

Report On

Internship as a Feature Writer at *The Business Standard*

By

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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing a degree at BRAC University.
2. The 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 report does not contain material accepted or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Acknowledgments

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Chapter 1

Introduction

I grew up reading both the *Prothom Alo* and *The Daily Star*. I was especially fond of the entertainment segments. They were colorful, and vibrant and would present a quick summary of what was happening in the entertainment industry. I used to wonder how they knew so many things about the media world. And how they were able to cover different news every day. All of these questions sparked a curiosity in my mind. Reading all those articles over the years, created an interest in me in the world of media and news. Moreover, one ritual in our house was to look at the late-night news bulletins with my father. The news bulletins were always very precise and informative. It used to give me and my father the recap for the entire day.

After being enrolled in the English and Humanities department of BRAC University I came to know that we can do a major in one of the streams which is ‘Media and Cultural Studies.’ I believe it was my childhood interest that emerged. And it encouraged me to move forward with this stream. That is why, for my internship, I was searching for opportunities at newspapers, and luckily my placement at *The Business Standard (TBS)* happened. *The Business Standard (TBS)* is

a newspaper that was able to create its market within a very short time frame. However, both my theoretical knowledge and my keen interest in working in media helped me to move forward.

The printed newspaper has changed a lot over the years. Back in my childhood printed newspapers were not included with digital platforms like mobile applications or any social media. Moreover, the language and writing style has developed too. The recent newspapers are more focused on creating engaging and concise content, due to the decrease of attention span. Even to attract young readers more emphasis is being placed on trending topics, entertainment, and lifestyle.

Moreover, printed newspapers have given a lot more priority to creating a visually appealing piece. Unlike other newspapers which have evolved throughout the years, *The Business Standard* has been able to follow the recurring trends from the beginning. Because *The Business Standard* is a new entrant in Bangladesh's media it follows the contemporary layout both in its print and online platforms. Also, they ensure the inclusion of high-quality visuals and a clean design to increase their readability. With the changes of time and the preferences of people, newspapers are trying to modify themselves accordingly.

Additionally, for the online platforms of *The Business Standard* eye-appealing designs and content are being made. They focus more on the content being catchy rather than making it descriptive. But it is certainly kept in mind that any news piece content is informative and

authentic. They do not focus on creating news that will degrade people's beliefs in newspaper agencies. Therefore, all these strategies helped them to stand out amid the rest of the newspapers.

However, the journey with such an authentic and focused newspaper that believed in ensuring quality, was full of inspiring and learning experiences. This three-month internship introduced me not only to the printed newspaper but also to its ability to ensure authenticity and valuable work ethics. I believe it was possible because they prioritize these few things in their work culture. All of these experiences and learnings both from my supervisor and colleagues helped me to grow immensely during my internship. The lessons that I have learned from here are lifelong learning and I will try to implement all of these in my next corporate platform. And the skills along with that will help me grow further.

Chapter 2

A Brief History of *The Business Standard*

The Business Standard, going beneath the surface, is a news platform that operates in both online and print versions. It is owned by The Horizon Media and Publication Ltd based in Dhaka, Bangladesh.

On January 21, 2020, *The Business Standard* was debuted as a newspaper. However, it was launched on August 21, 2019, and (tbsnews.net) is the online portal of *The Business Standard*. Within a very short time, they have been listed as the number one business newspaper in the country. *The Business Standard* emphasises more on business news to promote good governance and the most effective ways to manage an economy or business. The newspaper, without exception, offers constructive criticism of government procedures and ensures recommendations for improving them. However, it also features stories, sports, general news, and entertaining reading with an in-depth analysis of a wide range of topics.



Figure 1: Logo of *The Business Standard*

The Business Standard has 1.2 million followers on Facebook and it is increasing day by day. This newspaper always focuses on recent and important news. Inam Ahmed is the editor of the newspaper, and Yashab Osama Rahman is the head of the online issue. *The Business Standard* (*TBS*, hereafter) is a trustworthy news organization, and its goal is to provide information on time.

Since its establishment, *TBS* has introduced innovative features. For instance, including interactive data visualizations, video reports, user-friendly online portals, social media integration, and podcasts to enhance audience engagement. It has gained recognition as a reliable source of news. Also, it has made its own way out and ensured itself as a leading English-language publication in Bangladesh.

This publication regularly delivers weekly pieces on fashion, food, sports, technology, and other topics. However, the one thing that they prioritise is bringing authenticity out of any story. And emphasises visual storytelling to help readers decipher the most complicated issues. The platform also provides selective international news and analysis from Bloomberg, AFP, Reuters, Project Syndicate, *Hindustan Times*, etc.

In terms of its workplace environment, this is a gender-neutral organization. Both males and females can work in a safe and relaxed atmosphere. There is no discrimination or inequality present in the office. Not only that, gender equity is also present. Here, they value a worker's ideas, talent, and execution, not their gender.

Chapter 3

Daily Activities at *The Business Standard*

The Business Standard has segments like economy, features, etc. which have some sub-categories too. For example, under the feature team, there are a few sub-categories like habitat, food, splash, etc. All of these sub-categories are created so that a new intern does not feel lost. I joined *The Business Standard* on June 1st, 2024 as a feature writer.

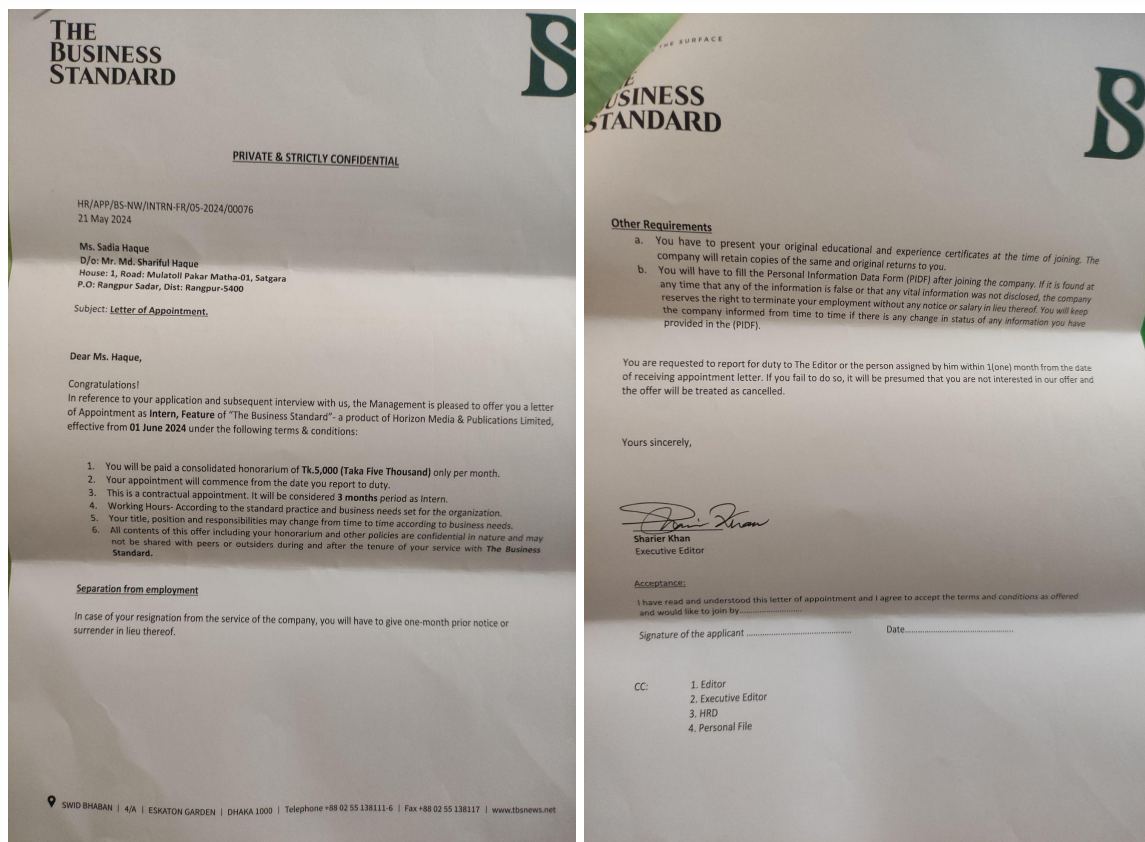


Figure 2: Joining Confirmation at *The Business Standard*

I was assigned, as a feature writer, under the Splash team. The Splash team works for the entertainment page. The Splash team works to create in-depth feature stories that go beyond daily news. These often cover topics related to entertainment, lifestyle, culture, human interest, travel, and societal issues. I worked at *The Business Standard* five days a week for six hours a day. If there were no events on Fridays, it would be a weekly holiday. However, except for Sunday and Tuesday, which were my off days. I started work by 11.30 AM regularly. In case of events, I was required to go directly to the venue to report. Doing an internship along with two academic courses was quite difficult to manage. However, I managed it with the help and support of my co-workers. Eshadi Sharif and Kamrun Naher Chadni, feature writers of *The Business Standard*, constantly guided me and trained me on every aspect.

I was involved in a variety of journalism-related activities throughout my time at *The Business Standard*, which shaped my understanding of media work. From gathering and confirming news to writing feature stories, editing, and translating information, my duties were diverse. Every task had its own set of difficulties and learning curves, and depending on the type of work, I had to adjust with different styles and tones. The experience provided me with a holistic view of the fast-paced media environment. It taught me that having a balance of accuracy, clarity, and creativity can ensure an engaging and informative news piece. Rather than simply reporting facts, I developed the ability to evaluate, polish, and deliver stories in a way that appeals to readers.

My daily work involved looking for potential news pieces from platforms like Bloomberg, AFP, Reuters, Project Syndicate, and *Hindustan Times*, etc. For me selecting a good news piece for our splash team was always conflicting and contradictory. Often a news piece is not worthy enough to be printed as a story. Because articles about worldwide news that people may relate to are

given priority by *The Business Standard*. A news article about a well-known singer's new song, for example, would be better than one about a random award-winning group. They aim to cover and provide information on topics that people will find interesting. I was added to a few groups on WhatsApp named 'TBS Team', and 'TBS Splash Team'. Mostly in these groups, I had to update my regular activities before 12 PM and any assignments or details are provided there too.

Besides looking for news pieces, I was assigned to translate any news pieces that were prepared for the Bangla newspaper version. Mostly, they were provided by my colleagues. However, some news pieces that needed to be translated were collected from other sources like *The Daily Star* etc.

At BRAC University, while I was studying 'Media and Cultural Studies' I came to know about journalism. While I worked for *The Business Standard* I was able to find resemblance among the courses that was completed while majoring in Media and Cultural Studies. Also, noticed how the bookish knowledge are being connected with the practical experience. Starting from collecting data through others and recording it, to collecting notes, to making headlines every time I recalled my lectures where I learned about it. I believe due to having the theoretical knowledge beforehand, it became more fun and interesting while I was doing it practically. Journalism is a profession that demands one to be self-sufficient and a team worker side-by-side, and I believe this internship experience has built it in me.

Chapter 4

Working as a Reporter

As a reporter, my responsibilities span multiple segments, including news selection, writing, and submission.

4. 1 Selection of News:

The Business Standard collaborates with several local and international news agencies for comprehensive news coverage. For national news, it relies on sources such as UNB (United News Bangladesh), BSS (Bangladesh Sangbad Sangstha), and The Daily Star. For international news, The Business Standard depends on Bloomberg, AFP, Reuters, Project Syndicate, Hindustan Times, and other trusted sources. Since sending reporters abroad for every international story is impractical, these agencies serve as reliable sources of current global news. This ensures that readers in Bangladesh have access to both local and international news.

As a reporter, I was required to rely on these national and international news agencies while selecting news based on the key news value factors. My primary task was to go through news articles from various sources and choose those that were the most current and significant.

Additionally, I had to ensure that the news was engaging for the readers and aligned with their interests. The impact or influence of the news on the public was another crucial factor in the selection process.

For instance, the news story "Toofan' to release on OTT platforms on 19 September" was selected for printing based on the news value factors which are timeliness, consequences, proximity, etc.



Figure 3: Example of choosing a news piece on its timeliness

Timeliness ensures that the most recent and relevant news is chosen. For example, the news about the movie *Toofan* was selected because it met these criteria, as readers needed to know when it would be released. Secondly, prominence is given to important news stories that involve well-known personalities or significant events. Prominence was a factor in this news piece since the movie starred Shakib Khan, a well-known actor, and its trailer generated excitement. Thirdly, consequences refer to the impact of a news story on the audience, making it more meaningful. The news had consequences, as the release impacted the entertainment industry and audience anticipation. Proximity is considered by selecting news relevant to the local audience based on

geographical closeness. Proximity was also relevant in the news, as the movie was significant to the local audience.

By following these selection criteria, The Business Standard ensures that its readers receive news that is not only current and significant but also engaging and impactful.

4.2 Writing:

After selecting the news, the next step is writing, which begins with reading and identifying the most important information. International news articles often contain excessive details that may not be necessary for coverage. For example, if writing about a singer releasing a new song, it's important to focus on the upcoming release rather than including details about their past songs. This helps maintain clarity and meet word limit requirements. Next comes how concisely the news piece details are being rearranged to fit the 120-word limit. As Splash page space is limited that is why most of the time news pieces are shortened and the word limit is set to 120 words. However, it might vary depending on the news. For instance, when I was assigned to write a news piece on "Salman Shah: Bangladesh's cinema icon's 53rd birthday today" the word limit was 250-300.



Figure 4: Example of choosing a news piece that will cross the word limit

Because the news content was trending and people wanted to know more about it, which was why this piece was slightly descriptive. Even if it is a news piece, as people want to know more about certain things, in that situation the news is slightly descriptive. In order to adjust the paper page layout, if local news has crossed the word limit, then they include less international media news to balance.

4.3 Submission:

Moving forward, we were instructed on the submission process for news articles. Prior to printing, we uploaded the written pieces to the shared Google Drive titled 'TBS Today.' In this way, all the editors and writers will have access to the file. And it will be easier to edit and proceed further.

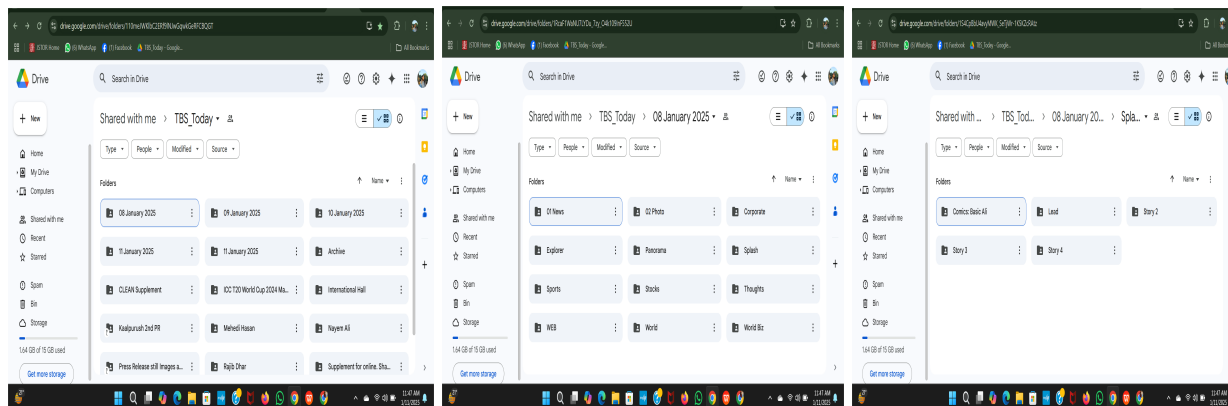


Figure 5: Splash team folder

Within this drive, folders were organised by date, each containing various subcategories like ‘Splash, habitat, mode, etc’. Under the 'splash' folder, we uploaded local event write-ups designated as lead 1 and lead 2 and other news pieces as story 1 and story 2. Additionally, photos of the news articles about various local and international topics were compiled and uploaded to this folder too.

For instance, there is a news piece about an animated film that was selected and then written within the word limit, “Inside Out 2 becomes Pixar's highest-grossing film of all time.”

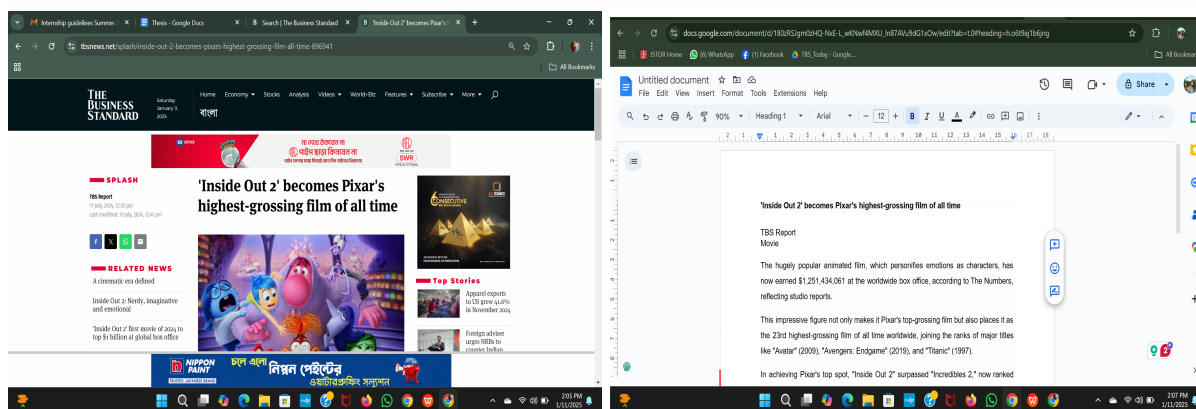


Figure 6: Example of how a news piece is submitted and it is being printed

Once the news piece was completed, it was uploaded to Google Drive as a document file for easy storage and access. In the writing process, the title was followed by “TBS Report” and relevant category names such as movies or songs. After submitting the write-up, images such as movie posters were also uploaded to be used as the story’s featured photo. When selecting images, careful attention was given to avoiding those with undesirable watermarks to prevent potential copyright issues.

Chapter 5

Feature Writing

A newspaper covers more than just news pieces (soft news); it also includes other forms of writing, such as feature articles. Those are different than news pieces as they require the article to be about any event, topic, individual, etc. For feature articles, the writing is expected to be very detailed and descriptive yet catchy too with a lot of background research. This kind of article requires the writer's viewpoint on a significant topic. Also, the opinions of experts are added to make the article more informative and interesting. Feature articles can be about anything that is prevalent now or connect the story with past events too. Not only in newspapers but also in magazines, blogs, etc., feature articles are read from everywhere.

When writing a feature for *The Business Standard*, several important factors must be kept in mind to ensure the content is informative and engaging. For instance, after choosing the topic, the sub-categories for the story, and how the story will be arranged in a sequence manner, all of it makes the story more compelling to read. All of these actions give the reader a thirst to know more about the story. And the story poster or picture has to be quite eye-catching and relevant to the story. As a result, feature pieces go more deeply into their subject matter.

Moreover, feature articles are not limited to 120 words rather they can be around 700-1000 words depending on the topics and the aligning segments with it. Even the author of feature articles can arrange their story to form a series of articles on a significant topic. In the feature stories, the '5W and 1H' do not have to be in the lead paragraph. The lead paragraph has to be catchy and can be a glimpse of what the reader will expect from the article. For instance, from the first paragraph of this article "Exploring Raw Reality through The Actuality of Fiction," readers can understand that this exhibition is of artist Uttam Kumar.

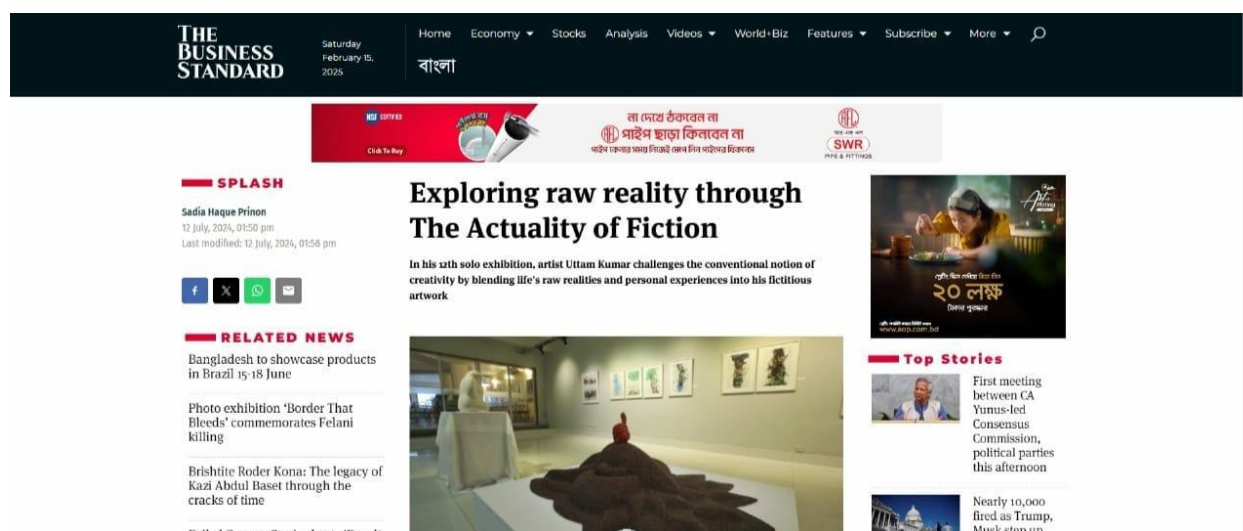


Figure 7: Article with a lead paragraph that gives a glimpse of the story

Moreover, the lead paragraph also adds that Uttam Kumar's exhibition is not about forming creative pieces rather it is about how he sees his normal life, realities, and experiences in art. Therefore, a lead paragraph has to reflect the main event or story's theme, so that readers can get the picture about what they are going to read further.

Even though I was assigned under the ‘Splash team’, as an intern feature writer, I was assigned multiple feature stories. Under feature writing of the *The Business Standard*, there are some sub-categories too. And each page tries to cover different genres of stories. One of them was ‘Mode’. This mode page of the feature works on creating and writing articles on fashion, lifestyle, and culture. My first assignment was provided by them which was ‘In the age of fast fashion, how is hand embroidery?’

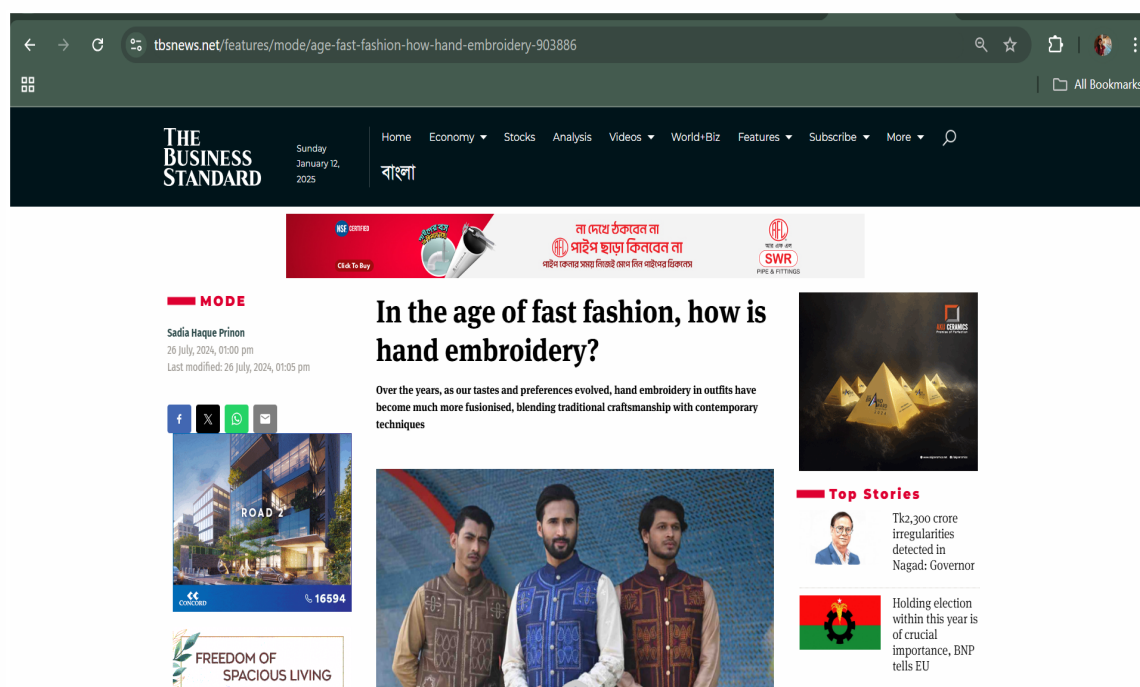


Figure 8: My first feature article

I received a quick brief from my colleague on the assignment, and I took notes thoroughly. For the assignment, collecting higher officials’ contact was the first struggle that I faced. I tried to contact different brands from Aarong, La Reve, Kay Craft, etc., but I was unable to gather enough information. Because I was unable to give them the confidence that the call had been made to them from a reliable source. And even if they give me their opinion, their words will not

be twisted for the story. After failing the first few times, my colleagues were helpful enough to lend me their contacts of resourceful people they had worked with earlier. It helped me a lot to bring out different information from them after getting a few tips from my seniors. For instance, while talking to the expert being prepared with a diverse set of questions, asking their permission if I can record the call or not, etc. With the potential provider of information permission, I recorded the call and asked the required questions for the story. Before writing, I read numerous articles on 'Mode' to understand the pattern of the writing, which certainly helped a lot. I included detailed information about the history and background such as, 'What was their view on fast fashion and hand embroidery? What stitches are mostly used? Which designs are mostly preferred, Zardosi or Karchupi? How they are producing the mass demands? Are they relying on machine work?'

After writing my first feature article it was thoroughly revised and went to edit multiple times. And a few suggestions were provided, which helped me to improve for the next time. For instance, as the hand-embroidery article is big so creating a few headings and segmenting the article will make it better. Plus, it is not important to include everything the expert has said. It was suggested that opinions or quotes should be of a moderate length. Moreover, arranging an article in a proper sequence is also suggested. So that while the reader is reading, they can feel the urge to know more about the piece. The information that has been added in the article should be detailed but not boring.

During my internship days, I was required to cover multiple events under the Splash team which was a great opportunity for me to write feature articles too. Before any event, I formerly study what the event is about and look out for the topic if it is not something I watch personally. By gathering information beforehand it would have helped me to understand and write better. For instance, at the EMK centre there was a beatboxing battle that I had to attend. Before attending the event, I did my preliminary research and went there because it was an unfamiliar event for me,

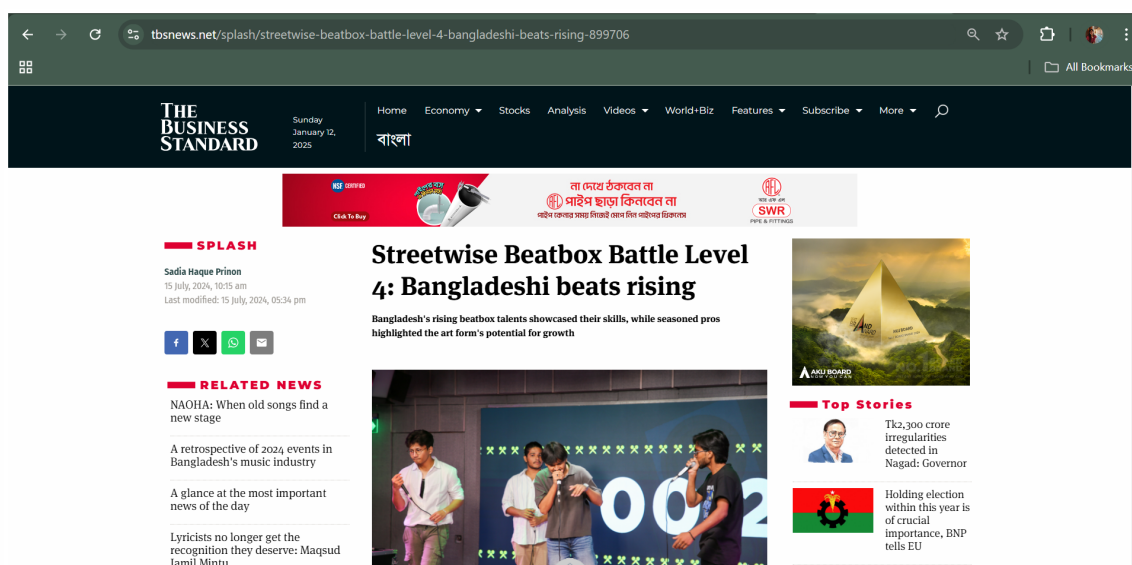


Figure 9: The ‘Beatboxing’ event

The event was approximately for three hours and I tried to gather as much information as possible through recording and taking notes. Moreover, after the end of the program, I selectively picked a few participants and interviewed them. During the interview session, I asked them about their journey as a beatboxer and tried to know in depth about their future plans and inspirations. The event organizers were very cooperative. They helped me with minute details and provided a hand-written press release too. The event articles were published the day after, which is why

submission of that article was required within that night. So that editors could edit it and move forward toward publishing.

During the entire time of my internship, my colleagues suggested I look for ideas that I personally love to explore or write about. During Monday meetings, the team was expected to provide feedback and share any ideas they had. Mostly, in terms of choosing an idea, recent things that are happening in our country are valued more. However, after a few Mondays, I pitched an idea on food. The idea was that there were a few recipes, which were highly trendy on different social media platforms. But were they really healthy? I wanted to take nutritionists' viewpoint on it. This time managing contacts was easier compared to the first time.

For instance, I talked to Shaila Sabrin, chief dietitian at Asgar Ali Medical College and Hospital, and took all the necessary information that was needed for the piece. Before writing as it was my first food article, I extensively researched and read food articles from *The Business Standard* website. It helped me to precisely and accurately arrange the information.

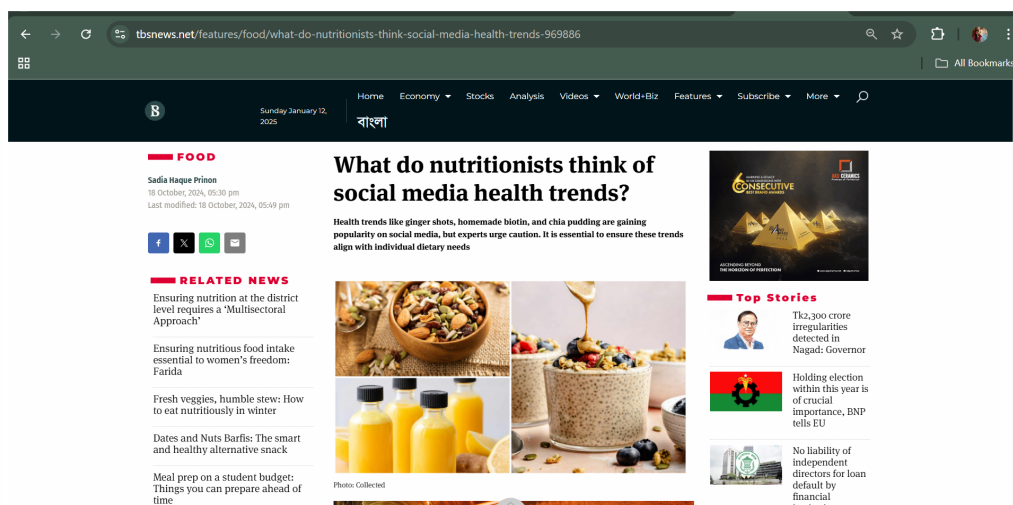


Figure 10: Food article

However, before submitting it, I sought advice from one of my colleagues who suggested that a food article should be written in such a way that a reader gets the temptation of having the food itself, so it is to be made sure that the texture, taste everything along with it are added. The simple bits of advice helped me to write the food article better.

While I was assigned feature articles, be it any particular topic, idea, or event my seniors used to carefully point out what to look for and what to not. After writing every piece, I received feedback and observations that helped to write a feature article even better. For example, aligning a feature article and how to keep a reader's attention for a longer period, all of this short technique was suggested by. These practical methods not only helped me become a better writer but also gave me a deeper respect for the power of words. Any specific words can give the news more depth or can even change the entire meaning of the news piece. For instance, 'Uthal Pathal: On the Frontier of Tornado Remal' sounds okay but there is a slight difference between 'tornado'

and ‘cyclone’. And the screening was about a cyclone, not a tornado. So choosing the right word gives a sentence more depth of feeling and correct information about the news. Also, it gives a clear picture of what has actually happened at the event.

Moreover, the office environment was quite friendly and supportive. We all used to sit together so if there was any idea at a pre-stage, discussing it with others would have helped to think more widely. While discussing even sometimes ideas about a new topic came out too and it was a regular thing. Additionally, while working with others one of the best advantages was getting their reviews on my articles. For instance for the “Dates and Nuts Barfis: The smart and healthy alternative snack” article, my colleague Kamrun Naher suggested that as it is about a food article basic information like the price of it, and where they can get it should be there in my article. These few suggestions helped me to arrange and merge my article accordingly and make it more informative further.

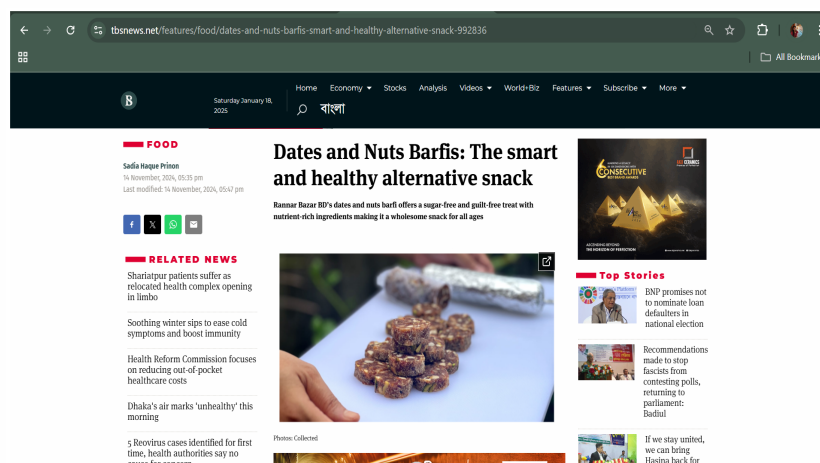


Figure 11: Advice that helped me to arrange the article better

After her suggestions, I edited the article and added a few more details which will give the reader the entire picture from the story.

Colleagues' feedback helped me generate ideas and guided my approach. In finding trending news or updates on popular artists especially that would engage readers. All these little pieces of advice came as a great blessing for me to understand an assignment even better. Even though it was a hub for ideas, it was a hub of constant pressure too. As a newspaper that will be printed the next day, the final submission of the article has to be done within 2 pm especially, the events that are covered. The process involves extensive editing and revision. Yet, they used to offer help whenever I was in need. Moreover, their welcoming behavior boosted my confidence and encouraged me to keep up with the teamwork.

In conclusion, feature pieces require detailed research, engaging storytelling, and a compelling narrative structure, unlike news articles. Throughout my time, I worked on diverse topics ranging from fashion and lifestyle to cultural events and food trends. I have faced different challenges such as sourcing credible contacts and trying to find fruitful information from them. However, it is certain that through conducting in-depth interviews it has helped me refine my research and communication skills. Additionally, covering live events further honed my ability to gather real-time information and craft engaging stories under tight deadlines. Also, different valuable feedback from colleagues significantly improved my writing. It has taught me how to enhance reader engagement through vivid descriptions and structured storytelling.

Chapter 6

Editing

After writing any article, it is quite certain that the piece needs to be edited. In the case of *The Business Standard*, editing was done twice. After I submitted an article, it was revised by my immediate seniors and finally by my supervisor, Mubin Shadman Sir. Right after starting my internship, I was provided with a basic guideline on editing styles for *The Business Standard*. On a daily basis, I was assigned to edit articles written by other colleagues before submitting them. They covered various topics including movies, songs, events, etc. To keep it accurate, double-checking those files for their grammatical problems, sentence structure, spelling, punctuation, the credibility of the sources, and attributions was obligatory then preparing them for publishing.

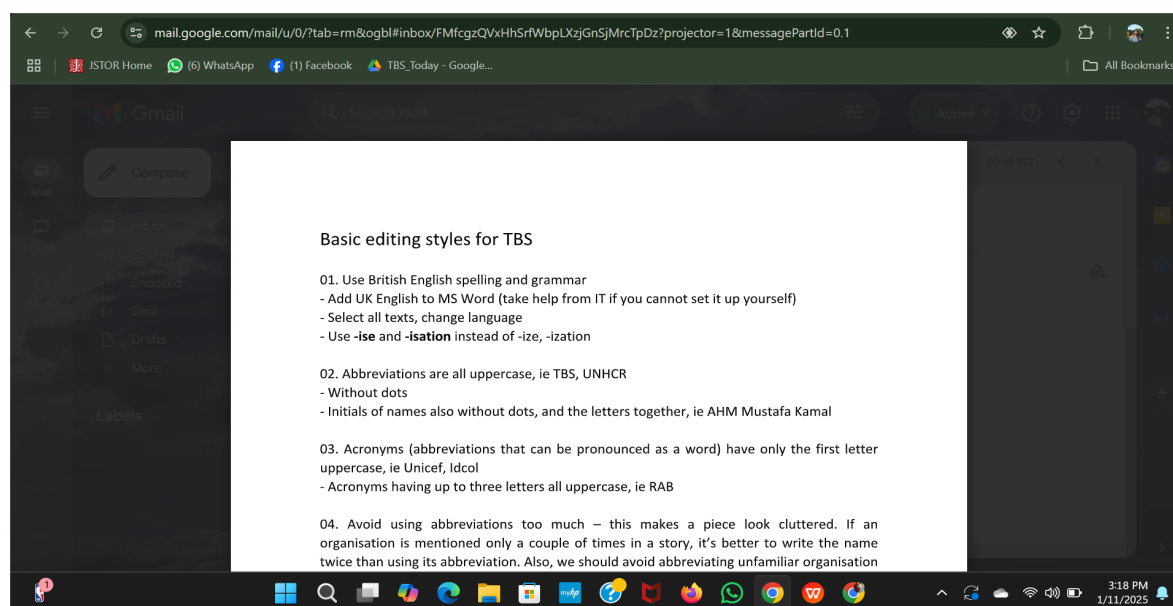


Figure 12: Basic editing styles for TBS

I always made sure that I was strictly following their writing guidelines whenever I was writing or editing any article. For example, in the lead paragraph, it is necessary to follow the ‘5Ws and 1H’ rules (who, what, when, where, why, and how). Moreover, all quotes must be precise and easy to understand. It is important that location names have to be accurate as well. While editing, giving proper focus is a must. Because a simple misspelling can change the spelling of a person's name. Moreover, newspapers are trusted with authenticity so if any facts or data is changed wrongly, then it will deteriorate the confidence of the reader. And lastly, as our attention span has decreased so removing any unnecessary or unclear details is a must. I used to add subheadings or bullet points in my articles to make them attractive to the readers.

A news story's headline gives a reader a glimpse of what they are going to read in the following story. So, headlines need to grab the attention of the readers and that is what I have learned in one of the media courses too. In as few words as possible, there needs to be a brief overview of the entire news story made clear to the reader at the very beginning. The purpose of this is to ensure that even those readers who choose to simply look over the initial few lines of each story know the summary of the news story. In that case, the summary of the story will still be whole without reading the whole story. As a result, the headline needs to be a word choice that has been thought out carefully by an editor. My internship supervisor taught me how to create and edit news headlines.

While checking for organisation of details, I followed the inverted pyramid structure and divided the required information that needed to be broken down and organised chronologically. And the

editor is responsible for doing it. Following the first paragraph with the most important details about the news, the following paragraphs include less and least important information. For instance, keeping all this in mind, I have edited the article “Kid Cudi’s ‘Day ‘N’ Nite’ is now Certified Diamond”.

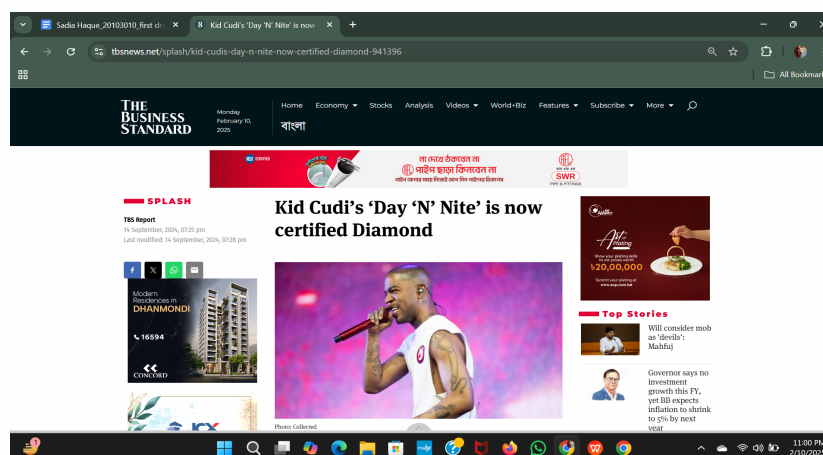


Figure 13: Example to illustrate how the inverted pyramid structure works.

In the story, the headline is exact and tells the reader what the reader can expect from it. Then gradually, the first information is from whom he received the award, why and which song gave him the award, and then the later information included his other hit songs and his comments on those. So, the information is broken down in a way that readers can understand in detail.

As an intern at *The Business Standard*, I followed specific criteria and writing styles while editing news stories. *The Business Standard* follows British English for spelling and grammar. I remained very careful when I was writing and editing such works. Due to this very reason, it is essential that the spelling of words is checked thoroughly and that consistency is maintained in terms of spelling. Moreover, another criterion was always to give the full name of a person at

first mentioned. For instance - ‘Mohammad Yusuf’. Then later we are asked to write just Yusuf not Mohammad. There are a few reasons for it such as it would decrease the repetition. Also, it would also help to maintain the word limit. We also follow -month, date, year – like September 1st, 2019, not date, month, year. Moreover, we had to use ‘today’ for reporting an incident of the day online; but mention the date somewhere later. But for print, we are supposed to use yesterday, today, and tomorrow. Using any kind of contraction is highly avoidable. In the case of abbreviations maintaining uppercase is a must but the inclusion of too much of it is also not acceptable.

Additionally, while using quotation marks we always use double quotation marks in the body for complete sentences, words, and phrases. However, single quotes in headlines, highlights, and captions. Error is something that should be avoided at all costs because the reader will typically look up the news as soon as it is posted on the website. It was always necessary for us to get in touch with the reporter whenever there was any kind of update or alteration in the news story.

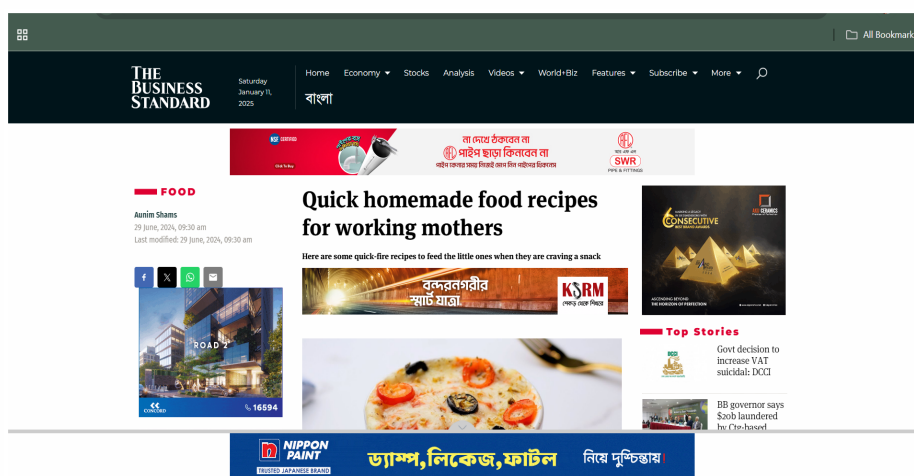


Figure 14: A featured write-up from the food I edited

This “Quick homemade food recipes for working mothers” was written by my colleague. While editing, I thoroughly look for any spelling errors and if any sentence is not written correctly, or not delivering the message properly. Moreover, I tried to make sure as it was a food article, that the recipes were clear in terms of ingredients, quantity, etc.

Other than feature write-ups, I abided by the guidelines mentioned above when writing any news pieces too. For instance, I edited “Kanye West gets sued...again.”

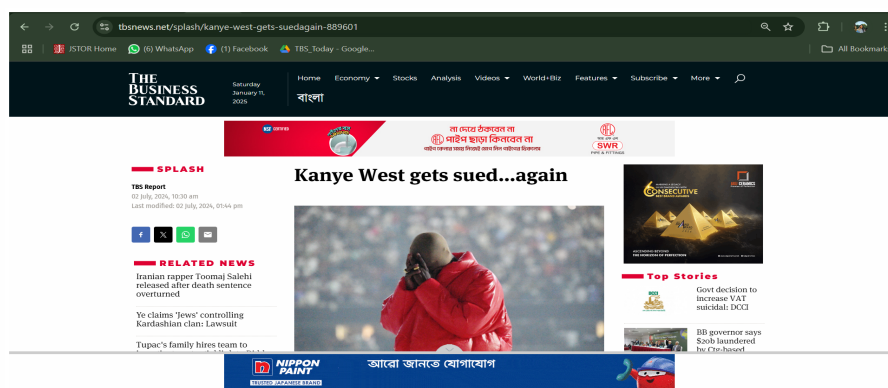


Figure 15: TBS news report edited following *The Business Standard* guideline

While editing, I carefully checked for spelling errors and ensured that the choice of words was appropriate for the context of the sentence. If the news piece was written following the inverted pyramid guidelines. All of these features and many other guidelines mentioned above were thoroughly kept in mind while editing any piece.

Chapter 7

Working as a Translator

Translation gives newspapers the chance to spread the news and reach diverse audiences. Through translation, one piece of news can connect different cultures and societies together. However, if the proper translation is not done, for instance, using the wrong word for a particular news might change the entire news and can spread misinformation. That is why it is quite important to translate a piece of news accordingly.

At *The Business Standard*, aside from looking at news pieces, in the beginning days of my internship, I was assigned multiple translation works. And it used to consume the majority of the time on a daily basis. The process of changing an original text or word (source language) into a new text or word (target language) while maintaining meaning is known as translation.

Since, *The Business Standard* publishes both English and Bangla news, local news written in Bengali needs to be translated before uploading. My primary task was to translate the news pieces that were local news which were sent to me via email by my colleagues from *The Business Standard*. My colleague, MD Sohel, gathered all the local news and wrote the news pieces in Bangla, which he then provided to me for translation.

The majority of the translations content that I dealt with were about movies, dramas, songs released, etc. The Bengali article would be written first from the press release. After his write-up, I was assigned to translate them for the English newspaper version. Before assigning the tasks, the editor made it very evident to me that the translation needed to make sense. However, in order to guarantee that a quote from a significant figure or fact is understood equally well in Bengali and English, a proper translation was done by me from Bengali sources. I had to use caution in particular and patience while searching the online dictionaries for a word when using the sense-for-sense translation approach. For the translation works one thing that I have learned is that using easy but catchy words can grab the attention of the readers. So while translating it is not mandatory to translate everything, just a gist of it which holds the entire message will be a good translated work. People can receive reliable information about global events from news that has been properly translated.

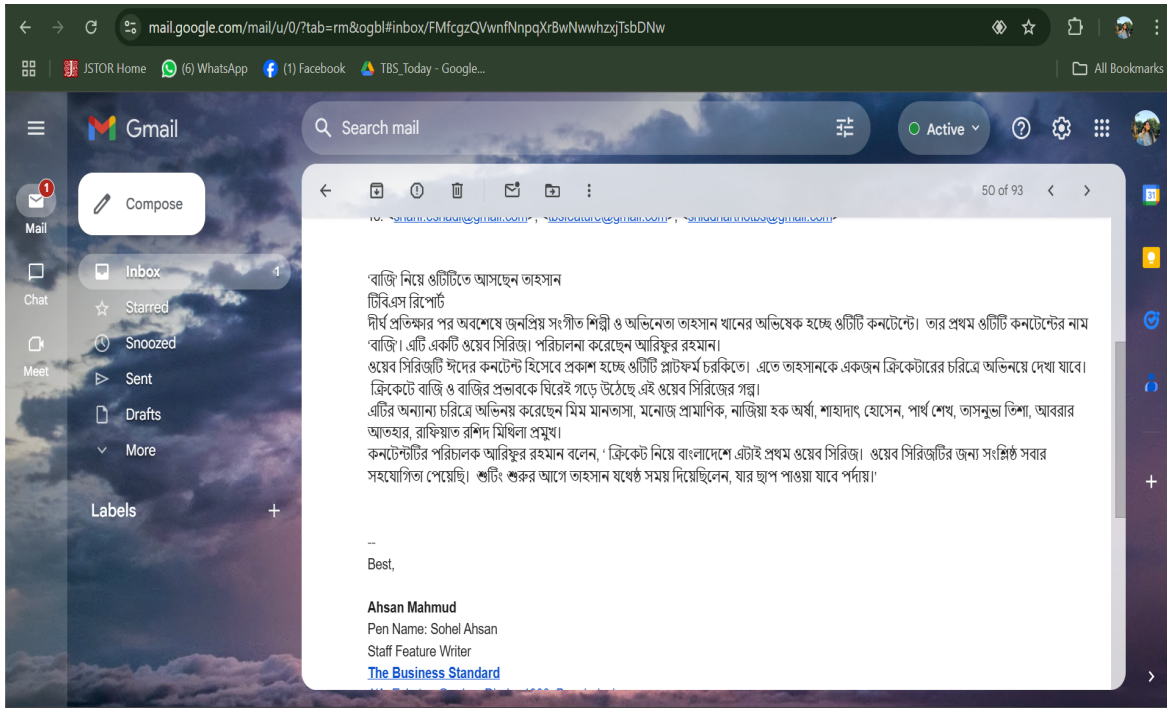


Figure 16: Assigned news through the mail by staff writer which was in Bangla

Even though all of our articles or news pieces are shared through Google Drive. But in the case of translation work, the Bangla news piece is just mailed by my colleagues. After getting the Bangla news piece just like the provided picture, I used to go through the news piece over and over again. Through repeatedly reading the news piece, a better picture is created in mind before writing. At that time, bringing the picture into words became easier. Other than that before translating I tried to figure out which parts have redundancy and are easy to cut them off. So, that it holds the information properly without any unnecessary details. And the rest of the focus is put on creating a meaningful translation instead of a literal translation.

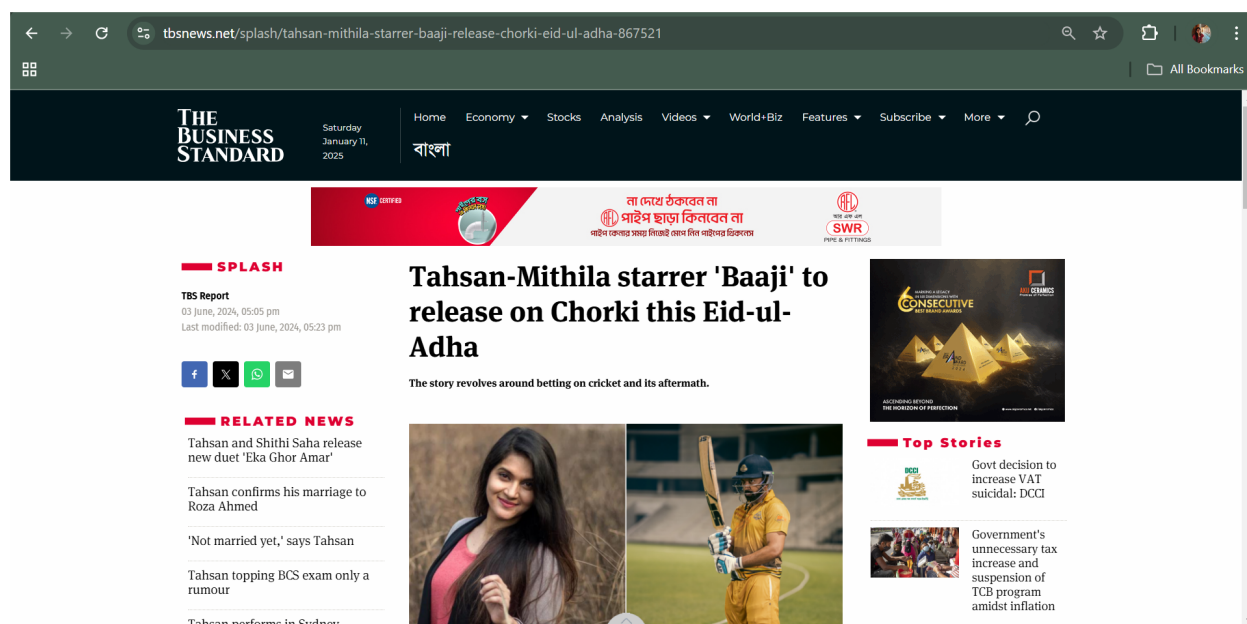


Figure 17: Published news that was translated into English

After re-reading them, I translated. For the English version of *The Business Standard*, this news piece was uploaded. As usual, after submitting the article, I uploaded a few pictures of the actor and the actress. So that, while printing the news piece they can choose which picture to upload.

As I have mentioned earlier I was assigned multiple translation works. After completing several translations, I was able to determine which information should be included and which should be omitted. Through continuous translation work, I developed the ability to craft engaging words and sentences. This skill is crucial for capturing the reader's attention and making the content more appealing. By writing compelling and impactful sentences, I was able to enhance the quality of the news stories, ensuring that key messages were communicated effectively and left a lasting impression. Continuous re-reading of a Bangla text again and again used to help me come up with new words. I believe it was possible because of the translation work that I have done.

Other than doing translation for news pieces, I had the opportunity to translate a bigger piece that was more than 120 words which was “From shots to shoots: Partho Sheikh”.

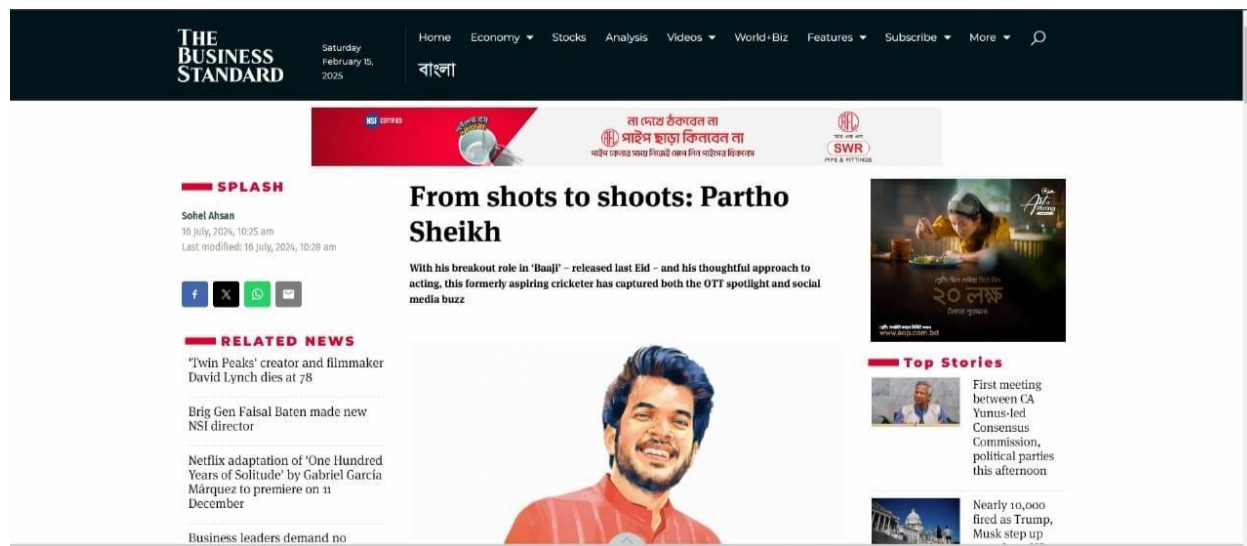


Figure 18: Translation of a bigger news piece

It was about Partho Sheikh's role in Baaji. And how he landed up in acting. In order to keep the translated piece catchy and informative, I chose to translate it in a sense-for-translation. This piece also included details about Partho Sheikh. As it was a descriptive piece, that is why I chose to write each paragraph precisely and with quotes. It has made the article more catchy even though it was descriptive. For example, by featuring Partho Sheikh's own words about his journey and experiences. I was able to give the article a personal touch, making it not only informative but also more captivating for the reader. This approach balanced the descriptive nature of the piece with a sense of relatability, making it more impactful. But it is true that translation work for a bigger article requires much time. It requires many revisions so that any words do not land up in the article in the wrong way.

Chapter 8

Integration of Media Theory in my Internship

During my journey as a student of Media and Cultural Studies at the Department of English and Humanities at Brac University, I learned numerous theories from different media courses. This internship under '*The Business Standard*' was an opportunity to implement those theories and gain practical experience. Therefore, while I was an intern, I was given the option to reflect on my academic knowledge and to apply it in real life. Some of these courses are ENG 331: Cultural Studies: Theory and Practice, ENG 333: Globalization and The Media, ENG 401: Editing, ENG 440: English for the Print Media, and so on. All of the courses helped me to do the work even better practically.

A modern example of the *panopticon* can be seen in the use of CCTV cameras in offices. The concept of the *panopticon*, proposed by English philosopher and theorist Jeremy Bentham (1748-1832), is an essential idea in Cultural Studies (ENG331). The *panopticon* represents a system of surveillance in which individuals' actions are influenced by their awareness of being observed. Originally designed as an innovative prison structure, the *panopticon* allowed guards to monitor prisoners without them knowing when they were being watched. This concept goes beyond mere incarceration; it is about maintaining social order and control. The idea is that the

prisoner, knowing they might be observed at any time, will conform to rules and regulations to avoid consequences.

During my internship, I noticed numerous CCTV cameras placed around the office, creating an environment where employees were constantly aware they were being monitored. This surveillance system, much like the *panopticon*, promotes self-regulation and conformity. For instance, while driving, a driver might stop at a red light even with no vehicles around, simply because they know they are expected to follow the rules. Similarly, while working in the office, I would put my phone down and focus on my tasks, aware that the CCTV cameras were monitoring my actions. This culture of surveillance helped maintain control and encouraged adherence to workplace expectations among employees and interns alike.

Moreover, the ‘Gaze’ proposed by Michel Foucault (1926-1984) is a critical concept in cultural studies that concentrates on how perception and visual representation connect with social identities and cultural standards. During my internship, I encountered a panoptic and hierarchical gaze. Panoptic gaze signifies constant monitoring and observation. My supervisor and senior workers used to observe which impacted my work to meet their expectations. Additionally, the hierarchical gaze helps to bring out the power relations in an office. As I was an intern, so my seniors used to observe, evaluate, guide, and give opinions on my performance. It helped me to improve my writing and modify it in the way entertainment content should be. Plus, I was encouraged to do better and worked on my ability to interact. However, on certain days, the constant surveillance contributed to a feeling of discomfort.

On the other hand, from the course titled ‘Editing,’ I learned how to write newspaper headlines. According to Ron F. Smith and Loraine M. O’Donnell, the authors of the book titled *Editing Today* there are some rules to follow while writing the headline for any news story. For creating headlines, there are six steps which include it to be within precise words. While keeping in mind that it has to be appealing to the readers in such a way that the reader gets the entire picture of the story. Therefore, while I was working on writing articles to cover the event I gave my entire focus to create a powerful and catchy headline. For instance- “Saturday Groove 2.0: When dance fosters dreams”

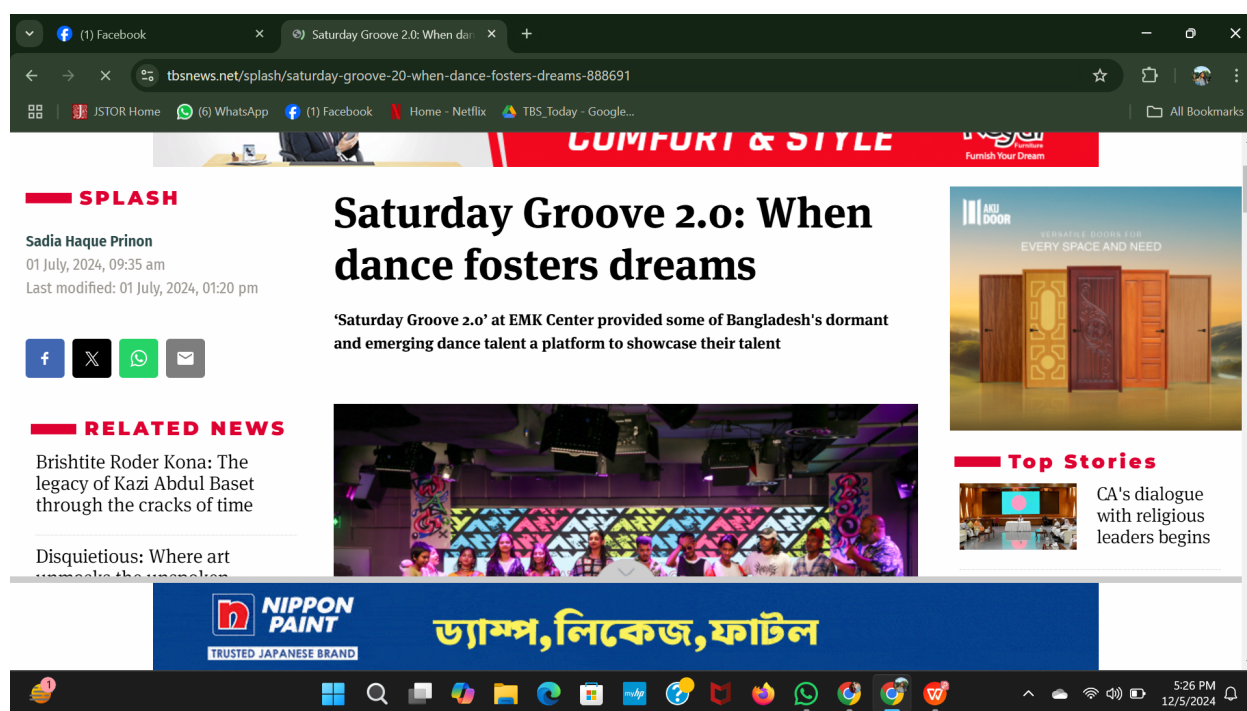


Figure 19: Followed the rules to create a catchy headline

After writing the article, I read the entire piece quite a few times. And I came up with a few headlines. Ultimately, after doing a few experiments, I was able to come up with a precise and catchy headline.

Other than creating catchy headlines, the headlines have to be in proper font too. In the ‘Editing’ course, typography means to the arrangement of the text through the size, font, spacing, and overall layout of the text. For the newspaper, space is a vital issue and for it, the layout is arranged in a particular way. So if the news is important it gets to become the lead and covers a bigger section of the newspaper. And the headline font is readjusted according to the importance of the news. Similarly, on the online page of ‘*The Business Standard*’, the headlines and the key aspects are in bold text. And there is a difference in the font too. It serves to create a hierarchy, guiding the reader on what to focus on first. This technique helps draw the reader’s attention and organises content visually. For instance, in ‘Figure 3’ a news piece of the Toofan movie has been provided. A clear example of typography can be found in this case. Because the headline font is much bigger than the other informations. So while a reader is seeing it they can priotize on which information they should focus more.

In the course, “Translation Studies”, I learned that there are two different kinds of methods used for translation. They are word-for-word translations, in which every word in the original language is changed to its closest one in the target language. Also known as ‘Literal translation’. The second translation method is sense-for-sense translation. The sense-for-sense translation is about translating and arranging the idea in the writer's way whereas word-for-word translation is avoided. Also if any information is not necessary then that could be removed too. Also known as ‘free translation. However, in *The Business Standard* translation, we are asked to sense-for-sense translation. For instance, an article was written by my colleague (Sohel Ahsan) and I was

provided to translate it which was “Sumon channels student movement into new drama”. It was a sense-for-sense translation.

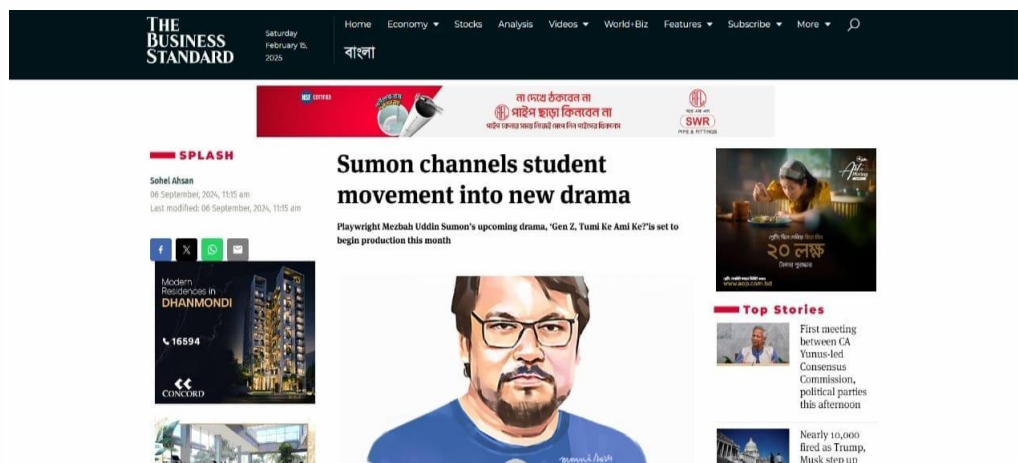


Figure 20: Followed sense-for-sense translation

This translation work became easier than the ones I did on an initial basis. Moreover, with time I was able to translate a bigger piece of article within a very short period. All of it was possible because of the continuous practice I had.

Lastly, for the ‘English for the Print Media’ course, I learned about the five news value factors.

These are prominence or significance, consequences, proximity, timeliness, and oddity.

Beginning with the prominence, which symbolises the significance of the reported event, person, or issue. For coverage of events, I found that those celebrities are covered mostly by the Splash team (a segment under Feature Writing) who are more popular. For instance, a drama by Rafiath Rashid Mithila is going to be released on 5th December, it will be preferred more as news to be printed rather than a local actress drama. Next, the consequences are the effect of the news.

While looking for news pieces from different websites like ‘Billboard.com’ it was focused on the

effect of what the news piece would portray on the reader. For instance, a new song that will be released by 'Coldplay' will get more prioritised than a piece of news that includes that a random band is getting a prize. Moreover, proximity is another news value factor that refers to the distance between the audience and the place where the news takes place. It is highly maintained in 'The Business Standard'. For example, if no event like a concert, or exhibition is happening, they will try to look for OTT platforms releasement to connect the audience with the entertainment segment. Another aspect is timeliness, which is the most crucial aspect of any newspaper. Because any news that has been posted or happened more than twenty-fours ago is less likely to be prioritised by them. Finally, oddity refers to the unusualness or the odd nature of a news.

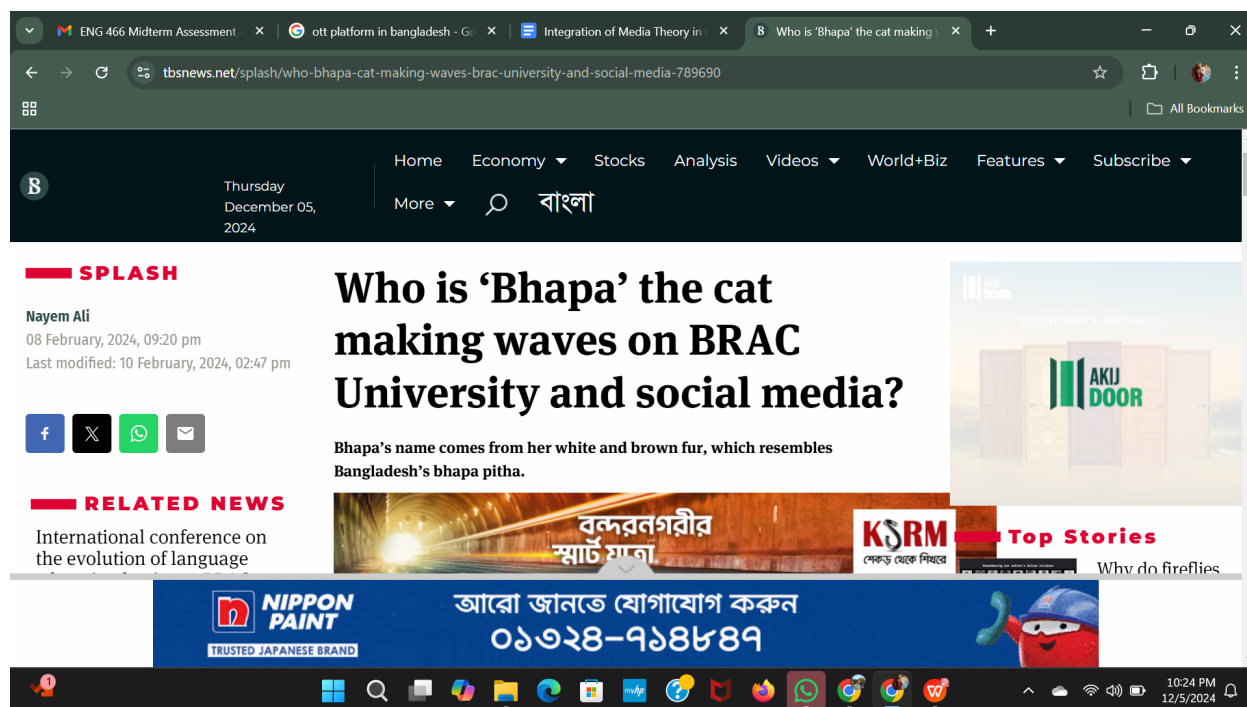


Figure 21: The news had an oddity

For example, 'Bhapa cat of BRAC University' was featured as an entertainment piece, because it was a sensational cat for the students and it will get more engagement from the audience. So this news piece has oddity in it.

Chapter 9

Conclusion

My three-month internship at *The Business Standard* not only gave me lifetime lessons but also introduced me to different activities with which I was unfamiliar. Right from the beginning, my supervisor, and colleagues have been constantly guiding, encouraging, and helping me to widen my knowledge in journalism.

The entire journey was full of experiences. Unlike other internships, it gave me the opportunity to enjoy concerts, exhibitions, documentary screenings, interviewing people and so many other things. The most fun part was writing about those events and ideas in my own way while ensuring the authenticity of the news. I was able to become a part of the entertainment community, all thanks to the Splash team. I learned to pitch ideas with a proper reference aligned under it. Also due to attending different events, I was finally able to come out of my bubble and explore it too. I am glad to work with *The Business Standard* because of the unending support and chances it provides me to improve my writing skills. This place taught me how an entertainment segment of a paper is written, how events are attended and detail about it is written. It taught me about the backend work and efforts that keep on adding with the last-minute editing and checks that ensure a piece is top-notch. Plus, it helped me to enrich my research capability, communication ability, and most importantly writing ability. Moreover, it gave me the opportunity to implement my bookish knowledge into practical experience. Be it any translation

work or editing job, I believe that the enriched knowledge that I have gathered from *The Business Standard* will allow me to grow and do better in the future.

Moreover, it helped me to learn the most important thing that preparing for anything beforehand is quite important. Even my ability to think out of the box and help my co-workers with it was a great potential too. I learned to manage my timetable as the internship required me to both come to office hours and attend events too. But at the end of the internship, I realised that a positive attitude grows when you are able to manage everything accordingly. And in order to look ‘beneath the surface’ it is quite important to maintain that. Plus, it helped me to become more organised, punctual, and creative as a person. Lastly, I was able to have a firm belief that, unlike any other newspaper, *The Business Standard* does not go beyond what is morally acceptable. In the future, I aspire to put the abilities and skills that I have gained while working at *The Business Standard* to use. And ensure to not broadcast what is morally wrong just like them.

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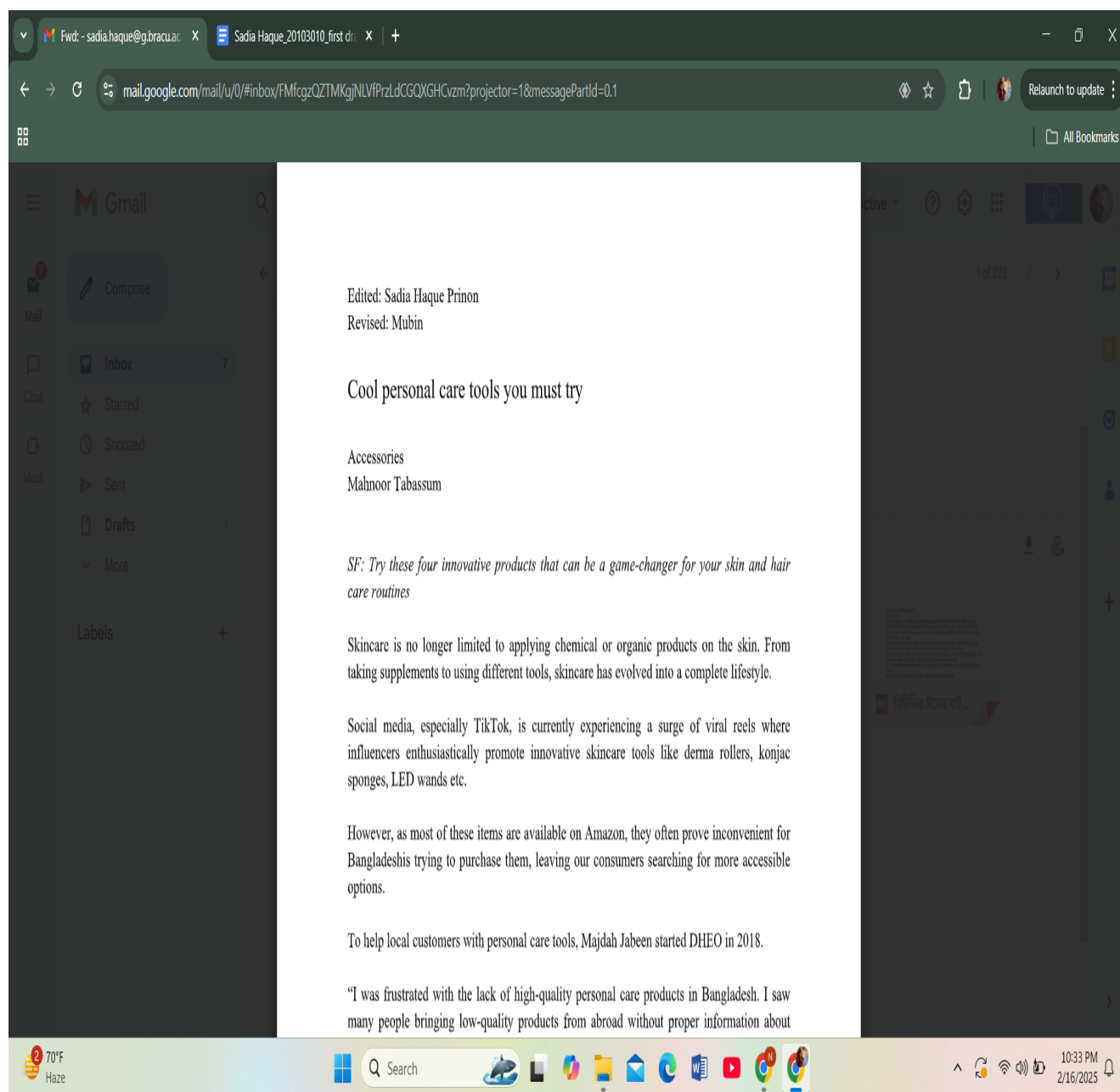
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<https://www.tbsnews.net/first-anniversary/journey-become-countrys-number-one-business-news-paper-188407>

Appendix 1:

This feature article was written by one of my colleagues and was edited by me.



<https://www.tbsnews.net/features/brands/cool-personal-care-tools-you-must-try-888271>

Appendix 2:

This news piece was translated to English by me which was provided by my colleague, Soheli Ahsan.



<https://www.tbsnews.net/splash/exciting-ott-releases-watch-out-878311>

Appendix 3:

This news piece I took from other news agencies was written following the guidelines of *The Business Standard*.

Sunday February 16, 2025

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Splash

Shrek 5 set to release in 2026

TBS Report
11 July, 2024, 10:55 am
Last modified: 11 July, 2024, 11:04 am

Shrek 5 delayed again, new co-director announced

Netflix adaptation of 'One Hundred Years of Solitude' by Gabriel García Márquez to premiere on 11 December

Censor Board reformed with some surprise names' inclusion

'Joker: Folie à Deux' gets a spin



Shrek 5: Photo: Collected



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Touhid, Jaishankar want mutual cooperation to address challenges in Dhaka-Delhi ties

BNP's 31-point charter aimed at rebuilding

<https://www.tbsnews.net/splash/shrek-5-set-release-2026-896831>

Appendix 4:

Aside from writing articles on events, I was assigned with feature articles on different topics.

And this one was one of them.

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Habitat

Blooming through the ages: The enduring power of floral motifs

Sadia Haque Prinon
30 July, 2024, 03:00 pm
Last modified: 30 July, 2024, 03:05 pm

After years of choosing minimalism and neutral colour palettes, it seems that people are now preferring a variety of floral designs to decorate their interior



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[https://www.tbsnews.net/features/habitat/blooming-through-ages-enduring-power-floral-motifs-9](https://www.tbsnews.net/features/habitat/blooming-through-ages-enduring-power-floral-motifs-906286)

06286

Appendix 5:

Another feature article which was written by me. But for this particular, I had to solely rely on the online provided information. So, finding the authentic information was another learning for me.

EXPLORER

Sadia Haque Prinon

11 December, 2024, 07:45 pm

Last modified: 14 December, 2024, 05:01 pm



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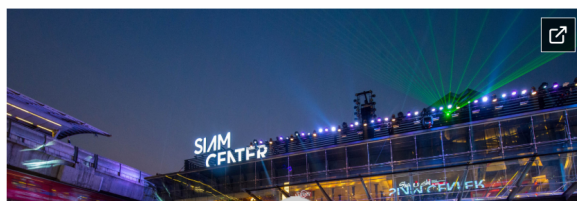
Heart in Hallstatt

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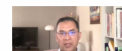
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BNP's 31-point charter aimed at rebuilding

<https://www.tbsnews.net/features/explorer/top-wedding-shopping-cities-find-your-dream-essentials-1016256>