

Sports Journalism: Behind the Curtain
At New Age

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Muhammad Saimoom Sabir

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1. INTRODUCTION

News is knowledge and knowledge is power. News keeps people up-to-date with current events and issues. The field of news is vast with very little limitations, and news is provided by the media. The media has the power to influence, make or break and shape how people think.

With the rise of globalization, the News industry has grown immeasurably. News papers and news reporting is not the same as of our fathers and grandfathers time. From size, shapes and color to categories, concepts and corruption, Print media has gone through heavy renovations over the past decade.

The reason I chose “Media and Cultural studies” as my concentration is because the media has become a huge part of the globalized world and I want to be a part of it. Media captures the whole world and presents it to us. News is always useful. It broadens our knowledge, understanding and outlook and invites curiosity. It has the power to unite and to divide. Though the news paper industry is slowly fading all around the world, it still has high hopes for Bangladesh.

I picked *New Age* for my internship because of its direct approach towards news and its ethical standards. It is the second leading English newspaper in Bangladesh, with probably the most charismatic and intense Editor in Bangladesh’s newspaper industry. *New Age* may not have the flash of the other news papers, but it is very positively different.

I have worked at the Sports department with seven other journalists. I have learnt their way of writing, how a sports section is put together, captioning, editing, how to write reports from press releases and other sources. The work environment was very friendly and the experience exceeded my expectations. This experience has taught me a lot and is a highlight of my life.

2. A BRIEF HISTORY OF *NEW AGE*

New Age is based in Dhaka city and run by a group of urbanite journalists under the most broad-based editors in the country. *New Age* began its journey on 7th July 2003. They generate 20 to 24 pages every day, with 7 features in 7 days, 4 weekly supplements and various specials. It's a long task all around the year with very few holidays. The sections of the paper are NATIONAL, METRO, BUSINESS, INTERNATIONAL, SPORTS, EDITORIAL, OP-ED and TIMEOUT. The supplements include *Joven*, *Xtra*, *Life* and the famous magazine *Trends*. There are a variety of specials including 21st February special, Anniversary special, FIFA World cup specials etc. They have their own style book, containing more than 1200 headwords.

The compositeness of the paper is made up of individual and free flowing inputs. This can be called the disguised spirit of collectivism in a collaborative ambiance under which the truthfulness of facts and views is vigorously upheld.

New Age deals with news and issues, not political parties. They are not Pro/Anti any party. They are Pro-people; their first motto "Biased towards the people" says it all.

Editor Nurul Kabir runs a tight ship, pushing everyone beyond the call of duty, calling it, "Policy consistency." He is also very popular for his bold intensity in political talk shows and for receiving death threats.

On August 3, 2003 *New Age*, based on the curriculum vitas of 235 lawmakers' submitted to the Jatiya Sangsad secretariat, broke the news that among 300 MP's only 12 were actual politicians. Readers expressed their amazement soon afterwards.

It is *New Age* that made the longest serving finance minister of our country to know that there is another bangla synonym (Monga) for the word famine (Durbhikko). This was done in 2003, its launching year.

New Age did not bring about a new age in Bangladeshi journalism, but they have made a difference by being different. *New Age* only provides the truth and if they cannot, by no means will they provide false/incorrect information. This is a challenge since solid information is hard to find in this land of closed-mouthed bureaucrats and misleading politicians.

3. WORKING AT *NEW AGE*

Working at *New Age* has been an immense learning experience. I got to see how things work, learnt to do certain types of work and met a lot of interesting people. One thing I realized especially well is that studying media and working in the same field are very different. While studying, things were between me and my teacher or professor, but at the office it's so much more than that. At the office one must deal with the editors and every one of his/her section or department and their judgments.

I worked at the Sports department. It doesn't matter if you are rich, poor, old, young, a man or a woman, if you are a Bangladeshi you are probably Cricket or a Football fan. With the rise of globalization sports is not just a game anymore, its entertainment, fame, fortune and very big business. As a result, Sports Journalism from the toy department of the news media has become one of its most important, popular and dominant sectors.

The *New Age* sports department is governed by seven members:

- Sports Editor: In charge of the Department, decides which news will go on the sports pages, also edits news and represents *New Age* in International sporting events.
- 2 Sub-editors: Edits reports written by the Staff Correspondents, sometimes the news collected from the web, produces reports from score cards and Press releases (after translating them).

- 1 Sub-editor + International news collector (web): Mostly collects international (Football, Tennis) news and photos from a few renowned websites.
- 2 reporters (Staff Correspondents): Collects news directly from sporting events and sport individuals (players, coaches, managers etc.), visits stadiums all around the nation, produces reports from score cards and press releases (after translating them).
- 1 Page maker/Designer: Produces the Sports pages (C1 C2 C3 C4), using the Photoshop Design software.

New Age strictly follows the British system of writing, which is quite different from what I am used to at BRAC University. Doing mostly literature courses for the first three years, I found newspaper writing to be very different from academic writing.

While writing for *New Age*, I had to familiarize myself with *New Age* news writing methods, which are considerably different from the other English newspapers of Bangladesh. I also had to accustom myself to *New Age*'s philosophy of news writing.

At *New Age* there is only one kind of information, that's based on truth, truth that's based on double checking, double checking that's based on cross-referencing, cross-referencing that's based on fact-finding, fact-finding that's based on self perseverance. In fact this piece of writing is stamped on every cubicle at the *New Age* office.

Every news report is written in several paragraphs and the standard word limit for each is 34 words, especially for the intro paragraph; following paragraphs may contain more than 34 words if necessary. All this is done using the inverted pyramid method of course.

New Age Sports believes in giving its readers the news straight, no dramatization in-between, so asking questions and assumptions within reports are strictly prohibited. The readers must not be left in doubt.

My first introduction to media education was with the English for Print Media course during my third year, and it continued through Translation studies, Editing, Copywriting and Globalization and Media courses. I have also attended eight workshops on Media Ethics and Journalism arranged by BRAC University's English and Humanities Department. These gave me an idea about the contemporary media world and issues, and sparked interest in me to be a part of it.

During my time at *New Age* I did particular types of work. I had to write reports based on press releases, I also had to translate a lot of Bangla press releases into English. I had written reports based on score cards and statistics sheets. Last but not least, I also did some proof reading and editing. I also got a good idea of how a newspaper is made ready for the public to read. I wrote several reports, which were published during my internship period, several of them will appear later in this report.

4. SCORE CARDS

It is not always possible to cover every sporting event. Newspaper companies usually run on a tight budget and sending reporters to every other sporting event is not just worth it. So, reporters often produce news reports from score cards provided by various credible websites, such as *ESPNcricinfo* and *DigiCricket*.

The biggest and the most frustrating challenge I faced at *New Age* was producing reports from score cards. The process was completely new to me and I found it really complicated.

There is a very special art in writing a good report about sporting events only based on some names and numbers, and not actually being there.

First is to avoid words and styles that suggest that the reporter was present during the sporting event. For example, “scored a spectacular century,” “took an amazing wicket,” “his wonderful drive/scoop/shot...,” “fielded poorly,” “dropped a sure catch,” and other details cannot be written without watching the events live.

Second, is to use words that make the report a good reading experience, such as “posted a challenge,” “their allotted overs,” “and added runs for the opening partnership,” “were in trouble from the very first ball,” “was adjudged as the player of the match for her match winning contribution.”

The following is a part of an usual cricket sports card (from Bangladesh Cricket Board website) that I had to deal most of the time.

Tournament : CAB U-15 ODI Tour Of Bangladesh-2012

Match : Bangladesh Under-15 Vs CAB Under-15 (22/05/2012)

Match Information :

Date : 22/05/2012

M. Started : 9:02 AM

M. Finished : 4:30 PM

Venue : Sheikh Abu Naser Stadium, Khulna

Toss won by : CAB Under-15 and chose to bat first.

Captains : Riazul Islam (BD-U15), Abhijit (CAB-U15)

Result : CAB Under-15 won by 43

Man of the Match : Rittick Dey (CAB-U15)

runs.

Match Officials :

Match Referee :

(BD)

Umpires : Imran Parvez (BD), Abhi Abdullah Al Noman

TV Umpire :

Reserved Umpire : Sohrab Hossain (BD)

D/L Manager : Rafiquzzaman

Scorers : Rafiquzzaman (BD), Moniruzzaman (BD)

(BD)

COMS Scorer : Khairul Anam Dalim

Innings of CAB Under-15 (Maximum 50 overs)

I.	Batsman	How Out	Bowler	Bo				s	s	R
	Subhrajit Das	CT. Afif Hossain	Alif Akhter							.00
	Anjanava Saha	CT. Asadur Rahman†	Sanjid Hossain	2	1	6				0.97
	Kazi Junaid	Run Out (Mejbaur)		7	1	18				1.65
	Irfan Ansari	CT. & Bowled baur	Mej	1	4	1				1.76
	Abhijit	Bowled	Hossain Afif	4	5	6				7.78
	Agniv Pan	CT. & Bowled nirul Islam	Mo		6	2				8.75
	Arif Ansari†	CT. Riazul Islam	Sanjid Hossain	0	7	8				1.08
	Rittick Dey	CT. Asadur Rahman†	Sanjid Hossain	3	6	6				47.22
	Pradipta Pramanik	Run Out (Sanjid Hossain)						1		16.67
0	Raktim Bose	NOT OUT								50.00
1	Prayas Roy	NOT OUT								
Extras (Bye:0, L. Bye:1, Wides:12, Nos:0, Penalties:0)				3						
Total (Wickets : 9, Overs : 50)				43	4.86					Run Rate

Fall of Wickets (FOW) :

1-0(Subhrajit,0.2ov); 2-38(Anjanava,9.2ov); 3-88(Irfan,22.6ov); 4-116(Kazi,29.6ov); 5-122(Agniv,33.3ov); 6-151(Abhijit,37.6ov); 7-225(Arif,47.6ov); 8-240(Rittick,49.3ov); 9-241(Pradipta,49.5ov);

I.	Bowler	Bo				d	o	con
	Alif Akhter		4					.00
	Sanjid Hossain		3					.89
	Kazi Anik							.00
	Mejbaur	0	5					.50
	Mo nirul Islam	0	8					.80
	Riazul Islam		3					.50
	Afif Hossain	0						.67

Rittick Dey 50, 34 b, 6x4, 3x6.

Innings of Bangladesh Under-15 (Target : 244 runs in 50 overs)

I.	Batsman	How Out	Bowler				s	s	R
	<u>Omar</u>	CT. Arif	Pradipt						
	<u>Faruk</u>	Ansari†	a Pramanik	2	5	0			0.00
	<u>Aryan</u>	CT. Arif	Raktim						
	<u>Fahim</u>	Ansari†	Bose	0	7	5			8.82
	<u>Sanji</u>	CT.	Prayas						
	<u>d Hossain</u>	Subhrajit Das	Roy	3	4	7			2.86
	<u>Asadu</u>	CT. Agniv	Rittick						
	<u>r Rahman†</u>	Pan	Dey		0	8			5.00
	<u>Jalal</u>	CT. &	Irfan						
	<u>Uddin</u>	Bowled	Ansari	7	1	9			0.66
	<u>Kazi</u>	ST. Arif	Raktim						
	<u>Anik</u>	Ansari†	Bose			2			4.44
	<u>Riazul</u>	Run Out							
	<u>Islam*</u>	(Rittick Dey)		8	0	5			3.33
	<u>Afif</u>	NOT OUT							
	<u>Hossain</u>			4	7	5			2.35
	<u>Monir</u>	CT. Irfan	Subhra						
	<u>ul Islam</u>	Ansari	jit Das						0.00
	<u>Alif</u>	Bowled	Subhra						
0	<u>Akhter</u>		jit Das						.00
	<u>Mejba</u>	CT. Rittick	Pradipt						
1	<u>ur</u>	Dey	a Pramanik						0.00
Extras (Bye:1, L. Bye:0, Wides:16, Nos:1, Penalties:0)				8					
Total (Wickets : 10, Overs : 45.4)				00	Rate : 4.38				Run

Fall of Wickets (FOW) :

1-41(Aryan,7.5ov); 2-66(Sanjid,12.4ov); 3-92(Omar,17.6ov); 4-95(Asadur,20.4ov); 5-103(Kazi,23.2ov); 6-176(Jalal,40.1ov); 7-187(Riazul,42.1ov); 8-197(Monirul,44.3ov); 9-197(Alif,44.4ov); 10-200(Mejbaur,45.4ov);

I.	Bowler				d	o	con
	<u>Rittick</u>						
	<u>Dey</u>		5				.17
	<u>Pradipt</u>						
	<u>a Pramanik</u>	.4	4				.59
	<u>Irfan</u>						
	<u>Ansari</u>	0	0				.00
	<u>Raktim</u>						
	<u>Bose</u>	0	6				.60
	<u>Prayas</u>						
	<u>Roy</u>		0				.00
	<u>Subhra</u>						
	<u>jit Das</u>						.00

CAB U-15 secure series win

Cricket
Association of Bengal Under-15 secured the three-match one-day series after beating Bangladesh U-15 by 43 runs in the second match in Khulna on Tuesday. Batting first, CAB posted 243-9 in their allotted 50 overs with contributions from Rittick Dey (53), Kazi Junaid (47) and Abhijit (44). Pacer Sanjid Hossain grabbed 3-53 wickets for the hosts. In reply, the hosts had a good start with Omar Faruk (52), but lost wickets in regular intervals. Despite late contributions from Riazul Islam (38) and Jalaluddin (37) their innings stopped at 200 runs in the 46th over. Pradipta Pramanik, Raktim Bose and Subhrajit Das took two wickets each for the visitors. Rittick Dey also claimed a wicket and he was later adjudged man of the match. – New Age

This is the *sports line* report (left) I wrote from the sports card shown above. *Sports line* reports are short and are not divided into paragraphs. They appear vertically on the left side of the sports pages.

At first the barrage of information was very confusing, and made it hard to understand what the relevant elements were, but after a lot of help from the sports team things became clearer. Below is another similar report I wrote.

Orient, DJS win in women's cricket

Staff Correspondent

Dipali Jubo Sangha registered a 37-run victory while Orient SC won by five wickets in their respective matches of the 4th Women's Club Cricket League at different venues of BKSP on Sunday.

DJS managed only 134-8 in their allotted 40 overs as Nurunnahar claimed four wickets for Indira Road Krira Chakra. Asha top-scored with 24 runs for DJS and later picked up three wickets as they defended their total successfully by restricting Indira to 97-9.

In the day's another match, Orient defeated Kalabagan KC easily after an all-round performance from Orient's Sahrma Khatun.

Sahrma bagged four wickets as Kalabagan were all out for a mere 121 in 35.1 overs. In reply, Orient raced to the 122-5 in 32.1 overs with Sahrma scoring 40 runs.

5. PRESS RELEASES

If you work for a news organization you are likely to come across a press release every day. Press releases are the rations of every news media. Without press releases it would have been hard to produce a proper newspaper

According to public relations lore, the press release was born following a young man named Ivy Lee's response to a train wreck on October 28, 1906, in Atlantic City, N.J., that left more than 50 people dead. Lee convinced the railroad to issue a statement about what had transpired. In doing so, he set in motion a practice for companies to address issues important to them, or, in the case of the railroad, to offer an explanation of what had happened. The *New York Times* was said to have been so impressed by Lee's release that the newspaper printed it exactly as Lee had written it. Although it's rare for media outlets to use press releases verbatim these days, they still often act as a starting point for a journalist to create a story. When Ivy Lee created what is widely believed to be the first press release, he established an invaluable component to any public relations campaign. The times and technology may have changed, but there are several things a press release can accomplish that make its use as relevant today as it was when Lee was alive. (Kennedy)

Press releases are mostly sent by various organizations to the media for addressing issues such as press conference announcements, new product releases, death news, upcoming events etc. During my time with the sports department, I came across press releases from different sports federations, clubs and sponsors.

Here is a press release of a Basketball tournament sent by Citycell:



তারিখ : মে ১৬, ২০১২

২০১১ সালে বাংলাদেশ বাল্কেটবল ফেডারেশন কর্তৃক আয়োজিত বিভিন্ন কর্মকাণ্ডে সিটিসেল ফেডারেশনকে পৃষ্ঠপোষকতায় এগিয়ে আসে। গত বছরের ন্যায় ২০১২-তেও সিটিসেল নিম্নোক্ত ০৩টি টুর্নামেন্ট ও ০১টি প্রশিক্ষণ ক্যাম্প আয়োজনসহ মোট ০৪টি কর্মকাণ্ড পরিচালনায় পৃষ্ঠপোষকতায় করবে মর্মে বাংলাদেশ বাল্কেটবল ফেডারেশনের সাথে চুক্তিতে আবদ্ধ হয়।

- (১) সিটিসেল স্বাধীনতা দিবস বাল্কেটবল টুর্নামেন্ট-২০১২
- (২) সিটিসেল ১ম বিভাগ বাল্কেটবল লীগ-২০১২ ও সিটিসেল প্রিমিয়ার ডিভিশন বাল্কেটবল লীগ-২০১২
- (৩) স্কুল বাল্কেটবল টুর্নামেন্ট
- (৪) বাল্কেটবল প্রশিক্ষণ শিবির আয়োজন।

উল্লেখ্য, ফেডারেশন কর্তৃক ইতিমধ্যে স্বাধীনতা দিবস বাল্কেটবল টুর্নামেন্ট-২০১২ আয়োজন সম্পন্ন করা হয়েছে।

আগামী ১৯-০৫-২০১২ তারিখ থেকে “ সিটিসেল ১ম বিভাগ বাল্কেটবল লীগ-২০১২ ” ধানমন্ডি বাল্কেটবল জিম্ন্যাশিয়ামে আরম্ভ হবে। এবারে লীগ দুইটি পর্যায়ে অনুষ্ঠিত হবে। প্রথম পর্যায়ে নিম্নোক্ত ৭টি দলকে নিয়ে আগামী ১৯-০৫-২০১২ তারিখ থেকে সিটিসেল ১ম বিভাগ বাল্কেটবল লীগ-২০১২ অনুষ্ঠিত হবে।

- (১) ফ্লেইম বয়েজ (২) ঙ্গেলস (৩) রেইথস (৪) দি শাওনস (৫) ক্যান্টনিয়ানস (৬) ওল্ড ডিওএইচএস ও (৭) যোশে ফাইটস।

প্রথম পর্বের ১ম স্থান এবং ২য় স্থান অর্জনকারী দুইটি দল এবং নিম্নোক্ত ৮টি দলসহ মোট ১০টি দলকে নিয়ে আগামী ২৭-০৫-২০১২ তারিখ থেকে সিটিসেল প্রিমিয়ার ডিভিশন বাল্কেটবল লীগ-২০১২ অনুষ্ঠিত হবে।

- (১) ইউরোপা ইয়ুথ (২) দি গ্রেগারিয়াস (৩) ধুমকেতু (৪) রেঞ্জার্স (৫) দি গ্রেগস (৬) হরনেটস এসসি (৭) মোহাম্মদপুর বাল্কেটবল ক্লাব ও (৮) বকসীবাজার।

৩) আগামী জুন, ২০১২ এর শেষ সপ্তাহ থেকে স্কুল বাল্কেটবল টুর্নামেন্ট-২০১২ আরম্ভ হবে। এবং

৪) আগামী জুলাই, ২০১২ থেকে বাল্কেটবল প্রশিক্ষণ শিবির আয়োজন করা হবে।

এ উপলক্ষ্যে অদ্য ১৬-০৫-২০১২ তারিখ বেলা ১১:৩০ টায় বাংলাদেশ অলিম্পিক এসোসিয়েশন ভবনের অডিটোরিয়ামে এক সাংবাদিক সম্মেলন অনুষ্ঠিত হয়। উক্ত অনুষ্ঠানে উপস্থিত ছিলেন সিটিসেল এর হিউম্যান রিসোর্সেস ডিরেক্টর, জনাব সুমন ভট্টাচার্য, হেড অব কর্পোরেট কমিউনিকেশনস এন্ড পাবলিক রিলেশনস জনাব তাসলিম আহমেদ, এবং অত্র ফেডারেশনের সাধারণ সম্পাদক লে:কমান্ডার এ কে সরকার (অব:) , সিটিসেলের কর্মকর্তা ও ফেডারেশনের কর্মকর্তাবৃন্দ।

জনাব সুমন ভট্টাচার্য ও জনাব তাসলিম আহমেদ তাঁদের মূল্যবান বক্তব্যে বলেন যে সিটিসেল দেশের ক্রীড়াঙ্গনের উন্নয়নে সর্বদাই সচেষ্ট রয়েছে।

Most of the press releases are sent in Bangla. There are English ones too, but they lack details compared to the Bangla ones. Here is the English version of the same press release:

(May 16, 2012

Partnership between Citycell and Bangladesh Basketball Federation

*Mr. Suman Bhattacharjee, Human Resources Director, Mr. Taslim Ahmed, Head of Corporate Communications and Public Relations of Citycell and officials of Bangladesh Basketball Federation were present at the press conference held on 16th May, 2012 at Olympic Association Building. **Citycell First Division Basketball League 2012, Citycell Premier Division Basketball League 2012, School Basketball Tournament** and basketball training camp will be organized this year by Bangladesh Basketball Federation. Citycell will sponsor of these tournaments. **Citycell First Division Basketball League 2012** will start on May 19, 2012.)*

And here is the report I produced from this press release:

Staff Correspondent

The 'Citycell First Division Basketball League-2012' is about to begin this Saturday on the Dhanmondi Basketball Gymnasium. This league will take place in two parts.

Flame Boys, Eagles, Wraiths, The Shawons, Cuntinions, Old DOHS and Joshe Fights are the seven teams of the first part with whom the league will begin this Saturday.

The second part 'Citycell Premier Division Basketball League 2012' will start on the 27th with Europa Youth, The Gregorians, Dhumketu, Rangers, TheGregs, Hornets SC, Muhammadpur Basketball Club and Bakshibazar, including the 1st and 2nd place holder of the first part.

Citycell came to an agreement with Bangladesh Basketball Federation to organize three tournaments and a training camp. School Basketball Tournament-2012 will begin from June and a Basketball training camp will begin from July.

On this connection a press conference was held yesterday at the Olympic Association Building. Human Resources Director Mr. Suman Bhattacharjee, Head of Corporate Communications Mr. Taslim Ahmed, Public Relations of Citycell with officials of Bangladesh Basketball Federation were present.

Bangla press releases mean a lot of translation and a lot of difficulties, details are in the next chapter.

It is rare, but there are press releases with so little relevant information that they have to be turned into photo captions, for example Sakib al hasan being le reve's ambassador press release was so irrelevant that it had to be turned into a photo caption, and the photo was basically the report.

(Date: 13.06.2012

Press Release

Shakib Al Hasan becomes Brand Ambassador for Le Reve

"Shakib Al Hasan", world's number one all-rounder cricketer becomes brand ambassador for the well-known fashion house Le Reve.

The scintillating evening started in Dhaka's Ruposhi Bangla Hotel with a fabulous fashion show organized showcasing Le Reve's Summer Collection. In the concluding scene, the room was plunged into darkness and there appeared a group of young boys and girls wearing Le Reve's Radium T-shirts. The brightly lit stage was now glittering with Le Reve. Soon after, the boys and girls slowly moved back and there emerged "Shakib Al Hasan", the star of the evening, sporting a Le Reve Radium T-shirt. Such was the crowning of Shakib Al Hasan as the new brand ambassador of Le Reve.

Le Reve is the fashions brand of Reve Tex Ltd. and commenced operations in 2009. Reve Tex has its own design and production house. Presently it has five outlets in Dhaka and four more are coming soon, including one in Sylhet.

Le Reve belongs to the REVE Family. The group's main business is in software solutions with offices in Singapore, UK and India.

-----For further
information, please contact;

Ms. Afrina Habib Munmun

Executive Marketing

Email ID: farina@revesoft.com

Cell: 1811456093)

As it can be seen that this press release does not even contain 100 words of news report worthy materials, so it was turned into a caption for the image below.

Image Caption:



Le Reve fashion house announced Bangladesh all-rounder Sakib al Hasan as their brand ambassador during a fashion show at the Ruposhi Bangla Hotel last Wednesday. Le Reve started its business in 2009.

From what I have noticed, press releases are never printed verbatim. They are carefully edited to meet the *New Age* writing style. This is because press releases in Bangladesh often contain a lot of useless information, too many sponsor related elements and names that will never interest the readers. In addition, they are poorly written.

At *New Age* I have seen various types of press releases. Some are impressive, and some disastrous. The press release writing rules learnt in the Copywriting course are rarely seen in Bangladesh.

None of the press releases I have encountered are double-spaced. It is very irritating for the sub-editors, who have to make reports out of them. It is much more difficult in case of Bangla press releases, where translation becomes an issue. If the press releases are digital, then these problems are easily solved. I also have never seen ### at the end of any press release. Sometimes even the inverted pyramid technique is not followed, thus the copy becomes more difficult to analyze and must be read multiple times.

Most of the Bangla press releases are full of mistakes, especially when it comes to names. The writer or sub-editor needs to be well accustomed to the current sports scene. It is not very difficult when dealing with Cricket, but Club Basketball, Hockey and such unpopular sports press releases present a challenge.

Some press releases are filled with irreverent information about the sponsors, which sometimes creates confusion, because giving everyone's name in the report is not possible.

6. EDITING

"The Editor sat in his sanctum, his countenance furrowed with care,
 His mind at the bottom of business, his feet at the top of a chair,
 His chair-arm an elbow supporting, his right hand upholding his head,
 His eyes on his dusty old table, with different documents spread...
 There were traps on that table to catch him, and serpents to sting and to smite
 him;
 There were gift enterprises to sell him, and bitters attempting to bite him;
 There were long staring "ads" from the city, and money with never a one,
 Which added, "Please give this insertion, and send in your bill when you're done;"
 There were letters from organizations--their meetings, their wants, and their laws--
 Which said, "Can you print this announcement for the good of our glorious
 cause?"
 There were tickets inviting his presence to festivals, parties, and shows,
 Wrapped in notes with "Please give us a notice" demurely slipped in at the close;
 In short, as his eye took the table, and ran o'er its ink-spattered trash,
 There was nothing it did not encounter, excepting perhaps it was cash."

- *The Editor's Guests* by Will Carleton.

Editing or "subbing" in newspaper speak is a thankless job they say. "Well
 edited" is the last word any reader will say after reading a good report. Even after all
 the re writing, re structuring, cross checking, capitalizing and spell checking, it is
 cruel to be the editor.

As a part of my major requirement I had to do a course on editing, where I was taught to edit and proof read using various symbols.

The chart below contains the proof reader's marks/symbols:

Symbol	Meaning	Example
or or	delete	take it out
o	close up	print as o ne word
o	delete and close up	clo se up
^ or > or ^	caret	insert here (someth
#	insert a space	put one here
eg #	space evenly	space evenly ^ where ind
stet	let stand	let marked text stand as s
tr	transpose	change / order the
/	used to separate two or more marks and often as a concluding stroke at the end of an insertion	
[	set farther to the left	too far to the right
]	set farther to the right	too far to the left
~)	set as ligature (such as)	encyclopaedia
=	align horizontally	alignment
//	align vertically	// align with surroundi
x	broken character	imperf e ct
□	indent or insert em quad space	
¶	begin a new paragraph	
sp	spell out	set 5 lbs. as five pounds

<i>cap</i>	set in CAPITALS	set <u>nato</u> as NATO
<i>sm cap</i> or <i>s.c</i>	set in SMALL CAPITALS	set <u>signal</u> as SIGNAL
<i>lc</i>	set in lowercase	set south as south
<i>ital</i>	set in <i>italic</i>	set <u>oeuvre</u> as <i>oeuvre</i>
<i>rom</i>	set in roman	set <u>mensh</u> as mensch
<i>bf</i>	set in boldface	set <u>important</u> as important
= or -/ or $\hat{=}$	hyphen	multi-colored
$\frac{1}{N}$ or <i>en</i> or $\frac{1}{N}$	en dash	1965–72
$\frac{1}{M}$ or <i>em</i> or $\frac{1}{M}$	em (or long) dash	Now—at last!—we know.
✓	superscript or superior	π^2 as in πr^2
^	subscript or inferior	H_2O as in H_2O
◊ or ✕	centered	◊ for a centered dot in <i>p</i> .
⸗	comma	
⸗	apostrophe	
⸗	period	
⸗ or ⸗/	semicolon	
⸗ or ⸗	colon	
⸗⸗ or ⸗⸗	quotation marks	
(/)	parentheses	
[/]	brackets	
OK/?	query to author: has this been set as intended?	
↓ or 1 ¹	push down a work-up	an unintended mark
9 ¹	turn over an inverted letter	inverted
wf ¹	wrong font	wrong si <u>z</u> e or styl <u>e</u>

(Mariam-

webster)

These were used to edit copies before digitalization of writing. This technique is still helpful and effective, as editing in computers sometimes become too frustrating. Changes in technology, competing demands of deadlines, rush of news and printing have changed the pattern of work. The days of crossing the “t” and dotting the “I” is gone forever.

Editing sometimes is an annoying job, especially when you are dealing with rural correspondents or ones who are not that well versed in the English language. Imagine the frustration when a sub editor encounters a sentence such as “An extortionist was mass-washed.” Here the reporter miss translated the Bangla word “Gonodholai.” This sentence was in fact faced by *New Age*’s Deputy Editor Mir Ashfaqzaman.

New Age Sports mostly deals with two types of reports, the ones the field reporters bring in and reports collected from online sources. There are three sub-editors and one editor, Azad Majumder, the department head. One sub-editor downloads news from online sources and edits them if needed. The other two sub-editors write reports from press releases, score cards and reports that the field reporters bring in. The big or serious reports are done by Azad Majumder. Azad Majumder is one of the sharpest and most knowledgeable men I have ever met. He is also a very fast and flawless editor. Some days, when there are too many reports to do and work is backed up, Azad Majumder works calmly and at an incredible speed.

Sub-editors are a huge part of the news industry. They do the primary editing work before the editor of the department takes a look. Sub-editors and editors have a love hate relationship with the reporters. If you do not mind about your report being tampered with, then the editor is your friend. To be a sub-editor and eventually an editor one must have exceptional command over language and creative writing, which most of the reporters are not very well at to be honest. Sub-editors are the curators of the wealth of words the reporters gather up throughout the day.

7. ON-LINE SOURCING

On-line Sourcing is a huge thing in Bangladesh's news industry. Since most of the time our newspapers cannot afford to send reporters and photographers abroad and sometimes even outside Dhaka, they have become profoundly dependent on on-line sources.

The news reports collected from these sources are only edited if necessary. These are generally used for collecting international news, tennis and football to be precise.

New Age is heavily dependent on these highly reliable and well credited on-line sources:

- AFP-Agence France-Presse.
- Reuters.
- AP-associated press.
- ESPNcrinfo.
- DigiCricket.
- On-line Press releases

The Associated Press is an American news agency. The AP is a cooperative owned by its contributing newspapers, radio and television stations in the United States, which both contribute stories to the AP and use material written by its staff journalists. Many newspapers and broadcasters outside the United States are AP

subscribers, paying a fee to use AP material without being contributing members of the cooperative (Wikipedia).

Agence France-Presse (AFP) is a French news agency, the oldest one in the world, and one of the three largest with Associated Press and Reuter (Wikipedia). AFP is widely used in Sports and International news departments. At *New Age* AFP is mainly used for Tennis and Football news and photos. Club Football news is very popular in Bangladesh, and AFP provides everything any sports editor would need.

Reuters is an international news agency headquartered in London, United Kingdom and is a division of Thomson Reuters. Reuters employs several thousand journalists, sometimes at the cost of their lives (Wikipedia). My supervisor, the sports editor is an employee of Reuters. Along with *New Age* he also reports for Reuters on the side.

ESPNcricinfo.com is the main source of international cricket news. ESPNcricinfo provides the latest cricket news, commentaries, scorecards, statistics, graphs and profiles. It is probably the best site for cricket news.

DigiCricket.com is best for national cricket information. This site has all the information, statistics and profiles of every club and national level cricket events.

8. TRANSLATION

Translation is always a challenge and I came across this challenge every day during my internship phase. All the translations are from Bangla to English, and since I have been studying everything in English for the last four years, I found out that I have forgotten a lot of Bangla terms and meanings. The only time I came across Bangla was in the Translation Studies Course, which has helped a lot in translating the press releases at the end of this chapter.

There are mainly two types of translation:

1. Word for word.
2. Sense for sense.

The latter is generally used in the newspaper industry and almost everywhere else where translation is required. In sense for sense translation the idea of the author/writer is projected, rather than the exact words.

Below are two press releases and their translations. Translations are always written in the form of a report:

Press Release:



বাংলাদেশ ভলিবল ফেডারেশন

Bangladesh Volleyball Federation

মাওলানা ভাসানি স্টেডিয়াম (২য় তলা), রুম নং-২৯১-২৯৪, বঙ্গবন্ধু জাতীয় স্টেডিয়াম

কমপ্লেক্স

ঢাকা-১০০০, ফোন : ৮৮০-২-৯৫৫৬৩৫২ ফ্যাক্স : ৮৮০-২-৯৫৫৬৩৫২, ৮৮০-২-

৮৮৩৪৫৮৪,

ই-মেইল : gqchowdhury@tbl.transcombd.com,

volleybangladesh@yahoo.com,

volleybangladesh@gmail.com

স্মারক নং-১০১.৩(প্রেস বিজ্ঞপ্তি)/২০১২/৯২৪

তারিখঃ ১৯/০৫/২০:

“ প্রেস বিজ্ঞপ্তি ”

ক্রীড়া শিক্ষকদের VCP ভলিবল টিচার্স কোর্সের সমাপনী

ক্রীড়া মন্ত্রণালয়, বাংলাদেশ অলিম্পিক এসোসিয়েশন ও বাংলাদেশ ভলিবল ফেডারেশন এর ত্রিপর্যায়ী চুক্তির অধীনে আন্তর্জাতিক ভলিবল ফেডারেশন (FIVB) ও বাংলাদেশ ভলিবল ফেডারেশন এর যৌথ উদ্যোগে বিভিন্ন জেলা/সংস্থা/ ক্লাব হতে আগত ক্রীড়া শিক্ষকদের ৫দিন ব্যাপী (১৫-১৯ মে) প্রশিক্ষণ কর্মসূচী ১৯ মে, ২০১২ তারিখ বিকেলে সমাপ্ত হয়েছে। আন্তর্জাতিক ভলিবল ফেডারেশন হতে আগত বিশেষজ্ঞ প্রশিক্ষক আবদেল হামিদ মোহাম্মদ আবদেল এ্যাজিমেল ওয়াসিমি এ কোর্স পরিচালনা করেন এবং তাঁকে সহযোগিতা করেন স্থানীয় প্রশিক্ষক শামীম-আল-মামুন ও মোঃ গোলাম রসুল মেহেদী। তৃণমূল পর্যায়ে ও স্কুল, কলেজে ভলিবলের প্রচলন করার জন্য বাংলাদেশ ভলিবল ফেডারেশন এ উদ্যোগ গ্রহণ করে। কোর্সে অংশগ্রহণকারী প্রশিক্ষার্থী-পুষ্পরানী বিশ্বাস, লিপি বেগম হীরা, সাবরিনা ইসলাম, নাজমুনাহার, নিবেদিতা দাস, মোহাম্মদ শোয়াইব, মোঃ কামরুজ্জামান রাসেল, মোঃ শাহ জালাল উদ্দিন, মোঃ শওকত হোসেন, মোঃ মোক্তার হোসেন, একেএম কামরুজ্জামান, সুলতান আহমেদ, মোঃ মঈনুল ইসলাম, আব্দুল্লাহ আল হারুন, মোঃ সাইদুর রহমান, মোঃ আক্তার আফসিন হোসেন, মোঃ আকবর আলী, মোঃ আসাদুজ্জামান, সুবীর বরণ মাঝি, মোহাঃ রাসেল উদ্দিন মজুমদার, মংত্র মারমা, মোঃ ওমর ফারুক সরকার, মোহাঃ ইব্রাহিম, একেএম ফারুক, মোঃ আল হাদী দুলাল।

বাংলাদেশ ভলিবল ফেডারেশনের সভাপতি জনাব গোলাম কুদ্দুস চৌধুরী প্রধান অতিথি হিসেবে উপস্থিত থেকে প্রশিক্ষার্থীদের মাঝে সনদপত্র বিতরণ করেন। বিশেষ অতিথি হিসেবে উপস্থিত ছিলেন FIVB এর বিশেষজ্ঞ প্রশিক্ষক আবদেল হামিদ মোহাম্মদ আবদেল এ্যাজিমেল ওয়াসিমি।

এ সময়ে কোর্স-কোঅর্ডিনেটর ও ফেডারেশনের সহ-সভাপতি মোঃ মনিরুল হক, সাধারণ সম্পাদক আশিকুর রহমান মিকু ও ফেডারেশনের অন্যান্য কর্মকর্তাবৃন্দ উপস্থিত ছিলেন।

সকল প্রিন্ট ও ইলেকট্রনিক মিডিয়ার সম্মানিত সাংবাদিকবৃন্দকে সংবাদ ও ধারণকৃত ছবি পরিবেশনের জন্য অনুরোধ জানানো যাচ্ছে।

মোঃ মনিরুল হক
কোর্স-কোঅর্ডিনেটর

ও

সহ-সভাপতি
বাংলাদেশ ভলিবল ফেডারেশন
কল # ০১৭১১৫৩০৪৯০

E-mail: volleybangladesh@yahoo.com

volleybangladesh@gmail.com

Translated Report:

A five day training course for Sports educators from various districts, organizations and schools ended yesterday. The course took place from 15 to 19 May

This camp was organized under a tripartite contract between the Sports ministry, Bangladesh Olympic Association, Bangladesh Volleyball Federation, and cooperation between International Volleyball Federation (FIVB) and Bangladesh Volleyball federation.

The Course was conducted by Abdel Hamid Mohammad Abdel Ajimel Wasim, a special instructor from the International Volleyball Federation. He was assisted by local instructors Shamim Al Mamun and Md. Golam Rasul Mehedi.

Bangladesh Volleyball Federation took this step to encourage Volleyball in School, College and the root level.

Pushparani Biswas, Lipi Begum Hira, Sabrina Islam, Najmunnahar, Nibedeta Das, Mohammad Shoaieb, Md. Kamrujaman Rasel, Md. Shah Jalal Uddin, Md. Shawkat Hossain, Md. Moktar Hossain, AKM Kamrujaman, Sultan Ahamad, Md. Moinul Islam, Abdullah Al Harun, Md. Saidur Rahaman, Md. Aktar Afsin, Md. Akbar Ali, Md. Assadujaman, ubir Boron Majhi, Maha. Rasel Uddin Mojumdar, Mongkro Marma, Md. Omar Farook Sarkar, Md. Ibrahim, AKM Farook, and Md. Al Hadi Dulal took part in the five day course.

The Chief Guest, Bangladesh Volleyball Federation's President Mr. Golam Kuddus Chowdhury distributed certificates among the course attendees. Special guest Hamid Mohammad Abdel Ajimel Wasim, with Course-Coordinator and Federation Vice president MD. Manirul Haque, General secretary Ashikur Rahaman Miku and other federation members were also present at the time.

Press Realse 2 (Incomplete, page 1/4):



বাংলাদেশ অলিম্পিক এসোসিয়েশন
BANGLADESH OLYMPIC ASSOCIATION

President

General Md Abdul Mubeen, ndc, psc

Secretary General

Kutubuddin Ahmed

সংবাদ বিজ্ঞপ্তি

শুরু হল অলিম্পিক ডে ২০১২ কর্মসূচী

শনিবার অলিম্পিক ডে র্যালী

সারা বিশ্বের মত এ বছরও ২৩ জুন, ২০১২ তারিখ সারা দেশ জুড়ে “অলিম্পিক ডে ২০১২” আয়োজিত হতে যাচ্ছে। বাংলাদেশ অলিম্পিক এসোসিয়েশন (বিওএ) ব্যবস্থাপনায় এ উপলক্ষে গৃহীত নানা প্রস্তুতি নিয়ে আজ বৃহস্পতিবার দুপুর ১২টায় অলিম্পিক ভবনস্থ ‘ডাচ বাংলা ব্যাংক অডিটরিয়ামে’ অনুষ্ঠিতব্য সংবাদ সম্মেলন অনুষ্ঠিত হয়। সংবাদ সম্মেলনে উপস্থিত ছিলেন বাংলাদেশ অলিম্পিক এসোসিয়েশনের উপ-মহাসচিব ও অলিম্পিক ডে ২০১২ এর সাংগঠনিক কমিটির আহ্বায়ক জনাব মোঃ আনিসুর রহমান দিপু, বিওএ’র মহাপরিচালক জনাব কর্ণেল মোঃ ওয়ালি উল্লাহ, পৃষ্ঠপোষক প্রতিষ্ঠান কোকা-কোলা ফারইস্ট কোম্পানী লিমিটেডের সহকারী মার্কেটিং ম্যানেজার রোজিনা আখতার খানম ও এক্সিম ব্যাংক লিমিটেডের পরিচালক ও অডিট কমিটির চেয়ারম্যান জনাব নূরুল ফজল বুলবুল।

অলিম্পিক ডে ২০১২ অনুষ্ঠানের অংশ হিসেবে আজ বৃহস্পতিবার সকালে বিওএ ভবন চত্বরে বৃক্ষরোপন ও চারা বিতরণ কর্মসূচীর উদ্বোধন করেন এক্সিম ব্যাংক লিমিটেডের অডিট কমিটির চেয়ারম্যান নূরুল ফজল বুলবুল। একইদিন বিকেলে ঢাকা শহরের বিভিন্ন স্কুলের ছাত্র-ছাত্রীদের অংশগ্রহণে বিওএ ভবনে ‘অলিম্পিক ভ্যালুস এডুকেশন প্রোগ্রাম’ বিষয়ক একটি সেমিনার অনুষ্ঠিত হয়। বিওএ সহ সভাপতি রাফিয়া আক্তার ডলির সভাপতিত্বে সেমিনারে প্রধান অতিথি হিসেবে উপস্থিত ছিলেন বিওএ মহাসচিব জনাব কুতুবউদ্দিন আহমেদ। আগামীকাল শুক্রবার বিকেল ৪টায় রাজউক এভিনিউস্থ বিওএ ভবনে অলিম্পিক ডে ২০১২

উপলক্ষে শিশু-কিশোরদের জন্য একটি চিত্রাংকন প্রতিযোগিতার আয়োজন করা হয়েছে। অনুষ্ঠানে প্রধান অতিথি হিসেবে উপস্থিত থাকবেন জনাব আসাদুজ্জামান নূর এমপি।

অলিম্পিক ডে কর্মসূচীর তৃতীয় দিন আগামী ২৩ জুন শনিবার ৬৪ জেলা ও ৭ বিভাগীয় সদর ছাড়াও কেন্দ্রীয়ভাবে ঢাকায় রমনাস্থ ইঞ্জিনিয়ার্স ইনস্টিটিউট থেকে শুরু হয়ে অলিম্পিক ডে ২০১২ র্যালিটি শেষ হবে বঙ্গবন্ধু জাতীয় স্টেডিয়ামে। একই দিনে বঙ্গবন্ধু স্টেডিয়ামে বুদ্ধি প্রতিবন্ধীদের জন্য খেলাধুলা ছাড়াও থাকছে হ্যান্ডবল মাঠে আয়োজন করা হয়েছে রক্তদান কর্মসূচী ও দিনব্যাপী স্বাস্থ্য সেবা প্রদান করা হবে বিনামূল্যে।

আনিসুর রহমান দিপু

সদস্য সচিব

অলিম্পিক ডে ২০১২

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Translated Report:

Olympic Day 2012 will take place this Saturday all around the country.

Organised by Bangladesh Olympic Association, a press conference was held on this context at the Dutch Bangla Bank Auditorium on Thursday.

Secretary General and convenor of the Olympic Day 2012 committee Md Anisur Rahaman Dipu was present at the conference along with others.

As a part of the Olympic Day 2012 program, a tree plantation and sapling distribution ceremony was held at the BOA bhaban circle. On the afternoon, along with Dhaka's various school students a seminar on "Olympic Value Education Program" was organized.

A children s art competition is scheduled for today at the BOA bhaban. On Saturday along with the seven districts the Olympic Day 2012 rally will start centrally from Dhaka's Engineers Institute and will end at Bangabandhu National Stadium.

Translation, especially ones like above, require extensive knowledge and grip on both languages and their terminologies. But lucky for me, *New Age Sports* has Mujibul Haque. Mujibul Haque or Mujib chacha to all works as a senior sub-editor, but he is so much more than that. This 60+ year old freedom fighter has the broadest knowledge base I have ever seen. There is nothing about Bangladesh's sports that he doesn't know about. With him around, no one ever has to go near a dictionary or check sports history.

9. EURO 2012 Adda

I was told that I chose a very bad time to do a Sports internship, as I would have had a better experience during the winter, when a variety of sporting events happen. One exciting thing I had the privilege to experience during my time was the “*New Age* EURO 2012 Adda” session.

“*New Age* EURO 2012 Adda” is an informal conference on the EURO 2012 Football Championship. These types of informal conferences are arranged by *New Age* during every popular international sporting event; for example during FIFA World Cups, ICC World Cups, EURO Championships and many more. Many sports star (retired and present) and celebrities attend these conferences. The concept of an informal conference on sports with sports oriented people is very interesting and fun to attend.



New Age deputy editor Mir Ashfaquzzaman moderated the Adda held at the Sonargaon hotel. FIFA coach's instructor Saiful Bari Titu, former Nigerian footballer Emeka Ezeugo, singer Suvro Dev, and Bangladesh national team players Zahid Hasan Ameli and Mithun Chowdhury were the special guests at the Adda.

In brief, the discussions during the conference were mostly about the current situation of Football in Bangladesh and EURO 2012 predictions, though the Adda was suppose d to be "light" and not "serious" as told by *New Age* deputy editor Mir Ashfaquzzaman. But things heated up when the topic of corruption and politics came up.

10. A PERSONAL ACCOUNT

Though my time at *New Age* was very fruitful, there are some issues that caught my attention which I just cannot ignore.

Sports Journalism requires a vast knowledge base, personal sacrifice and dedication towards the world of sports. This form of specialized journalism is believed to be glamorous, fun and exciting, and I believe it is for the journalists who represent the big organizations such as *USA Today*, *Wall Street Journal*, *New York Times* etc. But for developing countries like Bangladesh, Sports Journalism is very different. To be brief, sports reporters run around from one federation/stadium/board to the other in our country, amidst immense heat, humidity and traffic; while the editors and sub-editors collect foreign sports news from on-line sources.

A huge trend in the Bangladesh media scene is the handing out of gifts (Cell phones, Lamps and various electronics) to reporters after a press conference. This trend is seen mostly in sports press conferences, but not in political ones. In the political journalism scene the gifts are more tempting; the most desired being, “foreign trip” where reporters are taken abroad with political members to cover certain events, free of all costs. This so called “gift” has a price tag, and it’s an obvious one; biasness. Though very tempting, journalists’ can say “no” to it, but they rarely do. And denying has its negative consequences.

“Boosterism” has become a big issue in Sports Journalism. To be a sports journalist one must be well accustomed to various sports and most of the time this habituation leads to biasness, dedication towards specific teams and players, all of

which are against sports journalists' ethical code. For example, a football match between Abahani and Mohammedan most of the time brings the issue of fandom, hero worship and boosterism. In case of a Cricket match between India and Pakistan, things are even more extreme.

For a country suffering from an awfully unstable economy moonlighting is very common in Bangladesh's journalism. Reporters in general have long working hours and get very little pay; so some often occupy themselves with more than one organization. A sports journalist maybe working as a political journalist for another newspaper or website, and this hinders their focus on the specialized field.

In third world countries Investigative journalism is the most lethal of them all, at least when it involves politicians and business tycoons. The most important rule of investigative reporting is that it must have an outcome. In Bangladesh the outcome mostly ends up being the reporter's ruin. On February 11, 2012, journalists Sagar Sarwar(News Editor) and his wife Meherun Rumi(Senior Reporter) were killed in their own apartment. The reason for their murder is still unknown, as the killers roam free.

An online article in the *The Human Rights Today* website, (7 October 2009) marks that "Two journalists were killed, 46 injured, 11 assaulted, 13 attacked, one abducted, 43 threatened and three sued in past eight months till August...a total of 28 journalists and writer were killed in last 16 years in the country." (Akash) This paints a little picture of what I meant by outcome mostly ends up being the reporter's ruin.

Enterprise reporting is the most problematic for reporters, as they require a lot of investigation, and sports reporters are not known for their investigative and risk taking capabilities. Sports reporters are knowledgeable, skillful and amusing writers at

best. Enterprise reporting means reporting outside the realm of sporting events such as sports federations' administrative issues (politics, budget, corruption) , player's problems (payment, health, corruption). These reports contain little or no investigation, as most of the time reporters end up arguing with sports officials in case of critical issues.

An investigation requires a lot of time and resources, which journalists and media companies of Bangladesh do not have. There is also the uncertainty about gaining peoples' sympathy and reaction. Our journalist can easily follow any ethical code of conduct, but in a country flooded with corruption, politics, crime and little or no democracy, ethics, morals and principles become useless and dangerous. Maintaining ethics in media is essential but circumstances can make us overlook some of them, and there is not much to do about it.

But I believe sports reporters are very capable of investigating issues. Investigative sports journalism is lacking in Bangladesh because Sports is big business (supporting our country's weak economy) and sports news as a whole has become ideological. "Sports news is ideological precisely because it constitutes a discourse that serves the promotional interests of the major-league sports industry's primary stakeholders. ... This means that there is little room for news that doesn't promote the industry."(Mason)

As a result sports' reporting is becoming more like corporate office work, when it is meant to be completely different. "Sports reporting work is similar to much corporate employed work. Workers have specified tasks and work routines which produce a measurable product in a professionally acceptable format. There is a hierarchy and culture of behavior and belief assigning values to people and product...

Reporters report stories emanating from their assigned round. In the case of major professional sports such as... cricket... and, increasingly, soccer, a major news outlet will assign a reporter to cover the round almost to the exclusion of other sports. This is where the issue of what, in an education and health care context, has been called 'provider capture'." (Mason)

After learning about the "Propaganda Model" in the Globalization and the Media course, I could clearly see its elements in the media world through my experiences at the *New Age*.

According to an online article, "Manufacturing Consent: The Political Economy of the Mass Media" published in 1988 by Edward S. Herman and Noam Chomsky, "A propaganda model focuses on this inequality of wealth and power and its multilevel effects on mass-media interests and choices. It traces the routes by which money and power are able to filter out the news fit to print, marginalize dissent, and allow the government and dominant private interests to get their messages across to the public." (Third world traveler)

The propaganda model has 5 filters, which now a day's are dominant in every aspect of the media. These filters are:

1. OWNERSHIP and PROFIT ORIENTATION
2. FUNDING and ADVERTISING
3. SOURCE
4. FLAK
5. ANTICOMMUNISM

Except the 5th filter, all the others are dominant in the Bangladesh media scene. Journalists of Bangladesh probably face more flak than anywhere else in the world. Journalists are constantly being threatened, pulled off stories and killed. Most newspaper companies in Bangladesh are owned by rich and influential people, large corporations and political parties. These people always have their own interests in mind and they project their ideologies, beliefs and biased point of views.

Media organizations, especially newspapers rely 100% on advertising for their finance and funding. As a result the advertisers and the advertising departments get first priority. They get the first take on every page and the news comes after they are done placing their ads. If the ads are big and takes up a large number of columns, then the news are cut down to meet their needs. As a result articles and reports lose details and news becomes less informative and somewhat biased.

After politics, sports is the most widely read news in Bangladesh. Mostly dominated by Cricket, the sports pages generate big money for the news industry. With globalization we are able to access advanced technologies, utilities, opportunities and sources, while the Sports Journalism platform is getting wider day-by-day, but at the cost of quality, originality and integrity.

11. CONCLUSION

Not ignoring the fact that I was doing three other high level courses along with my internship, I have enjoyed every aspect of it. My 12 weeks at the *New Age* may not have taught me every aspect of Journalism, but it has broadened my understanding of it.

I have met a lot of interesting people and made a lot of new friends. I have experienced how a group of people of similar interest work in a friendly and respectful environment with efficiency and supreme effectiveness. And I am honoured to have been a part of them.

Good and solid news is very hard to come by now a day, but *New Age* tries their best to find the silver lining.

With the rise of globalization, the news industry has grown immeasurably. News papers and news reporting is not the same as of our father's and grandfathers time. From size, shapes and colour to categories, concepts and corruption, print media has gone through heavy renovations over the past decade.

Though the majority of our journalists are far behind the developed nations, the race is far from over. Quality is an eternal quest and there is no one yard stick to measure a journalist's professional excellence.

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