

**Report on
Experience as an intern feature writer at The Business Standard**

By

Sanjeeda Afroz Meem

20203002

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

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Declaration:

It is hereby declared that

1. The internship report submitted is my own original work while completing 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, which 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:

Sanjeeda Afroz Meem

Sanjeeda Afroz Meem
20203002

Supervisor's Full Name & Signature

Jahin Kaiissar
Lecturer, Department of English and Humanities
BRAC University

Acknowledgement

Before anything else, I would like to express my gratitude to Allah (SWT) for giving me the strength to continue on days when I felt like giving up entirely. Today, I can proudly call myself a journalist, as I complete my undergraduate degree. Looking back, my 2020 self would never believe that I managed to make it this far.

This journey would not have been possible without having my parents and siblings by my side, always ready to help me in every way they can, from making an effort to send me food on bad days or a video call as we live thousands of miles apart. Their prayers and support helped me to be where I am today.

My friends, (you all know who you are), has been my biggest supporters, encouraging me to pursue my dreams.

My deepest gratitude goes to my supervisor, Jahin Kaiissar, who has been nothing but a supportive individual. Her patience, and constant words of encouragement, kept my anxious soul going. Without her guidance and mentorship, writing this paper would not have been possible. Additionally, I would like to thank all my faculties from the ENH department, for guiding me throughout the 4 years of my undergrad life. Without them, this journey would have been near to impossible.

Honorable mention goes to my onsite supervisor, and the deputy editor of *The Business Standard*, Mubin Khan, who taught me what it truly means to be a journalist. I would like to express my

heartfelt appreciation for all the constant support and guidance that I received throughout my internship.

While working there, I met kind souls, who made this journey more meaningful. They have always pushed me to do better, and always ready to lend a hand or offer advice when I needed it the most.

I have once read a poem by Mary Oliver, called “Ths Summer Day” which is also considered to be one of her best works.

In her poem, she says,

Tell me, what is it you plan to do

With your one wild and precious life?

This line stayed with me for the longest time. I plan to continue writing and learn to accept every challenge and opportunities with grace. I realized that journalism is more than just writing. It is about knowing how to observe, listen, tell a story and be a voice on behalf of the unheard.

However this is just the beginning and there is so much more left to learn. To everyone who has believed in me and rooted for me, thank you, for everything.

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Chapter: 01 Introduction

- **History of newspapers:**

Before the invention of the printing press, people in ancient societies still found various ways of spreading news amongst each other, such as through public announcements or handwritten notices. This shows that the concept of newspapers is not a recent development; rather, it has evolved over centuries, from ancient civilisations to the digital age. For example, around 59 BCE in Rome, information was disseminated through a public notice board commonly known as

Acta Diurna, which translates to **Daily Acts**. This early form of news provided various information and updates on government affairs, legal matters such as trial summaries and court decisions, details of public events like festivals and religious ceremonies, and even personal information like births, marriages, and deaths. Carved onto stone or metal tablets, these notices were displayed in busy and public spaces, making them accessible to a wide audience.

Similarly, in China, *Bao* (meaning **information**) was used to describe an early form of news dissemination. However, unlike the *Acta Diurna* or modern newspapers, which were intended for the general public, *Bao* during the Chinese imperial eras was restricted to a specific audience, such as government officials, scholars, and those within the bureaucratic structure. This practice primarily started during the Han Dynasty (206 BCE-220 CE), and later, it became official in the Tang Dynasty (618-907 CE). This government newsletter, restricted to a specific audience, as mentioned previously, was basically used to stay informed and updated about important issues in the country, such as the imperial decrees, court announcements, and state affairs. The ruling elite class during that period was quite restrictive about the general public accessing information on national matters, which explains the limited distribution of *Bao* to select individuals within the

bureaucracy. However, until the 15th century, another reason behind the limited distribution was that the news had to be written by hand. This process was not only time-consuming but also incredibly expensive, making it accessible only to the nobles and elites in the society or, in some cases, displayed on public noticeboards for citizens to view.

Eventually, over the course of time, the invention of the printing press by Johannes Gutenberg during the 15th century had a positive and drastic impact in a way no one could imagine during that period. It is known to be the foundation of the early newspapers. The printing press made it possible to print multiple copies at a lower cost, making information accessible to a larger audience and allowing easier access to share news among people regularly. During the early 17th century, the newspapers that we are now familiar with started to emerge, marking the beginning of “journalism.” In 1605, *Relation*, a regular newspaper, made its appearance where people would get updates on politics, wars, and other important events. Shortly after, *The Oxford Gazette* was introduced in England in the year 1665 and became one of the first newspapers written in English. It proved to be a reliable source of information and updates during critical times, covering a wide range of topics from government news to public health crises such as the devastating great plague, which was prevalent during that time.

Due to technological advancements during the 19th and 20th centuries, the printing press by Johannes was then replaced by the steam-powered printing press. This invention led to faster newspaper production. As a result, newspapers became more affordable, making them equally accessible and an essential part of everyday life. Additionally, the invention of the telegraph allowed journalists to cover news not only locally but it also enabled them to receive news from distant places in the form of messages through electric signals almost instantly, which was not possible earlier. For example, a reporter could instantly receive information from various locations

and publish updated stories the very next day. As a result of this drastic change in newspapers due to the invention of the telegraph, people could stay informed not only about local events but also about global issues. They could stay up to date with various issues, such as scientific discoveries, wars, inventions, politics, and more, from around the world.

Slowly, over time, the newspaper seemed to have solidified its position as a reliable source of information. Before the invention of radio and television, newspapers helped them to shape opinions and reflect on the society's economic and political condition. Not only that, they also provided a source of entertainment and became an ideal medium for companies to advertise and promote their products.

- **History of newspapers in Bangladesh**

The roots of newspapers in Bangladesh emerged during the British colonial rule during the late 19th and 20th centuries. The earliest newspaper of Bengal was *Samachar Darpan* first published in the year 1818. It covered various issues on political, educational, and social reforms and criticised British policies. Later on, newspapers like *The Daily Ittefaq* played key roles during the Liberation War and the Language movement of Bengal by helping to amplify the voices of the citizens of the nation regarding the injustice they have faced throughout the years and demanding their rights that have been due for a long time.

Today, we can see various notable newspapers, such as *Prothom Alo*, *The Daily Star*, "*The Business Standard*", and others that have grown over the years in this independent nation, covering multiple issues on politics, economics, culture, entertainment, global affairs and so on.

- **Why I chose journalism**

I have always been naturally curious, and I love asking questions. However, that did not necessarily spark an interest in journalism until I enrolled in the media courses as part of my undergraduate journey. I realised that I love storytelling, looking at incidents from a different perspective, and the world of media fascinated me the more I got to know about it through my courses. Hence, I decided to pursue journalism, as it would allow me to turn my newly found interest into a full-time profession. It would allow me to speak in favour of people whose voices are not heard and highlight issues that are often overlooked in society. Additionally, I can actively engage with local and international issues and express my own opinions and thoughts freely on various topics, holding a prominent position to influence public opinion.

Keeping all this in mind, I started looking for an internship, partly to fulfil my undergraduate degree and, at the same time, partly to fulfil my dream. Initially, it felt a little daunting because I did not know where to start looking. Eventually, over time, I managed to contact the Deputy Editor of *The Business Standard* and managed to set a time for an interview with the panel of editors. Within two days, with the grace of Almighty, I was sent an appointment letter for the intern position in the feature team. In this report, I will discuss my experience as an intern in detail, outlining my primary responsibilities as a feature writer. I will also integrate the theories and concepts I have learnt in my ENG401, ENG440, ENG331, ENG333, and ENG465 courses.



Chapter: 02

A Brief History of The Business Standard



Figure: Logo of *The Business Standard*

The Business Standard (TBS) founded in 2019 and currently located in 4/A Eskaton Garden, Dhaka, Bangladesh, is a news platform that publishes news in both English and Bangla, available online and in print. This news platform is owned and operated by ***The Horizon Media and Publication Ltd***, a company based in Dhaka, Bangladesh.

When TBS was established, it faced a tough competitive market with already existing English newspapers that are well-known among many. Newspapers such as *The Daily Star* and *Dhaka Tribune* achieved a loyal consumer base over time and earned their trust as being a reliable source of information. However, TBS tried to stand out from the competition by targeting a group of people and curating news that only serves a niche audience.

For example, they focused more on publishing news based on global affairs, evolving business markets, local and global economic growth, and emerging industries. The data-driven reports published by TBS were equally visually engaging and informative. These factors appealed to professionals such as businessmen and corporate audiences who wanted to stay up to date.

Additionally, in 2019, Bangladesh saw an emergence and significant economic growth along with a rise in interest among people in terms of entrepreneurship, investment and globalisation. The timing worked in favour of *The Business Standard*, earning a dedicated audience for being a reliable source for providing authentic, insightful and relevant information on such issues.

Their news content and their publications also seemed to perfectly align with their motto, “Beneath the surface”, as they have been consistent with maintaining integrity and insightful reporting. They offer an in-depth analysis that breaks down complex topics using engaging visuals such as data,

infographics, and statistics. This helps readers to understand the underlying reasons, enabling them to get a complete picture of the situation.

How does *The Business Standard* work?

The Business Standard is organised as they have a set of dedicated departments and separate teams for different types of tasks. This allows them to focus on one particular area of their expertise. Having separate departments and teams enables them to work independently, focusing on one content area, allowing them to confirm and reconfirm news through their sources before finally publishing them. This results in ensuring high-quality content that is not only credible, authentic, and visually appealing but also free from clickbaits and prevents accidental circulation of fake news.

- **Reporting Team:** This team is mostly out on the field and goes to various press conferences and events, conducts investigative reporting, and takes interviews, collecting data and information in real-time from multiple areas, districts, and cities of the country.
- **Feature Team:** This is mainly the team where I worked as an intern. Our primary role required us to produce engaging stories on various topics such as food, fashion, culture, travel, current events such as exhibitions, concerts, the release of recent movies and series, celebrity updates, and so on.
- **Editorial team:** This team consists of editors and sub-editors who are responsible for editing and proofreading the text before it is published. The facts are rechecked not only to ensure accuracy but also to check if anything in the article goes against the company's standards.

- **Online team:** The online desk is responsible for keeping up with the latest updates and trends. They make sure that the TBS online page and the social media page stay relevant to recent news, both locally and internationally. They also manage the page called “TBS bites”, where they publish news in “bite sizes”,- meaning that the news is summarised in a few slides, facilitating people who are busy or do not have time to go through the full news.
- **Design and Layout team:** This department works behind the scenes. It is an underrated team, but it is equally important as the rest of the teams. The layout of a page, including correct headline placements and visuals, is quite important to ensure that readers find it appealing enough to grow an interest to give it a read.

Apart from all the team leaders from different departments, I personally worked with **Mubin Shadman**, the Deputy editor, who used to manage the feature team by generating ideas, planning, and assigning tasks to the entire team. He used to go through our feature stories and revise them, especially when it was sensitive content or when someone joined new to the team, to ensure that the piece maintained the standard and the quality it needed in order to get published.

The work environment at The Business Standard has been quite remarkable, full of learning experiences along the way. This is mainly because my co-workers and my boss were equally understanding and patient enough to correct me if I made any mistakes and give feedback accordingly. This allowed me to know where I needed to improve myself and how I could do so. As a result, I could make significant improvements in my work, which earned me not only praise but gave me the motivation and confidence that I needed. Furthermore, employees are encouraged to express their ideas and have the freedom to write on topics that align with their area of interest. In this way, feature writers could have a space to grow professionally. However, on occasion, if

our pitch seemed too ordinary or if that particular topic had been covered already, our boss would take the topic and offer us a fresh perspective to approach them instead. Adapting a different angle sometimes also meant stepping out of our comfort zone, which came with various challenges. However, overcoming them and managing to write the story felt like an achievement as it allowed us to develop skills and gain experience in areas that we lacked previously.

TBS sometimes provides international news from various other sources such as *The Hindustan Times*, *Bloomberg*, *Reuters* and a few others.

In this chapter, I have only included a brief history of the company and its general functions, mentioning the various teams and their roles. In my next chapter, I will solely focus on the feature team and discuss in detail the tasks and responsibilities that I had. Additionally, I will include relevant theories that I have learnt during my academic courses to clearly illustrate how I have incorporated them during my internship.

Chapter 03: Understanding the role of the feature department

The feature department comprises different kinds of sub-departments, which we refer as “pages.” Most of these pages are weekly, published once a week, and a few of them are regular pages. I had the opportunity to contribute to several of the pages, with a major focus on the weekly pages. Among them I have also contributed to the “Splash” page, which stands out as the daily page for entertainment. The weekly pages that I have written and closely worked with include “Brands,” “Mode,” “Food,” “Habitat,” and “Pursuit.” There are many others, and those are weekly pages as well, such as “Thoughts,” “Panorama,” “Explorer,” “Wheels,” “Earth,” and so on.

Before I explain in detail what each of the pages deals with, I would like to explain the difference between feature writing and writing a news piece.

- **News Writing Structure**

In the course ENG440 course, English for Print Media, my respective faculty taught me that the significant difference that lies between the two is the structure in which they are written. News pieces often follow a rigid structure, almost like following a specific formula, like we do in mathematics. One of the most popularly followed structures is the inverted pyramid.

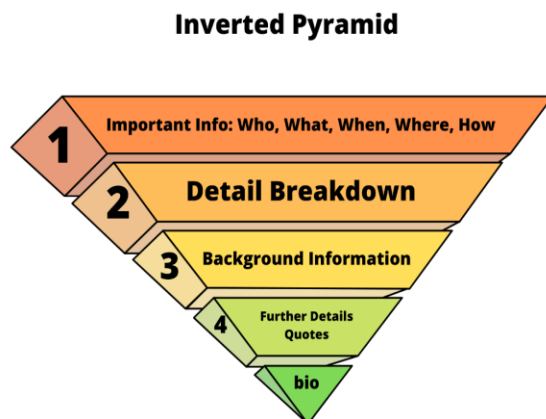


Figure 1: Inverted pyramid

If we look at the inverted pyramid, as shown in the collected image, we can notice that it has a broad base and a narrow bottom. Using the inverted pyramid rule, the news is structured in a way where the readers are not necessarily required to finish reading the entire news piece, unlike a feature story. The information is presented that way to ensure that the readers grasp the essential information quickly. The most important part of the news is covered in the first part of the news piece for quick consumption by answering the 5W and 1H questions. The 5Ws are “who,” “what,” “when,” and “where,” “why” and the 1H stands for “how.” The news piece then later continues with quotes and additional details that are relevant to the topic of the news, followed by background information and other necessary findings that are not as important as the key points stated at the beginning of the news piece.

- **Feature Writing Structure:**

On the other hand, feature writing is quite different. In terms of structure, as we were taught in the ENG440 course, feature writing is more of a creative piece written with the intention of getting the attention of the readers and holding it till the end of the story.

Although there are no rigid rules of feature writing, we were taught a few basic rules during our course and a few elements that are required to ensure an interesting feature; it needs to have an introduction that has a strong hook. It is best if the feature starts with an anecdote. The body mainly consists of background information before the author delves into the story. Moving on, there are analyses and quotes from various people, mostly experts on the relevant subject, to add credibility to the story.

While writing a feature, I was advised by my supervisor to try not to be biased and include personal comments in a feature articles. The tone of the feature article must stay neutral, written from a third-person perspective. It must sound like we, as authors or journalists, are presenting the issue or the story to the readers and presenting facts side by side using opinions from various people, including experts from the relevant field. It is quite challenging to not be biased in certain topics, especially when the writer bears a great interest or knowledge in that particular topic. For example, when writing feature articles on skincare, I often found myself becoming biased and inserting personal commentary, which became evident in my drafts. As a result, to avoid that, I had to rewrite it from a neutral perspective using quotes from dermatologists. Their insights adds credibility to the article and makes it more informative and reliable as the insight is provided by an expert rather than a personal experience shared by an individual. The neutral tone in feature articles allows readers to get a balanced perspective and prevents objective facts from being overshadowed by subjective opinions.

According to both my supervisor and my faculty, using anecdotes is the strongest and the best way to write feature articles, as they help you to keep the readers engaged. It helps to create a more personal connection with the readers, as the stories are from real-life situations; it helps to

humanize the story more, along with making it seem more relatable to the readers and making them aware of the incidents happening around them, which piques their interest. It not only makes the story more memorable and compelling, it also allows to keep the reader hooked until the end of the story.

Additionally, a strong and heartfelt conclusion is the best way to end a feature, as it allows the readers to feel heard and seen. While writing a feature story, I have also learned that each paragraph of the article must consist of only 3-4 lines. This prevents the paragraph from being chunky, which allows the readers to feel less intimidated by the length of the article.

Also, including subheads is a great way to help the reader navigate with ease, which improves the readability of the article. It makes the article more organized and allows the readers to get a preview of what the article talks about, especially if they are short on time or just want to skim through the article. It enhances the flow of the article, makes it easy to read. The writer can convey the message effectively by breaking down chunks of information into small, digestible paragraphs.

Writing a feature, as I have realized, is an art of its own that needs a lot of patience and practice using trial and error till you find your way of storytelling.

The word limit for feature stories in *The Business Standard* policy ranges from 800-1200 words.

There are many different types of feature writing, and the most popular ones are

- Profiles
- Reviews
- Product stories.
- background features
- Human interest feature and
- Opinion pieces

Profile features mainly cover stories of individuals and their achievements in detail. It explores their backgrounds and struggles throughout their journey and talks about their life in greater detail, which allows the reader to know more about this person.

Reviews could entail multiple kinds of features such as book reviews, food reviews, product reviews, film reviews, and so on. Product stories are sub-genres of reviews featuring specific products in greater detail, explaining their function benefits and how they will be helpful to the users.

The background feature mostly talks about the “How” and “Why” of the story. It covers the history, and the relevant details needed to build up the feature story, ensuring clarity. In addition, providing a background context avoids confusion among the readers. Background features are mostly a fusion and an essential part of most of the feature stories to allow the readers to get a clearer concept of the story.

Human interest features are the most interesting kind of feature and are quite tricky to write as well. These stories are based on real-life experiences, hence, they are expected to be written in such a way that would resonate with the readers and touch them on an emotional level; it could be inspiring, emotional, or even simply upsetting. I have provided an example of a human interest feature that I have written in the later part of my paper.

Opinion features are quite diverse, as they can be integrated into different kinds of features, just similar to background features. Opinions can be added in various features allowing the writers voice to stand out by expressing their perspective with the readers. They can be standalone features as well, where the author talks about how they personally feel about a specific topic. For example, an author could write an opinion piece about the current issue of the degrading condition of the air quality in Bangladesh and different steps that can be taken to bring it under control slowly over time. Alternatively, she could simply be adding her opinion in a book review, stating how she felt reading that book overall.

Apart from the types of features mentioned above, there are many different types of features, such as travel features, which is covered by the “Explorer” page in *The Business Standard*. For example, I have written a piece for this page, that talks about, “4 different tour packages for the Eid holidays.” In this article, I listed 4 different packages in different countries, that are mostly offering a good deal for readers to consider. In the article, I also included a small historical context of the place, which can be later categorized as partly being background feature as well so that the readers can get an overall idea of the place before they plan on visiting it. I also listed out the itinerary, all-inclusive price of the package and the added benefits it comes along with, maintaining a

transparency with the readers, ensuring that there are no hidden charges. I have also addressed the additional costs they need to be aware of. For example, in most of the packages, the visa fee and the airplane fee are exclusive from the price stated, which I clearly mentioned in the article to avoid any chance of miscommunication or confusion.

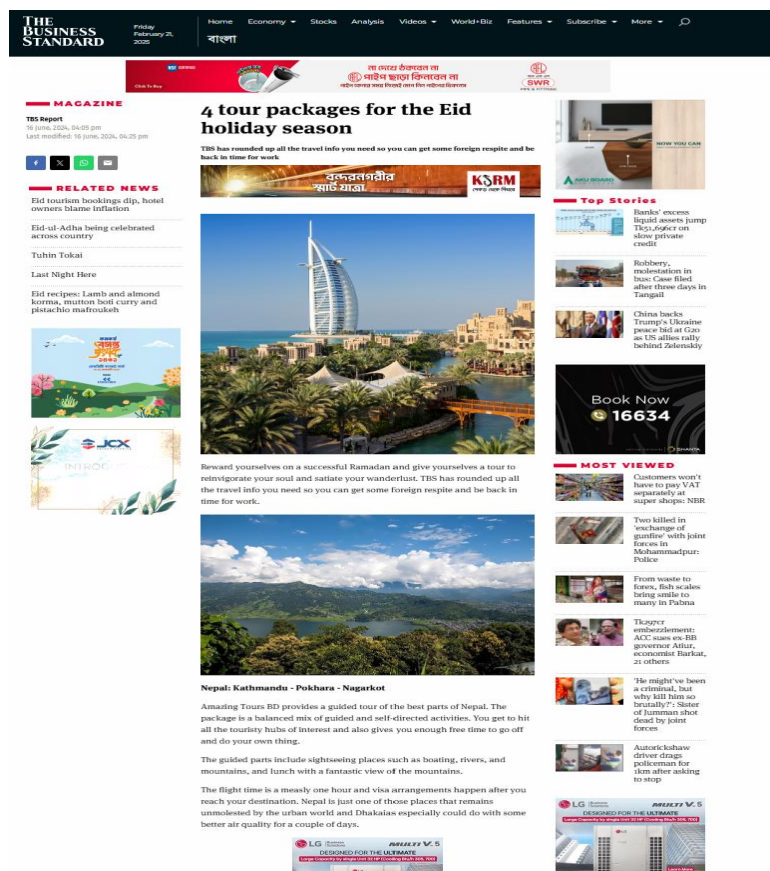


Figure 2: Screenshot of the feature story for the Explorer page.

I have mostly worked with almost all kinds of features, except for opinion features. Moving back to the sub-departments or pages as we call them, I will now explain each of these departments in brief and discuss the kind of features they deal with.

Before I delve into the pages of the feature department, all these pages deal with the various kinds of features mentioned above. However, most of the time, all the feature stories do not strictly follow just one category of feature, but rather a fusion of many categories. To put it in simpler words, one feature story could be categorized, for example, as both a human interest feature and a background feature at the same time.

For example, I interviewed the owner of “Baah”, a jute-based business run by Mirajul Haq. Although we can categorize it under the profile feature, it is a mixture of human interest feature and as well as background feature, because it not only highlights his achievements but also talks about the history of jute, how it is affecting and transforming society for the better, and as well as the story of the workers who work tirelessly behind the scenes to bring the vision to life.

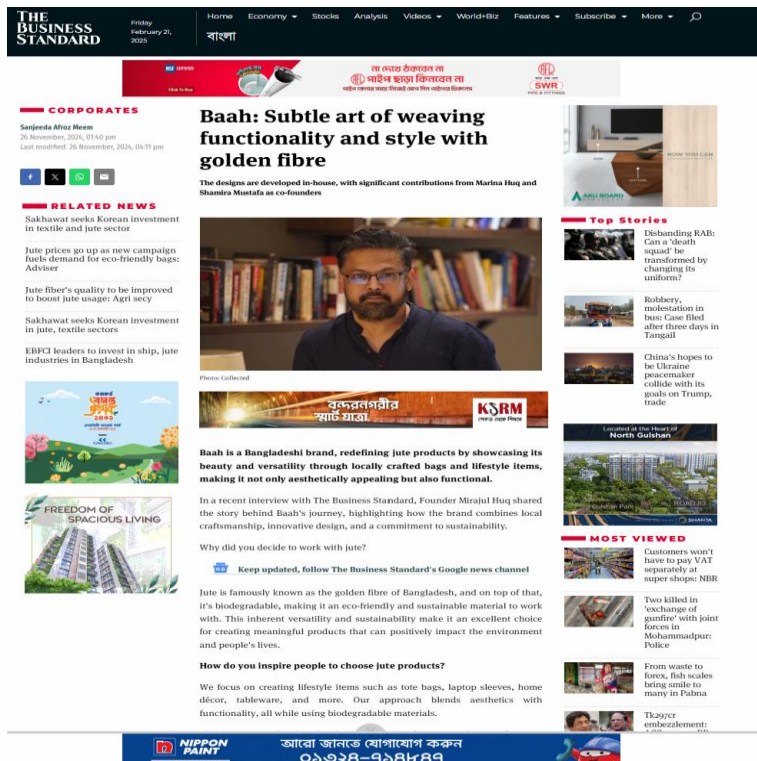


Figure 3: Screenshot of the feature with the brand “Baah”

Next, I wrote a product feature, and it was on five must-have baking tools for new bakers where I highlighted different tools they might need to start their baking journey. This feature can be purely categorized as a product feature.

The screenshot shows the homepage of The Business Standard website. The main article is titled "Baking 101: Must-have tools for aspiring bakers" by Sanjeeda Afroz Meem, dated 29 July, 2024. The article discusses the importance of high-quality baking equipment for new bakers. The article text includes:

These high-quality baking equipment can save you money in the long run and ensure your tools stand the test of time

Photo: Collected

Diving into the vast world of baking can be as daunting as it is delightful. Baking can take different forms, from cookies and cakes to pizzas and pies.

As new bakers, it is essential to remember that you do not need every fancy gadget mentioned by the experts in their cookbooks. Instead, focus on acquiring a few basic tools that suit your baking style and needs. You can gradually expand your toolkit as your skills grow over time.

With that said, having basic yet good quality tools is a game-changer for your baking skills. Having these high-quality baking equipment in your arsenal can save you money in the long run, and ensure your tools stand the test of time. For example, multipurpose tools can minimise kitchen clutter and cover the essentials within one tool.

Keep updated, follow The Business Standard's Google news channel

Keeping these in mind, The Business Standard has curated a list of items for new bakers, to help them start their new journey with confidence.

Stainless steel measuring cups and spoons

The article is accompanied by an image of various baking tools like flour, eggs, and a rolling pin. There are also several advertisements on the page, including one for LG Multi V 5 air conditioning units and another for Nippon Paint.

Figure 4: Screenshot of the product feature story on baking tools.

Moving on, I have written a story based on postpartum fashion, which can be categorized as a human interest feature as well as a lifestyle feature as well, because it talks about the emotional toll a woman goes through during the postpartum period, which many women can resonate with. It addressed various issues, such as the struggle women go through to find the right fit for them,

which makes them feel beautiful, as most women tend to feel extremely insecure about their bodies due to the drastic change they go through after childbirth and during pregnancy. Addressing and acknowledging these issues, the feature story goes on to help women find the right fit by mentioning tips and advice from women who have passed this stage.

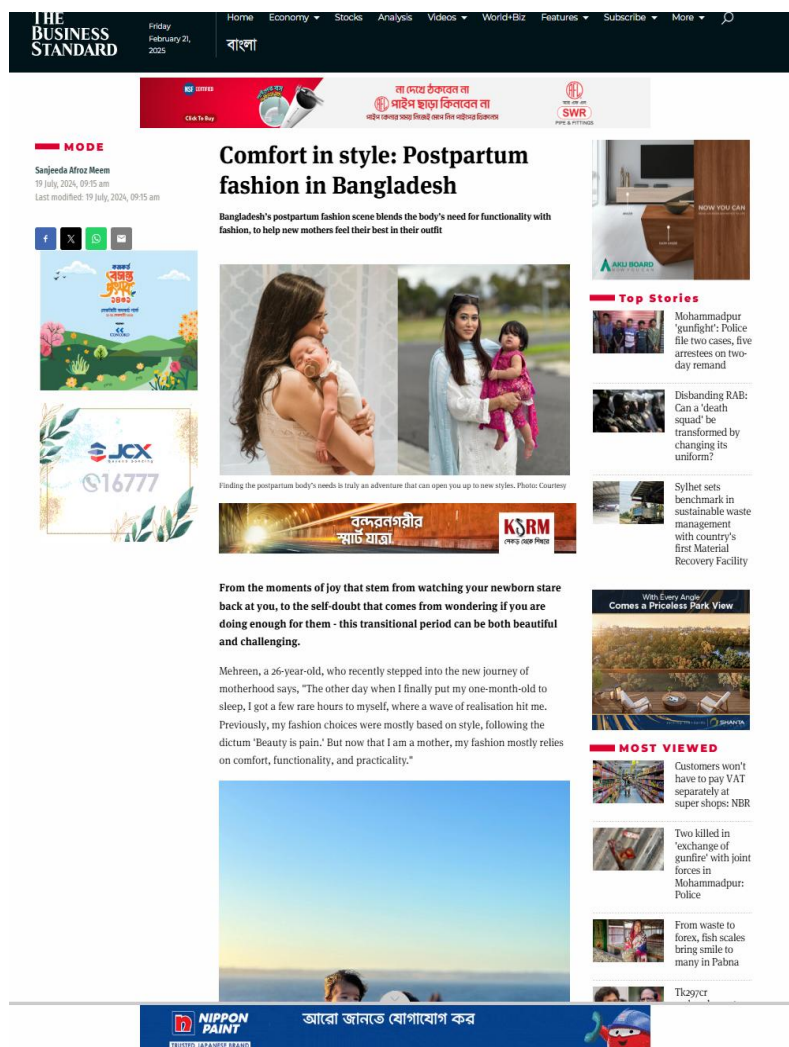


Figure 5: Screenshot of a feature on postpartum fashion

I have also written many reviews, mostly food reviews, among which a noteworthy review would be a story that I covered based on a food cart in Mohammadpur. The specialty of this food cart was that it was being run by a 9th-grade student. Hence, this feature is a mixture of a profile, a

human interest feature, and a food review. I interviewed the 9th grade student, Nafiz, to learn more about his journey, along which we also got to know about his vision, struggles, thoughts he previously did not have a platform to share and also messages that he wants to pass along to the society and so on. Later on in the feature, we also talked about the job crisis in Bangladesh and the exponential growth in the rate of unemployment in Bangladesh. The feature also discusses how society, especially in Bangladesh, views jobs like this, which is mostly termed as “odd jobs” and why a shift in perspective is mandatory. We discussed how society needs to encourage youngsters to do something meaningful that will also help them to start being financially stable. This not only boosts their self-confidence but it also gives them a space to make mistakes and learn from it. Later the feature ends with a personal food review from the food Nafiz has been serving in his food cart.

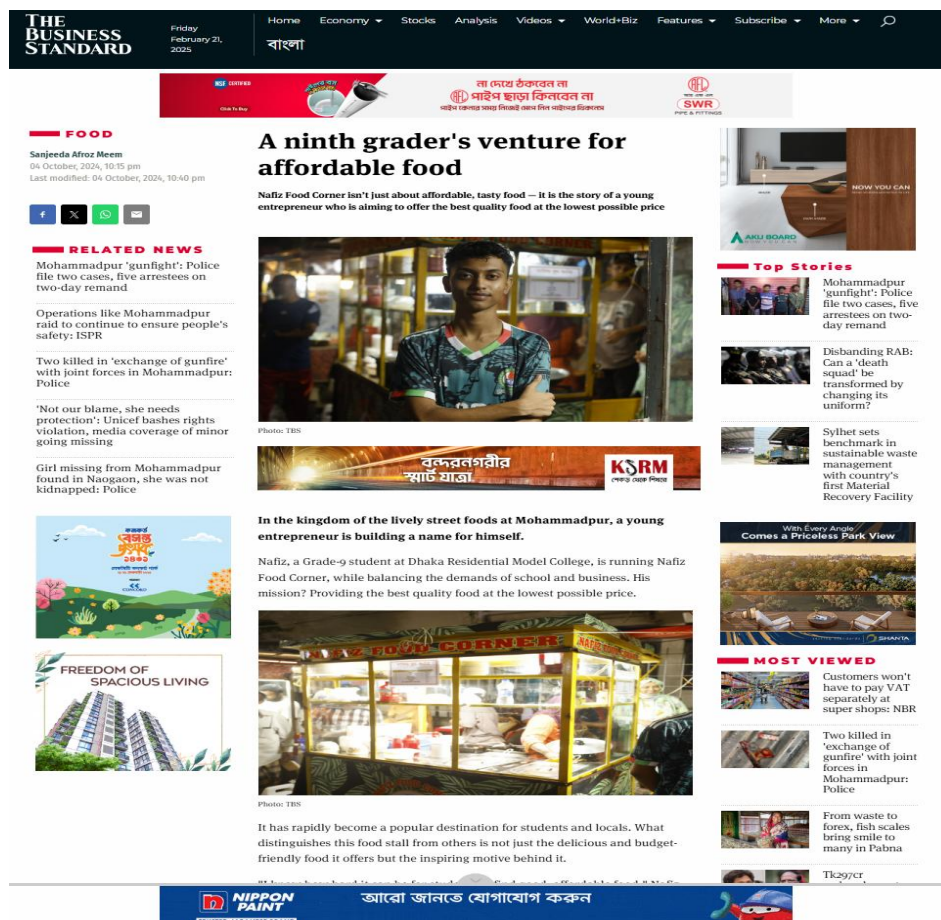


Figure 6: Screenshot of the feature story about a viral food cart run by a student, Nafiz

If we go back to the details of the page, I will be starting with the daily feature page, “Splash,” which mainly deals with the daily entertainment section of the newspaper, both local and international. It covers various aspects, starting from various events, such as exhibitions or concerts, book reviews, celebrity profiles, global entertainment such as Kpop, Jpop, and so on, updates on the latest streaming or new releases on various platforms such as Netflix, Hoichoi and many others.

Among all the other weekly pages I have written and worked for, “Food” page mostly features stories related to food, such as restaurant reviews, food reviews, health, wellness, etc making it informative for the food enthusiasts. The “Brands” page mostly covers product reviews, exploring different products, from tech gadgets to beauty items. It provides readers with recommendations along with the price range, allowing readers to make informed choices. The “Mode” page covers human interest features and lifestyle features and mostly delves into the world of on the fashion, trends, lifestyle and so on. This page is mostly targeted towards readers who are fashion enthusiasts, wishing to keep up with the latest trends and know more about the fashion industry and the history of fashion in general.

The “Pursuit” page is involved in covering features based on career advice, academic insights, student affairs, corporate lifestyle, and inspiring stories from young people who succeeded by doing something extraordinary. Lastly, “Habitat” page, as the name suggests, features stories on urban living, architecture, and designs, environment and sustainability. This page overall allows readers get an educational insight on building a home, interior designing, by providing advice from experts, such as architects and interior designers.

Chapter 04: Integrating theories

Process of feature writing:

Since feature writing does not follow a specific rule and mainly depends on the category of feature we are writing and the topic, there is no specific process, but these initial steps are taken for most of the feature articles to ensure quality.

Starting with,

- **Generating ideas**

In the ENG440 course, English for the print media, I remember my faculty teaching me that the first step of writing a feature is to

- Think
- Focus and
- Observe

Every week, the feature team meets with the editor-in-chief, Mubin Shadman, to pitch ideas and plan the content we will be publishing. Therefore, during these sessions, we discuss and move forward with our proposed ideas. To prepare for the meeting, I make sure to keep an open mind throughout the week, noting down any newsworthy content I come across, whether it is on social media or something interesting I see while passing down the street. The types of news we can choose to write about mainly depend on the news values, which we learned about in ENG440: English for the Print Media course.

There are five news values:

1. Prominence
2. Timeliness

3. Oddity
4. Consequence and
5. Proximity

During my internship, I connected the most with prominence, timeliness, and oddity. As a newspaper agency, we always had to make sure that we were keeping up with the latest updates and covering all the important news, locally and internationally. Thus, timeliness was an essential factor to consider while pitching ideas. Similarly, prominence refers to how important the news is, and oddity discusses if the news is unusual and why. Covering such events and news is always important, and the priority of publishing them depends on all these factors combined.

For example, during a meeting, I pitched an idea to write about a food cart in Mohammadpur. Food carts are common throughout Bangladesh, but what made this food cart worth covering as a news piece was the oddity. This food cart was run by a 9th-grade student of Dhaka Residential Model College. It is not every day that we see a student taking the initiative to earn independently at such a young age in Bangladesh. Most students in the country rely on their parents for support well into their teenage years, as they are encouraged to focus solely on their studies and discouraged from earning at a young age.

Additionally, taking such initiatives is incredibly brave as jobs like these are mostly looked down upon as “odd jobs” in Bangladesh. We can use his example to bring about a change and inspire more students to take the initiative to pursue something of their own alongside their studies. This will not only help them become independent but also shape them into accountable and responsible adults. With these factors in mind, I pitched this news, which was immediately approved. However, we also needed to cover the story as quickly as possible, as it had already

garnered a lot of attention. Delaying the coverage for a few weeks could have diminished the story's value in terms of timeliness. Besides being time-sensitive, it was also a prominent news piece as it had piqued a lot of human interest, and people seemed to be interested to know more about his journey. People were also eager to get a food review of the cart as the owner, Nafiz claims that everything sold in that food cart is homemade.

- **Research**

Research is the most important step of feature writing. Research takes up a lot of time when curating a story, as a lot of work goes on behind the scenes. Firstly, the writer needs to have basic knowledge regarding the issue they are writing about, as it makes their work a lot easier and faster. They would know precisely what to search for and what additional information to look out for, making them more efficient, especially since there is usually not much time to spend on one feature story.

Before starting to work on a feature story, we are required first to verify the news we have at hand (that is, if we have any) from a trusted source to ensure that it is not a rumor. For example, suppose we hear the death of a celebrity or someone getting married; instead of publishing the news just like every other media agency and going with the flow, we are expected to research and verify it with a trusted source.

If we are working on a different concept, such as a feature story on the trending sarees that made a comeback, for example, we need to review the existing news on the internet to understand what readers already know about the topic. However, while researching any topic, we also need to be careful not to spread any misinformation out of carelessness. As journalists, we cannot rely too

heavily on the web and are expected to do fieldwork, if necessary, to verify sources when a trusted one is lacking. The web can contain a lot of misinformation, which can significantly undermine the quality of the story.

Additionally, spreading misinformation goes against the ethics of journalism, as I have learned in ENG401, Editing course. We have to learn both sides of the story and present them to the readers to ensure fairness and avoid sounding biased, which would violate journalistic ethics. Hence, in such cases, we have the option to refer to experts. However, reaching out to them can be challenging and uncertain, as some experts may have biases on certain topics. This can prevent us from obtaining fair comments and criticism, which could lead to a biased story once again.

Interview:

Depending on the topic of our feature story, there are times when we need quotes from experts to add credibility or to highlight the opinions of the general public. This not only adds credibility but also offers different perspectives to the story, allowing us to understand how people feel about a certain topic in this society. Interviewing is an interesting part of the feature writing process. It allowed me to meet various people related to a specific field or topic. I could learn more about the particular topic from them, which helped me to write my story better, sometimes using their quotes and situations as anecdotes. This enhances the quality of my feature as we have learned that starting a feature with an anecdote is the best way to engage readers. This is considered the strongest form of a hook, as this method attracts more readers as they can connect or resonate with the story, and it piques their curiosity to know more about it.

However, depending on the interview, I had to prepare myself beforehand. In ENG440 course, we studied a chapter on Interviews where we learnt about the different kinds of interview. Along

with that, our faculty showed us a video that provided a detailed idea of how to prepare for an interview, as well as the do's and don'ts to follow during the interview.

Before conducting an interview, I always tried to prepare some questions ahead of time and research a bit more about the person I was interviewing, especially if they happened to be a prominent figure. Preparing questions in advance gave me the boost of confidence that I needed. While conducting the interview, I tried to cooperate and make the interviewee feel comfortable by staying attentive and polite throughout the process. I always asked for permission to record the interview, as it would have been difficult for me to remember every detail otherwise. I only turned on my recorder if they permitted me to do so. During my interview sessions, I sometimes noticed that interviewees were not willing to disclose certain information or provide statements on certain topics.

In some cases, they simply wished to remain anonymous. These situations can prove to be quite challenging, especially when that certain information is quite crucial for the feature story. In moments like this, I tried to rephrase my question to make it sound more polite and considerate. I avoided being insensitive or disrespecting their boundaries; if rephrasing was not possible, I attempted to find a different angle that might provide insights related to the information I was hoping to get. While I might not have always received the specific details, I could at least gain a general idea of what they were comfortable sharing, which helped with my article.

Furthermore, if they wished to remain anonymous, I respected that boundary and used a pseudonym for them to maintain confidentiality. One important thing to keep in mind while including quotes from people is to present the quotes in as an opinion rather than a fact. This avoids misconceptions among readers or make them feel like the author is biased toward one side

of the story. It can easily be avoided by using clear words like, “According to Mr. XYZ,” “Mr. XYZ states,” or “Mr. XYZ shares his opinion by stating that,” and so on. Not using clear, concise words to prevent confusion or misunderstanding among the readers is a sign that the article is not well-written. It needs more attention to the word choice and the language of the story.

Writing the story

After going through all the previous steps, this is the last and the most important step. In this stage, all the information that has been gathered, are used to curate a story for the readers. In this part, the writer needs to make sure that they fulfill all the requirements needed for a good feature article, such as a good headline, a strong introduction, a body and a conclusion. It is also important to set the tone of the article depending on the issue and the targeted readers.

Additionally, the word limit (The length of feature stories in *The Business Standard* was expected to be a minimum of 800 words and a maximum of 1200 words), the angle or the main argument of the article, preparing charts such as statistics, graphs, tables and so on are also needs to be considered. Overall, at this stage, all the ingredients you need to make the perfect story are available. The writer needs to know how to mix and match the information to make it sound interesting, keep the words flowing, and use words correctly so that it sounds natural. It is also necessary to ensure that all the content is organized and the paragraphs in the article are connected.

After the feature story is written, it is sent to the editors to check if it is worthy enough to publish and meet the standards of the company. There are certain elements that editors expect in an article to deem worthy enough to be called a well-written story. In our ENG440 course, we have learned that the editors first check the readability of the article. The main goal of a feature article

is that it should be written in a way that is easy to read and understand. Authors are encouraged to use simple words in their writing. For example, instead of using the word “assist,” we are expected to use the word “help.” During my internship, my supervisor advised me to write a story in a way that would be readable by a 9th or 10th grader. Next, editors expect the story to have credibility and no copyright issues. For example, they expect us to give full credit to everyone mentioned in the story.

If we have collected a photo from someone, the editor expects us to mention the name of the photographer or the organization it was collected from. If the feature consists of quotes from various people, we are expected to write their full names and provide as much information as possible, such as their designation if they are prominent figures or if it is relevant to the story. This helps assure readers that the quoted individuals are real people and not fictional characters made up for the sake of the article. The editors expect the tone of the feature story to be engaging so that the readers feel involved. Having an interesting introduction, headline, and conclusion that ends with a question for the readers to think about makes a great combination for a good feature story. These are precisely what editors look for. Organizing and including all these mentioned elements in a story ensures that the writer is a good storyteller, as it demonstrates the ability to keep readers engaged, curious, and eager to know more.

Covering Events

Feature writing also requires visiting different places to see things through one’s own eyes, allowing for writing based on personal experience , which adds more authenticity to the story. Additionally, one can talk to different people attending the event, possibly including the

organizers themselves, which broadens the perspectives and angles in the story, allowing the readers to get a complete picture of the event. However, it is not always easy. Covering events comes with its own set of challenges, and I will explain how I navigated my way through them.

As an introvert, the thought of covering an event can be quite daunting, but I had some ideas on how to write event reviews from my ENG440 course. The first challenge that comes with covering an event is that it is time-sensitive content that needs to be published quickly; otherwise, it will lose its importance. Hence, one has to start thinking about how to cover the event and what to write in the review while at the venue itself. I was sent to cover an exhibition that was happening at Lalmatia, Kala Kendra, and I was told that it would be published the next day. Hence, I had less than 24 hours to cover the event and submit the event review.

The exhibition was named “Disquietious: Where art unmasks the unspoken”, and in this exhibition, a lot of artists have collaborated based on a specific theme to showcase their artworks. As I have learned during my course, it is essential to talk to the organizers of the event, if possible, both before and after the event, as they might have a different perspective and objective compared to the visitors. Hence, before heading to the exhibition, I managed to contact the organizer and curator of the exhibition to ensure it would be possible to meet them in person to get quotes from them since that is important to include in event reviews as well. Taking pictures to add visuals to the event review is crucial, as it allows readers to get a glimpse of the highlights of the event, which helps build curiosity. Therefore, I took photos of the exhibition, including a few shots of the artworks, the interior and other details. I also interviewed a few visitors because, according to our course ENG440, it is important to get reaction quotes from the spectators or visitors as well. Additionally, I collected the brochure from the curator to obtain

more information on the curators, organizers, and the artworks as I needed to include quotes from them. According to our course packet, it is always a good idea to include a picture of the quoted person. The brochure also contained the details of each painting, including the medium of the artwork and the story behind it. Including this information is important as it highlights the purpose and allows the readers to gain a deeper understanding of all the artworks displayed at the exhibition.

However, challenges come with covering an event. At times, the festive atmosphere and excitement of the event may create the illusion that every detail is important enough to be included in the review. However, it is necessary to focus solely on the highlights of the event, the reaction from the crowd, and any comments from the organizers. Hence, in order to combat this, I created an outline before I started writing the review to avoid any unnecessary comments about the event. This method helped me to stay on track.

Furthermore, events can be unpredictable. For example, I was asked to cover an event based on tea tasting. The event was supposed to start at 4 pm. However, the organizers delayed it until 6 pm without any prior notice. Later, they blamed it on the tea vendors who came in late for the event. Although we did cover the event, it caused an inconvenience as it left me less time to organize my thoughts and finish writing the story. Such situations are often beyond control, but in these moments, adaptability, flexibility, and the ability to remain calm under pressure are essential. Initially, it proved to be quite tricky to curate a feature story at the last minute, but over time, with practice, it helped me to learn how to adapt these qualities, which later on helped me in the long run of covering events and writing reviews.

Writing Headlines

The secret to engaging mass readers in a particular story is creating an interesting headline that is short and gives away just the right amount of information. A headline is the first thing that a reader comes across. Hence, apart from using visuals to attract readers to particular stories, we additionally create interesting headlines that will grab the attention of the readers.

A boring headline can cause readers to completely overlook a well-written story, no matter how informative it is. Hence, headlines are carefully crafted by writers and editors to ensure that they are short, simple, informative, vivid and interesting.

My supervisor told me that a perfect headline is the kind that talks to the readers using just a few words. Those words have to be engaging enough to attract the readers enough to read the full story. This raises the question: How do we write the perfect headline? During my ENG401, Editing course, I learned a few bookish techniques on headlines that I later incorporated during my internship to get hands-on experience in generating a suitable headline for my feature articles.

During the course ENG401, my faculty taught me that headlines have a higher chance of getting skipped when they are too long as they tend to be boring and not catchy enough. While working as an intern at *The Business Standard*, I was taught that, ideally, headlines are expected to have no more than seven to nine words in them. Headlines are expected to have certain tones based on the topic of the feature story. Hence, you can craft a perfect headline by using appropriate words that align with the tone and mood of the article. Balancing readability with an engaging headline can be challenging, but practice is the key to mastering it. For example, I was asked to write a headline for an article featuring several Christmas recipes. Initially, I wrote a headline that said, “3 recipes that you can make this Christmas”. Although it met the word limit, it proved to be a

weak headline, as it, while informative, lacked engagement. Although it clearly conveyed the article's subject, it failed to capture the reader's attention. Hence, to make it more engaging, I later revised it to “Santa brought new recipes for you this year,” which is more effective than the former. It is because I have made it engaging and informative while setting the Christmas tone. I did not, however, explicitly mention Christmas. Instead, I incorporated an element that not only made the theme clear but also added a fun, playful touch to pique readers' interests. Due to their curiosity, they would now go ahead and read the full story to see what new recipes Santa brought for them this year.

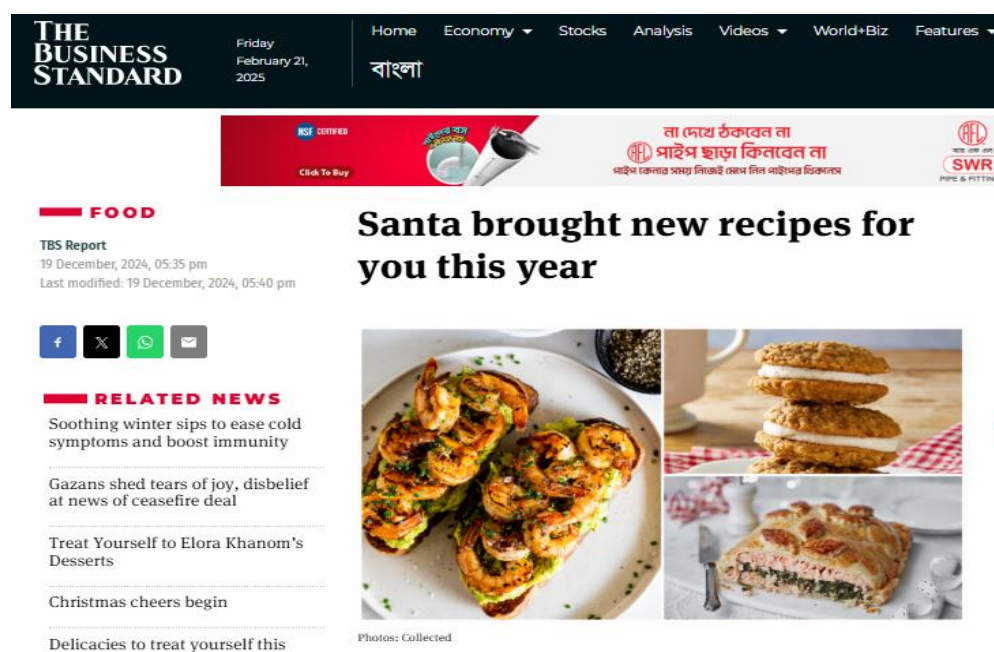


Figure 7: Screenshot of the headline written for a feature

In order to write the perfect headline for feature stories, here are a few simple steps:

- Before writing a headline, make sure to read the whole story first and have fully understood the story.

- Make sure to analyze and understand the tone and mood of the story, along with the target audience of the story.
- Make sure that the headline is lively and engaging
- Do not be afraid to try and experiment with different word combinations
- Always try to use words that are precise and specific, keeping in mind that each word counts.
- To add a touch of creativity, use wordplay or puns to make the headline more lively and engaging. For example, I had to write a headline for an article that talked about the hype of aloo (potato) in Kacchi biriyani. As the feature story is written in a light-hearted tone, I matched the tone of the headline as well by keeping it engaging and fun. The headline I gave was, “What makes biriyani so aloo-ring?”.
- Lastly, weave action verbs in your headlines to make it engaging and creative. For example, I have written a headline for an article that was based on finding the best nail salons, along with other information from nail experts. To keep it interesting for the targeted audience, I have included wordplay, along with action verbs to keep the headline fresh and creative. I have written the headline as “Nailing the nail game.”

Translation

The Business Standard publishes news both in English and Bangla. Hence, I was occasionally assigned to translate some of the Bangla features into English. Translating the features proved to be quite tricky. I was expected to translate it in a way that made sense to the readers without changing the meaning of the sentences or adding anything extra on my own.

I have learned the basics of translation from the course ENG465: Translational Studies. Catford, in this book, *A linguistic theory of translation*, explains that the text in the original language is known as the “source text” (ST), and the language that it will be translated into is known as the “translated text” (TT). To translate from ST to TT, we were taught that translations can either be word-word translation or sense-sense translation (Catford, 1965, 20).

Word-word translation stands for translating from ST to TT exactly word by word, as it is; the structure of the sentence, order, style, and everything else remains the same. However, this method is not used as much because every language is different in terms of structure, tone and context. Hence, it results in weak, confusing, awkward, and meaningless sentences for the reader.

Sense-sense translation, on the other hand, as the name suggests, translates sentences based on the overall meaning or message of a sentence rather than translating each word literally as we do for word-word translation. By translating using the sense-sense translation method, we not only retain the intent meaning from the original text, but we also ensure that the sentence makes sense, sounds natural to the readers of the intended language and fits into the cultural context of the translated language. For example, a few words, phrases, idioms, or even local sayings might not have equivalents in the translated language. Hence, sense-sense translation tries to find an overall meaning to keep the intended meaning intact, retaining clarity and producing a text that will sound smooth and natural. For example, I was given the task of translating a Bangla text during my internship, which proved to be difficult to translate because apart from this text being my first article to translate, it also had phrases, idioms and words that had no equivalent in the English language. The feature story was written in Bangla and talks about the secret code that bus drivers and helpers use. For example, if we look at this paragraph:

“আটাশি সালে ডালিমের বয়স ছিল তেরো। চিড়িয়াখানা-টু-সদরঘাট বাসের হেলপার ছিলেন তিনি। দিনে ৭- ৮টি ট্রিপ দেওয়া তখন কোনো ব্যাপার ছিল না। কারণ রাস্তায় তখন এতো **প্লাস্টিক** ছিল না! এই প্লাস্টিক মানে হলো প্রাইভেট কার। **ওস্তাদ বাঁয়ে প্লাস্টিক** কথাটারও চল ছিল না সেসময়।”

I translated it as, “In 1988, Dalim was 13 years old. He worked as a helper on the bus route from the zoo to Sadarghat. Making seven to eight trips a day was not a big deal back then. This was because there weren’t as many “**plastics**” on the road! Here, “plastic” refers to private cars—the phrase “**Ostadh (bus driver), plastic on the left**” wasn’t used the. Here the word plastic was not used in the usual meaning. Instead, it carried a different meaning that does not exist in the translated language due to the difference in cultural context. Hence, I have used quotations around plastic to indicate that it carries a different meaning, which I explained in the following line later on. Similarly, the word “Ostadh” is a way to refer to bus drivers, which again cannot be translated because this word only exists in the Bangla language.

Similarly, if we look at a few subheadings in the original text, such as, “**এগার ট্রিপের পিলিয়ার**” which I translated as, “Piliar” of eleven trips.” Piliar is not a word, instead, it is how the bus conductor whom the author interviewed pronounced player. To make the subheading interesting, he wrote player as “piliar” which I did not change during the translation; instead, I put them in quotation marks because this word was later explained in the paragraphs. In contrast, for the subheading, ‘**নম্বর ও কাপঝাঁপ**’, I translated it as “Numbers and Frenzies” since there is no direct English equivalent for “kapjhaap.” Hence, I found a word that better captured the essence of the original term.

Link to the original story: [TBS NEWS](#)

Translated by: Sanjeeda

PQ: *"You won't find people as patient as bus staff. Every day, we interact with at least 500 people. Not everyone is rude, but most people think bus staff are not good people, that we're of a lower class. They believe we can't be kept in check without insults. Some even go as far as using physical force. Because of this, we don't really have a social life. Our only friends are other bus staff."*

"Plastic on the left, bugs ahead": The code language of bus helpers

Saleh Shafique

SF: *Bus drivers and helpers in Dhaka use coded language and sharp wit to navigate the chaotic streets, handling fierce competition, stress, and passenger interactions.*

In 1988, Dalim was 13 years old. He worked as a helper on the bus route from the zoo to Sadarghat. Making seven to eight trips a day was not a big deal back then. This was because there weren't as many "plastics" on the road!

Here, "plastic" refers to private cars—the phrase "Ostadh (bus driver), plastic on the left" wasn't used then. As far as Dalim can recall, the phrase started being used around the mid-90s.

Over time, the number of cars and people on Dhaka's roads kept increasing. This also led to more frequent arguments, both inside and outside the buses. The drivers and helpers had to stay more alert than before. They needed to keep an eye out for rickshaws ahead, private cars on the left, pickup trucks behind, and traffic sergeants at intersections.

Inside the bus, passengers were also on edge. Every couple of minutes, an argument would break out—either over the fare or the speed of the bus. But the biggest problem was with the "plastic." Even the slightest touch could mean trouble, as these private cars belonged to the wealthy and had more influence.

Figure 8: Screenshot of a feature translated from Bangla to English

Hyperrealism

Jean Baudrillard talks about hyperrealism in the book, *Simulacra and Simulation*, and mentions that simulations distort our concept of reality. In the modern world, due to constant exposure to

different contents through social media, advertisements and technology, we now see reality through the rose-tinted glasses offered by them. We end up confused and have a hard time differentiating between reality and simulations. As a result, the “real” thing fades away, with the simulations or, as we can say, “copies of the reality” taking over and ending up becoming the ultimate fact and reality that everyone starts accepting.

Jean Baudrillard explains hyperreality as “The simulacrum is never what hides the truth - it is truth that hides the fact that there is none. The simulacrum is true” (Baudrillard, 1981, 365). In simple words, this means that people no longer look for the “real truth” in this world because this world is filled with simulations (manipulated reality); we are constantly being kept on simulations from different sources, and the simulation itself becomes the truth for us in the long run.

For example, if we look at theme parks, such as Disneyland, it is filled with simulation and makes even the grownups believe that it is the “happiest place on earth.” It is just another regular theme park filled with exciting things to do if we look at it after removing our rose-tinted glasses. Simulations, such as advertisements, media, and other factors come into play and these influencing elements turned this simulation into the ultimate reality that most people now believe in. Similarly, if we look at the beauty and the luxury brand industry, we can notice that they do not just sell products, they sell an image through storytelling. Using various influencing elements as previously mentioned, they make consumers believe that owning a bag from a particular brand is a status symbol. But in reality, it is simply just a bag that most consumers often forget while purchasing.

Hyperrealism is a powerful tool in the world of journalism but if not used correctly, it can prove to be destructive too, for the society, as it might give rise to rumors and even unrest, confusion and chaos.

Feature writing is primarily a form of storytelling, which is meant to tell engaging stories, but sometimes the stories are written in a way that is quite exaggerated or overly emotional to gain more views and to make them memorable. For example, while writing a feature on someone's success, the focus often shifts to their struggles and past experiences, rather than their achievements. This proves to be a little unnecessary. Although this approach may be interesting, it presents only a partial version of the story, creating a hyperreal version or a media-curated version of their life.

For example, I came across a feature on Amir Hamja, who became the first Bangladeshi photographer to work with *The New York Times*. While featuring him, the author kept highlighting the struggles he faced as a freelancer before joining *The New York Times*, along with his current life in New York, suggesting that he now leads a far better life since moving abroad. However, less focus was given to the fact that he had done some remarkable projects while he was working as a fellow at *The New York Times*. This selective storytelling constructs an emotionally engaging version, but it only represents the half-truth. The media agency holds the power to construct how people think, and hence, everything we see, hear and read is a direct reflection of media manipulation. Amir Hamja's story highlights the emotional aspects of engaging readers. It creates a hyperreal definition of "success", creating the typical "struggler to achiever" storyline while downplaying his professional achievements, creating a skewed and

hyperreal version of his life, overshadowing the truth, just like what Baudrillard mentioned. The hyperreal version is written because this version will be more relatable to the readers due to the common themes in it entails such as “initial struggles to climb the success ladder,” “struggles as a freelancer,” and eventually, the concept of “moving abroad for a better life” rather than focusing on the groundbreaking projects he did during his fellowship with *The New York Times*.

Panopticon

According to Foucault's theory of surveillance, a disciplinary theory of power that he explained in his book, *Discipline and Punish*, was inspired by the blueprint of a prison cell design created by Jeremy Bentham, which came to be known as “Panopticon.” In the book, the author explains the prison cell design in brief, every inmate that is kept in this prison remains under the constant surveillance of the authorities. The setup of this prison was that there would be a watch tower in the center of the jail, and the prison cells are placed in such a way that the authorities would be able to see the movements of the inmates. However, the inmates, on the other hand, not entirely sure if they are being watched at any given moment. The cells are designed in a way that they cannot see the guards of their movements. This uncertainty leads them to believe that they are always under surveillance, resulting in discipline and obedience (Foucault, 1975, 200-201)

Similarly, these days, media agencies, such as newspapers companies, are ubiquitous, as if the country is under constant surveillance, ready to broadcast any breaking news the moment an incident occurs. It seems as if the media agencies act as the watchtowers of the prison cell design, watching every moment, keeping everyone under observation. *The Business Standard*, for example, employs over 100 reporters across various districts of Bangladesh, tasked with

continuously monitoring and updating the agency with the latest breaking news. Society is aware that the media is constantly watching, although they are nowhere to be seen.

The theory of panopticism is also seen at the workplace as well. We are kept under constant surveillance by our higher-ups, such as the editors, page anchors, deputy editors and so on. Every morning, we are asked to give an update regarding the current feature story that we are working on, to let them know the progress we have made. In that way, we stay accountable and responsible for our work. Even though our higher-ups are not constantly watching us at the office, we still end up completing our work because we know we must give them an update about our progress the following day. They are watching us from afar, keeping records, so in one sense, even though it's it is a mere duty and that is precisely how an office works, but if we put it under the panopticon theory, we can see that we are constantly watched, just like those prisoners are watched from the watch tower.

Additionally, we are logged into our work through our work emails and connected on other social platforms such as Teams and WhatsApp, which helped my supervisor track my activity digitally. The fear of facing consequences or backlash for failing to submit tasks on time or not doing our part correctly is ever-present, as any mistakes can easily be traced back to whoever caused any mishaps. All these are instilled in our heads, making us automatically focus on our work, knowing that our activities are tracked and we are observed, even though the higher-ups are nowhere near to be seen.

Global Cultural Flow

The world has become smaller than ever, and as the saying goes, everything is now at the palm of our hands. Global cultural flow refers to the movement, exchange and spread of cultural

elements such as ideas, values, traditions, practices and so on among people from different parts of the world. This happens due to the interconnectedness, along with the rise and advancements of technology. As a result, this leads to faster travel and communication and, hence, people all over the world can engage with each other more quickly and easily. Sociologist Arjun Appadurai first introduced the concept and described the five “scapes” or dimensions of the global cultural flow in his essay, “Disjuncture and Difference in the Global Cultural Economy” where he mentioned that the elementary framework of exploring such disjuncture is to look at the relationship between the five dimensions of global cultural flow and they are: ethnoscapas, mediascapas, technoscapas, finanscapas and ideoscapas (Appadurai, 1990, 6)

While working as an intern, I realised that there is a close relationship between global cultural flow and media. Among them, I have come across contents that are relevant to ethnoscapas, technoscapas and mediascapas the most.

Ethnoscapas refer to the movement of people across the world, such as migrants, refugees, travelers, or even workers, who carry their cultures, traditions, and ideas with them while they move to new countries and influence people around them. For example, I covered a story on Elora Khanom, a Bangladeshi who moved to Canada and won the Canadian Baking Show. As I took her interview, she mentioned that she had made a lot of dishes inspired by Bangladeshi cuisines, such as Tikka Masala Wellington, and flavours inspired by childhood nostalgia, such as Nonta biscuits (Salted biscuits), Horlicks biscuits and so on. This is a perfect example of ethnoscapas, as she migrated to a foreign land and blended her culture and tradition through food. This allowed the Canadians or people outside Bangladesh to get an insight into the flavours of Bangladeshi food, allowing the cultural exchange to happen through her.

Technoscapes discuss the global flow or movement of technology. In the world of journalism, it allows the journalists to source stories locally and internationally and publish stories more quickly. With the advent of technology, journalists now can reach and connect with locals even from remote locations via video calls and live streaming. Via technoscapes, we are also able to view which stories gain more attention by checking the engagement rate for each story. By analyzing them, we can then work to create and shape stories that are more liked by the readers as observed through engagements such as likes, reacts, shares and so on.

Similarly, **mediascapes** assist technoscapes, and additionally, the rise in technology has made smartphones and social media more accessible. This enabled people to upload incidents or go live from their personal social media accounts, to share incidents that they found important. Access to social media has not only given everyone an outlet to share information quickly and easily with the tap of a finger, but it has also given rise to misinformation and an increase in rumours and fake news as well. This phenomenon can be known as “Yellow Journalism,” as they often use eye-catching or sensational headlines just to gain more views and shares that consist of news that are often not well-researched or credible.

Chapter: 05

Conclusion

My internship at *The Business Standard* taught me the basics of journalism. It allowed me to gain first-hand experience applying all the theoretical knowledge I have attained through my university courses to real-life situations. It also gave me a chance to see what really goes on behind the scenes of those few printed pages we read every morning. It made me realise that arranging those few pages is more complex than we have imagined as meticulous plans and arrangements are made beforehand, with no chance of overlooking any minor details. With the combined team effort of the feature writers, editors, sub-editors, and design team, these pages come to life every evening, making sure that the newspaper reaches the readers every morning on time.

However, it also came with its own set of difficulties and various challenges. The first and foremost challenge I faced right after I joined as an intern was learning time management. All feature writers were expected to submit at least two feature stories in one week, which was difficult for me.

Finding a balance between university deadlines and office responsibilities initially proved to be quite challenging. At times, these commitments would clash, making it exhausting to manage both effectively while maintaining quality. Hence, submitting two stories in one week made me feel that I did not have enough time to curate a story properly.

Moreover, as an introvert, I initially felt intimidated to interview people, which hence delayed my work even further. To overcome my fear of taking interviews, I decided to prepare questions

beforehand and did basic research prior to the interview. In that way, I managed to sound prepared and confident in front of the interviewee. Additionally, while covering events, I felt uncomfortable approaching anyone at the events due to my introverted nature. This posed to be an issue that requires a solution. I had to gradually learn how to adapt to it by attending more events. With time, this method proved to be ideal as it gradually helped me to feel comfortable engaging with the crowd at events

As I mentioned in my previous chapter, we used to have meetings every week, and writers were expected to bring in topics to pitch during the meeting. Initially, I struggled to pitch a topic because I feared that the topic might be too basic or not worth writing about. The fear of rejection engulfed me, and it was difficult for me to find a suitable topic. Once a topic was chosen, finding a unique angle on it to write about it proved challenging once more. I slowly overcame these issues by carefully observing how everyone else in the team presented their ideas. I also discussed the topic I was interested in pitching with my supervisor first and adjusted my idea if necessary before presenting it at the meeting. Through such repetitions and attending a few more meetings, I finally learned how to bring in newsworthy content to pitch without any help.

Additionally, as I simultaneously tried to balance my courseload and work deadlines, I often experienced writer's block from extreme burnout. During that period, it was difficult to sit down and gather my thoughts to write a piece. But once I realized the issue, I tried to slow down, take multiple breaks between writing, and get enough rest. Although I could not completely overcome the problem, I successfully managed to keep it under control.

My internship period also gave me the opportunity to see how newspapers adapt to situations that are beyond their control. For example, during the July uprising, there was an internet outage for a week or so. During that time, communication among the team members was the most significant challenge the newspaper faced.

Keeping everyone's safety in mind, we were asked to work from home during this period unless there was an emergency that required us to come into the office to collaborate more smoothly. The documents were mainly shared via SMS. Meetings were done one-on-one via SMS or call, which was more time-consuming than usual. Tackling this situation taught me not only flexibility but also adaptability. I learned the importance of being open-minded and staying prepared to face unexpected challenges along the way that will be beyond our control.

There were a few more hurdles to overcome that truly tested my skills. One of the most significant ones was to learn how to write a proper hook or narrative that would grab the attention of the reader. I realized that writing a hook is not as easy as it seems, as it holds the power to make or break a feature story. For example, I came across a feature piece for the food page, a restaurant review, during my internship, and it became popular just because of the controversial narrative or anecdote it started with. While writing a hook, we need to make sure that it is relevant to the story that we are writing on because in many cases, it turns out to be highlighting something off-topic, completely overlooking the bigger picture in the story, and as a result, it turns out to be a very weak writing and a high chance of getting rejected by the editors. Moving on, while writing, we naturally tend to bring our perspectives into the story. While doing so, I tended to become biased, which was unacceptable. This is because feature articles are expected to maintain neutrality and

showcase a variety of perspectives, ensuring balance without allowing the writer's personal opinion to influence the readers. A well-written piece should give the readers space to make their own perception from it. Lastly, I struggled with balancing my creativity while simultaneously adhering to and maintaining the standards expected by the company. I wanted to write in a way that allowed me to express my creative side; however, while doing so, I used to occasionally disregard the tone and sentence structure, making it too casual. Hence, after getting a few rewrites from the editors in the beginning, I had to make sure that I maintained the tone and style I was expected to write in while keeping it creative and engaging.

I could not overcome all these issues stated at once. It took time, practice, concentration, and patience. During my internship, to overcome these hurdles, I sought the guidance of my mentors. The sub-editors and my supervisor were extremely patient with me. After every article I submitted, they used to send detailed feedback on the changes that needed to be made along with a suggestion of how to do so. After reviewing several suggested feature articles, I attempted to incorporate their structure, tone, and style into my article. I tried to understand the elements they included in the articles that made them engaging and informative. I focused on the audience to whom the article was directly targeted. Keeping that in mind, I used to structure my tone and style. Additionally, I used to contact and interview experts in those particular fields, such as designers and makeup artists, to gain insights. This helped me to keep my article tone more neutral. Adding credible sources made the article feel more authentic, engaging, and informative as well. These challenges taught me how to be quickly adaptive, flexible, and open to changes, which are some of the skills that every journalist should have. It taught me how to be more attentive to details and the art of storytelling.

In the end, facing these challenges and learning to overcome them was a great opportunity to put my theoretical skills to test. Over time, I noticed that my articles needed little to no changes and minimal feedback compared to earlier. It made me proud of my progress. The knowledge that I gained at *The Business Standard* has shaped me to become a better journalist and a better writer. It gave me an opportunity to meet new people, gain more experience, handle obstacles more gracefully, and gather real-life experience. I hope that the knowledge that I have gained at *The Business Standard* during my internship serves as my stepping stone to greater opportunities in the future.

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