will be considered a feature but all features are not reviews.

## **How Writing Reviews is Different from Other Kinds of Features at *The New Age***

The style of writing always varies for every kind of feature writing. I found writing reviews to be different than other feature stories I had written during my internship. Some of them are discussed below:

### **❖ Reviews vs. Cover Stories**

In case of writing reviews, I needed to do a lot of research before and after taking any interviews or visiting sights. I had to talk to people, bring their comments in my writing to give it life. On the other hand in case of writing cover stories, I had to choose three subjects at first. Then I had to do research on them before going to take interviews. In case of writing cover stories for *Life*, we always tried to select three successful personalities in that particular field, while in case of *Trends* we had to select a minimum of three places, or subjects, or issues to write on. Cover stories can be written on cultural programs and trends too. As a result, it requires more colorful presentation than reviews. Again, review stories are direct in their approach as it includes only what is going on till the report had been written. However, cover stories do not require people's comments or other background information like reviews.

### **❖ Reviews vs. Sketches**

'Sketches' are a kind of formal reviews written on a person's life. It includes information about a person's childhood, achievements, aims and other personal opinions. The main difference between 'Sketches' and reviews is in their styles. The other difference is that 'Sketches' are written on people, while reviews are written on places or food items. The tone of 'Sketches' is more passive including the writer's one or two personal comments. However, review writing does not provide that authority to its writer.

### ❖ **Review vs. Event Stories**

The main difference between ‘Event’ stories and review stories is that an event story follows Kipling’s six points format that is not practiced in case of review writing. Again, reviews contain more description and add a personal tone in writing that is missing in ‘Event’ stories. Finally, ‘Event’ stories always come out with the information of the presence of familiar faces with a timetable format that is missing in reviews. Contrary to this, a review story talks about the particular topics and their background stories in details, rather than bringing out the time slot.

### ❖ **Reviews vs. Utility**

The difference between reviews and ‘Utility’ is similar to reviews vs. ‘Sketches’. Utilities covered in *Life* usually are written on organizations and NGOs. It includes background information, dialogues, memories and achievements of the organizations. On the contrary, reviews cover the present situation, dialogues, aims and goals of companies, which is then printed in *Trends*.

### **How Writing for *Trends* is Different from Writing for *Life***

Even though these two supplements are the weekly publications of the same daily and are under the same supervisor, they vary in nature and content.

Firstly, these supplements are different in choosing topic for same kind of stories. *Life* always conscious more on people or practices that related or consider about people while *Trends* mainly focuses on the entertaining, fashion, glamorous world in a luxurious way.

Secondly, *Life*, often referred to as a tabloid, includes serious news that mostly influences or is related to peoples' lives. It covers news like food habits, human interests, wedding accessories, etc. as cover stories. It includes events, arts, personal profiles as 'Sketches' and 'Utility'. Both 'Utility' and 'Sketches' are considered formal reviews. There is another section in it that reviews movies, called 'Movie Review'. Reviews on NGOs, special organizations, institutions, etc are termed as 'Utility'. On the other hand, *Trends* is a small magazine that always comes up with colorful presentations of new arrivals, teens' interests, new practices of society. It publishes formal reviews on places, restaurants, hotels and recreational places. No matter what the subject is these are generally titled as 'Review' that always includes the description of atmosphere of the place it is covering.

Thirdly, the main difference between 'Review' and 'Utility' lies in the style of writing. 'Utility' requires more focus on background information and achievement of organizations. In this case I had to focus on both lingual and verbal and nonverbal communication with people to write about the organizations. Sometimes I had to add humor and colorful intros to make it more interesting. On the contrary, 'Review' is more direct in presentation. There is no place for

adding humor or anything artistic, but the creativity has to take place in writing through the use of facts and information only.

Fourthly, in case of reviewing movies for *Life* is another way of giving information about the movie's plot, characters, story and audiences' reactions. However, it has enough space to add personal feelings along with the attempt of inspiring readers to watch the movie. In case of reviewing NGOs for 'Utility', the reviewer has to always consider the organization's goal and achievements to let the readers know about their true position in the world.

In contrast, writing about restaurants for 'Reviews' does not give much space to add personal feelings or opinions. Even if it does, then the writer has to combine all arrangements, personal feelings along with the taste of food and price within the particular word limit. However, this never includes other opinions or feelings. Moreover, the question of achievement of those places never rose in these straight-forward reviews; sometimes they only share some of their goals.



## **Conclusion**

Review writing is not less important than writing other kinds of features. Again, writers need to go through all the procedures to make the review report a successful one. It is really challenging to go through all the issues to find a suitable story for reviews. It needs a lot of care to present the story in a way that is interesting and appreciated. Thus reviews work well in bringing the story out behind the scenes. It is not only about answering a couple of questions or using someone's grasp over the language to tell stories. Rather, it is a framework to present a story by answering questions in a reasonable way. Authors use their imagination and creativity to bring out the true information about the subjects through these review reports. Though formal reviews are strictly about functionalities only, it also gives the reviewer the space to arrange the story in interesting ways for the readers.

Thus, my experience in writing reviews has taught me to look into the style of writing, the amount of research that went behind it and the approach of the reviewer in a new way. Now I know that being a journalist or a reporter is not as fancy as people think it to be. That is the hard and also the fascinating part of this job, which has made me more interested in continuing with this line of work in future as well.

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# Appendix (I)

‘Review’

**REVIEW****L'ORANGE- the new food joint in town**by **Nobanita Sen**

Good news for food lovers. Whether it is Italian, Indian, Thai, Arabic or American, it is all found in L'Orange which started its journey on February 12.

The interior is cosy and done very tastefully. As for their customers, it is a diverse range of people of all ages. Just as much as families are going there with their children one can also see students hanging around to have some ideal snack at a reasonable price.

'We want to ensure a good environment along with good food at a reasonable price,' said Muntasir Mamun Khan, the owner of L'Orange.

As for their food items it is amalgamation of different cuisines. As for Italian, they have pasta and spaghetti with beef, chicken and mushroom ranging between Tk 200 to Tk 260.

They have different varieties of kebab items including reshmi kabab, tandoori kebab, doner kebab and many others in a range of Tk 180 to Tk 1,000. Different varieties of parata and naan items to go with the kebabs include shahi, aloo, panir, jeera and garlic flavours all available between a range of Tk 30 to Tk 65.

Mouthwatering shwarma's both Arabian Beef and Chicken are available in a range of Tk 140 to Tk150. Steak items of like Pepper Steak, Italian, American, T-bone and others are available between Tk 300 to Tk 580. Their sandwich items including club, chicken salami and hunter beef specially are available from Tk 170 to Tk 230.

Delicious Indian dishes including beef/chicken masala curry, chicken achari, palak paneer and many others available between Tk 170 to Tk 250. Tempting Thai items like teriyaki beef and thai style chicken fry is worth trying and they range between Tk 220 to Tk 230.



Their salad menu is an interesting mix of salads like Russian, shrimp, hunter beef and chicken cashew nut all between Tk 180 to Tk 230. Various types of coffee including Cappuccino, black, hot, cold and others will cost you Tk 70 to Tk 170. Their special drinks including orange, malta, blackberry and papaya juice that cost between Tk 70 to Tk 150. Milkshake and lassi items are available at Tk 80 to Tk 130. Apart from this they have special offer of 10 % discount of students of local areas.

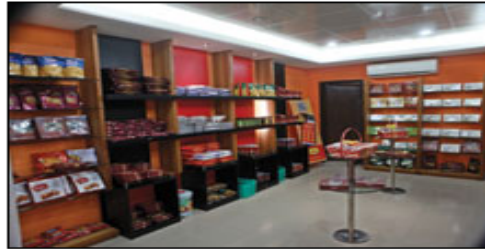


They have facilities to hold small family parties and such occasions as well.

**Address: L'Orange, 23/1 New Baily Road, Dhaka.**

**REVIEW****HALDIRAM'S - Healthy food**by **Nobanita Sen**

There are many people, who are also conscious about health and try to avoid high cholesterol foods. Realizing this fact and the demand for low cholesterol food, Haldiram's is here with good collection of highly hygienic food and sweets and ensures zero cholesterol in their products. Haldiram's products are manufactured and packed in the most advanced automated



factory with minimum exposure of human hands, to maintain the high quality control and hygiene factor. Very recently, Spron Distributors, for the first time brought the popular ready to eat snacks from India to Bangladesh under the brand Haldiram's on January 15.

'We are known as The Taste of Tradition so we want to reach to the people of all class with healthy, zero percent cholesterol food and snacks and delight them with its taste,' said Abhinay Parab, the senior manager of Haldiram. This aim of ensuring good food makes them special and they are getting a very good response from the customers.

As for their products, at present Haldiram's is full of snacks item and sweet products and the store is mainly divided into two categories: dry food and sweet items.



As for their savoury items, they have nimki at Tk 146, aloo bhujia at Tk 242 while the normal Bhujia is available at Tk 830. Different types of chanachur named Chattapatta, Khatta Mittha, Supreme Mix and Tok Jhal Misti are available at Tk 120. They have baked almond stick that cost by Tk

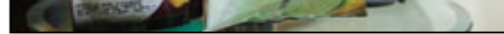
575 and baked khari at 338. Apart from these they launched a new product named Bhel which will cost you Tk 148.

All their sweet items are available between Tk 190 to Tk 1,000. They have different types of Soan Papdis, orange and elaichi at the moment, ranging between Tk 395 to Tk 715. Their famous Laddu in a packet will cost you Tk 721. They have different varieties in Laddus among which Kesar and Moti Choor is available for now.

Kaju Barfi is available in packets that cost Tk 853. Moreover, Haldiram's most popular sweet Rosogolla is available in packets too, 10 pieces in one and costs Tk 320. Malai Mixture another mouth watering sweet is available at Tk 190 and Boondia at Tk 525.



Apart from all these they are offering traditional sweet products like Laccha at Tk 525 which is specially made for Eid.



So what are you waiting for? It is time to rush to Haldiram's and satiate your taste buds without feeling an ounce of guilt or fright of any disease.

**Address:**

**HALDIRAM'S**

**SPRON DISTRIBUTORS**

**H-40, R-12, Block-E,**

**Banani, Dhaka-1213**

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# Appendix (II)

‘Utility’



**UTILITY****Ekmattra- A dream journey**by **Nobanita Sen**

The arrival of Ekmattra (NGO) took place on 2003 to save helpless street children- by helping and providing free accommodation facilities with proper educational care. A group of students of Dhaka University came forward to work for assuring a safe and permanent settlement for these helpless street children. With a group of children and started their first project named 'Khola Akasher Class'.



At first these students reached out for children from nearby areas and started to teach them on one side or corner of a busy road. There was no experienced teacher at that time. 'Our teachers helped and inspired us a lot that we felt by heart to do something for serving the country and thus we started the organization with an aim to ensure a terrorist free Bangladesh,' said Shubhasish Roy, the executive director of Ekmattra Society.

Dutch Bangla Bank was the first who stood beside these young students that time. Dutch Bangla Bank provided a loan of Tk 1, 00,000 (one lakh) for one time to run the organization at that time. Then they made a short documentary of 80 minutes named Je Shohor Chorabali with the amount of the money and it had shown in different universities of Bangladesh at first. Then they published it on air with help of



FDCBFDC. From there they collected money and decided to make a permanent settlement for these children who are at risk. On the other hand Dutch Bangla Bank provided a large amount of money for making their permanent shelter home after that. Today Ekmattra have their permanent academy at Haluaghat, in Mymensingh, which is under construction but their work is almost 70-75% done. The academy is capable of

consisting of 150 children at a time. On the other hand, they have some short time settlements around the city where they keep their children for few months.

One of them is Eastern Housing, at Mirpur where the number of sheltered children is 22 for now. There the children have all the facilities to lead their life in a proper disciplined and proper way. At present, they have two SSC candidates in this year in their academy which is considered as one of the great achievement for them.



Moreover, they provide shelter for children of other NGO's. Apart from that they have concerned guardians for each of these children who provide Tk 2,500 monthly for these children's education and accumulation facilities. The speciality of Ekmattira is all their members are from different ages and different levels of society.

However the main difficulty the organization has been facing since beginning is peoples' ignorance for helping these poor children that they are trying to overcome since by years. All their programs and thoughts behind helping these poor children are inspiring to all the group of people.



**Address:**

**Ekmattira Society**

**Head-office: House#39 (1st floor), Road#2, Block # B, Section#12, Pallabi, Mirpur, Dhaka-1216.**

**Email: [info@ekmattira.org](mailto:info@ekmattira.org)**

**Web: [www.ekmattira.org](http://www.ekmattira.org)**

## UTILITY

# A musical world – Music planet

by **Nobanita Sen**

We all are aware of new stars that come out through different reality shows like Close-up One, Khude Ganraj and many others but none of us ever notice the role of musicians who play behind them to make them more successful. Music is one of the most essential elements of life and thus musicians play an important role in media. However, besides doing so they are the ones who always live behind the camera or anyone's notification. As a result we have new talents of singers, dancers or even actor. However, to have proper trained musicians we need more professional outfits that would enable us to make a change in this sector.



A musician is the magician of making any performance outstanding. He or she has the knowledge of instrumental equipments and their usage. It is really difficult to make a fabulous performance without using music or a musician's help. Realizing this importance of proper musicians, Music Planet started their journey on April 16, 2008 with an aim of inventing a proper musician with proper instrumental knowledge along with singers.



'We want to raise a proper musician with proper knowledge of musical instruments,' said Saifuddin Saki, the Managing Director of Music Planet. Today it is one of the leading organizations that deal with musicians and music.

What does Music Planet do? At the very beginning, Music planet started their journey as a school of learning music with different musical instruments like- guitar, piano, violin, drums and so others. Today they have 150 students of ages between 6 to 60 years old who are engaged in learning different musical instruments. Moreover they add courses like- Audio engineering, Dj, Western dance and so others. They have a few students of Voice too. The most prominent quality of the school is they compare their learning system with – Enduring, Science, Math, History, Physical Education and Foreign Language.

They call it like these as they provide the basic knowledge of music consisting of tone, rhythm, beat and many others. Apart from that, they organized different programs throughout the year like Dj shows, fashion shows, social events, live concert and so others along with certificate ceremony where they provide certificates among their students. They had organized their 3rd



certificate Award Ceremony on October 24, 2012. Ambassador of the Kingdom of Netherlands to Bangladesh, Gerben de Jong, attended the occasion as the chief guest and handed over the certificates among students. Architect Mustapha Khalid Palash, Chairman Delvista Foundation, and prominent musicians Naquib Khan, Foad Naser Babu, Pilu Khan, Shakila Zafar and Partha Barua attended the ceremony as special guests.

How are their offered programs? They divided all their programs into three levels- Basic, Mid and Advanced. The courses duration of basic and mid levels are 24 weeks. The duration of advanced level is 48 weeks. Tuition fees of guitar, piano, keyboard, drums and western dance learning will cost anyone at Tk 2,000 per month for each. Courses of bass guitar and audio engineering are offering at Tk 2,500 per month for each. Courses of violin will cost you Tk 1,800 per month. Voice and drawing courses will cost you Tk 1,500 per month for each. Dj learning is offering at Tk 3,000 per month. Apart from that they require admission fees of Tk 1,500 at the beginning.



Music planet is working to raise a new talent with proper music knowledge. Thus, their hard works of last five years make it as one of the most prominent and special music learning institute of today's Bangladesh.

**Address: Music Planet**

**House No#5A (5th Floor), Road No# 96,  
Gulshan#2, Dhaka, Bangladesh.**

**Cell: 01720564950, 01678029841**

**Email: musicplanet\_2006@yahoo.com**

**Facebook: Music Planet Bd**

# Appendix (III)

‘Sketches’ &

‘Up Close

& Personal’

**SKETCHES**

## Adnan Faruque Hillol- from theatre to movies

by **Nobanita Sen**

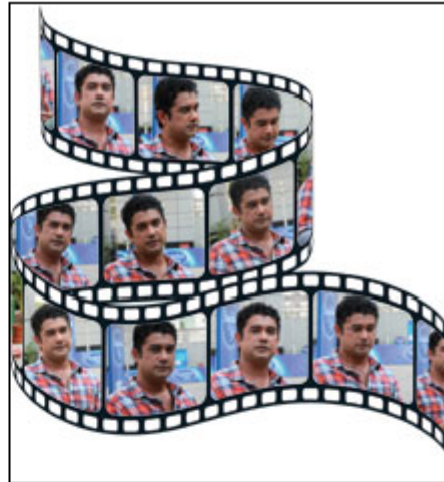
Acting is a passion; some are instilled with the talent from birth and some have to practice and acquire its loops. Theatre is the place that actually paves the way for many actors to fame and success as it is believed to be the most indispensable platform for acting. Theatre has gifted us with many talents in the past and is continuing to do so. It is the place of an open display of young talents. In case of Bangladesh, theatre actually gives birth to the most talented actors and actresses of media since the pro-liberation war period. Successful actor and model Adnan Faruque Hillol is one of those people who started his career with Desh Theatre. The 'Desh Theatre' is one of the most leading theatre groups of Bangladesh and has a great reputation of being the birthplace of many talented TV artists. Though his arrival in theatre was a result of curiosity at first, it is now the place he feels he always belonged to.



It was 1995, when Hillol was a teenager he decided to try out theatre after being inspired by a friend of his. However, there was no support from his family when he joined it at first. 'It just happened by chance, me and one my friend just came to see how things were going there, and gradually got attracted to it. There was no chance to fall in love with acting as my parents never expected to see anyone of our siblings to choose this way for living. Though there was a cultural atmosphere in family where I grew up with it was not really very accepting about me being an actor,' he said.

Becoming a TV actor was the ultimate result of theatre acting to Hillol. It was 2001, when he first entered as a TV actor and started his career that is still going on. The sudden tours that took place during his shootings were the most memorable incidents of that time to him. 'We used to go out usually, after packing up shooting and the most memorable incidents happened while doing the play of Eid. We finished the work as fast as possible and we all went together with team,' Hillol said while sharing sweet memories of early days of TV acting.

That was the starting of his early career in TV Media and the rest is history. His real progress started since 2004 and till 2013 when Hillol became one of the most successful actor and model of the Bangladesh media. Though he thinks that the situation of today's media is not so stable, it is theatre that plays a great role behind his successful stability in media till now. He also blamed the outnumbered TV channels to create the instability in media.



'There are more than twenty channels for entertainment nowadays where only three

or four are news channels. Too many channels mean too much work for which the quality suffers and entrants in this arena are increasing in number despite the fact that most are not even talented enough. Where as theatre has remained the same as in the case of producing talents,' he said while comparing the television media and the theatre.

Besides having a great fascination for theatre Hillol is getting involved with the film industry too. It seems the gradual development of a rising sun that has reflected nicely in his career. 'I waited for quite a long time to enter the film industry though I do not want to play the common roles that are mostly shown in films. I made a class of audiences in my TV career and want that they respect me for my work in movies too,' he said. Though he played a part in 'Chorabali' his real introduction to the film industry will be through a film called 'Hello Amit'. He is interested with the story of this movie as it relates to his personal life and is much excited about the role. Apart from film industry he is also engaging in presenting TV shows too. Currently, he is hosting the 'Bangladeshi Idol' which is one of the most entertaining shows of young talents.

For up coming actors, Hillol suggests that they have to be more serious and work with dedication to fill up the gaps in the media. He thinks that this gap has been resulted by people's ignorance for theatre though theatre is the main base of acting. So the younger generation has to love theatre first to know what acting is actually all about. He feels that today's media has lost its appeal when it comes to bringing out new talents because of extreme commercialisation involved. 'The younger generation has to love acting while they perform and theatre is the only place that can help them capture the real emotion of delivering dialogues that gets in light through acting,' he concludes.

**UP CLOSE & PERSONAL**

Actor

**Adnan Faruque Hillol says ...**Interviewed by **Nobonita Sen****Life is ...**

Life should be a collection of the good work we do. It is actually the important work that people do that makes one's life successful and be remembered for centuries.

**Love is ...**

Love can be explained in many ways as there are many facets to it. However, for me the most important factor is that I need to be sure that I can depend on my beloved at any given hour, come what may.

**Family is ...**

The most important factor for any family is the bonding between the members. It is the sharing and caring between family members that makes a family so special.





**Friendship is ...**

The definition of friendship for me is a crystal clear relationship between two people. My friends are the one's with whom I share things without any hesitation ay any given time. I am blessed to have good friends.

**Childhood was ...**

My childhood was very interesting. There was always a cultural atmosphere in my family though I did not know then that I would be in this line of work today. I cherish the golden days of my childhood and all its memories very dearly.

**Work is ...**

Work is a fulltime commitment for me. It is a place that has no place for negligence even for a single moment. We have to be very serious with our actions and be dedicated to it.

**Upcoming work ...**

I am hosting Bangladeshi Idol which is a big entertainment show of Bangladesh at present. Apart from this my upcoming and first movie 'Hello Amit' is going to be released soon. Other that that there are a few new TV serials and regular plays that will be on air soon.

**Birthday ...**

October 24, Scorpio

**SKETCHES**

## Kumar Bishwajit- Passion for music.

by **Nobanita Sen**

When one grows up in an environment where art and culture is being practiced regularly, the interest in it becomes rather natural. There is no escaping from music when most of the elders of family are dedicated to singing. This practice gradually transferred to the youngest member of the family, Kumar Bishwajit who mastered in it and succeeded in becoming one of the most popular stars in the country. When Bishwajit was a child, he used to hang around when his sister's took music lessons from their teachers. He had a knack for music from a very early age and just by listening to what the Ustad had to tell his sisters he picked up the threads of music from then on. One day his mother noticed this and with help of his grandfather



also made him train under the same Ustad. During those days, the music teachers were not as professional as today. They had a number of fifteen to twenty songs that they taught to all the students that they had. However, the teacher suddenly stopped coming to their house. 'One day my grandfather met him and asked him whether I made any mistake and Ustadji said that he needs to learn new songs before he starts my learning session again since I had learned all the songs that he had in stock,' he says.

In 1971, Kumar Bishwajit first sang before the audience at the refugee camp and got his first payment of Tk 4. After this, there was no looking back anymore. In 1977, he made a local band named 'Age on 77' that became one of the most popular bands of that time. In 1981, he arrived in Dhaka and did his first recording with Moshir Rahman. He had recorded some melodious work that still delights his audience like- Sampaner majhi, Putuler moto etc. It was 1982 he finally entered in playback singing. The movie's name was Inspector where he got the chance to work with Latif Khan and a Pakistani actor called Alamgir. Later he worked with many other international artists too.

Kumar Bishwajit did not really have any literal institutional training in music. However, Bishwajit gives all the credit for his success to his mother and grandfather who actually inspired him a lot. 'My father never wanted me to be a singer but by my mother and grandfather was always there to support me,' he says.

Despite being a self educated singer and musician, Kumar Bishwajit never takes singing as only a way of living or entertainment but rather considers it as a personal commitment that comes from his soul. He thinks that a good singer is the idol of a country that represents the country to the world. 'A singer should be aware of his roots, his culture and tradition. Many of us take singing as a profession and make it in to a business deal but that should not be done. A singer should be an artist from the core of his heart and be dedicated to it,' says Biswajit.

He reminisces about his father's death in 1993 when he had to go to Chittagong by ferry from Dhaka. On his way out, suddenly a huge group of people surrounded him for autograph and snaps. Though he made several attempts to try and explain to the mob about his situation, they did not pay any heed and continued with their requests. He thinks that because he is a popular artist, he also belongs to the crowd and that actually leaves no personal space for any artist.

He is also very grateful to his wife Naima Sultana for supporting his busy life so perfectly. 'She is the reason behind my continuous contribution in music. She is great at doing her work at home along with being my most ardent critic,' says Bishwajit. The artist is in favour with doing all kinds of works regarding music like recording, playback and stage. He thinks each one is different in nature. In case of playback he has to catch the emotion of words and act according to that. He loves performing on stage because that gives the perfect chance to interact with the audience and get a hang of their reaction.

While discussing the recent music scenario, Bishwajit thinks that the whole music industry has become very commercial. Though there are many people who are still trying to do some good work, the use of modern instruments is stealing the real emotion of music.

As for the young generation his perception is that most of the members are actually confused about their culture and history and often mix up between our and the western culture. His message to the young generation is to learn and find out their origin first. He wants them to live with their own tradition. 'We have the Liberation War and the Language movements to be proud of, we have an enriched collection of art and music too. We have a range of diverse music that is practised in our country which makes us rich in itself when it comes to this scenario,' he says.



**UP CLOSE & PERSONAL**

Singer

**Kumar Bishwajit**Interviewed by **Nobonita Sen****Life is...**

Life is too short with too much going on. It is full of love, laughter and pain. As I am a creative person I like to be surrounded by like minded people and crave for a good audience who is critical about my work so that it helps me get better. A critical audience is better than a thousand silent spectators.

**Love is...**

Love is an amalgamation of a lot of emotions. It is a feeling that purifies us, a responsibility that gives the power to live on.

**Family is...**

Family is very important to me. To me, it is my life, my dream, my hope and future.

**Friendship is...**

Friendship is an unconditional binding that exists between two people. I am very fortunate to have good friends and all my blessings are with them.

**Childhood was...**

My childhood was pretty interesting. There was an atmosphere that was totally dedicated to arts and music. The elders of the family used to sit with harmonium during the evenings. Apart from this there were also occasional cultural functions that took place in our house where many bawls and local singers took part from different areas. That exposed me to a lot of interesting music from a very early age.

**Work is...**

Work is everything to me. I am really serious about my work that I can forget about everything else during my working time. Sometimes I feel my work makes me cruel to the entire world as it is my first preference.

**Upcoming work...**

I am going to publish another album with G-series by Eid.

**Birthday...**

June 1, Gemini

# Appendix (IV)

‘Cover Story’

**COVER**

## Handicraft & Brass Products

by **Nobanita Sen**

Brass decorative items have been here for quite some time and still have not lost its charm. Brass products are exquisitely crafted and have long lasting shine. They represent aesthetics. Each brass item reflects the creativity and craftsmanship of the artists and designers. Brass items can make your home beautiful while providing functionality.



Trends brings out the beauty of brass products and tells all about its whereabouts.

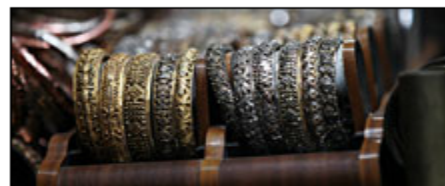
### Shohag Handicrafts:

Shohag Handicrafts has a reputation for displaying beautifully designed brass products and handicrafts. There is a great collection of daily utensils along with traditional lightings, copper and wooden products and wall-mats that are found in this place along with a collection of vibrant brass products.



The brass tableware collection has plates, glass, forks, bowl, serving pots of different types. There is regular tableware collection too that can increase the beauty of a dining table on special occasions. The tableware is available between Tk 300 to Tk 3,000. The antique products are mainly divided into copper and brass products and the showpieces are available in a range of between Tk 100 to Tk 40,000. The showpiece collection has statues of mythical figures, animals, Lord Surya, Buddha, Ganesh, decorated pots, bell and many others.

The wall-mat collection has plenty of cotton and jute goods with beautiful arts on them. The wall-mats are a little expensive costing between Tk 20,000 to 70,000. This range is mostly full of mythical figures.



Apart from that there is a good collection of wooden materials including statues to ancient decorated wooden doors. Apart from that, they have a collection of chandeliers that can give your home a traditional look. The old gramophone that is absolutely gorgeous will cost between Tk 35,000 to 1, 00,000. The ancient collections of chandelier are available in between Tk 50, 000 to Tk 3, 00, 000.

Address: Sohag Handicrafts, Gulshan-2, DCC Market, 2nd Floor.

### **Kasa Centre:**

If anyone is looking for something traditional, then Kasa Centre is the right place for them. Kasa Centre has ancient antique products along with a great collection of terracotta, metal and stone and wooden products also. Most of their products are imported mainly from Tehran, India, Afghanistan, Bahrain and others.

Kasa Centre has a great collection of statues mainly made of black copper, black stones, and white brass. Most of these statues are referred to Hindu and Buddhist Gods and animals. Apart from that they have other brass products including different bells of different size, plate, pots with artistic work on them. The plates of different size and shapes of brass and copper are available between Tk 500 to Tk 3,500. There are also plates and pots which are plain in design.



The wooden products consist mainly of mirror, jewellery box, statue, bangles, chairs and wooden trays. The terracotta collection has plenty of designs on them- figure of mythical characters, God and Goddesses, animals, animal hunting, lifestyle of people, figures, nature and flowers. The terracotta products are available between Tk 1,000 to Tk 40,000. The showpiece collections made of brass and stone are available between Tk 1,000 to Tk 2, 00, 000.

Address: Kasa Centre, Gulshan-2, DCC Market, 2nd Floor.

### **Hazi Handicrafts:**

Hazi Handicrafts is another paradise for brass items and traditional craft products including carpet, wall-mats and many others. They have a good collection of all copper, white brass and stone products. Their brass products collection consists of statues, jewellery box, tableware, bells and souvenirs.

Moreover they have wall-mats and carpet collection with different floral and traditional designs on them. This range includes the art of Kaba Sharif, mythical figure of Ramayana and Mahabharata on wall-mats. Apart from that they have collection of key rings, bangles and other fashionable collections that made of white brass. The jewellery items are found in range of Tk 200 to Tk 700.

The showpiece items include table watch, statues, tiny tea sets, ancient time measuring devices and different type's bells with numerous designs. Showpieces items are available in between Tk 300 to Tk 300. Different knobs will be found at Tk 300. The wall-mats are priced between Tk 1,000 to Tk 50,000.

Address: Hazi Handicrafts, Gulshan-2, DCC Market, 2nd Floor, left corner of staircase.



**COVER**

## Crystalline: Sparkling beauty

by [Nobanita Sen](#)

They say there is no place like home and it is so true. The luxury of a hotel suit or the ambience of a fancy resort fades away when compared with the coziness and comfort of home. We love our homes and beautify them according to our taste because everybody wants to live beautiful.



When we explore the home décor items, crystals or crystalline is a very popular element. It has been used to enrich our home's beauty since earlier nineteenth century. Use of crystal chandeliers, lamp, crockery, showpieces and others can be spotted in every other house. Trends talks about three such stores that offer these.

### Sweet Heaven Variety Store:

Sweet Heaven Variety Store is a paradise for crystal products. It has a great reputation of years for displaying vast collections of crystal products- mainly r showpieces, gift items and crockery's. There are open displays of various types of showpieces including the gold plated crystal products that are worth collecting.

Mostly of these collections are statues of horses, female figures, measuring objects and different types of flowers are available under this category. There are plain crystal crockery's that will enrich the beauty of your dining table. Apart from this there are huge collections of designed crockery sets as well. This range is mostly decorated with different floral patterns that are moulded on it.



The designed tableware collection has plates, tea-sets, dinner sets and glasses of different types. Apart from this, one can find a great collection of crystal vases here.

Most of the vases are actually a mixture of plain and colourful designs on them. Some of their shapes are designed as such to draw buyers' attention towards them automatically.

The normal vases are available between Tk 800 to Tk 1,500 while the crystal vases can be found ranging between Tk 2,000 to Tk 4,000. The designed tea cup and glass set are

little expensive with Tk 1,200 to Tk 3,000 for tea- set and Tk 6,000 to Tk 7,000 for glass set. The gold plated show pieces are available in range of Tk 600 to Tk 7,000. Crystal jewellery box's can be found within a range of Tk 300 to Tk 2,000.

**Address: Sweet Heaven Variety Store**  
**22, D.C.Market (1st Floor)**  
**Gulshan-1, Dhaka-1212**

### **Almas:**

If one is looking for some gorgeous collections of crystal products to pick from, Almas is the right place for them. Almas has a small counter for crystal products and it is extremely attractive and reasonable.

Though the counter for crystal products is at a small corner but their gorgeous designs, colours can successfully draw one's attention. The showpiece collections have different figures of flower, birds, animal, statue of Taj Mahal, Eiffel Tower, paper weights with different writings on it also popular faces in it.



They have plain crystal plates to enrich the beauty of a dining table. They have also plain designed crystal flower vases. The collection of vase has variations of designs and colours on it making each product unique. The crystal plates will be available within a range of Tk 2,400 to Tk 5,000.

They have small and plain showpieces between a range of Tk 280 to Tk1, 800. The larger collections of colourful showpieces are available within a range of Tk 750 to Tk 1,900. Plain designed flower vases can be found in a range of Tk 760 to Tk 2,800 while designed and colourful vase are available by Tk 1,400 to Tk 3,500.

**Address: Almas Superstore**  
**48, Gulshan Avenue, 1st Floor,**  
**Gulshan-1, Dhaka-1212.**

### **Bright Ways:**

Bright Ways is true to its name since the place is bright with its crystal products. They have a wonderful collection of crystal lamps and table lamps. These can easily increase the beauty of the narrowest point or the corner of house. Apart from that they have the other souvenir collection of crystal products too.

The collection of crystal lamp sport different types of shades made of different fabrics and metallic shades on top of it. This criterion will be available in a range of Tk



3,000 to Tk 7,000. There are table clock within crystal statues that can be found between Tk 1,500 to Tk 2,000. Flower vases are available between Tk 800 to Tk 3,500.

The crystal table wares are amazing here and include tea set, bowls and glasses that can be found within the range of Tk 3,000 to Tk 8,000. Showpiece collections of crystal are available between Tk 300 to Tk 1,500.

**Address: Bright Ways**

**B (9), 1st floor, Gulshan-1, Dhaka-1212**

### **Candle rose:**

Candle rose is the right place to find the graceful collection of crystal chandeliers. Chandeliers which brighten up a place were hard to find here in Dhaka before. However, now they are found in abundance. Candle Rose has the largest collection of crystal lamps, chandeliers and lights. One can find the modern collection of chandeliers along with traditional designs here. It has also different collection of stand lamps and table lamp with different shades made of both crystal and fabrics.

The traditional designed chandeliers are available between Tk 18,000 to Tk 35,000

while the more retro one's can be found between Tk 1,800 to Tk 28,000. The beautiful carved stand lamps can be found between Tk 2,000 to Tk 4,500 while the simpler ones are available between a range of Tk 3,000 to Tk 5,000.

**Address: Candle Rose,**

**1st floor, Gulshan-1 DCC market, Gulshan-1, Dhaka-1212.**



**COVER**

## Shifting of styles

by **Nobanita Sen**

Fashion and trend is ever changing. The glitz and glam of the commercial world is nothing but the demand of time; people like to see something new all the time and so the sellers are on a constant endeavour to 'sell old wine in a new bottle'. The harsh reality of the fashion world is that it is never stagnant, it always finds a new channel to flow into. It is the demand for new styles that keeps the designers ever so conscious about bringing new designs to the market at regular intervals. And, hence the serendipity of tempting new sign boards grace us ever so frequently.



Recently, Dhaka dwellers have seen the opening of quite a few new brand outlets showcasing new collection of dresses and other fashion accessories. The idea behind each showroom is to introduce their collection to the huge urban population lying here and familiarize the new trends in Dhaka. However, their prime concern surrounds the comfort and satisfaction of the customers.

### **Signature.bd:**

Signature.bd started its journey on December 21, 2012 with an aim of launching western outerwear and introducing new styles and fashion to people of all classes and ages while ensuring the comfort issue. They have a whole range of colourful dresses like shalwar kameez, T shirts, coat, party wearing tops for women, shoes and waxen bags and purse and casual ornaments. The shalwar kameez is available in three types of materials, in chiffon, silk and cotton.

The specialty of Signature.bd's shalwar kameez is that they are all in bright colours like- black, green, paste, red, pink, etc. Some of the more colourful dresses in their



range can be compared to pieces of modern art. Alongside, they have colourful party wears for women, especially tops with ribbons and metals embellishment on it. The colours mostly in use are purple, blue, red and combinations of these. On the other hand, they also have an attractive collection for men. 'We are receiving a very good feedback from the customers and this is increasing day by day,' said Jashim Ahmed, the branch manager of Signature bd that located at Banani.

The price of Signature bd products' is quite reasonable and affordable to the people of all classes. The price range of shalwar kameez starts from Tk 2,000 to Tk 2,870. Ladies bags and clutches with stone adornments on it can be availed at around Tk 2870. Gents casual T-shirts is available at a range of Tk 670 to Tk 770 and branded T shirts range between Tk 1,370 to Tk



1,670. Gents jackets are available at a price range of Tk 5,470, mostly made of leather materials. Gents formal blazers are available in a range of Tk 5,000 to Tk 6,000. Gents casual shoes mostly sneakers will be available from Tk 2,500 to Tk 3,000.

Colourful ladies pants are available at Tk 1570. Women's' top is availed by Tk 2,270. Party wears are available in range of Tk 2,770 to Tk 2,970. Polo T shirts for women are availed at Tk 1,270. Apart from all these they have a small counter that is full of different casual ornaments for women, especially metallic earrings, finger rings, necklace, bracelet and so others are availed by Tk 300 to Tk 500.



Address: Signature, House#84, Road#11, Banani, Dhaka-1213

### **Style Sell:**

While Signature.bd is here to look after the formal side of the fashion conscious crowd, Style Sell appears with a colourful collection of traditional dresses and bridal collection. They started their journey in Bangladesh on August, 2012, with an aim of popularize their products with new ideas of young designers mostly. They have a good collection of dresses, bridal wear for both bride and groom, and dress materials. So in a nutshell it is a little paradise for all dress lovers as anyone can find from pins to diamond earrings, according to one's style and need. Though for now they import many of their products from nearby countries, they also have a huge collection that is designed by local

designers. The store has a collection that can boast traditional and gaudy outfits for the highly fashion conscious.

The most recent addition to their collection is kameezes designed in the style of gowns which apt for making a fashion statement at parties and wedding ceremonies. These will be available from Tk 42,900 to Tk 47,900. The use of different coloured stones, laces and exclusive dress materials make their creations special. The outfits are available in different colours like, white, green, purple, pink, sky blue are readily available at their outlet.

They have different types of saris too, such as silk, cotton, net, kota and of course the rich bridal collection. The silk saris are available in a range of Tk 14,400 to Tk



25,400 in colours like white, green, purple, black etc. The saris in net are available between Tk 16,200 to Tk 18,000 that are mostly light in colour like green, pink, golden with colourful stones and embroidery on it. The cotton and kota saris are available in a range of Tk 4,900 to Tk 5,900 in different colourful designs.

Unstitched shalwar kameez is available from Tk 2,800 to Tk 4,500. Ladies purses with colourful designs and embellished with stones are available in range of Tk 2,000 to Tk 6,880 and handbags will cost Tk 4,500. Bridal Lehengas are available in a range of Tk 45,000 to Tk 70,000. Ladies tops will be available in a range of Tk 800 to Tk 1,200.

Gents T shirts are available at Tk 300.

Apart from all these, Style Sell has a good collection of jewellery in antic diamond cart or for plain casual use in a range of Tk 1,500 to Tk 9,000. They also offer embellishments for dresses such as laces, stones, different pins, buttons and dollars that are available within Tk 30 to Tk 120.

Address: Style Sell, Road#9, Gulshan-1 (Beside Gulshan-1 DCC market), Dhaka.



# Appendix (V)

‘Art’

**ART**

## South Asian painting exhibition- Cultural Confluence- United Colors

by **Nabanita Sen**

Dhaka Art Centre is holding a nine day long painting exhibition titled the Cultural Confluence-United Colours, which began on February 10. It is the first South Asian painting exhibition taking place in Bangladesh, as its first exhibition among all other South Asian countries with a theme of United Colours. It brings together the works of young artists of South Asian countries

like- Bangladesh, Nepal, Bhutan, Afghanistan, India, Sri Lanka and Maldives.

The exhibition was inaugurated by artist Qayyum Chowdhury and he was also the chief guest and the special guest was Ankan Banarjee, Director of the Indira Gandhi Cultural Center, Dhaka.

The medium of paintings are acrylic on canvas. The use of bright colours and acrylic polymers refers the theme in an outstanding way, with a wonderful presentation of lifestyle and traditions of people of South Asian countries. The paintings from India are mainly focused on female figure and religion while the Bangladeshi paintings are focusing mainly

on culture and female figure only. Some paintings from Sri Lanka and Afghanistan are signifying the unity among people and their lifestyle while paintings from Bhutan are referring the religion mainly. A few other pictures are referring the theme by presenting the concept of SARC and changes of mind, by creating changes in painting concept.

The exhibition will remain open until February 18.

