

Observing the world of Journalism

At The Daily Observer

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

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At The Daily Observer

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By

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Chapter 1

1. Introduction:

“The careful reader of a few good newspapers can learn more in a year than most scholars do in their great libraries.”

– Franklin Benjamin Sanborn, American journalist and author.

Internship is about gaining work experience. It is the opportunity where people apply the knowledge that they learn in their academia and gain practical experience of that particular field. Like many other institutions, BRAC University also provides internship opportunities for its undergraduate students in partial requirement to get the bachelors degree. In the ENH department, the students are given options to do their internship. Mostly, the students do their internship either in AD agency, newspaper or TV channels. I chose newspaper from the options I had. The reason is that, in our country there is an age-old tradition of reading newspapers in the morning. It has become a kind of ritual in many houses. Like a religious person who offers prayer every morning, a habitual reader reads newspaper every morning. Reading newspaper shapes the day of its reader. One person can see the weather forecast, prayer timings in advance in a newspaper. I also check the prayer timings, sun-rise and sun-set timings in the newspaper. This tradition of reading newspaper shows that our write-ups will be read by more people. Moreover, keeping a paper shows the literacy rate in our country, houses which keeps newspaper proves that they are educated, and keeping an English newspaper shows people knowing more than one language. Additionally, there are games provided for children like

crossword puzzles, Sudoku which children love to do in papers. Finally, this short piece of paper gives us a quick overview of what is going on around us.

Getting an internship was not difficult for me as one of my uncles who works in *The Daily Observer* took me to the editor's room for interview. So, I did not have to drop CV and wait for the call. The editor asked my area of interest and upon hearing my answer, he gave me the appointment. I started writing in the weekly *life&style* tabloid of the paper. The time period of my internship was three months. In those three months, I wrote around 30 articles, published translations, and helped in proofreading both for the tabloid and for magazine. In these sections, I worked with the feature team of six members where one of them is the in-charge, one sub-editor and rest five were reporters/writers like me. Also there was one photographer. In these three months, I have seen how the world of newspaper runs, how it is different, how people work and how a great deal of background work is needed to publish a newspaper. This internship report will focus on the various things I have done in *The Daily Observer* and I will try to relate the materials I have learnt from my English media courses.

1.1 Scope and Objective:

The main reason for doing internship was to gain practical experience of news reporting and become a good writer. As I had fascination about feature stories, I wanted to see how the feature department works, and how I can be a part of a good feature writer team. Moreover, I wanted to see how the world of newspaper runs. After three months of my internship, I can say that I am very much successful in achieving the objectives. I have gained field-level experience of the newspaper world. The works were related to my

English courses and the courses like Editing (ENG401), Globalization and the Media (ENG 333), Copywriting (ENG440), Translation studies (ENG465) etc. helped me a lot while doing my internship. In this report I will show how things we learn in the English department is related to our practical life, how the theories are applied everywhere etc.

1.2 History of *The Daily Observer*:

Bangladesh has both online and print newspaper. Some newspapers are online only and some are available in both print and online. *The Daily Observer* is found in both online and print version. The online version is relatively new in our country; it started in 2004 with the advent of *bdnews24.com*. On the other hand, the print version is there for a long time.

The Daily Observer has a long history; it was first published on 11th of March, 1949. Before the liberation war of Bangladesh, the name of this newspaper was *Pakistan Observer*. It was after the liberation war of Bangladesh that it was re-named as *Bangladesh Observer*. The founder of this newspaper was the then provincial minister Mr Hamidul Huq Choudhury. He was a former East Pakistan and later Bangladeshi politician. Mohammad Shehabullah served as the newspaper's first editor. After Shehabullah, Abdus Salam became the editor of the then *Pakistan Observer* from 1949 to 1972. Once the newspaper was banned as it strongly supported the language movement in the year 1952. Later after two years the ban was lifted and the paper reopened in 1954. Until 2010, *The Daily Observer* had the name *Bangladesh Observer*. The paper was closed down in 2010 due to some internal matters.

However, Iqbal Sobhan Chowdhury finally reopened the paper with the name *The Daily Observer* in 2013 with the slogan “We stand for people’s rights.”

Currently the paper has 20 regular pages with sections like sports, editorial, business, world news, countryside, city news, eduvista, art&culture and many more. It also has tabloids by the name *life&style* which focuses on the lifestyle of people, publishes healthcare articles by prominent doctors, skincare news from Divine Beauty Lounge, fitness solutions from famous experts and also travelogues are published. *Young Observer*, is another tabloid of the paper which publishes news on inspirational short stories, event coverage, education etc. Moreover, there is the supplement named *Weekend Observer* which publishes literary articles, short stories, poems, translation, book review etc; there is also the “Women’s own” section in the *Weekend Observer* where success stories of women are published. Finally, it has the “observer tech” section which focuses on the latest technology updates. Separate magazine is also published during Eids. The paper also has a Bengali edition for its online readers and is available on Facebook, Twitter, Google+ and RSS. According to a recent report by the Department of Film and Publication (DFP), *The Daily Observer* has a circulation of 38,500 a day which makes it number 6th in the English newspaper list. Some clippings from the newspaper are added below:



Fig. 1: Front page of the *The Daily Observer*, *The Pakistan Observer* and *The Bangladesh Observer*.

Chapter 2

2. Ethics and Morality in Journalism:

In every organization, there are set of rules which the employees need to abide by. Schools, Colleges, Universities also have these set of rules. When I was first admitted into BRAC University, in the very first day, I was given the small booklet on 'code of conduct' which mentioned the rules a student need to follow in this university. Journalism also has its ethics and morality. During my English-401 Editing course we were taught some of the ethics of journalism. Interestingly, same things were also briefed to me during my internship. Some of the ethics of journalism are mentioned below:

Firstly, when I joined the office, they told me that, whenever a topic is given, a journalist has to write the article on his own. He/she cannot copy it from others. Copying news from elsewhere goes against the ethics of journalism. This type of copying is daily seen in online news portals which are not that famous. They try to copy and paste news without credit to gain popularity. So, we had to write our own stories. A journalist has to be honest.

Secondly, as I was in the feature section of *The Daily Observer*, I had to take pictures for my articles. Though, similar category of images is readily available on the net, we were told not use pictures of others as it goes against the ethics of journalism. It is also a copyright violation.

Thirdly, the journalists are not allowed to print quotation from famous people without their permission. As there was a section of health in the *life&style* tabloid, there we had to include quotation from famous doctors, nutritionist etc. Some of these doctors and

nutritionist are quite familiar in Bangladesh; they are always seen on TV and newspapers giving their opinion on health. As they are famous, it is also common that their quote gets copied by some journalist. This is against the ethics of journalism.

Fourthly, reporting something which the person would not like it without permission also goes against the ethics of journalism. Moreover, revealing someone's name who wants to be anonymous also goes against the ethics of journalism. This may lead to severe problems to the person who gives the information.

Fifthly, a journalist has to check to it that, the information they are writing are legally permitted or not. A journalist cannot run news on something which is illegal in our country.

Sixthly, journalists are forbidden to print biased reports. Just because the reporter has enmity against someone, he/she cannot write report twisting evidences.

Chapter 3

3. Working as an Intern at *The Daily Observer*

Internship is full of experiences, and doing that on a newspaper gives a whole lot of writing experience. During my internship at *The Daily Observer*, I have published around 30 articles along with translations. In this section of my report, I will elaborate some of the basic terms related to print media and in the second part I will be describing the work experience at *The Daily Observer*.

3.1 Elaboration of Basic Terms & Words:

During my ENG-401 Editing course, we were taught some key terms related to newspapers. These key terms were only understandable to the people who work in this field. Doing internship in a newspaper also requires knowing these terms. These are:

Masthead- Masthead is the name of the newspaper or magazine. For example, I did my internship at *The Daily Observer*, So in the front page of the newspaper, the name *The Daily Observer* is the masthead.

Plug Boxes- Plug boxes are small boxes that carries small news headline and page numbers in a box. These boxes appear in the front page of the newspaper which gives an overview of the news that is there inside the paper.

Byline – Byline is the place where name of the author is written.

Picture with caption- Caption is what the photo is about. Caption can be of one word.

Cutline- Cutline is the sentence describing the picture.

Caption- Captions are the short one-two line words about the photo. Captions usually are placed beside the outline or above the outline.

Pull quote - Pull quotes are extracts from the article written by the author, this contains an important point from the main article. This motivates a reader to read the story. It motivates those readers who have the tendency to skim through the newspaper.

'E' for education, 'M' for misery



AHMED TAHISIN SHAMS

An age-old maxim is known to the most: "There is nothing more uncommon than common sense". And, the system which perfectly paves way for this 'uncommon' notion is Bangladeshi education system. Here, teachers and job recruiters often face the crisis and therefore scream, "I have you lost your common sense?"

Chronologically speaking, students in Bangladesh are not solely responsible for such crisis; rather firstly, parents, and secondly schooling could be placed on the dock of the court before blaming the students for being in poverty of 'common sense'.

Deconstructing the usable definition of the most common word: 'common sense', it can be said that the phrase means - having the ability to think, judge, decide, and act accordingly. Now, does it sound so

common? Rather, the action of the word demands high intelligence to perform 'common sense'.

Parents frame a child's brain with full of paradoxes since their early ages. Whatever is taught to a kid, hardly faces practical implication. For instance, everyone is known to the less used advice on earth: "Honesty is the best policy", because the yesterday's kid, today comes to know that they have flats and cars, more than once or twice in the capital Dhaka, and his or her father is a government jobholder! This is not the end. The same parents, for their sons and daughters, passionately wish to buy medical admission question papers.

However, creative thinking, to think liberally, or such thinking, which can be executed, is rarely practised in Bangladeshi education system; whether at home, or at schools. Students study and they do not know why they are doing it. Let's do a hypothesis. Ask any kid, "Why do you go to school?" The majority might answer, "Because of my parents wish..." or "Otherwise dad will scold me..." or "to play with my friends". Let's focus on the third point: 'play'.

Aristotle became nothing but a name in this context as his words, "Enlightenment through entertainment" is very less at use in Bangladeshi education system. Blame will not go to any particular person in

authority or faculty, rather their thinking, which is also a product of the system, and this thinking can be coined as, without a hitch, 'imprisoned in age-old dogmas'.

To what extent today's students are given liberty to exercise what they

utter innovative change in the teaching methodology? What could be our approach as guardians and teachers regarding educating the next generation? What steps actually we took so far to present education as entertainment? Yes,

whereas, students are judged on their research publications or proposals for higher degree scholarship in many developed countries.

There could be an 'economic' excuse behind this. Most students belong to the 'economic' struggling class and they just need a job just after graduation to support their family. Well, this is another paradox. Suddenly, a graduate comes to know that he has to earn 'money', whereas, he was never taught what 'money' as he was indulged into quantum physics or culture studies. All of a sudden, he becomes prey to the peer pressure, mostly done by family members. The same family used to scold him during his teenage -- "Money is not for teens. Here is your tuition!"

Let's make another hypothesis. Soon, the recent Rohingya issue will get space in textbooks, at least in graduation level for the courses like Bangladesh Studies, History, Sociology, or Political Science. But, the question is -- how many universities have attempted to take their students to the Rohingya camp for academic assignment purposes? This is what is known as 'practical learning'.

The age of memorizing information has gone to grave. Most of the urban students' pockets are weighty with 'smart' phones. The age to

evolve as 'think-tanks' has been waving since years, yet unheard, unnoticed by our so-called education policy makers.

There pops up another head, known as 'knowledge'. Using information to create a new concept is knowledge, rather vomiting others' views. The last-second hypothesis is, most schools in Bangladesh, if surveyed, would turn out as synonyms to 'haunted house' for kids.

Let's not forget the reason of the teaching methodology of 'ABC', where "A for Apple", "B for Ball", and "C for Cat" -- designed in a way so that kids can easily remember as these notions are not unknown, rather most friendly to them; whereas in Bangladesh, to be specific in *aurangshaha* - Bangladeshi kids learn: 'A' for 'Ajoor' (Python), 'I' for 'Idur' (Rat), and 'E' for 'Eagle'. Such frightening animal imageries for kids lead straight to the point mentioned earlier: school is synonymous to 'haunted house'!

It's not high time, we have already missed the train that travels towards knowledge. Miles to go before the next generation falls asleep. Yes, optimists believe, it is never too late.

The writer is Lecturer, Department of English Language and Literature (ELL), Notre Dame University Bangladesh (NDUB), and Editorial Assistant, The Daily Observer

Let's do a hypothesis. Ask any kid, "Why do you go to school"? The majority might answer, "Because of my parents wish..." or "Otherwise dad will scold me..." or "to play with my friends". Let's focus on the third point: 'play'.

learnt in their practical lives? To what extent teachers encourage students in their writing or speaking classes to watch one of their favourite films and write on it, or mimic their favourite characters, which would develop their public speaking ability? What do we mean when we actually

fumble more before answering these questions!

Let alone school-graduates, our university certificate grabbers (or buyers) certainly lack, to a great extent, what is expected from a graduate. For instance, hardly students are made acquainted with research

Pull quote

Fig. 2: An example of Pull quotes.

Drop caps – Drop caps are the large capital letters that are used in front of the paragraph. The large capital letters can be of 2-3 lines long. This strategy is used in the paper to add variation to the look of the article.

Byline – Byline is the place where name of the author is written.

the daily observer We stand for people's rights Second Edition www.observerbd.com

Masthead

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THUMRI QUEEN GIRIJA DEVI PASSES AWAY AT 88 PAGE 12

STOCKS SEE UP ON LARGE-CAP VIBE PAGE 17

MASHRAFE'S EXPERIENCE WILL HELP US: TOM MOODY PAGE 14

Plug Boxes

US weighs calling Myanmar's Rohingya crisis 'ethnic cleansing'

Myanmar 'working on return of Rohingyas' No heir in sight as Xi cements his power

Headline

WASHINGTON, Oct 25: The State Department is considering formally declaring the crackdown on Myanmar's Rohingya Muslims to be ethnic cleansing, US officials said on Tuesday, as lawmakers called for sanctions against the Southeast Asian country's military.

Suu Kyi tells Home Minister Asaduzzaman Khan

BEIJING, Oct 25: President Xi Jinping was formally handed a second term on Wednesday, with no clear successor emerging in a revamped ruling council, cementing his grip on power and setting the stage for him to dominate China for decades to come.

In a speech, as the other members stood expressionless in dark suits, Xi heralded a "new era" for the country under his rule and said the party "must get a new look and more importantly make new accomplishments."

Subhead

Pressure has mounted for a tougher US response to the Rohingya crisis ahead of President Donald Trump's maiden visit to Asia next month when he will attend a summit of Southeast Asian countries, including Myanmar, in Manila.

Staff Correspondent

State Counsellor of Myanmar Aung San Suu Kyi has said her government is working on the repatriation of those who have entered Bangladesh to flee violence in the country.

"Myanmar government has also started working on implementing the recommendations of the Kofi Annan commission," Suu Kyi said at a meeting with Bangladesh Home Minister Asaduzzaman Khan Kamal.



Home Minister Asaduzzaman Khan Kamal calls on Myanmar State Counsellor Aung San Suu Kyi at her office in Naypyidaw, capital of Myanmar, on Wednesday.

In a highly choreographed event, Xi led the new members of the elite Politburo into the room in front of television cameras at Beijing's massive Great Hall of the People after their selection by 204 party officials in a closed-door vote.

Xi Jinping doesn't want to share power. He doesn't want someone breathing down his neck, preparing the succession," Jean-Pierre Cabestan, China specialist at Hong Kong Baptist University, told AP.

He was also reappointed head of the country's Central Military Commission. Premier Li Keqiang, 62, retained his seat on the Politburo.

He wants to keep pressure on everybody and enjoy power for five or 10 years without having his retirement age of 68.

Photo

China wants peaceful solution to Rohingya crisis

Bangladeshi-Myanmar refugee marriages increase despite ban Negligent marriage registrars warned of action

Pressure over Rohingya crisis may backfire: India

7 DB men held on abduction, extortion charges

Khaleda to start Cox's Bazar trip Saturday

Cutline

Three-deck, two-column

China wants to see a peaceful solution to Rohingya crisis bilaterally and send them back to their homeland - Myanmar, says an official on Wednesday.

The number of marriages between Rohingya refugees and Bangladeshi citizens has increased in the last one and half months, despite a government ban, apart from the health risk the Bangladeshi spouse is exposed to in such marriages.

AIDS infected Rohingya refugees have been identified in various refugee camps after they were forced to flee Myanmar following August 25 army operation in the Rakhine State.

India remains highly supportive to ensure the safe return of Rohingyas to their homeland but does not support any forceful approach that might turn counterproductive, said a highly placed diplomatic source.

Staff Correspondent with Cox's Bazar Correspondent

Army personnel detained seven detectives on charges of abducting a businessman and extorting Tk 17 lakh from him in Teknaf of Cox's Bazar district on Wednesday.

BNP Chairperson Khaleda Zia will start journey for Cox's Bazar on Saturday to visit displaced Rohingya camps.

Fig. 3: The names of different sections in a newspaper.

8 **dailyobserver**
Dhaka, Sunday July 30, 2017

FITNESS TRACKS

life&style

Headline → **Eat healthy, combat chikungunya!**

Byline → Asif Ahmed

Drop caps → **P**eople in recent days are getting affected by chikungunya in an alarming rate. From children to elders, no one is exempted from this fatal disease. As a result, hospitals are getting overcrowded with patients. Those who are still unaffected are also at a high risk of chikungunya attack. Though doctors prescribe various medicines for this disease, eating a healthy diet is also necessary to combat this disease. Jennifer Blinte Huque, nutrition consultant at Green Life Medical College & Hospital suggested few foods that can help in combating this fatal disease:

Foods to be taken:

- * Taking plenty of fluids in the form of warm water, soups, and broths can help flush out the virus faster from the body. Moreover, coconut water is very helpful in fighting diseases and infections.
- * Drinking lemonade is also helpful as it contains plenty of vitamin C, but it has to be sugar free if someone has diabetes. Moreover, saline water is also helpful as it prevents dehydration.
- * Eating oranges, amla, sweet lime, capsicum, broccoli, pineapple, cabbage, papaya, and guavas also provides vitamin C, which destroys invasive viruses and bacteria.
- * Eat apples or drink apple juice, as apples are rich in fibers and have less cholesterol and helps in boosting immunity. Furthermore, bananas are also rich in fibers and are very good for digestive system.

Foods that are rich in vitamin A, like yellow-orange, coloured fruits and vegetables can increase the production of natural infection-fighting cells.

- * Eating radish can facilitate thinning of mucous, clearing of sinuses, and relieving mucus-related headaches.
- * Good sources of omega 3 fatty acids like fatty fishes, almonds, walnuts, and flax seeds can reduce inflammation.
- * Cow milk mixed with dry, seedless grapes is a good medicine which gives relief from several chikungunya symptoms.
- * Taking raw carrot is excellent medicine as it increases resistivity of body against chikungunya symptoms.
- * Finally, green leafy vegetables are also helpful as these are easy to digest.

Foods to be avoided:
Avoid eating highly spicy and deep fried foods, caffeinated beverages; also stop smoking and having alcohol as these can further weaken the body defense system.



Fig. 4: Example of Headline, Byline and Drop caps.

3.2 Different Sections:

I worked at *The Daily Observer* for 12 weeks from 15th may to 15th august 2017. As I worked in the *life&style* and *EID Magazine*, my articles were all feature articles. The *life&style* tabloid is very famous among youth as it provides stories on new trends and fashions, recipes, health, new restaurants in the town, career guidance and also travelogues. This *life&style* tabloid of *The Daily Observer* has twelve pages and it is published every Sunday. On the other hand, magazine comes out once a year during Eid-ul-Fitr.

It was in the “English for print media” course where I learned various types of feature articles. For example, we learnt features on human interest, profile features, how-to features, historical features, seasonal themes, behind the scenes features, uncommon

product features, etc. Though in class, we learned only those features, in reality there are thousands of topics that can be written on feature section. For example, features can be written on fitness, super shops, kids, savings, trends, technologies, health, recipe, etc. and, on many other topics. Unlike hard-news stories, feature stories are long; it is an in-depth look at a subject which does not follow the typical inverted pyramid style.

The Daily Observer is found both in print and online. In the online version, under the feature section, there are eight sub-categories. Some of these are “women’s own”, “young observer”, “observer tech” etc. However, in the print version, the “women’s own” section comes with the *Weekend Observer* supplement every Saturday.

The screenshot shows the online version of *The Daily Observer* website. At the top, there are navigation links for Video, Gallery, ePaper, and Archive. The main header features the logo "the dailyobserver" with the tagline "We stand for people's rights". Below the header, the date and time are displayed as "Tuesday, 5 December, 2017, 9:34 PM". A navigation menu includes "PRINT VERSION", "FEATURE", "NATIONAL", "BUSINESS", "SPORTS", "INTERNATIONAL", "COUNTRYSIDE", "DONT MISS", and "EID MAGAZINE". A red arrow points to the "FEATURE" menu, which is expanded to show sub-categories: "Women's Own", "Observer TeCH", "Health & Nutrition", "Literature", "Young Observer", "Life & Style", "Law & Justice", and "Book Review". The main content area displays several articles, including "Jerusalem status a red line for Muslims, says Turkey president", "100 days of Rohingya crisis: locals also face problem", "HC summons Laxmipur ADC, UNO for sentencing ex-civil surgeon", "RND men clash with police", "Cambodia visit: PM's effort to resolve Rohingya crisis", and "Megacity Dhaka: History and heritage fighting to survive". There is also a section for "Selected News" with the headline "Saudi citizen 'Sophia' arrives in Dhaka without passport". On the right side, there is a section for "বাংলা সংস্করণ" (Bangla Edition) with a search bar and a list of latest news items.

Fig. 5: Feature section in the online version of *The Daily Observer*.

Moreover, *Young Observer* and *life&style* come as a separate weekly tabloid. During my internship I wrote features on the *life&style* weekly tabloid where there are various

further sections like “savings & properties”, “travel & heritage”, “fitness tracks”, “eat out”, etc. I wrote in almost all of them except “trends & vogues”, “home images” and “cover story”. I also wrote one feature on the “women’s own” section of the *Weekend Observer* supplement which comes out every Saturday and published two translations there. I also wrote two articles at the *Observer Eid Magazine*. My experiences in these sections are discussed in detail below:

1. Savings & properties

During the first week of my internship, I was told to write an article about DPS for mothers in the “savings & properties” section. So, to write this article, I had to go to three Banks and collect quotes and information from the Bank personnel. It was a challenge to me. I also felt nervous thinking the reaction of the Bank personnel whether they will help me with information or not. However, my nervousness went away when I saw that they are very helpful. I collected the quotes and wrote the article. Finally, the article was published on 14th of May, 2017. (See Appendix 1, page 36)

Moreover, during the second week of my internship, I was again told to write an article about Life Insurance. So, to write this article, I had to go to three Life insurance corporations to know the information about life insurance. There I sat with the manager who described each detail of their company with me and took short notes. After taking the notes, I wrote the article accordingly. Though the news was ready, it was not published for some reason.

2. Travel & heritage

During my internship, I wrote three travelogues. One was about Srimangal, the second one was about the necessary items needed during travelling and the third one was on Jaflong.

In the third week of my internship I was asked to write a travelogue for the “travel & heritage” section. As, I often travel to Srimangal, I wrote a travelogue on Srimangal, how to reach there, what are the tourist attractions etc. I also wrote about the hotels and restaurants of Srimangal and the cost of going there. This article was published on May 28th 2017.

I again wrote a travelogue during the fifth week of my internship. As I mentioned earlier, that this time the travelogue was about the necessary items to be taken on a journey, here, I mentioned the checklist for travelling- what to take during the travel, when to buy tickets, what things should we consider during our travel, etc. This article was published on June 11, 2017.

Finally, in the last week of my internship I was given the task of writing a travelogue on Jaflong as I traveled there during last Eid-ul-Fitr. In this article, I mentioned what Jaflong used to be and how it is in present, how the roads are being damaged day by day by the stone and coal-laden trucks, how the place is not very tourist-friendly. Moreover, I have mentioned the condition of the boats and the scenic beauty of the place. This travelogue was published on 13 August, 2017. (See Appendix 2, page 37)

3. Fitness tracks

In the third week of my internship I was asked to write the benefits of jogging for this section. For the article of jogging, I interviewed a student of BRAC University, who is a jogger and a cyclist. I also interviewed GYM trainers to find out what are the benefits of jogging and other exercise. From the GYM trainers I collected the information about jogging, why it is necessary, how it helps us, etc. This article was published on May 28th 2017. (See Appendix 3, page 37)

Secondly, during the seventh week of my internship, I was again given the task to write health benefits of different kinds of teas for this section in the *life&style* tabloid of *The Daily Observer*. To write this article, I started reading articles on tea and collected information about the benefits of tea. I went through small books and leaflets about tea that I collected from “Bangladesh Tea Expo” which was held in Dhaka earlier this year. Furthermore, I did brief research from the internet about tea, there I searched- what are the different varieties of tea, how different types of teas are cultivated, how one type is different from another, etc. Finally, I wrote about the benefits of five types of tea. Moreover, to give the news credibility, I took the comments and opinion from the DGM of National Tea Company. This news was published on June 25th, 2017. (See Appendix 4, page 38)

Moreover, during the ninth week of my internship, I was asked to write an article about losing weight. To write this article, I was given the phone number of a nutritionist by my supervisor at *The Daily Observer* and was asked to call her for information on losing weight. I felt nervous while calling her, but later found the nutritionist very helpful.

Finally, after having a conversation for about ten minutes, I wrote the article and sent it back to the nutritionist for checking. In the article, I mentioned how skipping meals does not help in losing weight, how walking 30-45minutes helps in losing weight, etc. This article was published on 5th of August, 2017. (See Appendix 5, page 38)

During the eleventh week of my internship, I was again given the task of contacting a nutritionist to know about the food habits when a person is affected by chikungunya. This was my last article in this section. As we know that chikungunya has been quite a familiar now-a-days, that is why our *life&style* team had decided to publish an entire issue on chikungunya. For this reason, I was asked to contact the nutritionist and ask about the food habits required to combat this disease apart from having medicines. So, to collect the information, I first searched on the net to get a better understanding of the disease and called her later. I could not manage to talk to her on the first day as she was busy. So I had to call her the next day. And upon calling her the next day, she described every food item necessary to combat this disease. For example, eating green leafy vegetables, eating plenty of fluids, having vitamin ‘A’ etc. After taking all these information I wrote the article and she checked and finalized it. This article was published on 30 July, 2017 with the title “Eat healthy, combat chikungunya”. Moreover, I wrote on Ramadan fitness which was published on 3rd of June, 2017. (See Appendix 6, page 39)

4. Kid’s bits

“Kid’s bits” is a section which publishes articles on kids every week. I wrote one article in this section during the twelfth week of my internship. Here, I was given the task to

write about books for kids, I was asked to find out why kids prefer e-books now-a-days and why hard copy is important for kids. Moreover, in the same article I was asked to include importance of Tagore's literature as the whole issue was about him on his death anniversary. So, to write this article I again searched the net to find out the adverse effects of sitting near screen for a long time whether for e-book reading or for doing other work. Moreover, to know about the importance of hard copy and Tagore's literature, I spoke with my friend from BRAC University who is a translator and writer at *Batighor Prokashoni*. Finally, I combined these two topics and wrote the article. The article was published on 6 August, 2017, the title was "The battle of Books: Hardcopy vs. Softcopy". (See Appendix 7, page 39)

5. Eat out

"Eat out" is a section which publishes articles on new, exciting eating places in town. I had the chance of writing article on this section too. I was asked to write a restaurant review or popular street food places. As an article on Bailey road street food was already published, I wrote about the BRAC University bot-tola. I focused on aspects like why this place is popular among students, what are the types of foods that are sold here, prices, etc. This article was published on 13th august, 2017. (See Appendix 8, page 40)

6. Supershop corner

During the fourth week of my internship, I was given the task to write continuous articles on super shops. For example, grocery items, fruits, vegetables, etc. In this section, I wrote eleven articles. Some of these are mentioned below:

For the first article on super shop, I was given grocery items. For the super shops price of grocery items, I visited Shwapno super shop, Meena bazaar super shop and Agora super shop. From there I collected the prices of the grocery items and wrote the article. The article was published on 4th June, 2017. (See Appendix 9, page 40)

Furthermore, I was given the task of writing articles on fruits for the ‘super shop corner’ section. This was my second article on this section. To write about the ‘fruits in super shops’ article, I again visited Agora, Shawpno and Meena bazaar to collect the prices and offers of the fruits. I also had to take information from the authorities whether they check for formalin before selling the fruits, for this reason I had to talk with Md. Faruqul Alam, outlet in-charge of Agora Moghbajar branch; he said all of their fruits are checked before it is ready for sale. This article was published on June 11, 2017. (See Appendix 10, page 41)

During the fifth week of my internship, again I was given the task to write for the “super shop corner”, this time about spice items. I was given the task to collect the price and offer list of spice items from super shops. Spice was chosen because Eid holidays were coming up; people were planning to make delicious dishes on that occasion and were busy buying essential items to prepare the foods. To collect the prices and offers, I again visited three super shops. This article was published on 18th of June 2017. (See Appendix 11, page 41)

During the seventh week of my internship, the topic was fish for this section. In this article I wrote about the benefits of eating fish and its prices at super shops. Moreover, I mentioned how people now-a-days depend on super shops for fish for health issue, as the

fish are checked clinically before selling. To write this article, I visited Agora, Shwapno and Meena Bazar and collected the price and offer list in these three shops. I wrote about the variation in prices and different offers of fish at different super shops. This article was also published on 25th of June 2017. (See Appendix 12, page 42)

During the eighth week of my internship, I only had one article to write as given by my supervisor at *The Daily Observer*. As Eid was nearby, and people visit their relatives during Eid, there happens to be a good demand for frozen food. I was asked to find and write if there were any offers on 'frozen food'. To write this article, I again went to Meena Bazar, Agora and Shwapno super shop, and noted down the prices and offers of various frozen delicacies. The article was published on 2 July, 2017. (See Appendix 13, page 43)

During the ninth week of my internship I wrote my sixth article in this section. I was given the task to write a super shop corner article on vegetables. The problem I faced during reporting this article was continuous rain. For this reason, for the first time I could not submit my article by the deadline. I waited till three days hoping for a good weather, but seeing no chance of dry weather, I had to go out and visit the super shops after 6pm to collect info and write the article. This was a difficult work for me. Finally, this article was published on 9th of July, 2017. (See Appendix 14, page 44)

During the eleventh week of my internship, the issue was about chikungunya, for this reason, the "super shop corner" was about aerosols. I was asked to go the super shops and collect the prices of different types of aerosols and other mosquito killers like mosquito coils etc. and find out if there was any offer. So, I again visited three super shops and

collected the prices, to my astonishment, I found out that super shops like Agora, Shwapno, Meena Bazaar all these three had no offers about aerosols and mosquito coils where they should have encouraged their customers to buy these items so that people can protect themselves from this fatal disease. This article was also published on the same day on 30 July, 2017 and the title was, “Mosquito killers at super shops!” (See Appendix 15, page 44)

In this way, I wrote other articles on meats, air fresheners, cleansing utensils, baby essentials, etc. in this section. (See Appendix 16,17,18,19, page 45, 46)

7. Women’s Own

“Women’s own” is a section in the supplement *Weekend Observer* which is published every Saturday by *The Daily Observer*. During the ninth week of my internship, I was given the task to write in this supplement about the girls that died during the Holey Artisan attack. As this article was for the “women’s own” page of the *Weekend Observer*, only stories of women were included. I was asked to read all the newspapers about these girls and write about their dreams. To write this article, I went to *The Daily Observer* office so I could collect several newspapers of Bangladesh both English and Bengali at one time. Although these newspaper are available online, all the websites of the newspapers are not user friendly, most of them takes plenty of time to load which destroys the excitement to read newspaper via online. I was also asked to go to a press conference of one of the victim’s parent, but later someone else went, and I had to collect the info from that person. Finally, I wrote about Abinta Kabir, Tarishi Jain and Ishrat Akhand who lost their valuable lives in that incident, I wrote about their dreams, what

they wanted to do after their studies, etc. While researching on them, I realized how barbarous the attack was. Moreover, I learnt about their small but noble deeds, for example, Abinta Kabir always wanted to help the underprivileged children, so after her death her parents started a NGO which is named after her; Ishrat Akhand also had big dreams, she had dreams about art. She loved to draw. To keep her dreams alive, she founded Institute of Asian Creatives (IAC) to inspire young artists to promote their art. I mentioned all these in my article, and this article was published on 8th July, 2017. (See Appendix 20, page 47)

8. Eid Magazine

In the observer *Eid Magazine*, I wrote two articles; one was about shoe and another about Novins Aroma beauty product. This was during the fifth week of my internship.

Firstly, I was given the task to go to showrooms of shoe brands like Bata, Lotto, Apex, etc. and collect the types of shoes, price list, Eid collection and their Eid offers. So to collect the prices from showroom, I went to Basundhara City Complex. The reason I went there is because I would get most of the showrooms at one place. So, after visiting five shops of shoes for one and half hour, I collected and noted down each details of every shop. I was also asked to take quotes from the manager about the current trends. Though Bata gave quote without any hesitation, Apex refused to give quote without taking the permission of high officials. (See Appendix 23, page 50)

Secondly, I was also given the task to write about the hair and skin care products of Novins Aroma. So, to write this topic I had to call the CEO Ms Amina Hoque of Novins Aroma to get the information and details of the products. For the first time I took a short

interview over phone, I also had to install mobile call recorder to avoid any mistake while writing the article. Both of these articles were published in the Eid magazine on June 14, 2017. (See Appendix 24, page 51)

3.3 Translations:

Apart from writing articles, I also did four translations. Out of which two were for the *life style* tabloid and rest two were for the “Women’s Own” section.

During the seventh week of my internship, I was given the task to translate press conference news for the *Women’s Own* page. The news was about a woman leader named Laili Begum, who attended the “World Conference on Disaster Risk Reduction” in Mexico. In the press conference, this woman from Patuakhali shared her experience in tackling disasters like Aila, Sidr, Mahasen, etc. Moreover, she shared her experience of the conference that she attended. Though, this time the translation was easie, it was done under pressure. The deadline was very short. I was given the translation at night the day before deadline and was asked to submit it in the morning next day. The translation was published on 24th June, 2017.

Furthermore, I was also given a translation on women empowerment. This was on the tenth week of my internship. The problem I faced during this translation was that it was a huge translation of three pages and there were long sentences which I had to take minutes to understand. This was a press release about a dialogue that was organized by *Bangladesh Mahila Parishad* where reputed members of the society were present. They discussed about women, how the local government can be strengthened through the empowerment of women, what are the problems these women face, etc. To translate this

press release, I had to read it multiple times and check important quotes and information. The translation was published on 30th of July, 2017. (See Appendix 21, page 48)

For the *life&style* tabloid, I did two translations. The first was on the fifth week of my internship. I was given the task of translating an article on reflection of metro life outfits. I fell in love with translation after doing the translation studies course at BRAC University, so doing a translation for lead news was very interesting. It was also a challenging task, as I found it hard to translate 2 lines from the poem “*Atharo Bochor Boyosh*” by Sukanta Bhattacharya. Except for these two lines, the whole translation was done by me. I checked for official name of the dresses online to avoid any mistake and it was published on June 11, 2017. (See Appendix 22, page 49)

Moreover, I was given the task to translate a press release from Bangla to English. The press release was from the SadaKalo company about their “polka dot” dress. This translation was easier than the previous one, so I translated it within a short period of time. I also did a small research on the company and dress to avoid any mistake during translation, especially the official spelling of their dress. This translation was published on the 18th of June 2017. (See Appendix 25, page 52)

3.4 Proofreading

I also did proofreading once during my internship, where I checked grammatical mistakes, spellings, etc. As there are too many people there for proofreading, I had to do it only one.

Chapter 4

4. Reflection of theories:

At BRAC University, we have had courses on “Cultural Studies: theory and practice,” “Globalization and the Media,” “Post-colonial writing in English” etc. which made me analyze my internship experience at *The Daily Observer* through critical use of different theories. I am going to discuss them in the following sections.

4.1 English Newspaper in Bangladesh:

The effect of colonialism is prevalent throughout the world. It is present in our country also. We read post colonial studies now to know and analyze the cultural effects of colonialism. Post colonial studies show how the natives were affected during colonization. It shows how the social, political powers had huge impacts on us. It shows how language, women, literature etc. are affected.

In our country, we have newspapers of two languages. These are Bengali and English. Though most of the newspapers are Bengali, the media outlets are also publishing English newspapers now-a-days. It is seen that, newspapers who are famous in Bengali, they are publishing the same paper in English on their website. For example, *Prothom-Alo* is the leading Bengali newspaper in our country; they are also publishing same reports and articles in English language on their English version website. Moreover, famous online portal like *banglanews24.com* also opened their English version in their website. They have the option of English version on their website. Bearing the name ‘bangla’, they are translating the same news in English for their English readers. Furthermore, Bengali TV channels are also seen presenting same news In English.

In our country, from childhood, a student is taught English as a subject. They spend around twelve years of their age studying English. Moreover, students of Bengali medium who cannot talk in English are looked down upon. In extreme cases they are also rejected from joining various universities, banks and workplaces. English medium students are considered ultra modern now-a-days. Learning a second language is not a crime, but it creates problems when a person is judged only with their language ability. Sometimes it is also seen that children mixed two languages and cannot speak proper Bengali. However, the first English school in this region was not for the Bengali children rather it was for European children. The schools were set up because of the situations back then.

When we read history, we find that, the very notion of English language came from the colonial era when The British people came to Bengal. To do business we were forced to learn English back in the 17th century. The establishment of the East India Company had huge effect making English as a language for the Bengali people. To communicate with the company officials and doing a government job required the people to know English. It was made government language back then by the rulers.

Now-a-days, having several English newspapers and the presence of English proves that, although the colonizers left the land, the minds are still colonized. However, the government jobs do not require English now-a-days, only the non-government jobs prefer English. The power of colonizing is in such an extent that, even after not being the largest spoken language in the world it is the international language. Moreover, most of the research articles, journals are published in English. So to gain knowledge people learn English.

In our country, these English newspapers are mostly read by the upper-class of the society. They are the ones who are seen sending their children to English medium schools. Moreover, after passing the schools or colleges, these upper class societies do not rely anymore to the Bangladeshi education. Rather, they want their children to go to abroad and get a degree. This type of future plan for children also makes these parents to send their children to English medium schools. They do not feel the necessity of Bengali. Because when you are abroad, it is English which reigns.

Moreover, foreigners also read the English newspapers to know the situation of Bangladesh. Day-by-day new foreign companies are being set up in our country. These people rely solely on English newspapers.

Students also read the English newspaper to learn more English. In many universities, including BRACU, the English dailies are kept. So, naturally, students who read newspapers take the paper only to see what is inside. In this way the readership of English newspapers are increasing day by day. Moreover, contests like spelling-bee, English newspaper reading etc. are influencing the students to learn more English. The readership rate also proves that people knows more than one language. Currently, the largest reading English newspaper has a circulation of 44,814 according to the Department of Film and Publication, which was 41.15 thousand in 2014. This shows the increasing rate of English newspaper in our country.

4. 2 Translation theories:

As I said that I did four translations during my internship. In this part I will relate those translations to the theories I have learned from the ENG-465 Translation Studies course.

Here I will mention the problems I faced during translation and some of the strategies I used to translate those articles.

We know that, basically there are two types of translations, one is word for word and another is for sense for sense translation. Both of these types were used in my translation where necessary.

According to Lawrence Venuti, “Literal, or word-for-word translation is the direct transfer of a SL text into a grammatically and idiomatically appropriate TL text in which the translators’ task is limited to observing the adherence to the linguistic servitudes of the TL” (86) on the other hand, sense-for-sense translation is a kind of free translation where the idea of the source text is translated without translating each and every word.

From the ENG-465 Translation Studies course we came to know that there are various types of problems a translator faces while translating any text. Mona Baker, in her book *“In Other Words: A Coursebook on Translation”* mentions some of these problems. These are: cultural specific concepts, the source-language concept not lexicalized in the target language, the source-language word being semantically complex, the source and target languages making different distinctions in meaning, the use of loan words in the source text etc. Though one may face these problems while translating any literary texts, he or she may find these problems while translating newspaper article also. However, there are also processes to solve these problems as mentioned by Mona Baker in her book. Some of the processes of translating these problems are: translation by a more general word, translation by cultural substitution, translation using a loan word with explanation etc.

In the translation of “Women Empowerment” the strategy of ‘translating by omission’ was used. For example, the source text, “নারীর ক্ষমতায়নের মাধ্যমে স্থানীয় সরকার শক্তিশালীকরণ বিষয়ে স্থানীয় সরকারের নারী পৌর মেয়র এবং উপজেলা নারী ভাইস চেয়ারম্যানদের সাথে মতবিনিময় সভা অনুষ্ঠিত হয়” this sentence was translated as, “The meeting on BMP’s strengthening local government through the empowerment of women was held. Here স্থানীয় সরকারের নারী পৌর মেয়র and উপজেলা নারী ভাইস চেয়ারম্যান these were omitted. According to me it is unnecessary for the English audience. Moreover, omitting those words made the translation more flowing in the target language. “If the meaning conveyed by a particular item or expression is not vital enough to the development of the text to justify distracting the reader with lengthy explanations, translators can and often do simply omit translating the word or expression in question” (Baker, 40).

Secondly, in my translation of the press release by *Bangladesh Mahila Parishad*, the name of the organization was not translated. The process used here is called “borrowing”, where I borrowed those bengali words into English. According to Vinay and Darbelnet, in ‘borrowing’ “the SL word is transferred directly to the TL” (Munday, 56).

Thirdly, in the translation on metro life outfit, the main Bengali article was full of loan words taken from English. We know loan words create the problem of ‘false friend’. False friends are “word or expressions which have the same form in two or more languages but convey different meanings” (Baker 25). However, I did not have any problems translating the article. The one word that can be brought into discussion is the word “আড্ডা”, though I translated it as gossiping for the English audience. ‘Adda’ simply

doesn't mean the type of gossiping that is present in Bangladeshi culture. This 'adda' can be at the tea stall sipping tea and talk about all the things that come to mind. It gives an informal tone, whereas; 'gossip' may not include the cultural context of 'adda' which is present in our culture. Moreover, the translation from the poem, "atharo bochor boyosh", I did not translate the name, instead I borrowed it from the original.

Also the process of modulation is used in the sentence "আসলে কিশোর-কিশোরী থেকে তরুণ তরুণীতে হয়ে ওঠার বাস্তবতা সব মানুষের জন্য অন্য রকম বটে". Here, I translated it as "Actually, the process of being youth from adolescent is not the same for everyone." Instead of "different for everyone" the strategy of "modulation" is used here. Vinay and Darbelnet pointed out, modulation "changes the semantics and point of view of the SL." (Munday, 57). I did optional modulation here. Modulation can be done, "when, although a literal, or even transposed, translation results in a grammatically correct utterance, it is considered unsuitable, unidiomatic or awkward in the TL" (Munday, 57-58).

4.3 Reflection of other theories:

In this part of my report, I will show some examples of how the theories taught in the ENG-331 Culture and Practice course class are related to the media world. When I was doing this course back in 2015, I came to know that this course is only for media and literature major students. The course was interesting to me from the beginning. It was more interesting because our honorable chairperson Firdous Azim was our teacher for this course. At first, I thought this course was only for learning about culture and knowing about media world, but later on when I started my internship I found out that these theories were closely related to my work in the media world. When I joined *The*

Daily Observer as an intern, one person who is an editorial assistant in that newspaper asked me what theories were we taught about the media. That is the time I realized that those theories weren't something that we should forget, rather relate it in our everyday work.

1. Five scapes of globalization:

I will relate Arjun Appadurai's scapes theory in two of my works. We know that, Arjun Appadurai in his essay *Modernity at Large* talked about five scapes of globalization. These are mediascape, financescapes, ethnoscapes, ideoscapes and technoscapes. According to him, mediascape are the media outlets like TV, newspaper etc. that shape the viewpoint of our mind. *Life&style* tabloid of *The Daily Observer* has many contents that shape our mind. The two translations I did on 'fashion outfit' are such examples. These two articles with their beautiful writing and imagery trigger the customers to buy the product. The article on metro outfit and polka dot gives an overview of foreign culture. Thus culture is spread through media.

Ethnoscape refers to the migration of people through cultures and borders presenting the world and its many communities as fluid and mobile instead of static. As *The Daily Observer* can be read from around the world from the internet, our culture travels very easily to other parts of the world.

Moreover, the advertisements of foreign companies in our local newspapers help movement of the global capital which refers to the theory of finanscape.

2. Tourist and Vagabond

Zygmunt Bauman's essay *Tourist and Vagabonds* also can be related to my work. During my internship, I wrote four travelogues. In these weekly travelogues I described places where people can go and enjoy the holidays. These travelogues section in *The Daily Observer* is for those people who loves to travel always and wants update about new places. In many ways, these travelogues with their beautiful appeal attract the readers to visit the place. This action proves the claim of Zygmund Bauman where he says that people, "have been seduced by the true or imaginary pleasures of a sensations gatherer's life" (Bauman 13). Moreover, as every week, there are new travelogues about new places, it shapes the readers minds to visit that place as said by Zygmund Bauman, "They abandon the site when the new untried opportunities beckon elsewhere" (14).

3. Consumer culture

Consumer culture is another topic which I can relate with my internship. During my internship I wrote eleven articles on super shops. There I mention about the price and offers of the products. The products of the super shop that was assigned was based on what people need in those particular period. For example, when there was the occasion of Eid, I was asked to write about the price list of the items that will be needed during eid day. When there was the chikungunya fever going on I was asked to write about the price of the aerosols etc. The introduction was written in such a way that could create a need for those products. In this way a need was created so that people go to the shop and buy the product.

Chapter 5

5. Conclusion

In conclusion, I would like to say that, interning at *The Daily Observer* was a very good experience. This organization gave me a real life experience on how the media world works, how news is collected by reporters, how it is written, how it is edited etc. Moreover, the internship helped me in meeting new people and learning more about the outside world. It provided me with the opportunity to meet people of different workplaces and see how they work.

Furthermore, *The Daily Observer* taught me to work under pressure, work with groups etc. In this report I showed how my three months spend at *The Daily Observer*. What I did, what I wrote, the challenges that I have faced etc. Moreover, it is showed how the theories are very much related to the real world.

Finally, writing this report felt like polishing everything that I learnt in BRAC University before leaving and going to the corporate world.

5.1 Recommendation:

During the internship we gain practical experience of the media world which we do not get during our course. For this reason there are many students who face problems while working in a new environment. It would be beneficial for the students, if the students are taken to field trips to the media outlets of our country. Moreover, if the department takes initiative to publish the features that we write in class, it will encourage the students to write more. Finally, as we have our campus newspaper also, students of

media can be given task to publish in that newspaper also. This will make the students more skillful before doing internship or joining in any media related workplace.

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Appendix-1

DPS for Mothers

Asif Ahmed

The job of our mothers start early in the morning and it end late at night. They start the day by preparing breakfast for us and go to sleep only after feeding us dinner. In the meantime they do every household chore with great care and affection. However, it is a matter of great sorrow that we barely think about the issue of our mother's unconditional love. Can't we take the initiative to open a savings account in this coming Mothers day to give our mothers an indication how much we love her? It would not be very difficult for us to do this. What we have to do is to just step outside of our house and open a DPS account in a bank. DPS account is the account where you can save a given amount of money for a certain time period and get it back with interest after a certain period. You just have to create an account. The process is also very easy, you just have to take NID card and photograph of the person and the rest of they work will be done by the bank personnel.

Let us look into the following banks' DPS systems, features and benefits.

BRAC Bank

Deposit Premium Scheme (DPS)
BRAC Bank introduces the Deposit Premium Scheme (DPS) - a truly special savings plan that allows you to save on a monthly basis and get a handsome amount at maturity - BRAC Bank DPS account gives you the convenience of saving regularly in line with your monthly income stream. So, if you want to create a big savings to fulfill your cherished dream. DPS is the right solution.

Installment sizes and DPS term
We have a range of options for both installment size and maturity. The monthly installment can be as low as BDT 500 or any multiples of it i.e. BDT 1,000, BDT 2,500, BDT 5,000 and so on.

You are also free to choose the maturity of your DPS. You may select a period of 4/7/11 or 14 Years, depending on your convenience.

Get a Savings Account and an On-Line Banking Facility.

Unlike other banks, BRAC Bank gives you the luxury of choosing any day of the month as your installment date. Moreover, with a DPS at BRAC Bank, you will also have a Savings Account with personalized cheque



book and receive on-line banking facility.

Auto-Transfer Facility

Managing your DPS had never been so easy. You don't have to stand in long queues to deposit your installment every month. You can always

deposit more than one installment in your savings account and we will automatically transfer the installment to your DPS account on due dates.

For any banking needs please call 24 Hour Call Center 16221 or e-mail us at enquiry@bracbank.com.

Appendix-2



Checklists for Eid holiday travel!

Asif Ahmed



life & style

12 daily observer

Chitra, Sunday May 28, 2017

TRAVEL & HERITAGE

A day out in the tea capital

Asif Ahmed



TRAVEL & HERITAGE

JAFLONG DAYS

A trip to Mother Nature!

Asif Ahmed

Few of them are approaching and the people who are staying away from buses are planning to spend the Eid holidays in their own village. Moreover, holiday travelers from Chabhi city are also planning to spend the holidays in Chabhi. So let us look at a few things that can make your trip a memorable one.

Checklist is always a good idea to plan things that you need to do and what not to do. It is a checklist of things you should take to always a good idea to prevent forgetting things. People forget to take a number of things on their journey because of the absence of checklist, and they regret afterwards. So, make a checklist and get relief from bagging items.

Through Eid, purchasing tickets is always a painful task during the time of Eid. People have to stand in a long queue of people for hours, on the other hand, online services are also available. Through this situation, it is possible to book tickets in advance for the festival of Eid. People should book tickets in advance for the festival of Eid. People should book tickets in advance for the festival of Eid.

Moreover, do not forget to take medicines if you have any medical problem. Check with your doctor on the journey date, make sure you are in the right time or time, people now a days have the tendency to buy medicines when the buses stop at hotel restrooms. Make sure you know the bus number before getting down.

In case of train, people must travel from Thakur station, as the train always gets overbooked in the starting station. A lot of train books are not a day, so watch the platform on display and how the platform announcement before getting to the train. Moreover, do not buy tickets from hawkers as there is a high possibility of getting scammed. One getting on the train as when the train arrives, so that you are getting into the right compartment. If you think you can get your compartment from inside of the train, then you will have a hard time separating through the compartments. Furthermore, do not keep bags or important belongings in the train, make sure a day and make every thing from managing hanging bags the hood.

Keep a track of your journey time, a lot of people have their own holiday time. Finally, make sure you are getting down in the right station.

The main road is also too high from the place where buses stop, many people were being difficulties as there are no stairs. Moreover, after spending much time on the other side of the city, you may get a difficult to find the right gate up to the parking lot, you have to take history notes to get to your vehicle.

When you go there, better can be reached via main bus and by. There are four main roads that go to Jaflong from Chabhi. Four ranges in between 2000 to 10000 taka depending on class.

On the other hand, A.C. and non A.C. both buses are available throughout the day from Mohakali and Sordhalid bus terminus. If you want to go from Chabhi, there are two main bus ranges in between 100 taka to 700 taka. After you reach Jaflong, you can take taxis from there which would cost around 12000. Both A.C. and non A.C. minibuses are available there.

overlooking scenery that is why it took some time. The road is not the best thing we noticed that we did not park the vehicle in the right place, we came to know that many one and two wheelers have already covered the road which leads to the main gate. However, we were helped by other who was near the BCR camp, there were small hills which were directly down to the place, where the buses were parked. I came down to the place and drove like a bear, it felt like a whole journey through.

We had a lot to go to the other side of the road, and we had to watch the main point. There are a lot of people who are driving individually and do not get a sense from a crowd of around 300-400 vehicles. Normally, the road is very narrow and we were in a very bad condition. The road is very narrow and we were in a very bad condition. The road is very narrow and we were in a very bad condition.

After four hour long journey from Chabhi, we finally reached our destination. We had a lot of fun in the trip and we will also take pictures of all things that we saw.

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Appendix-3

Jogging, the run that helps!

Asif Ahmed

FITNESS TRACKS

If you are an early riser and step out from home early in the morning, you will see people jogging in roads, footpaths, parks etc. People jog every morning to keep their body fit. A student of BRAC University, who jogs near Ramna Park everyday, says, "The major benefit of jogging lies in the burn of harmful cholesterol in human body. Beginners should start with at least 15-20 minutes time limit and then gradually increase it according to their habituation in it. If I talk about myself, I do it for nearly 2 hours everyday morning. However, there are exceptions to it. Due to scorching heat in summer, sometimes I jog at nighttime."



When asked about jogging in Ramadan, he said, "While fasting in the month of Ramadan, I don't do jogging but walk for maximum half an hour after Sehri and before Tarabi prayer. It depends on the

condition of my business and sleeping hour throughout this particular month but I don't think we, fasting people, should do any heavy long time elapsing physical workout because it will put much

stress on body that the effect will be negative rather than positive." There are also people who do jogging at home with equipments like Treadmill. According to a housewife, who does jogging daily at Hatirjheel,

says, "I do jogging at Hatirjheel everyday as my house is nearby, but if I cannot come, then I use the Treadmill at home. One can enjoy the beautiful morning if jogging is done outside, mind becomes fresh with the body," she added. During Ramadan she just walks half an hour after iftar, so that she can keep a balance in her health.

As a part of gymnastics activity, Tanvir Ahmed Shojib, a former national gymnast, now a trainer, says, "Jogging has many health benefits as while doing this you have to move your whole body. It will make you flexible, increase your agility that will assure your body balance and strengthen your muscles and bone."

- Major benefits of jogging are:**
- *It improves blood flow in the body
 - *It helps you lose weight and reduces body fat levels
 - *It helps prevent some cancers
 - *It strengthens muscles
 - *It helps in relieving stress
 - *It improves cardiovascular fitness
 - *It helps maintain a healthy weight
 - *It helps build stamina and endurance
 - *It enhances lung capacity and the process of respiration
 - *Finally, it helps prevent hypertension and heart disease.

Appendix-4

Drink tea, get healthy!

Asif Ahmed

In our country, a large number of people drink tea. Some drink it out of a habit; some drink it to get health benefits, while others are seen drinking tea only to pass boring time, gossiping with friends at tea stalls. As the month of Ramadan is running, people now try to have a sip of tea after having iftar and sehri. DGM of National Tea Company, Shahjahan says, "Unlike other beverages, tea is the cheapest and the harmless drink, anyone can drink tea and have the benefits from it."

Let us look into some of the health benefits of tea:

- Green tea:**
- *The bioactive compounds of green tea help in improving health.
 - *Antioxidant in green tea helps in reducing the risk of various types of cancers.
 - *Green tea helps in old age in lowering the risk of Alzheimer's and Parkinson's disease.
 - *It helps in losing weight and lowers the risk of becoming obese.
 - *Helps people with diabetes by



keeping the blood sugar stable.

- Black tea:**
- *Black tea helps in releasing stress.
 - *Helps in reducing plaque formation and restricts the growth of bacteria that promotes the formation of cavities and tooth decays.
 - *Low amounts of caffeine found in tea helps in enhancing the blood flow to the brain without over-stimulating the heart.
 - * Helps in relieving asthma.
 - * Helps in lowering the risk of heart

- ailments.
- Ginger Tea:**
- * Ginger tea is beneficial for health, especially in winter.
 - *Ginger tea helps a person with cold.
 - *It helps in preventing nausea.
 - *It improves blood circulation.
- Lemon Tea:**
- * The Vitamin C from lemon in lemon tea is beneficial for health with light hot water.
 - *It helps in losing weight.
 - *It cleans our body by removing

- toxins.
- *It helps in the treatment of cold.
 - *It helps the digestion system.
- Milk Tea:**
- *It refreshes the body.
 - *It removes stress.
 - *It helps in loose weight.
- Moreover, Organic tea is also very beneficial, as there are no chemicals used during the production.

Appendix-5

Burn extra calories, lose weight!

Asif Ahmed

Working people have a tendency of gaining weight, more especially those who work on desks. For this reason they face many types of difficulties like health problems, heart problems, diabetes etc. So they need to lose weight to have a balanced life. Weight can be lessened through various types of exercises and by maintaining a balanced diet. Nutritionist Jennifer Binte Huq, says, "When people eat more carbohydrate than the necessary amount, that is the time they gain weight, so to control weight, everyone should control consumption of carbohydrate."

Where people find it difficult to change the food habit, doing physical exercise is easier. Some ways to lose weight includes:

- a) Eating a larger number of fruits and vegetables helps people in reducing weight as these foods are low in calories.
- b) Maintaining a standard food habit also helps prevent overeating tendency thus reduce the weight.
- c) For foodie people, eating in a smaller plate helps in reducing overeating and helps in losing weight. It plays with the psychology of the mind, as the same food looks in a large amount in smaller plates.
- d) Avoiding junk food also helps in reducing weight.
- e) Drinking coffee or tea also helps in losing weight, as these drinks helps in making fats into

fatty acid, which helps in increasing the burning of fats.

- f) Doing a great deal of small exercises like cycling or walking to the work place if the workplace is nearby, also helps in losing weight.
- g) Sleeping a lot makes people in gaining weight, so a balanced sleeping must be followed.
- h) Using a treadmill or other exercise equipments are also an effective way to lose weight.
- i) Swimming and skipping are also a good option of losing weight.

According to Shajib Tanveer, former national athlete, "10 minutes of skipping a day keeps a person fit in many ways, as it burns extra fats."



Appendix-6

Eat healthy, combat chikungunya!

Asif Ahmed

People in recent days are getting affected by chikungunya in an alarming rate. From children to elders, no one is exempted from this fatal disease. As a result, hospitals are getting overcrowded with patients. Those who are still unaffected are also at a high risk of chikungunya attack. Though doctors prescribe various medicines for this disease, eating a healthy diet is also necessary to combat this disease. Jennifer Einte Fuque, nutrition consultant at Green Life Medical College & Hospital suggested few foods that can help in combating this fatal disease:

Foods to be taken:

- * Taking plenty of fluids in the form of warm water, soups, and broths can help flush out the virus faster from the body. Moreover, coconut water is very helpful in fighting diseases and infections.

- * Drinking lemonade is also helpful as it contains plenty of vitamin C, but it has to be sugar free if someone has diabetes. Moreover, saline water is also helpful as it prevents dehydration.

- * Eating oranges, amla, sweet lime, capsicum, broccoli, pineapple, cabbage, papaya, and guavas also provides vitamin C, which destroys invasive viruses and bacteria.

- * Eat apples or drink apple juice, as apples are rich in fibers and have less cholesterol and helps in boosting immunity. Furthermore, bananas are also rich in fibers and are very good for digestive system.



- * Foods that are rich in vitamin A, like yellow-orange, coloured fruits and vegetables can increase the production of natural infection-fighting cells.
- * Eating radish can facilitate thinning of mucus, clearing of sinuses, and relieving mucus-related headaches.

- * Good sources of omega 3 fatty acids like fatty fishes, almonds, walnuts, and flax seeds can reduce inflammation.

- * Cow milk mixed with dry, seedless grapes is a good medicine which gives relief from several chikungunya symptoms.

- * Taking raw carrot is excellent medicine as it increases resistivity of body against chikungunya symptoms.

- * Finally, green leafy vegetables are also helpful



as these are easy to digest.

Foods to be avoided:

Avoid eating highly spicy and deep fried foods, caffeinated beverages; also stop smoking and having alcohol as these can further weaken the body defense system.

Appendix-7

The battle of books: Hardcopy Vs softcopy

KID'S BITS

Asif Ahmed

It is an age of science and technology; therefore, everyone wants to make the best use of it. As the electric gadgets are very attractive and cheap now-a-days, kids and children also have the tendency to use it for exploring all kinds of things. They also prefer e-books rather than hard copies, thus, spend a huge amount of time in front of the screens. As a result, they are building health problems. Too much of light from screen affects the sleep; moreover, it causes problems like blurred vision, difficulty in focusing, headache etc.

Furthermore, kids who do not move from one place, they are gaining weight. Salman Haque, writer and translator at Batighar Prokashoni, says, "E-books and hardcopies, both are convenient, but for different pur-

poses. I prefer the hardcopies as it has a feeling in it (specially the smell of the old pages)."

Moreover, as the internet is very cheap now-a-days, one cannot say for sure if the kids are reading books or doing something else, like playing games or watching Youtube, so the parents need to be extra careful. Furthermore, as the internet is less equipped with Bengali literature, children who read e-books are deprived of the knowledge of Bengali culture.

If they had visited libraries, they would have found several books, which would eventually make them a hard copy reader. For example, normally kids now-a-days would not read Rabindranath Tagore except what they read in class, where if they had the habit of going to the libraries of their school, they would have



known much about our literature. So, they should be encouraged to go to the library and read books. Salman Haque also says, "Tagore's work is one of the reasons Bengali literature

is at this point today. It got international recognition for him. One could read his novels just to see how it all started and his poems to fathom the utter beauty of Bengali poems."

Appendix-8

Street food around BRACU *battala*

Asif Ahmed

When we were in schools, we eagerly waited for the tiffin time to come so that we can play outside in the field and have some mouthwatering street foods. The more parents forbade us, the more we used to eat those foods. They were tastier than the foods from the canteen. Now, in my BRAC university years, that "tiffin time" is well spent in the stalls of street foods. When I go to the BRAC University battala, it gives me that childhood feeling.

BRACU battala is situated in Mohakhali beside the university building. Students from not only BRACU but from nearby schools and colleges gather there to have chitchat and snacks. It is a place of educational discussion, some people sip tea and discuss about the present situation of Bangladesh, some discuss about politics etc and these discussions go for long hours as few stalls are open till late-night.

There are variety of foods found in these small food carts and stalls. Alam, a student of BRAC University, said when he was asked why he comes there, "It's cheap and tasty. Moreover, the place gives us a great feeling which we do not get in the in-house cafeteria."

It is like that coffee house adda of Manna Dey, where students come and go but the shop remains the same, the place of adda. The place of sipping tea and playing the guitar.

Not only the students gather here, but people from all walks of life go there and pass a quality time, it is like a live newspaper of the current affairs of Bangladesh. You will get food at a cheaper rate with all the other current affairs.

The famous foods that are found here are singara, samusa, chop, puri, jilapi, noodles, chicken fry, rolls etc. These can be bought at a cheaper rate



starting from BDT 5 to BDT 100. Furthermore, lunch items like fried rice with chicken fry, egg hotchpotch, tehari etc are sold at a very low price which ranges between Tk 40 to Tk 80, yet the taste is very delicious. Moreover, soft drinks of various types like Coca Cola, Sprite, Fanta etc are sold. Breakfast items at a cheaper rate are also sold.

If you are a tea or coffee lover, you are also welcome. Tea and coffee are also sold at a very reasonable price. The best part is that the foods are served

hot at that time and sold within minutes. Moreover, there are people who love to sip coffee with a very comfortable style, for them coffee mugs are also available.

One of the students was asked about the hygiene of these foods, he said, he has been eating these foods for the past four years, no health problem was reported. So, even if you are not a BRACU student, you can very well go there and give the foods a try at Mohakhali BRAC university battala!

Appendix-9

Ramadan grocery at a super shop!

Asif Ahmed

Ramadan, the month of blessings, has arrived again. The devout Muslims wait for this month round the year so that they can keep themselves busy with prayers and seek forgiveness from the Almighty. However, it is matter of great sorrow that price hikes during Ramadan. There is good news for the consumers, in super shops, price doesn't go up. You can plan Ramadan grocery shopping in the super shops:

Meena Bazar

Meena Bazar is offering *Masur Dal* at TK 116/kg, *chhola* ranges from TK 58 to 122/kg, *Boor* pack costs TK 30 to 58/kg, Dal is offered between TK 75 to TK 326, where local *masur dal* is sold at TK 140/kg. Different types of rice are also sold here between TK 50 to TK 335, where *Mintket* rice standard is sold at TK 50/kg, *Najrshail* rice standard is sold at TK 53/kg.

There are also rice packs of different brands with TK 10 off like *Pran* rice, *Chasht Chintigura Chaal* etc. Chicken red eggs are sold at TK 6.5 per piece and white ones are sold at TK 13 per piece. Also, there are egg packs of 12 pieces which can be bought within TK 135 to TK 215 depending on which brand you are buying. Soybean oil can be brought at various prices where Rupchanda has TK 20 off and Teer offers TK 50 off. *Masur Bason* is sold at TK 85 per 500gm.

Agora

Here *Najrshail* Rice premium is available at TK 53/kg, *Mintket* rice at TK 55/kg, *Najrshail* normal at TK 51, *Chintigura* rice at TK 90 (now TK 81,



with 9taka off), *Kaltjira* loose at TK 79, *Dubli Dal* loose at TK 55, *Chhola* premium at TK 90 (now TK 84), *Masur Dal* at TK 90, *Mug dal* premium at TK 124, *deshi masur dal* at TK 125 (now TK 112), Sugar loose at TK 70 (now TK 63). Egg loose is sold at TK 8 per piece. *Bason* powder is available at TK/500gm, *Chhola* loose at TK 84/kg, *ptaju dal* at TK 140. Soybean oil has TK 50 off for 8litre.

Shwapno super shop

In this shop also, rice is being sold at TK 55 to 90/kg based on different varieties. Dal of three varieties is sold between TK 85 to 125/kg. Sugar costs TK 70/kg, Indian onion costs TK 25/kg, local onion costs TK 32/kg. On the other hand, Chinese garlic can be bought at TK 255/kg and Chinese ada at TK 85/kg.

Apendix-10

Fresh summer fruits at super shops!

Asif Ahmed

In this blessed month of Ramadan, people are fasting for long hours from dawn to dusk. People sometimes feel weak in the evening. So to remove the weakness and get extra bit of energy, fruits are very helpful, summer fruits are already available in the markets. However, it is a matter of great sorrow that people are deprived of fresh fruits due to the addition of formalin by unscrupulous shopkeepers. The good news is that you can buy fresh formalin free fruits from superstores. Let us look into the price list of fruits in the following super shops:

Agora is offering Thai guava at Tk 75/kg (Tk 20 off). Lychee (Bombay) can be bought at Tk 200/50 pieces, pineapple at Tk 45/piece, figs at Tk 255/kg, yellow malta at Tk 115/kg (Now 98Tk). Gala red apples are sold at Tk 210/kg. On the other hand, green apple is sold at Tk 170/kg, pears are sold at Tk 185/kg, star apple at Tk 80/kg, *golap jam* at Tk 310/kg, *kanranga* is sold at Tk 55/kg. Fresh mangoes can be bought at Tk 94/kg with Tk 1 off (*Himsagar*) and *Langra* mango at Tk 110/kg, on the other hand, local raw mangoes can be bought at Tk 60/kg.

Different types of bananas are also sold in between Tk 6 to Tk 8 per piece. **Outlet In-Charge of Agora, Maghbazar, Md Fariqul Alam says, "As the season of mango is going on, we control the mangoes from the starting point in the garden. Also, we do formalin check before receiving every kind of fruits."**

In Shwapno, Banana *chinti champa* is being sold at Tk 4.5 per piece where shabri banana is sold at Tk 9 per piece. Dalim can be bought at Tk 285/kg, malta at Tk 140/kg. Apple (gala) is sold at Tk 205/kg. On the other hand, apple (green) is sold at Tk 170/kg. Pears (white) is sold at Tk 210/kg,



Cherry (pine apple) at Tk 18/piece. Lychee is sold at Tk 3/piece (on offer). Dates of different kinds are also being sold at the range of Tk 125 to Tk 2500. Furthermore, Mango (lengra) is sold at Tk 120/kg and Mango (*himsagar*) is sold at Tk 79/kg. Bell is also sold here at Tk 80. A Manager of Shwapno outlet says, "All of our fruits are free from formalin, every fruits are tested before selling."

In Meena Bazar, water melon (big bulk) is sold at Tk 75/kg, pomegranate is sold at Tk 320/kg. Apple

fuji bulk is sold at Tk 180/kg and apple gala bulk is sold at Tk 220/kg. Apple golden bulk can also be bought at Tk 180/kg. Different types of bananas are sold at around 8Tk/piece where Shabri banana has Tk 01 off. Green grapes are sold at Tk 290/kg. Yellow malta are being sold at Tk 140/kg (Now Tk 10 off). Red pears are sold at Tk 380/kg. Fresh mangoes can be bought at Tk 100/kg (*Himsagar* with Tk 10 off). Dates of different types are also sold between Tk 265 to Tk 425 per packet.

Apendix-11

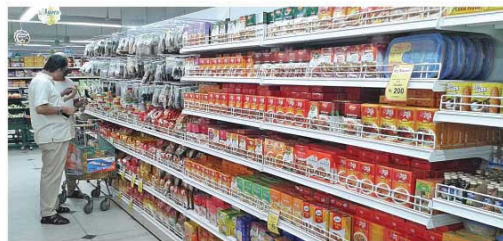
Spices in super shops!

Asif Ahmed

SUPERSTORE CORNER

Spices make our foods tasty and delicious, and as Eid is approaching, people are planning to cook delicious foods on the eve of Eid. Therefore, the demand of spice items is increasing day by day. As the price of the items increases during Eid and normal people fall a victim to it as they do not know the prices of the items, let us look into the current price list of spice items in the following super shops:

Agora is offering panch phoron 100gm pack at Tk 30, cloves 50gm pack at Tk 108, white pepper 100gm pack at Tk 238, sahi jira 50gm at Tk 120, cardamom 100gm pack at Tk 235. Black cardamom 50gm packet is sold here at Tk 178, black cumin 100gm packet at Tk 40, kismis 100gm packet at Tk 58, daruchini 100gm pack at Tk 48, jira 100gm packet at Tk 105, tejapata 50gm at Tk 25. Moreover, Agora is offering 10taka off on Pran and Danish turmeric



powder 200gm pack, Pran and Danish chilli powder have Tk 10 off in 200gm pack. Furthermore, Pran spice value pack, containing four spices is available at Tk 200 (30 taka off)

In **Shwapno** vuna khichuri mix masala is being offered with Tk 10 off. Moreover, spices of various brands like Radhuni, Danish, Fresh, Pran etc are

being offered with 10 taka discount. On the other hand, cardamom 100gm packet is being sold at Tk 250, kismis 200gm at Tk 130 per packet, black pepper 50gm at Tk 80, black pepper 25gm packet at Tk 42, tokma 50gm at Tk 20tk, panch phoron 200gm pack at Tk 80, cumin whole 200gm pack is being sold at Tk 130, clove 50gm at Tk 130, sorisa

200gm pack at Tk 40, shahi jira 25gm pack at Tk 55, kathbadam 50gm at 80taka, gorom masala at Tk 60 for 50gm, daru chini at Tk 28 for 50gm

Meena Bazar: Here black cardamom 25gm packet is sold at Tk 107 on the other hand green cardamom 25gm packet is sold at Tk 57 and 50 gram packet at Tk 112. Cloves 50gram is sold at Tk 127 where 25gram packet is sold at Tk 64. Raisin golden 100gram packet is sold at Tk 77 on the other hand 50 gram packet is sold at Tk 40. Moreover, various types of brand spices are also being sold where Radhuni Chicken Tanduri Masala 50gm pack is sold at Tk 65 with Tk 10 off. Radhuni kabab Masala 50gm is sold at Tk 65 with Tk 20 off. Radhuni Halim Mix 200gm packet is being sold at Tk 38 with Tk 7 off. Furthermore, Radhuni borhani Masala 50gm packet can be bought at Tk 20 with Tk 10 off.

Appendix-12

Fish at super shop!

SUPERSTORE CORNER

Bangladesh is a riverine country, so a large number of people earn their livelihood through catching and selling fish. Fish is a healthy food, it contains proteins and vitamins. However, not all people likes to go to the fish markets to buy fish as the markets are overcrowded, there is huge noise of people chatting and bargaining with the seller and for the unclean floors which makes our clothes dirty. The good news for these people is that these fish are also sold at super shops, anyone can go and buy fish from there. So let us look into the price list of fishes from the following super markets.

Meena Bazar is selling golda chingri small at Tk 750 per kg where big ones are sold at Tk 1250 per kg, chingri horina is also sold at Tk 590 per kg, Hilsha fish is being sold at Tk 1920 per kg, katol fish (medium) is sold at Tk 300 per kg, pungas fish medium is sold at Tk 130 per kg, rui fish (big) at Tk 520 per kg whereas rui fish small is being sold at Tk 325 per kg, sarputi fish china at Tk 199 per kg, tilapia fish big is being sold at Tk 168 per kg.

In Agora Fresh Hilsha fish (500gm+) from Padma river is being sold at Tk 449 with discount. Rupchanda fish 100gm per kg is being sold at Tk 899, ayer medium is being sold at Tk 695 per kg, local big rui at Tk 390 per kg, puti fish at Tk 360/kg, shrimp (small) from river is sold at Tk 800/kg where bagda shrimp is sold at Tk 590 per kg.

Asif Ahmed



pabda fish is sold at Tk 680 per kg, mrigel fish (medium) is sold at Tk 290/kg. Boal costs Tk 500/kg.

In Shwapno live tilapia fish is being sold at Tk 15/kg, live rui at Tk 350/kg, shoal fish at Tk 520/kg, Hilsha fish is sold at Tk 440/piece. Bagda chingri is sold at Tk 610/kg whereas golda chingri is sold at

Tk 740/kg. Puti fish is sold here at Tk 330/kg. Pabda fish small 45 to 55 pcs/kg is being sold at Tk 585/kg. Large rupchanda fish (3 to 4 pieces)/kg are sold here at Tk 1060, whereas rupchanda medium white is sold here at Tk 785/kg. Big rui fish is sold at Tk 690/kg. Pungach fish medium is sold at Tk 120. Katla (small) is sold at Tk 250.

Apendix-13

Frozen delicacies

SUPERSTORE CORNER

Asif Ahmed

To make snacking easier, various brands are selling readymade snacks and fast food items commonly known as frozen foods. Frozen foods of different brands are sold at superstores; let us look into prices of some of the foods.

In Meena Bazaar, Golden Harvest's chicken nuggets (300gm) are priced Tk 150 (Tk 20 off). Kazi Farms' chicken nuggets for kids, spicy chicken nuggets, and original chicken nuggets are priced Tk 135 with 10 per cent off). On the other hand,

BRAC's chicken nuggets are being sold between Tk 180 to Tk 185. Moreover, Kazi Farms' chicken sausages (Plain) is priced Tk 193.5 with 10 per cent off, where chicken sausages (Spicy) 340gm is being sold at Tk 193.5 with 10 per cent off. Golden Harvest's chicken nuggets (300gm) are being sold at Tk 150 with 20taka off.

Burgers of different brands are also being sold here, where Kazi Farms' chicken burger (200gm) is sold at Tk 139.5 with 10 per cent off, BRAC burger patties (500gm) is sold at Tk 360, Ramly's chicken and beef burger of 300 gm is sold at Tk 220 and Golden Harvest beef burger patty 200gm is sold at Tk 170. Furthermore, BRAC's chicken lollipop (500gm) is sold at Tk 350, where Kazi Farms' chicken lollipop (300gm) is sold at Tk 225. Kazi Farms' dal puri 450GM has 10 per cent off. Golden Harvest's dal puri 454gm is sold at Tk 95 and Golden Harvest's mini singara (600gm) is sold at Tk 170. Shrimp samosa of Kazi Farms is sold at Tk 162 with 10 per cent off. Shrimp spring roll is sold at Tk 166.5 whereas chicken spring roll is being sold at Tk 130.5.

In Shwapno, Kazi Farms has 10 per cent off on all their products, French fry packet is sold at Tk 110, Dal puri at Tk 95. Products of other brands also have discount from Tk 20 to 30 within a given date. Prize of other products are same as Meena Bazar without the discounts.

In Agora, special frozen food iftar item box is sold at Tk 100, Kazi Farms' vegetable singara pack is sold at Tk 80 and Dal puri pack is sold at Tk 90. Prize of other products are same as Meena Bazar. There is no discount for frozen food products in Agora, however you will get a discount of 10 per cent if you are a Grameenphone's platinum and star customer and you will get a 10 per cent cash-back, if you are a Bkash user.



Appendix-14

Fresh vegetables at super shops!

Asif Ahmed

Vegetables are the important sources of nutrients. It helps decrease blood cholesterol levels and reduces the risk of heart disease. Vitamin "A" helps eyes and skin remain healthy. Now-a-days a lot of people work in agricultural sector and produce a huge number of vegetable crops. Therefore, the consumption of vegetable is also high. Let us look into the price list of the vegetables in the following super shops:

In Meena Bazar, capsicum green bulk is sold at Tk 192.5 per 0.50 kg, red spinach (pcs) is sold at Tk 14, peppermint is sold at Tk 20, ginger china bulk is sold at Tk 95/kg on the other hand ginger local bulk is sold at Tk 85/kg, garlic india bulk is also sold at Tk 195/kg. Cucumber bulk is sold at Tk 39/kg. Brinjal green round bulk is sold at Tk 55/kg on the other hand brinjal long bulk is sold at Tk 55/kg. Moreover, carrot local bulk is sold at Tk 55/kg. Gourd (local) is sold at Tk 35/piece. Bitter gourd is sold at Tk 55/kg, pumpkin [sweet gourd] pieces is sold at Tk 40. Tomato local bulk is sold at Tk 80/kg. Potal local bulk is sold at Tk 28/kg.

In Shwapna, mushrooms are being sold at Tk 60, water spinach at Tk 10, red spinach at Tk 14, kacha pepe at Tk 35, chininga at Tk 50, chal kumra at Tk 40, badhakopi at Tk 35, kakrol at Tk 45, korola at Tk 50, tomato at Tk 95, cucumber at Tk 32. Potol is sold here at Tk 28/kg, okra at Tk 40, eggplant at Tk 45, gourd at Tk 50, jhinga 40 and sim at Tk 140.



In Agora, misti kumra is sold at Tk 23, different types of brinjals from Tk 55 to Tk 65, potol at Tk 38, kakrol at Tk 40, cucumber at Tk 44. Tomatoes of two types are being sold at Tk 80 and Tk 130

(Indian), capsicum is sold at Tk 400 to Tk 680. Red spinach is sold at Tk 50, on the other hand, water spinach is sold at Tk 46, data shak at Tk 46, gourd at Tk 54 and cauliflower at Tk 40.

Appendix -15

Mosquito killers at super shops!

SUPERSHOP CORNER

Not so long ago, there were people who hardly knew about chikungunya, but now, within the last few weeks it has become a household name. Though this disease is mainly carried by mosquitoes, it can be prevented if proper measures are taken. One of the measures are the use of aerosols and mosquito coils. Let us look into some of the prices of these items in super shops:

In Meena bazaar insect killers and aerosol sprays of five brands are sold. Here good knight ad xpress system 9m action is sold at Tk 210, good knight silver refill (60-nights) is sold at Tk 135, good knight advance refill (45ml) is sold at Tk 110 and good knight silver refill (45n) 2pieces is sold at Tk 210 with buy one get one fair glow soap offer, also good knight adv vaporizers system (45n) is sold at Tk 225 where good knight adv power lite combo pack (45n) is sold at Tk 150. Moreover, ACI black fighter mosquito coil (10pcs)



Asif Ahmed

is sold at Tk 35 where ACI mosquito coil jumbo lavender (10pcs) is sold at Tk 50 and ACI soonami tomedo mosquito coil (10pcs) is sold at Tk 80. ACI aerosol insect spray 475ml can also be bought at Tk 290 where 350ml can be bought at Tk 230. Furthermore, mortein power guard booster coil (10pcs) is sold at Tk 32 where power guard mega coil (10pcs) is sold at Tk 50, also mortein power guard mosquito insect killer (450ml) is sold at Tk 270 and All out power slidert+ refill (45ml) is sold at Tk 184. Lastly, godrej hit mosquitoes kills aerosol 400ml is sold at Tk 249 where 625ml is sold at Tk 325.

In Agora & Shwapno, the prices are almost the same with no offers. However, in Agora & Shwapno Hit aerosol can be bought which has Tk 35 off (625ml) & 400ml has Tk 26 off. Moreover, Xpel aerosol (250ml) can be bought from Shwapno and good knight advance pack can be bought at Tk 125 from Agora.

Appendix-16

Freshen up your room with air fresheners

SUPERSHOP CORNER

Asif Ahmed

Air is an important element of our life, we breathe oxygen from air. Sometimes this air gets mixed up with stinks and throws us in an uncomfortable state. Air fresheners help us to get rid of these kinds of situations. It not only covers the bad odour but also makes the environment and our minds fresh.

Moreover, it helps us to easily concentrate on works. These air fresheners are sold at super shops at a reasonable price. Get air fresheners and make your house smell fresh!

In Meena Bazaar, Spring air freshener (orange), angelic air freshener citrus burst, angelic air freshener orange sparkling, angelic air freshener orchid breeze (300ml) all are sold at Tk 200. Moreover, FAY air freshener sea minerals of 300ml, FAY air freshener anti-tobacco 300ml, FAY air freshener jasmine 300ml, FAY air freshener anti tobacco 300ml are also sold at Tk 200. However, Godrej air spray mix 300ml and petal crush pink is sold at Tk 220.

Different types of fascinating car air fresheners are also sold between Tk 350 to Tk 635.



Furthermore, hanging air fresheners are also sold here. Here, Odonil mystic rose air freshener, Odonil lavender meadow, Odonil orchid dew, Odonil jasmine mist all of these are sold at Tk 40.

Moreover, Orchid air freshener rose 50gm is sold at Tk 37, and Jasmine and Rajanigandha flavour is sold at Tk 50. On the other hand, Orchid 70 gram hanger packs are sold at Tk 60. Odonil nature air freshener hanger has buy two and get one free at Tk 140.

Incense sticks are also sold here which gives fragrance when it burns. Kishan kanhaiya incense sticks 20gm are sold at Tk 40, Padma kishna flora incense sticks 25gm is sold at Tk 38, Padma bhara vasi agarbathi 28gm is sold at Tk 29 and Shalimar agarbathi (4in1) 27GM is sold at Tk 35.

In Agora and Shwapno, the prices are almost the same. However, in Agora, Armaf air fresheners are sold at Tk 260/300ml and Clariss air fresheners at Tk 240/300ml. Moreover, Odonil mix combo box air freshener and Odonil rose air fresheners have buy one get one free offer.

Appendix -17

Baby essentials at super shops!

SUPERSHOP CORNER

Asif Ahmed

When a child is born, he/she needs good care of her/his health. Therefore, to give these toddlers extra set of care, different types of products are needed. Many a time mothers feel it difficult to find the perfect products for her child. However, to meet the demand of these mothers, super shops have a baby and kids corner, where every type of baby products is sold. Let us look into the price list of these items in the following super shops:

In Meena Bazar, baby products are divided into four different parts, these are accessories, baby and toddler, nappies, wipes and bath and skin care. Baby cotton buds of two types are sold at Tk 133 and Tk 213. Feeding bottles of different sizes are sold between Tk 200 to Tk 427. Baby pants and towels are sold in the range between Tk 215 to Tk 1850 where baby diapers are sold in the range between Tk 115 to Tk 1000. Moreover, Johnson's Baby lotion of 500ml is sold at Tk 545, on the other hand, 200ml is sold at Tk 246.



Johnson's baby jelly is sold in between Tk 225 to Tk 350. Different types of baby creams are sold at Tk 320 to Tk 480. Johnson's baby powder is sold in between Tk 162 to Tk 325. Johnson's baby shampoo of 100ml is sold at Tk 166, where Meril baby shampoo is sold at Tk 90 (110ml).

Moreover, several types of Johnson's

baby soaps are also sold between Tk 80 to Tk 87, different types of foods, snacks from brands like Nestle, Baby nutrition, Heinz etc are also sold here. Finally, different types of exciting toys are also available for kids.

In Agora and Shwapno, the price lists are almost the same as Meena bazar. However, in Agora all the toys for kids

have 15 per cent discount.

Furthermore, bottle nipple brush for babies' have 10.95 taka off in Agora, also baby gift set consisting baby oil, baby powder, baby wash and baby lotion can also be bought here at Tk 780. You will get a discount of 10 per cent, if you are a Grameenphone platinum and star customer. Moreover, 20 per cent discount is available for loons and five times more rewards available for City Bank, American Express credit card holders.

On the other hand, though the prices are same, in Shwapno, Savlon twinkle baby diaper has "buy 2 get 1 free" offer and Manny Poko baby diaper has 15 per cent off. Exciting toys like science box where children can learn about light, chemistry, air etc through different experiments can be bought within Tk 500 to Tk 800. Hot wheel cars can also be bought in variety of prices. There are no discounts except the above mentioned products. However, Shwapno offers discounts on their product every Fridays and Saturdays.

Appendix -18

Cleansing utensils at super shops

SUPERSHOP CORNER

Asif Ahmed

Keeping the house and its utensils clean is necessary for many reasons, it lessens the spread of germs, keeps pests away and gives us a mental relief when we step into our house after a long hectic day. Moreover, cleaning the house by own-self also burns calories as it involves physical works like vacuuming, sweeping, mopping etc. You will get the good quality cleaning materials at super shops at affordable prices.

In Meena Bazar, Matador general-purpose brush is sold at Tk 80 and matador toilet-cleaning brush is sold at Tk 85. Two types of APEX mop refill is sold at Tk 215 and Tk 165 respectively.

Here, Vim dishwasher bar (325gram) is sold at Tk 30 and (125gram) is sold at Tk 12. On the other hand, Trix dishwasher bar is sold at Tk 25/300gram, where Trix dishwasher liquid (500ml) has Tk10 off.

Moreover, Vim dishwasher liquid (500 ml) can be bought at Tk 80, on the other hand, 250ml can be bought at Tk 35. Turbo kitchen cleaner spray



(500ml) is also sold at the price of Tk 200. Furthermore, Savlon antiseptic (5ltr) is sold at Tk 710. On the other hand, 112ml is sold at Tk 40. Dettol antiseptic liquid 5L is sold at Tk 1200. Two

types of Vixol bathroom cleaner (450ml) is sold at Tk 145. On the other hand, 900ml is sold at Tk 250. Whiz plus glass cleaner is also sold here, where 360ml is priced Tk 165 and 520ml Tk 240. Brasso glass cleaner (350ml) is sold at Tk 120. Different types of electric, furniture cleaner are also sold here between Tk 120 to Tk 474.

In Shwapno, the price is almost the same as Meena Bazar. However, there are Shwapno-special floor, glass cleaners which are sold at reasonable prices. Here, Shwapno floor cleaner (900ml and 1000ml) is sold at Tk 195 and (500ml) at Tk 105. Moreover, Shwapno tiles and bathroom cleaner is sold at Tk 75 (500ml) and (1000ml) at Tk 110.

Furthermore, Harpic turbo gel is sold at Tk 180 with 30 Tk off, which has a bathroom cleaner free with it.

All the prices are same in Agora also, however, some cleaning utensils has buy 1 get 1 offer, these are Rok glass, floor and tiles cleaner, Lix glass cleaner, Finis toilet and tiles cleaner etc.

Appendix -19

Fresh meats at super shops!

SUPERSHOP CORNER

Asif Ahmed

Meats have various types of benefits, it stimulates the growth of muscles, boosts immune system etc. Although the fresh meats bring benefits, stale meats cause health problems. People who want to buy fresh meats sometimes find it difficult in normal shops, as there are high chances of getting cheated. However, super shops have also a meat corner, where fresh meats are available. The prices of these meats are mentioned below.

In Meena Bazar, meat items are divided into two parts, 'poultry' category and 'beef and mutton' category. Under poultry category chicken breast per kg is sold at Tk 395, chicken thigh (without skin) is sold at Tk 290/kg, chicken wings with skin is sold at Tk 295, chicken leg (without skin) is sold at Tk 389/kg.

Furthermore, chicken keema can be bought at Tk 520/kg. Here chicken livers

and gizzards are sold at Tk 180/kg, where organic chicken livers and gizzards are sold at Tk 250/kg.

Moreover, broiler chickens are also sold here, this item (with skin) can be bought at Tk 245/kg, on the other hand, skinless chicken is sold at Tk 270/kg. Local chickens are sold at Tk 720/kg where organic local chickens is available at Tk 735/kg, chicken for roast pieces are also sold at Tk 149/250gram.

In the other category, beef (boneless premium) is sold at Tk 725/kg, ox liver at Tk 565/kg. Several mutton items are also sold, where mutton brains are sold at Tk 85/piece, mutton front and back leg cost Tk 725/kg, mutton head is sold at Tk 210/kg, mutton liver at Tk 555/kg and

mutton kidney at Tk 685/kg.

In Agora, boneless chicken is being



sold at Tk 495/kg, broiler chicken (skinless) is being sold at Tk 270/kg. Moreover, Pakistani chicken is sold at Tk 480/kg where local chicken is being sold at Tk 760/kg.

Chicken liver and gizzard are also sold at Tk 255/kg. People who want to make

polaw, they can buy roast chicken at Tk 155/kg. Pigeon and duck lovers can also buy fresh pigeons at Tk 130/kg and duck at Tk 399/kg from Agora.

Moreover, for mutton eaters, there is mutton carcass (premium) which is sold here at Tk 800/kg, where mutton carcass (regular) is sold at Tk 700/kg and mutton kidneys at Tk 610/kg.

Furthermore, beef whole carcass (regular) is sold at Tk 500/kg, beef organs liver at Tk 570/kg, beef (top side) can also be bought at Tk 735/kg, where beef organ brain can be bought at Tk 675/kg. Few items from Bengal Meat are also sold here in Agora.

In Shwapno, beef (premium) is sold at Tk 515/kg, beef organs liver at Tk 540/kg, mutton head at Tk 220/kg, mutton standard at Tk 695/kg and mutton liver at Tk 580/kg. Chicken roast can also be bought at Tk 165/piece and duck meat at Tk 395/kg.

Here chicken wings (regular) can be bought at Tk 285/kg, broiler chicken drumstick at Tk 395, broiler chicken without skin at Tk 270/kg and broiler chicken with skin at Tk 250/kg.

Appendix -20

REMINISCING LOST LIVES AT HOLEY ARTISAN

Of shattered dreams...

Asif Ahmed

On the 1st of July, 2016, more than twenty people met a sudden death by the terrorist attack at The Holey Artisan Bakery in Dhaka. The attack was one of the worst terrorist attacks in our country. Twenty nine local and foreign people from various walks of life were killed brutally on that day. Among them, women were the victimized of more brutality.



Abinta Kabir

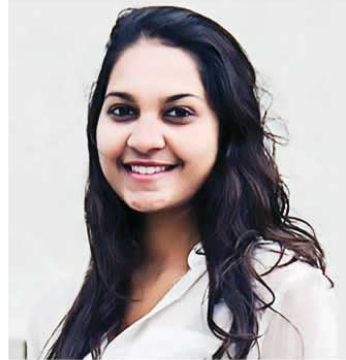
Abinta Kabir, Tarishi Jain, Ishrat Akhond were among the women, who lost their valuable lives. Their dreams of serving the people were shattered during this sudden attack. Following are some brief information about their life activities and goals:

Abinta Kabir was the daughter of Ruba Ahmed, chairman of the Elegant Group. She was among the other who died on this attack. She went to the bakery to meet her friends and promised to be back home by 10pm, but could not return alive.

She was the student of Emory University of USA. Though she was an expatriate living in a country like America, she always remem-

bered Bangladesh and its people and wanted to work for its people.

She wanted to visit this country again and again and do something for the underprivileged children of this country. Moreover, she always kept national flag with her. Though she could not fulfill her dream by herself, her parents took the initiative and set up the organization "Abinta Kabir Foundation". This NGO has set up schools, where the disadvan-



Tarishi Jain

tagged children of the society get the opportunity to study, educational materials are also provided to the students.

Apart from studies, children are taught moral and human education. Abinta, when she was alive, she came to Bangladesh from USA to celebrate Eid with her relatives and parents. Now she is no more, but her memory is still alive to us through the NGO named after her.

Tarishi Jain was the close friend of Faraaz and Abinta, she was the only Indian citizen who lost her life in this attack. Though she was an Indian citizen, she completed her study in Bangladesh. She was a good dancer

and she always took part in dancing in her school. Moreover, she had a big heart and high aspiration. The most important part is, she was a smiling person, her smile used to attract everyone. On that day, she along with her friends went to the washroom to save their lives, and informed her parent about the incident but could not save her life.

Ishrat Akhond was an art provocateur and had big dreams about art. She loved to draw



Ishrat Akhond

pictures. To keep her dreams alive, she founded Institute of Asian Creatives (IAC) to establish and give inspiration to the young artists to promote their art etc.

Ishrat has got many opportunities to go abroad but she did not go. She was scheduled to go to Sri Lanka the day after the attack; therefore, she went there to visit her two Srilankan friend. Though her friends managed to escape, she could not. She studied management at York University in Toronto. She had the habit of doing at least one good deed per day. She worked in various places like Westin Hotel, ZXY International FZCO etc.

Appendix-21



Cancun WCDRR held

Women's Own Desk

Laili Begum, a female leader from the rural populace of Kalapara upazila of Patuakhali, held a press conference on Wednesday afternoon after returning from the United Nation's Conference on Disaster Risk Reduction, Cancun, Mexico.

Presided over by Press Club President Mejbah Uddin Mannu, Upazila Chairman Abdul Motaleb Talukdar spoke as the chief guest. On the other hand, Rahima Sultana Kajal, executive director of the private development agency 'Avas' and Advocate Nasir Uddin Mahamud, chairman of Nilganj Union Parishad spoke as the special guests. Several media personnel were present

during the press conference.

Successful woman leader Laili Begum said, "I went to Dhaka only a few times due to my work. This is the first time I went abroad to participate in UNESCO's global disaster risk conference. From the last 22 to 26 May, I have been a part of the Bangladesh government's delegation. In that conference, I talked to the representatives of different countries about the leadership of women in fighting disaster, about the women of this very coastal area, how they are involved in combating disaster. Furthermore, I spoke about women leadership."

"I have seen disastrous cyclones like Aila, Sidr and Mahasen and have been tackling these in all my life" she added.

BMP dialogue on strengthening local govt through women empowerment held



Women's Own Desk

The meeting on BMP's "Strengthening local government through the empowerment of women" was held at the Engineers Institution on 23 July, 2017 at 10:30am. With the initiative by the Bangladesh Mahila Parishad the meeting was chaired by its president Ayesha Khanam. Ajay Das Gupta, Sub-editor of Daily Samakal was present as the special guest at the meeting.

Ayesha Khanam, said that women's movement is a continuous task and her organization has been working for more than 47 years. "The local government becomes strong and makes the foundation of democracy strong when the women come to the grassroots level," she added.

Moreover, she said, as women, they are facing utter negligence, disrespect and deprivation from various things centuries after centuries. The recommendations from this meeting will be sent to the concerned ministries including the local government ministry. On the other hand, Sub-editor of

Daily Samakal Ajay Das Gupta said, "Women should be nominated by all the parties, they have 33% quota in politics in our country but there is no implementation to that. Bangladeshi media is women friendly and they will always work to make it more women-friendly."

In the welcoming speech, the organization's general secretary Maleka Banu said that Bangladesh Mahila Parishad has been working for the protection of human rights of the country for a long time. "We have been working for a long time to ensure the participation of women in various fields to empower women," she added. Bangladesh Mahila Parishad has been continuously interacting with women for a long time to create a friendly environment.

22 Vice chairmen participated in this free discussion at the meeting. The women vice chairmen presented various obstacles they face during their work and expressed their hope to meet the Honorable Prime Minister Sheikh Hasina to discuss their personal problems.

Appendix-22

Reflection of metro life on outfits!

COVER STORY

Ashraful Islam Rana

The whole world is now at our fingertips through smart phones, internet and social media. So, the youths now-a-days have the tendency to follow the trends of the European and American countries because of their colourful presentations. For this reason, a large part of the youths are distancing themselves from our traditional clothes. As a result, the demand of the western dresses in local brands/markets is present round the year. The modern youngsters, who have the knowledge of fashion industry, are choosing cozy outfits for Eid.

Poet Sukanta Bhattacharya, in his poem "Atharo bosor boyosh," said, "Yet, heard rejoice of eighteen, this age lives with disaster and gale, this age is pioneer in danger yet this age does something new."

Actually, the process of growing into youth from adolescent is not the same for every individual. The biggest generation of fashion conscious people is the 'Young Heart Generation'. They constantly keep track of the whereabouts of the world fashion as well as the outfit of the upcoming season. They look for trendy outfits. Also, the dress has to reflect

globalization. Although the elders follow certain classical outfits, the youths look for new designs, new colours to keep themselves up to date with the generation.

Everyday fashion now works as the canvas of the youths' personality. These fashions include what we do in classes, gossiping and what we do normally. And it is a wonder that, in this everyday fashion, those people who are habituated to the urban metro life, do not like dresses of gorgeous designs, rather they look for updated dresses which are comfortable to wear. So, they opt for dresses of mild design of their choice.

While giving the description of dresses of the youngsters, Tanjim Haque, principal designer of local brand Tanjim says, "Urban fashion trend mainly gets variations in western dresses. Though the local pattern is followed, difference lies in the presentation and fabric. Youths are always fond of jeans or tuill tino dress."

But then again, pants of printed design for the youngsters are also running quite well. Moreover, popularity of palazzo and leggings are at the peak.

Slim fit and pocket less printed designs are also quite popular among the youngsters. Everyday clothing needs to be selected on the basis of the workplace. So, there is the vogue of wearing long sleeve, half sleeve shirts, t-shirts, polo shirts etc. In case of pants, twill or short pants made of light clothes, all of these are trendy now-a-days. Youngsters are seen wearing these kinds of pants and dresses while they go for hangout with friends. Furthermore, some are choosing summer suit, print and checker shirt for evening chit-chats.

The demand for simple pattern dresses is prevalent among young crazy fashion hunters. During this time, some of the young people also like cord shoulders, off shoulders or gown cutting long dresses. Conventional graphics art as well as trendy colours, summer flowers and leaf prints, graphic arts, aztek prints and garments wash on fabrics are now fashion trends. Some western-fashioned local ready-to-wear brands are popular in our country, they are: Cats Eye, Ecstasy, Gentle Park, Iconic Fashion Garage, Le Reve, Sailor, Yellow.

Translated by Asif Ahmed



DRESS: TANJIM AND ECSTASY
PHOTO SHOOT CONCEPT: TANJIM HAQUE, DESIGNER
MAKEUP: TAREK
PHOTOGRAPHER: RIYASH ASHRAF

Appendix-23



Delighted Eid, delighted feet!

During the joyous occasion of Eid, people love to wear closed shoes, flip-flop and thongs, sandals and sport new dresses, ornaments, perfumes etc. **Altaf Ahmad:** Closed shoes are sold in between BDT 1100 to BDT 3400 depending on types. Fashionable casual sandals are sold at BDT 350. In flip-flop & thongs category, there are lightweight, waterproof, sandals, colourful flipflops etc. The price of that category ranges between BDT 120 to BDT 650.

Moreover, on the sandals category, they have stone studded sandals. Their price ranges between Tk 550 to Tk 3190. There are seducing sports shoes for ladies, for which the price ranges between Tk 650 to Tk 2190. For Men, there are six categories: casual shoes, flip-flops & thongs, formal shoes, outdoor sandals and sports. Casual shoes for men ranges between Tk 1190 to Tk 3490, Flip-flops & thongs is available at Tk 120 to Tk 190, formal shoes at Tk 990 to Tk 3490, Outdoor stylish slip-on is sold at Tk 1190 etc. Md Rassel Sikder, a manager of Bata outlet, says, "Slippers and back belt sandals are trendy, now-a-days, people buy these so that their feet can get relief during the summer season, also the price is also very reasonable."

People already have started buying their new pair of shoes ahead of Eid. Israt Jahan, faculty of Stamford University says, "New shoes along with new dresses are always wonderful. And as Eid is very near, people can try buying new shoes ahead of time as at the last ten days shops are overcrowded and people find it difficult to buy the good ones."

Footwear is loved because of its usability. It is used for all purposes such as rough use, office use, sports use etc. Keeping that in mind, various brands give different types of offers during Eid and other special occasions.

Bata has three categories of their shoes: men, women and kids. Women category is further divided into four parts:



Kids category is further divided into two parts: boys and school. School shoes and casual shoes for girls are sold at Tk 700 to Tk 1360. On the coming Eid, they are offering 10 per cent off for Bangladesh and 20 per cent off for Rocket accounts.

Apex has brought various types of collection for this Eid they have four categories of their shoes: men, ladies, children's and Moccasins. Men category is further divided into dress and formal, casual and lifestyle boots, sandals etc.

Moreover, Ladies category is further divided into boots and long boots. Sandals of different types and sizes are being sold in between Tk 1690 to Tk 5000, formal shoe price starts from Tk 3,400 and ends at Tk 15,000. Sportswear are sold at Tk 1490 to Tk 3490. Shoes for kids are being sold in between Tk 1190 to Tk 1500 and shoes for ladies are sold between Tk 700 to Tk 4000. No discount is available this time. "A variety of new shoes are attracting people of all ages, and therefore selling of all kinds of shoes are on the increase," says a teleoperation of Apex.



Appendix-24



Novin's aromatic Eid!

Asif Ahmed

Novin's aroma has two types of product for its customers: skin care product and hair care product. Among these two products, hair care products are given much importance than skin care product. "It is the trump card for Novin's Aroma," says Amina Haque, CEO of Novin's.

Hair care product is further divided into two different packs: hair grown oil and protein pack. Hair grown oil helps prevent hair fall and grow new hair. The most beneficial part of the pack is that it prevents hair fall within one day, if applied.

On the other hand, Protein pack gives extra protein to the hair; it keeps our head cool and helps bringing a sound sleep. It also has other benefits. "Many people colour their hair, they do rebounding and follow different hair styles. These things



Amina Haque, CEO of Novin's

damage hair, therefore, hair needs protein," adds Amina Haque.

Novin's Aroma also has three skin care products: whitening scrub, clove pack and fairness pack. Whitening scrub product has various benefits --- it cleanses the skin, removes sunburn, removes dead cells and finally it removes pigmentation. Whitening scrub is also useful to get a shiny skin.

Clove pack is also beneficial for many reasons, it is helpful for oily skin, it solves the problem of pimples, allergy etc.

Finally, Fairness Pack is for those people who have mix and dry skin. This pack refreshes the skin and gives a fair look to the face. Also, it removes black spot from the skin.

Appendix-25

Sada Kalo's polka dottedy Eid

Life & Style Desk

Polka dot attracted everyone's attention when it was first worn by Miss America in the year of 1926. It can be found in famous movies after it had created a strong position in Hollywood. The usage of Polka dot has become eternal and universal now. With this very Polka Dot, Sada Kalo designed their outfits of Eid.

Large, medium, and various types of small polka dots have been used by them. Moreover, different types of dots have been used with stripe, checker, flower-leaves, honey-bee motifs.

