

A Report on the Internship at the

Independent Television Limited

Indrani Kuri

13103016

Department of English and Humanities

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Inspiring Excellence

**A Report on the Internship at the
*Independent Television Limited***

**A Report Submitted to
Department of English and Humanities**

Of

BRAC University

By

Indrani Kuri

Student ID: 13103016

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List of Abbreviation

1. BEXIMCO- Bangladesh Export Import Company
2. GFX- Graphix/ Graphics
3. IV- In Vision
4. OOV- Out of Vision
5. PCR- Production Control Room
6. PKG- Package
7. SOT- Sound on Tape
8. Sync- Synchronization
9. Vox pop- Voice of the People
10. HR- Human Resource
11. TRP- Television Rating Point

Chapter 1

Introduction:

Today's world is shaped by mass media. There are various types of media around us. Generally, we depend on five types of mass media for our daily life activity; they are- Radio, Print Media, Regular Broadcast Television Media, Cable Television and Telecommunication Media, like the Internet and several satellite services. From dawn to dusk we get various information through these media. Media provides us with the news of not only our areas within border but also news from all over the world.

Since my childhood, I wanted to work with television media. I used to prepare news of my family. I pretended to be a news presenter and used to present our family news update. After I started working at *Independent Television* I thought about my childhood, when I used to prepare imaginary news for myself. But at my internship place, I prepared original news for a TV channel. To me, this still is the most rewarding experience that I have ever had.

When I got admission at the Department of English and Humanities at BRAC University, I came to know that even within English there are three divisions. These are English Literature, Linguistics and Media & Cultural Studies. Then, I made up my mind and decided to have a combined undergraduate major, with Literature and Media & Cultural Studies. Because of my combined major, I got an option to do an internship either in print or electronic media. Then, thinking that my childhood dream would get a chance to be true and the experience would be helpful for me in the future job market, I applied for this internship.

Once I finished the required credits for my under-graduation and was eligible to start my final year thesis or internship, I went for an internship at the *Independent Television Ltd.* At first, I dropped my resume to the Human Resource (HR) department of the TV channel. Then after some

days they called me for an interview. I was nervous as it was my first job interview, but they were so generous that during the interview I was no longer nervous. They asked very general questions. They asked me to translate a short article and then I was asked to talk about the characteristics of a news reporter. In addition to this, these they told me about different parts of the news desk like culture, business, national, international etc. and then, asked about my interest, in which part of the news I wanted to work. Finally, I was able to satisfy them with my answers and got the internship. I was assigned to work with the International and Business desk of the news department at the *Independent Television* from May 8th to August 7th of 2016. But when it was necessary I did work for the national desk too. Based on my experience of working as an intern, I have prepared this report, as a part of my undergraduate degree requirement. This report contains my experiences, which I have analyzed in relation to the theories of Media and Cultural Studies.

1.1. Scope and Objectives:

My internship goal was to learn how to become a well-organized broadcast journalist. After completing my three months of internship I can say that to an extent, I have achieved my goal. I see my internship as a stepping stone based on which I will develop my future career as a broadcast journalist. However, I must say that the English department and its strong media and culture scheme had prepared me to have the confidence to work in the real world of media. As a Literature and Media concerned student I had done courses such as Cultural Studies: Theory and Practice (ENG 331), Globalization and Media (ENG 333), Editing (ENG 401), English for the Print Media (ENG 404), and Copyrighting (ENG 440). The courses are designed in an interrelated way and they prepare a student both theoretically and practically ground to work in the field of journalism. All these theoretical knowledge helped me a lot during my internship, while working in media, I felt like I was practically living the manuscript of the Media Courses I have done.

Chapter 2

Background Information:

In this chapter, in the first part, I will be giving a brief overview of the emergence of electronic media in Bangladesh, and after that, I will move on to discuss the emergence of the *Independent Television*. Then in the second part, I will briefly discuss the layout of the office where I worked.

2.1. Brief History of Independent Television:

Bangladesh has both publicly and owned private TV channels. The emergence of electronic media took place after 1965. According to the article “A-Z: The Media in Bangladesh” the first public TV channel *BTV* went on-air on 1965, and until 1998 there were no private TV channels in Bangladesh. In 1998 the first private media TV channel went on- air, named *Ekushe Television (ETV)* by the allowance of the then government the Awami League. Then other TV channels started to come up with several ideas. Another article from the *BDNewspaper4u.com* says, there are three public Bangladeshi TV channels, five private news TV channels, and more than 22+ private multimedia live broadcast TV channels in our country. Among these, the most popular news channels are *ATN, Somoy, Channel I, NTV* etc.

Right now the available media technologies in Bangladesh are Print, Broadcast, Radio and Online mass media. I had done an online survey over 30 people within BARC University and my friend circle to know their preferred media system for the news update. The survey was done using social media sites like Facebook, Tweeter, and Google on a Google Form. As a response there were 69% people voted for Television Media, 24.1% people voted for Print Media and rest had voted for other Media systems. I could not find any ratio on people’s preferred media for the news update, that is why I did this online survey. From this survey, it could be said young people in

Dhaka led to prefer the print and broadcast media. In Bangladesh people mostly depend on the Television media for updated news.

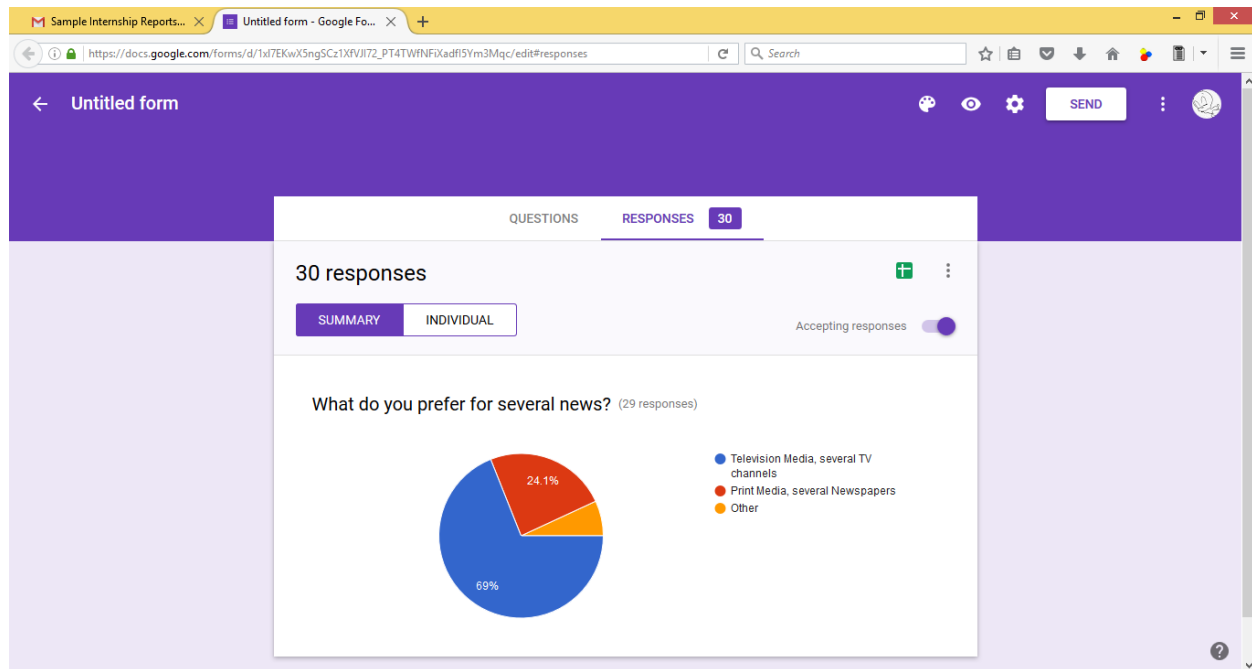


Fig 1: Online Survey (Self Captured)

Independent Television came much later in the field of electronic media in Bangladesh. It is a 24- hour news channel, which got its official license from the Government of Bangladesh in March 2010. The channel was launched on the 20th of October, 2010. The channel is owned by one of the most diversified conglomerates Beximco (The Bangladesh Export Import Company). The headquarter of the TV is located at Tejgaon, Dhaka, Bangladesh. *Independent TV* basically covers and telecasts news related to national and political issues of our country. But it also deals with several news items such as news of business, sports, culture, international and entertainment. The channel telecasts different programs and talk shows along with news. Some of the programs are “Joto Khela”, “How’s That Athar”, “Bebshapati Saradine”, “Khatunganj to Motijhil”, “Rongomoncho”. These are some of the programs which cover news updates of different aspects like sports, business, and entertainment. Except these, there is another program named “Talash”

which telecasts crime activities. The *Independent Television Ltd.* also has its printed newspaper named *The Independent*, and an online news page *www.independent24.tv* which was launched in February 2012. The slogan of the channel is “Independent News- Chobbish Ghontai Khobor” (Independent News- 24- hour news). They use this slogan to make people understand that this a 24-hour news channel that telecasts different news items only all- around the day. So no need to schedule your time just to watch a news. One can just switch on the TV and watch *Independent Television* any time for the news update. The logo of the channel is given in the next page.



INDEPENDENT

Fig 2: Logo of *Independent Television*

https://upload.wikimedia.org/wikipedia/en/thumb/c/c1/Independent_Television_Logo.svg/880px-Independent_Television_Logo.svg.png

2.2. A Brief Description of the Layout of *Independent Television*:

There are four basic parts or sections at *Independent Television*. The parts are the newsroom, the production room (PCR), the editing panel and the graphics room (GFX). Each department has separate duties.



Fig 3: The studio (Self Captured)

The Newsroom:

The newsroom is the widest part of the office. In the newsroom, there are five different desks and a studio. First of all, The National Desk is the most important desk of the five desks in the newsroom. It works with the news within Bangladesh. Basically, this desk deals with the most important regular news of our country. These include politics, crime and several occurrences those take place in Bangladesh. Then according to news of importance, The Business Desk is at the

second position in the newsroom. This desk deals with the news of business, the stock market and business related issues of our country as well as all elsewhere. Then, in the third position, there is The Desk of International News which deals with the important news of other countries. After that, in the fourth position The Sports Desk is ranked that deals with the news of different sports and athletics. Finally, in the fifth position, there is a Desk for Entertainment, which deals with the cultural programme and news of different culture and entertainment. The whole newsroom is supervised by the head of the news and the editorial chief. At the center, there is a studio which is the most wonderful view of the Independent Television.



Fig 4: The Newsroom (Self Captured)

The Production Room (PCR):

In front of the newsroom, there is a production control room, which is known as The PCR. The entire PCR is supervised by the executive producer and the head of the production. This is the room from where all the technical issues of a news telecast are controlled. I call it the room of magic, because if any mistake occurs in the studio, the PCR controls it and can defer it from being telecasted on TV to the viewers. In this room, there are many monitors which control several cameras of the studio. The light of the room is always dimmed because the persons who work in this room need to keep their eyes and concentration to at the monitors. If the room is lightened then it becomes very hard to stare at the monitors.



Fig 5: The Production Room (Self Captured)

The Editing Panel:

Then there is another big room where all the evidence like video, audio, and so many things are kept. The Editing Panel is a room where every kind of videos, audio clips are kept. Generally, we call it as the Panel. After writing a news script we need to prepare the news by adding audio, video, and many other things as well. The panel is the place where all kind of news are prepared with all these necessary things, and then the news is sent to the PCR for the telecast. Inside panel, there are several parts the main panel where the news are prepared properly. Except this, there is a voice room where a voice is recorded for news, an archive where all the important documents for news are kept, and a room called headline where all the headlines are finally stored for telecasting before a news starts.



Fig 6: The Editing Panel (Self Captured)

Graphics Room (GFX):

In a television house, The GFX, graphics room is an important part. It is supervised by the senior motion graphic artist. In this room, all the necessary pictures for news are organized. Then those are provided to the Panel and PCR to prepare and telecast the news. Basically, these are the most important sections which are interrelated, all these units work together to present a news. Here is a picture of the graphics room of *Independent Television* is given below.



Fig 7: The Graphics Room (Self Captured)

In these four sectors of *Independent Television*, the core works are done. These parts altogether are the center of the channel.

Chapter 3

Working as an Intern at *Independent Television*:

Internship at *Independent Television* will always remain one of the great experiences of my life. I have gained knowledge about on air media from my internship. In this chapter, I will be discussing my experience in the field of on-air media technology. In the first part of this chapter, I will be describing some of the key terms and words of on-air media. Then in the second part, I will be sharing my work experiences as an intern of *Independent Television*.

3.1. Elaboration of Basic Terms & Words:

At the very beginning of my internship, I have learned some of the key words or terms related to on-air media. Without knowing these words one will never be able to deal with on-air media as these are the basic things of understanding the language and works of on-air media.

Graphix (GFX):

Graphix refers to the news we prepare from stories and other published or unpublished news from different papers, news channels or the Internet. Generally, we call it GFX. There are two parts in a GFX. One is the IV (In Vision) that deals with the main point of the news in two or three lines. When the IV goes on, the news presenter is seen by the audience on the TV. Then two, GFX (Graphix) deals with pictures related to news. During GFX, the news presenter remains unseen, and the pictures are seen by the audience.

Footage:

Footage refers to the audiovisual report sent by the reporters.

Rundown:

Rundown refers to the software iNEWS where all the news scripts are kept and arranged sequentially for the telecast. This is the storehouse of the news scripts, which guarantees that all the news scripts are secured.

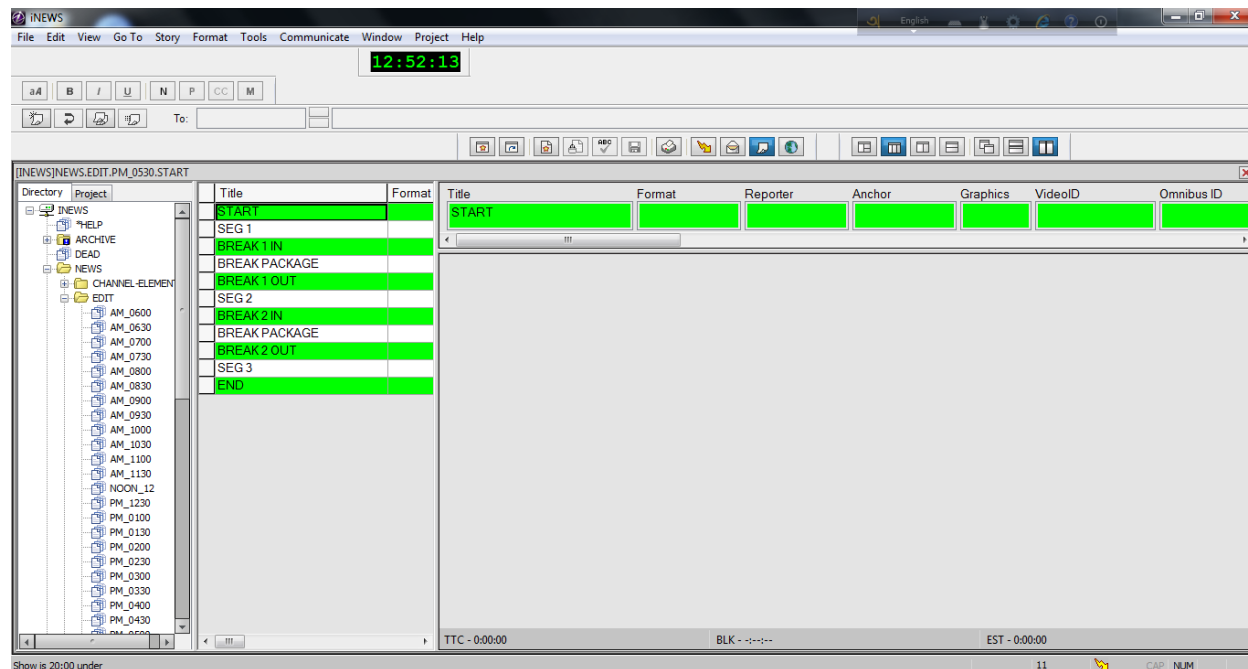


Fig 8: The Rundown (Self Captured)

Package (PKG):

In an article, Glenn Halbrooks defines news package as a creative, visual and long form of storytelling found on television newscasts. This is a self-contained taped news report (N.P). PKG is the short form of the word news package. In a PKG there are IV, footage, sync/sot, vox pop, byte, ups and GFX. Probably because of containing all these contents, Ted White in the book titled *Broadcast News Writing, Reporting and Producing* said: “package has all elements that bring a story alive: good pictures, interesting sound bites, and a well-written script” (White. 17). Here the Sync (synchronization) / Sot (sound on tape) refers to the taped opinion or statement given by the designated persons like Ministers, Officers, President etc. regarding the issue that is covered. On

the other hand, Vox pop (voice of people) refers to the opinion or statement of general people like a farmer, a day labour, student etc. who do not have a designation. Another term named Byte is also the voice of the general people. But there is a slight difference between byte and vox pop. Byte refers to only one person's opinion, whereas vox pop could be more than one persons' opinion. Sometimes there goes a surface sound which is known as Ups. Ups is given in a PKG to put a short indent otherwise, the story will sound monotonous. Writing a PKG has some rules. At first, there will be IV that provides the main ideas of the news. Then in the second part, there is the PKG that gives a short summary of the news in two-three lines. After dealing with the IV and PKG there comes Sync/ Sot. In this part sometimes quotes by the designated person are included and sometimes it is paraphrased. At the end of a PKG, vox pop is given, again in direct or indirect quotes. The standard length of a PKG is not more than 130 words.

Combined PKG:

Combined PKG refers to the PKG, which contains the same story of different places. This is longer than any other PKG. A combined PKG contains three to four news stories in one. While preparing a combined PKG we have to be very careful about synchronization. In a combined PKG the bite or Sot takes place serially according to the designation of the persons. In the general PKG there are rarely more than two Sots but in a combined PKG there are more than four to five Sots and six to seven Voxpops. Maintaining all these is a big challenge. Basically senior correspondent prepares this type of PKG.

OOV (Out of Vision):

OOV refers to the news that contains footage. When the OOV is shown, it depends on the PCR (Production) whether they will present the news presenter. But for OOV we have to have footage. After having the footage we need to cut the important part from the footage and make sure that the final footage ID has been married (Marry: A process of saving and matching the video ID that has been cut from the main footage with the given footage video ID) with the main footage ID, otherwise the news will float, which means the news will not be telecasted anymore. The standard word limit for an OOV is 70 for English and 30 for Bangla. The word limit varies in Bangla and English because in Bangla news the presenter can present two words in one second, while in English news s/he can present three words in one second.

OOV Sot:

OOV Sot refers to the news where the video editor adds footage and Sync separately with the OOV, but the producer plays both the footage and Sync/ Sot together. This is another form of OOV where the viewers can watch the correlated interviews along with the footage.

News Ticker:

Generally, news ticker is the breaking news that appears in the bottom line of the TV screen. But in on-air media, it refers to the electronic broadcasted scroll that provides the latest news updates those are taking place all over the world. Every TV channel along with *Independent Television* uses news ticker. This news ticker can also be used as an online outcome in several pages owned by the TV channel.

Just In:

The last news update is provided in a very short incomplete line containing the main news. It appears at the bottom of the TV screen above the news ticker and this line is known as Just in.

Super:

Super contains the most important message of a news item. It appears in two or three complete lines on the TV screen during the news. The word limit for writing super is 5 to 8 words. The first needs to be completed within 5 words and then the following one or two lines can have 6 to 8 words.

Aston:

Aston contains the name and address of the reporter or guest or interviewee. It appears in two bold lines during news at the bottom line on the TV screen.



Fig 9: Aston

<<http://bangladesh.watsupasia.com/wp-content/uploads/2016/06/bangla-news-live-today-15-april-2016-on-independent-tv-bangladesh-news-2-youtube-thumbnail-404x227.jpg>>

Phono:

Phono refers to the live telecast of the phone calls by the reporters from the news spot. During an occurrence, if the reporter is present at the spot then the PCR person tries to connect the reporter with the live news, for instant news updates. Phono helps to increase the value of a news item because viewers like to watch and listen to recent updates and live telecast from the spot. Through phono people's demand can easily be fulfilled and, it also makes the news authentic.

Templates:

The templates are some sort of the cards those contain various information along with pictures, bar charts, phone calls and many other things. There are different types of templates like, informational templates (jest of any news), phono templates (phone calls sometimes with a picture of the caller), bar chart (the numbering terms or ratio in news), map templates (locational information with map) and identical templates (information of a person). I have prepared the bar chart and identical templates.

News Room Live:

Newsroom live refers to the reporting that is telecasted live from the newsroom. Sometimes because of technological problems it becomes impossible connecting the on spot reporter in camera for live a telecast. In that situation, someone from the news desk collects the basic information from the on spot reporter via telephone, and reports standing in the newsroom on behalf of the on spot reporter. For example- in the month of May 2016 there was a cyclone attack called Roanu in Bangladesh. During that time, it was not possible telecasting each and every live reporting because of the weather and disaster. At that time for the first time, I witnessed the first newsroom live. One of my seniors went on-air reporting from the newsroom by collecting all information from the on spot reporter.

Barco Still:

Barco refers to the still pictures those appear on the big screen behind the news presenter during a news. Every news story has many pictures, but the best picture related to the story is shown on the big screen as the Barco still.



Fig 10: Barco Still

<https://i.ytimg.com/vi/d2OM6Kbv48I/hqdefault.jpg>

3.2. Work Experience at *Independent Television*:

I worked for 12 weeks, from 8th may to 7th August of 2016 at *Independent Television* as an intern. In my first week, I just learned the basic terms, words or language of on-air media, which I have already described in the first part of this chapter. After dealing with the basic terminologies and their application, I was able to understand the media language, and started working.

Script Writing:

Towards the end of my first week of internship, my supervisor asked me to translate some of the International news stories. When I finished the translation, she asked me to start writing script for news. Here I was told to be conscious about the five basic factors of a news, which makes

a story appropriate as a news. Although it is a rare case to find all the five factors in one news story, but most of the news contains at least two or three factors. Basically, it depends on the story.

The five factors are:

1. Proximity:

Proximity refers to the distance between the audience and the place where the notable event takes place. For example- For a Bangladeshi TV channel, a bomb blast in Pakistan is news with less importance than a bomb blast in Bangladesh. In an article “What makes a Story Newsworthy?” it is argued that “the closer the story to home, the more newsworthy it is”. While preparing for writing a news script I was advised to give priorities to the home-grown news first. Of course, proximity cannot always be the most important content. For example- the incident of 9/11 was one of the most significant news which dominated most media of that time.

2. Prominence:

Prominence means a news has to be related to a prominent person or any significant event. People look forward to famous person or thing. While I was writing any news I was told to focus on Bites/Sots (See Page 11) of the important figures like PM, Minister, etc. than any general people. I used to prioritize the information by significant persons while preparing news. My supervisor used to remind me that it would be important to cover important figures, such as minister’s speech in verbatim. The news is structured in a way that the State level and politically important figure get the top priority.

3. Timeliness:

The news has to be reported and broadcasted on time. Otherwise, it may lose its value. In general, people say nothing is as old as yesterday’s news. In the article it is mentioned that news is a baked good that is best served fresh- after a while it is stale and nobody is interested. But here

I was warned to be calm and careful about the main story because time is important but the main story is more important than time. So here the problem is, sometimes we are in a hurry and tend to broadcast news before it is properly ready for an on-air telecast. During my internship I saw that even some of the senior members of the news desk were facing this major problem. It lacked the balance between the news and its timeliness. It happened when suddenly there was a terrifying terror attack near Gulshan, Dhaka. The terror attack took place on the night of 1st July 2016 near 09:20pm. During that incident, every news channels, online pages, and other social media were trying to provide instant news regarding the attack. Our crime branch was also trying to do the same but they were in such a hurry that they broadcasted news without preparing, it just to keep the timeliness. As a result, some of the information leaked which needed to be kept private, so that no one could know the attack strategy of RAB (Rapid Fire Action), BGB (Border Guards Bangladesh) and the Police. But to keep timeliness effect our correspondent provided the news in such a way where the information got disclosed that how the RAB/BGB were getting ready and how they would be attacking. It helped the terrorist to take steps against the militant. Not only the *Independent* news channel but some other TV channels also broadcasted news without much preparation.

4. Consequence:

Consequence refers to the content, impact and the result of the news item. A news story has to pass the stage of “So what”. The script of the news should be written in such a way that it should somehow have an impact and the result will definitely change people’s point of view to an extent. A news should not be just passed by people saying like “so what” or “doesn’t matter”. Rather a news should have such an impact that does matter in people’s life.

5. Oddity:

In order to create variety in a news session, it is important to find news that has anything unusual, odd or unique facts. For example a baby born with two head. This type of news is rare. Generally, if there is anything happens that is unusual and appears in news we refer that news as an odd one. This type of news comes after the basic important news or during such a time when there need to provide people with a release of watching the same news again and again. During my internship, I rarely had the chance of working with this kind of odd news. But I wrote a script on the cultivation of dragon fruit and strawberry in a village of Thakurgaon, district. This news could be related to the concept of the oddity because the farmers just applied their own method to cultivate the fruit. The farmers did not even know the exact names and how these fruits were actually cultivated in the western countries. I wrote another script on the cultivation of corn in the Dinajpur district. Basically, corn is cultivated towards the starting of the winter season but the farmers of Dinajpur district find out such a method with which corn can be cultivated at any season all-round the year. These are some of the unusual news that I worked on.

In addition to these five basic factors, there are some other points also which make a story newsworthy. These are-

a. Human Interest:

Generally, Human interest news is the ones mainly soft and interesting news for mass. News of different programs, shows, sale on something and news of entertainment refer to human interest news. Sometimes people seek for simply enjoyable news, may be because in this present competitive world people get bored with mundane life and troublesome stories. As a result, people find a little happiness in interesting news stories like worlds' largest puppet show at Chayanot, 50% sale at Trade Fair etc. At *Independent Television* there runs a talk show named

“Rongomoncho”, in this show we provide our viewers the news of entertainment and several announcements.

b. Pathos:

Pathos is the opposite of human interest news. Pathos refers to the sympathetic news story. Catching people’s sympathy is one of the techniques of preparing news stories. No matter whether people like sad, miserable stories or not, but they will surely watch this type of news stories. Probably it is because people have a kind of weakness towards news that triggers their sympathy. For example- a child is sitting alone on the roadside after losing its parents in a miserable road accident. People will definitely watch this news not because of the accident but because of the lonesome child. This type of news survives long in the field of the news story because there is a kind of curiosity among people to know that what happens to the child later. They watch the news only to get their answer. According to the article “Twelve Factors in Newsworthiness”, people like to hear about the misfortunes of others that can't be denied. This type of news also known as the “tear jerkers”. During my internship I saw whenever there was any news on construction development of any building, the Rana plaza tragedy remained still alive in the news. Somehow the news writes connect the news with the Rana Plaza tragedy, just to make sure people are watching. In our country, one can never ignore the collapsed of Rana Plaza of 2013.

c. Conflict:

People like news stories related to themselves. For example- a news containing a story of several conflicts among general people and government or politician can be a topic of conflict news.

d. Choice of words:

While writing a news script we need to keep an eye to the word selection. The word needs to be as simple as possible so that people of every sphere understand the news. When I was writing news script my on-site supervisor always advised me to choose simple words, which can be understood by limited educated and illiterate people. She also told me to write the script in my own style. For example a news on fire occurrence in Basundhara Shopping Complex should begin with “Fire at Basundhara Shopping Complex”, not with “Tremendous fire occurred in the most popular shopping complex Basundhara”. Everyone knows when it is about fire it is dangerous, so there is no need to use jargon words like “tremendous”. It could be possible many people do not even know the meaning of the word “tremendous”. The second line of the news may unfold some detail, whereas the first line clears the meaning easily within a few simple words which could be understood by everyone.

GFX Writing:

Towards the beginning of the second week of my internship, I started writing GFX (See Page 11). My first GFX was telecasted on the 13th May at 5:30pm on an international news dealing with *Apple's* Share Fall. Except this, I wrote GFX on the issues of oil price in the Saudi Arabia, Google's facing EU Antitrust, Google Banning ads, Asia's share Recover and Interest rate of US. All the GFX have been telecasted on the 13th, 16th and 17th May. To write a GFX we basically look for small stories in several online news pages. Most of the GFX contains the international issues, as these are the shorter form of news which does not have any footage. Basically, we follow the online news page of BBC News, Bloomberg, Enquirer and sometimes newspaper of our own country such as The Daily Star. Except these sometimes if our reporter fails to send the footage from the spot where the incident occurred but he has sent the story then to keep the timeliness we

prepare the news of the issue as a GFX with some still pictures and telecast it. Later on, if the news remains very important then when we get the footage we prepare it as a PKG/OOV (See Page 12 & 14). Here is a picture of an example of GFX which was prepared by me. Some other examples are given as a portfolio.

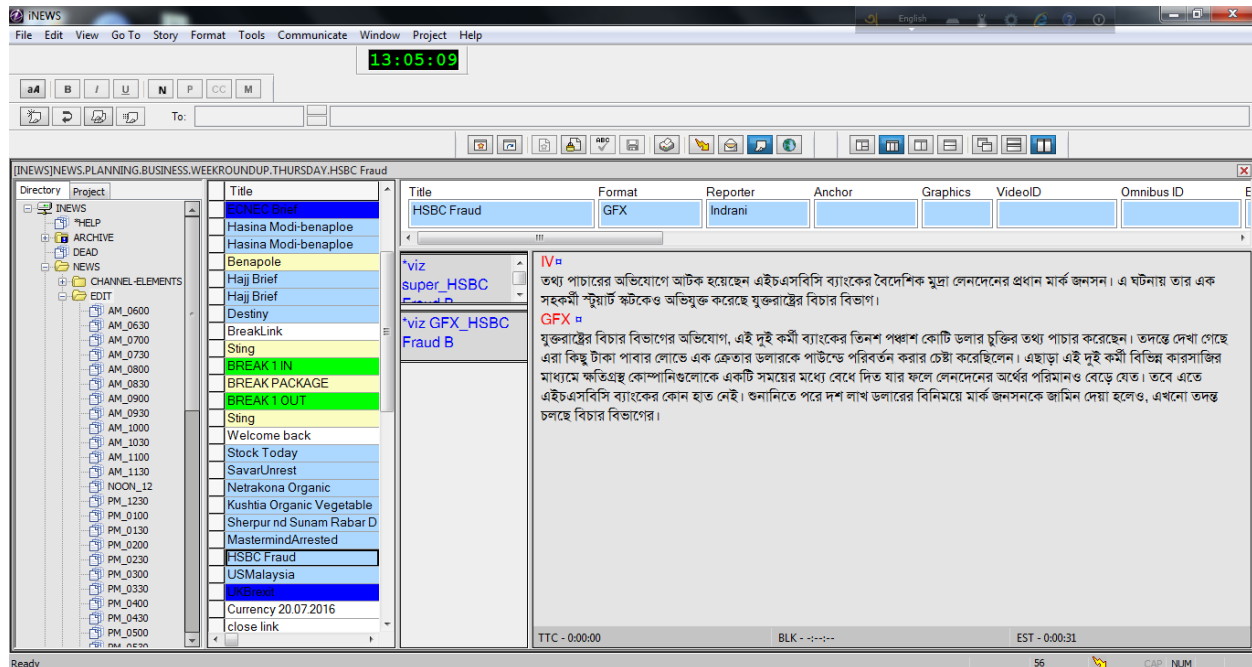


Fig 11: GFX Script (Self Captured)

Preparation of OOV:

Next GFX, I wrote my first OOV (out of vision) and PKG (package). It was much more challenging writing an OOV (See Page 14) and PKG (See Page 12) than writing a GFX (graphix). I wrote my first OOV on a yearly festival of long drive with cheapest fuel price, celebrated in the United States. It was named as “US Fuel” and was telecasted on the 29th May, 2016 at 5 PM. The story was published as a GFX on the BBC News. After reading the story, I and my supervisor found that it was a very interesting story and people might like it much more if we make it an OOV or a PKG. So my supervisor suggested that I should write the script in such a way that we could either make it an OOV or a PKG. To make a story a PKG we need a lot of footages along with

images, videos, recordings, opinions of several people with and without designation etc. When I had done with the script writing, I started searching for footages. While searching for footages, I came to know writing a script is easier (when one has a story) than searching for footages or evidence. My supervisor and I tried a lot but there was no good footage of recent time, but then I found some footages of last year in YouTube which could be used if we changed the script a little bit. So after collecting footages, I showed them to my supervisor and then, we also pre-announced date that the event was going to take place tomorrow on 30th May 2016, so that there would not be any problem in using last year's footages. My supervisor liked the idea very much and told me to make it on my own way, so I did. After telecasting the OOV everyone liked that and it was my first achievement of working independently. The OOV has been attached to the report presentation, because it is a video clip.

First Experience of PKG Writing:

Towards the beginning of the 3rd week of my internship I wrote my first PKG on a national story. It was on the poultry production in Chuyadanga district of Bangladesh. The news was broadcasted on the 1st June 2016. For an intern, making PKG is more challenging than making an OOV, because in PKG we need to give voice but in GFX or OOV there is no need to provide a background voice. An intern does not get the permission to insert voice in PKG because he/she does not have any fixed designation. As a result, it became very hard for me to arrange another colleague to give voice since in a news channel everybody had a busy schedule. Then I made my mind that I would deal with the voice part later, and went to the panel for editing the video that was sent by the reporter. But here I got stuck because, without a voice clip, one was not allowed to edit the video. So I had to rush to get someone to provide a voice to the news, as it was already

2 o'clock and my news was about to be broadcasted at 5 PM. One of my colleagues then gave voice to the script.

Then after I got the voice clip I went to the panel again and sat for video editing. I was listening to the audio clip and helping the panel member to insert the footages according to the narration. When we were done with the video the member of the panel asked for Sot & Vox pop (See Page 14). Then I came back to the news room for Sot & Vox pop, here we got all the Sots and Vox pop from the softer named Editor. From the editor software, I got the Sot and Vox pop but those were needed to be precise. I listened to all of them and finally selected two Sots and four Vox pops. But those were much bigger, each was about 40 to 50 seconds in length, and I was strictly warned not to keep any Sot or Vox pop more than 10 second. So I listened again to edit the selected ones to only cut the most important part from the Sots and Vox pops. I was able to make that and kept the Sot to nine second and Vox pop to 7 to 10 second each and saved them in a separate folder in the server with my name. Then, when I was done with the Sot and Vox pop cutting, I went to the panel again and told the panel member in which folder I have kept the Sots and Vox pops. Then he added the Sots and Vox pops to the audio visual script and asked me to check the full PKG to make it error-free. Finally I gave a cross check and my PKG was prepared to go on-air. A scanned picture of a PKG script that was written by me has been attached in the next page.

Date of Telecast: 16th July 2016

1 [INEWS]NEWS.STORIES.BUSINESS paddy price

7/16/2016 11:53:23, INTERN International Desk

***VIZ SUPER_PADDY PRICE**

IV

বোরোর বাষ্পার ফলনের পরও বাজারে ন্যায্যমূল্য পাচ্ছেন না ঠাকুরগাঁওয়ের চাষিরা। উৎপাদন খরচ না পাওয়ায় লোকসান গুণতে হচ্ছে তাদের। এতে দানন শোধে ভোগান্তিতে পড়ছেন অনেকে। এভাবে চলতে থাকলে থাকলে ধান চাষ ছেড়ে দেয়া ছাড়া কোনো উপায় থাকবে না বলে জানিয়েছেন বোরো চাষিরা।

***VIZ ASTON_REPORTER**

PKG

বোরো মওসুমের শুরুতেই প্রান্তিক চাষিদের অধিকাংশই মহাজনদের কাছ থেকে চড়া হারে দানন নিয়েছেন। চুক্তি অনুসারে এক হাজার টাকার বিনিময়ে অতিরিক্ত এক মণ ধান শোধ করতে হবে তাদের। তবে কৃষি উপকরণের মূল্যবৃদ্ধির কারণে বেড়ে গেছে তাদের উৎপাদন খরচ। প্রতি মণ ধান উৎপাদনে খরচ হয় ৬'শ টাকা। ভালো ফলনে মুখে হাসি ফুটলেও ধানের বাজার মূল্যে হতাশ চাষিরা। প্রতি মণ বোরো ধান এখন বিক্রি হচ্ছে সাড়ে চারশ থেকে পাঁচশ টাকায়। সে হিসেবে লোকসান থেকে যাচ্ছে একশ থেকে দেড়শ টাকার মতো।

ভঙ্গুপপ: ধান চাষি ১-৭

সরকার কৃষকের জন্য ব্যাংক থেকে সহজ শর্তে ঋণ নেয়ার ব্যবস্থা করলেও নানা জটিলতায় তা সময়মতো পাচ্ছেন না চাষিরা। তাই বাধ্য হয়েই স্থানীয় মহাজন কিংবা এনজিও'র কাছ থেকে চড়া সুদে ঋণ নিচ্ছেন তারা।

***VIZ ASTO_ARSHED ALI**

সিংক:

আরশেদ আলী

উপ-পরিচালক, জেলা কৃষি সম্প্রসারণ অধিদপ্তর।

এ পরিস্থিতিতে সরকারি সহায়তা না পেলে প্রান্তিক অনেক চাষিই মহাজনের দাননের টাকা সুদসহ পরিশোধে ব্যর্থ হবেন বলেছে কৃষি বিভাগ।

ইনভিটপেনডেন্ট নিউজ

তানভীর হাসান তানু

ঠাকুরগাঁও

০১৭১৭৫২৬৩৫৬

০১৭১২৪১৫৮৫৩

Fig 12: Package Script (Scanned)

Chapter 4

Experience of Working with the Business Report:

The first part of this chapter contains the description of my unique chance of taking part in the yearly budget presentation of 2016-2017. Then in the following part, I have shared my experience of on-air stock card firing. I will be closing this chapter by sharing my experience of assisting an interview with one of my senior colleagues from the business desk.

4.1. Glorious Chance of Witnessing the Yearly Budget Presentation:

During my internship, I was able to witness the busiest time of the business desk of a newsroom. My fourth week ended with a very exciting time period as the 2nd of June, 2016 was the day of the yearly budget presentation of 2016-2017 in Bangladesh. I felt really lucky that I could work for the budget. There was a lot of work. On the budget presentation day we had to handle five guests at the studio this was a very hard task. Time management was one of the key skills during that week, everything was bound by time. If anyone failed to follow the time schedule then s/he had to pay for that by hard work as everyone was very busy, and no one had time to help others. If anyone failed to manage time, then s/he would have to lag behind, and the entire news desk would have to pay for that inefficiency. So everyone was alert and we were doing all the things in a very strict timeframe. I had to find out nearly 150 images of several things required for the budget presentation according to the script. The images were divided into several parts like pictures of raw materials, grains, textiles, food, furniture, household items etc. I had downloaded some pictures from Google, then collected some images from our archive (See Page 9), and some from the graphics room (See Page 10). After collecting the pictures I made different folders, then I had to rename each of the pictures according to the names given in the list. After I had done collecting images, I informed the graphics room so that they could provide the picture card and

Barco Still (See Page 17). When they had done processing the pictures and sent the pictures to the PCR (See Page 8), I had to recheck whether all the pictures were there or not.

4.2. On- Air Card Firing:

In our business desk, we have a pregame on stock market exchange except for the business news of 5:30pm. The program of the stock exchange is a live presentation. For this stock exchange presentation there needs to be two persons from the business desk, one presents in the studio and another fires card for the presenter from the production room (PCR). To go for on-air card firing one needs to know about the Vizrt software first since this software is necessary. Without this going live for stock presentation or any live telecast is not possible. This is one of the most important elements in the PCR. It is the one which helps a person to go live for presentation at any time without any being delay.

Vizrt:

Vizrt is the short form of Visualization in Real-Time. It is a real-time broadcasting software that instantly processes data, news, graphics and many other things like footage, live phone calls, live interviews etc. Basically, we use this software to broadcast the stock market live news. But when there is a sudden meeting or session held by the PM or other ministers, and there is not enough time to prepare news, media house use this software and go on-air for live broadcasting. This called the software VIZ.

Card Firing:

On-air card firing is a multi-tasking process in which we provide cards containing information on stock exchange. This is a multi-tasking process because during card firing the person has to remain sharp at listening, watching, time managing, speaking and quick in dealing with the VIZ software. It is really a critical task, and during this session, each and every second

has to be counted. The card provider has to keep on listening to the presenter because depending on the presenter's turning point the provider will change the card. While changing the card, the provider has to inform the presenter about the specific card in a low tone through talk-back. Simultaneously, the producer in the PCR (See Page 13) also but in a louder voice. Not only that, s/he has to be very careful while selecting cards from the VIZ as it is updated in every second. The card firing session takes eight to ten minutes sharp at 10:30am and 2:45pm five days a week. I started card firing from the 9th June 2016.

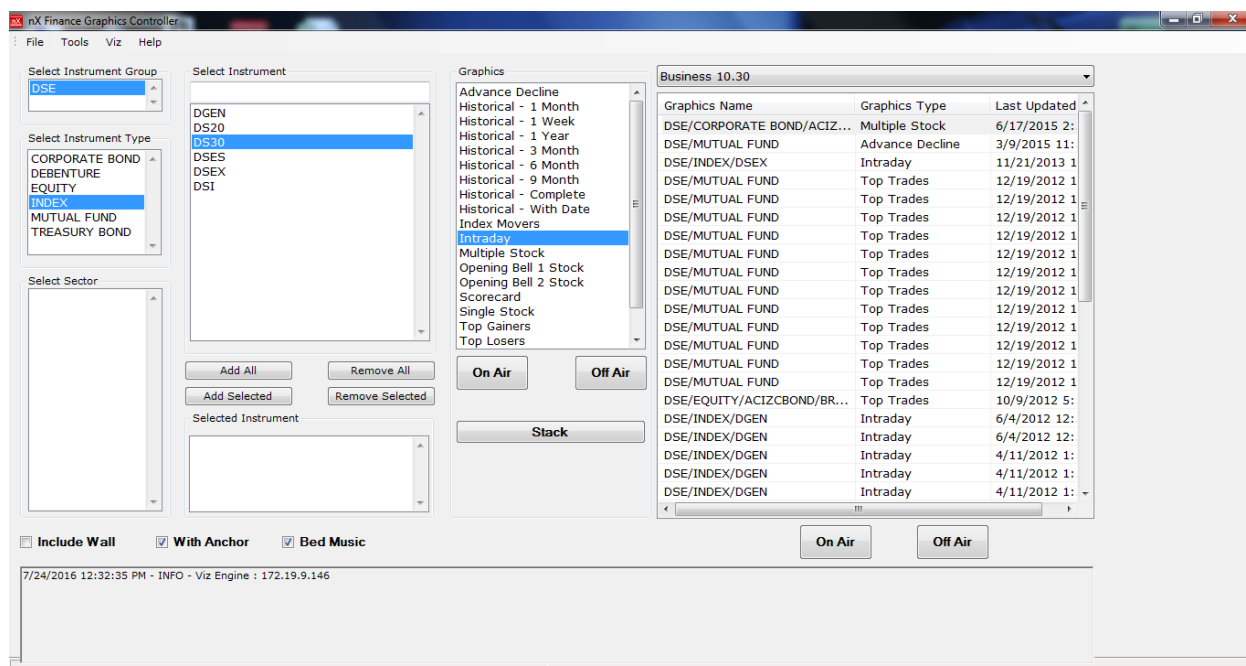


Fig 13: VIZ Cards (Self Captured)

This is a picture from where I selected stock cards for an on-air firing. Here at first, I was told to fire the opening bell. Opening bell is a card that contains the overall view of the rise and fall of the stock exchange. After firing the opening bell, I used to fire the basic cards of the stock exchange. The basic cards are DSEX, DS30, DSES, Top Trades, Top Gainers and Top Losers. When I used to finish with these basic cards, if I had time I used to fire card of several banks and companies as well. During my internship, the on-air card firing remained the most difficult and

challenging task for me. Because one cannot afford to make any mistake, as it used to run during live news telecast. One mistake may jeopardize the entire program.

4.3. Experience of Assisting an Interview:

Although interns do not have the authority of interviewing anyone, but they are allowed to assist interview with their senior staff members. During my internship on 13th July 2016 I had assisted the first interview of my life, with a senior broadcast journalist. I had assisted the interview of Md. Mosharraf Hossain, the Senior Assistant System Analyst of BGMEA LTD. (Bangladesh Garments Manufacturers and Exporters Association). In that interview, he had talked about the export system of Bangladesh. He also discussed the problems that were faced during exportation in our country.

Except these, I have prepared the currency card for business news. In the currency card, the rates of different currencies were provided. Every day the rate of several currencies changed, and we had to put that information as a news item in the regular business news. This news was presented in cards or templates (See Page 17). To prepare this card at first, I had to collect the rates of currencies from our official e-mail of the channel. As I was an intern so I did not have any official e-mail address. I had to ask other staff to download the PDF file and sent it to the Media drive of our server. When they provided then I put the changed rate in the specific point of the card.

Chapter 5

Reflection of Theories in Real Life Work Experience:

When I started studying Media and Cultural Studies as part of my undergraduate program, I learned several theories related to media. At first, I thought, these were just textual ideas but during my internship, I felt that some of the theories from my textbook were happening. I was living through those theories. Even still now I feel like the theories are reflecting the reality of media and technology. In this chapter, I will be reflecting on the textual ideas in my real life experience in the world of media.

In the first part of this chapter, I will be talking about what Michel Foucault argues regarding *Panopticon*, a published work by Jeremy Bentham and the term “Gaze”. Here I will be detecting how these are related to the media world. Then I will also be describing the term “Hegemony” and its operation in the field of media. Finally, I will be closing this chapter by discussing the issues of Ideology and Ethics related to media.

5.1. *Panopticon & Gaze:*

Panopticon is a work published towards the end of the eighteenth century by Jeremy Bentham. In an article titled “The Eye of Power”, where Michel Foucault talked about Bentham’s *Panopticon*. It is basically an architectural work. Here “Pan” refers to all and “Opticon” means to observe. Panopticon is a type of institutional building designed by Jeremy Bentham that allows a single watchman to observe all things of an institution. This was to use as a machinery to keep different groups under simultaneous surveillance. During my internship, I was told to become a journalist by nature, who does not wait for permission to report any wrongdoing around her/him. It is a sort of power that media has in itself. Generally, people always say that media has its own power, which can do anything. Through this, mostly we try to say that media can make an unknown

person famous, and a famous person nothing. Here we have this notion just because we know that may be there is always a journalist around us, who can make a report if we do anything wrong, unwanted or something very noticeable. Now it can be related to the term “Gaze”. According to Foucault, the term gaze is a system of surveillance (Foucault 9), under which we people pass each day. Gaze creates interiorization among us through which people start to keep an eye on themselves. In the article Foucault argues, “an inspecting gaze, a gaze which each individual under its weight will end by interiorizing to the point that he is his own overseer. Each individual thus exercising this surveillance over, against himself” (Foucault 13).

Not only *Panopticon* or Gaze reflects under media, but also the theory of hegemony still remains in the field. Hegemony is an umbrella term to understand dominance, leadership, control, power structure. Originally hegemony is used to refer the dominance of the dominant group over the subdominant group. According to John Storey’s essay “What is Popular Culture?”, Antonio Gramsci used the term hegemony to refer to the way in which, dominant groups in the society through a process of ‘intellectual and moral leadership’ win the consent of the subordinate groups (Gramsci in Storey 13). Once the manipulation was among the people of different social class. But now people are being manipulated by the power of media. We easily consider what media says or shows to us, which proves that we already become manipulated by the media and technology. Media does this mainly to have profit in the economic market. The more media can manipulate people, the more it gets TRP (Television Rating Point) for profit.

When I was working at the *Independent Channel*, one day while I was preparing a PKG (See Page 12), one of my colleagues of the panel showed me a video. It was a video where it seemed to be a fish was intentionally jumping into the bucket out of the river. My colleague told me, “Indrani, see the magic” (one of the panel stuff). At first, I was shocked thinking that how

could a fish be intentionally jumping to the bucket from the river! Then after a while, I understood that my colleague had reversed the video footage. It was done just for entertainment but then one day, I prepared a PKG (See Page 12) of paddy price in the month of July 2016. I was worried because I did not have the footage of that time. But I had the story and I was told to prepare it before the news started. I was worried because I thought without the footage it would be impossible to prepare the news. Then I discussed the problem with a senior colleague. She told me not to get worried and advised me to use the paddy price footage of January 2016. Here I was shocked again that how could this be possible because July was summer and January was winter. So she told me to take only the parts from the footage where no one could differ between summer and winter. But I was not convinced then she told me that only she knew that the footage was of January but the viewers did not know. That day it was clear to me that media can create reality, and that constructed reality dominates our perception. The media can hegemonize us through their works and, we are convinced or it can be said manipulated by the representation. This is the way by which we are getting hegemonized every day by the media world.

Here the media could also be related to the term Hyper-reality. In general, when there is no separation between the reality and representation or simulation, then it refers to hyper-reality. In media, no one can separate reality from simulation or representation. In an article “The Evil Demon of Images and The Precession of Simulacra” Jean Baudrillard said, “Simulation starts from the utopia” and “representation tries to absorb simulation” (Baudrillard. 196). According to him, the term simulation envelops the whole edifice of representation as itself a simulacrum. Where he stated, “It is the reflection of a basic reality, it makes and prevents a basic reality and, it makes the absence of a basic reality” (196). Now following the example of hegemony that I have explained above, it could be said that the media also goes with this theory of hyper-reality. Because in media,

it is not possible to separate the reality of news from the representation. Whatever the media represents the viewer takes that as reality. But sometimes reality is veiled by representation, where the basic reality remains absent. For example- the experience of my producing the paddy price PKG (See Page 13) gives a clear notion of hyper-reality. Because here the used footage was a camouflage, which was veiled by the news representation. In media world, these type of situations happens frequently.

5.2. Ethics and Ideology:

There are ethics and ideology in every sector of life. Sometimes we follow the ethics, sometimes we violate them depending on circumstances. In the field of media there are several kind of ethics and law or ideology, which one needs to follow while working in the media field. During my internship, I was told, to be honest and fair towards my work and to the viewers too. But in some cases being 100% honesty was not possible. For example- the PKG on Paddy Price of July where I had to use the footage of January, was unfair to the viewers. Because of most of the time, viewers tend to think media produces authentic news. Here I had to do this unfairness just because the news story was important and it had to reach to people as soon as possible. Depending on the situation of importance my senior colleague had to take that decision and ordered me to use that old footage. Then I saw that the staff members strictly follow others personal issues, no matter whether someone bothers about that or not. One day I was sitting at the PCR (Production Room) for the on-air firing of stock cards, when a news programme was running and one of the senior editors was instantly editing the changes in the news. During advertisement, they were checking a live footage of a village health care center. Media is such an option where everyone tries to catch attention, to be seen on television. People just want to be seen on the TV at least once in a lifetime. So in the footage suddenly a village woman appeared, who was breastfeeding her

child. Most probably she came in front just to be on the TV screen. Then a staff from PCR asked to reverse the footage and asked others “had not anyone noticed this! We have only 25 seconds to go, cut that part from the footage immediately” (one of the PCR members). Cutting that part was not possible from the entire footage within that short period of time. That is why they decided not to telecast that footage, rather during that news they showed the presenter on the TV. That day I understood, media does care for others privacy too, although media often is thought to be the intruder of one’s private space.

After that, there is the most important ethics in media that the media should not be biased to anything or anyone. But in our country more or less all the media no matter on-air or print are partial. This biasedness often becomes apparent how different channels telecast news, how the same information can be de/contextualized and represented according to the private channels ideological and company affiliations. Ideological values often dominate how each TV channel operate, which hampers the standard of neutrality.

Chapter 6

Conclusion:

Writing conclusion of this report is very difficult because this report is not just about my internship rather it is also about my life as a student of English at BRAC University. But for the academic purpose, I need to write a conclusion of this report. So to conclude I would like to say, studying English helped me relate my life with the real world. Many people may say, English students live in the fictitious world. But, this is both a limited and wrong concept regarding about English as a subject. English is such a subject that helps one to understand the world. It makes a person know the reality from deep inside.

Because of studying English I received the chance of working in mass media. Mass media is such a field that allows one to work in every sort of life and place. Here one has to work in the happiest situation whereas the same person has to deal with the harshest situation someday. Though this is a very short period of time, but the three months of my internship will always remain one of the best experiences of my life. This is when, I first stepped into the hardest part of anyone's life: the field of a job market. The time we pass in studying at school, college and university is the time when we are enrolled with textual guidelines. Text can provide us with a limited knowledge of the real world. But the time we step into the practical life, the field of job, we experience the original knowledge of reality by surviving through several circumstances. Through this three month of my internship, I gained practical skills and experiences. So far in my university life from the very beginning, I have learned about group work/ teamwork. This group work helped me a lot during my internship. Practical job world is full of competition which I realized working at *Independent Television* I understood. I have come to know that without teamwork it is impossible to survive in a field like media and journalism. In media everyone needs to be in a team otherwise

running a single channel with different thoughts is not possible. Even there, for the first time, I learned about one needs to behave according to the environment. At my first day of the internship I called one of the senior members by “Sir”, without delay he strictly told me not to call anyone “Sir” or “Ma’am”, rather to call them “Bhai” or “Apu” (brother or sister). I was not used to calling a supervisor “Bhai” or “Apu”. Then that senior member made me understood that there we all were in a team and everyone’s thought was equal. If we call “Sir” or “Ma’am” then there unconsciously appears a line of hierarchy. Therefore, in the office, everyone used relational terms than hierarchical terms to address each other, where age did not matter. From my internship I learned about teamwork, being supportive, looking everyone’s perspective equally, surviving through hard time etc. To describe these, words will never be enough.

But as I stated above that I had to write this report for my undergraduate degree requirement, so to an extent this report contains the basic experience of working with media for three months. Here, after a report introduction, I talked about a brief history of media in Bangladesh and the emergence of *Independent Television* as a part of popular media in this country. Then I have discussed the basic terms and my work experience in the channel along with business desk in chapter three and four. In chapter five, I have tried to relate the textual theories with my real life work experience. Finally, my report ends with chapter six where I have concluded the entire report by providing my opinion in the recommendation part.

I also learned that the textual references and theories have a relationship with the practical world. The write-ups of several authors are not just so-called theory, rather these are applied one. The text or the theories are related in every sphere of life, one just needs to take a deep look through. When we studied theories of Globalization, Culture, and Media, sometimes we found them difficult and thought that they just appeared in texts. However, when I was working in media,

I have realized that theories evolve through people's experiences. It is through working practically, I started to appreciate the course even more than what I had done before.

6.1. Recommendation:

After my three months of internship, I have learned many things and gathered huge knowledge about several things. It will always remain a blessing for me. The BRAC University will always remain the center of this blessing in my life. From my practical experience of working in on-air media, I would like to say that we should arrange some on-air technology based media courses at our department, which are quite practical. This type of courses will be opening up more scopes of work for media students more. At the moment, in our department, most of the courses we have are basically print based, although these courses help, but if we have new courses on television media, it will be appropriately beneficial too. The courses with this can help students to get acquainted with new terms, language and working pattern, which I had learned when I started work in media.

Work Citation:

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Picture Citation:

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Appendix 1

1 [INews]NEWS.PLANNING.BUSINESS.WEEKROUNDUP.SATURDAY_ROUNDUP Brexit Dramatic Drop

8/7/2016...

*VIZ SUPER_BREXIT DRAMATIC DROP

*VIZ PIC_BREXIT DRAMATIC DROP

IV

ইউরোপীয় ইউনিয়ন থেকে যুক্তরাজ্যের বেরিয়ে যাওয়ার ফলে দেশটির অর্থনীতি সঙ্কটে পড়বে। এক পরিসংখ্যান বলছে, অর্থনৈতিক মন্দার পরবর্তী প্রভাবের চেয়েও মারাত্মক প্রভাব পড়েছে ব্রেক্সিটের ফলে।

GFX

এর আগে ২০০৮/৯ এবং ১৯৯৮ সালে এ ধরনের মন্দা হয়েছিল ডট কম বাবল ও এশিয়ান আর্থিক ক্ষতির ফলে। চলতি বছরের জুলাইতে ক্রয় ব্যবস্থাপনা সূচক বা পিএমআই কমেছে সাতচল্লিশ দশমিক সাত, যা ২০০৯ এর চেয়েও কম। এ সূচক ৫০ এর নিচে থাকলেই তাকে সঙ্কটময় অবস্থান হিসেবে ধরা হয়। যানবাহন, ব্যবসা, প্রযুক্তি এবং রেস্টুরা সেবা দেয়ার কাজে নিযুক্ত রয়েছে এমন সাড়ে ছয়শো প্রতিষ্ঠানের ওপর জরিপ চালিয়ে এ সূচকের পরিমাণ নির্ধারণ করা হয়েছে। আইএইচএস মার্কিটের প্রধান অর্থনীতিবিদ ক্রিস

উইলিয়ামসন বলেছেন, এ অবস্থা
চলতে থাকলে বছরের তৃতীয়
প্রান্তিকে আরো দশমিক চার
শতাংশ সঙ্কুচিত হতে পারে
দেশটির অর্থনীতি।

Appendix 2

1 [INews]NEWS.STORIES.BUSINESS paddy price

7/16/2016 11:55:54, INTERN International Desk

*VIZ SUPER_PADDY PRICE

IV

বোরোর বাস্পার ফলনের পরও বাজারে ন্যায্যমূল্য পাচ্ছেন না ঠাকুরগাঁওয়ের চাষিরা। উৎপাদন খরচ না পাওয়ায় লোকসান গুণতে হচ্ছে তাদের। এতে দাদন শোধে ভোগান্তিতে পড়ছেন অনেকে। এভাবে চলতে থাকলে থাকলে ধান চাষ ছেড়ে দেয়া ছাড়া কোনো উপায় থাকবে না বলে জানিয়েছেন বোরো চাষিরা।

*VIZ ASTON_REPORTER

PKG

বোরো মওসুমের শুরুতেই প্রান্তিক চাষিদের অধিকাংশই মহাজনদের কাছ থেকে চড়া হারে দাদন নিয়েছেন। চুক্তি অনুসারে এক হাজার টাকার বিনিময়ে অতিরিক্ত এক মণ ধান শোধ করতে হবে তাদের। তবে কৃষি উপকরণের মূল্যবৃদ্ধির কারণে বেড়ে গেছে তাদের উৎপাদন খরচ। প্রতি মণ ধান উৎপাদনে খরচ হয় ৬'শ টাকা। ভালো ফলনে মুখে হাসি ফুটলেও ধানের বাজার মূল্যে হতাশ চাষিরা। প্রতি মণ বোরো

ধান এখন বিক্রি হচ্ছে সাড়ে চারশ থেকে পাঁচশ টাকায়। সে হিসেবে লোকসান থেকে যাচ্ছে একশ থেকে দেড়শ টাকার মতো।
ভল্পপপ: ধান চাষি ১-৭

সরকার কৃষকের জন্য ব্যাংক থেকে সহজ শর্তে ঋণ নেয়ার ব্যবস্থা করলেও নানা জটিলতায় তা সময়মতো পাচ্ছেন না চাষিরা। তাই বাধ্য হয়েই স্থানীয় মহাজন কিংবা এনজিও'র কাছ থেকে চড়া সুদে ঋণ নিচ্ছেন তারা।

***VIZ ASTO_ARSHED
ALI**

সিংক:
আরশেদ আলী
উপ-পরিচালক, জেলা কৃষি
সম্প্রসারণ অধিদপ্তর।

এ পরিস্থিতিতে সরকারি সহায়তা না পেলে প্রান্তিক অনেক চাষিই মহাজনের দাদনের টাকা সুদসহ পরিশোধে ব্যর্থ হবেন বলছে কৃষি বিভাগ।

ইনডিপেনডেন্ট নিউজ

Appendix 3

1 [(NEWS)NEWS.EDIT.PM_0530 Citigroup's profit fell

7/16/2016 16:06:19, INTERN International Desk

VIZ*SUPER_CITIGROUPS
PROFITS*****VIZ PIC_CITIGROUPS****PROFITS****IV**

ভোক্তা ব্যাংকিং ব্যবসায় মন্দার কারণে সিটি গ্রুপের মুনাফা কমেছে বছরের দ্বিতীয় প্রান্তিকে।

GFX

জুন মাসে পঁচিশ শতাংশ নিট মুনাফা কম হওয়ার আশঙ্কা করছেন প্রতিষ্ঠানটির প্রধান নির্বাহী মিশেল করবেট। খরচ বৃদ্ধি এবং বিক্রি কমে যাওয়ায় উত্তর আমেরিকায় ভোক্তা ব্যাংকিং এ নেতিবাচক প্রভাব পড়তে শুরু করে। ফলে এ সময় সিটি গ্রুপের নিট আয় বাইশ শতাংশ কমে যায়। এদিকে আটলান্টিক সিকিউরিটিজের ব্যাংকিং বিশ্লেষক ক্রিস্টোফার হোয়েলার মনে করেন, ইউরোপিয়ান ইউনিয়ন ত্যাগে যুক্তরাজ্যের ভোট ব্যাংকিং খাতে বিশেষ ভূমিকা রাখছে। কিন্তু প্রতিদ্বন্দী জায়ান্ট ব্যাংকিং ওয়েল ফারগোর মতে, ঋণ প্রদানে অতিরিক্ত প্রভিশনই মূলত মুনাফায় মন্দা সৃষ্টি করে।

Appendix 4

1 [(NEWS)NEWS.EDIT.PM_0530 HSBC Fraud

7/21/2016 16:17:06, INTERN International Desk

***VIZ SUPER_HSBC
FRAUD B**

***VIZ GFX_HSBC
FRAUD B**

IV

তথ্য পাচারের অভিযোগে আটক হয়েছেন এইচএসবিসি ব্যাংকের বৈদেশিক মুদ্রা লেনদেনের প্রধান মার্ক জনসন। এ ঘটনায় তার এক সহকর্মী স্টুয়ার্ট স্কটকেও অভিযুক্ত করেছে যুক্তরাষ্ট্রের বিচার বিভাগ।

GFX

যুক্তরাষ্ট্রের বিচার বিভাগের অভিযোগ, এই দুই কর্মী ব্যাংকের তিনশ পঞ্চাশ কোটি ডলার চুক্তির তথ্য পাচার করেছেন। তদন্তে দেখা গেছে এরা কিছু টাকা পাবার লোভে এক ক্রেতার ডলারকে পাউন্ডে পরিবর্তন করার চেষ্টা করেছিলেন। এছাড়া এই দুই কর্মী বিভিন্ন কারসাজির মাধ্যমে ক্ষতিগ্রস্ত কোম্পানিগুলোকে একটি সময়ের মধ্যে বেধে দিত যার ফলে লেনদেনের অর্থের পরিমাণও বেড়ে যেত। তবে এতে এইচএসবিসি ব্যাংকের কোন হাত নেই। শুনানিতে পরে দশ লাখ ডলারের বিনিময়ে মার্ক জনসনকে জামিন দেয়া হলেও, এখনো তদন্ত চলছে বিচার বিভাগের।

Appendix 5

1 [INews]NEWS.EDIT.PM_0530 Yahoo loss

7/19/2016 14:23:41, INTERN International Desk

***VIZ SUPER_YAHOO
LOSSB**

***VIZ GFX_YAHOO
LOSS**

IV

ইন্টারনেট ব্যবসা বিক্রির বিষয়ে কোনো নতুন তথ্য দিচ্ছে না ইন্টারনেট সেবাদানকারী প্রতিষ্ঠান ইয়াহু। প্রতিষ্ঠানটির সার্চ ও বিজ্ঞাপন ব্যবসা বিক্রির বিষয়ে কোনো সিদ্ধান্ত না আসায় হতাশ বিনিয়োগকারীরা।

GFX

বছরের দ্বিতীয় প্রান্তিকে চুয়াল্লিশ কোটি ডলার লোকসান হলেও এখনো পর্যন্ত মূল ইন্টারনেট ব্যবসা বিক্রির ক্ষেত্রে কোনো সিদ্ধান্ত নিতে পারেনি প্রতিষ্ঠানটি। তবে ক্রেতা হিসেবে ভেরিজোন কমিউনিকেশনস ও মার্কিন টেলিযোগাযোগ প্রতিষ্ঠান এটিঅ্যান্ডটির নাম উঠে আসছে। এ ছাড়া আসছে দ্বিতীয় শীর্ষ ধনী ওয়ারেন বাফেটের নামও। ইয়াহুর প্রধান নির্বাহী মারিসা মায়ের বলছেন, বিকল্প কিছু কৌশল নেয়ায় প্রতিষ্ঠানটি আবারো উন্নতি করতে যাচ্ছে। একটি প্রতিবেদনে জানানো হয়েছে, জুন পর্যন্ত গত তিন মাসে প্রতিষ্ঠানটির রাজস্ব আয়

বেড়েছে ছয় কোটি ডলার। মূলত
ইন্টারনেট ব্যবসা এবং মোবাইল
বিক্রির মাধ্যমে এসেছে এ আয়।
এখন প্রতিষ্ঠানের প্রবৃদ্ধি বাড়া এবং
খরচ কমানোই মূল লক্ষ্য বলে
জানান প্রতিষ্ঠানের প্রধান নির্বাহী।