

**Final Report On
The Profound Experience In The Field Of Copywriting At
*Paper Rhyme Advertising Ltd***

By
Sadiya Sultana (Eva)
ID:17303008

An internship report submitted to the Department of English and
Humanities in partial fulfilment of the requirements for the
degree of
Bachelor of Arts in English

Department of English and Humanities
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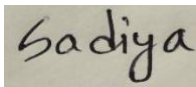
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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing degree at BRAC University.
2. The internship report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The internship report does not contain material that has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:



Sadiya Sultana (Eva)

ID: 17303008

Supervisor's Full Name & Signature:

____Roohi Huda_____

Roohi Huda

Assistant Professor, English & Humanities

BRAC University

Approval

The thesis/project titled “The profound experience in the field of copyrighting at Paper Rhyme Advertising ltd.

Sadiya Sultana (Eva), 17303008

of spring21’, 2021 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts in English on 31 may, 2021.

Examining Committee:

Supervisor:
(Member)

Roohi Huda
Assistant professor
Department of English and
Humanities
Brac University

Program Coordinator:
(Member)

Full Name
Designation, Department
Institution

Abu Sayeed Mohammad Noman, PhD
Assistant professor
Department of English and Humanities
Brac University

Departmental Head:
(Chair)

Full Name
Designation, Department
Institution

Firdous Azim, PhD
Professor and chairperson
Department of English and Humanities
Brac University

Full Name
Designation, Department
Institution

Letter of Transmittal

Roohi Huda
Assistant Professor,
Department of English and Humanities
BRAC University
66, Mohakhali, Dhaka-1212

Subject: Internship report on “The profound experience in the field of copywriting at Paper Rhyme Advertising Ltd.”

Dear ma’am,

It is an honour for me to submit my internship report on ‘The profound experience in the field of copywriting at Paper Rhyme Advertising Ltd’, where everything has been covered under your supervision.

I have attempted my best to complete the report with the valid, essential information and recommended hypothesis in an important and fathomable manner.

I trust that this report will meet the desires.

Sincerely yours-

Sadiya Sultana (Eva)
Student ID: 17303008
Department of English and Humanities
Brac University
Date: May 31st, 2021.

Non-Disclosure Agreement

This understating is made and entered into by and between Paper Rhyme Advertising Ltd and the undersigned student at Brac University named Sadiya Sultana (Eva) for the commitment of avoiding the unapproved divulgence of confidential data of the organisation.

.....

Paper Rhyme Advertising Ltd

.....

Sadiya Sultana (Eva)

Acknowledgment

I would like to thank my sisters for helping me grow so much when our parents were absent. My sisters have been with me through thick and thin. They are the positive force in my life and they never give up on me even if I do. From where I come, it is not usual to send girls to another city to get a degree. I am eternally grateful to my parents for keeping an open mind and trusting me in this. Furthermore, I thank The Almighty, Allah for making my life so much easier than so many people out there. I would like to thank my teachers in BRAC University who have helped me to come this far. My internship supervisor, Roohi Huda ma'am is a real blessing to me. I have done many courses under her and one of the best qualities about her that has amazed me is that she genuinely wants students to learn something. Also, I would like to thank *Paper Rhyme* for providing me with the opportunity of working with them. They were very friendly and supportive. Azm Saifuddin sir, who is the CEO and my work-place supervisor, helped me understand my work thoroughly. Without his help, I would be clueless and I could not have completed even one task properly. My time in *Paper Rhyme* was a joyride and indeed a great experience.

Executive Summary

Paper Rhyme Advertising Limited is an advertising agency which helps to promote brands and delivers ideas for those brands to develop business design for their consumers. It has built a positive reputation amongst many organisations by its overwhelming strategies. The managing director and CCO of this organisation is AZM Saifuddin who was also my workplace supervisor. For the last 16 years this advertising firm has worked with many medium and big business houses. It was established in 2005 and is generally used by SMEs, medium size businesses and enterprises. The agency's head office is located in Banani, Dhaka. Around 2-9 people are working at this firm currently. It concentrates in social media marketing, print design, logo design, product design, and branding services. It helps its clients to produce creative, media and activation solutions from strategic brand ideas. It campaigns products with the highest possible media and public relation coverage. It is providing services to many renowned organizations like Robi, BITI, Pink City, SMC, TK group and others. Also, *Paper Rhyme* has won three prestigious awards as an advertising agency.

Keywords: Paper Rhyme Advertising Ltd, advertising media, influence of social media, writing strategies.

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Glossary:

Panopticon: The panopticon was proposed as a model prison by Jeremy Bentham.

Panopticon means “all seeing” worked as a round-the clock surveillance system.

It was designed in a way so that the prisoners could never know when the inspector is observing him/her. This situation would arise a mental uncertainty which would become a brutal instrument of discipline.

Mediascape: It can be perceived as the many media platforms like newspapers, magazines, television, internet, etc that construct the visualised world we build, where narratives and pictures are usually the only path through which a person develops an opinion about a place or a culture. It depicts the way that visual imagery influences the world.

Chapter 1

Introduction

In the 21st century, it is very difficult to predict what might happen tomorrow. Our lives are bombarded with continuous events which are occurring around us and keeping us entertained all the time. The reason why we all are rushing towards something every now and then is the media. The importance of media is so powerful in the modern world that it has been declared as the 'Fourth pillar' of democracy. It has played such a prominent role in building up the society that now we can hardly visualise our lives without media. Everyone is dependent on media to keep their lives moving through daily activities such as work, education, health care, entertainment, and leisure activities. We cannot resist social media because we are too emotionally and physically attached to it. We are so invested in media that we put our personal information out there like it is nothing. The picture of a mundane day in our century would be a day without using our smartphones. Furthermore, media is a bridge which helps people all over the world to connect and share every positive or negative incident. We all know for a fact that it is media which has helped us to come out of the dark and accept modern ideologies.

There are many types of media such as advertising media, print media, social media, broadcast media, digital media and mass media. My area of work is related to the advertising media.

Advertising media indicates the different media channels through which advertising is conducted. Advertising media works to showcase promotional content communicated in different forms such as images, videos, text and speech using television, internet, radio etc. Basically, there are channels through which a certain product is advertised in order to reach the target audience. Advertising media has a pivotal role in marketing and business for all the companies out there. There are thousands of companies that produce service and goods for customers. However, it is not possible for all the customers to know about every product. This is the reason why companies reach out to advertising agencies in order to connect with

customers and increase the brand value in the market. Companies can figure out the customer demographics, target audience, advertising objectives and advertising budget and choose the type of advertising media that they want their products to be advertised from. This aids to build a buzz about the brand, portray the product, create smooth service management for the customers and establish a strong brand name. Otherwise, an unadvertised product is going to achieve no name and the brand value is going to be really low. All the advertising media channels are linked to integrated marketing connections which build a brand using 360-degree branding. Not only does the advertising media promote a brand but also it provides employment to many people. It is a vast network with so many job opportunities for people who are skilled and for people who want to be a part of the media world.

I chose 'Media and Cultural Studies' as my major to complete my degree because I always had an attraction towards journalism. But just when I was about to finish the last stage of my study at Brac University, the pandemic happened. It was really difficult during a time when everyone was quarantining at home to find a job for an extensive experience. Thankfully, my internship supervisor Roohi Huda ma'am helped me find an internship opportunity at *Paper Rhyme Advertising Limited*. This agency focuses on promoting brands and creates a business outline for the brands that it works for. I was fortunate enough to have my internship done from home. During my time as a media major student, I had attended courses which offered a better understanding of journalism. One course in particular, ENG404 (copywriting) proved to be effective since I was doing my internship in a copywriting agency. In this course I learned about the fundamentals of persuasive writing, print advertising, audio-visual promotions, copywriting techniques etc. All the theories I learned in this course were related to the field of work I was doing. I was initially interested in getting an internship in a newspaper agency but when I started working for *Paper Rhyme*, I realised how significant the copywriting industry is.

I started working at *Paper Rhyme* from October 10th, 2020 and finished it in mid-January 2021. My workplace supervisor was Mr. Abu Zafer Md. Saifuddin who is the managing director and the CCO of this agency. I am thankful to him for giving me this opportunity of working under his supervision. He gave me tasks which were considerably easy for me and he ensured that I understood every task properly. I learned a lot in *Paper Rhyme* about the advertising media and had the scope to test my abilities as a media student.

Chapter 2

History of Paper Rhyme Advertising Limited

“The consumer behaviour towards a product is wholly depending on advertising, without any consideration of the features of the product” (Gorn, pp.94-101). *Paper Rhyme Advertising Limited* is an advertising agency which helps to promote brands and delivers ideas for those brands to develop business design for their consumers. The managing director and CCO of this organisation is AZM Saifuddin who was also my workplace supervisor. It was established in 2005 and is generally used by SMEs, medium size businesses and enterprises. The agency’s head office is located in Banani, Dhaka. Around 2-9 people are working at this firm currently. It concentrates in social media marketing, print design, logo design, product design, and branding services. It helps its clients to produce creative, media and activation solutions from strategic brand ideas. It campaigns products with the highest possible media and public relation coverage.

➤ **Their Consideration**

- Quality of work
- Specialization
- Commitment to deliver
- Size, scope and culture of the client
- Understanding client’s business
- Level of talent-both side
- Brand P&Ls
- Mixed remuneration models

➤ **Facts about Paper Rhyme Advertising Limited**

Companies

- Advertising (Professionals: 40)

- Paper Rhyme Public Relations (3)
- Advertising (Professionals: 40)
- Paper Rhyme Healthcare

Has Stakes in

- Chhapaghar Printing Press- Financial Excellence Limited

Awards

- One of the BATA campaigns have been awarded in BATA
- International campaign
- Srijon Samman Award for Robi, recognition from India



Their Strength

- Trained abroad
- Nationwide activation capacity
- Worked with MNCs
- Senior members have 12+ work experience
- Media planning tool
- Extensive PR exercise

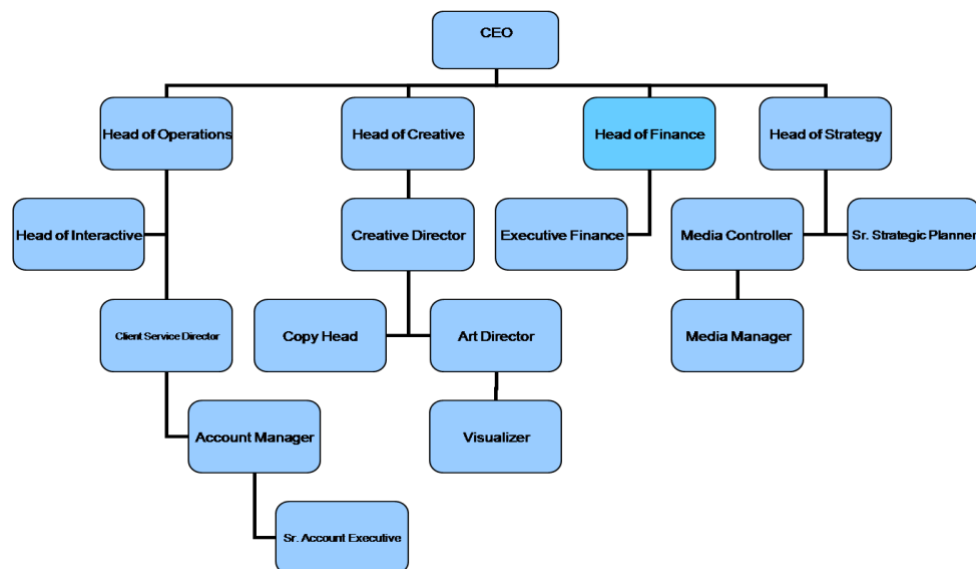
➤ **Provided Services**

- Social media marketing
- Print design
- Logo design
- Product design
- Branding

➤ **Client Focus**

- Small businesses (<\$ 10M)
- Medium businesses (\$10M- \$1B)
- Large businesses (>\$1B)

➤ ***Paper Rhyme* organogram**



The Paper Rhyme Tree

For many years now, *Paper Rhyme* is providing services to many renowned organisations like Robi, BITI, Fresh, Pink City, SMC, TK Group and others. It has built a reputation for itself in the advertising world as a reliable and trustworthy agency.

Chapter 3

My regular assignments in *Paper Rhyme Advertising Limited*

Working as an intern in *Paper Rhyme* was a meaningful experience for me because the assignments here were so strategic and client-friendly. I got to implement my learnings from the media courses I have done at my university. My area of interest was always related to media and this opportunity gave me the scope to explore an extensive field of media. It has given me a massive hope to continue pursuing my interest.

During my time working under AZM Saifuddin (Managing Director and CCO), he had assigned me with many tasks like promoting products on Facebook, and reviewing them. I completed every assignment my workplace supervisor gave me and before every assignment he gave me instructions on how to do what. I did various tasks and played various roles such as the interpreter, article editor, and social media marketing intern.

The first assignment was about transcribing and translating a video. During my period of time, I was given 7-8 videos to transcribe and translate. These were live video sessions sponsored by Guardian Life Insurance presents 'LeadSpeak' on connecting the dots, powered by Lighthouse Bangladesh. The duration of each video was approximately 1 hour 30 minutes. I had to listen very carefully and do a thorough writing. I had one week to complete translating each video. I had to translate those Bangla live sessions into English, and I had to maintain a sequence. This was the most important task and I did not find it really complicated at first because I had done a course previously ENG365, also known as translation studies which specially focused on transcribing Bangla text to English. This task was really time consuming, and I needed to be really patient with it. I could not be careless because all the translations were later compiled into a file and were published online. So, I had to make sure that I had a very good grip over both Bangla and English in order to deliver a smooth result. There is a term called 'lost in translation' meaning while translating one text into a different language or languages, many

meanings get lost. Since this was an important task, I had to be very careful about translating it.

Additionally, AZM Saifuddin sir published an article in a newspaper about the victory day celebration and uploaded it on Facebook as well. He asked me to do some editing and find mistakes in his article. The title was “Celebrating glorious payback to the nation” where I found the word ‘payback’ unsuitable. When he asked me to explain why, I said the war of independence was not about paying back, it was rather about gaining freedom. It was published in *Bangladesh Bulletin* newspaper. AZM Saifuddin sir asked me to spread this article on Facebook. So, I shared this article with people I know and asked them to share it with others. *Paper Rhyme Advertising Limited* is promoting two organisations, VitaMalt Malted Food drink and Vitalac Dairy and Food Industries. My job was to promote these two companies on Facebook so that these could engage more audience.

3.1. Electronic marketing: “In global view, Electronic marketing (eMarketing) mostly defines as new attitude and modern realistic involvement with marketing with goods, services, information and even ideas via internet and other electronic means” (El-Gohary, pp.214-244). eMarketing is a process through which a product or service is promoted in the internet. It uses a range of media platforms like Email, Facebook, Twitter, Instagram and other sites to connect businesses to their customers. E-marketing allows customers to do some research in order to purchase goods and services conveniently. E-marketing is inexpensive while traditional marketing is costly and needs huge investment. The most beneficial part of E-marketing is perhaps the easy accessibility. People are glued to their phones because of all the social media sites. When a product is promoted in one those popular sites, people like to take a notice at that particular product. Having a physical shop for a specific company’s products will reach the people within its close proximity whereas an online shop or advertising that particular shop in different social sites will bring audience from all over the world to this venture. “Nowadays,

we can easily see that for many people use of the internet and computer devices, smart phones as well as emails and even logging on to social media sites like Facebook, LinkedIn, or Twitter has become an essential daily need” (Raad, Yeassen et al. pp.2364-2367). However, it is significant that electronic marketing is only a cheap option when one comprehends it in the subject of the size of advertising budgets. It is easier than going to an actual shop because E-marketing has the option of delivering products to home. Customers can know everything about the product from the internet and at the same time can clear out all their queries by messaging. Since *Paper Rhyme Advertising Limited* is an advertising firm, I had to work on social sites to promote products. There were two dairy product pages that I had to promote in particular. ‘Vitalac Dairy and Food Industries’ and ‘VitaMalt Malted Food Drinks’ were the two Facebook pages I was assigned to promote. Vitalac dairy focuses on providing the best nutrition. The company specializes in the formulation, production, and marketing of nutritional products for people and especially, infant milk formula and other foods for babies. The organisation tries to maintain an extreme ethical standard while producing its goods. My workplace supervisor asked me to promote its Facebook page. So, I invited my friends and families to like the page and asked them to comment their thoughts on the products. Some of them actually bought a few products from Vitalac’s page. ‘VitaMalt Malted Food Drinks’ is another venture which produces nutritional drinks that help to keep a balanced nutrition. As a social media management intern, I tried to increase this organization’s audience. They introduced new products every other day and I promoted those products via comments. Moreover, my supervisor asked me how he could gather more audience for these products and because I spend a lot of time in social media sites, I told him to open accounts for both the organisations on Instagram. Also, I told him to send PR packages to food bloggers so that the products could get more recognition.

3.2. Video Translation Task: Putting a huge amount of time and attention to a certain task is tough and the video translation task needed both. During the first few weeks, I received 7-8 videos. I would say the translation part was crucial because it was hard for me to understand what every person was saying. These videos were lengthy and if I was distracted even for a minute, I had to rewind them and listen closely. Those live sessions were conducted amongst many business entrepreneurs. They were talking about a lot of important business-related issues and their solutions. There was one moderator and 6/7 participants and the participants answered questions asked by the moderator. People who joined those live sessions were also able to ask questions to the big business personalities. I tried to catch the essence of those videos really closely because their answers were really useful which could help many people to continue their big/small businesses during this pandemic. A good understanding of both Bangla and English was necessary for which I found this task in particular, very tricky. The conversations were mixed which meant I had to be extremely attentive to it. I tried to translate every conversation as it was. I did not linger on getting every sentence perfectly rather I focused on catching the meaning.

Video Translation Sample

“Lead Speak” by Guardian Life Insurance:

Moderator: Assalamu alaikum. Ramadan Mubarak to all viewers. I am Najmus Ahmed Alub and again I welcome you all to our episode 2 of Guardian life insurance presents lead speak webinar on financial related called rediscovery finance. Amid this disruption due to this extraordinary COVID-19 pandemic, crystal finance has been highly instrumental in bringing control over the financial system. Not to forget that the influence of digital finance in financial area has been a ground breaking phenomenon. It is the same question that surfaces, while we are trying to live out of it what if we have to live with it? This means why Bangladesh will not adopt digital financial services at large. In our episode today in digital finance and technology,

we have another set of extraordinary panellists of industry leaders and experts who will shed light on their efforts in keeping the system engaged while they make their decisions. To begin with, we have Mr. Rahel Ahmed (Managing director and CEO of Prime Bank. We have Mr. Mominul Islam (Managing director and CEO IPDC finance). We have Mr. Solaiman Alam (Chief digital and strategy officer Grameenphone) and Mr. Gazi Yar Mohammed (EVP, Head of MFS & Agent Banking, One Bank). And to take us forward in our today's session I invite Mr. K A M Majedur Rahman (a market analyst and independent director Shahjalal Islami Bank). Thank you very much Majed Bhai.

K A M Majedur Rahman: Thank you Alub. It is a pleasure again to host this session. We are basically going to talk about technology and finance today. We all know that this COVID-19 had almost halted our lives but since we are the greatest creation, we have not accepted defeat. We have carried on and with our technology solutions and our digital finance we have kept our economy alive. We are looking forward to a brighter future with the help of this technology. Today we have the managing director of Prime Bank Mr. Rahel Ahmed, the managing director of IPDC Mr. Mominul Islam, the data strategist of Grameenphone Solaimam Alam, and from One Bank who works in the digital finance sector we have Gazi Yar Mohammed. We are going to know how we have come to help our customers with digital finance. Also, how this digital finance will be a significant part of our economy in future. I want to specially add that how far we have come with digital finance and how far more it can take us in terms of development. We are thinking that for such circumstance if we can make a platform where buyers and sellers can bargain their products and from there, they can create many opportunities. Such platform has already been made in our country but in case of economy we need something like this. You can compare that with Uber and how Uber has helped us tackling the traffic. Because of the online shopping we can shop things from home. Along with that the infrastructure of technology is a subject that how much we are going to

invest, can everyone do it, will it be a shared platform or it will be a solo platform. Then, the banking system that we are using to where are we taking the skills and usability of it and to tackle difficult situation if we can really stabilise our banking system. Other than that, the most important things are data security, data analysis, data governance. With this our today's session is huge but I hope that we will be able to cover everything on time. After our two rounds of questions, we will accept questions from our viewers and try to answer them. Let us begin today's webinar. We are going to start with the managing director of Prime Bank, Mr. Rahel Ahmed. I am repeating the question again, because of this fall out as our technology leader and service provider we have to wrap up the action and after wrapping up we have to provide a safe place for the common people and after taking them there, their lives must be on balance. What should we do we keep our economy running and how far are we going to take this technology with the association of the lower-class people? I am starting with Rahel Ahmed.

Rahel Ahmed: Thank You Majed Bhai. Thank you, light house Bangladesh, for arranging this series of webinar and thank you for inviting me as well. I am going to start briefly with the initiative that you have given me that what is digital? This is a very famous topic between us. People of my age group a few years ago used to think that having a Facebook account means being digital. This is nowhere near the definition of digital because I have a teenage daughter and she tells me that Facebook is for the older generation. We have to be on Instagram, YouTube and everywhere. But as a banker over the last few years what I have seen and done is that being digital means if I can inject my banking formula in all my customers mind with the ease and trust then I am digital. If I talk about today's digital space is really huge and from the perspective of Bangladesh how deep we have dug in the financial system is the biggest question. There is no harm in admitting that we are still in slow progress but if I quote Charles Darwin, he said that "It is not the strongest species that survives or not the most intelligent one but the who is most responsive to the changes". With all the financial industries together, we

have maybe a little but progressed and we have always tried to do our work. Fortunately, the start-ups do not have to go by any regulations as yet in Bangladesh. They work with a free mind and when it comes to digital transformation, I will say this from my banking perspective I work under a regulated environment. One of the major roles in our fields is the regulator's. if the regulators do not do the analysis, the transformation faces difficulties. This is a big issue in our country. In this being digital case, mind-set is important. My bank has a long legacy and my peers have that too. For this new generation, this is much easier because there is not much of legacy that needs to be maintained. Everyone in a business needs to be on the same page otherwise the proper transformation will not happen. COVID-19 has taught us one thing and it has aroused the consumers as well. We can see that Chaldal has grown a big business. For the banking people this is a challenge that how swiftly we can take this issue to the next level. We have worked on internet delivery, online banking. We are working on Nano financing. I will stop here for the time being and if anything, else comes up I will add.

..... (to be continued)

This assignment did not seem difficult at the first glance but it did seem a tad confusing for me when I could not understand everyone's speech. Every person has a different way of talking, different voice pitch, and different approach to English. Even though I tried my best to cover everything that was important, I could not understand a few technical terms. Therefore, I told my supervisor to go through my writings again and see if there were any mistakes.

Chapter 4

Connection of Terms, Concepts, and Theories with my Internship Experience

By taking Media and Cultural Studies as my major, I have learned many theories related to media which describes this world more fluently. These theories have proved to be effective for me in real life and while I was doing my internship, I could connect these theories to my work as well. Courses like ENG440: English for print media, ENG404: Copywriting, ENG333: Globalisation and Media and ENG331: Introduction to Cultural Studies: Theory and Practice have a positive impact on my work. How my work is associated with a few terms, concepts and theories from these courses are described below:

ENG333 (Globalisation and Media): From this course, I have learned that globalisation is a process through which national and international economies, communities, cultures have become unified by the global network of communication, business, transportation and immigration. It illustrates how people, businesses and governments all over the world are becoming more interdependent and interconnected. “The widening, deepening and speeding up of world-wide interconnectedness in all aspects of contemporary social life, from the cultural to the criminal, the financial to the spiritual” (Lawal, pp. 65-78). It runs on the ideas of global capitalism, global politics, global technology, global media and culture and global economy. The world is becoming one small ‘Global Village’ through the exchange of goods, capital and services. Sometimes it is good to have ideas exchanged between nations, but sometimes it also provokes cultural appropriation.

Everyone is connected to each other through the modern technologies of this era. My time as an intern, I tried to promote certain products online. While promoting it, I saw people in those posts whom I did not know. I mentioned my friends and family in many posts and asked them to mention people who they knew. This interconnectedness through a social media app is globalisation. If I were living in the 90s, I would not be able to connect with my friends or

unknown people to promote a product so easily as I can now. When I was promoting, the products reached to people. People could virtually view the products, read the features and they could even book those products online. I did not need to go door to door like a salesman to pursue people into buying anything. I just sat before my laptop and introduced people to the products. This sense of comfort has reached to us because of the globalisation of advertising media and social media.

Panopticon: The panopticon is an architectural establishment invented by Jeremy Bentham to observe and dominate people. It functions as a round-the-clock surveillance system. It is designed in a way that in the central tower, it is possible to control people without being seen. In this model, people are segregated, permanently visible, and can be seen from every direction. The prisoner could never know when he is being observed and the mental discomfort that in itself would witness to be a critical technique of discipline. According to Humphreys, “Part of the power of surveillance is that people whose personal data are collected or observed may not know when or if they are being watched”. Foucault considers the panoptic technique a “disciplinary model” which “produces homogenous effects of power”. After studying Foucault panoptic system, I think that disciplinary measures are taken to ensure the majority of the populations safety and needs. As Foucault describes, “the evolution of the panopticon or panopticism began with the plague of a town, where there was a need for a surveillance system”. Jeremy Bentham and Foucault’s concept of Panopticism is witnessed in many places in our community today. Anywhere you look, you will particularly find places like schools, factories, hospitals, asylums and even universities portray panopticism because all of these places have some kind of surveillance system.

I have done this internship for nearly 4 months and I was under surveillance all the time. When my workplace supervisor assigned me with tasks, he gave me certain instructions. He was constantly checking in on me to know if I was still doing my tasks. He would sometimes email

me to know my progress of each assignment. I had a task where I had to gather audience for certain Facebook pages and after I invited my friends and family to those pages and asked them to comment their thoughts, my supervisor emailed me saying 'I did a good job'. He was monitoring me from those Facebook pages, and I did not know that. This was a kind of surveillance system where he observed me and controlled my actions via emails. Moreover, my ENG466 supervisor like my workplace supervisor, emailed me to know how I was doing in my job. When I felt difficulty doing my tasks, I informed her, and she talked to my workplace supervisor. She also asked my workplace supervisor about my performance under his observation and informed me about it. She too was observing me and controlling my actions. The panopticon is designed so that an authority can observe and control people from every direction without being seen. I could not see whether both my supervisors were observing me but I knew that they were and for this, I had to keep doing my work every day. Additionally, I had people under my observation as well. While promoting those products online, I constantly checked who was commenting what. Based on those comments, I gave my workplace supervisor suggestions in order to relate with people. I was observing people who were commenting on those posts and making sure that their queries were responded to.

Consequence: Consequences refers to the impact of a news. When I was doing my internship at *Paper Rhyme Advertising Limited*, I was assigned with multiple tasks and I had to make sure that I deliver positive results. For example: I was assigned to translate a few live sessions from Bangla to English. My workplace supervisor told me to translate every video with care and also told me that he was going to compile those translations into a file and publish it online for people who were seeking guidance for business related issues. Now, in this case, if I had not done my assignment with utmost care and understanding, those translations could not have published, and those people who were waiting for guidance, suggestions or were eager to read these copies would feel angry towards the organization for not being responsible. This way,

the agency would lose a lot of followers. Furthermore, I had another task where I was asked to invite friends to like, comment and share a few products from Paper Rhyme's Facebook page on their Facebook timeline. I did the task accordingly and the result was positive which helped the pages gain more audience. Since those were new pages, they did not have many followers. But when I mentioned it to my friends and family, they gained a few followers which helped the company gain publicity on Facebook. Otherwise, these pages, like many other unknown pages, would get lost amongst popular Facebook pages, and the organization would not reach its estimated customers on Facebook.

Timeliness: Timeliness refers to the quality of a news being reported at an advantageous or useful time. When I was assigned with assignments at my workplace, I was given a certain time to complete them. For my video translation assignment, I was given one week per video. I was advised to finish translating on time so that my workplace supervisor could publish it on time. Those live sessions were focused on the pandemic situation where the participants were talking about small/medium/big businesses facing troubles and dealing with their troubles. The suggestions from these live sessions were applicable for the pandemic situation, not for when there were no lockdowns. So, if I did not translate those videos on time, these sessions would lose their timeliness news value because the pandemic is not going to stay forever, it is eventually going to end. In this case, I had to finish my tasks within the time I was allotted for it, and hand the result over to my workplace supervisor. Once my supervisor published the file, people who were expecting this were happy. This one task affected people who were struggling with their businesses during this pandemic.

Mediascape: Mediascapes can be grasped as the many media platforms such as tv, radio, internet, etc which shape the imaginary world we create. Mediascape is the flow of information that is generated through print and media. It explains the way that visual concepts influence the world through things like magazines, and posters. "The complexity of how platforms of media

indulge audiences and build imagined worlds and desires for other lives/objects and can create movement” (Appadurai, pp.1-24). The world of mediascape is so gigantic that everyone lives in it without really even realising it. We all are connected through the flow of information that we receive each day from sources like newspapers and internet. The world of mediascape possesses the ability of encouraging influential movements. It is a mixture of communities, cultures, education and institutions. My work was mostly based on Facebook. I promoted certain products in the internet and made an impact there. The internet is an imaginary world and all the tasks that I did were based on the internet. How wonderful it is to know that a simple app such as Facebook has the ability to make people all over the world come together and process one small detail at the same time! Mediascapes transcend beyond our understandings. It is not physically possible for us to go through every culture existing in the world and describe it as it is without exaggerating or without missing out information but with mediascapes we get in touch with every culture because it is generally a melange of cultures.

Chapter 5

Personal Account

Working at a place means living and observing how that particular place operates. Before entering the workforce, I had a little idea about workplace ethics and workplace discipline. While working there I had to make sure that I respect my work, my co-workers and my clients. After I was assigned with a video presentation task and given only a day to finish it, I was scared. But, when I emailed my workplace supervisor telling him that I could not complete that task within a day, my workplace supervisor understood it. The reason why he understood my difficulty was because of his workplace ethics. Also, when I was working online to promote a few products, my workplace supervisor made sure that I understood the depth of this task. He sent me some products to use and share my own opinions. This was really important for me because it was an unpaid internship and by not receiving a reward for my work, I felt a tad irresponsible towards it. Because when you do not get something in return, you feel that you are not valued enough. So, this small gesture touched me and motivated me to continue my work with the same passion. Moreover, I learned a lot of time management. I was not a person who would always be on time but when I was working at *Paper Rhyme Advertising LTD*, I had a certain time in my hands per project and I had to finish my projects in that allotted time. I can proudly say that I am better at managing time now than I was before.

Chapter 6

Conclusion

It was a tremendous experience for me to work for one of the renowned advertising agencies in Bangladesh. I was not expecting to work at *Paper Rhyme Advertising Agency* but I think unexpected things turn out to be something great. As an intern, I have learned a great deal of things from this firm. Before working here, I did not give much thought to the advertising media but once I started working, my perspective completely altered. I am eternally thankful to this organisation and my workplace supervisor for having me as their intern. Because of this experience I have improved not only as an intern but also as a person. *Paper Rhyme Advertising Limited* has given me the scope for imagination. It has helped me to enhance my writing skills and explore the world of advertisement. This was my first ever working experience and I have learned the smallest details from it.

6.1. Recommendations: I chose Media and Cultural Studies because all my life I have been deeply connected to the world of media. As a media major student, I have learned so many things from my major courses. Some courses are mandatory for media students, and from those courses I have learned many useful epitomes of journalism. These courses offered by Brac University are so profound that they give students the opportunity to explore the depth of many complicated terms, concepts and theories. They are, without a doubt essential for media major students. What I think should be improved is that we should have more practical tasks. For example: we should have opportunities where we can practice real journalism and practice our skills in the media world by actually engaging into it.

To conclude, I think I have been privileged to be born into a world where I can have the freedom of speech to deliver my inner thoughts. I aspire to pursue journalism as a permanent career and learn as much as I can from it. Working at *Paper Rhyme Advertising limited* has added more

value to my motive. I had a very impactful journey at this agency and I hope to implement my learnings as I grow.

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Here is the article I helped my workplace supervisor with

