

**Getting to know Television Journalism**  
**At Jamuna Television**

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August 2016



Inspiring Excellence

BRAC University, Dhaka, Bangladesh

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**At Jamuna Television**

A Report Submitted to  
The Department of English and Humanities  
Of  
BRAC University

By  
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In Partial Fulfillment for the Requirements  
For  
The Degree of  
Bachelor of Arts in English  
August 2016

## **ACKNOWLEDGEMENT**

My internship at Jamuna Television has given me a lot of memorable and insightful experiences. This internship has been a very good experience for me because it has given me a chance to understand the real world outside the classroom.

I would like to express my gratitude to all the people who have made it possible for me to complete my internship and the report successfully. I express my deep sense of gratitude to my honourable supervisor Ms. Roohi Huda for her outstanding supervision due to it has been possible for me to create a good combination of textbook and practical knowledge in preparing this report. The experience and knowledge I gained at Jamuna Television helped me a lot to understand different topics related to my studies. I would also like to thank the authority of Jamuna Television for giving me the opportunity to do my internship in their well-known organization. The experience and knowledge I gained at the Jamuna Television, helped me understand how different topics were related to my internship. For this very reason, I would like to thank Mr. Fahim Ahmed, Chief News Editor of Jamuna Television for helping me join the organization as an intern.

I am also grateful to other employees of Jamuna Television for providing me with direction for getting necessary the information for my assignments.

Abu Raihan Haque

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## 1. Introduction

“And I believe that good journalism, good television, can make our world a better place.”

Christiane Amanpour, Chief International Correspondent, CNN.

As a part of my concentration in Media and Cultural Studies, I had to intern at a media related sector for three months to complete my BA in English. When I had a chance to start my internship in spring 2016, I chose to do it at a news channel and there are reasons behind it.

The television in today's society has become one of our most basic resources of information. We are informed through the television of the latest news, weather, and other information which are important in our daily lives. Television is a great way of educating the people in society about important issues that affect our everyday lives. Satellite news channels have been an important part of the society, providing information to citizens, bringing together groups of people around events and issues and serving as a powerful watcher against abuses by those in power. In the present time Satellite news station has turned out to be more famous than other mediums. These days' people are investing more energy before their television. In this way it's turning out to be a more compelling medium of data.

On a day to day basis, satellite news channels keeps us informed about the world with plenty of helpful information. We are informed through the news channel of the latest news, weather, and information which are important in our daily lives. The television often acts as an almanac, dictionary, and an eye into the world around us. It informs us of the most recent happenings around the world within seconds. News channels do not deal exclusively with the

news only. There are many other programs like talk shows, investigative shows, business shows, sports broadcasts detailed and information about other national and international events.

Moreover, a news channel journalist digs deeper to get to the actual facts behind any occurrence. Besides that, most of the time, the voice of the reporter and the editor becomes the voice of the commoners while they (reporters) cover news stories on political violence and human sufferings. In these cases, a news channel can make a stronger impact in the public sphere than any other media related sectors because it is an audio visual means of news transmission. That is why I decided to join a news channel as an intern. It was also to have a background before starting a full-fledged media career.

A Satellite news channel serves many purposes. As I have mentioned before news channel is one of the most effective mediums that keep us informed about the current events of the world. It gives Information about the latest discoveries, inventions, researches, incidents etc. It also helps the traders advertise their products all around the world through advertising in the news channel. In modern times, businesses cannot thrive without advertisements. With the world becoming globalized and the variety of products, services and ideas increasing, news channels have undoubtedly become one of the mediums of advertising. However, a news channel serves the public not only in terms of information and entertainment, but also in terms of creating a strong economic atmosphere by making people aware of economic issues and crisis around the world through predictions and suggestions in the talk shows or other informative programs. For example, there is a program called BISLESION (বিবেষণ) where reporters, politicians, intellectuals, specialist from different sectors analyse the important news from the present, and they also discuss the solutions of problems people are facing.

Jamuna TV is one of the leading Satellite news channels in Bangladesh that deals with above mentioned aspects in a very responsible way. I had a chance to intern there under the guidance of some of the great minds in the country. It was really a unique experience for me as I had a chance to relate topics (editing reports, writing headlines etc.) that I have learnt in the media courses.

The primary objective of Jamuna TV is to equip our people with the power of knowledge to help them develop well-informed opinions on issues of vital concern to them and to the country. TV channels are closer to people and this channel commits to building a strong relationship with the common people who are the ultimate stakeholders in all national activities. Our head editor always said, “There is always something new to be told, and television is the quickest and the best way to be informed.” This is why Jamuna TV is being designed in a way so that it can ensure people’s need to know in a proper way and in the quickest way possible.

Therefore, when I got a chance to do my internship at JamunaTV, I accepted it without any second thought.

## 2. History of Jamuna TV

The government of Bangladesh extended the media entertainment to the private sectors of the country. Being inspired by this, Free Sky culture, Jamuna Group of Industries that has role in the business as well as cultural ventures started working to establish a Television channel both in the terrestrial and Satellite network country wide. On February 5, 2002 Jamuna Group obtained the license from the government to establish and operate a TV-Channel titled Jamuna Television Ltd. (JTV). True to its spirit of entrepreneurial leadership, Jamuna Television Ltd. is being structured with the state of the art digital broadcast system. In 2007 Jamuna TV Received Government Authorization. Jamuna is aware that well-equipped TV broadcasting is the modern world's most powerful media instrument, and that it is time to make the best use of it in molding national and international opinion in favour of the country. The company is committed to putting in place the best possible human and technical resources in order to achieve excellence in performance. After a month of test transmissions, Jamuna Television went live 'on air,' starting its broadcasts from 5th April 2014 at 7:00 pm. Jamuna Television is on air 24 hours a day, 7 days a week, using the most sophisticated production and news gathering technologies to produce a variety of current affairs, informational as well as entertainment programmes. Jamuna Television broadcasts out of its headquarters situated near the Jamuna Future Park at Baridhrara/Basundhara in the capital city of Bangladesh. It has three-purpose built studios. The channel is equipped with the latest digital broadcast hardware and software sourced from leading broadcast manufacturers of USA, Japan, France etc.



Jamuna Television is an exclusive round-the-clock satellite news channel in providing the most up-to-date national and international news and information to the people of Bangladesh and viewers abroad who are interested in Bangladesh. As mentioned before, the primary objective of this endeavor is to equip our people with the power of knowledge to help them develop well-informed opinions on matters of vital concern to themselves and to the country. This in essence will address the core values of democracy, and work towards promoting social, cultural and economic progress. Along these lines the organization wants to show its dedication to building a solid association with the ordinary individuals who, no doubt, are the ultimate stakeholder's national exercises.

Below is a table showing the summary of the historical as well as the technical aspects of Jamuna tv's operation:

<b>Date of Inception</b>	05.02.2002 Received license 2007 Received Government Authorization 05.04.2014 On Air Broadcast
<b>Channel Characteristic</b>	Infotainment Channel (News & Program)
<b>On Air Broadcast</b>	From Dhaka, Bangladesh
<b>Transmission</b>	Via Satellite
<b>Transmission Network Coverage</b>	Throughout the country (Bangladesh) by cable network Middle East, Australia free to air via satellite USA, UK & Europe coverage through commercial partnership
<b>Can be tuned on Following parameter</b>	Satellite: APSTAR 7 Orbital Location: 76.5° E

	<p>Frequency: 4131 MHz</p> <p>Polarization: H (Horizontal)</p> <p>Symbol Rate: 3600 KSPS</p> <p>FEC: 3/4</p> <p>Modulation: DVBS QPSK</p>
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### 3. Interning at Jamuna Television

The newsroom is where the stories are gathered, written, edited and assembled for the news broadcast, telecast. The newsroom of Jamuna television has six major departments. Assignment desk, national desk, business desk, international desk, sports desk and last but not the least editing desk. During the first week I started working at the assignment desk in the newsroom of Jamuna television's news and current affairs department. In this chapter of my internship report, I am going to write about my work experiences as an intern, as well as the above mentioned departments of Jamuna TV.

**Assignment desk:** If we look at a typical day the assignment desk is the nerve center of every newsroom. The person at the desk is responsible for reading local and national newspapers and monitoring other stations for potential stories. They also maintain the news room's calendar of events. My coordinator here always said one thing about the assignment desk: "There is no glamour, no face time. But without them, newsrooms would certainly stumble."

I wrote several reports during the first two weeks. I took notes for several interviews as well as stayed updated with other current affairs. As it is the most important desk in the newsroom, the work here is done very sensitively.

As assignment desk is one of the most important desks in the newsroom, thus most of the news stories collected from here are checked by several persons.

Actually the assignment desk's task is huge. It's the job of the assignment desk to answer the phone calls, take tips, complaints and occasional compliments. We also have to track the

crew who are in the field. In short, we have to know everything that is happening in the coverage area on a given day, and make sure that the important stories are covered.

**National desk:** National desk is another important part of the newsroom. Stories come into the newsrooms in a number of ways. Sometimes it may come through tip-offs from contacts, sometimes the coverage of newsworthy events, activities and occasions around the country also become the story. The national desk consists of six people and they follow every important news happening all over the country.

**International desk:** International desk is another very important part of the newsroom. The international desk always stays connected to the outside world. Every moment lots of things are happening around the world, but it's not possible to cover every news story. So it's the job of a newsroom editor to decide which story to cover and which to avoid. Here I was able to utilize my learning from ENG 465: The Translation Studies because most of the international news comes in English. As for the other news stories, first the reporters send the scripts to the assignment desk, then someone from the assignment desk prepares the news items and sends it to the editor. But for the international news, the reporters from the international desk first translate the news stories, and then prepare them.

After the news is prepared, the chief editor checks it again. He decides whether news will be telecast.

There are several news organizations which provide original footage for the international news stories. The international desk also checks those footage and adds them with the news. International Desk's people stay connected with world all the time. They have to know what is happening around the world.

Television news is very sensitive and brief. So how I chose the area I wanted to work on a given day (sports, international, editing) and how I prepared the news assigned to me were very important. Though the time slot for international news is very short, these news items also play a very vital role for the audience and the country.

**Editing Desk:** Editing panel is another important part in the newsroom. The news from different departments come to this panel and is prepared to be broadcast. The editor checks the spelling, content, sentence structure and makes sure the best output is provided. Actually the editor is responsible for every news item. He chooses stories and decides how much time should be allocated to each item, and the order in which to run them. An editor's main job is to be able to capture the viewers' attention with the intent of keeping them from changing channels or encouraging them to tune in at a later time.

There are different parts of a news story. First is the headline. The headline's purpose is to quickly and briefly draw attention to the news story. It is generally written by the copy editor, but may also be written by the reporter. As it is read out at the beginning of the news story, the headline needs to be short, precise and catchy. So the word selection for a headline is very important.

The news that is presented in the television is very short and precise. So every word matters in the television. Therefore in the editing panel the editors double check every word in the script so that the news remains precise. They also look to see if there is any important information missing from the news stories.

**Business desk:** The main purpose of the business desk is to track, record, analyze and interpret the economic changes that take place in a society. It could include anything from

personal finance, to stock exchange, entrepreneurship, business at the local market, and shopping malls to the performance of well-known and not-so-well-known companies. The Business Desk covers news and feature articles about people, places and issues related to business.

**Sports desk:** The people of Sports Desk perform extensive research, conduct interviews and attend events they are covering such as games, tournaments and press conferences. Sports desk analyses sports, inspect the pre-match condition, inspect the post-match situation and give live feed from the live sports venues. The Sports Desk people also put together the past history of the game. A huge number of audience members follow sports. It has become an important part of popular culture. So the responsibilities of sports desk have broadened.

#### 4. The Way Newsroom Works

The newsroom is where the stories are gathered, written, edited and assembled for the news broadcast, telecast or for the newspaper. In larger media outlets, such as the TV channels or radio, the newsroom is much bigger, with a larger staff doing for different kinds of work. Not only are there differences between newsrooms of similar media outlets (for example, different newspapers) but there are also larger differences between television and newspaper newsrooms. Every staff member working in the newsroom has his/her individual jobs and responsibilities. Most of them are appointed according to their skills and experiences. The major employees of the newsroom are:

Journalists/reporters.

- Photographers.
- Camera operators.
- Sound and lighting technicians.
- Editing room staff (where television and radio stories are cut and compiled).
- Sub-editors (who edit newspaper journalists' stories and check them for any legal, factual or other problems before publication).
- Receptionists and News Desk coordinators.
- Archive or Library staff (sometimes)
- Graphic designers
- Editors or chiefs of staff - either in charge of sections of the media's coverage, or of its overall coverage.
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- Archive or Library staff (sometimes)
- Graphic designers
- Editors or chiefs of staff - either in charge of sections of the media's coverage,
- Broadcast coordinator.

There are differences in the ways in which a newspaper's newsroom and a channel's newsroom work. While doing my internship at Jamuna television, I gained more insight into how the channels operates. First I will discuss the ways in which a news story comes into the newsroom.

A news story can come into the newsroom in different ways. It can come from the calls by the journalists chasing new angles on current stories. Besides it can also come through tip-offs from contacts, or press releases or through coverage of newsworthy events, activities and occasions. Sometimes some news stories are a follow up of previous news stories. They can also be about the issues or stories the editors, producers or chiefs-of-staff themselves want covered.

After deciding the news stories, journalists are either assigned stories by the editors' or they cover stories of their choice, or sometimes they chose to follow up a story they previously



covered. This is done either by attending the event or through phone contacts or sometimes with face-to-face interviews. Why doing this work, they use archival material, such as old photographs, footages or sound, old news stories, newspaper reports which are stored in written archives or on computer.

Then photographers, camera operators, sound and lighting technicians come into play. The photographic editor (involved in the technical aspect) organises the visuals for the news story. Often the editor or chief-of-staff assigns the TV camera crews after they have looked at the stories. Sometimes photographers and camera operators get sent out to do their jobs on site, while journalists stay in the office to follow up on the story or conduct interviews on the phone. After this, graphic designers organise the news stories and see if there is any graphic that is needed.

Once photographers or camera operators return with their visuals the newsroom can become a frantic place, as news stories are put together before deadline. After news stories are put together, raw visual footage that is collected by photographers or camera operators ends up in the editing suite where it is reviewed. After review the most relevant or newsworthy content is used to put together the news story. Any overdubbing or re-recording also occurs at this stage.

Meanwhile, the journalists spend time finishing their stories before they are saved and sent to the sub-editors. At this time editors, producers and chiefs-of-staff often meet again to review the story list and see if there are any new stories to include (or others to discard) and rearrange them according to priority for presentation in the bulletin.

When news stories or news items are completed, they are usually checked to ensure they are factually correct, make sense and adhere to any legal requirements. Production staff

are responsible for ensuring tapes for completed stories are ready to be played in the right order as the bulletin progresses.

Even at this late stage things can change if a big news story takes place. Some stories might be cut back or even left out from news bulletin to accommodate any "late breaking news". Those stories may then appear in a truncated form, or could be cut completely and never appear at all. On a big day like a war criminal hanging day, the newsroom becomes the most interesting as well as the most engaging place, the editors, sub-editors and producers stay in the newsroom and look for interesting views of the occurrence. They always look for new insight regarding the news stories as lots of people watch the news and every news channel also telecasts the same news. They do this because they have the intention to show the audience a new or different angle to the new story so that the audience stays with the channel.

I found the experience in the newsroom to be really interesting. Sometimes it can become the most important place or the most crucial place to work in. I found the work to be more intriguing and fascinating than the accounts I have heard from other people working at other media outlets.

## 5. Working at Editing Panel:

As I mentioned before, the Editing desk is the most important departments of any newsroom. Jamuna Television also has a strong editing panel which consists of Chief Editor, Executive Editor, Commercial Editor and some deputy or Sub-Editors.

A news editor divides all the follow up stories of previous newsitems and other exclusive news story of the channel. A news editor gets a lot of satisfaction from the stories which are exclusive to the channel. The editing of the news stories is important, but the more important thing is to maintain accuracy with the original ones produced by the editor's team of correspondents. The news editor is also responsible for the final scrutiny of important news stories submitted by different local correspondents, feature writers and outside correspondents. He/she gives special attention to the facts and figures included in the write-ups and wherever he/she is in doubt, he/she takes pains to check their accuracy from the authentic source. Moreover, the news editor is called upon to use his/her discretion and imagination in evaluating the public mind and selecting news stories that have news value factors like timeliness, prominence, consequences, proximity, oddity and can be regarded as important news items by the viewers. It would be wrong for an editor to assume that every viewer will show interest about everything broadcast by the channel. A good editor focuses on insightful coverage. By insightful coverage I mean he/she should focus on finding a new trend in society.

JamunaTV's editors always encourage the reporters to cover the subjects that have not been covered and are not easily accessible. The subjects include social issues and corruption. However, sometimes when the editor doesn't understand what the reporter has to say through

his/her news report, he/she has to make educated guesses to make a good story out of it. An editor looks at the story from different angles, and create the best possible way to present it to the audience.

Typography in Television is another important thing in news editing. Typography is extremely necessary to clearly state the information to the audience, to communicate amongst one another or to create an attraction for the viewers by using unique color combination. The in-house designer and the graphic designer of Jamuna television have to consult the executive editor about the possible placement of every news items as well as their typography. Translating graphics and text to the television screen is very difficult. Not all fonts can be displayed correctly, thus it causes typography to appear broken or pixilated. Colours are used to identify a company's identity. It is very important to ensure that the logo is visible for the colour blind people. Jamunatv uses a very specific color combinations for every news story. They are very clear, short and easy to notice.

Another challenging task for an editor is to write 'eye-catching' and creative headlines for the viewers. Writing headlines is considered to be an art. Therefore, the editor must create a picture of an entire story in just a few words, and make it appealing to viewers by injecting his/her creativity. As an intern, sometimes it was hard for me to develop a proper headline in just 8-10 words. So, I had to consult my supervisor for help. Here I was able to use my learning from ENG 401; Editing course. From the course I have learnt that I had to use action verbs in the headline, and also ask a provocative question in the headline wherever necessary. I also learnt using powerful adjectives is important to create a good and attractive headline.

My advisor suggested me to write a couple of creative headline-like sentences by using action verbs before writing a final headline, and to choose the best one as a headline. This technique really worked for me, and I gradually learned how to construct a proper headline.

While interning at Jamuna Television, I came to know about the fundamental aspects of copy editing and the vast responsibilities of an editor in a newsroom. One of the most important duties of an editor is copy editing. Copy editors are responsible for the clarity and accuracy of content that is shown in the news as well in the lower scroll. They check every single news story to ensure that it is factually accurate and conveys the meaning of the content clearly. If they have queries about the copy, editors check references or discuss the issues with the contributors.

I had to double check every news story that came to the editor. Before submitting a news story to the chief editor, as an intern sub editor I had to double check it in terms of grammar, punctuation, sentence structure, and spelling. Every news story has its own headline and the reporter who prepares it, writes his/her own headline for the news story. But before telecasting the headline is at first checked by the sub editors and finally goes to the editor. Usually the chief editor gives the final touch to the news story and the headline.

As TV news stories are very precise, the script for the news presenter is prepared very carefully. Every single word counts here.

## 6. Importance of Translation in the Newsroom

Translation plays a vital role in all kinds of news outlets. Translating a news story properly is very important. Unless proper translation is done, the news story will be ambiguous and unreliable. An example of this can be seen when the government of North Korea banned international news agencies from entering local regions for covering a major problem. However, information was still passed onto the world. Insiders covered all the important news which was later translated and presented to the world.

In journalism, translations are only done by professionals who have expert knowledge in the field of journalism as well as in translation. Like every news channel, Jamuna Television has a board of experts who basically translate international news into Bangla news. According to the Thai translation theorist SunchaweeSaibua, translation methods have two main types: literal translation which focuses on keeping the original form, and free translation which modifies and rearranges ideas of the original form. But according to the author's view, translation methods can be classified into three main groups. They are word-for-word translation where the translator translates the SL ( Source Language) literally by its most common meaning into the TL (Target Language) while grammatical constructions remain unchanged, literal translation where the translator tries to keep the original form, so there are only a few parts of the SL (Source Language) that are changed, and free translation where the translator changes or adapts the original form to the TL (Target Language), and therefore, almost every part of the SL is changed. There are several international news organizations that provide authentic news of the world, but most of the times these news stories come in English. So it's the job of the people at the international desk to translate it and prepare the news stories in Bangla. The translators have

to follow some strategies to make the translated version of the news more alive and reader oriented.

Some of those strategies are-

1. Interpretative translation is used in translating idioms, slangs etc.
2. Rhymes and joke- related diction is used when translating joke.
3. Proper Bangla equivalent of an English word is used in the translated script.

Besides interviews that are conducted in other languages are also translated to Bengali. In some cases these interviews are very complex and it becomes very difficult for the translator and the editor to properly translate those interviews in a reader oriented way. In cases like these, sometimes they take expert advice from other translators (if the language is not English) from different organizations.

International news stories cover a very little portion of the news. At every moment, lots of things are happening around the world, but it's not possible to telecast every news story. So it's the job of a newsroom editor to select which stories to telecast and which ones to avoid.

Television news stories are very sensitive and brief. So how I chose my work, and how I prepare my news stories were very important. Though the time slot for international news stories is very short but these news items also plays a very vital role for the audience and here translation plays the most important role as it helps the audience to understand the news in Bangla.

## 7. Conclusion

My internship has been an excellent experience for me. My internship at the Jamuna Television was the first experience for me to be interning in any professional field. I am glad to have had Jamuna Television as the place of my first internship experience. I had no idea about the challenges that I would face in the working world before setting foot in the Jamunatv office. I have been able to meet many people and I am sure they will be able to help me again in the future if needed.

When I started my journey at Jamuna Television, I did not think that I was going to be able to sit in an office for eight hours a day, five days a week. But finally I was able to manage it. I learnt how to motivate myself while being in the office for so many hours. I have gained practical work experience related to a TV channel. My internship experience also helped me explore and make decisions about my future career options. It helped me combine my academic knowledge with hands-on work experience. Through my internship at JamunaTelevision, I learned how the 24 hour news channel works. Besides, I also learned some technical aspects about television journalism.

The work environment at JamunaTelevision was very nice, friendly and suitable for me. I worked in different departments of the newsroom during most of the days of my internship period. I interned at the assignment desk, editing desk, international desk and also in the sports desk. During this time, I received massive support from the people associated with JamunaTelevision. All the reporters and editors of Jamuna Television are educated and are



experts in their own fields. So from them I was able to learn a lot of things, and was able to meet some amazing people.

With the rise of globalization, the news industry has broadened as a result of the integration of every culture and its tradition. The internet and social media has also made it possible for us to access the news online as well as in Facebook. The rapid development in the mass media has brought the entire world into a room that makes the general public largely dependent on it for the information regarding different fields. Now, TV channels and news reporting are not what it was used to be in the past; rather it went through massive changes and new features have been added over the past decades. I was really happy to become a part of this organization. I became familiar with Jamuna TV's advanced technology through this I was able to utilize the excellence and importance of modern media outlet. Therefore I would like to work more in these fields in the future.

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