

My Internship Experience

At Daily Sun

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I n s p i r i n g E x c e l l e n c e

BRAC University, Dhaka, Bangladesh

My Internship Experience

At Daily Sun

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Interning at *Daily Sun* was a wonderful and memorable experience for me. As I am a student of the Department of English and Humanities at Brac University, internship was a mandatory part for completing my undergraduate studies. First of all, I want to thank Allah SWT for blessing me with the strength and confidence to do an internship in a newspaper office. I also want to convey my hearty gratitude to my University supervisor Ms. Roohi Huda for her immense support and guidance. She guided me very patiently and carefully. Without her support, writing the internship report would be very difficult for me. I also want to show my express my sincere gratitude to my official supervisor and Magazine Coordinator of *Daily Sun* Md. Morshedul Alam Mohabbat. He also supervised and guided me very patiently at the *Daily Sun* office. I also want to thank my colleagues for supporting me all the time. The work environment was friendly which I think is a very important part of an origination. Most importantly, I want to thank my parents for their support and for their belief in me. Besides, I also want to thank my elder brother and my uncle as they helped me search for an organization suitable for my internship. Last but not the least, I want to thank the former editor of *Daily Sun* late Md. Amir Hossain for taking me as an intern at *Daily Sun*.

Ibtisam Sayef

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My Internship Experience at *Daily Sun*

Introduction:

Curiosity is very common in human nature. As human beings, people are always curious to know what is going on around them as well as what is going on throughout the world. A few people would be found in the world who do not want to know about the current affairs. Media plays a great role in this regard. Media has fulfilled our curiosity. Media is an element of globalization. Arjun Appadurai, a contemporary social-cultural anthropologist recognized as a major theorist in globalization studies describes this as mediaescapes. According to him, “mediaescapes refer both to the distribution of the electronic capabilities to produce and disseminate information (newspaper, magazine, television stations, film-production studios) which are now available to a growing number of private and public interests throughout the world and to the images of the world created by this media” (35). Therefore, we can say that we are seeing the world through media. We can travel to places through the media without travelling physically. For example- Grenfell Tower of London caught a fire and the building was totally burned. When media telecasted the tragedy, we were automatically transported to London without going there physically. People get every bit of information according to their interest through the media. The main purpose of the media is to serve the public and deliver news of the world to the masses. There are different types of media such as print, broadcast and online. Their duty is to deliver every national and international news to the public.

Journalism is a profession related to media. It is the work of gathering news and show those news items and information to people through media. Reporting, writing, editing all are the parts of journalism. Journalism is not an easy job at all. It is very challenging. It is a risky job

too. Collecting news and information is not everyone's cup of tea. One needs to be very passionate, fearless and stubborn to do well in this profession. A journalist needs to be truthful and loyal. The first and most important job of a journalist is to be truthful. He/she needs to find out the truth by hook or by crook. It is his/her duty to convey the truth to the public. Media and journalists are the strongest source to establish justice. However, it is a matter of great regret that media and journalists now-a-days have become very money oriented. Their main intention is to earn money. They are hiding the truth and publishing false news for the sake of money. The public are a lot of time disbelieving the media and disrespecting the journalism profession. Therefore, journalists should always use the power of media properly to stay with the truth so that people would not disbelieve them.

From my childhood media always attracted me. From then onwards I wanted to work in any sector of the media. However, many people have the belief that journalism is a risky profession. My parents are no different from them. So they did not permit me to study pure journalism. So when I came to know that there is an option to study media and cultural studies in the Department of English and Humanities in Brac university, I did not want to lose the opportunity. Besides I want to serve the public by giving them rational and truthful information. As I am more comfortable with writing than speaking, I wanted to do my internship at a newspaper office.

The world is very competitive now-a-days. In the beginning of my career I want to work in a well known, but less competitive organization. When I went to *Daily Sun*, I found the work environment very friendly. I also felt safe as a woman. Safe work environment is a very big issue for a woman in our country. It is not always necessary to work in the number one organization.

Rather it is better to work in a less competitive organization in an equally friendly environment.

So I choose *Daily Sun* for as the place of my internship.

A Brief History of *Daily Sun*:

Daily Sun is a renowned English daily newspaper in Bangladesh. It was founded in 2010 by East West Media Group. East West Media Group is a part of Bashundhara Group along with *Bangladesh Protidin*, *KalerKontho* and an online news portal Banglanews24.com. *Daily Sun* consists of 28 pages including 4 pages on business, and 8 pages on sports called “winner”. The newspaper has various sections such as Front Page, Back Page, Metropolis, Sun Extra, Editorial, Asia, World, Culture and Entertainment and My District. The daily circulation of *Daily Sun* is approximately 34000. Besides Groove, Hood and Morning Tea are the paper’s weekly supplements print out Monday, Thursday and Friday respectively.

The current editor of *Daily Sun* is EnamulHoqueChowdhury. The Executive Editor is Md. ShiaburRahman. The intention of the newspaper is to deliver the truth to public. For that reason the slogan of the newspaper is “wake up with true and impartial *Daily Sun*”. They try their best to reveal the truth to the public. The authorities of the newspaper are bias free and try to keep themselves honest and rational. The working environment is very good, and the employees are very friendly and helpful to each other. The office is located at plot no: 371/A, block no: D, Basundhara R/A, Baridhara, Dhaka- 1229.

Interning at Daily Sun:

Everyone expects success when they enter in a work place for the first time. One steps ahead towards his/her dream. Though I joined as an intern but I was excited like a permanent employee. This was my first internship. I was very happy and nervous at the same time. I was worried about the environment of the office as well as about my coworkers. I was also worried whether I would succeed or fail to carry out my responsibilities. I learned the writing techniques in my university courses but I never did anything practically. The situation was totally new for me. I felt very lucky on the very first day of my internship because each and every colleague was very well behaved and friendly. Moreover my supervisor and the executive editor of the department I interned at were very gentle towards me. If I made any mistake, my supervisor never shouted at me. Rather he always guided me very patiently. Michel Foucault's (a French philosopher, historian of ideas, social theorist and literary critic) theory of panopticon is relatable to my internship as I was always under the direct observation of my supervisor. "The panopticon is a machine for dissociating the see/being seen dyad, in the peripheric ring, one is totally seen, without ever seeing; in the central tower, one sees everything without ever being seen. It is an important mechanism, for it atomizes and disindividualizes power. Power has its principal not so much in a person as in a certain concerted distribution of bodies, surfaces, lights, gazes; whose internal mechanisms produce the relation in which individuals are caught up"(101-102). My supervisor was concerned about my actions in the office. He had the supreme power to notice my all work in the office just like the authority of the central tower observes prisoner from above. On the other hand, the editor of *Daily Sun* never supervised me directly. However he was also concerned about all the work I did in the office. He was always informed about my performance. Therefore, I had to be aware all the time about trying my best to not make any mistake. I always

tried to finish my work with full dedication. As a result, my supervisor was very pleased with my work. When I started interning in the office I began to realize that there are far more differences in studying journalism and interning in the field of journalism. Official work is much more difficult than classwork. In class we had access to limited things. However, in the working sector the field is broader.

During the 12 week internship I worked in the business section during the first week and I worked in the magazine section for the rest of the 11 weeks. There is a separate room for the business section. There is an allocation of 4 pages for business news in the newspaper. It is one of the most important sections of the newspaper. Business news from all over the country and world is collected and published in this section. While interning at the Business Desk I wrote a report and five captions for five pictures. I also edited three reports and translated a caption for a picture. I was assigned to write a report on a winter fair which was held in Bashundhara City. I was given particular information, and according to those I had to write a report. I also learned how to write captions for pictures from my supervisor. I also learned sub editing in this section. There are 11 employees in the Business section including one business editor, four sub-editors, three reporters, two photographers and one page designer.

The magazine section is mainly about fashion, style, culture, entertainment, knowledge and current affairs. So working in this section was quite interesting and tough at the same time. In this section the writer has the access to write creatively. This magazine has three weekly supplements- Groove, Hood and The Morning Tea. Among them Groove represents popular culture. "An obvious starting point to is to say that popular culture is simply culture which is widely favored or well liked by many people. And undoubtedly, such a quantitative index would meet the approval of many people. We could examine sales of books, sales of singles and

albums. We could examine attendance records at concerts, sporting events and festivals” (Storey 6-7). Groove deals with fashion, style and entertainment. This magazine mainly contains information about hair care, skin care and the latest clothing trends. It also contains entertainment information like singers’ or actors’ interviews and their lifestyles. It also covers different concerts by famous bands and singers. Among the three magazines this magazine (Groove) is mostly liked and mostly preferred by the audiences because people are very fond of popular culture. Audiences are always interested to know about music, concerts and celebrities. Any channel or magazine which covers these items is very popular among the audiences. As Groove covers concerts, lifestyles of celebrities and different trendy items, as per the theory of John Storey’s popular culture, we can say that Groove contains the popular culture of our country.

Hood is about knowledge and entertainment. It mainly covers general knowledge, study and exam related issues. The Morning Tea is about current affairs, knowledge and opinion. One page in the Morning Tea is allocated for public opinion. In the other pages of the magazine reporters write about current issues in the form of features, obituaries and personal essays. For doing this, reporters get the public’s opinion about the current issue. The Morning Tea also covers concerts, interviews with celebrities etc. Groove consists 12 pages, Hood consists 10 pages and The Morning Tea consists 12 pages.

The *Daily Sun* magazine section is run by nine members:

- Magazine Coordinator- The Magazine Coordinator was my supervisor. He is in charge of the whole magazine section. He selects all the news items for the magazines. He also edits all the writing that is published in this section.

- Two feature writers- They write about issues in the form of features, essays, obituaries etc.They provide information and entertainment through their writing.
- Two reporters: They mainly take interviews of the celebrities, cover different concerts and cultural programs. They also write about fashion and style.
- Photographer: He takes pictures of the stories covered by the news pages.
- Model : She takes part in photo shoots for fashion news. She plays a very important role because without photographs, fashion and style news would look vague
- Two Graphic incharge: they are incharge of designing the magazine. Among them one designs cover pages and another one designs rest of the pages under the supervision of magazine coordinator.

During the second week I was shifted to the magazine section. There are more opportunities for writing in this section. I wrote a total of nine features during my internship. I got three days for completing each feature. This was very challenging for me because I had to do lots of research.Writing a feature is not an easy task at all. I had to find out statistics related to the topics. I faced many difficulties while writing the features.Features need to be researched, colorful, thoughtful and reflective.I also wrote a personal essay. Writing a personal essay seems very interesting to me because I can share my personal experience with the audience through my writing. The most important thing is I do not have to do any research for writing a personal essay. I can write based on my personal choice. As I learned the techniques of writing a personal essay in my university course, I did not have to face much difficulties while writing. I wrote an obituary too.Writing an obituary seems very interesting to me as I got the opportunity to write about a famous personality. I came to know many things about his personal life. I also did some translations. I was given a news report written in Bengali and I had to translate it into English. I

tried to do these tasks according to my supervisor's instructions. I was informed about my mistakes from my supervisor .Surprisingly all the writings have been published. At the same time I edited some feature stories in this section. I found many similarities between the techniques I learned in English 440 course, Eng 401 course and Eng 465 course at my university and the techniques I am learned at my work place. I got the opportunity to apply my knowledge practically at my work place.

Photo Caption:

The first task I learned at my work place is to write photo captions. Photo captions are important because they give information about a picture, and a picture represents a news story. Therefore captions are needed to be written very carefully. It needs to be written in a very simple way. It needs to be attractive too, so that it catches reader's attention. A picture caption tells the summary of a story. I learned to write captions from my supervisor. I also learned about my mistakes such as grammatical mistakes from him.

Here are some captions written by me:

- Incepta Pharmaceuticals Chairman and Managing Director Abdul Muktadir presides over an annual sales conference of the company at International Convention City Bashundhara in the capital on Monday.
- Eastern Bank Head of Consumer Banking M Nazeem A Choudhury and Harriken.com CEO Adeb Shams exchange documents after signing a MoU in the capital recently.
- Barisal city MP Jebunnesa Afroze is handing over a blanket to a madrasa boy on behalf of Al Araf Islami Bank Ltd in Barisal. Many respectable people of the locality were present in this charity program.
- Midland Bank Vice Chairman Nilufer Zafarullah hands over a key of an ambulance to Inspector General of Police AKM Shahidul Hoque at Police Headquarters in the capital on Saturday. Midland Bank donated two ambulances to Police Hospital.

Winter fair at Bashundhara City abuzz with visitors

www.daily-sun.com/printversion/details/197302/Winter-fair-at-Bashundhara-City-abuzz-with-visitors

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Winter fair at Bashundhara City abuzz with visitors

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Winter fair at Bashundhara City abuzz with visitors

Ahmad Parvej Khan 10 January 2017 12:00 AM



Customers are seen visiting a stall at the winter fair at Bashundhara City Complex in the capital on Monday.

A huge number of visitors and customers thronged the month-long winter fair being held on the ground floor of Bashundhara City Shopping Complex to buy the products of a number of renowned business organisations yesterday.

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Features:

Writing a feature is not an easy task at all. I faced many difficulties while writing the features. I had to observe an incident deeply. I also had to do a lot of background research for writing features. I also had to talk with some people related to my writings. Feature stories are popular content elements of newspaper, magazines, blogs, website, newsletters, television broadcasts and other mass media. According to Anthony Curtis, feature stories are human interest articles that focus on particular people, places and events. It is not like hard news stories. Rather it covers topics in depth by intensifying and explaining the most interesting and important elements of a situation or occurrence. Usually features are longer than hard news articles because the feature penetrates deeper into its subject and expands the details rather than trying to concentrate on a few important key points. Writers need to analyse the topic in depth. The first feature I wrote was about the profile of Barack Hussein Obama. I wrote about the success and failure of his 8 years of presidency. Next I wrote a feature about tragic train accidents in Bangladesh. A man named BadalMiah was run over by a train while he was saving a little girl near Kuril Bishwaroad in the capital. Along with this incident, I focused on many other pathetic train accidents in Bangladesh like this in the feature. I had to do a lot of research for this. I also had to find out surveys which show the statistics of the dead people due to train accidents in Bangladesh. Another feature I wrote was about the winter season in Bangladesh. I had to focus on two scenarios of the winter season, one is very charming and another one is very sad. I had to portray the situations of the poor and rich due to winter season in our country.

As violence on women is a very vital incident in our country, my supervisor told me to write a feature on violence against women. I had to do a lot of research and find out surveys related to violence against woman in Bangladesh. After checking my writing my supervisor advised me to

do more analysis while writing a feature. So I came to know that only research is not enough for feature writing. It needs to be analytic as well. I also wrote a feature about the faulty treatments of the diagnostic centers in Bangladesh. In the feature I wrote how some diagnostic centers are running their institutions without experts. As a result many patients are suffering as they are not getting the proper results of pathological tests. I also wrote how doctors are involved with these pathological centers. Doctors often prescribe unnecessary pathological tests which are not necessary at all. Public health experts have found out that doctors get 40% commission for each pathological test. This is very unfair. Doctors are supposed to be one of the most reliable people in the society. However, only for their personal profit, doctors are harassing patients. The intention of writing this feature was to make people aware about these pathological centers and doctors who are involved with them.

Child marriage is a very common incident in our country. The parliament of Bangladesh passed the much-talked-about Child Marriage Restraint Bill 2017 with a clause allowing child marriages under special circumstances. According to Plan International organization in Bangladesh, 66% of girls are married before they turn 18. Therefore this new law will inspire the people to commit this offense more. So, my supervisor suggested that I write a feature on this topic to make people aware about this issue.

Going to coaching centers has become a social trend in Bangladesh. Students and their parents think that they will not get a good result if they do not go to coaching centers. I also wrote a feature on this issue so people can rethink this trend. I also wrote how the teachers are involved in this matter. Many teachers do not give good marks to the students if they do not attend coaching classes taught by them.

Children are considered to be innocent and they are supposed to play in the field at this age. However it is a very sorrowful matter that instead of playing and studying they are taking drugs at this early age. Drug addiction is not a new concept in our country. Many youths and adults are addicted to drugs in our country. To our utter surprise, children are getting addicted to drugs as well. So, my supervisor suggested me to write a feature on the reasons and consequences of children's drug addiction to make the society aware of this serious problem.

Education has turned into a commodity now. Though more and more students are getting admitted in the private universities, the universities are increasing their per credit fee every year. Consequently it is becoming more challenging and tough for the middle and lower middle class people to pursue higher education. So during the last week of my internship, I wrote a feature titled, "An Unrealisable Dream For Poor Students" and tried to portray the hardships faced by poor students to study in private universities. All the features have been published.

There are different types of feature stories. Some of them are –

1. Human interest- these are the best known feature stories. Human interest stories discuss issues through the experiences of another. Example- sexual harassment of women in the work place.
2. Profiles – this is a common type of feature. This type of feature presents an individual's character and lifestyle. These features are mostly about celebrities or famous people. Example- the profile of Barack Hussein Obama.
3. How-To- these features give information on how to do something. The writers learn about the topic through education, experience, research or interviews with experts. A feature can be written about how to do yoga.

4. Historical features- these features celebrate important dates in history or turning points in our social, political and cultural development. They offer a useful juxtaposition of then and now. Historical features take the reader back to revisit an event and issues surrounding it. Example- a feature on 21st February
5. Seasonal themes- these features are stories about holidays and the change of the seasons. They cover life milestones, social, political and cultural cycles and business cycles as well. Example- a feature on summer in Maldives.
6. Behind the scenes- these features offer the inside views of unusual occupations, issues, and events. Readers like feeling privy to unusual details and well kept secrets about procedures or activities they might not ordinarily be exposed to or allowed to participate in. Example- a feature giving inside information about how a magician performs his/her tricks in front of the audience (2).

Feature writers need to remember three things. Those are-

- The writer's opinions and attitudes are not important to the story.
- The writer keeps herself or himself out of the story.
- Writing in the third person helps maintain the necessary distance (2-3).

Here are some features written by me-



Looking Back At Obama Presidency

Ibtisam Sayef

Barack Hussein Obama, the outgoing president, is the first Afro-American president in the history of USA. He is a member of American Democratic Party and was first elected as a president on 20th January, 2009 after defeating a Republican nominee John McCain. He was re-elected as a President in November, 2012 defeating Mitt Romney and he took the oath of office on January 20, 2013 for the second term. However, today Trump will be sworn in as the 45th president of USA. As today is Obama's last day as president, let's have a look back at Obama's eight years of presidency.

Obama came into power at the moment of 2008 financial crisis. He fought against the crisis very precisely. Consequently the economic condition experienced a moderate change and GDP growth increased. His policy saved the country from great recession. The biggest challenge he faced was to reduce the unemployment rate. Though the recession came to a stable situation but the unemployment rate was rising high. Later on he created job opportunities for 17.267 million people. The unemployment rate shifted from 10% to 4.7% within six years of his presidency. So some market analysts consider him as the best job creator after Bill Clinton. He passed a tax cut bill to lessen the tax burden of general people. Moreover he has immense contribution in health sector as well. He introduced "Obamacare" which

is a patient protection and affordable care act. "Obamacare" has been introduced with a view to reducing the extreme health cost. Not only that he also approved "Children's Health Insurance Authorization Act" in 2009 through which 4



million more children are taken care of by the health insurance companies.

He got Nobel Peace Prize in 2009 for his extraordinary efforts to strengthen international diplomacy and cooperation between people. It is the best achievement one could get right at the year of taking charge of a president. Furthermore, Obama has contribution in many international matters. He withdrew US military from Iraq in 2011 and thus ended war in Iraq. He also concluded the war in Afghanistan in 2014. USA saved 800 billion dollar by withdrawing military from these territories in a year which were being used for US military in those territories. Under his leadership US military conducted an operation in Pakistan to attack Al-Qaida leader Osama Bin Laden and they were successful in killing Laden. Obama also sanctioned a nuclear peace agreement with Iran which led Iran to stop producing nuclear weapons. Obama is also the first American President who visited Hiroshima while he was in power. In a speech he wished for a nuclear-free world. Obama fixed the relationship between Cuba and USA as well. Thus travelling to Cuba and doing business in Cuba became easier for Americans. Again Obama took initiative to finalize the "international climate agreement". Many countries of world got united in Paris and came to an agreement to reduce carbon emissions and global warming.

Everything has its own brighter side and darker side. Obama is no exception. He has achieved so many things as a president. But he has faced some criticism for failures during his 8 years' presidency as well. For example- he has failed to live up to people's expectations to reduce racial discrimination in America. People were hoping that he would take care of the matter as he is the first ever black president of the United States.

Again Obama's foreign policy is widely seen as a failure as analysts think that his foreign policy has left the U.S. in a weaker position. Moreover U.S. relations with traditional allies such as Israel and Saudi Arabia have frayed badly, Moscow is exerting its power increasingly in Syria and in Eastern Europe, and even the U.S. relationship with Western Europe has been called into question. On his watch, the U.S. has lost influence on world stage.

Apart from these, Americans will remember Obama for his eloquence and cheerful personality. Despite some failures many people think that Obama's achievements and contributions will be remembered in the history. 🇺🇸



Winter In Bangladesh: A Blessing or An Anathema?

Ibtisam Sayef

We all know that Bangladesh is a country of six seasons. Due to tropical climate summer is more prevalent in Bangladesh wherein winter stays only for two months in our country. So everybody eagerly waits for winter to come. Many people consider winter as a season of festival. Some consider it as a romantic season. Many poets have also written many poems related to winter season. Winter brings lots of excitement among people in our country. However for a section of people this season is like a blessing whereas people living under the poverty line suffer terribly during winter.

There is no denying the fact that winter is an enjoyable month for the people belonging to elite class. They celebrate many occasions in winter season. Winter is considered as wedding season by many people. Many "pitha festivals" are also held around the country during this time of the year. People enjoy pithas from roadside makeshift shops during winter as well. Moreover, rich people participate in different sports in this season. Of all those badminton is the most popular one among city dwellers. "Winter is the best season to play badminton; I always play badminton with my friends in my area after coming back from the office", said Kazi Maruf, a high official of a garments company. Sometimes many families even arrange tournaments with the family members to celebrate winter. Such kind of arrangement adds a special flavour to the chilly

feeling of winter. All the family members get the opportunity to exchange ideas and share feelings to each other - it's like a small get together!

People also pay a visit to village areas during this season as school-going students get a vacation. So it's a month of joy for the students as well. Most of them go to their grandparents' house in the rural areas. "During every winter vacation I used to visit my grandparents' house. My cousins



also join me there. All of us get reunited and enjoy together", said Tamjida Tarique, a student of class four at Foundation School. Furthermore winter is the most suitable season for travelling around in our country. Usually rich people go to the renowned tourist spots of the country to get relief from the boredom of city life. "Every year in December I along with my family members travel across the country. I think winter is the most suitable time for travelling", said Fariha Tabassum, a housewife.

However, this is just one side of the story as it is also true that so many people in our country also suffer to a great extent owing to the fact that winter is a rough season. Many people in our country live below the poverty line. Due to winter their condition turns for the worse. Sufferings of the poor people during winter increase in many folds. Winter is neither a romantic season nor a season of festival for the poor people. People, who live in the street under the open sky, do not often get any blankets or warm clothes to protect themselves from the biting cold. Some seem to be covering themselves with polythene while some others cover themselves with ripped shawl. "We cannot sleep at night because of chilly weather. We do not even have any other place to stay at night except this pavement and also we do not have sufficient clothes to protect ourselves. That's why we do not want winter to last longer", said 42-year-old Azam Miah who somehow manages to sleep on a mat under the Mohakhali flyover every night.

It is mentionable that people from the northern part suffer most in winter season because temperature decreases most in the northern part of Bangladesh. Village people are often seen warming themselves around a fire of straw. Moreover, slum people become very helpless in this season. Old people and children are the worst sufferers. They fail to tolerate the extreme coldness. So many people especially children suffer from various diseases such as pneumonia, cold diarrhoea, cough, fever, asthma due to bitterly cold weather. Many people die because of these diseases in winter season. Experts say that cold weather kills 20 times more people than hot weather. "My 4-year-old son got attacked by pneumonia and died within 10 days because I could not provide him with sufficient treatment and medicines", said 32-year-old Sahara Akhter with tears rolling down her cheeks.

In short, we experience two different scenarios during winter in our country. One is very cheerful and the other one is very sorrowful. For some people it is a blessing while for low-income groups it is burdensome. ❄️



Accidents Or Our Apathy?

Ibtisam Sayef

In Bangladesh accident claims thousands of lives every year. Among them road mishaps alone kill over 20,000 people, while many others are killed in rail accidents as well. Reports say over 2000 people were killed in railway accidents from 2008 to present time. Every day we find several news of accidents in the newspapers. In the continuation of such catastrophic incident, recently a tragic accident occurred in the capital's Kuril Bishwa road when a railway employee tried to save the life of a child. The tragic train accident killed Badal Miah (55), a technical assistant at the engineering department of Bangladesh railway, on last Friday. Around 12.30 pm Badal, along with his colleagues, was working on the railway track on that area. At that time a woman and a five-year-old girl were trying to cross the railway line. They took more time than usual to cross the track. Sensing a train's presence a person pushed them forward, as a result the woman and the girl fell in between the two tracks. Though the girl stood up instantly but she was so surprised that she was unable to move. In the meantime the train came almost close, right at that moment Badal Miah jumped into the track to drive the girl out of the track. The girl was saved, but it's a matter of great sorrow that Badal Miah was ran over by the train and died at the spot. Badal didn't care for his own life but saved the life of a little girl. It was really a pathetic incident. However many other accidents occur throughout the year, many of which are not even published in the daily newspapers.

A few days ago two people died in another accident in Natore. Among them one was talking over the mobile phone while he was run over by a local train, near to Natore railway station. The victim was an assistant school teacher of the territory. It is a matter of great regret that a teacher, who teaches pupils to be conscious, was himself an unconscious person. If the

condition of a literate person is so, then what will be the condition of an illiterate person?

If we recollect some events of the recent past, we will find that many of the accidents are the results of carelessness. In 2014, a train collided with a passenger bus in a railroad crossing in Kaliganj upazila under Jhenaidah district. In that incident, 11 people were killed and 56 people were injured. The tragedy took place when the driver was crossing the railway track carelessly as he failed to notice the upcoming train in an unmanned railway crossing. In the same year 4 people died in Karwan Bazar as they were standing on the railway track. A fish market regularly takes a seat on the railway track beside BFDC. So most of the time the tracks are filled with fish traders and buyers. They temporarily leave the line when any train comes. But

that time four people died because two trains were coming at the same time on parallel track and they fell in between them.

Therefore we can see there are so many problems. Along with negligence, illegal markets and slums near the railway tracks are also responsible for these accidents. Outdated signaling system is also liable for rail accidents. Moreover there are no warning signals at many level crossings.

According to several reports, only 379 out of 1,413 authorised level crossings have gatekeepers and there are no gatekeepers for the rest. Besides many unmanned level crossing are frequently constructed. These illegal level crossings have been constructed by different government bodies such as Local Government Engineering Division, Roads and Highways Department, city corporations and district councils without taking permission from the railway authorities. Some private organisations have also built many level crossings illegally.

To stop such pathetic mishaps some serious steps should be taken as early as possible. Only a little awareness from both the mass and the concerned authority is needed to avoid such accidents. To minimize train collision, some preventive measures such as possible grade separation, use of GPS based vehicle tracking system to control train movements, introduction of anti-collision devices or automatic train stop devices, safety awareness of road users at level crossings etc. can be taken immediately. Most importantly simply our awareness can save thousands of lives every year in our country. 🇷🇧



When Will Women Get A Secure Society?

Ibtisam Sayef



Bangladesh is a South Asian country where violence against women is a very common thing. It does not matter whether the violence is mental or physical but it is happening every day in our country. Bangladesh got its independence in 1971, but after 46 years of independence women of this country are not still free from all kinds of oppression. They are tied with many societal norms and rules. As our society is a male-dominating society, so women are being dominated constantly by men in many ways in our country. Though there are many laws for securing the rights and safety of women, none of them is properly implemented. So the offenders get more guts to harass women. Rape, killing over dowry, sexual harassment, physical and mental abuse, and sex trafficking are the most common types of violence committed against women.

Of all kinds of oppressions, the cases of rape incidents are on the rise. In October, 2016, in Bahubal upazila of Habiganj district, a school girl named Lovely Akhter (18) was raped by Abdur Noor. Lovely's mother filed a case against the rapist. The rapist was arrested but soon he was released as he agreed to marry Lovely. Older people of the locality convinced Lovely's mother to marry off her daughter to the rapist. Lovely's mother thought that her daughter's life will be settled if Lovely gets married to the rapist. But it is a matter of great sorrow that within a few months of their marriage Lovely lost her life. She died last Saturday (February 04) at her in-laws' house. There were signs of injury on different body parts when police found her dead body. Therefore the aftermath of a forced marriage

with the rapist was even more horrible.

We live in a society where people think that marriage is the solution to every problem. But Lovely's death is the proof that this perception is totally wrong. If she was not forced to marry that rapist, she might be alive today. This is just one example. There are many more examples which are more terrific. In 2015, a 22-year-old girl belonging

to an ethnic group was raped by five men in a microbus. She was dragged into the microbus by the miscreants from Kuril Bus Stand around 9:30pm as she was waiting for transport to return home after the day's work at a showroom in the area. After the abduction of the victim, the microbus kept running around the locality and the miscreants, numbering five, raped her one after another. Later, the miscreants threw her out of the microbus at Jasimuddin Road in Uttara. The saddest part of that incident was that that girl's family had to visit three police stations to file a report. Two police stations denied filing any case and they had to wait for three hours in the third police station to file a case. It is evident from this incident that there are problems in our system. Most of the time victims do not get justice and even if they get justice by any chance they have to go through so many hardships.

Moreover as the culprits are not brought to book, they become more audacious to commit another crime. As a result, various forms of violence against children, including murder, rape and abduction, have also witnessed a sharp rise in the country. Along with the young women children are not also safe in our country. According to a survey, 109 children became the victims of rape in 2016. In 2015, the number was 479. The total amount of rape victims in 2016 was 724 while the figure was 789 in 2015.

Under such circumstances concerned authorities should take some steps to bring an end to all kinds of brutality against women. Most importantly justice should be meted out in due time so that a fear of law grows among the perpetrators. ■



Education In The Top Private Universities An Unrealisable Dream For Poor Students

Ibtisam Sayef



Education is the backbone of a nation. Without a strong base in education a country can never prosper. Both males and females need to be well educated to establish a prosperous country. In fact, education is significant for ensuring prosperity in every sphere of life. The importance of education cannot be explained in words. The total population of Bangladesh is 156.6 million. Though majority of them go for primary education but still most of them do not appear for higher studies. There are so many public and private universities in Bangladesh. As public universities cannot accommodate so many students pursuing higher studies, so a significant number of students turn to private universities. But the question comes - how many of them have the ability to bear the burdensome and ever-increasing expense of private universities?

More than half of the population of our country lives under the poverty line. It is true that many students are now trying to get higher studies defying the barriers of poverty but the fact is that someone needs a huge amount of money if he/she wants to continue his/her study in a top-class private university. Many people cannot continue their higher studies owing to the huge tuition fees charged by some private universities.

Before the establishment of private universities, students from solvent family used to go to abroad for higher studies. Now the rate has decreased significantly. Nowadays more and more students are getting admission in the private universities. According to a survey, privates universities of our country are saving 100 thousand crore taka in terms of foreign exchange which is nearly 60 percent of our annual budget. The education

standard of private universities is not less than public universities in any category. They are providing quality education through well-qualified faculties. Private universities are following the standard of updated and well-known foreign universities. Even in the job market the demand of private university students is increasing day by day.

However when it comes to providing equal opportunities to all those seeking higher studies, private universities are lagging behind as the well-known and top ranking private universities are charging a huge amount of money from the students. A student needs to pay 8-10 lakhs to complete undergrad in the leading private universities. Besides, there are many additional fees which are totally unnecessary. This is very difficult for middle class and lower middle-class people to afford such cost. Many talented students are deprived of better education in the leading

private universities because of such huge expense. But still many of the students from middle and lower middle-class family are studying at those private universities because they do not have any other option. They face hardships to manage money. Many parents sell their land in village to bear the expense. "My son's dream is to study engineering in a top ranking university of Bangladesh but he did not get chance in a public university. We want to fulfill his dream. So, we have decided to sell our lands for arranging his admission and tuition fees", said Latifur Rehman (55), a clerk of a private agency. Many other parents spend their lifelong savings to arrange the tuition fees. Moreover many students do part-time jobs to arrange their tuition fees. They think twice before going to any restaurant or going for a hangout so that they can save money for their tuition fees. "I provide four private tuitions in a day. I go to the university at 8 in the morning to attend classes, then I go to teach my students and come back home at 10 pm. It's impossible for my father to arrange all the money, so I provide private tuitions to help my father financially and continue my study as well", said Hasibul Islam (21), a student of a leading private university.

Actually education has turned into a commodity now. Though more and more students are getting admitted into the private universities but universities are increasing their credit fee every year. Even the concerned authorities are not taking any action against those universities. Consequently it is becoming more challenging and tough for the middle and lower middle class people to pursue higher education. Under such circumstances government should take some steps to control business in the top private universities in the name of higher education so that everyone gets equal opportunities in terms of education.



Are The Coaching Centres Fulfilling Students' Expectation?

Ibtisam Sayef



Attending coaching centers has become a social trend in Bangladesh. A student who does not attend coaching centers is considered as a geek in our modern society. In the last few years, education sector has developed tremendously in Bangladesh. The rate of students attending school, college, university has risen in many folds. As a result a sense of competition has also developed among students and parents as well. Almost every student as well as their parents is in a race to win that competition by hook or by crook. This tendency has been inspired by different coaching centers established in different corners of our country. Students and their parents think if students do not attend coaching centers, they will not get good grades. There were a few coaching centers in Dhaka ten years back. But thousands of coaching centers have mushroomed all around in our country in the last ten years. The question is - are the students really benefitted by these so-called coaching centres?

There are noticeable numbers of coaching centers in every hook and corner of Dhaka city. What is the main intention of these coaching centers? To serve the students or only to do business and gain profit? In most of the cases coaching centres do not help a student that much.

Rather attending the classes of coaching centre is an extra hazard for students. Though coaching centers promises many things at the time of admission but ultimately the result is zero. At the end of the day coaching centers only earn a huge amount of money from the students. Meanwhile students only attend coaching centers to make friends and to do chitchat with friends. Coaching center is a place to hangout for the teenagers. If a student wants to learn, he/she will pay attention to school classes as he/she can learn from the school classes. Coaching is not needed for them in that case. But the students are not solely responsible for such a situation. Teachers play a very important role in this case. Teachers do not pay much attention to the students in class time. Rather they influence the students to attend

coaching centres. Teachers convince students that they will get better education if they attend coaching centers. "I along with my best friend Zara attend coaching classes for Physics, Chemistry, Biology, Math and English. Our school teachers take these classes in the afternoon. Teachers teach us topics in detail in coaching classes, so we have no other option but to attend the coaching classes" said Tamanna Hossain, a student of class nine.

Moreover many teachers often under-mark students' scripts just to force them to get admission in the coaching centres. Students are totally helpless in this case. Somehow they are being forced to attend coaching classes.

On top of that, students attend coaching centres because they can make some fuss with friends in the name of attending coaching center. Therefore more and more students are attending coaching centers in the capital.

Again coaching centers are a great source of extra income for the teachers. They not only take regular classes but they also take special classes and exams for the final, especially for S.S.C and H.S.C exam. The rate for these classes and exams is different and higher from regular classes. "My biology coaching teacher is offering special classes for three months for H.S.C exam. The rate of this package is Tk. 12,000 per student. As I am weak in Biology, so I have joined this special batch so that I can take a better preparation for

biology", said Waris Ahmed, an H.S.C candidate. But will these special classes help Waris to take a better preparation or is he wasting his valuable time by attending these special classes?

According to a report published in one of the English dailies, the government guideline stated that teachers at schools, colleges and madrasahs would not be allowed to provide coaching and private tuition to students of their own institutions, but they may take extra classes in exchange for a fee at their relevant institution. According to the guidelines issued by the government, teachers cannot charge more than Tk. 300 for extra coaching from a student in metropolitan areas, Tk. 200 in district towns and Tk. 150 in upazilas and unions. Again a student cannot be forced by teachers to attend the extra classes. It is also clearly stated in the government guidelines that teachers can in no way be involved in commercial coaching centres and are liable to be dismissed and their MPO facilities could be withdrawn in case of violation of the guidelines. But the fact is that teachers and coaching centers are not following any of these rules.

Under such circumstances it is mentionable that teachers are very much respected in our country. So they should not corrupt themselves by forcing students to join coaching classes rather they should follow the rules formulated by the government. =





Are The Patients Getting Proper Treatment?

Ibtisam Sayef

People say 'health is wealth'. Good health leads to a happy and healthy life. A person who does not have good health knows the value of sound health. In our country people especially children suffer from various diseases. Illness is almost indispensable from our daily life. Moreover recently Bangladesh has been listed as the second most polluted country in the world. Therefore people living in this country are always prone to different health problems. That's why people rush to the doctors and hospitals in a large number. Now there are so many private hospitals and diagnostic

centers along with government hospitals. As government hospitals fail to accommodate a large number of patients, more and more patients are depending on private hospitals and diagnostic centers. Now the question comes - are these hospitals and diagnostic centers reliable? Can we count on the prescription of the doctors? Are the patients getting proper treatment? Are the diagnostic centers detecting diseases and complications immaculately? Or is it so that all of these stakeholders are cheating us?

According to a report published in the daily sun just a few days back a

patient named Alauddin Miah came to Dhaka from Rajshahi for his treatment. As all the advanced facilities are available in Dhaka, his local doctor suggested him to go to Dhaka for a better treatment. He was suffering from chest and abdominal pain from the last few months. He went to a medicine specialist and the doctor prescribed him some pathological tests. Therefore he went through some pathological tests such as DC, HB, ESR, TC, SGPT, chest X-ray and Serum Creatinine from a diagnostic center named "Health Care Lab". When Alauddin went to the doctor with all the reports, the doctor doubted the reports because all the reports were normal. So the doctor suggested him to do the tests from another diagnostic center. This time Alauddin did the tests from Central Hospital and this time his doctor found that his SGPT was too high and his Serum Creatinine was above the permissible limit. He had problem in his chest as well. This was a disaster. Such wrong reports could cause his death even. He was lucky enough that his doctor bothered to cross-check

the reports. But most of the time doctors do not care about finding out the actual problem.

In the meantime several reports have revealed that many diagnostic centers in and outside of the capital conduct the test by technologists putting the whole process in jeopardy. Not only that, they even put fake signature of the pathologists in the reports. As a result patients are not getting actual reports and consequently their actual problems are not diagnosed.

In this regard it is mentionable that hospitals and diagnostic centers are very commercial now. Their purpose is not to serve people rather their only purpose is to earn money. For this they do not hesitate to do illegal jobs. Alauddin's case is the biggest example of this. Actually the only motivation of the so-called posh private hospitals and pathological centres is to swindle money out of innocent people. Hospitals and diagnostic centres are doing brisk business in the name of offering standard and improved health services.

Moreover pathological tests are very expensive. Many people cannot even afford it. "Doctor prescribed me to undergo an MRI as I was suffering from backbone pain. I went to a private diagnostic center and there I found it too expensive. I could not afford it. So I went to a government hospital. In the first day there was no pathologist present to do the MRI. I came to the hospital next day and again there was no pathologist. At last I found a pathologist in the hospital in my third visit but I had to wait for four hours as so many people were waiting as well for the same purpose", said Rahima Banu (35), a garment worker. The most pathetic part is that doctors often prescribe unnecessary pathological tests. Persons related to this sector have revealed that doctors get 40% commission for each pathological test. That's why they always want the patients to undergo some tests.

Well, this is very shocking and alarming as well. When people are left with no other option, they go to the doctors hoping that they will be treated properly and cured in time. Often doctors fail to understand such sentiment of the patients, instead they consider the commercial prospect only. But the irony is that though the pathological centers and doctors are taking a considerable amount of money, patients are not getting proper treatment in return. ☹



Personal Essay:

Writing a personal essay seems very interesting to me because I can share my personal experience with the audience by writing a personal essay. The most important thing is, I do not have to do any research for writing a personal essay. I can write according to my personal choice. As I learned the techniques of writing a personal essay in Eng 440; English For the Print Media course, I did not face much difficulty while writing. I learnt in Eng 440 that personal essay topics can be about memory, belief, desire, complaint, apprehension or hunch captured by the writer. It is about the writer's discovery about him/herself. Through a personal essay the writers build a relationship with their audience through words. The keyword here is intimacy. Writers need to expose the most personal part of themselves to inspire, teach or touch the nerve of the readers. A writer needs to write a personal essay in such a way that the audiences can feel and see the writers experience from their view of the window.

As I spent my childhood in Libya, I wrote a personal essay titled "Journey From One Continent To Another". Here I wrote about my feelings when I was leaving my birthplace forever. I wrote about every single moment of that day in detail so that it could inspire or touch the nerves of the readers. I focused on the words birth land, childhood and memories so that reader can relate to my essay from their view of the window because birth land and childhood memories are very precious to everybody. I also wrote about the difficulties and cultural shock I faced after coming to Bangladesh. My writing was published. The most joyful matter is that I got a response from a reader named Rupom Ahmed who told me that the essay was very impressive and it touched his heart. As an intern I felt like a celebrity for the first time.

Here is the personal essay written by me-

Journey From One Continent To Another

Ibtisam Sayef



At last that fateful day (June 14, 2010) came, the day that I want to erase from my life. But I can never do it. That day I left my birth place forever. I said good bye to the place where I was brought up and passed sixteen years of my life. Though I am a Bangladeshi by lineal but I was born and brought up in Libya. I never thought that I had to leave my birth place someday leaving every love, affection and infatuation behind. But for constructing a secure future I had to do so.

However I woke up early in the morning on that day. My flight was at 3.30 pm. I could hear the ticking sound of the clock. On that day I was feeling that the clock was running very fast. Every part of my body was feeling the pain of losing something. Yes, the pain of getting separated from the light and air of my birth land, the pain of leaving the house forever where I spent my childhood and 16 years of my life. I checked every corner of the house for the last time. I felt like every single corner of my house was asking me not to leave. The right time came and I started the journey to the airport. While going to the airport I was observing every side of the roads very deeply. My heart was aware of the harsh reality that I was watching my birth place for the last time. Tears were rolling down my cheeks relentlessly. I arrived at the airport on time and took the boarding pass. Still one hour was left for the departure. I was waiting for the plane in the lobby. Just after one hour, I was going to start a new chapter of my life. The only thing I could take with me at that time was the sweet memories of those sixteen years. I tried my best to be strong and was saying to myself "you

are a strong girl and you will not cry". Finally I boarded on the plane with all other passengers. When the plane was ready for the take-off, right at that moment I just could not control myself. I burst into tears. I cried for two long hours. I was bound to leave my country because there was no scope of higher education there. I was totally helpless. After a tiring journey of 18 hours I landed safely in Dhaka. I was feeling quite normal then. My elder brother came to receive me at the airport.

When I came out from the airport, the atmosphere was totally new for me. Even the air of Bangladesh was new for me. I was feeling very uncomfortable. As my parents were not with me, so I had to stay with my grandparents. On the very first day I realized that the culture is totally different here. The way of living and people's mentality seemed completely different to me. Well, cultural practices here were not bad but it was very difficult for me to adopt some other unfamiliar culture abruptly. So I had to change my way of life, my way of talking, my dressing sense and many more things. These were the biggest challenges for me. Every night I used to cry because it was very hard for me to change myself all of a sudden. I was totally depressed. Then my father came to my rescue. He tried to convince me so that I could adjust here. He said to me, "Wherever you go in your life, you have to cope with the new ambience. When you are in Rome, you have to behave like a Roman". This suggestion was priceless and inspired me a lot.

Gradually I started to open up and learn new traditions and practices. Eventually I came out of depression. Finally I acculturated to life in Bangladesh. However from the very begging of my arrival in Bangladesh sickness has grasped me very badly because of the sudden change in the environment. I have not recovered yet. Apart from that, I have achieved so many things here. After coming to Bangladesh I have met my relatives. I have got their love and affection. I have also got many new friends here. People are very hearty and friendly in Bangladesh. At last I just want to say that the process of relocation from one continent to another was the toughest journey in my life. =



Obituary:

Writing an obituary seemed very interesting to me as I got the opportunity to write one about a famous personality. As I learned the techniques of writing an obituary in the Eng 440: English for The Print Media course, and wrote one for the course, I did not face much difficulty while writing. According to those techniques, an obituary charts the life of the deceased in chronological order. An obituary needs to focus on the accomplishments of the deceased person, and the impact that person had on his/ her family. 24th February was the birthday of the legend Steve Jobs. So my supervisor suggested that I write an obituary on him. The writing was a tribute to him. So I wrote an obituary on Steve Jobs titled, “SteveJobs: An Epitome Of Success”. I had to do a lot of research for this. Following the techniques of writing an obituary I started with his full name, date of birth and birthplace. I also wrote about the school he attended, degrees he received and his hobbies. I mentioned his parents, spouse and children. Last but not the least, I wrote about his great achievements.

Steve Jobs: An Epitome Of Success

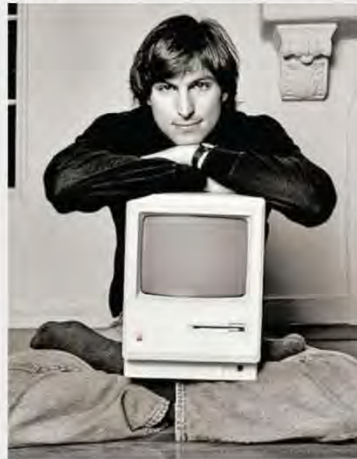
Ibtisam Sayef



“Our most profitable lessons are learned from failure, not success.”
- Steve Jobs.

In the world of technology, one man stands out from the crowd in terms of excellence. Even after his death – he is none other than Steve Jobs. One cannot think about modern technology without his contributions. He was the chief executive officer, co-founder and chairman of Apple Inc. He was also a member of The Walt Disney Company's board of directors following its acquisition of Pixar as well. He is the person who brought styles and class in technology. He was an inventor, industrial designer and businessman. Actually words are not enough to describe his qualification.

Steve did not succeed in one day. He had to go through so many hardships to reach the ultimate



goal. When he was in Reed College after his high school, he was dropped out from the college just after six months of his enrollment. After that he attended creative class in a school for 18 months. In 1974, he joined Atari as a video game designer. After some months he travelled to India to gain spiritual enlightenment. In 1976, at the age of 21, Steve and his friend Steve Wozniak started to generate Apple Computer in the family garage. Jobs sold his Volkswagen bus and Wozniak sold his favourite scientific calculator to fund their work. Jobs and Wozniak generated machines smaller, cheaper, intuitive and accessible to customers and brought about revolutionary changes in the computer industry. They earned a huge amount of profit by selling Apple I and Apple II. Apple became a publicly traded company in 1980 and its market value was \$1.2 billion by the end of its very first day of trading.

After that Jobs requested John Sculley who was the marketing expert of Pepsi Cola to join Apple Company as a CEO. Some following products of Apple was not that much extraordinary. They failed to cope up with the competition and to meet customers' requirements. The company's executive accused Jobs for this and they wanted to throw him out of the company. Therefore Jobs himself left the company as he did not had any official title. But he did not lose hope. He founded another hardware and software company named NeXT. Jobs purchased an animation company as well. He named it Pixar Animation Studios. This studio also made huge amount of profit. In 2006, Jobs became Disney's largest shareholder as his studio merged with Walt Disney. Apple Inc bought NeXT Company for \$429 million in 1996, therefore Jobs became the CEO Of Apple Inc. After his arrival, Apple again faced revolutionary changes in its

products. His new inventions created a huge stir among customers. Thus Jobs turned Apple into one of the leading companies in the world. It is known to all that iPad, iPhone, ipod are some of his enchanting designing. Moreover he has also designed IMAC, POWER MAC G4 CUBE, INTEL MACBOOK PRO, MACBOOK AIR etc. Jobs' dedication was recognized in due time, consequently he achieved several awards during his lifetime including National Medal of Technology and Innovation in 1985, Jefferson Award for Greatest Public Service by an Individual 35 Years or Under in 1987, PGA Vanguard Award in 2002 and Grammy Trustees Award in 2012.

Today is the 63rd birthday of this tech legend. His biological father was a Syrian named Abdulfattah John Jandali and mother was a Catholic of Swiss and German descent named Joanne Carole Schieble. He was born in 1955 in San Francisco, California and was adopted by Clara and Paul Jobs. They named him Steven Paul Jobs. Jobs learned electrical tasks from his father in his childhood in their family garage. Thus doing electrical tasks became his hobby. Jobs was intelligent and an innovative thinker during his childhood and he did not like hard and fast rules and regulations of the school. In high school he met with his partner Steve Wozniak. Rest of his life history is known to all.

However he was diagnosed with pancreatic cancer in 2003. He postponed his surgery for nine months and in 2004 he had a successful surgery. After fighting with cancer for nearly a decade the legend died on October 05, 2011 in Palo Alto, California. There is no denying the fact that his name will be remembered in the history forever with great respect for his immense contribution to the world of technology. ☺

Translation:

I was given a news report written in Bengali, and I had to translate it to English. I learned some translation techniques in the English 465: Translation Studies course and those helped me a lot while translating. In the course I learned that literal translation is not a useful technique. Literal translation means word for word translation. Literal translation makes the copy vague. We need to translate in such a way so that the expression of the source language remains the same in the target language. So in this regard sense for sense translation is the best option. In sense for sense translation, I can make some changes in the sentence structure of the target language by keeping the meaning same. It is not word for word translation. I did not translate the report I was given word by word. Rather I paraphrased while translating the report. I changed some words, changed the sentence structure but I kept the meaning same, so that it does not change the expression of the source language. I also omitted unnecessary words and added new words while translating.

Here is the Bengali version of the report I translated-

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Here is the translated version which was published on 27th February, 2017

New branch of 'Rong' at Kishoreganj

“Rong Bangladesh” is maintaining their tradition for long 22 years. Along with old branches, new branches of this brand are spreading in the country. Therefore, they opened a new branch in Kishoreganj. It is their 17th branch in the country. Honorable MP Mahmud Parvez and the owner of Rong Bangladesh Shoumik Das inaugurated the opening ceremony on 17th February, 2017 at MahfuzPlaza,Rothkhala, Kishoreganj. Many important executives of Rong Bangladesh were also present at the ceremony.

There are total 17 branches of Rong Bangladesh throughout the country. Customers will get every fashionable product in Kishoreganj branch as well. Fashionable dresses, accessories, home textile will be available in this branch.

Rong Bangladesh is determined to bring colorful accessories and dresses to their customers. Moreover their goal is to spread their product in every corner of the country. Therefore, they opened a new branch in Kishoreganj. The products which are available in Dhaka, will be available in Kishoreganj now. As a result, customers do not need to travel to Dhaka to get the products. Moreover customers can get the products at home by ordering online at Rong’s official website. There is also the opportunity of cash on delivery. Customers can buy products for themselves and they can also give the products to their dear ones. For this reason Rong has came up with gift cheques, and with those cheques they can buy the products according to their choice.

Editing:

While editing I have to check grammatical errors, errors in sentence structure, punctuation and proper attribution. I have to write proper and attractive headlines for news stories while editing so that the readers find interest in the news story. I have to cross check the information. For example, I edited a feature titled “My Study Notebook- A Website Providing Ins and Outs of Studying Abroad”. It was a promotional feature about a website named My Study Notebook. This website aims to help students study abroad. In the feature, the details of that website and the facilities they are giving to the students were written. So I checked in the internet whether the information written in the feature truly exists or not. At the same time I had to talk to the reporter to make sure whether the information was valid. Moreover the tone of the reports and features should be conversational, so that the readers feel like writer is talking to them.

While editing I also came to learn the difference between a hard news story headline and a feature headline. News headlines should be more informative and feature headlines need to be a little bit mysterious, colorful and dramatic. Here is an example of hard news headline

“Winter Fair at Bashunhdhara City Abuzz with Visitors” – this headline gives us information.

Here are some examples of feature story headlines

1. Winter In Bangladesh: A blessing or An Anathema?
2. Accidents or Our Apathy?
3. When Will Women Get A Secure Society?
4. Are the Patients Getting Proper Treatment?

Therefore we can see that feature headlines are mysterious, a bit dramatic and colourful.

While editing headlines, writers should remember the following techniques-

1. Writers should read and understand the story before writing the headline
2. Writers should write a rough headline, experimenting with word combinations that will form one or more lines of the headline.
3. Writers should choose specific and precise words
4. He/she should make each word count
5. He/she should use action verbs and some creativity
6. He/she should stuck over if he/she were stuck (Smith and O'Connell 139).

Conclusion:

From my point of view media is the most powerful tool in the world. It can serve humanity by publishing the truth. Media should use its power in the proper way for the welfare of the society and its people. We get information from the media about topics like crime, entertainment, national, international, sports and business news. Without media the world of entertainment is totally pale. Media is the most preferable source of entertainment for people of all classes. In one word, we cannot think of a single day without media. Therefore, working in media sector is exciting too. It was a wonderful experience to work with such good people at *Daily Sun*. During this 12 week journey, I have experienced many things. The world of journalism seems very interesting from the outside. However, the work of a journalist is very tough and challenging because a journalist needs to be alert 24 hours. He/she has to seek news stories all the time. He/she always needs to be prepared to go anywhere to cover news stories. The whole nation depends on journalists and the media for getting world news. So it's the duty of the journalists and media to be truthful, and to present the authentic news to the public.

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