

**A Report on the Internship at
*ATN Bangla***

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Department of English and Humanities

August 2017



Inspiring Excellence

BRAC University, Dhaka, Bangladesh

**A Report on the Internship at
*ATN Bangla***

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

By

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Nur E JannathTasnim

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Chapter 1

Introduction

We live in a technological world. Technology is a blessing in our lives. Electronic media plays an important role in our daily lives. It has influenced peoples' thinking and brought about a change in peoples' attitude towards different situations. Our lives, culture, lifestyle, education, thoughts, career etc. are changing frequently. Once there was a time when people were not interested in choosing a media related profession. With the passage of time, the technology developed and media attracted a lot of attention. Many people become interested in building their careers in media. At this moment there are more than 30 TV channels in Bangladesh, and working in broadcast media has become one of the popular professions.

Newsworthy events are always occurring in the world. Due to the influence of globalization news has become an important part in our lives. It enhances our knowledge about the world. Globalization creates eagerness among us to know what is happening both at home and abroad. In this case news media helps us a lot. Hence, the profession of journalism attracts people's attention. It is one of the adventurous professions. A person needs to be a critical thinker and hard worker. "Journalists should be as transparent as possible about sources and methods so audiences can make their own assessment of the information. Even in a world of expanding voices, "getting it right" is the foundation upon which everything else is built – context, interpretation, comment, criticism, analysis and debate."¹ Now-a-days a journalist has to be more informative than the previous times. They are now more concerned about the presentation of the news. The increasing popularity of audiovisual media and onlinemedia made this happen.

¹ The name of the author of the quotation is not been mentioned here.

After HSC I got admitted in the English and Humanities (ENH) Department in BRAC University. I took a literature, linguistics and media course before choosing my area of concentration. I found the media course more interesting and fascinating than the other two courses.

My respected supervisor Ms. Roohi Huda is another reason why I chose Media and Cultural Studies as my area of concentration. She made the learning in the media courses attractive and motivating. I have taken three media courses with her. Those courses are- Eng 404: Copywriting, Eng 401: Editing and Eng 440: English for the Print Media. After the completion of all media courses, I needed to do an internship in the media sector. The options were advertising agencies, English newspapers offices and TV Channels.

I have always been fascinated by the works related to news media. How is the news presented? How are the news items gathered from all parts of the country and outside the country? What is the process of phono-live in news media? Do the presenters memorize all the news items? Are all the news items initially as organized as we see on TV? How is the news broadcast? All these questions made me interested in doing my internship at a television Channel. I got a chance to do my internship at a renowned TV channel, ATN Bangla. I chose to intern in news section due to my fascination about the news media.

It is said that internship is the best way to gain relevant knowledge, skills and experiences. It is known as realistic experiences of theoretical learnings. The internship is an introductory trial for an individual to be familiar with the professional life. Like other universities, the internship is considered to be a three creditcourse in BRAC University. I did my

internship in Spring 2017 (January – April) in the News and Current Affairs (NCA) Department of ATN Bangla.

I found many theories that I learned from media courses relevant to my work and responsibilities while interning. A lot of things were matched with my academic learnings. I also gained practical experiences from there. In this report, I will create a connection between my academic learnings and practical experiences. I will give an overview of the tasks covered during my internship e.g. how a newsroom is organized, how it operates, how news is arranged, the news production process in the audio visual media etc.

During my internship I was under the close supervision of my internship supervisor, Mr. BhanuRanjanChakraborty. He is the executive editor. From him I got an idea about what a professional life in the media world is like. He trained me, advised me, and encouraged me by sharing his own idea and experiences in his field. This internship helped me boost my confidence. I got a clear idea about the satellite TV Channels and their day to day functions by interning in the News and Current Affairs (NCA) Department of ATN Bangla.

Chapter 2

History

2. 1. Electronic Media of Bangladesh:

Satellite is the blessings of technology. Media communication has changed with the touch of the satellite. This brings the outer world into our drawing rooms. There are different types of media. Electronic, print and online/mass media are the three important types of media in Bangladesh. We get updated news through these forms of media. We can watch both recorded and live programs through TV channels. Television is a part of electronic media. It telecasts the latest news, political talk shows, educational programs, business and trade programs, weather telecasts, sports shows, entertainment programs and much more. Electronic media is one of the sources from which we can get information; learn new things and be updated about the global incidents.

There are more than 30 TV channels in the electronic media of Bangladesh. Their main concern is to broadcast the most recent national and international news of business, trade, weather, social events etc. Bangladesh Television (BTV) is the first television channel in Bangladesh. It is owned by the government. It has two parts – BTV and BTV World. It started its journey in 1964. Other private TV channels owned by multimedia companies are: ATN Bangla, ATN News, Channel I, Banglavisión, Boishakhi, Maasranga, My TV, Somoy TV, Independent TV, SA TV, News24 TV, Channel 9, Channel 24, ntv, TV, ekattor Television, Desh TV, Diganta TV, Ekushey TV (Etv), Gazi TV (Gtv), Mohona TV, Jamuna TV, Asian TV etc. Among these, some TV channels are round-the-clock news channels. Somoy TV, ATN News, ekattor TV, Independent TV are worthy of being mentioned as being round-the-clock news channels.



Fig 1: Different TV Channels Logo

In 2008, BRAC University's Institute of Governance Studies conducted a survey. That survey found that private TV channels' news is more reliable than Bangladesh Television. Private TV channels earned 82% credibility, whereas BTV earned only 78% credibility. This survey also revealed that ATN Bangla and Channel I are the most popular TV channels. These two channels are both program and news broadcast channels. I did my internship in the news department of ATN Bangla.

2. 2. Brief History of ATN Bangla



Fig 2: ATN Bangla Logo

Before digging deep into the history we first need to know what ATN Bangla stands for. ATN stands for Asian Television Network. It is the first satellite channel in Bangladesh. It stepped into its 21st year on July 15, 2017. It has become a renowned satellite channel all over the world throughout these years. ATN Bangla has received the 32nd International Emmy Award among all the Asian TV Channels. This channel won this award because of a children's show "আমরাওপারি"(we can). It was based on a true story of a 9 year-old-boy. This boy stopped a passenger train from approaching a disjointed railtrack and saved hundreds of passengers by preventing a train journey.

On July 15, 1997 ATN Bangla started its first operating transmission. It continued the on air transmission from 7pm to 8 pm in Bangla about six months. It developed a lot as the years passed by. It switched to digital technology from analog in May 1999. The outcome was that the

screen became brighter and more attractive. Within three years of the first telecast the channel extended its transmission to Europe and beyond. In the very next year, the channel was converted to a globally digital system. Then, in 2001 ATN Bangla broadcast its first news bulletin. The news bulletin was in Bangla. The Analog Transmission changed to Digital Satellite News Gathering System (SNG) in 2002 due to the dynamic leadership of the Chairman and Managing Director. In the same year the channel started English News Bulletins. After Europe, the channel started its transmission in the USA in 2004.

As the time passes ATN Bangla has achieved its popularity. It uses the highest technology and hires the suitable human resources in every sector to attain its excellence. This channel is well equipped with digital and modern accessories like broadcasting software and hardware (microphone, camera, talk back, computers and other necessary materials). It telecasts programs and news 24 hours a day. It transmits all the programs from Dhaka studio. Its office is in WasaBhaban, 78, KaziNazrul Islam Avenue.

ATN Bangla gained its popularity in South East Asia, Far East, Middle East, Europe, The United States of America, Canada, Australia and Africa for providing its viewers with the latest information about news worthy events both at home and abroad.

2. 3. Organizational Profile

Organization	Asian Television Network, ATN Bangla
Launched	July 15, 1997
Address	WasaBhaban, 78, KaziNazrul Islam Avenue, Dhaka 1215
Telephone	02-9139758

Web Address	www.atnbangla.tv
Owned by	Multimedia Production Company
Slogan	অবিরাম বাংলার মুখ
Downlink Information	Thaicom 5, 76.5 degree East, 3669.75 MHz H
Nature of Business	Private Television (Electronic/Broadcast Media)

2. 4. Programs of ATN Bangla

ATN Bangla is both an entertainment as well as a news channel. It broadcasts news every hour. This channel telecasts several programs according to the general public's choice. Among the programs the popular ones are dramas, movies and talk shows. It telecasts special programs on special days like Bangla Noboborsho, Valentine's Day, International Mother Language Day, Independence Day, Victory Day, Eid-ul-Fitr, Eid-ul-Azha, Christmas, Buddha Purnima, Durgapuja etc. It telecasts religious programs like religious talk shows, HamdNath, recitation of Quran etc. throughout the whole of Ramadan along with the other regular scheduled broadcast day which is Friday. It telecasts Bangla Cinema every weekday. It also telecasts programs that represent Bengali culture, history, tradition, geography etc. to the national and international audiences. Every Friday it telecasts live health care programs. In this program a specialist doctor of any particular medical sector discusses health topics such as cardiology, brain problems, thyroid etc. It also telecasts cooking programs, debates, and deals with business related programs, sports events etc. as well. It broadcasts 16 Bengali news bulletins along with one English news bulletin which is telecast at 6:00 pm.

2. 5. Major Departments of ATN Bangla

ATN Bangla has six major departments. These six departments work mutually and produce a successful program. The departments are

- 1. Programmes Department:** This department deals with the programming part. All the program related things like camera and other props, makeup, presentation etc. are handled by this department. They offer new programs for the audiences on special days. They publish the programs' details in newspapers like *The Daily Star*, *The ProthomAlo* etc. They maintain library and archives of ATN Bangla's programs. This is the place where programs are stored. They re-telecast these programs if needed.
- 2. News and Current Affairs Department:** This is my internship area. News related materials are covered by this department.
- 3. Sales and Marketing Department:** This department does the market analysis and research. It also handles the collection of advertisements. They make agreements with the advertising companies' like, beverage companies, BD food etc. and keep documentation of these agreements. They publicize new production houses by promoting their dramas, tele-films etc. through the ATN Bangla Channel.
- 4. Administration and Human Resources Department:** This department basically maintains the management and human resources section. This department establishes the relationship with the other departments by providing human resources. They keep communicating with the departments to see if they need any employment for any suitable post. They publish "Recruitment Circular" for the related post in daily newspapers such as *The DailyStar*, *The ProthomAlo* etc. In fact, I submitted my CV in this department to get a chance to do my internship in ATN Bangla.

- 5. Broadcast and Engineering Department:** All the departments are interrelated, but this department is directly connected with the News and Current Affairs (NCA) Department. This department maintains the broadcast and on – air communication systems of this channel. PCR, MCR, Graphics room, editing panel etc. are controlled by this department.
- 6. Finance and Accounts Department:** It works with the tax and vat, budget, accounts, the salary of the employees etc.

Among all these departments I only worked with the News and Current Affairs (NCA) Department. Another department, Broadcast and Engineering Department has a connection with the News and Current Affairs (NCA) Department. How the news stings will be broadcast and how an engineer will maintain all the related instruments such as computers, lights, camera 1, 2, 3 etc. for news broadcast are controlled by this department. As I worked with the News and Current Affairs (NCA) Department, in this part I will mainly focus on the news related materials such as news room, MCR, PCR, GFX, package, OOV etc. along with short details of the Broadcast and Engineering Department.

The News and Current Affairs Department is divided into several sections which are:

1. Reporting
2. Editing
3. Presentation
4. Talk shows on current affairs
5. Research and Archives

The Broadcast and Engineering Department is also divided into following sections:

1. Maintenance
2. Outside broadcasting
3. Satellite and communication
4. Training and research

As all the departments are interrelated, so they work together and make every program and news watch-worthy. ATN Bangla is being telecasted 24/7 hours. So, it is necessary to work continuously and effort fully to maintain ATN Bangla's reputation. In News and Current Affairs (NCA) Department, all the reporters, editors, desk reporters, cameramen, producers, video editors, graphics-men work sincerely and dedicatedly for preparing and broadcasting truthful news to its audiences.

Chapter 3

ATN Bangla News Room

Among all the departments, News and Current Affairs (NCA) Department is responsible for broadcasting news. For the News and Current Affairs (NCA) Department newsroom is a very important thing. In fact, this is the main section where news is processed. It is a very complex place. All the news stories are gathered here, first. After that, it is written by the reporters, edited by the editors and then assembled for the news broadcast. The newsroom offers an excellent opportunity to discover, investigate and produce news. It manages the station's presentation system. Also, it provides the opportunity to work creatively and produce uniquely.

The newsroom is divided into three shifts:

- 8am to 4pm
- 4pm to 12am
- 12am to 7am

Every news media has an own newsroom. Newsrooms of newspaper and television media are different. I have learnt a lot about television newsroom by doing my internship at ATN Bangla. It is a well-organized newsroom. It provides a friendly environment for all the members of the News and Current Affairs (NCA) Department. All the computers are connected with each other in the newsroom. In this part I will describe every part of the newsroom and the duties of people working in the newsroom in details. I will describe the ATN Bangla newsroom in three sections. In the first part I will talk about the ATN Bangla news employees. In the second part, I will focus on the ATN Bangla news studio. Thirdly, I will discuss the ATN Bangla news desk.

3. 1. ATN Bangla News Employees

For successful news broadcasting, newsroom needs a huge number of skilled and experienced persons in different sectors. If the staff do their job accurately and timely, only then, it is possible to produce accurate, well-organized and detailed news. The important persons of the newsroom are:

- **Chief Executive Editor**

Z I Mamun is the Head of News. He looks after all sorts of work that are related to news. He manages the presentation of news by planning and producing it. He looks after both the administrative and journalistic sections. He takes decisions about the appointment of the newsroom staff.

- **Executive Editor**

BhanuRanjanChakraborty is the chief news editor. Throughout my internship he was my on-site supervisor. Working under his supervision will remain a great memory. The electronic media world was a new world to me. I had no idea about how it works. I was both nervous and confused. He understood that. He told me to take sometimes to understand the work process and then start working. He shared his own experiences in this sector with me. When I started working, naturally I made mistakes. At the very beginning, it was not easy at all. He always encouraged me instead of scolding me. He inspired me a lot. His inspiration gave me the courage to work more passionately.

- **News Editors**

In the electronic media, editors are people who take responsibilities of writing news and telecasting it on air. They have the daily responsibilities regarding which news stories will go on air. They also decide the format of the news stories whether it will be a PKG or OOV or OOV/Sync or GFX etc. The editor assigns reporters daily assignments. In the news world this is known as 'call-in for assignment'. Reporters complete those assignments and submit them to the editor. Editors check the spelling, content, format, sentence structure etc. They also see if any important information is missing or not. ATN Bangla has numbers of editors. Some are Chief News Editor, Senior News Editors, Business Editor, Sports Editor, English News Editors, and Editors.

- **Reporters**



Fig 3: Reporters

Like news editors, reporters have divisions, too. Some are Chief Reporters, Senior Reporters, Junior Reporters, Desk Reporters, Business Reporters, Sports Reporters etc. Reporters cover events according to the assignments given to them and write news stories. The events can

be political news, press release, high court events, sports, meetings, seminar, important social events etc. Reporters regularly cover local government issues, crime reports and community events. Reporters also do background research and double check the related names in a news story to write an accurate and trustworthy news story.

- **Presenters**



Fig 4: Presenters

News presenters are shown on television during news broadcasts. This is another form of anchoring. The presenters present news in a very organized way. They follow the producers' instructions. ATN Bangla is enriched with numbers of news presenters.

Besides that, all the photographers, camera operators, sound and light technicians, editing room staff, receptionists and news desk co-coordinators, archive staff, graphic designers do their individual work in order to present the news to the public.

3. 2. ATN Bangla News Studio

The second important thing in a newsroom is the news studio. This section is under the Broadcast and Engineering Department. I gained a small experience by interning in this department. Though I did not have to do anything here, I visited the news studio and observed the work that is done there. The news studio consists of several rooms. They are:



Fig 5: News Studio

- **Master Control Room (MCR)**

MCR stands for the master control room. This is the technical hub of the broadcast operation of electronic media. Along with news bulletins it controls all the programs of the station. It is said that this is the room from where the final fire goes on. It passes both the audio and video signals. We can see continuous programs without any interference because of the master control room. It handles everything efficiently. The MCR equipment includes video monitors, satellite receivers, video tape machines and transmission equipment. That is why those

who are assigned in this sector need to be skilled in computer operating and interested in technology and engineering. They also have to be patient and remain calm under pressure.

- **Production Control Room (PCR)**



Fig 6: PCR

This room is controlled by the master control room. The news producers direct the news from this room. The every-hour news is produced by three producers (one producer and two assistant producers). During the news bulletin one manages the audio – video switcher, the other talks with the studio presenter and other one controls the whole procedure.

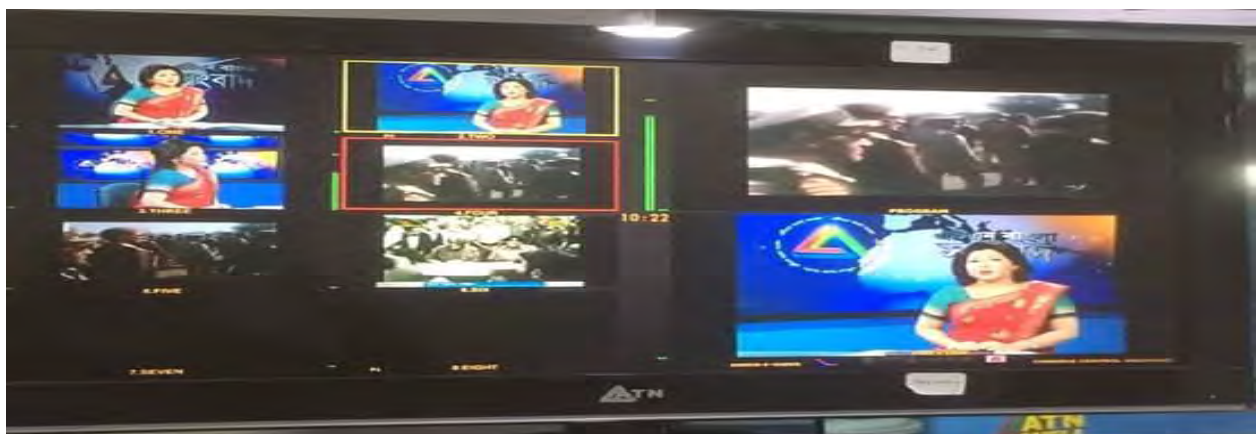


Fig 7: Monitors

This room contains many monitors which control several cameras of the news studio. News broadcasting is a live program. So, all the work is done carefully by avoiding mistakes. PCR sends the signal to MCR. MCR sends the signal to the satellite. I visited the production control room (PCR) with one of the news producers of ATN Bangla. He accompanied me there before the starting of the 2 pm news bulletin. There are so many monitors and computers in that room. The news producer explained me the details of PCR.

- **Graphics Room**

The Graphics room is used for graphics making. A graphics operator needs to know the graphics technology, e.g. VizRT, Aston (name and address of the reporter, presenter, guest or interviewee that is written in bold), clarity, TOG, and Chyron. S/he has to have the ability to organize information in an easy way so that the audience can understand the news. When the video footage is not available for any news, reporters try to add GFX with the story. They use the pie chart or still picture with the news story. This type of work is done by the Graphics Operator in Graphics room.



Fig 8: Aston

- **Editing panel**

Another important part is the editing panel. All sorts of video footages are edited here and made ready for the on air telecast. There are eight editing panels in ATN Bangla. The temperature of editing panels is kept low because of the proper function of the Central Processing Unit (CPU). Desk reporters and field reporters give their voices to the related videos for the packages at the editing panels. Reporters cover news along with the video man. After returning to the office they submit the video to the editing panel and they prepare it according to the news story. Here, the field reporters give their voices while making packages.

Sometimes, the district correspondent sends video via email. In that case, the desk reporters download the video and the editing panel prepares it for the news. The desk reporters produce the news story and give voices to the video at the editing panel. Often, the IT section downloads the video. IT section handles the computer related problems in the newsroom.

3. 3. ATN Bangla News Desk

ATN Bangla New and Current Affairs (NCA) Department has several news desks. Every individual desk is assigned with specific tasks and in this way this department maintains its work in an organized way. The desks are:

- **National Desk**

The National Desk deals with the local and countryside news. It discusses the phenomenal issues of Bangladesh, like politics, crime, development etc. It has several ways of collecting news. First of all, it has its own reporters. The national reporters are assigned daily assignments. They go out, cover news stories like sports, meetings, seminars, important social

events, and much more. Then, they produce news stories. It can be an item of package or OOV-Sync. It depends on the news materials.



Fig 9: News Desk

Secondly, the National Desk gathers country news from its districts' correspondents. The agents collect news and send that news by email. Related video footage is also sent by via email. Desk reporters use that raw information for making presentable news stories. Then the editor checks it and passes it for further progress.

Sometimes, the desk reporters of the National Desk get phone calls from an authentic contact, e.g. local police officer of a related area. For example, if any illegal incident takes place in Sirajgonj, then the desk reporter will get a phone call from the police officer of Sirajgonj.

They also get news from the internet. They check the accuracy of that news story. They get news by fax from division representers.

All the local news is not selected to be broadcast as for national level news. There are some sensitive issues which are usually avoided by the reporters. Also, the National Desk avoids controversial issues like religious issue. Actually national level news is influenced by our cultural ideologies which are created by the society.

- **International Desk**

Like the National Desk, the International Desk possesses an important position in terms of news desks. It deals with the foreign or international news. It is concerned with the other nation's affairs. It focuses on the significant events of the entire world. It is always connected to the outside world. At every second something new is happening in the world. It is not possible to cover all the news stories in 40 - minute news broadcast. Also, during the news broadcast time, the time allocation for international news is short. That is why this desk is mainly concerned with important international news. It collects news from Associated Press Television Network (APTN) and BBC news.

- **Business Desk**

The Business Desk focuses on the tracks and records of the business markets. Share business news is the main discussion issue of this desk. Dhaka Stock Exchange (DSE) and Chittagong Stock Exchange (CSE) are the main sources of business news items. They analyze the market and interpret any possible change in the market for the audience. They put together the news story about the stock market. It also covers business related issues.

- **Sports Desk**

There are four editors and reporters in the Sports Desk. Sports news is of two types: national and international. They write reports on every kind of sports, e.g. cricket, football, hockey, table tennis, badminton, Olympic games, chess tournament etc. They visit different stadiums and, sometimes they broadcast live from the related sport venue.



Fig 10: Sport Reporters

There are a huge number of sports followers around the world. Hence, the responsibility of the Sports Desk is increasing day by day. They do research on sports and sports players, conduct interviews of coaches, players, managers and if possible cover press conference etc. They also put together sports related program for the audience.

News has a different writing style than other forms of writing. News language needs to be easy and attractive. While writing news, it is necessary to keep in mind that the prime audience for news is our general people. So the choice of language is very important. Precision and

familiarity are two important words in news language. Precision is using the exact word in news writing. On the other hand, familiarity refers to using a common and easy word which the general audience will easily understand. So, in news writing, one has to be conscious enough about using common and easy words, and also the exact words to describe the news stories. While writing news, I kept these two things in my mind, and also the little knowledge that I acquired from my major courses – Editing, English for Print Media, Cultural Studies, Copywriting, and Translation Studies.

Chapter 4

Technical Terms of News Media

Though the duration of the internship was only three months, I feel grateful for being a part of News and Current Affairs (NCA) family. I have taken media courses – Eng 404 Copywriting, Eng 401 Editing, Eng 440 English for Print Media, Eng 333 Globalization and Media, Eng 331 Cultural studies: Theory and Practice and Eng 465 Translation Studies at BRAC University. The courses offered me theoretical learning. I have gained practical experiences from this internship. I have worked at both the National and International Desk. I have realized that theoretical knowledge and practical knowledge are two different things in media studies. In this section I will briefly elaborate the relevant technical terms of news that I have learnt while interning in the ATN Bangla NCA department.

4. 1. Elaboration of Technical Terms

When I started interning at the news section, at first I was not assigned any work. My supervisor told me to become acquainted with the members of the news department like reporters, desk reporters, editors etc. I observed their work very carefully in order to understand the work process. My supervisor asked me to focus on the basic things about news as those are very important to know in order to deal with the news media. I have learnt the key terms and words of the electronic media. Those are:

- **Graphics (GFX)**

In audiovisual media graphics is referred to as GFX. GFX is used as a substitute when video footages are not available for the relevant story. GFX has two parts. In the first part, the presenter gives a small detail about a news story and, in the second part the graphics is shown on the screen. Graphics basically encompasses piles of words, diagrams, information

or other illustrations that appear on the television screen. While the GFX is presented, the news presenter remains out of vision. Such as-

বাংলাদেশ ব্যাংক-----GFX

বেসরকারি খাতের ঋণ প্রবাহ সাড়ে ১৬ ভাগ বাড়ানোর লক্ষ্য নিয়ে নতুন মুদ্রানীতি ঘোষণা করেছে বাংলাদেশ ব্যাংক। বাংলাদেশ ব্যাংকের এক সংবাদ সম্মেলনে একথা জানান গভর্নর ফজলে কবির। চলতি অর্থবছরে জিডিপি প্রবৃদ্ধি ৭.২ ভাগ হতে পারে বলে আশা করেন তিনি। অর্থবছরের প্রথম ছয় মাসে বেসরকারি খাতে ঋণের প্রবৃদ্ধির লক্ষ্য ১৬.৬ ভাগের বিপরীতে অর্জন হয়েছে মাত্র ১৫ ভাগ।

• **Footage**

It is basically a short video clip or film recordings. There is another kind of footage- file footage. The short video clips or film recordings are kept in tape libraries (where videos are kept) for further use.

• **Out of Vision (OOV)**

OOV is the short form of out of vision. From the abbreviation it can be easily understood that the news presenter will remain unseen in this situation. Footage is required for this. The footage is shown on the television screen, and the news presenters read the news remaining unseen. Here is an example:

তেলের দাম-----উভ

বিশ্ববাজারে তেলের দাম বাড়ায় দেশে জ্বালানি তেলের দাম কমানোর সিদ্ধান্ত থেকে সরে এসেছে সরকার। এর আগে, আন্তর্জাতিক বাজারে অব্যাহতভাবে অপরিশোধিত তেলের দাম কমতে থাকায় তিন দফায় দেশে জ্বালানি তেলের দাম কমানোর প্রতিশ্রুতি দিয়েছিলো সরকার। গত বছরের ২৪ এপ্রিল প্রথম দফা দাম কমানোর পর ডিসেম্বরে দ্বিতীয় দফা দাম কমানোর আশ্বাস দিয়েছিলেন অর্থমন্ত্রী আবুল মাল আবদুল মুহিত। গত বছরের জুলাইয়ে আন্তর্জাতিক বাজারে অপরিশোধিত তেলের দাম ৪০ থেকে ৪৫ দলারের মধ্যে ওঠা নামা করলেও বর্তমানে ব্যারেল প্রত এই তেলের দাম বেড়ে দাঁড়িয়েছে প্রায় ৫৩ ডলারে।

- **In Vision (IV)**

IV is the opposite of OOV. IV stands for in vision. A presenter remains in front of the camera while reading the whole news. Unlike OOV it does not contain any audiovisual footage.

- **Voxpop**

The word voxpop comes from the Latin word ‘voxpopuli’. It means voice of the people. Voxpop refers to the video clip where general people give their opinions or statements regarding an issue. It is the opposite of sync.

- **Package (PKG)**

PKG is the full form of package. Package is a long form of storytelling process during the news telecast. Glenn Halbrooks, in an article titled “What Exactly Is a News Package for a TV Newscast?” mentions, “A news package is a creative, visual and long form of storytelling found on television newscasts.” It is a visual storytelling process as it contains footage, sync, voxpop and GFX. Reporters engage in research for the stories, interview the relevant people for the story, and write scripts for the packages. Voice over is needed for this visual storytelling. A reporter or narrator speaks while the video is shown on the screen. For instance:

সার্চ কমিটি-----প্যাকেজ

পরিচ্ছন্ন ভাবমূর্তি ও সমান যোগ্যতার ভিত্তিতে নির্বাচন কমিশনের সদস্য হিসেবে নাম সুপারিশের আহবান জানালেন আরো চার বিশিষ্ট ব্যক্তি। সকালে সুপ্রিম কোর্টের জাজেস লাউঞ্জ সার্চ কমিটির সাথে বৈঠকে এমন মত তুলে ধরেন তারা। বিস্তারিত জানাচ্ছেন একরামুল হক সায়েম।

-----প্যাকেজ-----

- **Synchronization (Sync)**

Sync also refers to a video clip where designated persons like ministers, officers, presidents etc. give their opinions regarding various issues.

- **Rundown**

Rundown is the list of stories for news. News stories are kept in order in run down. It starts with a welcome part where along with the headlines other relevant things like date, time, greetings and presenter's name are included. It has an ending with the repetition of headlines, and an invitation for watching the next news items. Here is the standard sample of the rundown-

For Bangla news

এটিএনবাংলা

দুপুর২টারসংবাদ

১৪.০৩.২০১৭ (মঙ্গলবার)

আসসালামুআলাইকুম

এটিএনবাংলাসংবাদেসবাইকেস্বাগতজানাচ্ছি..... আসিফুররহমানসাগর

শুরুতেইইউসিবিসংবাদশিরোনাম।

সিটং

স্বার্থান্বেষীমহলেরথাবায়মরছেনদী...

মেহেরপুরেরনুরপুরেপুলিশেরসাথেবন্দুকযুদ্ধ...

এবংনিজেরশতমটেস্টেকালকলস্বোতে...

সিটং

শুনছিলেনইউসিবিসংবাদশিরোনাম।এবারবিস্তারিত।

শেষকরারআগেইউসিবিসংবাদশিরোনামআরেকবার।

স্বার্থাশ্বেষীমহলেরথাবায়মরছেনদী . . .

মেহেরপুরেরনুরপুরেপুলিশেরসাথেবন্দুকযুদ্ধ . . .

এবংনিজেরশতমটেস্টেকালকলস্বোতে . . .

স্টিং

পরবর্তীসংবাদদেখারআমন্ত্রনজানিয়েএখনকারমতশেষকরছি।

For English News

ATN Bangla

News at 6 PM

29/1/2017

ASSALAMU ALAIKUM

Welcome to ATN Bangla.

This is Rahber Khan with the news.

First the UCB Headlines.

..... (Sting).....

Letter sent to BNP seeking names of five persons...

Bangladesh Bank announces monetary policy...

Prime Minister SheikhHasina urges for special care for the children...

And, a court stays President Donald Trump's executive order...

..... (Sting).....

Now on to the details.

Before ending the bulletin, let's recap the UCB headlines:

Letter sent to BNP seeking names of five persons...

Bangladesh Bank announces monetary policy...

Prime Minister Sheikh Hasina urges for special care for the children...

And, a court stays President Donald Trump's executive order...

..... (Sting).....

And that's the end of this bulletin. Allah Hafez.

- **OOV-Sync**

This is the combination of OOV and Sync. If an OOV contains any related opinion about a designated person, then that sync will be added with the OOV. This format is known as OOV-Sync. For example:

মাহমুদ আব্বাস----- উভ/সিংক

শুধু বন্ধুত্ব জোরদার করাই নয়, বাংলাদেশে বিনিয়োগ ও অর্থনৈতিক সম্পর্ক বাড়ানোর প্রস্তাব নিয়ে বিকাল পাঁচটায় তিনদিনের সফরে ঢাকায় আসছেন ফিলিস্তিনি প্রেসিডেন্ট মাহমুদ আব্বাস। এটিএন বাংলাকে দেয়া সাক্ষাৎকারে ফিলিস্তান দূতাবাসের প্রধান ইউসেফ রামাদান জানিয়েছেন, এই সফরের মধ্য দিয়ে বাংলাদেশের সাথে সম্পর্ক আরো সুদৃঢ় হবে।

-----সিংক-----

- **Phono-Live**

It means answering a live phone call from the reporter who is at the relevant spot. To give updated information about any news story to the audience, phono-live is necessary. The reporter is connected with the news presenter over phone from the relevant spot in this system. Phono-live increases the importance of news.

- **Intro**

In audio visual media, intro refers to the first line of a paragraph. It contains the most newsworthy part of a news story. Every news story starts with an attractive intro to grab peoples' attention.

- **Sting**

Sting is a short music which is played before starting the news. It is also played just before the starting of the commercial – break during the news. It is replayed, when the news broadcast restarts after the short commercial break. Every channel has its own identification melody. The sting duration is very short. It is only 5 to 30 seconds long. It is pre recorded music.

- **News Ticker**



Fig 11: News Ticker

Ticker is the formal name of scroll. Scroll appears horizontally at the bottom of the TV screen. Scroll highlights up-to-the-minute news updates. Any breaking news is

also a part of scroll. ATN Bangla maintains scrolls of three colors. Those are blue, red and white. The blue one is used for latest news updates. The red scroll is for breaking news and the white scroll is for English news updates.

4. 2 Selection of news:

News is gathered information that we read in newspapers, magazines, online news portals and watch in television. Reporters collect the information, cameramen take photos and editors edit the stories. This is how they put together presentable news stories for the readers and audiences. News is defined as, "a report of a recent event, intelligence information and the presentation of a report on current events in a newspaper or other periodical or on radio or television which is taken collectively and a choice subject for journalistic treatment" by Webster's Encyclopedic Unabridged Dictionary of the English Language.

News is a creation that goes through a lengthy process of selection, writing, presentation etc. The ideology of news writers, editors and reporters play an important role in determining the nature of the news. Before sharing my internship experience, it is necessary to know about the facts that make a story newsworthy. News should contain some basic rules to be followed. All information is not selected for news. For putting together a meaningful news story, reporters should follow these rules.

4. 2. 1 News Value Factors:

Though news is a set of arrangement of information, all information is not newsworthy. There are some specific factors that determine the news stories. They are known as news value factors.

- **Proximity:** It refers to the distance between the newsworthy incidents and the readers.

For example, the news about a fire incident in Chili, it will not affect the Bangladeshi

audience. Rather, the news of IS attack at the Gulshan HolyArtison Bakery on 1st July, 2016 made us cry. So, the closer the story is to home, the more newsworthy it is.

- **Prominence:** It refers to the significant works or events in the lives of prominent persons. Famous people like singer/actor/player, political leaders etc. are known as prominent persons. General people are interested to know about them. For example, any news story about US President Donald Trump is prominent.
- **Timeliness:** People like to receive news stories on time. People hardly show the same amount of interest about a newsworthy event that takes place today as opposed to one that took place five or seven days ago. That is why news needs to be broadcast on time. For example: when the fire broke out in the DCC market near Gulshan, every TV channel broadcast it live.
- **Consequence:** Consequence refers to the impact of the news. The news reporter has to think about the impact of the news story from the audience. The news script should be written in a way, so that it can create an impact on the audience. People will not be as interested to know about the major news of the other countries when they are facing a crisis in their own country. For example, people will be more interested to know the news of the flood condition of Chittagong rather than the news of new elected president of India.
- **Oddity:** Any kind of unusual, extraordinary or unexpected event attracts people's attention. For example, the tree man diseases, cultivable land in Mars etc.

4. 2. 2 Six Questions:

When a reporter writes a news story, s/he gives importance to six questions. Those six questions are:

Who: Who was involved in the incident?

What: What happened?

Where: Where did the incident take place?

When: When did the incident take place?

Why: Why did the incident happen?

How: How did the incident happen?

I first learned about these six questions in the Eng 404: Copywriting course. Rudyard Kipling introduced these six questions – 5w and 1h. Though ‘who’ and ‘what’ are the most important questions, all these questions need to be answered in the news story. If a reporter fails to answer all the questions in the news story, the story may lose its credibility. According to Rudyard Kipling,

I keep six honest serving-men

(They taught me all I knew);

Their names are What and When and Why

And How and Where and Who.'

Another important thing is reporters never use “I” while writing the news story. His/her opinions cannot be presented in the news story. As they are expected to be the most neutral people, they have to speak in an objective voice.

Apart from the news value factors and six questions there are other things such as purpose of the news, audience of the news, subject of the news etc. that determine the selection of the news stories as well.

Chapter 5

Interning at ATN Bangla

5. 1 OOV (out of vision) writing Experience:

5. 1. 1 International News Items:

I wrote my first OOV (out of vision) during the third week of my internship at ATN Bangla. It was on “President Obama’s Farewell Speech”. I was not instructed to write this OOV (out of vision). I wrote it on my own and showed it to my supervisor. He appreciated it, though it was not aired. I also wrote an OOV (out of vision) about Trump after his inauguration during the third week of internship. The OOV was on “Trump Oath”. Though it was PKG (package) material, my supervisor asked me to make it into an OOV for Hourly News. Trump took his oath as 45th President of United States on January 20, 2017. The footage was available on the internet. I made a short OOV about this and showed it to my supervisor. He approved it after making some necessary changes. He gave me some important information about news making. I learned that the first line of any news is called “Intro” in electronic media. He advised me, “Always keep the intro simple and attractive so that it will catch the audience’s attention.” After that I prepared the footage according to the OOV. So, the news was ready to be telecast in the hourly news updates.

Those weeks were full of Trump’s news. I already mentioned that the time allocation for international news is short during the news broadcast. Moreover, we notice that the issues of USA, UK, Canada get the highest priority for news stories rather than the issues of Malaysia, Singapore, Argentina etc. I observed the rundown (the list of stories for news broadcasting) of international news section was full of stories about Donald Trump. Other news items at the International desk received less priority in terms of being broadcast at that time. Though the daily newspapers (*The ProthomAlo*, *The Daily Star*, *The NEWS Today* etc.), the online news portal (bdnews.com), BBC, CNN, APTN (Associated Press Television Network) published other

international news for example, Myanmar Rohingya issue, news about IS (Islamic State) along with Trump's stories, the audiovisual media was only concerned about important international news such as Trump's inauguration.

Once I wrote two OOVs - one is about the verdict of a person in Libya, and another one is on Trump's tax issue. Though the formations of both OOVs were correct, the second one was selected for the news broadcast. Here, the USA news story got the priority. They (USA, UK, Canada) are known as the leading countries in the world for their power and knowledge. According to Michael Foucault (French philosopher, historian of ideas, social theorist, and literally critic), knowledge and power are related. He said that knowledge is power over others, the power to define others. The power and knowledge relationship is reflected in the news media. The news is a combination of information, and information refers to knowledge. Hence, news becomes an agent of power in this process.

Foucault's analysis is about the relationship between power and knowledge and how this relationship operates. He called it discursive formations, the conceptual frameworks that allow some modes of thoughts and deny others. Foucault said, "Power must be understood in the first instance as the multiplicity of force relations immanent in the sphere in which they operate and which constitute their own organization: as the process which, through ceaseless struggle and confrontations, transforms, strengthens, or even reverses them; as the support which these force relations find in one another, thus forming a chain or a system [...]" (92-93).

People think that the Westerners are the most powerful, and they are developed in knowledge and technology. They are assumed to have the power to control others' ideas, thoughts, viewpoints, cultural perspectives, ideologies etc. On the other hand, while we are thinking of them to be the superior, they are (especially the Western countries), thinking of us,

Bangladesh an underdeveloped country. They hardly cover any news about Bangladesh, and whenever they do, they portray a negative image of our country. They show the world how poor and in need of their support we are. For example, the issue of the Padma Bridge construction. Last year Bangladesh sought financial support from the World Bank to build it, but the World Bank denied the proposal. So, Bangladesh was portrayed as a country in need by the media. They also prioritize the issue when we seek for any help or advice regarding on political or other issues. This is how the power of representation of news helps to form and sustains the stereotypical image of our country.

5. 1. 2 National News Items:

I wrote several OOVs on national news items. One was titled “Wrong Question Papers in SSC Examination at Shariotpur”. It was a shameful, unwanted and major incident. Almost 39 students’ examinations in three different schools were at risk. I also wrote an OOV on “BRAC Onnesha”. It is the first nano satellite to be made in Bangladesh. It is a nano satellite invented by the three BRAC University students from the EEE (Electric and Electronic Engineering) Department. I wrote this OOV based on my own interest. It was not aired. Then, I wrote an OOV titled “Unique Valentine’s Day Event at Moulovibazar”. A local organization called “Tarunno” came up with a new concept on Valentine’s Day. They spent the whole day with orphans, roadside children and helped them by giving them different food items and winter clothes.

The initiative by ‘Tarunno’ was a Valentine’s Day news. The reporters covered other news stories on Valentine’s Day as well. For example, Valentine’s Day in Dhaka, the celebration of Valentine’s Day in universities etc. Celebrating Valentine’s Day is not a part of our culture. Apart from Valentine’s Day, mother’s day, father’s day and friendship day are also celebrated in

our country. All these celebrations are part of Western culture. These celebrations (especially mother's and father's day) have been introduced in our country just a few years ago. We all know that media is a very powerful thing. It can turn something hardly celebrated thing into something popular and widely celebrated. Newspaper and audiovisual media are covering all these Western celebrations expansively and our thoughts are being influenced. Here, we are dominated by the Western culture through media coverage. We cannot ignore their existence, as they are the leading countries because of their power.

This 'domination-influence' relationship is known as hegemony. The word 'hegemony' is used to refer to the dominance of the dominant group over the subdominant group. It is actually an umbrella term to signify dominance, leadership, control, power structure etc. In the book *Cultural Theory and Popular Culture* by John Storey, Antonio Gramsci used the word '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 in the society" (190).

The existence of two separate groups, self and other or the dominant and the dominated one are everywhere. The self or dominant groups always try to impose their thoughts, ideologies etc. on the others or the dominated groups. Ideology is set of ideas. It is a body of ideas that reflect the belief and interest of an individual, a social institution etc. and that ultimately finds expression in language. The leading countries dominate the ideology of under developed countries. This is what Karl Marx has to say about ideology. "As the ruling class is in power, they are determining the ideologies according to their interest, and thus the ideologies determined by dominant groups can create a false consciousness in common people". Here, Marx focuses on the ruling class and addresses them as the superstructure of the society.

This is how the dominant groups impose their ideologies on the dominated group. They make them (the dominated) feel inferior. In a situation like this, the dominated group feels an urge to be like the dominant group. Rather than following their own native ideologies, they start following their (the dominant or self group's) ideologies. It is a one way relationship as we have never seen them celebrate any of our occasions as we do theirs. Therefore, the concept "hegemony" is used to describe this false desire/consciousness of the dominant group to be like the dominant group rather than being themselves. When this hegemony is reflected in culture, we call it cultural hegemony.

5.2 PKG (Package) Writing Experience:

I wrote my first PKG on "Sharee Mela at Narshingdi." The staff reporter of Narshingdi sent the video footage and news link via e-mail. I talked to my supervisor about this, and he encouraged me a lot. He told me that for making a story into a PKG, I would need a lot of footages along with images, videos, recordings, opinions of several people with and without designation etc. All news stories were not suitable for PKG writing. That was why he told me, "Choosing a proper topic for PKG is very important." I was assigned with a senior desk reporter. We started work and I was both excited and nervous. I started writing the PKG. I found it more difficult than OOV writing. My senior helped me a lot. After that we collected relevant video footages from the editing panels which were sent by the staff reporter of Narshingdi. We also collected the relevant shot from the panel. Shot is the video clip where designated persons like ministers, officers etc give their opinions regarding an issue. The most interesting part was giving voice in the video. As an intern I was not allowed to do that. My senior did that. I observed the whole process. I saw how a reporter gives voice to reports over microphone. I became familiar with a new term, pay-off. Pay-off is when a reporter tells his/her name and the

name of the Television channel after reporting. The whole process was really interesting. After that, I showed it to my supervisor and submitted it to the server. Usually the standard time duration for a PKG is 1 minute 30 seconds. The time duration of this PKG was 1 minute 15 seconds. It was not my individual work. I did not do it all by myself. My senior always helped me with my difficulties. That was why it turned out as a perfect PKG. I learned a lot from my senior. This gave me the confidence to write a PKG on my own in the future.

Sharee is the national dress for women in Bengali culture. In news writing, reporters give importance to that news story which matches most with his/her respective culture. That is why this news item was selected for the news broadcast. Raymond Williams gave the definition of culture in the book *Cultural Theory and Popular Culture* by John Storey. He said culture is “a general state or habit of mind, a general process of intellectual and aesthetic development, a particular way of life, whether of a people, a period or group, the works and practice of intellectual and especially artistic activity” (2).

Culture describes the people’s way of life. Each group has a different life style, a different culture. The way people think about and understand the world is also influenced by their culture. It also includes a group’s language, religion, celebrations, literature, cooking, dress etc. For example, in our culture Eid is a big festival for us. Also, the celebrations of ‘PahelaFagun’, ‘PahelaBoishakh’ is huge. The audiovisual media telecasts special programs on these occasions. The news channels make PKGs and special reports about these occasions. They do huge coverage on these festivals rather than other festivals like ‘Thanksgiving’. This type of work is referred to as the cultural practice.

Raymond Williams observed culture as "relationships between elements in a whole way of life. The analysis of culture is the attempt to discover the nature of the organization, which is the complex of these relationships. Analysis of particular works or institutions is, in this context, analysis of their essential kind of organization, the relationships which works or institutions embody as parts of the organization as whole" (45). It is the significance of culture that makes a group, a country, a family or a person unique.

I have written several PKGs. I wrote a PKG about how the rivers are getting damaged, and how this damage is affecting our economy. We know that Bangladesh is a land of rivers. It maintains our ecological balance along with economic growth because our agriculture depends on rivers. After the liberation war, according to the district reporter of ATN Bangla, Bangladesh had more than 1200 rivers and now the number is 700. It is a huge loss for us.

5. 3 GFX (Graphics) Writing Experience:

I wrote my first GFX during my last two weeks of internship. Graphics is basically piles of words, diagrams, information or other illustrations that appear on the television screen. I wrote my first GFX based on my own interest. The news was about, "The unsteady condition of several buildings at Dhaka city". This was an OOV (out of vision) material. I wrote that OOV. That was why I already had the necessary photos and video clips for that news story. Based on my own curiosity I started writing a GFX for this news. There are similarities between an OOV and GFX writing. The main difference is – for an OOV we need a video clip along with photos and information. On the other hand, for a GFX we do not need any video clip, rather we need some still photos, information, diagrams etc.

I wrote the GFX and talked to my supervisor. I asked for his permission to give me a chance to make a GFX. I showed him my writing and also the information that I selected for this GFX. He appreciated my effort and allowed me to create that GFX. Following that, I went to the GFX room. It was not a rush hour. The operator was not busy. I requested him to help me. I gave him the photos and information. He read my news first. Then according to the news content, he chose relevant photos, information, diagrams etc. and set those. After that the news was ready for the GFX. As it was an experimental work, neither was it saved in the server nor was it aired. I did not face any difficulty while writing this GFX. GFX writing is easier than OOV or PKG writing if one has the exact photos, information, diagrams etc. that are relevant to the news. After that I wrote another GFX for my own practice. That news story was titled the “High court verdict to stop the Indian Channel in Bangladesh”. I collected the news story along with relevant photos and information. Then I converted that news story into a GFX.

While writing my first GFX I noticed that not only are the prominent things the subjects for news stories, but also a less major issue like the unsteady condition of buildings in Dhaka City is also observed by the media. At the end of the eighteenth century, Jeremy Bentham published an architectural work, ‘Panopticon’. Michael Foucault talked about this work in his article, titled “The Eye of Power”. Here ‘Pan’ means all and ‘opticon’ refers to observe. So, Bentham presented the idea of ‘Panopticon’ as an institutional building or tower from where a single watchman observed all things of that building or tower. Media plays the role of a ‘Panopticon’ in our lives. It observes all. It keeps everything under surveillance. That is why the news of the unsteady condition of buildings and banning three Indian TV channels get the attention of the media

Even I was under close supervision of my on-site supervisor and seniors. During my three month internship, I was not always instructed. Sometimes I did some work based on my own interest. For example, my first GFX writing experience. No one told me to write it. In fact, in my leisure, I used to talk with my seniors in the office. They shared their work experiences with me. I used to notice their work. This can be related to Foucault's theory about the 'Gaze'. "Gaze is a system of surveillance" (9). According to this theory, everyone has an eye on me as I was the junior most in the office. After the three months of observation, I was evaluated by my on-site supervisor.

I also wrote a GFX about the national stock market. I just pointed out the upper level and lower level of various products on the graph at every hour. It helped me make the graph perfectly for the GFX.

Chapter 6

Conclusion

In this report, I tried to give an overview of a private TV channel. I focused on the digital newsroom of ATN Bangla. I also gave the detailed analysis of the structure and operation of a newsroom. I spent only three months there. Though three months is a short time, it was a journey for me into the news world that once fascinated me most. It has been a very informative and fulfilling experience for me as shown in the report. I have learnt a lot about the news media. This learning will help me to be more accurate about my work in the news sector. I will utilize this learning for future experiences in my news media career.

Television channels have grown immeasurably with the rise of globalization. It is competitive to attract the audiences' attention. By enhancing the news quality, a channel can win the heart of the audiences. ATN Bangla gives a hundred percent effort to do this job properly. The channel is far more challenging to telecast good and solid news stories. There are no restrictions from the Government in terms of the political and religious news that is telecast by ATN Bangla. For Example, the incident of 'human bridge' in Haimchar. It is a bizarre incident that took place at Haimchar Upazila Parishad in Chandpur by the Upazila Chairman, Nur Hossain Patwari. He is, also, the general secretary of the Awami League's Upazila unit. He walked across a 'human bridge' formed by students of a local school during an award distribution ceremony of that school. This incident came to light after its video footage and photo went viral on social media. One of the reporters of ATN Bangla immediately made a GFX based on that incident and broadcast it. ATN Bangla dared to telecast the incident even though the alleged person is a member of the Awami League. ATN Bangla shows the courage to present the truth in a way that is interesting and appreciated.

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