Report On

An internship report submitted to the English and Humanities Department in partial fulfillment

of the requirements for the degree of
Bachelor of Arts in English

Internship Experience at South Asian Television

By

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Declaration

It is hereby declared that

- The internship report submitted is my/our own original work while completing degree at Brac University.

- 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.

- The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

- I/We have acknowledged all main sources of help.

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Acknowledgement

I would like to start by thanking Almighty Allah for everything. Then my parents, to whom I would like to convey my gratitude for always supporting me. They even supported my decision to study at BRAC University. My father always inspired me to work hard for my dreams. He is a lawyer and he always wanted me to grow up to be a confident and honest person. He always helped me boost my confidence and live honestly. My mother is someone I always look up to. She supported me during my ups and downs. She never let me give up. She was always there for me. She is a teacher, and she wanted me to be well educated, but above all both my parents wanted me to be an enlightened person.

Now I would like to thank all my honorable faculties of this university from whom I learnt a lot. They not only taught me, but helped me in every possible when I faced any kind of problem. I consider myself lucky as I got my favorite faculty Ms. Roohi Huda, as my internship supervisor. I remember asking her to be my internship supervisor. Although she is very busy, she kept my request in mind and agreed to be my supervisor. She was very patient, helpful and considerate throughout the whole time. While writing the internship report I was going through a family crisis and lagged behind. In this period she considered my situation and guided me in every step, she pointed out all my mistakes and helped me to correct them. Without her I would not be able to finish my final report. Thanking her will not be enough to show my gratitude towards her. I would also like to thank our chairperson Ms. FirdousAzim for taking the course ENG331 Cultural Studies and helping us to see media from a cultural point of view. I am grateful to Hamim-Al-Ahsan an Education Technology Specialist of Brac University to help me make my first ever audio-visual presentation. I am not at all a tech-savvy person, I knew nothing about video recording or editing, but he helped me a lot to put together the whole video presentation. I

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List of Pictures:

Glossary

Panopticon	Panopticon is basically a work design that was introduced by Jeremy Bantham
Hegemony	Hegemony is the process in which a dominant group with the help of their intellectual and moral leadership gains the support of the subordinate group of a society
Ethics	A humanly moral principal
Ideology	A proper system of ideas and ideals
Hyper-reality	Hyper-reality refers to a situation where a person cannot separate reality from the representation.
Mediascapes	A world created by media where no radical barrier is evident.

Chapter-1

Introduction

Curiosity is the basic instinct of human being. This leads them to want to know the unknown. There is no limit of curiosity. To quench their thirst to know more a lot of mediums are available, but the most popular, accepted and used mediums are books and sources that publish news items. In my university I had to choose my area of concentration, half way through my second year of Under-Graduate Studies. I choose Media and Cultural Studies as my area of concentration. I choose it purely out of my interest as I always wanted to work in the field of media. South Asian Television gave me the chance to take another step towards my interest by giving me the opportunity to do my internship there.

1.1 Media and Cultural Studies:

If I want to pin point a single reason why I choose Media and Cultural Studies as my concentration area, then that would be very difficult. A lot of factors influenced me to choose this area. The first and most important reason was my own interest. I was always curious about the world of media. I always had this fascination to know more about the world behind the television screen. Copywriting, advertising, video recording such works of media always attracted me and I wanted to be a part of it. Another reason to select Media and Cultural Studies as an area of concentration is that there is a creative aspect in it. It is not only a creative line of work but it is also a very practical one. It inspires one to push his/her boundary, and to think out of the box. As it is creative, it not only grabs attention, but also appreciation. Media just does not bind one to his own roots, but lets them explore other cultures, ethnicities, origins and a lot more. It helps one to expand not only his or her outlook but also to change and expand the outlook of others, especially the viewers. Media can also be considered to be the mirror of the whole world. Lastly, I selected this area of concentration

as a good number of people inspired to choose this area; especially my sister-in-law. She was also a student of Brac University who had the same area of concentration. She convinced me by saying I can be creative and yet be logical if I study media related subjects. She also focused on the fact that Media and Cultural studies can give me the opportunity to write freely and creatively in which I was mostly interested in. Some seniors and friends also motivated me. Even some alumni who are now professionally connected to this field said how it is interesting as well as fun to work in this field. Thus I ended up choosing this area and have enjoyed every moment of internship.

As I was supposed to start my internship I started to drop CVs at various audio visual media outlets. I dropped my CV in four channels- NTV, South Asian TV, Independent TV and ATN Bangla. The reason to drop my CV only in TV channels is my great interest in desk reporting. Independent TV and South Asian TV called me for interviews at the same day as they liked my CV, and I was one of the short listed candidates. I appeared for both the interviews and got positive responses from both channels. However, my first reason to choose South Asian TV was its work environment. They were very friendly and did not make me nervous during the interview. They even offered to show me their whole office after they interviewed me. Secondly, the South Asian TV office was not very far from my home. As the office was in Gulshan 2, and I live in Mohakhali, it was very convenient for me to go there. It took me less times in roads compared to the other places this was a great advantage for me. It not just saved me time, but energy that would have been lost in long distance travel. Lastly, South Asian TV was recommended by a lot of people who I know, especially my seniors and some of my friends from the university who did their internship before me. After seeing their newsroom, working process, working environment and their cooperative behavior, I got some assurance and comfort, that later led me to join South Asian TV as an intern.

Chapter- 2

A Brief History of South Asian TV

S.A. Channel Pvt. Limited (South Asian Television) started its journey on 19th January 2013. This channel is owned by Salah Uddin Ahmed. From that day onwards it has been working 24 hours every day. It is a sister concern of SA ParibahanPvt Ltd, a very famous courier and logistical support provider. SATV uses satellite Apstar-7 for program production and news broadcasting. The test transmission of SATV started from 25th December 2012. Later on from 19th January 2013 it had its 24 hours comprehensive commercial launch. SATV uses razor sharp full HD high-tech transmission to produce multifarious entertainment programs. Cable operators of different countries like United States, Canada, UK and the Middle East do their network coverage to secure an undivided network along with secure and accurate broadcasting. Their broadcasting department has an elite team of national and international advisors, technicians, planners and journalists to easier overall national and international outreach. The office of SATV is in Dhaka, Gulshan. It has more than 700 staff along with 8 sub-headquarters in different districts throughout the country. SATV is an entertainment channels which broadcasts more than 40 different kinds of program throughout the week for 24 hours. This broadcasting includes a big range of entertainment programs, reality shows, Bangla News, English News, Talk Shows, TV Serials, sports news and historical series. One of the most popular shows of SATV is their lifestyle shows like- Height of Fashion & Shine On. These shows are mainly about fashion and lifestyle. They keep the viewers updated with new trends and give them an overview from where they can get trendy products such as home appliances and fashionable wear; and an idea about their price range. Another attraction that distinguishes the channel from other bangla channels is its historical series. The most hyped ones are 'Yusuf-Julekha' and 'AsharKahaf'. SATV is also well known for hosting Bangladeshi Idol in 2013, the largest reality show in the world which became the highest

rated show in 2013 throughout the nation. Another reason for being one of the leading television channels of the country is its quality program and (objective journalism). Its unique presentation, reliable and credible news and in-depth current affairs news added to its success whilst adding to their TRP.

Added to that while working as a desk reporter, I get to know the fact that there is a huge difference between practical learning and learning form just reading a book. Things were much more detailed and intricate when I was learning things practically. I got to know about technical terms - PKG (package), OOV (Out of vision) and GFX (Graphics) were things that I found very interesting while learning about them. Technical aspects were a weak point of mine as I almost knew nothing about them, but throughout the internship period with the help of the professionals, I learnt about voice room activities, graphics, the Production Control Room (PCR) and the activities of the Panel and Archive rooms. In this report I am going to discuss the details of my learning from January to April.

Chapter-3

Structure of South Asian TV

It is evident from the previous records that SATV offers a good number of internships to students every year in its various sectors like National, International, Sports, Business, and Entertainment etc. They not only offer internships but also productive learning. They also encourage them by offering permanent jobs based on their performance during the internship period. Though the learning process and time period of internship are the same, each department has its own distinct characteristics.

3.1 National Desk Reporters:

National Desk is the most active desks of all. National Desk   reporters are always busy and this desk never stops working as important events are taking place throughout the nation constantly. So there is always some news and updates of news there. For this reason there is no time for the desk reporters. They have to work in three different shifts to keep the desk always active.

3.2 International Desk Reporters:

SATV International News is broadcast from 6pm every day. This deals with news about other countries. As it is difficult to get international news as quickly as national news; SATV uses its own server through which the desk reporters get international news on time without missing any details or updates.

3.3 Sports News Reporters:

In the Sports Desk, reporters are not as busy as the reporters of other desks. Its broadcasting is scheduled at the end of the other programs. They have a very hectic schedule during major sports events like World cup tournament, cricket, football, Olympics, State Championships

and so on. They even arrange special screening for important news. They also have to do a commentary in a dubbed version if necessity. For example- In the IPL tournament, often the commentary is passed in Hindi, and at times we need to show the commentary of special innings. Here we cannot just keep the commentary as it is. We need to think about our vast number of viewers and considering their mother tongue and understanding; we need to dub the commentary in Bangla so that they do not fail to understand any part of the commentary.

3.4 Business News Reporters:

Business News is related to the business field. The reporters mainly show the upcoming business agendas, progress of the current business field and future possibilities. It often talks about stock market, and also the international business status of companies. This Business news Broadcasts from 2.30pm to 3.00pm.

3.5 Entertainment News Reporters:

Entertainment news is all about celebrities, important personalities of the country and around the world, their lifestyle and sensational news regarding them. In this section, the majority of the desk reporters along with field reporters are female. They arrange especial programs, for example-screening of important award functions, special memorial session, documentary broadcast etc.

3.6 Ascension towards upper rank: SA.TV starts appointing employees from the trainee levels. They are considered as full time workers, whereas the interns are not permanent. Based on their work quality, the trainees are promoted to desk reporters. They are also the permanent ones at the desk. Then there are interns who usually start work for a certain amount of time, but depending on their performance they can be promoted to the position of a trainee. The upper rank for desk reporter is senior desk reporter. After observing their

performance they are offered the post of an editor which is the next rank. Editors mainly edit the news, add missed details, news title, give the final check and approve news before its broadcast. After this rank comes senior editor. The number of this post holder is not much as to hold the post one has to pass through a lot. The number of the senior editors in SATV is four. Lastly one can be promoted to the chief of the newsroom from editor after his/her performance is observed for more than 10 to 15 years.

3.7 Work schedule shifting:

The SATV newsroom runs in two shifts- morning shift and night shift. They work from 6.00am-2.00pm, 2.00pm-10.00pm and lastly 10.00pm-6.00am. In this way the flow of the work continues without any break. There is one day off per week. In terms of interns the working days are scheduled according to their as well as the organization and their supervisor's preferences.

3.8 Production Control Room:

Production Control Room (PCR) is mainly responsible for all the functions related to broadcasting. Its basic work is to run news programs, time management of the programs, selecting advertisements and rescheduling or scheduling program. This is a place for pure professionals where the interns are merely allowed to enter and observe. They can only enter if there is a written permission or official phone call from the in charge or newsroom chief. Though they can enter, they are not allowed to do anything. They can just observe from a distance. This room plays a very important role in broadcasting as the operators of the room are responsible for the 24 hours shriveling of the broadcast. They are always ready to tackle any emergency. At times some news items that are less important take up the time of important news. In such cases they drop such news from broadcast. They are also responsible for adding last minute updates of the news. Desk reporters work hand in hand with the

operators of the production control room as they supply them with urgent updates, check schedules, manage sequence of the news etc.

3.9 Graphics:

The staff of Graphics Department is responsible for working with the images. They usually do the editing of the photos that the reporters bring. They do work like cropping, contrasting, organizing, sharpening, blurring etc. Blurring is one of the most important tasks of this team as at times showing raw photos while broadcasting is inappropriate; so they need to be blurred. For example- while showing the photos of an accident, there might be the image of disfigured bodies due to the accident. The image can be very disturbing for a lot of viewers so keeping the sensitivity in mind they need to blur the disturbing parts. They are also in charge of managing the still photos in an appropriate order that are shown in the big screen, behind the presenter. They even help to prepare motion pictures. They create a slide show for the images in the order. Then the rest of the work is sent to panel in which they are directed by the reporters to give it a finishing touch.

3.10 Panel:

This department mainly works with videos and motion to some extent. They mainly adjust the length of the videos with the reading time of the reports. They mainly works following the reporters as they are the ones to report the news thus they know what to keep and what not to keep in a video. They even combine several relevant videos to make it into a single video. For example- the news of the PM inaugurating 11 new bridges; here the news is about 11 new bridges, so showing the footage of only one bridge is not relevant. Here several footages have to be cut down and turned into a single one. In SATV the five panels are consists of 12 professionals. Each panel is assigned for a particular program. For example- a panel only deals with videos that are used in OOV (Out of vision), a panel is dedicated to

PKG(package) where they match the voices with relevant footages and so on. The voiceovers are also recorded and later synced with footage in this department. At times the news may or may not be recorded in the preferred language, then voiceover is needed. For example- the Notre Dame fire case was first broadcasted by a local French channel. Every other news channels in different countries had to use that footage. As it was delivered in French, while using it we had to use voice to make it acceptable to the viewers of our country. Panel staff collaborates with Graphics Department staff as they turn slide shows that are prepared by the Graphic Department staff into a motion picture. Here they make the picture's slide to look like that of a video. That is played when the presenter is reading out a news item related to the photos. They are also responsible for making the short descriptive headline videos. They assign a code on every video so that later it is easier to assign the videos according to the news, and it also helps to preserve the videos for later use. For Example- I was preparing the news of Trump and Kim's summit about their new amendments and policy but before showing the new terms and policy, I had to show the previous ones that were being terminated. For showing that I needed a 6 month old footage. In times like this our, saved videos come into use. All I had to do was to go to panel and give the date of broadcast news of and all videos under that day's code would come out, and from there I could collect the previous video and use it for the recent news item.

3.11 Archives:

They mainly deal with the rejected news items. At times there is an immense load of news. It is impossible to publish every single news item as time limit is assigned to each news program. In this case the news items which are less important or whose news value factors are not that rich are compared to the other news items, and they are suspended from being broadcast. In this situation the desk reporter contacts the Archives Department to ask them to keep the news for later broadcasting. From there on they handle the rest like contacting the

panel, confirming the preparation of the news and then sending it to the senior reporters for farther check and finally sending the final decision to the Production Control Room according to the conformation from the desk reporters.

3.12 News Headlines Room:

Since broadcasting some news needs special screening; here the news headlines room is needed. They show the important headline of the news that scrolls at the bottom of the screen. They are also responsible for Breaking News tags as well. For example a news program is being aired at that time yet another important news item comes in at that very moment. In cases like this the News Headline Room is informed immediately. They urgently compose a breaking news headline and show it at the bottom of the screen; under the tag Breaking News.

3.13 HRD (Human Resource Department):

This is the most important section of the organization. It looks after the wellbeing of its employees. Providing appointment letter is another task they do. They are responsible for collecting the CV and sending them for further evaluation. They also deal with the employees who want to resign, and try to resolve the issues that are forcing them to leave the organization.

3.14 Supply Section:

This is another important section of SATV as it is responsible for the supply of daily necessities. From a very simple thing like a pin to expensive things like all-purpose video cameras or even when it comes to employee transport it is supplied by them. They go through a very organized process for this. One has to first put an authorized requisition form; that has to be filled. Then later it has to be approved by the specific department head. After this, the

form is submitted to the Supply Department. Then they do an inquiry about wither the thing is actually needed or not. If the necessity is genuine, they pass the request and give them the requested item. At times things are very pricy like- new vans, new computer etc. In that case they have to get the bill passed from the higher authorities, and then after meeting and approval from the head of the Department; they make arrangements for the supplies.

Chapter-4

Terminologies Learnt at SATV

There is no end to learning. We learn throughout our lives yet it does not feel enough. The same goes for our internship time. I was given three months, and I had to work for eight hours; five days a week. Yet I feel like there were many more things to learn about desk reporting. Nevertheless everything I learnt is important as each day I got to learn something new. In this chapter I am going to give a brief description of all the activities of desk reporting.

4.1 Super Stone:

It is a mandatory part of any news. No news is broadcast without a super stone. It is three different lines that mainly give away information about the main news. The title of the news goes in the first line; not consisting of more than two to three words. The rest of the two lines, the main content of the news item is contained in a nutshell. They are not there to give details about the news but to give viewers a glimpse or insight about the main news story. The word limit for the lines is fixed. The second line cannot cross five words, and the third line cannot cross the limit of seven words. A Super Stone has to be simple, yet attractive as viewers can see them at the first place. If the title is catchy, it attracts more viewers. These titles are showed on the bottom of the screen while the news is aired.

4.2 In Vision:

This part holds the beginning of a news script. In vision is mainly written by the desk reporters. This part of the news talks from the viewer's point of view. This part presents the viewer's vision. When the presenters present this part of the news; no video footage or pictures are shown. It is mainly a script read by the news presenter. This only works with the basics of any news item. In simple words this deals with "5 Ws and H"; the method we were

taught in ENG440 English for Print Media. In vision ends with video footages or images that are related to the main news story.

4.3 Footage:

Footage is mainly the videos related to any news item. It is aired while the news presenter describes the news story. In short, it is the combination of audio and visuals that represents a news story line.

4.4 Graphics (GFX):

Graphics or (GFX) is a mainly a slide show of pictures that are used as a replacement of any footage. When the reporters cannot find any footage relevant to a particular news item, the pictures have to be assembled chronologically, maintaining the order in which the news presenter is giving the information.

4.5 OOV (Out of Vision):

One of the most important parts of OOV is the video footages. At times videos are enough on their own to show the main concept of any news story. For collecting footages SA.TV mainly uses Reuters and AP. However when they fail to supply the required footage, it go to different sites, like You Tube, private footage portals and online authorized news portals. There are different kinds of OOVs that we worked with. They are described as follows-

- At times video footages are not enough to cover every aspect of a news story. In cases like this comes the 'still' image. This type of OOV combines both footage and image. For this compilation of images and footages reporters have to sit with a certain Panel and get this work done. Each panel specializes in a different area, and they only work with that part. For example- Panel-1 works with images; they neither specialize in footages; nor are they allowed working with other contents. On the other hand Panel-3

is there for audio recording and Panel-5 works with footages. In SATV for such work we go to Panel-2. Reporters have to be present in times of such work as they are the ones who know the order in which the news flows. They give instructions to the professionals of the panel, according to which they order the OOV.

- There are times when an OOV has to work with more than one event which are interrelated. In that case the desk reporters cannot restrict the OOV into a single footage or news story. They are compiled in a manner where a sequence is maintained without harming the news value. For example- once I was told to write an OOV on "Country Accidents" that day. That day two accidents took place around the country causing the death of three people. For that I had to create a compiled OOV that covered the five events at once. I had to arrange the news in an ascending to descending manner or I can say, I followed the upper band and lower band system. Here I put the most important news in upper band, then followed by comparatively less important news which stays in the lower band. I measured their importance by the severity and the number of causalities in the accidents. Thus I wrote it like

> "In Gopalganj, a woman and her son were killed when a bus ran over them in Gerakhola area, on the Dhaka-Khulna highway. Police said, a Dhaka bound bus of Saint Martin Paribahan hit Shawon and her son leaving them dead on the spot near a bridge in Gerakhola. Enraged by the accidents the locals blocked the road, triggering five-killometres of gridlock in the area. Meanwhile, baby NasimaKhatun has been killed in Shatkhira when a Mahindra hit her. The accident took place earlier this morning."

For this I had to combined three footages and two set of pictures which were later combine and made into a single OOV. Working with such OOV is troublesome at times. First of all we had to gather details of every single aspect of the news, and then we had to evaluate and assemble them. Lastly and most importantly we had to maintain a time limit. Time limit is very important, and a must to follow while creating an OOV. An OOV can run up to 35 to 40 seconds but an ideal OOV is 30 seconds.

- Super stone is another important element of the OOV. Super stone is the immediate after step of an OOV. Each news room has its own server through which it does the work of setting the super stone. In our news, we have put the super stone; a brief title of three lines of any news, through SATV's own server 'OCTOPUS'. In this server, we have a different task bar named 'Super Stone'. The first line mentions the common yet important information of the upper band and lower band within two to three words. The second line mentions the contents of that news story. In some cases the second line expands the information of the upper band and the last line of the super stone consists of the summarized information of the lower band. For example- here the upper band is the news of Gopalganj and the lower band is the news of Nasimakhatun accident news. So here the second line of the super stone will be the information about Gopalganj news and the last line of the super stone will contain the summarized information of the lower band which is the Nasima accident news. I created super stone for this news item in my news story 'Country Accidents' as follows-

  - Road Accidents

  - 3 killed in Gopalganj

  - Earlier that day; Mahindra hit NasimaKhatun

In my example the first line talked about the common thing in both the cases which is accidents. The second line talks about the casualties in Gopalganj. The third line says how NasimaKhatun was hit by a Mahindra truck earlier the same day. This is how the information is chronologically arranged in a super stone. In other cases they do not expand. For example- while discussing a single case, there is no need to worry about finding the upper band or the lower band as the news story proceeds in a single direction, and the same story expands. Thus the second line expands the information of the overall story, and the third line is the overall summary of the whole news item. Here the chances of expansion are not very prominent.

4.6 Package (PKG):

Package or PKG is the largest written script of the desk reporters. Package can be of any subject and of any field; unless and until it covers some important aspect that needs elaborated descriptions and need to cover every bit and piece of it. A package normally covers an ongoing issue. Old topics cannot be turned into a package. For example- we wrote a package on the damages that occurred in OmorEkusheBoimela, for an overnight thunder storm and heavy rainfall. Here we talked about the BoiMela first and how their sales were going, and their usual activity before the thunder storm followed by the outcome and mass reaction regarding the thunderstorm. Remarkable events or loses are also made into a package, for example- the death of TelleSamad. We made a package about him describing his lifespan. We mentioned how successful his career was, his family background and status, his lifestyle, achievements, reason of death and his burial. Every package needs a video footage to represent the whole story line; it is a must. A package cannot be complete without footage. The footage is synced with the news and arranged chronologically. At times the footage becomes a headache for the deck reporters if there is no footage relevant to the package topic. For example for the package of TelleSamad. There was no specific footage that justified the

package. In times like this, images are used; this is also known as Picture Card. They are arranged following the order of the package with the help of the graphics experts. The desk reporters have to give their voice for the packages written by them. Later the voice is adjusted according to the written script with the relevant footage. Packages are bigger than any news item. Only the written version of the package itself can be of 1.20 minutes, after adding the voice and the footage which can become 2 to 2.30 minutes. The package cannot exceed the limit of 500 to 600 words except for the times when the topic is very important, and cannot be left without elaboration. For instance, the package of 26th March (Independence Day) was a comparatively a long one as the history is briefly discussed as well as the war and the outcomes of the war. Lastly, what makes is so valued for us. Here, every single detail is important and if missed that will create a gap between the actual story and the viewers. Thus cases are these are exceptional.

4.7 SOT:

SOT or the Sound Bite is the parts of speeche or talks that are delivered by the newsmaker. Single news can have both a single SOT and Several SOTs depending upon the requirements. SOTs can be of different kinds in a PKG –(SOT), (SINK) and (Voxpop). Voices can be switched depending upon the gender of the person whose talks are delivered.

The first SOT usually contains the quotes of influential people like- government officials, police heads, magistrates etc. These types of SOTs are usually short and more precise. The second SOT is also known as Sink. It is also delivered by influential personnel, but it is a bit elaborated and detailed. Often the SOT and sink are combined when the reporter feels the need to provide greater and detailed information. But it is not applicable in all cases; both of them can stand individually on their own, yet adding the same value to a package or

news story. Voxpop is the quotation of the local public. For example- if the package is about a school issue, then the voxpop is given by the students, the security guards and even the parents. The length of it is not fixed, but fluctuates depending upon its importance.

Maintaining a time limit while writing a package is very difficult as it contains a lot of details and information. It is a challenge for the desk reporters to maintain the time limit without missing any important points. It widely depends upon the practice as it helps to maintain the time as well as the news value. Despite being so hectic and intricate, reporters prefer to write package instead of OOV or over creating GFX. As they know the package is detailed, they do not have to think a lot before putting it up but the OOV and GFX are comparatively shorter and need a lot of brainstorming, editing before being set up as only important information is used in them. The work of desk reporting is difficult and important. Another thing that should be mentioned is that the interns are not allowed to write any package or give any voice for the package.

4.8 **News Ticker:**

It is mainly the breaking news section. It is aired at the same place where the 'In Vision' appears. But instead of In Vision there comes the Ticker. For example- Eid-al-Fitr on 5th June, change of Moon Committee decision.   Only the very important and sensational news stories have Ticker. Regular ones are just aired in the next news program that follows, but are not just added to the ongoing news like the Ticker.

4.9 Just In: it is the compilation of a few words which are not unclear and incomplete, and conveys the main information of the news story. It sits above the Ticker, on the bottom of the screen. For example- A helicopter of Venezuelan army has been crashed, killing 7 people.

4.10 Rundown:

It is known as "OCTOPUS". It is a personal server of SATV that is owned by the news room. Every computer of the newsroom has the same server, thus this enablesthem to see the works of others. All the scripts of the news are arranged there. They are arranged there in a sequence in which the news items will be aired later on.

4.11 Aston:

It is the part where the name of the reporter or guest is mentioned from whom an important speech or quote has been directly used in a news item. It is mostly used in packages. For example- when a reporter is writing a package, and he has directly quoted a line from a speech, he has to mention the name of the person who has delivered the speech, and in some cases his/her address and his/her job title are also needed. In this case the name of the reporter is read out in the beginning of the script.

4.**12 Phonetic Telecast:**

It is the live telecast of a phone call from a reporter during a news broadcast. It often takes place while important news is shown and the updates are continuously coming one after another. In situations like this a reporter goes to the spot himself along with his team, observes the overall situation, and when the live broadcast connects him/her through the phone call, he/she gives the overview of the ongoing situation of the venue. In this way the viewers are updated, and it also adds to the news value. The other name used for Phonetic telecast is "Phono".

4.13 Templates:

Bars that contains still images, footages, charts etc are called Templates. Some of them also contain the summary of the news item. They are important as they help to maintain order and contents of the news item.

4.14 BARCO:

The relevant images showed during an In Vision just behind where the presenter sits is known as BARCO. They show the images relevant to the news, the presenter is presenting at that time. The images are often collected from various online sources or simply from Google. The numbers of the images usually not cross the limit of three. The images are ordered later on by the graphics team for the BARCO.

Chapter-5

Five News Factors which Evaluate News Items In

SATV news items are arranged according to their level of importance. The reporters evaluate those news items based on five news factors. This helps the reporter to determine the level of significance of a news item. The five news factors are- Proximity, Prominence, Oddity, Consequence and Timeliness. Not all news items have all five of the news factors. In a news story only two or three news factors come out strongly, whereas the other ones have weaker presence or no presence at all. Thus finding all factors in a news story is a very difficult task. The detailed descriptions of the of the five news factors as follows-

5.1 Proximity:

Proximity refers to the place where the newsworthy incident occurred. The place of the occurrence is very important as it helps to determine the importance of the news. Proximity depends on the geographical location of the viewers. For example- if a viewer is from Bangladesh, the Bangladeshi news will offer him more than the news of any other country. No matter how important that news of the other country is, for him/her the news of the own country is the first concern. This happens due to the proximity. For instance the Notre Dame fire news. Though the news is very important and sensational; in SATV we showed it in the later part of the evening news. It could not make it to the first half, whereas the inauguration of 11 new bridges by our PM Sheikh Hasina got the priority and appeared as the first news item in the news program. It happened due to proximity.

5.2 Prominence:

Prominence of a news item refers to the significance of a news story. Things that make it more significant and have stronger angle that make it stand out more for the viewers. For example- The cyclone of March 24 in Africa. It started in Beira, and then later moved to

Zimbabwe and Malawi. It killed 259 in Zimbabwe and 56 in Malawi. In this three not only was the number of casualties was huge, it also affected the surrounding countries as well. The governments of different countries and agencies also helped them. Thus this news stands out and is different from other news items. In terms of politics, the news items related to the PM, and the President and other politicians are very important. The news regarding celebrities is also important as it concerns all. This is how prominence can be found in a news item.

5.3 Oddity:

By oddity of a news item we understand something unusual or even strange in a news story. It is mainly its strangeness that makes it news worthy. While I was doing my internship in SATV I was one told by my senior editor that people are used to the usual news stories. Thus something unusual, unexpected and out of ordinary grabs their interest. During my internship period, I got the opportunity to write such news items. My supervisor assigned me with a news story named "The Cow Fashion Show" which took place on April 18, 2019. First of all, the name itself was very unique. Then again what made it unique was the pattern of the show. Fashion shows normally contain high end brands and their products, renowned models and fancy presentation. In this case things were not like the usual fashion show; even the participants themselves were not human but cows. This function was arranged by the people of Bajali on the occasion of "GoruBihu". GoruBihu is a unique occasion in itself, on this occasion the cow is washed and decorated; later on the cows are worshiped. After the bath, they apply gram and turmeric paste, and then the cows are dressed up in beautiful garments, especially designed for them- bells, gamusa and a garland of brinjal and water gourd. During the event the cows are brought to the ramp by their owner, and they walk on the ramp with their owner while bihu songs are played in the background

Picture 1: Picture of Cow Walk in GoruBihu

Despite being odd it adds uniqueness to the news story. It not only grabs people's inattention but also makes them interested and curious about the topic.

5.4 Consequence:

This factor refers to the impact of any newsworthy event that directly affects the people. For example- the news of Google terminating their business with Huawei and banning Huawei from using its Google software. This occurrence mainly brought crisis for this Chinese phone brand as being out of Google services, people no longer got any updates of their phone's software. Thus they started to avoid this brand. This was initially a loss project in China, but later it hit the Bangladeshi mobile market as well. Huawei was a well known and appreciated brand in Bangladesh for its comparatively low price and long lasting service. But after the fall of its Bangladeshi market, suddenly the prices of the other phone brands increased, as they saw the Huawei users are switching to other brands. Thus the effects were no longer limited to China, but it also economically affected Bangladesh. So news item containing this factor

is important as it measures impact of news of other country, or even within Bangladesh and shows we are directly or indirectly connected to them.

5.5 Timeliness:

This factor deals with the timely reporting of a news item. Current news certainly has more effect on people than an event that took place a day or a week ago. The news media as well as the viewers, lose interest very quickly when it comes to old news items. Events and occurrences fade gradually as every moment there is fresh news. Thus in SATV old news never gets broadcast unless it is a follow up of important news. They maintain a strict deadline for news broadcasting. If the deadline is 5pm, that means the reporters have to have the news ready by 5pm no matter what. Even if there is a last minute update, even if that is 4.45 which is 15 minutes from the broadcast, they have to include it. In times like this, the reporters struggle a lot, but the internees and the desk reporters are used to this as they always work under pressure. Maintaining time is very important as a news item get old very fast. For example- The fire of Notre Dame was very sensational, and it even appeared as breaking news, like as all the other news channels, SATV also showed it in its breaking news section. Only after a day or so, the news was not viewed like the first day. People got to know about the main facts of the news, thus the follow up did not attract them much. For this after two days, the news was not included in the afternoon news anymore.

Apart from them there are a few other factors that are used to select a news item and during my internship period I was repeatedly remained by my supervisor to keep them in mind before selecting any news. They are as follows-

5.6 Choosing Words:

In SATV we followed a specific writing format while writing news script. While writing the script the first thing that I had to keep in mind for the entire time is our targeted audience. I

was frequently reminded by my supervisor that we were not writing for any particular class but for all. So our writing has to be meaningful yet understandable for all. The senior editor at SATV always encouraged us to use this technique by saying "Play simple yet bold". These words alone convey the main idea of the concept. For example- if we say 'cultivator' in the place of 'farmer', then only a few would understand, but if we use the word 'farmer' that is understandable for all. Other than this, we kept various other things in mind while choosing the words or while writing the script. For example, I was taught to use proper words for the proper situation. It had to be meaningful and properly organized to convey and continue the flow of the news story; the meaning and true message of it could not be changed. For example- if I write, "A road accident killed the family of 4 by a truck, mincing them to the road earlier this morning" in terms of meaning it would be correct. Yet considering the situation, the readers' sentiments and the feelings of the victim's family I had to write, "A family of four was killed by a tragic road accident earlier this morning".

5.7 Conflict:

Viewers find the topic of arguments. Rivalries and disagreement are very common. This applies in terms of news stories as well; people find conflict stories more interesting than the usual ones. No to mention they like to choose sides and show their opinion. Any conflict regarding Bangladesh and its people is important and is a must to be included in news programs.

5.8 Human Interest:

Human Interest refers to a news element that draws yet kind of emotional reaction in a certain situation. In other words, news stories can be soft, interesting yet draw emotional strings from the viewers. New and exciting news and programs attract more audience whereas the monotonous programs not only make the viewers bored, but they also lose their interest in the

channel. They start to assume that the channel has nothing new to offer. For example- the story of a fat woman who weighed 600 lbs now transformed herself into a 143 lbs within two and half years through her hard work and determination. Stories like this interest people. They get inspired and motivated. They even feel that the channel is different as it is not always talking about the political, economic and tragic stories around the world and that they have things beyond these things to offer them.

5.9 Pathos:

It is the vice versa of human Interest. Rather than drawing interest, it prefers to gain sympathy. For example- the news a seven year old getting raped and later killed at Banagram in Wari. This not only shocked people, but also drew their sympathy for the victim and the victim's family. This also raised a wave of rage in the public as they thought that the case had to bring to justice as soon as possible. A day later the suspect of the crime got caught in Cumilla and admitted his crime. After that the victim's father asked death penalty for the criminal. Another news story of AF tower fire case became very sensational and drew a lot of interests. Not just that, here the pathos created awareness of the people and make them aware that they have to ensure the safety of themselves along with their surroundings

Chapter-6

Scope and Objectives of Internship

During my three month internship in SATV, a lot of questions came out that concerned what I actually got out of this internship. These questions are not just common, but also necessary as they helped me to determine my opportunities and objectives in SATV from my internship. The followings are common questions.

- Did my academic courses actually help me during my internship?

- Was I successful as an intern? If yes, then to what extant?

- What were my expectations form SATV?

- How much expectation did my SATV internship supervisor have from me?

- Was I successful in accomplishing my objectives and goals?

Without any doubt, the answer of the first question is yes. All the courses from my undergraduate studies helped me a great deal during my internship. As a student of the Media and Cultural Studies stream at ENH (English and Humanities) Department of BRAC University I completed all the courses in this area of concentration that my department offers. Those academic courses were Cultural Studies Theory and Practice (ENG331), Globalization and Media (ENG333), Editing (ENG401), Copywriting (ENG404), English for the Print Media (ENG440) and Translation Studies (ENG465). All the courses of the Media and Cultural Studies stream were directly or indirectly related to my Internship, especially ENG401 and ENG465. ENG465 (Translation Studies) helped me a lot since I was an intern at the International Desk and I had to translate news items from Bengali to English. It taught me the basic rules and strategies of translation that later helped me

during my internship. From what I learnt, there are two types of translation- 'Word by word' and 'Sense for sense'. The 'Word for word' translation had literal meaning; the 'Sense for sense' worked for the preservation of the meaning by using different words for a proper translation while keeping the essence of the message the same. In my internship I always had to follow the 'Sense for sense' method as the translated did not convey the proper meaning or sense by doing a 'Word by word' method of translation. For example, this is a report that I had to translate-

" ~স্থানীয় সময় শনিবার ভোর ৪ টার দিকে এই হামলার ঘটনা ঘটে। ডনজো শিকারীদের ঐতিহ্য গত পোশাক পরাসশস্ত্র ব্যক্তিরা হামলাটি চালিয়েছে বলে স্থানীয় মেয়রের বরাত দিয়ে এ তথ্য জানায় সংবাদ মাধ্যম রয়টার্স। হামলায় ১৩৪ জনের নিহতের খবর নিশ্চিত করে স্থানীয় মেয়র জানান, নিহতদের মধ্যে গর্ভবতী নারী, শিশু ও বৃদ্ধরা ও রয়েছেন। স্থানীয় বিভিন্ন নৃগোষ্ঠী ও জঙ্গিগোষ্ঠীর সহিংসতায় মালির পরিস্থিতি দিন দিন নাজুক হয়ে উঠছে। এই ধারাবাহিকতার জেরে এই হামলার ঘটনা ঘটেছে বলে ধারণা করা হচ্ছে ।"

Here I had to use the 'Sense for sense' method as the literal meaning in one hand would fail to make the viewers understand the severity of the occurrence, and on the other hand, the main jest would be gone. To I translated like this-

"The assaults took place on the villages of Ogossagou and Welingara when a U.N. Security Council mission visited Mali seeking solutions to violence that killed hundreds of civilians last year. The mayor of Guido said that the armed men were dressed as traditional Dons hunters. They encircled and attacked Ogossagou and Welingara at about 4 am causing number of deaths. So far 134 bodies were recovered. The attack responsibility was claimed by al Qaeda group and it was retaliation for a raid last week that killed 23 soldiers."

In SATV we were not allowed to use the 'Word for word' translation method. Yet there were some exceptions for some cases. Like, I translated a new story titled "ভেনিসের মৃত্যু? পর্যটন এবং বন্যা পৌঁছেছে সংকটস্তরে" I translated it to "The death of Venice? City's battles with tourism and flooding reach crisis level". However this method would not be used as 'Sense for sense' method is irreplaceable while translating in SATV newsroom.

While arranging a news story in inverted pyramid style the 5Ws and H method came in handy, I learnt it in my ENG401 Editing course. The 5Ws and H are- Who, What, When, Where, Why and How. In the newsroom we use particular format while assembling news stories where they are arranged in a descending order of importance. In the words of the book this form of arrangement is called 'Inverted Pyramid'. This is one of the things I learnt in ENG401 Editing course. It refers to the most important information being at the top then being followed by comparatively less important information. The understanding of the cultural context of the media and the society became easier as the theories and terminologies I learnt in my ENG331 and ENG333 courses came to use. This is how the academic courses benefitted me.

The answer of the second question is also affirmative. Though I could not perform or act perfectly as a professional desk reporter, my seniors and supervisor at SATV were satisfied with my performance as a desk reporter. According to the chief editor, and my supervisor of SATV, my progress rate and understanding of new things in the newsroom was very noticeable. During the first week of my internship I learnt about the OOV, GFX, PKG etc, and by the second week I could prepare them all by myself. I even got the permission to go to the Panel Room alone, to adjust the footage and images for news stories as I understood the whole procedure quickly. After that I did not really need much help from others except

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for some minor corrections. They appreciated my adaptability and sense of cooperation in their organization.

For the third question, I basically had three main expectations- to get a good working experience, to gain practical knowledge about media and journalism and lastly enjoying what I do in SATV. All of my expectations were fulfilled.

The answer to the fourth question is very obvious. Like any other organization, they wanted me to be hard working, punctual and to have a sense of cooperation, gratitude and sensibility. Along with this they had other expectation like gradual improvement in my performance, and the enhancement of professionalism in me. Other than this they also evaluated me through the evaluation form supplied by OCSAR from BRAC University regarding my capabilities, such as-

- Following Directions

- Punctuality

- Attitude towards work

- Self-motivation and initiation of follow-ups

- Dress code

- Good writing skills

- English Communication Skills

- Accuracy and error-free work

- Flexibility in the ability to work on several levels of job assignment

- Ability to confront problems

- Interpersonal skills

- Ability to interact positively with other individuals

- Internship objectives fulfillment

- Understanding of the business practices

- Overrating of intern

The chief editor SATV FerdousMamun who was also my supervisor evaluated my evaluation form, which had 5 marks ratings on each characteristic. I was rated five out of five in all characteristics except for 'Understanding of the business practices' in which I got four. So that indicated me that I was successful in fulfilling their expectations.

As for my last question I would like to say, the word 'Goal' is a very intricate as it is followed by a long term achievement. On the other hand Objective refers to short term achievement. I decided on my objectives from the very first week of the internship and they were gaining proficiency in writing, translation and enhancing my professionalism. I had to set my goal after focusing on my entire internship period in SATV, and my goal was to experience the work of journalism when it comes to audio-visual media. I was satisfied with the knowledge and achievements of my experience. Thus I was successful in achieving my goals as well as the objectives.

Chapter-7

Applications of Theories and Terminologies with Internship Experience

I find myself grateful for choosing Media and Cultural Studies as my area of concentration in my under graduate studies as the theories that I learnt not just help me academically, but also helped me during my internship. Before I had the misconception that understanding the theories were just going to help me pass my exams; later I realized how they helped me to understand the practical work related problems during my internship. While interning in SATV I noticed some theories that were taught in Media courses such as ENG331 Cultural Studies and ENG401 Editing are not just mere theories and terminologies; but that they have practical application in real life as well as in professional sectors. In this chapter, I am going to relate the theories with my internship experience at SATV and try to explain them in an elaborate manner.

7.1 Panopticon and Gaze:

Panopticon is basically a work design that was introduced by Jeremy Bantham, an English Philosopher and a jurist, during the end of the eighteenth century. Panopticon refers to the work of observation. While being a jurist he designed the Panopticon to observe the behavior of the prisoners. So panopticon is basically a structural and tight method to observe the activity of other people. Even the famous social theorist and philosopher, Michele Foucault recognized his design in his article "The Eye of Power". He described it as a device that observes the activities of every person in a society which is seemingly shape like a ring. The word Panopticon consists of two different words one is 'Pan' and another is 'Opticon'. Here 'Pan' means all or everyone in a society and 'Opticon' refers to observation. So Foucault's description makes sense after combining the two parts. This is mainly a machine that is used to keep particular groups under surveillance. To elaborate the topic even more Foucault in his

book *Discipline and Punish: The Birth of the Prison* said, "The Panopticon is a marvelous machine which, whatever use one may wish to put it to, produces homogeneous effects of power" (202). Here he described penopticon as a tool which makes the person in charge of surveillance the superior one by providing him the power as he gazes upon others. For example the day I started interning as a desk reporter in SATV, I got the permission to write about wrong doing and unjustness. Media gave me the power as it is believed that media has the power to do anything and change everything. For example a famous person can be defamed overnight and a normal person can be sensationalized within seconds. This is how powerful media is. Here media works as the panopticon or we can say the tool, and the desk reporters work are the observers. This gives than the power as they observe our surrounding and the activities of people through the help of it and lastly write a report or I can say response on it. Another example of the Gaze can be the surveillance process of SATV. The interns are assigned to a particular on sight supervisor who keeps an eye ie work the entire time and give them directions accordingly. I was also supervised by two heads of the newsroom. Thus I was able to complete the internship properly by progressing well and by following every instruction given by my superiors.

7.2 Connection between Hegemony and Panopticon-Gaze:

There is a connection between Hegemony and Panopticon. I learnt about hegemony in my ENG331 Cultural Studies; it said that hegemony is the power or supremacy of a superior group over a subordinate group. To relate to this statement, John Storey in his article "What is Popular Culture", said that hegemony is the process in which a dominant group with the help of their intellectual and moral leadership gains the support of the subordinate group of a society. For instance, every government in a country always tries to possess more power than what they already have. In this process they start to try and control the media. For example- in our country Aljazeera broadcast controversial news against the ruling government and their

unjust treatment and inhuman activities towards its people which was defaming the government throughout the country as well as the other countries who are its allies. To prevent the repetition in the future, the ruling government banned Aljazeera in Bangladesh. Here we see the connection between panopticon and gaze; it can be interpreted that the government always tries and take control of the panopticon and observe the people they rule, and claim the possation of their gaze with the help of social media which worked as the 'eye' of the government. This is because now government surveillance also takes place by using the panopticon style. As the government takes control and observes everyone, they are captured under the gaze of the government. Here because of hegemony, the ponopticon in this case used to profit the government. Thus it can be said the connection between penopticon-gaze and hegemony is evident in media.

7.3 Hyper-reality:

 Hyper-reality refers to a situation where a person cannot separate reality from the representation and stimulation created by media. It is mainly regarded as a condition where the reality and fiction are blended together and where it is almost impossible to identify them separately. Here the division of real and imaginary is not present. It no longer keeps real, a real. Here media plays a huge role. Working as a desk reporter I realized that any news can be represented in a different manner to give it another meaning or dimension. Media works as a medium to connect with people, yet government uses it to benefit them, rather than the majority of the people of our country. For example- the news of mob beating; rather than finding the real culprits the spokesperson of the government points every mistake towards BNP. They even influence the media to leave out details that will make doubt them. Here hyper reality is present as the basic reality is absent.

7.4 Ethics and Ideology:

Ethics and ideology are very important parts of human life. A person who shows respect towards others' values and beliefs are the ones who easily get accepted by others as well. They have more adaptability than others. A good understanding is built among people when they have patience, tolerance and other necessary human virtues. As these are necessary to build a proper human being, these are also necessary in terms of employment as well. In the world of media there are several ethics and ideologies that we need to follow. While I was doing my internship in SATV, I was constantly reminded by my supervisors to be tolerant, punctual, honest and transparent towards my own self as well as others. The ethics were very important part of my internship. People believed what I wrote, and the information I gave them. Thus I was taught from the very first day of my internship that I have to be transparent to my viewers, my statement cannot be biased, my writing cannot be focused on one side and has to be neutral. This part deals with ethics in terms of my internship at SATV. Even the news items I wrote about were not ones I personally supported and even I did not get enough time to cover the news; even then I cannot convey any false news as the people trust us. In this regard Jane B. Singer in his report "Journalism ethics amid structural change" said that, journalism is an objective task it needs to maintain some ethics as people hold their trusts on them so it is their duty to deliver the news as it is; rather than what others want it to be. Yet ideological values are often harmed in media as it is continuously used for individual benefit rather than the greater wellbeing (95).

7.5 Globalization and Mediascapes:

With the blessing of globalization every country around the world is connected. Print Media, online media and Audio-visual Media are the contributions of globalization that connected

the entire world. If anything happens to a country it can affect other countries in terms of economy, policy etc. It is media that maintains the global cultural flow. The global cultural flow can be divided in to different sectors. Arjun Appadurai, a famous social theorist and Indian anthropologist with his theories divided global cultural flow in five different parts on the basis of finance, technology, ideology, ethnicity and media. Appadurai mainly focused on media as he named the related part as "Mediascapes". Appadurai in his *book Disjuncture and Difference in the Global Cultural Economy*, stated that media has affected society and created an imaginary world where there is no radical barrier evident. Here print media and audio-visual media provide enough information through their projection for someone to determine the cultures of others (299). Due to this projection the people of Banglad can imagine and thus can be connected to the culture of other countries like India, America, and UK etc. The image, sound, video footage gives a person enough information to imagine the Indian lifestyle even without experiencing it in person. Sometimes we even adapt the culture of a country. For example- The function of 'Mehendi' and 'Rongkhela' are basically the wedding functions of India but through the projection through media, Bangladeshi people have become interested and included these functions in their wedding celebration. Media has tied the world together. From the West we have also adapted calibrations like- Valentine's Day and Halloween. For example- the Tear of Ebola fever was spread across the world through the severity shown in media. Even the people out of the unaffected zones were scared by experiencing the images of the tear of Ebola fever shown on television.

Chapter-8

Conclusion

This report is the reflection of my entire internship experience, so it was not at all a very easy task to write up the whole report. During the internship, my academic courses came to a great help as I applied some of the theories that I learnt in some of my courses. Added to that, me having Media and Cultural Studies as an area of concentration, has helped me a lot to enhance my knowledge about the practical activities of interning at a newsroom of SATV through its textual theories and internship opportunity. In this report I stated how my official activities progressed in SATV through the use of terminologies such as learnt in media related courses in my university. It is often believed that studying English make people more of a thinker rather than someone practical. They are judged to be fictional and philosophic and someone who is dragged away from the light of religion. Somehow I realized that this belief was wrong during my internship as I could practice most of the textual theories practically, and I started to think more rationally, and learnt to be realistic than I was before. It has not just given me an experience, but prepared me for the future possibilities of to some extent. I realized that theories are not just theories. They are actually connected to the real world. Before I used to think that theories that I learnt in ENG331: Cultural Studies and ENG333 Globalization and Media were just theoretical and, we studied them just to understand them and pass the exam. My ideas changed when I started the internship in SATV as I noticed theories do come to use when we start working practically. The realization came late but it came through experience. I realized its true importance when I started interning. From there I tried and used most of the textual learning from my university courses in my internship at SATV. The internship not only made me a practical and rational thinker, but also helped me to be responsible and punctual. The internship has truly given me a lot to learn and experience at the same time.

Chapter-9

Recommendation

I am grateful to be a student of English and Humanities Department at Brac University. Not just that, choosing Media and Cultural Studies as an area of concentration has brought me a lot of opportunities, and inspired me to handle the issues of life with much more maturity. Due to choosing this area of concentration, I got the opportunity to do an internship at SATV. The knowledge and experience that I gained in my three month internship will not only help me with my career in the future, but also help me in my personal life as well. It has taught me to be patient, to think in a mature manner, be punctual and to be rational. However it is a draw back in the Media and Cultural Studies stream. English and Humanities Department does not offer any courses related to broadcast journalism. It would be better if the Department starts to offer courses related to audio-visual media. This will not only help the student to build their skills in this sector, but also help them to prepare for the jobs related to this sector as the world of media is not just confined to Print Media. At this moment the courses offered by English and Humanities Department are mostly focused on Print Media. There is no course that offers students with the knowledge of Audio-visual Media or Electronic Media except for one chapter I the ENG404: Copywriting course titled Audio-Visual Promotion. So courses that will introduce the students to the elements and contents of Audio-visual Media are needed. This will not only help them to know this sector theoretically but also aware them about the basic pattern and working process of this sector. Thus this will as well inspire the students to choose Audio-visual Media as a potential career opportunity in future.

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