

A Report on the Internship at

ICE Today

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A Report on the Internship at

ICE Today

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By

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Acknowledgment:

I am grateful to the Almighty for bringing me in this beautiful world, a world where there are so many things to explore, to learn and to express our talents, emotions and feelings. In this world, the person who nurtured me, made me a true human being and supported me at every step of my life is my mother. My heartiest thanks goes to her. Holding her hands, my late father showed me the way of hard work, struggle, failure and success. Therefore, I thank him from the deepest core of my heart and pray for the peace of his departed soul. A warm thanks to my senior friend Maruf Rayhan who helped me at certain points of my academic life and to whom I want to dedicate this wise saying “The greatest gift of life is friendship, and I am lucky to receive it”.

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I am lucky to work as an intern in *ICE Today* as I have learned a number of work skills from here. I would like to thank Mr. Tawhidur Rashid for giving me this wonderful opportunity. Also, I want to thank my onsite supervisor Ms. Natasha Rahman for her continuous support and direction regarding media works. Finally, I would like to thank the experienced external who will give his/her valuable feedbacks and opinions regarding my work.

Sadia Arfina Momo

Table of Contents

Serial No.	Content	Page No.
Chapter 1	Introduction	1
1.1	Scope and Objectives	3
Chapter 2	Brief history of <i>ICE Today</i>	4
2.1	History and profile	5
2.2	Editorial focus	7
Chapter 3	My experience as an intern	8
3.1	Work etiquette	10
3.2	Basic tips for writing features and articles	15
3.3	The writing process	20
Chapter 4	Writing reviews	32
4.1	Film/Telefilm review	33
4.2	Song review	41
Chapter 5	Persuasive writing	48
5.1	The eight elements	49
5.2	Linguistic aspects	61
Chapter 6	Collecting images	67
6.1	Collecting images for website articles	67
6.2	Collecting images for printed articles	70
6.3	Editing photos	71
Chapter 7	Elements of newsworthiness	75
7.1	Timeliness	76
7.2	Prominence	76
7.3	Proximity	77

Serial No.	Content	Page No.
7.4	Oddity	77
7.5	Consequence	77
7.6	Conflict	77
7.7	Human interest	78
7.8	Extremes or superlatives	78
Chapter 8	Analysis of the magazine cover page	79
Chapter 9	Magazine and culture	86
Chapter 10	Conclusion	93
10.1	Recommendations	93
	Works Cited	95
	Pictures Cited	96
	Appendix	98

Table of Illustrations

Figure No.	Content	Page No.
Fig 1	Logo of <i>ICE Today</i>	4
Fig 2	Logo of ICE Media Ltd.	4
Fig 3	Website view of <i>ICE Today</i>	5
Fig 4	Opening separate tabs	23
Fig 5	Using colors to highlight information in Microsoft Word	24
Fig 6	A visual advertisement using customer's quote	58
Fig 7	Feature image appearing with the link	68
Fig 8	Pausing the video	72
Fig 9	Pressing "PrtSc"	72
Fig 10	Clicking at "Paint"	73
Fig 11	The screenshot on "Paint"	73
Fig 12	Selecting "Save as"	73
Fig 13	Choosing a folder	74
Fig 14	Editing the picture type	74
Fig 15	Saving the screenshot	74
Fig 16	Cover analysis of <i>ICE Today</i>	80
Fig 17	Left third of magazine	82
Fig 18	Puff in <i>ICE Today</i> 's cover	83
Fig 19	Barcode in <i>Cosmopolitan</i> magazine's cover	84
Fig 20	Model credit in <i>Cosmopolitan</i> magazine's cover	85

List of abbreviations and terminologies

1. ICE (Information, Communication and Entertainment)
2. GIF (Graphics Interchange Format)
3. PNG (Portable Network Graphics)
4. JPEG (Joint Photographic Experts Group)
5. TIFF (Tagged Image File Format)
6. Masthead
7. Dateline
8. Main image
9. Cover lines
10. Main cover line
11. Left third
12. Selling line
13. Website address
14. Puff
15. Barcode
16. Model credit

Chapter 1

Introduction:

Whenever you want to get the latest news updates, watch films or series or listen to your favourite songs what do you do? Either you turn on your television, radio and computer or open the newspaper at home. The sources that transmit information to you are called mass media. The word “mass media” is used to refer to the various ways such as newspaper, magazines, radio, television, and online news websites by which information and news are passed to a large number of people. Today’s world is controlled and shaped by the mass media as in the book *Media/Impact: An Introduction to Mass Media* Shirley Biagi said, “From the moment you wake up until the time you go to sleep, mass media and social media overwhelm you with news and information, keep you entertained and—most importantly for the mass media industries—sell you products” (2).

There are different kinds of media technologies. Most common are print media, broadcast media, internet media, digital media and outdoor media. The oldest media forms are newspaper, magazines, newsletters, journals, books, pamphlets, comics and other printed materials. All these physical objects or publications are collectively known as print media. The broadcast media transmits news and information via television and radio. Internet media provides services through email, social media sites, websites and internet based radio. Digital media consists of both internet and mobile mass communication. Finally, outdoor media refers to any type of advertisement that transmits information via billboards, placards, AR advertising, flying billboards and skywriting. As the world is getting more and more technologically advanced people are attracted to digital media rather than print media.

So why have I chosen the path of “Media and Cultural Studies” as my major concentration? It traces back to my childhood when I dreamt of becoming a writer. I used to write very short articles, stories, poems and jokes. When I was a teenage, I used to cut out interesting short features or stories about nature, celebrities, sports, cartoons, art and much more from newspapers and magazines. I collected those

so that I could read them more times and write articles as beautiful as these. To turn my dream into reality after completing my H.S.C I decided to take media as my major concentration. First, I tried to get admission in the “Journalism and Mass Communication” department of Dhaka University. However, when I did not get the chance, I applied at BRAC University which is one of the top private universities of Bangladesh. Eventually, I learned that at BRAC University the Department of English and Humanities would give me the opportunity to pursue my study in media. It would offer the students the study of cultural theories, enable them to interpret the ever-changing cultural traditions and would help them to gain insights about global events. I also learned that at the end of the graduation students had to write an internship report which would help them to gain confidence and to build a successful professional career.

I started my journey at BRAC University in 2013. When I completed the required credits for my graduation, I applied for an internship at *ICE Today*, a Bangladeshi lifestyle magazine. First, I contacted with *ICE Today*. Then, I mailed them my resume and two of my writings as samples. *ICE Today* liked my writings and I was called by the Managing Editor at the office. Then, I learned that there are different sections at *ICE Today* such as the editorial team, feature writers, contributing writers and website managers. I also learned that if I wanted to work as an intern, I have to be very passionate about writing. I have to find out recent topics, research enough information and write in a beautiful language that sounds interesting and conversation like. I listened carefully, responded positively and also shared my views about writing articles. Finally, I got the internship. I was assigned to work with the feature writers as an intern. My work was to submit at least three features each day. I started my internship at 10th May and successfully completed it at 10th August. This report is prepared based on my experience of working as an intern at *ICE Today*. In this report, I have shared my internship experience and at the same time, I have analyzed my working experiences in the light of the theories that I learned as a student of “Media and Cultural Studies”.

1.1 Scope and Objectives:

The goal of my internship was to learn how to become a good feature writer. Although at the beginning I have found it a little bit difficult to write features in interesting manners, I eventually grabbed the skill with the support of the editorial team. Therefore, I can say that after completing my three months of internship, I have achieved my goal to a great extent. Courses offered by the Department of English and Humanities have also helped me to earn my goal. As a student of “Media and Cultural Studies” I have done courses like “Copywriting” (ENG 404), “English for the Print Media” (ENG 440), “Editing” (ENG 401), “Globalization and Media” (ENG 333), “Cultural Studies” (ENG 331), “Translation Studies” (ENG 465), “Modernism” (ENG 319) and “Post-Colonial Writing in English” (ENG 218). All these courses as their names suggest offer the basics of a particular area. “Copywriting” introduces the students to various ways of creating innovative and interesting advertisements. In “English for the Print Media” students learn and practice different journalistic writing styles such as features, personal essays, obituary and op-ed. The course “Editing” makes students aware of the proper and correct use of grammar, punctuation, phrases and idioms. In “Globalization and Media” students are shown how the global world is connected through the use of media and “Cultural Studies” forms the basis of theories related to culture and media. “Translation Studies” analyzes problems regarding translating texts and suggest solutions to solve these problems. Journalists and authors usually translate news and books. Therefore, this course is very relevant for media students. Although these six courses are directly related to the media world, the two courses “Modernism” and “Post-Colonial Writing in English” offer the students an indirect exposure to the media. To know what is happening today we also have to know what happened in the past. “Modernism” and “Post-Colonial Writing” help students to know the history of writings written in the Modern and Post-Colonial period which further enhance the students’ understanding of the world we live in today in relation to earlier times.

Chapter 2

Brief history of *ICE Today*:

ICE Today is a premier English lifestyle magazine. It focuses on contemporary culture and society of the country. It features various aspects of urban life. *ICE Today* is the first English lifestyle magazine of Bangladesh and it aims to provide quality reading materials, articles, stories and features. *ICE Today* is very active in social networks. The official website address of *ICE Today* is icetoday.net. Besides this, *ICE Today* has its own official Facebook page and YouTube channel where recent stories, articles and videos regarding news, entertainment, sports, art and food are always updated. Furthermore, it has its own App in the Google play store. Anyone who is eager to buy any recent or old issue of *ICE Today* can simply download it and have a look. The App offers the reader to have a preview of different issues and anyone can easily buy a copy at a reasonable price.

ICE TODAY

Figure1: Logo of *ICE Today*



Figure 2: Logo of ICE Media Ltd.

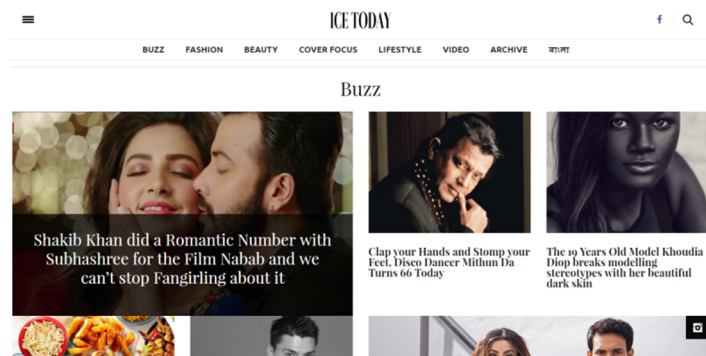


Figure 3: Website view of *ICE Today*

2.1 History and profile:

The lifestyle magazine *ICE Today* started in 2005. It is a monthly magazine. Every month a recent issue of *ICE Today* is published. The magazine is under ICE Media Ltd. ICE Media Ltd. produces several magazines. The other magazines that are under ICE Media Ltd. are *ICE Business Times*, *Jamini*, *Charbela Chardik* and *Bengal Barota*. *ICE Business Times* is a monthly business publication which was established in September 2010. It analyzes and interprets local as well as global financial, commercial and industrial developments. The magazine makes the reader aware of the business climate of Bangladesh and aims to play an important role in both the media and business sectors. *ICE Business Times* shows economic news and also presents views or opinions of well-known business persons regarding how the present condition of our country can be improved. *Jamini* is one of the first international art magazines in English that came out of Bangladesh. Bangladesh is a country with rich culture, cultural heritage and has a diverse setting in arts. However, the platform through which its strength can be shown is very limited. Keeping this point in mind ICE Media Ltd. took the initiative to bring out an art publication *Jamini*. The magazine's main aim is to focus on the Bangladesh arts scene and make this information available to a wider number of readers. Within a short period of time *Jamini* has

received positive reviews from people. The third magazine that is under ICE Media Ltd. is *Charbela Chardik*. It is a leading Bangla fashion and lifestyle magazine of Bangladesh. It includes poems, interviews, fashion news, cooking tips and other features. Finally, *Bengal Barota* is also a monthly magazine whose major concern is Bengal Foundation, a Bangladeshi non-profit and charitable organization.

Abul Khair Litu is the publisher of *ICE Today*. He is a Bangladeshi industrialist and entrepreneur. He is also an art enthusiast and very active in the Bengal Gallery of Fine Arts. Abul Khair Litu is well-known for his involvement in the promotion of our country's art, culture, theatre and literature. He helped to establish our country's first private banking institution AB Bank in association with Dubai Bank. He has also founded other specialized publications to promote art and culture of Bangladesh such as *Jamini*, *Kali O Kalam* (a monthly Bengali literary magazine. This publication has instituted the Young Poet and Writer's award to encourage the new literary talents of Bangladesh), *Bengal Barota* and *Shilp O Shilpi* (a quarterly art journal that informs readers about the contemporary trends in cinema, art, music, drama, architecture and photography). The current staff of *ICE Today* is Zeenat Chowdhury (Director, International Publications), Nawshin Khair (Executive Director), Tawhidur Rashid (Managing Editor), Goutom Saha (Fashion Editor), Natasha Rahman (Assistant Editor), Rubab Nayeem Khan (Sub-Editor), Raisa Rahim (Sub-Editor), Jason Sabbir Dhali (Senior Designer), Md. Mainul Islam (Designer), Asif Iqbal (Senior Marketing Executive), Md. Nasir Uddin Prince (Marketing Executive), Md. Abdul Alim (Finance and Accounts) and Md. Manik Mollah (Sales and Distribution).

2.2 Editorial focus:

The magazine's title is an abbreviation. "ICE" stands for "information, communication and entertainment". *ICE Today* regularly covers news, stories and information related to fashion, gadgets, events, occasions, foods and also contains monthly interviews. The magazine has different sections dedicated to makeup, beauty, entertainment, health, décor, business, women, music, cuisine and travel in both its website and printed magazine. Through its content, awards and services the magazine is a booster for Bangladeshi businesses such as airlines and national brands.

Chapter 3

My experience as an intern:

The famous African-American Muslim minister and human rights activist Malcolm X said, “The future belongs to those who prepare for it today”. I always believed this quote with all my heart and soul. From our childhood, we also heard that success paves the path of those who work hard. To gain that success one has to start preparing himself/herself from the very beginning. Following these wise sayings before working as an intern I also prepared myself. This preparation includes reading books, taking advices from parents, classmates, teachers and also some self-research.

As I was told by *ICE Today* that I would work as a feature writer and had to write more than one feature every day, I went through the chapter which discussed definition, classification, and examples of features from my course book. I knew that only books and theories cannot help me. For handling real life situations in the professional ground I need the help of my faculties, colleagues and senior classmates. Therefore, I talked and discussed various aspects related to the professional life, feature writing, journalism, computer skills, employee attitude and business behaviors with my senior classmates who did internships in renowned newspapers and channels of Bangladesh like *The Daily Star*, *Dhaka Tribune*, *Prothom Alo*, *ATN Bangla*, *Independent Television* and *DBC NEWS*. The experiences and knowledge that they shared encouraged me a lot and at the same time helped me to a great extent during my internship. I also did research using Google. I found out different news, articles and features from newspapers, magazines and websites. I read those and tried to figure out what were the differences between those articles’ language and writing pattern. YouTube is another source from where I researched about

employee and business behavior. There are several channels on YouTube which show a beginner how to sit in an office, how to gently and professionally talk with the coworkers and how to eat in the dining without creating embarrassing situations. This is how I tried to prepare myself before entering in an honorable organization like *ICE Today*.

During my internship in *ICE Today*, Natasha Rahman acted as my supervisor. The editorial team of *ICE Today* consists of the Sub-Editor Rubab Nayeem Khan, Raisa Rahim and the Assistant Editor Natasha Rahman. I am grateful to all of them for their contributions of making me a better feature writer. During my internship, I had the opportunity to publish 44 features in the official website of *ICE Today*. Although I was a feature writer and my major work was to write short articles I also collected beautiful images for the printed version of the magazine, typed menus and recipes of restaurants and also edited my own works. With my internship, I also had the responsibility of completing two other courses for my graduation. Initially, it was very hard for me to maintain the time as I live very far from both my office and my university. However, the support and encouragement that I got from my family, university faculties, my internship supervisor of *ICE Today* and also from my internship supervisor of BRAC University Ms. Anika Saba were more than enough to lift up my energy to perform better both in academic field and professional field.

I have learned a lot of things during my internship. Some of the experiences were totally new, some were connected with what I have read in my course books and also there are some lessons that I learned from my mistakes. As an intern one may feel very upset after making mistakes. However, it is very simple to make mistakes at the beginning. One gets better in professional works with experiences. Therefore, for an intern doing mistakes matters a little. What matters is how he/she overcomes those mistakes, remembers those and keeps

himself/herself aware of not doing these again. That is why it is said that we learn from our mistakes. This chapter aims to discuss my internship experience of 12 weeks in brief. For readers' convenience, this chapter is divided into three sections "Work etiquette", "Basic tips for feature writing" and "The writing process".

3.1 Work etiquette:

Work etiquette includes different types of manners, behaviors and attitudes in relation to the workplace. In other words, work etiquette is a code that measures the social behavior of an individual in the workplace. It governs work dealings such as how an individual should greet the coworkers, how one should dress in an official environment, and how one can make proper use of the tools, properties and technologies provided by the organization. In the book *Business Etiquette For Dummies* Sue Fox said,

The prime directive in office or basic work etiquette is treating each person with courtesy and respect. Having good manners in the workplace means working with others so that you're a positive part of the work environment, even when the environment is stressful, even when others aren't being helpful, even when some people are being out-and-out rude. (30)

What Sue Fox said about work etiquette is true and really understandable. Every employee can easily relate themselves to these points. Having manners and keeping oneself calm without showing temper and emotions is the key to success in the business field. Work etiquette also varies from country to country, culture to culture and even sometimes from one organization to another. There is no universal agreement about the standard of work etiquette. However, all the students are taught some amount of work etiquette in educational institutions so that they can

have basic ideas about workplace manners which are appropriate to their countries. As work etiquette is not fixed and rigid when working in foreign countries or working in multinational companies one should learn the work etiquettes of the countries he/she has to deal with. Work etiquette covers a wide range of aspects such as body language, personal space, polite movement of body parts, gesture, posture and the use of formal words while talking.

While working as an intern I also had to be aware of my behavior in the office. It seemed really hard at first to keep reminding myself all the time that I was not a student there but an employee. However, as “practice makes a man perfect” I got better day by day through practicing and maintaining official manners and behaviors. Here are some of the work etiquettes that I learned during my internship period which I think, can also help the new interns. As I belong to Bangladesh and *ICE Today* is also established in Bangladesh the work etiquettes that I experienced and would suggest the new interns are mostly applicable in this country.

- As an intern one should respect the organization in which he/she is working.
- Working hard should be the main goal.
- Internship is a learning process. It is a first-hand experience of the professional field during academic education. Therefore, showing courage, enthusiasm, energy and eagerness is must. If more specifically said “Always be active”.
- Punctuality is one of the major points. One should reach office in time. If the office starts at 10 am the intern should be at office 10 minutes before it starts. If his/her home is quite far, then he/she has to leave home early. Taking public transport (if does not have a private one) and passing extensive traffic jam will take a lot of time. Therefore, keeping all these in mind one has to plan his/her time. It is better not to make a tight time schedule. A person who is aware of and serious about time always keeps some extra time

in hand. An intern should be of no exception.

- Greeting coworkers is very essential which some people forget to do. While greeting people in the workplace one should smile and remain calm.
- It is not good to keep oneself quiet all the time. Talking with people from different departments is the utmost important task for an intern. Following the formula of “Speak only when you are spoken to” will not work here. An intern must remember that he/she is new. Others are not. Therefore, it is his/her responsibility to talk with others and let others view himself/herself as a work conscious and active person.
- One should follow the professional dress code. Appearing in clean and ironed dress is a good idea.
- Maintaining personal hygiene is another big issue. It is not mandatory to use perfumes. However, if anyone thinks that he/she would like to smell good and do not want to smell bad, it will be a good point.
- While working in the office one should keep the cell phone in silent mode. Loud ringtones can disturb others sitting in the closed areas and rooms. During the office hours long personal calls should be avoided. However, if the call is very urgent, it is better to go to an empty space or hall room to receive the call.
- It is a serious offence to enter the office under the influence of drugs or alcohol.
- It is suggested not to bring personal problems in the office. Experts say that one of the major unprofessional behaviors is to mix personal and professional issues together. Also, someone who brings personal issues into the office can have a negative impact on the productivity of everyone around them.
- Keeping the desk or cabin clean and free of unwanted documents is something an intern

should always remember. There should be separate files in which different types of documents should be kept. Separate holders for pens, pencils and different colors of signature pen can also help. A small notebook should always be kept on the desk so that urgent points which one may easily forget can be noted immediately. It is also better to keep the most needed documents, pads, files and papers near so that one can easily get things on hand at the right time. The files which are not that much important can be put a little far. These can be kept in the selves. Otherwise, all the things altogether will create a mess.

- Learning to write proper business e-mails, letters and memorandums is very necessary to have a positive impression.
- It is said that to earn respect first one must show respect. Remembering this saying is a big help in the professional field. Therefore, it is necessary to show respect to all the workers. Helping them when they need it will build a good relationship. Cooperating with seniors and juniors is also a quick formula of making the relationship stronger.
- It is a bad manner to touch others' bags, documents or computers and read others' letters, messages or e-mails without permission. Therefore, taking permission is a necessary before doing these things.
- Staying away from controversies and keeping oneself away from spreading rumors is a good advice.
- One should not wear headphones or listen to music while working. It may affect his/her work negatively. Mistakes can happen if full attention is not given while typing documents, editing papers and writing articles. However, if it is really needed to use earphones for a work, wearing only one earplug is a great strategy. For example, if

anyone has to write an article on a documentary and for this he/she needs to listen carefully to what is being said in the video, he/she can put one earplug and keep the other ear free. It is needed because in an office anyone can be called at any time. If another person calls the one from a little far who is wearing earplug in one ear, he/she can easily hear it and respond to it. Otherwise, it may create an embarrassing situation if the person keeps calling the person in earphone and he/she does not respond.

- There are some people who do not use the properties of the organization with care. If a person actually cares about the company he/she is working, he/she should use computers, photocopy machines, fax machines, printers and other technologies with care. Misuse or careless use of expensive machines is not a good work etiquette.
- Before starting works, taking preparation is a must. If someone carries a personal computer in the office, he/she should check whether it works properly before bringing it to the office. If it is an office desktop which one uses to work, it is a good idea to examine it before start working. If it does not operate properly talking with the technician or someone who is in charge of solving the technical problems will be the best solution.
- Meetings are very crucial for employees to attend because all the important decisions are taken and plans are made here. Therefore, it is better not to miss meetings or arrive late. Also, another major point is not to leave meetings until it is closed by the boss.
- It is always a good professional behavior to acknowledge one's own mistake and apologize for it. Accepting other's apology graciously is also an excellent quality.
- Today's world is a globalized one where everyone is connected through websites and social networks. Therefore, an intern always has to keep in touch with the coworkers, boss, seniors and juniors through Facebook, Twitter and e-mail.

- One should also know how to talk professionally with official people over the phone. A positive behavior is to receive official calls immediately and return calls when missed.
- In any conversation keeping the interruptions minimum is a good etiquette. Listening to the other party with full concentration is necessary. If mistakenly or unintentionally an interruption is made in a meeting, discussion or conversation, one must apologize.

These are some of the basic work etiquettes that an intern or a new employee can follow. I pointed out some of the problems and found out the correct solutions by researching and by discussing these matters with people who are in the professional field for a long time.

3.2 Basic tips for writing features:

Writing features is not as easy as it sounds. The process of writing a feature or an article includes patience, analyzing ability, creative thinking, research, reading and writing practices. Only having good ideas is not enough. A writer should know how to make those ideas sound interesting with additional things and put them into the paper in such a way so that the readers bother to look at it. Therefore, one can simply agree that feature writing is a work that needs great efforts and a lot of hard works. In the book *Professional Feature Writing* Bruce Garrison said the same:

If you want to be a successful *professional* feature writer, then you have to be willing to sweat. You have to like people and be willing to spend time with them, too. You have to be willing to live with frustration. You have to make personal and professional sacrifices. You have to willing to work long hours, many of them alone. You have to be willing to take little remuneration in the beginning. You

have to have a strong desire to publish your writing. If you think you lack the motivation or potential to overcome these obstacles, forget it. (1)

People who are new and haven't published features yet panic before writing a professional feature. However, simple guidelines can help them to overcome their fear. Here are some very basic aspects of feature writing that I came across during my internship.

➤ **The starting:**

How to start a feature? There is no fixed answer. However, the starting is the most important part. This is 21st century where people are always rushing. No one has enough time to sit comfortably, open the newspaper or click on the website link to read a full article. Normally, people look at the news headlines to get updates about traffic, stock market or politics. Therefore, the starting of a feature should be such that immediately snatches the readers' attention and they feel enough interest to read the whole article. Now the question is 'how this can be done?'. Some grabbers can be:

- Questions: A feature writer can start the writing with a question that makes the readers think. It is a good idea to start features with a question because the question makes the readers realize that the writer is aware of their presence and cares about their ideas or opinions. However, it is suggested not to throw a question just for the sake of asking a question. Professional feature writers agree to the point that feature writers should ask questions when they actually feel the need to know answers from their readers.
- Short stories: Very short stories can also help to start a feature. These stories should

not be longer than two or three lines. A writer can make it up or choose a famous fiction. Even he/she can tell his/her personal story. Then, he/she can slowly move to the main point. For example, if a writer is writing a feature on the struggling lives of the rickshaw pullers in Bangladesh, he/she can create a sympathetic mood in the feature by starting with the regular routine of a poor rickshaw puller who wakes up every day to pull the rickshaw, gets only 20-30 taka from every customer and finds it really hard to feed his three little children. Then this story can be connected to every other rickshaw pullers who also go through the same hardships. This is one of the ways to start in which the focus moves from the smaller picture to the bigger one.

- Quotes: Starting with famous personalities' quotes is another way. It is a good technique because people believe the persons who already have gained their trust. Also, people have their ideal figures. Therefore, starting with the quotes of inspirational leaders and celebrities really works.
- Opinions: A writer can start the article with his/her opinion also. Feature articles become more interesting for readers when the writer takes a stance to present his/her view.

There are thousands of ways to start a feature. Whichever the writer chooses he/she must remember to make it an easily relatable one.

➤ **The introduction:**

For hard news it is necessary to put the Five Ws (who, what, when, where and why) and One H (how) in the introduction. Features can also follow that. However, as features are supposed to be more colorful than hard news, writers can delay the main point. Sometimes it also happens that the writer gives the most important information at the ending. In the introduction a writer can say the most important things such as what his/her main point is, what he expects the readers to understand or what changes he/she wants to bring by this writing. Making clear and concise statements always helps to pull up the subject successfully. A feature writer also has to be aware of the fact that it is not a very good idea to put a bunch of facts in the introduction. An introduction is just a ground to make the readers see the main claim. Facts should come later specially in the body to support the main point.

➤ **Planning:**

Remember writing “The Tea Stall” paragraph in high schools? That is what a feature writer should strictly avoid. Putting random ideas with no connections should be skipped. Before writing the feature, making plans regarding what will be said and how it will be said is an essential step. The feature writer should make the plan in his/her mind. Every piece of writing, as we all know, has an introduction, body and conclusion. Feature is also the same. The feature writer has to plan the aspects related to the structure such as how many paragraphs there will be in the body, whether the introduction will also be divided into short paragraphs and whether some important points will be discussed in separate paragraphs with sub-headings or without sub-headings.

➤ **Analysis of the topic:**

Feature writers should have sharp analyzing ability. Finding a topic is just like finding a ground and analysis is digging that ground to the deepest. In a feature the writer should break the topic into smaller parts so that the readers can get a clear understanding of what he/she wants to say. Analysis includes examples, explanations, descriptions, drawing connections with other relatable things, finding similarities and differences with other subjects etc. To fill up the gaps which may be left during writing a feature the writer can assume the questions that readers may come up with after reading it and answer them.

➤ **Finding an angle:**

A feature writer should know the difference between a topic and an angle. Topic is the broader term which refers to a discourse, issue or subject matter. On the other hand, an angle is a particular way of viewing or approaching to a topic. Therefore, to write a feature first the writer should choose a topic and then find an angle to focus on that topic. Topics can be old but angles should be new. A good feature is the one that sheds new light to an older topic. For example, if a writer chooses to write a feature on the topic “makeup”, a fresh new angle can be to focus on the weird makeup trends like wavy eyebrows or duck lips.

➤ **Plagiarism:**

The word “plagiarism” is not new. Most of the people know what plagiarism means and specially for feature writers it means the “red light”. When a writer takes another writer’s or publication’s thoughts, ideas or expressions without giving the credit, it is considered as plagiarism. In the world of education, writing and research plagiarizing is a serious offence. Just like the criminals are put into jails, the people who plagiarize can be fired from the job or given warnings. If anyone really likes someone’s idea he/she can simply quote it or paraphrase it with

citing the source. Another important point which I would like to highlight is that sometimes feature writers unconsciously copy or plagiarize others' ideas. A writer may have seen a particular sentence in an article which he/she liked very much but later put that same line in his/her own article forgetting that he/she saw it somewhere. It usually happens during careless research when the website links are not saved carefully. Therefore, feature writers need to be aware of these mistakes.

➤ **Saying more with less words:**

The use of more and less words in features varies. Some printed articles are too long, some are very short. For newspaper articles sometimes there are specific spaces for writers to write and they cannot go beyond that limited space. Most of the website articles are short and it also serves a purpose. While scrolling down the website page readers, as I said before, do not have enough time to read a long article. They always look for the main points. Therefore, it is wise to say more using less word. Professional writers usually apply this strategy. During my internship, I wrote website articles which are supposed to be 200-250 words. For the beginners, it may seem really challenging. However, with more and more writing practice things get better slowly.

3.3 The writing process:

There is no fixed definition of good writing. Everyone has their own unique styles of writing. However, steps can be followed that may help the beginners to improve their writing. While doing my internship I figured out some of the most primary steps of writing features. In the book *The Writing Process: A Step-by-Step Approach for Everyday Writers* Hatcher et al. said, "Good writing is like lots of other intangibles, like beauty or art—we can't define it but we think we know it when we see it" (7). Therefore, the art of writing includes several steps. The word "writing" does not only mean picking up pen and paper and start jotting down all the information

found. “Writing” also means thinking about the organization of information, citation, layout, data, figures, facts and many more. In short, writing a feature includes pre-, while- and post-writing activities. Here I am summarizing the whole process of writing in six chronological steps that I have learned during my internship. Each step includes some minor points.

➤ **Choosing the topic:**

The first step is to choose an interesting and relevant topic. Whether the readers will read the feature or not is decided immediately after seeing the topic. That is why while choosing a topic the writer has to be very careful.

- Finding the readers’ interest: The writer has to figure out what the readers want to read. It may depend on the recent environment or taste of people. The question is “how to know their tastes or preferences?”. The answer is simple. A writer needs to be someone who observes things critically, talk and socialize with people, read recent news or articles and of course someone who is very active in social media. Choosing unique, inspirational and motivational topics always plays a big role in writing features.
- Finding the writer’s interest: A writer needs to choose a subject that not only the readers feel interested about but also the writer himself/herself feels good about. If a writer does not like his/her own topic or does not feel comfortable with it, the piece of writing will be a poor one. For example, someone who does not like exercising, does not have enough knowledge about this topic or lacks confidence regarding writing an article about it, it will be a better idea to avoid that topic.

When feature topics are forced on the writers especially on the beginners they often produce weak pieces that have no life in them.

- Sources for finding topics: A writer should always keep him/herself updated. For recent topics a writer can read newspapers and magazines like *The Daily Star*, *Daily Observer*, *Prothom Alo*, *Unmad*, *Kali O Kolom*, *Notun Barta*, *Parabaas* etc. Also, clicking on popular websites like BuzzFeed, PopSugar, Cracked, UpWorthy.com, Bored Panda and ViralNova is a good idea.

➤ **Gathering information:**

After choosing the topic the writer needs to gather information. Gathering information needs a lot of research. There are times when the writer becomes tired of searching information and does not get the exact information that he/she expected. Some writers even give up when they do not find the expected data. Therefore, as gathering information may take some time the writer needs to be patient. Gathering information and saving it also includes some strategies.

- Brainstorming: When the topics are very general like Eid, seasons, cinemas and Puja, a writer always has the option to brainstorm creative and unique ideas. Brainstorming, as we all know, is a problem solving technique that involves the spontaneous contribution of ideas to find solutions of problems. General knowledge is used to brainstorm ideas.
- Researching and cross checking: For searching information the writer can look into the print media, online media and even broadcast media. Regarding information the senior writers and editors can always help. They may recommend good sources based on their experiences. Also for information, a writer can click on the sources from

which the topic is found. As the world is getting closer through new technologies, now it is very easy to find information on internet. However, modern technology has also increased the risk of getting false information. Therefore, a writer should look for information in authoritative sources. Also, he/she should verify the information by searching the same information in other websites.

- Saving the information: While searching information on the computer, it is a better idea to open separate tabs. While searching for specific information, first the writer should read the whole article once. Then, if the writer thinks that it is an informative one, he/she can go through the article again and highlight the points that can be taken. One problem is that a person cannot highlight sentences or phrases in a website page. Therefore, there are two options for a writer. He/she can write down the points in a piece of paper or he/she can the copy paste the whole article in a document file and then highlight important points in that document file. If information is not saved with the source's name, things may get confusing.

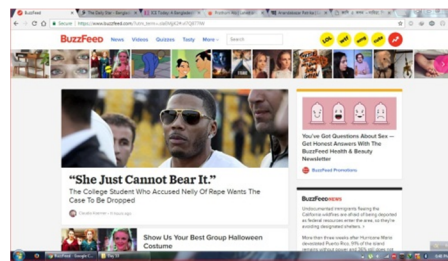


Figure 4: Opening separate tabs (Self-captured)

- Using different colors: While highlighting information, one can use different colors. Colors can help the writer to remember which information is most important and

which is less important. For example, the most important points can be colored in red and the less can be colored in green. Moreover, colors can also help to separate items. For examples, in all the articles found yellow can be used to highlight the quotes. However, it is also important for the writer to remember for which item he/she has used which color. Writing down which color is used for what is a good option.

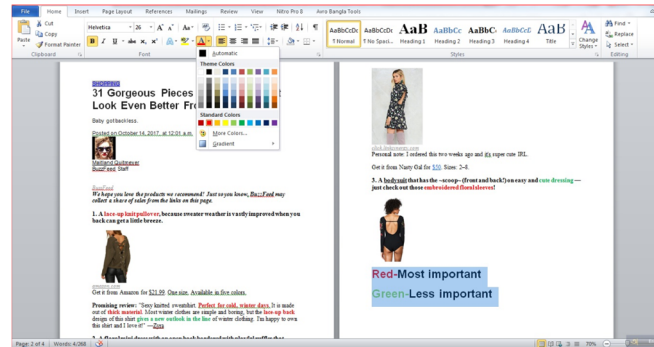


Figure 5: Using colors to highlight information in Microsoft Word (Self-captured)

- Printing out the articles: When the writer is tired or lacks enough energy to look at the computer screen, a good approach is to print out the articles that the writer thinks are informative. For highlighting, he/she can use color pens. When the article is a printed one, the writer also has the opportunity to annotate the big main ideas and minor ideas beside the margins.

➤ **Making a rough outline:**

After information is collected, the next step is to make an outline for the writing. An outline is a plan or summary of a piece of writing. An outline can be compared to the foundation of a building. When the foundation is done, the house can be easily built. In the same way when the outline is done, writing will be much easier. Otherwise, while writing the writer needs to think about the outline and also has to concentrate on the details of writing which is really a difficult

task.

- Planning the placement of information: The writer has to plan which information should be placed in which part of the article. For example, a writer needs to decide whether the article will start with a quote or the quote should be in the body to support ideas or the article will end with it to make the readers think.
- A support for the beginners: Writing an outline always help the beginners. The beginners find it difficult to remember the structure and organization. Therefore, it is helpful to write down the outline. In the outline, the information should be put in points and the writer can use short phrases like “Intro” to indicate “Introduction and “Conclu” to indicate “Conclusion”. Writing up an outline gives support to the beginners. Experienced writers do not write down an outline. They made the entire plan in their minds and while writing they just follow the mental outline.

➤ **Writing:**

The empty Microsoft Word file in which the writer will write is like a canvas. Just like a painter uses colors to make the painting beautiful, the writer uses words, phrases and beautiful language to make the writing sound interesting. When the outline is done, the writer prepares to write the article. If the outline is done properly, writing the article is not a very difficult task. However, the outline contains only points. In the article there should be complete sentences. Therefore, while writing, the writer has to come up with specific words, well-structured sentences and creative phrases.

- Grammar and punctuation: A writer has to be very sincere about the correct use of grammar, sentence structure, idioms and phrases, subject-verb agreement, spelling, comma, semicolon and dash. Newspaper and magazine articles are considered as good examples of writing. People from all sectors read these articles. Therefore, silly mistakes in these technical things can give the readers a bad impression of the whole organization. Furthermore, it is not good to always depend on the editors for these little mistakes. The editors' work is to check the writing and tell the writer to correct the mistakes. Therefore, if the writer revise the article and minimize the mistakes all by him/herself, his/her own trouble will be decreased. Otherwise, there will be a lot of mistakes and after spending a great deal of time in writing, the writer again has to spend extra time in editing.
- Using Bengali words: Sometimes situations occur when the writers do not find an English equivalent for a Bengali word or even if they find it, they think that the English word is not as meaningful as the Bengali one. In such situations the writers decide to write the Bengali word using English letters. This is a good way of using Bengali words in English. If such words are used, writers should italicize these. For example, a writer may think that "New year" is not a good equivalent for "Noboborsho". The word "New year" does not reflect the Bengali culture and tradition. Therefore, while using "Noboborsho" the writer should italicize it.
- Problems faced by Bangla medium students: Bangla medium students usually follow a strategy that put them into much trouble. They have the tendency to think

in Bengali and then to translate the idea into English. This may create weird and funny sentences. The solution is to think in English and write in English.

- Type of English: The writer has to be careful about the type of English used by the organization. Some organizations follow British English and some follow American English. For example, regarding the spelling *ICE Today* follows British English. At first, I did not know that. My laptop has American English system. While editing my writings, I learned from the editors that they follow British English spelling. Therefore, a writer should know his/her organization's preference of the type of English.
- When the writer is stuck: Sometimes while writing, the writer gets stuck at a word or a sentence. He/she may be struggling to find an exact word or a good sentence structure but at the same time he/she does not want to break the flow of writing. When such dilemmas occur the best thing to do is to leave the word or the sentence as it is and go on writing. After finishing the article when the writer is free of pressure, he/she can go back to that word or sentence. When the mind is relaxed, solutions will pop up in the mind. It happens because the human mind has a non-linear system of thinking.
- Microsoft Office: The writer should have an active Microsoft Office. If the system is not the activated one, it cannot detect spelling and grammatical errors.

- The skill of typing: In ancient times writers used hands to write stories, novels, poems and essays. Then, a time came when typewriters became popular. Now, it is the age of computers where writers need to type words through keyboards. Therefore, the writer should have quick writing skills.
- Concentration: The writing task needs a lot of concentration. An intern may find it a little bit difficult to write in an official environment where people are constantly talking and telephones are ringing all the time. Experienced writers overcome this problem by regular practices. The beginners may find it difficult for the first few weeks. However, slowly the noisy environment becomes a habit and the writer's mind automatically grabs the power of canceling noise while writing.

➤ **Editing:**

After the article is written, the writer needs to edit it. Editing refers to one of the stages of writing process in which the writer improves the first draft by correcting errors and making words and sentences more clear. A feature writer has to perform two types of editing tasks. One is self-editing and another is editing after the editors give feedbacks.

- Self-editing: Before sending the article to the editors, the writer needs to revise his/her article and look for mistakes. If there is anything the writer has skipped, it is the stage where he/she should fill it up. Self-editing includes three steps. First, the writer will point out the mistakes while reading it. Secondly, he/she will correct the mistakes. Finally, the writer will again read it to see if anything sounds odd. In this way the writer can check the writing again and again to make it a perfect one. Here are some aspects related to self-editing-

- ✓ Sometimes for the replacement of one word the writer comes up with multiple options and face problem to decide which one he/she should choose. One option is to take help from the editors and experienced writer. They can suggest the good one. Another option is to repeat the sentence in the mind using the new words interchangeably. The writer should concentrate on which one sounds good and which one is the most closer to the idea that he/she wants to express.
- ✓ While checking the language, questions can be asked like “Does the language sounds threatening?”, “Can it offend the readers?”, “Is it disrespectful?”, “Is it monotonous?” or “Why should someone read it?” etc.
- ✓ Self-editing also includes finding more specific words replacing the vague and unclear ones.
- ✓ The writer should not forget to cite the information sources.
- ✓ One goal can be minimizing the wordiness. Too many words make writings lengthy and boring.

- ✓ The tone of the article should also be checked. Some writers flatter the readers which is not a good idea.
- ✓ Some Microsoft Offices mix up words automatically. Therefore, before submitting the article to the editors, the writer should carefully check the spaces between the words. Otherwise, it may waste the editors' time while separating words. Also, the article should be submitted to the editors in document file. This is because editors cannot make changes in the PDF files.
- Editing after the editors give feedbacks: In this stage the writer sends the article to the editors. Then, the editors check it and give feedback to the writer. Finally, the writer again edits the article. If one cannot remember all the suggestions and feedbacks, taking notes or pointing them out in the file is a quick solution. It is very important for a new writer to remember that editors are experienced writers. They have much knowledge about what sounds good and not, and what the readers will like and what they will not like. When they give feedback regarding the topic, content, photos, organization and other aspects, it is the writer's duty to listen carefully and take actions on those points.

➤ **Looking for public opinions:**

After the article is published, the writer can tell his/her friends, relatives, family members, teacher and classmates about this great achievement. He/she can also share it in the social

networks like Facebook, Twitter and Google Plus. Sharing the article is necessary for mostly two reasons. Firstly, when people around the writer will see it, they will appreciate him/her. Thus, the confidence of the writer will increase. Secondly, the people will express their opinions regarding the writing. They may suggest new interesting topics and also they may point out the weaknesses of the article so that writer can improve it. A writer should remember that features and articles are written for the readers. Therefore, sharing the article and asking for their honest opinions are golden opportunities to know about their taste and preferences.

Chapter 4

Writing reviews:

Reviews are written on films, books, songs, series and music. These are critics of different types of entertainment shows. Reviews can be written before the show is released or after the show is released. It is a good way of showing the people that how much the show has gained success. Writers can choose both hit and flopped shows for writing reviews. A review includes both the positive aspects and negative aspects of the show. Basically, in a review, the writer briefly recaps the story, gives his/her opinion and tries to evaluate it according to the opinion or tries to prove his/her opinion with supporting details. In other words, a review is an evaluation of publications like movies, events/live performances, music concerts, dance shows, art exhibitions, books, stories and video games. While defining a review, in the book *Writing for Journalists* Hicks et al. said:

You are already a reviewer. Every time you explain to a friend why such and such a movie doesn't work, or describe the excellence of so and so's new album, you are in effect reviewing an art work or an entertainment: in other words, you are providing a critical assessment of it. That is what a review does...A review, as well as providing that kind of information, should describe the work and express an opinion about it. (94)

While working in *ICE Today*, I also wrote reviews. Not only I but also other feature writers wrote reviews. Reviews are very popular among people. It is because before wasting time and money on a particular film or series people want to know whether the movie or the serial worth

these things. Therefore, a review is a good category of writing that the writer can focus on. This chapter will discuss two types of reviews which are film/telefilm review and song review.

4.1 Film/telefilm review:

Nowadays movies and telefilms are people's favourite shows for entertainment. Movies from Hollywood, Bollywood and Tollywood are very popular among the people of Bangladesh. When any new movie is released casting well-known movie stars people rush to the cinema halls. Even, when people are at home and pass leisure time, they watch movies on their personal computers. There will always be a folder on their computers that will contain their favourite movies. Regarding movies, people also have their personal choices. Some people like action movies, some like romantic movies and others prefer animated movies. Therefore, watching and collecting movies have become a passion of the new generation. With movies, telefilms are also gaining popularity. Films and telefilms are very similar. There are only two differences between these shows. Firstly, while films are released in theaters, telefilms are released on televisions. Secondly, films can be longer than telefilms. The popularity of telefilms is increasing as stars from big screens are now also appearing on small screens. We must say Bengali telefilms and plays are quite popular now. On occasions like Eid, Puja and New Year and also on holidays different channels broadcast funny, romantic and philosophical plays and telefilms. Sometimes those shows touch the viewers' hearts and they see the reflection of their lives on these entertainment shows. When it is the time of Eid, people never forget to check the section of the newspaper which tells the readers the time schedule of their favourite star's "Eid Natok". With newspapers, people also search on Google. Therefore, writers feel the need to write reviews on these popular shows. Here are some aspects that are related to movie and telefilm reviews that I learned from my internship experience.

➤ **Taking preparation before writing:**

Before writing a review, the writer has to prepare many things. Firstly, the writer has to know some information about the movie and then, he/she has to come up with a specific opinion.

- Knowing the context: The writer will select a movie or telefilm that he/she wants to analyze and criticize. Then, the writer has to get himself/herself familiar with its context. Here are some of the questions that help the writer to search information-
 - ✓ Are the actors, actresses, directors and producers very successful or are they new in the cinema industry?
 - ✓ What have they worked on before? Have people seen them before in other films, plays, serials or telefilms? What are the names of those shows?
 - ✓ Have they received awards of best actor, actress or director? If they received, then for which film they received it?
 - ✓ Are they winners of or being nominated for Oscar, IIFA, Meril Prothom Alo and other important awards?
 - ✓ Are they known for a particular style? For example, some actors always work on romantic films and some always prefer comedy characters.
 - ✓ How much money has the movie earned?
 - ✓ Do the people like its songs more than its plot?

These are some questions that the writer can search. All these information will help the writer understand the movie better.

- Formulating a specific opinion: The writer has to give an opinion about the movie or telefilm. Professional writers who are writing reviews for a long time they

formulate this type of opinions in their reviews. However, there are many short movie reviews on the internet which do not actually give an opinion but mention and briefly explain the film's weaknesses, mistakes and strengths in points. While giving an opinion it is not enough to say that the movie or telefilm is good or bad. The writer has to tell the reason also. At the same time, the opinion has to be very short, particularly in one sentence. For example, instead of writing "I liked the comedy film", the writer can say "I liked the film because it has short funny scenes which appeared on the right moments". In this way, the writer has to think of a specific opinion before writing the review.

➤ **Points to be focused on while writing:**

There are various aspects that the writer can include in a film or telefilm review. It is not possible to include all of them in this paper. However, here I will try to cover the most important ones.

- Connecting with the history or real incident: If the movie or telefilm is made based on a real incident or history, the writer can connect the story of the movie with that event. The purpose is to attract the readers to watch the film. When they will know that the story is real and it actually happened, they will feel more eager to watch the film. However, the writer has to be very careful while telling it because he/she does not have enough space to tell the whole story. In this case, the writer's job is to identify the most important parts of that real incident which can be used to show the similarities between the film and the real incident. The writer can briefly focus on the people who were related to the incident and the time when this incident took place. For example, in the movie review of

Annabelle 2 I focused on the real Annabelle doll known as “Robert the haunted doll” (See appendix 1). The doll’s story is summarized very briefly focusing on the two important persons Otto and the Bahamian servant. To highlight that the doll is haunted, it is mentioned that the doll has caused mysterious deaths. Also, if a review is written on the film *Devdas* directed by Sanjay Leela Bhansali, the writer can draw similarities between the incidents that are both present in the original story by Sarat Chandra Chattopadhyay and the movie.

- Set the mood: In the introduction, the writer needs to set the mood. The review will not sound interesting if the writer directly jumps into the main statement. Moods should be set according to the type of the movie. If the movie is a romantic one, the writer has to say something that makes the readers feel romantic. For example, by saying “If you do not believe in supernatural beings, the true story behind the real Annabelle doll will surely give you a glimpse of their existences” I have created a scary mood and the readers can feel the tension of what the writer will say next (See appendix 1). Also, by addressing the readers as “you” I have shown that I am directly talking to them.
- Brief summary: As said before while recapping the whole story of the movie or telefilm, the writer has to be very brief. The summary should be two to three lines, not more than that. For example, I have said the summary in one line which is “Targeting girls from a shuttered orphanage, Annabelle is back with a vengeance” (See appendix 1) and in the review of *Secret Superstar* the summary is told as

“The film resolves around a young dreamer who has to fight out of her unfortunate circumstances to become who she wants to be” (See appendix 2).

Both of these are very short recaps.

- Mentioning the time of the release: The review should include the name of the month and also the date when the movie will be released. If the movie is already released, the writer should say when it was released. For example, the writer can write “*Madagascar 3: Europe's Most Wanted*, released on 6 June 2012 is the super hit animated film of the year that you can watch with your whole family to enjoy the weekend”.
- Not giving all: If the review is written before the movie is released, it must include some gaps. It should not tell every twist of the story. The writer can write about a little bit of the climax and then tell the readers that to know more, they have to watch the film.
- Providing the critics’ and viewers’ opinions: If the review is written after the movie is released, the writer can include what type of reactions it has created among the critics and the viewers like whether the critics have admired it and whether the movie has matched the viewers’ expectations. For example, the writer has written, “Secret Superstar, released on the 19th of October, is already loved by the critics and audiences” (See appendix 2). Such information attracts more viewers towards the movie.

- Complementing the casts: The writer should mention the names of the casts who have played the lead roles. If they have worked on other films which were liked by the viewers, the writer can mention them too. For example, the writer has mentioned that *Secret Superstar* starred “the Dangal star Zaira Wasim” (See appendix 2). It serves two purposes. Firstly, it gives the readers the information that *Dangal* is another good movie the reader can watch and secondly, if the readers do not know the actress’s name but they have watched the movie *Dangal* they can easily identify the actress. Furthermore, the writer can complement the actor and actresses just like the writer called Amir Khan “the perfectionist” in the same review.
- Analyzing the plot and characters: While writing the review, the writer can focus on the plot and the characters. He/she can comment on the development of the plot. Sometimes a film or telefilm has very smooth plot, sometimes the climax takes a long time to approach and sometimes the duration of the film or telefilm are too long. The writer can also highlight the growth of the characters. Some movies or telefilms show the growth of some minor characters and do not show the growth of some important characters. The writer has the freedom to analyze any type of characters like the hero, heroine, villains and side characters.
- Analyzing the songs: Songs are one of the most important items of a movie. Before the release, a movie can attract the viewers toward it with its beautiful songs. Therefore, the writer can comment on the songs. Honest opinions

regarding whether the songs are melodious and whether the songs' tunes have reached to the people's heart will make the review a worthy one to read.

- Commenting on the dialogues: The writer can also focus on the dialogues. Whether the dialogues are natural, whether they sound artificial or whether they capture the emotions of the characters correctly can be significant grounds through which the movie or telefilm can be analyzed. Another unique way of analyzing is to point out some particular dialogues that have created reactions among people. The writer can show how these dialogues beautifully reflect the overall story and theme of the movie or telefilm. For example, if a review is written on the film *Om Shanti Om* the writer can say that the dialogue "Picture abhi baaki hai mere dost" captures the main story of the movie. An explanation can be, the dialogue refers to the fact that with the death of the main character Om Prakash Makhija (Shahrukh Khan) the story does not end. The hero comes back through his rebirth to take revenge on the villain who had murdered his beloved, a film superstar Shanti Priya (Deepika Padukone).
- Showing both the negative and positive sides: A critic's work is not just to point out the weaknesses but also showing the strengths of the movie or telefilm. For example, in the review of the telefilm *Unmarried*, the writer while saying "the plot was so shaky that it seemed like the writer was struggling to make up his mind" also pointed out that "The direction though was a saving grace, at least at the beginning of the telefilm" (See appendix 3).

- Pointing out overused and exceptional elements: If the plot and songs are overused, the writer can point out these too. Furthermore, if there is any scene or action that is exceptional and praiseworthy the writer can also take a note.
- Asking rhetorical questions: While establishing the main argument the writer can ask the readers rhetorical questions. These types of questions are asked solely to produce an effect or to make an assertion, not to elicit answers. An example can be, “The rich father of the heroine will not allow his daughter to marry a poor and unemployed boy like the hero, what else you expect?”.
- The cinematography: Cinematography is the act of capturing photographic images through the use of a number of controllable elements. These elements may include film stock, camera lenses, framing and scale. The writer can shed lights on the professional movement, angle, audio and video quality, camera focus and editing of the film and telefilm.
- Commenting on the ending: If the movie or telefilm is already released, the writer can comment on the ending of the movie or telefilm if it is a significant one. Discussion can be drawn on regarding whether the ending is unexpected, whether it has disappointed the viewers or whether the author of the movie or telefilm has kept the movie unfinished.

- Closing the review: If the review is written on a horror film, the writer can scare the readers by saying “Keep the lights on, she is coming for you!” (See appendix 1) and if the movie is an inspirational one the writer can encourage the readers to watch the film by saying “So grab a bowl of popcorn, watch the movie and dare to dream” (See appendix 2).
- Providing the link: At the end of the article, the writer can provide the link of the trailer. It helps the readers to get access to the full trailer easily because sometimes people get tired by searching for the original trailer. The link can be provided saying “Watch full trailer here” (See appendix 1).

These are some of the aspects that can help the writers to write reviews on films and telefilms.

4.2 Song review:

With films and telefilms, songs have become another popular entertainment item for the people. Whether they are travelling in distant places, taking rest at home or sitting in buses, cars or rickshaws people listen to their favourite songs by tuning on radio channels or switching on the music player in their smart phones. Some people also have the hobby of collecting different types of songs like pop, hip-hop, folk, metal and jazz. Song reviews are written to analyze whether a song has all the elements to meet the audience’s expectations, whether the song has touched the people’s heart with its powerful lyrics or whether the choreography of the song has any lacking.

➤ **The lead paragraph:**

The lead paragraph of a song review should include some very basic points. This paragraph will introduce the readers with the song, people who have played vital roles in making it, the genre of the song and its popularity.

- The introduction will tell the readers whether the song is a happy song, love song or sad song. In the song review written on the song *Jabo Niye* I have mentioned that this song is the “most beautiful and romantic song from the movie *Nabab*” (See appendix 4).
- Information about the casts, choreographers and directors should also be included. The writer can point out their preferences regarding work or from which industry they belong like Hollywood, Bollywood or Dhaliwood.
- Complementing the actor and the actress using adjectives will also make the review really colorful. For example, I have addressed actress Subhashree Ganguly as “Tollywood beauty queen” and Shakib Khan as “Dhaliwood superstar”.
- Before moving on to the sub-points, sentences starting with “Here are”, “Let’s look at” and “These are some glimpse of” can be used for transition.

➤ **The body paragraph:**

In the body paragraph the writer can comment on various aspects of the song such as composition, lyrics, choice of casts, their makeup and dresses, the atmosphere of the set, equipment used in each scenes, movements, dance steps, music effects, sound quality,

animation, connection between the plot and the song, and camera movement. The writer can use sub-headlines or can discuss these aspects in separate paragraphs.

- Chemistry: The first thing in a video song the viewers will focus on the chemistry between the actor and the actress. Sometimes, the chemistry is liked by the viewers and sometimes not. The more the actor and the actress portray their chemistry well, the more viewers are attracted towards the song. Regarding the chemistry between the hero and the heroine, the writer can focus on to answer the following questions.
 - ✓ How is the chemistry between the hero and heroine?
 - ✓ Is it romantic or is there any lack of emotion?
 - ✓ Do people like the couple?
 - ✓ Does the chemistry look artificial or natural?
 - ✓ Have the actor and the actress successfully portrayed the characters in the song?
 - ✓ Is there enough harmony between them? Or does it seem that they are struggling to create the harmony?
 - ✓ What about the critics? How much have they marked this couple?

While saying that their chemistry is good, use of sentences like “Their chemistry set fire to our hearts” or “It is a sizzling chemistry” will make the statement sound interesting.

- The set: The set is important to analyze because it creates the mood of the song. The writer can briefly discuss the details of the set and analyze the following functions.
 - ✓ Is it an artificial set? Or is it a real place? What is the location? Is this place outside the country or inside the country? Where is it?
 - ✓ Is the set appropriate for the song? Does it capture the essence, theme and emotion of the song?
 - ✓ What about the furniture, lights, lamps, antique pieces and curtains used in the set?
 - ✓ Does the atmosphere create happy and romantic mood or does it create sad and melancholic mood?
 - ✓ Is there anything that feels awkward? What is it and why?
 - ✓ What is the effect of the song in the plot? Is the song included just for the sake of showing a song? Or has the song a story in it?

The writer can include all the possible analysis about the set, atmosphere, mood and scene in this part.

- Composition: Here the writer can include information regarding the song itself. He/she can talk about the song writers, singers, audio quality and lyrics or words used in the song.
 - ✓ How is the song? The writer can give his/her honest opinion with reason.
 - ✓ Who are the singers and writers of the song? How much well they did in this song compared to their previous songs?

- ✓ Have the fans gotten what they expected? Or are they disappointed? How much success has the team achieved through the song?
 - ✓ The writer can comment on the words, imagery poetic lines used in the song.
 - Can the audience feel the emotion that the song has tried to portray through its lyrics?
 - Can they relate their lives with it? Does it make them think about their good times?
 - Does the audience feel sympathetic towards the hero and heroine?
 - ✓ What about the music, instruments, radio effects, raps, rhyme, rhythm, beats and scale of the song?
 - ✓ Is the song too long or is it perfect?
 - ✓ Does the song sound good in the singer's voice? Or does the writer think that the song would sound better if it was sung by any particular singer?
 - ✓ If it is a song from an album, how is it compared to the other songs on the album? How is it different from them?
 - ✓ If it is a song sung by a band, the writer can talk about how in a short time the band has created so many responses among people.
 - ✓ If the song was sung by one singer, the writer can mention the names of his/her previous famous songs.
- Costumes: Costume is another vital aspect that the writer can highlight.

- ✓ What type of costumes are the actor and actress wearing?
 - ✓ Are the costumes appropriate for the song?
 - ✓ Do the dresses of the actor and the actress match with each other?
 - ✓ Do the costumes reflect that the designer has put emphasis on one of them? Or is the hard work of the designer reflected on both the costumes?
 - ✓ Are the designs too gorgeous or too dull?
 - ✓ What about the colors?
 - ✓ Do the costumes of the background dancers also look good? Or are their costumes show the lack of attention from the designer?
- Makeup: The writer can analyze the makeup of the hero and heroine. The following questions can help the writer.
 - ✓ What kind of makeup have the casts put on?
 - ✓ What about the hairstyle? Is it okay or can it be improved?
 - ✓ How are the ornaments the heroine is wearing? Are they too heavy or light?
 - Dance: Dance steps can also be analyzed. The writer, in this case, should have enough knowledge about dancing skill for criticizing the dance steps.
 - ✓ Are the dance steps really fabulous?
 - ✓ Are these very common or new and unique?
 - ✓ Are they copied from another song?
 - ✓ Have they added charm to the song or they looked weird?

- ✓ Do the dancers perfectly did all the steps or do they lack skills?
 - ✓ Do the speed of the actor and the actress match with the speed of the background dancers?
 - ✓ Have the dancers missed any beat?
-
- Plot: Here the writer can discuss in which part of the plot the song has taken place. He/she can also search whether the song has any scene that shows a glimpse of the main story of the movie and therefore, further intrigues the viewers to watch the entire movie.

To write a review on any entertainment show, the writer has to come up with an opinion. At the same time, he/she has to analyze the show critically and gather some basic information. Adding beautiful and colorful phrases in the review can remove the boredom. If the review is published on a website, it is better to keep it short. Print reviews can be short and a little bit lengthy.

Chapter 5

Persuasive writing:

Persuasive writing is a writing technique in which the writer tries to convince the readers to agree to a point or tries to persuade them to do something. If more specifically said, when the writer uses words to convince the readers that the writer's opinion is correct or persuade them to perform an action, the technique is called persuasive writing. The writer tries to convince the readers by using facts, figures, explanations, visuals and data. Persuasive writing is mostly used for advertising products. When the technique is used to advertise products and to increase brand consciousness, the piece of writing is called a copy. Here, the goal is to attract the consumers and sell some specific products. Writers can create posters for billboards or write articles and features to advertise the goods. With data and facts, they also use anecdotes, quotations from customers and create hypothetical situations to make their argument stronger. Persuasive writing is one of the most popular and commonly used writing techniques in the world. There are many books that are written to show different techniques and methods of writing creative persuasive pieces. In the book *The Elements of Copywriting: The Essential Guide to Creating Copy That Gets The Results You Want* Gary Blake and Robert W. Bly said that a successful advertisement contains the following eight elements:

- a. It gets the customers' attention
- b. It focuses on the customers
- c. It stresses benefits
- d. It tries to differentiate the product from the competition
- e. It proves its case
- f. It establishes credibility
- g. It builds its value and
- h. It closes with a call to action. (3)

These are the characteristics that make an advertisement a successful one. It is not necessary that all advertisements will have all the eight elements. It depends on the product that how many of these eight points will be present on the copy. While doing internship I wrote articles promoting different products such as clothes, foods, cosmetics, decorative items, gadgets, tools and services. While writing those I had to be very aware of both the eight elements and the writing style. In this section, firstly, I will try to show how these eight elements are used in the articles that I wrote during my internship and I will also explain in what way these elements are used in my articles. Secondly, I will discuss some of the aspects related to the colorful use of language that a writer needs to take care of while writing persuasive pieces.

5.1 The eight elements:

Some of these eight elements are present in my articles and some are not. The reason is these articles are very short. Therefore, it was not possible for me to include all the eight elements in one article. However, a single article contains at least two to three elements. Here, I will discuss these eight elements in brief with my own words and give examples of the points from my selected articles.

a. Getting the customers' attention:

An advertisement should include elements that attract the customers' attention. A failed advertisement is a failed one because it does not attract the customers to the extent that they will look at it and read it. Therefore, if the customers do not read the copy they will not get the message. A copy or an article that is written to advertise products can include attractive visuals, specific figures, offers, provocative questions, important announcements and use of simple words instead of subtle ones.

- Attractive visuals: Human minds are designed in such a way that when they first see an article or any writing they first look at the pictures. If the pictures are attractive enough, then they read the article, flip pages or click on the link. People are always attracted to the pictures of adorable children, animals, stylish cars, dresses and beautiful models or attractive bodies. Gary Blake and Robert W. Bly said, "There are numerous ways to gain

attention. Sex certainly is one of them. Look at the number of products—cars, clothes, cosmetics, soft drinks, chewing gums, sports equipment—that features attractive bodies in their ads and commercials. It may be sexist or base, but it works” (4). In the articles that I wrote, I also used pictures that are enough attractive to lure the readers. For example, in both the articles “Aarong’s HERSTORY is an epitome of elegance and beauty” and “All that sparkles has Catherine written all over it. Just take a look at her collection” I used images of beautiful models wearing appealing dresses (See appendix 5 and 6). These images will certainly attract the attention of the fashion conscious people.

- Specific figures: Specific figures, facts, data and statistics get the readers’ attention easily. When in a 200 words article there is a number, digit or percentage, people are bound to look at it. For example, in the article “SymonAnMi is now available in Bangladesh and it’ll put an end to your search for halal cosmetics” there is a sentence that says “The company is now offering more than 300 items” (See appendix 7). In the entire article what gets the readers’ attention is the specific figure of 300 items. Many cosmetics companies say that they are offering hundreds of different items but they do not mention the exact number. That is why their statements sound general and vague. However, this specific figure attracts the readers’ attention and also makes them believe that the statement is true.
- Offers: Customers are sometimes attracted to the advertisements that offer best quality products at cheaper prices. They are also habitable to buy products that offer any free prizes or items with the main products. Therefore, keeping this point in mind the writer should write an article that focuses on the cheap price or free offers. The article “Daraz.com brings you five products that are available within Tk. 500 only. Grab yours now!” is a good example. This article promotes five different types of items which are a

wall mirror, a fidget spinner, a hot pot, a vegetable chopper and an eyeshadow box (See appendix 8). As a writer, I focused on the new offer that Daraz.com is offering to its customers. Articles with such offers catch the customers' attention easily.

- Provocative questions: An excellent way to grab the customers' attention is to ask provocative questions. These questions are asked to arouse the customers' desires. For instance, "Looking for colorful fashionable umbrella this summer?" in the article "Kiksha's Amazing Umbrella Collection Will Blow Your Mind" is a provocative question (See appendix 9). Focusing on the customer's need and desire, the article is offering various types of umbrellas based on fashion and color. The customers who are searching for such umbrellas will immediately relate to it and understand that this company cares about its customers' needs, dreams, wishes and desires. The provocative question "Do you fancy lip balms?" from the article "Make Your Life Easier with Sephora's Two-in-one Product Glamspin. An Amazing Combination of Fidget Spinner and Lip Balms" is also an attention-grabbing one for the customers who love lip balms and cannot resist themselves to try out new lip balms of unique colors and flavors (See appendix 10).
- Announcing something new or improved: When important news regarding the product is injected into the copy, it attracts the customers' attention and they take a look. This technique is mostly applicable for pamphlets or brochures in which the copywriters sometimes insert notes on small papers that announces offers or news regarding the products' improvements. Articles usually do not use this technique. However, articles that are written on unique products can be cited as an example of this point as the main purpose is to let the customers know something new or improved. The article "Token is a smart ring that will change the way you look at technology. Read on to find out the pros

and cons” advertises a unique device that can protect people’s belongings like cars computers and laptops through their fingerprints (See appendix 11). This is such a product that people have not heard about earlier. Therefore, while talking about both its advantages and disadvantages the article announces a brand new product in the market to capture the customers’ attention.

- Using simple words or pictures instead of subtle or clever ones: Sometimes copywriters want to show subtle wordplay and cleverness in their copies. If a copywriter can do it successfully, it will get the attention of millions of customers. However, clever word-plays can also cause total failure.

b. Focusing on the customer:

While writing an advertising article, the writer should focus on the customer, not the product. Focusing on the customers is important because the customers are not interested in the product but in their problems. While looking at advertisements their main aim is to find solutions to their problems. Therefore, the customers will only show interest in the product when the product’s features have the ability to solve their problems. The writer should think about customers’ problems and he/she has to successfully portray these in the advertisement. To focus on the customer the writer has to follow three major strategies which are aiming at a specific target market and identifying their problems, addressing the customers as “you”, and doing research on the customers and understanding them.

- Aiming at a specific target market and identifying their problems: A good advertisement focuses on a specific target market and identifies their preferences, likings, needs, attitudes, problems and dilemmas. The introductory sentence “Aarong’s got a little something for everybody; this month however, they bring forth something extra special for all you fashion savvy ladies” (See appendix 5) is a perfect example of that. The article is specifically targeted to the ladies who are concerned about wearing something new on

the following month. By telling the customers that Aarong has brought special items for the fashion concerned people, the article is announcing that the company cares about its customers' dilemmas regarding fashion. The customers do not have to worry about what to wear on that month as Aarong will take care of it. Another example is "Looking for products that are easy on your wallet?" (See appendix 8) and it is specially aimed at the people who want to buy goods at cheaper prices. This sentence points out their problems in the sense that while cheap things are very difficult to find, Daraz is offering good products at cheap prices putting an end to their problems.

- Addressing the customers as "you": The writer should write from the customers' point of views. It is necessary because when the advertisement starts with, for example, "We have brought the best laptop in the market" or "Introducing our special collection of antique pieces" the customer lost patience as the company is particularly interested in itself or concerned about only selling their products. The best technique for a copywriter to ensure that he/she is focusing on the customers, not themselves is to address the readers as "you". For example, the first sentence "Your unforgettable journey of sweet, sour and spice starts here!" from the article "Raj Kachori, Dahi Puchka, Idli and More. Dosa Express Please Stop Tempting Us!" is written from the customers' perspectives who want to experiment with the delicious flavors of spicy foods (See appendix 12). When the writer addresses the customers as "you", the customers can not only relate the message with themselves but also feel that this particular advertisement is written valuing their concerns and it is directly speaking to them
- Doing research on the customers and understanding them: For a copywriter doing research on the customers is the utmost important tasks. If the copywriter does not do research on the customers, he/she will not understand them. If the writer does not

understand the customers, naturally he/she cannot create an advertisement that focuses on the customers' needs or concerns. The more a copywriter does research on the prospects, the more he/she can have a feel for the way the prospects think and the more he/she can understand them. When the copywriter understands his customers, he/she can create effective copies that speak of the target market's concerns. When I was told to pick up 5 products from Daraz.com and write an article promoting those products, I felt confused regarding which items I should pick up (See appendix 8). I knew that if I randomly chose the products, the article would not attract the customers. Therefore, I did a little research regarding what was going on the market, which items people were demanding and what type of occasions were coming up by reading newspapers, searching on Google and Facebook, and also observing people around me. For example, I chose fidget spinner because at that time it was a new product on the market and many people even did not know what it is and what it does. Some people who knew about fidget spinner they were bored of being seeing the same type of fidget spinners everywhere. Therefore, I chose it and at the same time mentioned that it had the smoothest rotation compared to other fidget spinners because it was made up of high-speed hybrid ceramic ball. Therefore, without doing research on the consumers, a copywriter cannot produce successful copies.

c. Stressing benefits:

One of the main things a copywriter should remember is that the copy should include all the features of the product and at the same time, it should tell the customers how these features can benefit them. It is never sufficient to mention only the features because the prospects not only want to know what this product is or what it does but how this product will help them to gain the results or solutions they want. Therefore, while writing a copy or an advertising article the writer first should mention the features of the product and then explain how it will work to solve the customers' problems.

For example, in my article, first I have introduced the customers to the features of the smart ring named “Token” (See appendix 11). The features are mentioned as “It is a smart ring that can replace your keys and passwords. You can use this small gadget to unlock your house’s front door, start your car, use password for your computer and even as your credit card. Token lets you control your own world”. These are the features of the product. In the next paragraph, I have explained how it actually works or what is in it that makes it capable of performing all these unbelievable features. The explanation of the features is written as “Before you put it on your finger, it scans your fingerprints to protect all of your valuable resources. The secret is the NFC technology (Near Field Communication) used by the ring to interact with other devices”. This explanation, specially the mention of NFC, makes the customers believe that the product will be able to deliver the benefits that were stated previously. This technique of explaining the features of a product is applicable to all types of products.

d. Differentiating the product from the competition:

This is a globalized world and people have the access to buy any type of products from any corner of the world. People can easily order the products online that are not available in their countries. At the same time, with the advancement of latest technology, markets are bringing millions of different products each day and even each hour. When the buying and selling competition is so tough to win, the copywriters also have to think about their advertising methods. To make the product noticeable in the customers’ eyes and to convince them that this product is better than others, the copywriter has to differentiate it from other products in the market. There are two ways to do that. One is differentiating the product based on service, expertise and other qualities, and another is differentiating the product based on its uniqueness.

- Based on service, expertise and other qualities: Here the writer can say how the product is different from the other products. He/she can mention, for example, whether it is faster, cheaper, long-lasting than other products or whether the company will provide free service if the customer finds any fault in it within a particular year. In the article “Khan’s Kitchen, the

largest kitchen in South Asia” I tried to differentiate the service by saying “Khan’s Kitchen, a Bangladeshi catering company recently has taken the initiative to prepare healthy and affordable meals for millions of people. It will not offer hygiene but also cheap dishes” (See appendix 13). Here, it is clearly visible that the service of the Khan’s Kitchen is made different from other catering services based on the quality of foods and the quantity of money. While other catering companies charge a lot of money for clean and hygiene foods, Khan’s kitchen is offering good quality and hygiene foods at cheaper rates.

- Based on the uniqueness: If the product is unique in its market niche, the writer can put emphasis on that. For example, besides Glamspin is itself a unique product as it is a combination of fidget spinner and lip balms, I differentiated it based on its flavors by saying “What makes Galmspin so unique is that it contains three different fruit flavoured lip glosses (peach whirl, strawberry cyclone, and grape twist)” (See appendix 10).

e. Proving the case:

Most of the advertisements consist of general claims. Copies written with vague statements, for example, “This shampoo will reduce hair fall in just three weeks” or “In just one month you will get back your lost fairness” are very easily found in newspapers, televisions, radios and magazines. Whenever people see such claims, they rarely show interest. It is because customers think that these are words for the sake of selling the products. Therefore, a copy should prove its statement to make the customers believe that the statement is true. Unless, the writer backups the claim with proofs, prospects will not believe it. The writer can prove the case in three ways which are by using facts or statistics, explanations and showing records.

- By using facts or statistics: When a company claims that its product will give the customers smooth, shiny and dandruff free hair, it must say what type of chemicals will work on the hair

to create shiny, long and dandruff free hair or so far how many people have been benefitted from this shampoo. Khan's kitchen's claim of delivering hygiene and cheap dishes is proved by saying "In the gigantic kitchen, more than 3,000 people will work to prepare foods. The menu includes rice, fish, meat, lentils, soup and desserts at a price of Tk. 95" (See appendix 13). When a lot of people will work in a kitchen to prepare very limited dishes, the customers will understand that those people will work with high concentration and awareness. Through these facts, the customers are getting the whole picture of the process of food preparation. When, everything is clear and nothing is left unanswered, the customers are bound to believe the statement.

- By explanation: This technique is as simple as it sounds. The writer just has to explain the claim in brief but it should sound interesting, attractive and appealing. For example, while there are hundreds of dishes made of cheese in other restaurants, why the cheese lovers will try the cheese masala dosa from Dosa Express? (See appendix 12). The article has a very simple answer explaining that "This one is served with sambar curry and sweet coconut chutney and loaded with extra cheesy goodness!". The explanation indicates that while other dosas have just a little cheese, Dosa Express's cheese masala dosa is specially made for the cheese lovers with big doses of cheese. Here, the claim is not visible. However, it is hidden or blended within the explanation in which the writer is welcoming the customers to try Dosa Express's cheese masala dosa.
- By showing records: Another effective way of proving the claim is to show the track record of the company. When the customers will see that the company's product is successful in delivering the benefits it has promised, they will feel more comfortable in trusting the company. The writer can include the history of the company or its success stories, one or two testimonials from satisfied customers and also can demonstrate a list of the customers' names

who are fully or partially happy with the results of the product. Honestly, I had not used this technique in my articles. However, there are hundreds of examples of this technique. The following advertisement is one of those.



Figure 6: A visual advertisement using customer's quote

This visual advertisement of the multivitamin "AcuVision" has used the quotation of a satisfied customer who tried this medicine for the first time. The copywriter has also used the picture of the customer. This is also a good technique because when the picture of the customer is shown, the advertisement seems more believable.

f. Establishing credibility:

When the customers are curious about the features and benefits of the product or services of the company, they will also ask the people from the company that who they are. Although the primary concern of the buyers is not the company but their own problems, needs and interests, the good or bad image of a company affects the customers' choices of products from a particular company to a great extent. For example, if a new hair oil comes in the market and the customers have the choice to buy between Jui Narikel Tel and the new one, most of the customers will buy the first one. It is because Jui Narikel Tel has already built its credibility by giving good services to the people for a long time.

Therefore, the new companies need to establish their credibility to sell their products. The old companies use the technique by mentioning that how many years they are in this business, till now how many millions of people are happy with the product or how many sections of their brand they have opened based on the demands of the customers. Establishing credibility can be a little bit difficult for the new companies as they have less or no history like the old ones. However, the new companies can include the results of any experiments that were done to test the products, celebrity references, ratings of experts and information regarding the media coverage.

I have used this technique in my articles in a little bit different way. For example, as SymonAnMi is a new brand which is offering halal cosmetics, I have connected it with the well-known brand Wardah so that customers can trust the new brand. I wrote “In Bangladesh, the only company that promises authentic halal cosmetics is SymonAnMi, the official business partner of Wardah. Wardah, the most popular brand in Indonesia is certified with GMP (Good Manufacturing Practice) and HAS (Halal Assurance System).” (See appendix 7). As Wardah has already gained people’s trust, they will not hesitate to buy products from this well-known brand’s official partner. In this way, I established credibility in the article.

g. Building value:

An effective copy also builds the product’s value. That means the writer must show that the benefits the company is offering to the customers through the product far exceeds the price or worth the price. The writer can do it in two ways. Firstly, he/she can build value by showing how the price is less than the benefits and secondly, by stressing the cost of ownership instead of the cost of price.

- By showing how the price is less: If the company is offering any product at a cheap rate compared to the other companies in the market, the writer should shed light on that in the copy or article. For example, I mentioned that “This amazing product is now available in glamspin.com only for \$10” (See appendix 10). I recognize that this is not a very good example of building value. However, it can be a better one if I showed that while a fidget

spinner is 500 to 600 taka and a good quality colored lip balm is 300-400 taka, Glamspin which is a combination of these two and which also has three different flavored lip balm costs only 10\$ (800 taka). That means it is giving more services at a cheaper rate.

- Stressing the cost of ownership instead of the cost of price: This technique works better when the price of the product is more than other similar products on the market. Here, the writer has to show that the cost of the purchase is not only the thing that the buyers should think of while buying a product. A product may initially cost less but then there are costs of maintenance, repair, refurbishment and replacement of parts. In this case, the writer can mention that the company will offer free services if anything goes wrong with the product while other companies will charge money which can be equal to one-third of the purchase price and in many cases, the customers feel tired by searching for repairing shops.

h. Closing with a call to action:

Copies and advertising articles are written to sell products. Therefore, the copy or article should include information about how and where the customers can get it. After mentioning features and explaining them, the writer should close the copy or article with information regarding the shop or service such as telephone number, e-mail address, website address, shop address and official Facebook page. If the writer does not specifically mention what actions people should take to get the product, they will not buy it.

In four of my articles, I used this technique. For example, I mentioned “These eclectic new pieces from HERSTORY are available in Aarong’s Gulshan outlet” (See appendix 5), “Please visit kiksha.com for more” (See appendix 9), “For more information please [visit daraz.com.bd](http://daraz.com.bd)” (See appendix 8) and “Forget about having your beauty products shipped from abroad; a short visit to either Gulshan Police Plaza Shopping Mall or Dhanmondi Plaza AR will bring you closer to your favourite halal knick-knacks”

(See appendix 7). These information tell the customers to take the next step when they are interested to enjoy the benefits.

5.2 Linguistic aspects:

Persuasive writing is not only about the eight elements but also about the attractive use of language. With the eight elements, the copy or article should sound interesting and alluring. As persuasive pieces are written to persuade customers, it must contain beautiful and creative phrases, idioms, and a touch of personal tone so that the customers can feel what is being said. To create such mood in the piece, the writer has to experiment with sentence structures, words and clauses through the use of pun, metaphor, simile, synonyms and other smaller parts of the language. Here I will mention and explain with examples some techniques to make an advertising piece more colorful, persuasive and relatable one.

- Using simile and metaphor: Simile and metaphors are not only used in literature but also in advertisements. Their presence helps the writer to explain the customers that what it feels like to own a brand new car or a lovely dress. A simile is a figure of speech in which two unlike things are compared explicitly, usually by using phrases such as “like” and “as...as”. For example, in the sentence “Princess Diana’s gorgeous gowns sparkled like a thousand stars” (See appendix 6) simile is used. Here, “a thousand stars” is a metaphor for “Princess Diana’s gorgeous gown” and these two are connected through the word “like”. Similarly, in the photo caption “*Look like a budding flower in this gorgeous ensemble*” of the same article, “*budding flower*” is a simile for the customers who will wear this beautiful dress. By reading this caption customer will imagine themselves in the dress and feel the glance of that wonderful moment. Compared to simile, metaphor is a little bit difficult to use in copies. A metaphor is a figure of speech in which a phrase or object is compared to something that is not literally applicable for suggesting a resemblance. While in simile the comparison is explicit, in metaphor it is implicit and a little difficult to understand. In many cases, the comparison

sounds very strange. For example, in the sentence “these babies are sure to make your jaws drop!” (See appendix 6) the phrase “these babies” is a metaphor for beautiful clothes and dresses. These dresses are beautiful, nice and cute just like babies and at the same time, just like little babies are new in this earth these new dresses are also new in the market. At first, the comparison of dresses with babies will sound awkward. However, the customers can easily understand it looking at the images.

- Using synonyms: Advertising articles should not use the same words again and again. When similar words are used more than two times, not only the writing sounds boring but also it seems that the writer is flattering the customer. Therefore, using synonyms are important in advertisements. For instance, in the photo caption “*Slip into this indigo gown with the unique embellishment and make a few heads turn*” (See appendix 6) the word “*Slip into*” is a synonym for wearing dresses. Another example is “These two beauties look absolutely radiant in these flowy dresses” (See appendix 5) in which “radiant” is used as a synonym of beautiful or stylish. The word “beautiful” and words that sound similar to “beauty” or “beauties” have been already used in the article. Therefore, to make this expression of beautiful a little bit different “radiant” is used.
- Using adjectives: Which one sounds more colorful? A creative piece of art or an art? I think the first one sounds good. In advertising articles, adjectives are used to make the words sound glamorous. Some examples are “*stunning champagne silk gown*” (See appendix 6), “gorgeous teal coloured embroidered kurti” (See appendix 5), “beautiful multicolored wall-mirror” (See appendix 8) and “amazing eye shadows” (See appendix 8).
- Short description of the product in colorful words: While describing the features of a product, the writer can make them sound interesting by using colorful words rather than using dull and

boring words. The features of a product such as color, design and automatic functions can also sound lively if the writer carefully chooses his/her words. Even if there is an image of the dress, the words, for example, “floral printed georgette dress with a delicate cape at the back” (See appendix 6) add more charm to the article. Sometimes, for only the right use of words the customers find an ordinary dress a very elegant one. Other examples are “*Manually open and close Angry Birds umbrella*” (See appendix 9), “*Windproof rose and butterfly umbrella*” (See appendix 9), “*try out this bright pink kurti*” (See appendix 5), “*This sea blue sari is an absolute steal*” (See appendix 5) and “*Don’t you just love the pop of colours that’s embroidered into this wonderful outfit?*” (See appendix 5).

- Giving suggestions to help the customers: When the customers choose to buy a dress or a show piece, they also start to think in which occasion they should wear the dress or in which corner of the house the show piece should be kept. An advertising article can include suggestions regarding these things to relief the customers from their dilemmas. When an article does this with a gentle tone, the customers feel positive about the company or the product. This suggestion “For a glorious party, put on this indigo woven fabric gown embellished with ink blue handmade flowers; all eyes will be on you for the night.” (See appendix 6) helps the customers to choose a dress for a party. Sometimes, the customers also feel confused regarding which type of ornaments they should wear with a dress. Suggestions regarding whether they should wear heavy or light jewelry with a sari or gown can be also proposed in the article. A good example of this is “Stun everyone in this teal coloured embroidered kurti this Eid; you can complete the look with a pair of gorgeous earrings while you’re at it” (See appendix 5). Moreover, before the customers ask “Should I put this clock on a dressing table or a showcase?”, the writer can answer forecasting the question “Decorate your desks and tables with these outstanding clocks and make every minute a little more special” (See appendix 14). Furthermore, the writer can suggest beforehand what kind of

effect a particular decorating item will give to the home. The example is “Decorate your sweet home with this beautiful multicolored wall-mirror and give it a touch of Bengali tradition!” (See appendix 8).

- Reference of fictional characters or popular stories: The use of dialogues from popular stories or the references of well-liked characters from these stories help the writer to perfectly portray any connection between the customers and the products in the article. While advertising a dress if the writer wants to make the readers feel like a classical heroine, the example “Remember Hamlet’s beautiful beloved Ophelia? You’ll be no less than a Shakespearean heroine in this champagne silk gown with beautiful embroidery” (See appendix 6) can be a good one to follow. An excellent example of using famous dialogues from popular stories is this one, ““Mirror mirror on the wall, who’s the fairest one of all?” The sparkling mirror framed in golden layers and the table carved with flowery designs will make your home no less than a palace!” (See appendix 14). To create a royal mood, a famous dialogue from the story of snow white is used here. Just like the queen of the story has a beautiful mirror in her kingdom, the customers can also owe one and also just like the queen feels her beauty by looking at her reflection on this magical mirror, the customers can feel their beauties too by owing this dressing table.
- Using terms and concepts related to the product: Although jargons make advertisements boring, if it is really necessary to introduce the customers with some concepts related to the product, the writer can certainly do it. The benefit is that customers will have a clear idea about the product. It works best when the product is a unique one. For example, the concepts of modest fashion and halal cosmetics are briefly summarized (See appendix 7) so that the people who have heard about these concepts but do not have clear ideas can think about to purchase the product. In this way, it also maximizes the number of buyers.

- Using questions rather than sub-headlines to arouse curiosity: The writer can creatively use questions in the place of sub-headlines. Questions increase more curiosity in the readers to read the article as they will want to know the answer. In this case, the writer can make the questions bold like the sub-headlines. The most important thing a writer should remember is that these questions must be short. He/she should not put long-questions in the place of the sub-headlines. For example, instead of writing “The process of work” I chose to write “How it works” and instead of writing “Its benefits” I wrote “Is it really convenient? (See appendix 11). These short questions are used in such a way so that the readers get their answers before they ask some. Therefore, such questions always work perfectly.
- Showing honesty: Many of the advertisements sound fake because these only shows the good sides of the products. The copywriters of such copies think that mentioning the negative side or side effects of a product will not sell the product. However, customers are more interested in the advertisements that are honest. If a copywriter clearly mentions the positive and negative sides, the product appears to be real, not something magical. This approach is used when I mentioned “A ring that’s as tiny as a tooth can easily get lost or stolen while you’re busy flipping files in your office or hanging out with your friends at a coffee shop. In such an unfortunate case, you’ll lose all your data and access to other devices” (See appendix 11). Earlier in the article, I described the smart ring’s positive features and benefits. Then very briefly I mentioned the negative sides and urge them to use this ring with care. This attitude shows the customers that the copywriter is honest while describing the products’ features and therefore, works well in selling the product.
- Use of popular sayings: Popular sayings are in the hearts of people. When such things are used in advertisements, the advertisements sound beautiful and poetic. Examples include

“Lastly, if you love flowers, set them in these beautiful vases because ‘the flower in the vase smiles.’” (See appendix 14), “There’s a saying, ‘Black goes with everything.’ So, get yourself Kiksha’s auto open and close umbrella and you surely won’t be disappointed.” (See appendix 9) and “Technology makes our lives easier” (See appendix 11).

- Use of appealing words or phrases: The writer has to choose words and phrases according to the mood he/she wants to create in the piece. To decide what type of mood he/she should create, the writer has to focus on the product. An advertisement of a restaurant will try to tempt the customers by words or phrases related to delicious foods. For example, the use of words like “this big bomb garnished with chaat masala, tamarind and pudina chutney”, “mouth watery combination of sweet and sour” and “Steaming fresh from the express, the savoury cake” (See appendix 12) allure the customers to try these dishes from Dosa Express. When the product is a cosmetic item, the writer should try to create a glamorous mood. For instance, the words used in these sentences “Make your eyes extremely gorgeous with these four amazing eyeshadows. It’s as if four formulas are merged in one pallet” (See appendix 8) create desires among the customers to look stunning applying these eyeshadows.

A copy or advertising article should include both the important eight elements and the additional aspects related to the language. While beginners need to follow these guidelines very carefully, the experienced copywriters easily apply all of these points consciously and unconsciously. Therefore, it can be said that the art of copywriting gets perfect within the experience.

Chapter 6

Collecting images:

Images are important parts of an article, a feature or news. They are used in writings to add charm, to help tell the story better, to create different types of emotions like happiness, tension and pathos, to create glamour and also to show clearly what is being said. Images can be used for both website articles and printed articles. An image also works as a summary in an article. Sometimes only by looking at a picture of an article, the reader can understand what the article is about. Therefore, images save time to some extent. Writers cannot choose images for their articles randomly. They have to choose images wisely. Just downloading the first picture that Google shows is not really a good idea. Creative feature writers choose pictures that give relevant messages to the readers. For example, if someone is writing about summer fruits and the angle is to suggest the names of some fruits that can cool the body system when the weather is too hot, he/she can download an image which shows something like a thirsty person drinking coconut water instead of downloading single pictures of coconuts or watermelons. The former image speaks more than the latter. In this chapter, I will discuss some issues which a writer should take care of while collecting images for his/her articles. The discussion will include strategies and suggestions regarding collecting photos for website articles and printed articles. Also, some aspects related to photo editing will be discussed.

6.1 Collecting images for website articles:

In the website articles I have written there are two types of images-

- a. The feature image
- b. Other images

The feature image:

The feature image is placed before or after the introduction of an article. This image appears with the link when the article is shared on Facebook, Messenger, WhatsApp and other social networks.



Figure 7: Feature image appearing with the link

While choosing the feature image a writer has to keep the following things in mind.

- The feature image has to be relevant to the content
- Among hundreds of relevant images, the writer has to choose the most attractive one. For example, in the review of *Annabelle 2* the feature image is the doll from the movie (See appendix 1). The question is “Why did I choose the doll from the movie and why not the real Annabelle doll for the feature image?” There are two reasons why this particular picture was chosen as the feature image. Firstly, although I have connected the story of the real Annabelle doll with the one in the film, the goal of the article is to attract the readers towards the movie. That is why the movie is more important than the real story. Secondly, people are already familiar with the doll in the film as the previous sequel of *Annabelle 2* was liked by people. Therefore, they will feel curious to know the real story behind the doll which they already have seen. On the other hand, many people may not

recognize the real doll and therefore, will not understand that this doll has any connection with the upcoming movie *Annabelle 2*. For these reasons, the writer has chosen the doll from the film as a feature image.

- The picture has to be clear.
- For website article images it is better to choose images that are less than 1000KB.
- From the available images, the writer has to choose the rectangle shaped images as it will look clear and perfect when link of article will be shared.

Other images:

Many articles contain sub-points. The writer can use sub-headlines and write paragraphs under each sub-headline. These paragraphs may also have images.

- For articles that are published on the internet writers also have the option to use GIF (Graphics Interchange Format) images instead of still images. GIF images can show the best moments to the readers about which the writer is talking through movements.
- Every photo should have photo captions. Captions should not be longer one line. To write photo captions the writer can look at several points:
 - ✓ The caption can create feelings among the readers. For example, the caption “Its black popping eyes and worn out face has a scary secret” (See appendix 1) will make the readers to look at the picture again and feel the horror.
 - ✓ Captions can be used to put additional information. For example, the caption “Here’s the museum where Robert lives now” (See appendix 1) is an additional information that is not included in the main body of the review.

- ✓ Captions can also be used for announcements like “Annabelle is back once again” (See appendix 1).
 - ✓ Captions also have the power to make strong points such as the writer has made the point that the song “Main kaun hoon” encourages people to chase their dreams through the caption “A song to inspire you” (See appendix 2).
- The writer must not forget to include the photo source. If the photos are collected from separate websites, under each photo the sources should be cited. However, if all the photos are taken from one website or sources like Pinterest, Instagram or Facebook, at the end of the article the writer has to write, for example, “Photos are taken from facebook.com”.
 - There are some good sources to collect wonderful images. While working in *ICE Today* I became familiar with these sources. Two of these sources are pixabay.com and unsplash.com. The writers can get good quality images if they open accounts on these websites.

6.2 Collecting images for printed articles:

Articles in the printed magazine also contain beautiful and attractive images. For printed articles, the resolution of an image has to be more than 1 MB. It is because bigger pictures look clear and colorful in the printed magazine.

A writer should not collect pictures that have watermarks of different companies’ names on them. One problem which writers face while downloading images from pixabay.com and unsplash.com is that many pictures are not available on these websites. For example, if the article is about different types of face masks, one may not find the photos in these websites. For example, when I searched images for “Coffee scrub” in pixabay.com and unsplash.com for the article “Skin Foods”, the two websites counted the words separately. They counted “Coffee scrub” as “Coffee” and “Scrub”. Therefore, the websites

showed me images of coffee cups, coffee beans and ordinary scrubs but not coffee scrub. So, when the writer is faced with such problems he/she can give pictures relevant to the article. That means although I had not founded the picture of coffee scrub, I used the picture of coffee beans in such a way that indicated that people can smash the coffee beans and make a healthy coffee scrub at their homes (See appendix 15).

6.3 Editing photos:

As stated before while choosing images the writer has to be careful about the content, readers' attention and citing photo sources. Moreover, he/she should not edit pictures randomly. Pictures should be edited when it is really needed.

- Sometimes writers can crop the part of an image that does not help tell the story better or that is not really needed to tell the story. The process of selecting, editing and sizing pictures is known as cropping.
- There are some writers who feel that closer images are always better. However, it depends on the focus of the story. For example, in the article “Alia Bhatt’s Diet Secret Revealed” the feature image shows not just only Alia Bhatt’s face but also her beautiful and well-maintained body (See appendix 16). If the article was about how she has gained a spot free face or fresh skin tone, I would have chosen a closer picture which only shows her face, not the whole body. However, as the article was about her diet routine I chose the picture that shows her body. Therefore, whether a writer should choose a closer picture depends on the angle of the content.
- Writers should not stretch pictures. When pictures are stretched, they became distorted. Also, those stretched pictures do not look good.

- Flipping pictures is not also a good idea. When a picture is flipped, any words in the picture will be backward. Also, Flipped images have problems regarding right and left. Furthermore, writing stories with flipped pictures are not considered as truthful storytelling.
- When articles are written on any video or documentary, the writer can take a screenshot of the moment he/she wants to focus on writing. Taking a screenshot is very simple as follows-

Step 1: First the writer has to pause the video at the right moment of which he/she wants to take the screenshot.



Figure 8: Pausing the video (Self-captured)

Step 2: He/she has to press the button “PrtSc” (shortcut of Print Screen).

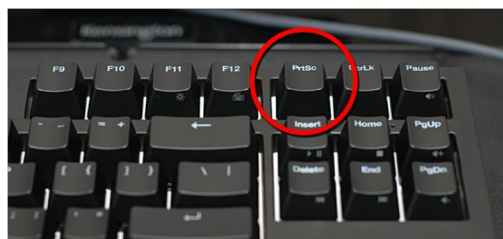


Figure 9: Pressing “PrtSc” (Self-captured)

Step 3: Going to the “Start” menu of the desktop, the writer has to search “Paint” and when it appears on the screen he/she has to click on it.

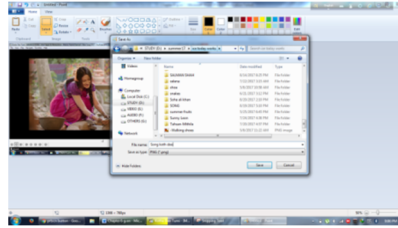


Figure 13: Choosing a folder (Self-captured)

Step 7: After selecting the folder the writer can choose the type (PNG, JPEG, TIFF, GIF etc.) of the picture by clicking at “Save as type”. Also, the writer has the option to give a name to the picture by writing the name in the “File name” box.

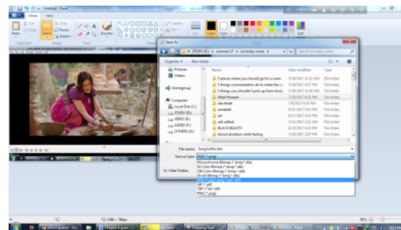


Figure 14: Editing the picture type (Self-captured)

Step 8: Finally, the writer has to click on “Save” to save the screenshot.

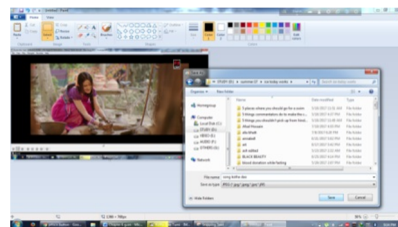


Figure 15: Saving the screenshot (Self-captured)

- Sometimes writers also apply different types of filters to photos using photoshop softwares.

As images are integral parts of articles, writers have to choose them carefully. At the same time, while editing the pictures, they have to consider issues regarding attention, content and honesty.

Chapter 7

Elements of newsworthiness:

News is a piece of information about an event which currently happened and which will be a matter of great interest for a large number of people. Journalists provide news through different types of media, based on broadcasting, printing and electronic communication. News covers a range of topics. Some of the most common topics are health, fashion, entertainment, government, politics, nature, atmosphere, business, economy, art, education, food, travel, history, crime etc. While discussing what news is in the article “What Is News” Lula O. Andrews said,

No two readers, no two editors, no two paper-owners, it would seem, hold the same opinion as to what constitutes real news, but the same confessions of those within newspaper circles, and the severe arraignments and vigorous onslaughts of those without, convince us that news is much that it should not be, and lead us to inquire what elements do enter into news as it now is, not, necessarily, as it should be. (48)

How does a reporter understand that a particular event is worthy of reporting? There are eight elements of newsworthiness. Sometimes a news story contains only one of these elements and sometimes more than one. The eight elements of newsworthiness are-

- a. Timeliness
- b. Prominence
- c. Proximity
- d. Oddity
- e. Consequence
- f. Conflict
- g. Human interest

h. Extremes or superlatives

In this chapter, I will discuss the eight elements of newsworthiness in detail. Also, I will try to explain how these elements are present in my articles.

7.1 Timeliness:

Immediacy or timeliness is one of the most important elements of newsworthiness. A reporter should write a news story on an event that has happened recently. Reporting recent event is necessary because current news has more impact on the people than something which happened seven days ago. The news media always put emphasis on recent news and loses interest in old news because hundreds of news are coming each day. However, sometimes reporters write stories about past events. In this case, he/she has to discuss the event in the light of the present situation or there should be some present aspects. My article “Singer couple Tahsan-Mithila heading for splitsvilla” was reported on the same day when singer Tahsan Rahman Khan first announced the news of his divorce with Rafiath Rashid Mithila (See appendix 17). The element of timeliness is clearly apparent here.

7.2 Prominence:

Prominence refers to persons, places, events, things and situations known to the people. A reporter should write news on events which are related to prominent names and places. A famous person, place or event has a good news angle than the one with which people are not familiar. The more renowned a name, place or event is the more people or readers the news story will attract. For example, the article “Comedian Jerry Lewis passed away today at 91” is prominent because it is about the demise of a famous comedian, actor, singer, producer, director, screenwriter and humanitarian, Jerry Lewis (See appendix 18). If the news story was written on a man whom the people do not know, the element of prominence would be absent in the news story.

7.3 Proximity:

This element is about the location. Proximity means the distance between the journalist and the news story. In other words, proximity refers to the geographic nearness. Readers are more attracted to the event that happened near or in their country rather than the one that happened in a remote part of the world. The article “Orlando Bloom is in town and we are all curious to know what he is up to!” contains this element. As the famous actor, Orlando Bloom came to Bangladesh as a Unicef Goodwill Ambassador, the news was reported immediately in our country (See appendix 19). If he went to another country instead of Bangladesh, the news might not be given that much importance.

7.4 Oddity:

Unusual, shocking, odd or bizarre news are always interesting. The more odd nature a news story has, the more it makes people curious to know about it. The article “Celebrities who think snakes aren’t scary, they deserve love” is a good example of this element. While most of the people will scream and find ways to flee after seeing deadly snakes, some of the celebrities prefer to play with them holding them in their hands or necks as the pictures of the article show (See appendix 20). Therefore, this story will shock the readers.

7.5 Consequence:

If a story affects a large number of people, a reporter should report it. For example, when the people of Bangladesh were affected by Chikungunya virus, the article “The Symptoms And Prevention Measures Of Chikungunya” was published (See appendix 21).

7.6 Conflict:

News containing disagreements, arguments and rivalries grabs people’s attention. If a news story has some kind of conflict in it, people will feel interested to read about it. Humans have a nature to take sides. Therefore, this is an important element of newsworthiness. Stories about religion, business, sports,

wars, human rights violations, politics, trials, man's struggle with nature and struggle between individual and society include conflicts. The article "Mala, a teenager pursues her dream of being a footballer against all odds" is about Mala's conflict and struggle with the contemporary society that forbids girls to play football (See appendix 22). Therefore, it is a good example of this element.

7.7 Human interest:

Human interest stories create emotional reactions among people. The main aim is to evoke response such as amusement or sadness. The article "Grameenphone's New Advertisement Addresses the Threats of Cyber bullying. It's High Time We End this Issue" focuses on an advertisement of Grameenphone which protests against cyber bullying (See appendix 23). Capturing the internal scream, fear and anxiety of the persons who are being bullied through internet, the article creates sympathy for the victims among the readers and also urges them to stand against it.

7.8 Extremes or superlatives:

Readers like to read news stories about the first, the best, the longest, the smallest and the highest. For example, the article "BRAC University Launches Bangladesh's First Ever Nano Satellite; Let's Celebrate This Proud Moment!" has this element as the article is about launching the first Nano satellite of Bangladesh (See appendix 24).

Pointing out these eight elements are very necessary as they evaluate whether a story is worthy of reporting. It is not always possible to find all the eight elements in one news story. However, at least one or two element has to be present in the story. Otherwise, that particular news is not worthy of reporting.

Chapter 8

Analysis of the magazine cover page:

The cover page of a magazine is very important as it attracts the readers most. A well-designed cover page plays essential role in attracting the readers to buy the magazine. People spend some time looking at the magazine cover and reading the cover lines but they may not decide to pick it up if the front cover is not well-designed and attention grabbing. Brilliant magazine designers make use of both their professional knowledge and experiences while designing a cover. A successful magazine cover includes a lot of hard work starting from photo shoots, choosing the location and costume to editing photographs and designing the colors of the fonts. A magazine cover has a number of important features. In this chapter, I will briefly explain some of the most crucial terminologies related to the magazine cover page.

A well-designed magazine cover page consists of the following features:

- A. Masthead
- B. Dateline
- C. Main image
- D. Cover lines
- E. Main cover line
- F. Left third
- G. Selling line
- H. Website address
- I. Puff
- J. Barcode
- K. Model credit



Figure 16: Cover analysis of ICE Today

a. Masthead:

Every magazine cover has a masthead. Masthead refers to the name of the magazine, logo type or nameplate. The name of the magazine will be displayed in a specific typeface. A designer chooses the font style and the color of the masthead very carefully. The color of the masthead will also give some kind of indication about the content to the readers. Magazine designers always try to ensure that the masthead is clearly visible and it stands out among all other magazine covers. In some magazines, the masthead always stays in the same font and color. Here, the aim is to let people identify a particular magazine easily. However, some magazines change the color and match it with the main theme of the recent issue. Usually the masthead is the largest piece on the cover page and placed at the top of the front page, sometimes in the middle or left. In the cover of *ICE Today* (See figure 16) the masthead is the name of the magazine, colored in green. The name is clearly visible which is set against the white background. It is also large enough to catch the readers' attention.

b. Dateline:

A dateline is a brief piece of text in the magazine cover which gives information about the time of the magazine's publication. It includes month and year of publication, often with the price. In the magazine cover of *ICE Today* the dateline is written as "FEB 2016 Tk. 100". It means that this issue was published in the February of 2016 and the price of the magazine is one hundred taka (See figure 16).

c. Main image:

Main image is the most important part of the front cover because it catches the readers' eyes before they read the texts. The main image is always related to the main theme of the issue. It takes up the majority of the front cover. Images can be close-ups, medium or full length shots. The main image of the *ICE Today* magazine cover is almost a full length shot. The costume and makeup of the model has a link with main theme which is "Spring Clean" (See figure 16).

d. Cover lines:

Cover lines are written on various parts of the front page. These lines tell the readers about the magazine's contents. In other words, cover lines are short descriptions which are found on the cover page to attract the readers. Normally, a cover has six to twelve cover lines to lure the readers. There are several cover lines in the cover of *ICE Today* written in attractive ways (See figure 16).

e. Main cover line:

Main cover line is bigger than other cover lines. It gives a glimpse of the main story related to the main image. A main cover line can be placed over the main image, in the middle or at the left. In some magazines, the main cover line can be very large taking up almost a quarter of the cover. It can also come up in three or four layers, each with the same or different colors. The main cover line in the *ICE Today* magazine is colored in black and it is a little bit bolder and bigger than the other cover lines (See figure 16).

f. Left third:

The left third is important for the magazines that are sold in shops. When the magazines are kept in shelves, customers can not see the full cover. They can only see the left third. Therefore, this portion is important as people will pick up the magazine only by seeing the left third (See figure 17).

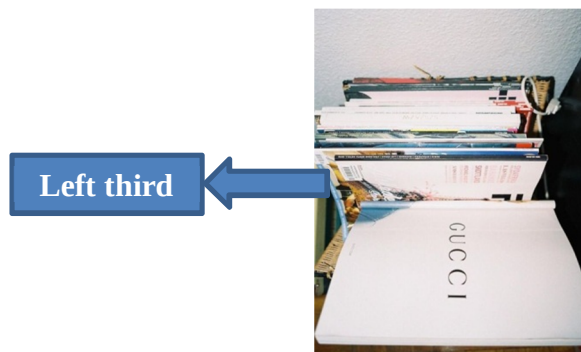


Figure17: Left third of magazine

g. Selling line:

Selling line refers to the magazine's main motto. A selling line is short, sharp and brief description of the title's main marketing point. For example, the selling line of *Cosmopolitan* magazine is "The Best That You Can Be". *ICE Today's* selling line is "information, communication, entertainment".

h. Website address:

The official website address of a magazine is included in the cover page. It is included in the cover page to give the readers direction to find more information about the magazine. Website address is usually placed on the top or bottom of the front page. The website address of *ICE Today* is placed on the left top of the magazine beside the masthead (See figure 16).

i. Puff:

A puff or splash helps to draw attention and promote specific elements. A puff is written on a colorful background which contrasts with the main background of the cover. Puffs can be placed on different shapes like round or star. In the *ICE Today's* cover page the puff says that it is the bonus issue. The color of the puff's background is light green which is set against the dark black background to make it visible (See figure 18).



Figure 18: Puff in *ICE Today's* cover

j. Bar code:

A barcode is used on a commodity for stock control. It is a machine-readable code which includes numbers and parallel lines of varying widths. Some magazines print barcode on the cover and some do not. If a barcode is used on the cover, it is placed at the bottom left or right. In the *Cosmopolitan* magazine the barcode is printed at the bottom right (See figure 19).



Figure19: Barcode in *Cosmopolitan* magazine's cover

k. Model credit:

The photographer and model credit is usually placed on the content page. However, some cover place model credit on the cover page, especially when the model is very famous. In the *Cosmopolitan* magazine's cover page the model credit is given as "Ileana D'Cruz: The Hottest, Newest Bollywood Sensation!" (See figure 20).



Figure 20: Model credit in *Cosmopolitan* magazine's cover

A magazine company puts a lot of effort to make the cover look different, unique and beautiful among all the other magazines. Following these basic concepts helps a designer make a perfect cover page. Details of font colors, background, cover lines, main image and all the other things discussed in the chapter help pull the readers' attention and persuade them to buy the magazine.

Chapter 9

Magazine and culture:

Magazines that cover stories related to health, fashion, entertainment, art, nature, society and sports play vital roles in shaping the culture of a particular country. As these magazines introduce different ideas, trends and style among people, they affect people's lives. People become familiar with certain notions, views or concepts and try to follow them. They feature celebrities, well-known media faces and intellectual personalities to lure the readers. There are thousands of magazines around the world. Some of the most famous ones are *Allure* (United States), *Vogue* (United Kingdom), *Cosmopolitan* (United States), *Elle* (France and India), *Femina* (Denmark, Indonesia and India), *Look* (United Kingdom) and *Pinky* (Japan). Lifestyle magazines are also available in Bangladesh. Although at earlier times people rarely read these magazines, now with the development of style and fashion in Bangladesh, a large number of people buy and read these to keep themselves updated with the latest world. *Anannya*, *Parabaas*, *The Star*, *ICE Today* and *Rupali Alo* are some of the top Bangladeshi magazines that have created respond among people. In this chapter, I will try to show how lifestyle magazines are shaping the culture of our country. To do that I will also discuss some important terms related to this issue like "Lifestyle", "Fashion", "Culture" and "Popular culture".

Lifestyle refers to an individual or a group's preferences, likings, interests, behavior, opinions and behavioral orientation. The term "Lifestyle" was coined by Austrian psychologist Alfred Adler. It is related to both tangible and intangible factors. Tangible factors are age, sex, education level, occupation, marital status, religion and family. Intangible factors are values, beliefs, perspectives which are psychological characteristics. Lifestyle magazine is an umbrella term, used for magazines that focus on culture, fashion, tourism, fitness etc. Another important term that should be focused on is "Fashion". It is one of the concentrations of lifestyle magazines. Fashion refers to the way a person or an individual dresses. Starting from clothing, fashion includes hairstyle, footwear and other accessories. Fashion varies

according to time, country or group. Sometimes new fashion trends mingle with the old one to create a unique one. Magazines promote designed dresses, jewelries, makeup and men's wear creating positive and negative effects on the contemporary society.

The two terms "Lifestyle" and "Fashion" are associated with the term "Culture". It is very difficult to define culture because intellectuals have defined culture in several ways. In the book *Keywords: A Vocabulary of Culture and Society* Raymond Williams defined culture in three different ways. Firstly, he said that culture is "a general process of intellectual, spiritual and aesthetic development" (90). Here intellectual development means the development of thought and knowledge and its good examples are poets, writers, philosophers and artists. Spiritual development is the development of beliefs and views. Finally, aesthetic development is the development of our notion of what is beautiful. It is reflected in, for example, the way we decorate our homes or the way we dress up. Therefore, Raymond Williams' first definition suggested that culture is a process in which a group's knowledge, beliefs and aesthetic notions changes, forms or develops. Secondly, he defines culture as "a particular way of life, whether of a people, period or a group" (90). This is the definition with which we are mostly familiar with. "Particular way of life" shows how we eat, greet each other, how our relationships are formed or how families are structured. Thirdly, Raymond Williams suggested that culture is "the works and practices of intellectual and especially artistic activity" (90). Here, culture means produced works like books, songs, movies, designs, statues etc. If we count all these three definitions, we can say that magazines contribute in changing, molding or shaping our knowledge, beliefs, aesthetic notions, way of living and also way of looking at artistic works.

It is true that magazines work on all these things. However, magazines do not choose to talk about a certain movie, song, makeup style or notion of beauty unless it is popular among people. They choose the recent issues which people will like to hear about or which will answer people's questions about life, philosophy, modeling, elegance or grace. Therefore, a question raised "What is popular culture?". Like the term "Culture", intellectuals debated regarding the definition of "Popular culture".

Some of their definitions in some way or the other match with each other and some do not. John Storey, in his book *Cultural Theory and Popular Culture: An Introduction* gave six definitions of popular culture. Those definitions started with a simple tone but got complicated as he entered deeper into the discussion. Firstly, he said, “popular culture is simply culture that is widely favoured or well liked by many people” (5). What John Storey suggested is that to know what are the things which people like most, we can examine sales of books, CDs and DVDs, attendance records of concerts, sporting events and festivals, and lastly, we can scrutinize market research figures on audience preferences for television programs. He also pointed out that in this case, one problem is we will need a number or figure based on which we can measure the popularity. However, finding a number or figure is not only the problem. Even if, we find it and count the popular things well-liked by people that will be a collection which is called “high culture” (based on record sales and audience ratings) by the most of the intellectuals. Therefore, this definition overlaps popular culture and high culture. Secondly, he suggested that “it is the culture that is left after we have decided what is high culture” (6). High culture, here, refers to the complicated or difficult parts of culture. In his words, “to be real culture, it has to be difficult. Being difficult thus ensures its exclusive status as high culture” (6). Therefore, here popular culture is the practices that fail to meet the required standards as high culture. Popular culture is common things that are understood by people easily, not highly complicated knowledge and issues. We can connect it with magazines since they focus on issues that common people can understand. They usually do not talk about, for example, highly linguistic issues, philosophical or religious complications. They choose to talk about ordinary problems or aspects of daily life. Thirdly, John Storey said that popular culture is mass culture. In his words, “popular culture is a hopelessly commercial culture. It is mass produced for mass consumption” (8). A good way of understanding this definition in relation to magazines is that magazines promote, for example, certain kind of ornaments, clothing, shoes, and foods for a certain occasion. When it is Pahela Baishakh, magazines talk about everything that has to be in harmony with the fashion of this particular occasion. This also changes within time. At earlier times, magazines always promote red sari and golden jewelries for wedding. However, now the style has changed. They now focus on white gowns, different colored

saris, lehengas, diamond or pearl jewelries. Such promotions both boost up the fashion trend and commercial finance. Therefore, according to the third definition popular culture is the culture that is produced by the mass media for mass consumption. Fourthly, John Storey said, “popular culture is the culture that originated from ‘the people’” (9). While mass culture is something that a certain mass produces for themselves, people’s culture is something that is originated from a certain group of people but it does not stay enclosed within that group, it flows to different groups slowly. For example, “Thanksgiving Day” which is a culture celebrated in United States, Canada and other Caribbean islands, is now celebrated in our country in terms of food, fashion or style. Magazines play essential roles in spreading such cultures while they publish features, recipes, beauty tips regarding New Year or Christmas. The fifth definition of John Storey is discussed within the idea of Marxist Antonio Gramsci’s “hegemony”. Here John Storey said that when in the process of hegemony the intellectuals and moral leaders seek to win the consent of the subordinate groups of the society, popular culture is produced. However, popular culture is not the culture of the dominant group or the subordinate group. It is the area of negotiation and exchange between the two groups. In his words, “it is a terrain of exchange and negotiations between the two: a terrain, as already stated, marked by resistance and incorporation” (10). In light of this definition we can think of the earlier example of “Thanks giving” and “New Year” as we do not celebrate these exactly the way western people celebrate. The main concepts are here but these are molded and mixed with the culture of Bangladesh. The final definition of popular culture by John Storey is not actually a solid definition of popular culture but it shows a relationship between popular culture and postmodern culture. He said, “postmodern culture is a culture that no longer recognizes the distinction between high culture and popular culture” (12). What he explains later is that in the postmodern world, culture is highly commodified. For example, the concept of hijab was religious at first but now it has turned into a fashion. I do not mean that there left no human who wears hijab now out of religious belief. All I wanted to say is that the concept originated from religious instructions regarding dress up and when it slowly gets popular among people, it gets included in the fashion area. Companies, markets, shops and

designer houses started to modify the style of hijab in their own ways and sell unique type of hijabs with hijab clips or pins. Thus, hijab is commodified in this postmodern world.

While providing examples of the definitions I have discussed how magazines shape the culture to some extent, not completely. I have found that there are two ways in which I can discuss how they are shaping our culture. Firstly, magazines promote foreign culture in our country. They talk about foreign clothes, designs, arts, foods, accessories, transports, perspectives etc. There are specific markets, shops and online shopping websites that exclusively sell western, Indian, Pakistani or Arabian dresses. When promoting those magazines write articles, show well-known designers' or makeup artists' opinions on foreign dress and cosmetics, cover stories of foreign fashion shows and features famous fashion icons wearing exotic dresses. Seeing all these people get attracted to the foreign culture. Their focus not only remained enclosed in fashion but also foreign foods, entertainment, art and music. Recipes of Italian, Thai, Chinese, Japanese and French dishes with tempting visuals on magazine pages lure the readers to try out those dishes in luxurious restaurants. Moreover, diet secrets, beauty tips or hair fall solutions suggested by Hollywood and Bollywood celebrities are also in magazine pages. Teenagers are mostly attracted to the discussions regarding foreign movies, stunts, bike or car races and reality shows. Besides features or articles, advertisements which cover most of the pages of a magazine peruse the readers to buy foreign products like perfumes imported from France or matte lipsticks of well-known international brands. In this way magazines through their content promote foreign culture in our country.

This is just one side of a coin. Magazines also play roles in promoting and preserving traditional Bengali culture. Within the promotion and advertisement of foreign clothes magazines have widened the ways in which people can look for Bengali dresses like sari, Punjabi, kurti, lungi etc. They feature well-known fashion houses such as Aarong, Zarif, Bengal Looms, Anjon's, Rang Bangladesh, Lubnan Fashion House, Grameen Check, Chaiti, Kay Kraft etc. Bengali culture is not only celebrated through the type of dresses they sell but also through the designs of these dresses. Such designs include Nakshi kantha design, rickshaw art design, check print and phulkari designs. If we talk about food, magazines equally

publish recipes of Bengali foods such as recipes regarding how to make Payesh or Kheer, Ras malai, special Bharta, fried Ilish etc. at home. Also, they suggest names of Bengali restaurants where people will find only Bengali foods. Even, sometimes magazines highlight delicious street foods of Bangladesh like Phuchka, Puri, Chotpoti, Pitha and Achar. Besides bringing stories of Hollywood or Bollywood cinema, magazines show us how we can feel proud of our cinema industry. They tell stories regarding Bengali cinemas that have gained popularity not only in our own country but also around the World. Moreover, Bengali literature gets constant support from magazine companies. Featuring famous writers, novelists, dramatists or artists of Bangladesh magazines encourage us to nurture our art, poetry, prose, fiction and music. Sometimes magazines write long articles on Rabindra Sangeet, Nazrul Sangeet, Baul geeti or Lalon geeti and sometimes articles focus on Bengali musical instruments like Dhol, Tabla, Aktara, Bansuri etc.

All these discussion shows that magazines are shaping the culture of Bangladesh. While they are promoting foreign culture on one side, they are also promoting Bengali culture on another side. Thus, our culture is mixing, molding and taking different shapes through lifestyle magazines.

What I would like to add here is that magazine focuses both on the visuals and the texts. They use lot of buzzwords in their articles. I would like to focus more on the visuals. A fashion magazine will be full of colorful and glamorous images. These images lead to a short discussion of power and gaze. In the book *Power/Knowledge: Selected Interviews and Other Writings, 1972-1977* Michel Foucault described “Gaze” as “the technique of power used within the Panopticon” (154). Here, understanding the term “Panopticon” is necessary. Jeremy Bentham who was an English philosopher, jurist, social reformer first coined the term “Panopticon”. Later, Foucault discussed it in his essay “The Eye of Power”. Panopticon is an architectural structure that helps a supervisor to control all the other entities. It is used in the structure of hospitals, jails, schools and even houses to govern or control people. For criminals, the best form of punishment is to put them under twenty four hour supervision. In a jail that is designed using the concept of panopticon, the gaze is interiorized as the criminals feel being watched by the authority every second.

Therefore, they control their behavior and stay civil. A state or country uses this concept to keep the citizens under control and avoid resistance. Foucault discussed that for the gaze power is now decentered and everyone participating in the power play. Both the readers and magazine media are parts of this power play. While advertising a product and using visuals or photos of models, the company tries every possible way to make those photos perfect. As these magazines will be seen, read and scrutinized thousands of people, their gaze is important. Thus, the readers' gaze controls the magazine media. The opposite is also true. The magazine media is also constantly watching people's preferences, their likings and dislikings and according to those they are making the content. Reading those contents and seeing appealing pictures, people buy a certain shampoo or prefer a certain fashion house. Thus magazine media is controlling people using their gaze. Power is a process here and practiced by both the public and the media.

Chapter 10

Conclusion:

This report is based on my internship experience regarding writing reviews, persuasive articles and collecting images for both website and printed articles. Besides, I also focused on professional etiquette, basic tips for writing features and different stages of the writing process. My academic knowledge is mostly reflected on the chapters that analyze elements of news worthiness and relationship between magazine and culture.

In professional field, knowledge is not limited in texts or books. Knowledge can be found everywhere. Starting from talking with people to behaving with the staff, everything is part of knowledge, experience and learning. It is not possible to enclose all these things in a paper. However, the significant ones need to be captured. This report is such an attempt.

To do that not only courses related to media helped me but also courses from literature and business background helped me a lot. Besides issues related to work, an intern faces complications regarding understanding the working environment. Every institution has its own culture, environment, philosophy and politics. Therefore, understanding those and acting accordingly is very necessary. Internship experiences help a student to get acquainted with such situations and build his/her abilities that can help the individual to go with the flow.

10.1 Recommendations:

I will recommend the Department of English and Humanities of BRAC University to offer more courses of media. The current courses are small in number. Also, I think that the course “Copywriting” only focuses on ideas regarding creating copies. It will be much better if the course teach students how to create good copies using the latest technology. Only having ideas does not complete the knowledge of creating good copies. Furthermore, besides courses on editing, print media, translation and globalization,

students should learn things about broadcast media and online media as these are the most powerful media now. Finally, the course “English for the Print Media” focuses mostly on the aspects related to newspapers. I think it will be beneficial for the students if lessons are included regarding magazines. Besides these suggestions, I recognize that BRAC University has enlightened me not only about media but also about literature, art, sociology, science, anthropology, linguistics, history, mathematics and many more. Therefore, wherever I do job, I will remember my university and will try to make good use of its knowledge that it has blessed me with.

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A visual advertisement using customer's quote:

<http://www.pinsdaddy.com/a-testimonial-advertisement-includes_qkbewMA1vyu20A64Py*yI2ICao9XvjR4LzD0jXKqOrlQyGf7gSacltnsxOPLRLqWYeod0T7j60QZeC12B*gkmw/>

Barcode in *Cosmopolitan* magazine's cover page:

<<http://kopacharmer.blogspot.com/2014/10/>>

Cover analysis of *ICE Today*:

<<http://icetoday.net/category/archive/>>

Feature image appearing with the link:

<<https://www.facebook.com/icetoday/>>

Left third of magazine:

<<https://www.pinterest.es/mariaabarrio/books-decor/?lp=true>>

Logo of BRAC University:

<<https://www.pinterest.co.uk/pin/670895675710431805/?lp=true>>

Logo of ICE Media Ltd.:

<<http://icemedialtd.net/contacts>>

Logo of *ICE Today*:

<<http://www.icetoday.net/>>

Model credit in *Cosmopolitan* magazine's cover:

<<https://www.pinterest.com/pin/452330356294105946/?lp=true>>

Puff in *ICE Today* magazine's cover:

<<http://icetoday.net/category/archive/>>

Website view of *ICE Today*:

<<http://www.icetoday.net/>>

Appendix 1

Annabelle is real. Do you dare to read her story?

17 HOURS AGO by **SADIA ARFINA**



If you do not believe in supernatural beings, the true story behind the real Annabelle doll will surely give you a glimpse of their existences. The real Annabelle doll also known as *Robert the haunted doll* was once gifted to Robert Eugene Otto by a Bahamian servant who practiced Black magic



It's black popping eyes and worn out face has a scary secret...

Little Otto used to play with that doll with so much love and care. But ... here's the mystery. Otto's parents heard the doll talking back to Otto in a quiet ghostly voice



Is his toy dog staring at you?

As Otto grew up he started to behave very strange, always talking and reacting to that lifeless thing. Made us wonder whether the dog actually talked back?



Here's the museum where Robert lives now

Nobody knows how Otto died but legends say that the doll is still haunted and it has caused mysterious deaths.



Annabelle is back once again

The story of Annabelle has again returned with *Annabelle: Creation* the new horror movie, said to be released in August. Targeting girls from a shuttered orphanage, Annabelle is back with a vengeance; but we don't know what she wants this time. Keep the lights on, she is coming for you

Watch full trailer here



SADIA ARFINA

SADIA ARFINA MOMO IS WORKING AS AN INTERN IN ICE TODAY. SHE IS CURRENTLY A STUDENT OF BRAC UNIVERSITY AND ENJOYS WRITING ARTICLES AND FEATURES.

Article link: <http://icetoday.net/2017/06/annabelle-is-real-do-you-dare-to-read-her-story/>

Appendix 2

BUZZ, ENTERTAINMENT

Aamir Khan's Secret Superstar is bound to make you chase your dreams

1 MONTH AGO by **TANZIM ISLAM SILONY**²⁵



Secret Superstar, released on the 19th of October, is already loved by the critics and audiences. The film revolves around a young dreamer who has to fight out of her unfortunate circumstances to become who she wants to be. Starring the Dangal star Zaira Wasim and the perfectionist of Bollywood Aamir Khan, this film is bound to awaken the dreamer inside you.



A song made to inspire

Insiya, portrayed by Zaira, is a young girl from a strict Muslim household who aspires to be a singer one day. Her father goes as far as tearing her guitar strings to make it apparent that such dreams would not be tolerated under his roof. But Insiya is a firm believer of her dreams, so she wears a burqa to hide her identity from her father before posting videos on YouTube. Soon after her attempts to garner attention succeed as her talent gets noticed by a famous musician Shakti Kumar (Aamir Khan).



Amir khan as Shakti Kumar

The most popular song 'Main Kaun Hoon' from the movie may pull at your heart strings with the depth of its lyrics, the phenomenal performance by Zaira mixed with the emotions of a 16 year old singer, Meghna Mishra's voice. The song might make you question who you really are and what you truly are capable of.



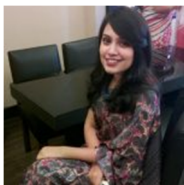
Insiya puts on a burqa to take on the internet

If the plot doesn't inspire you to pursue your dreams, then the dialogue definitely will. "Dream toh koi bhi dekhta hai, dream dekhna toh basic hai", this dialogue highlights the key point of the plot i.e. dreams are conventional but what you make of that dream is what sets you apart from the ordinary.



Insiya's father shatters her dreams

So grab a bowl of popcorn, watch the movie and dare to dream.



TANZIM ISLAM SILONY

TANZIM ISLAM SILONY IS AN INTROVERT WHO LOVES BURYING HERSELF IN BOOKS, IS OFTEN ON THE LOOKOUT FOR THE SUPERNATURAL, SINGS ALL THE TIME EVEN IN HER SLEEP AND WANTS EVERYONE TO BELIEVE SHE IS SECRETLY FUNNY.

Article link: <http://icetoday.net/2017/10/aamir-khans-secret-superstar-bound-make-chase-dreams/>

Appendix 3

BUZZ, ENTERTAINMENT

An honest review: “Unmarried” telefilm

SEPTEMBER 26, 2017 by TANZIM ISLAM SILONY⁹⁶

Unmarried, the telefilm starring Majnun Mizan and Mehazabien Chowdhury was aired last month and caught great attention. But the plot was so shaky that it seemed like the writer was struggling to make up his mind.

The direction though was a saving grace, atleast at the beginning of the telefilm. The male protagonist is seen to get ready for the day, and as he is getting ready he plucks a white strand out of his hair signifying that he is middle aged.



Source: [youtube.com](https://www.youtube.com)

Later it is revealed he is the owner of a saree shop where a very rude entrance of his young female counterpart, Zarin is seen. At this point, a negative impression for the heroine has already been established.



Source: youtube.com

Moving on, it is seen that Mizan's character let's Zarin buy a saree on credit indicating his naïve nature. Soon after, Zarin takes advantage of his innocence to her own benefit and uses him to pay for her food and jewelry. She even admits her intentions to her friend. And when he confesses his love for her she doesn't even hesitate to insult his feelings even after leading him on. This is the moment the viewers may lose all respect for her.



Source: youtube.com

Then, of course Mizan's character out of spite decides to get married to someone else within a month. And finally when he goes to meet a girl for marriage, guess who she turns out to be? Yes, Zarin! What an overused plot.



Source: youtube.com

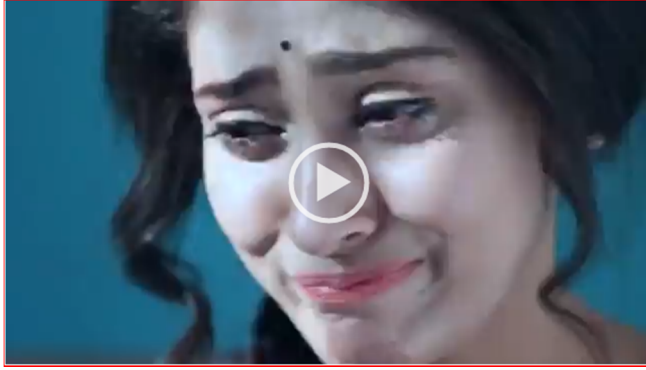
But she gets mad at him for being persistent and he convinces her that he truly loves her. Eventually, she agrees to marry him regardless of not feeling the same way about him. What does this man see in a gold digger like her?

Anyway, all is well after their marriage until an ex shows up. It's always the ex, am I right? He blackmails her of ruining her marriage and she cries and pleads him not to. It gets creepy from here as the camera closes up on their faces. The direction progressively gets poor.



Source: youtube.com

Soon enough, the husband finds out about her secret meetings with her 'alleged' cousin but keeps quiet for god knows what reasons. One fine night, he gathers the courage to tell her how he feels about her 'cheating' and the next morning she explains the truth. Why did she not tell him the truth earlier? Apparently she was scared to lose him whereas she claimed she didn't love him before. Yeah, she definitely married him for the money.



Source: youtube.com

The telefilm ends with Mizan's character grabbing Zarin's hand as she gets up to leave. And suddenly the viewers are supposed to forgive Zarin and love her.



Source: youtube.com

This was a major plot hole as Zarin's character growth was not shown at all. Mizan's character was difficult to love as well because the writers made him seem like he had no self-respect when they intended to make him seem like a real nice guy.

In the end, there are so many questions to answer. Why does the girl always have to be the gold digger? And why are women always seen as vile? Why are men shown as the greater humans for loving such women? Why are nice guys considered to have no dignity? Is this telefilm teaching all the wrong things?

Watch it here:



TANZIM ISLAM SILONY

TANZIM ISLAM SILONY IS AN INTROVERT WHO LOVES BURYING HERSELF IN BOOKS, IS OFTEN ON THE LOOKOUT FOR THE SUPERNATURAL, SINGS ALL THE TIME EVEN IN HER SLEEP AND WANTS EVERYONE TO BELIEVE SHE IS SECRETLY FUNNY.

Article link: <http://icetoday.net/2017/09/honest-review-unmarried-telefilm/>

Appendix 4

BUZZ, ENTERTAINMENT

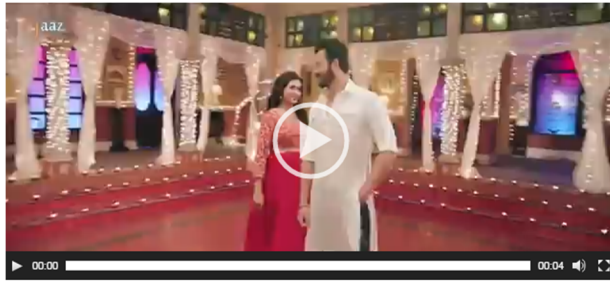
Shakib Khan did a Romantic Number with Subhashree for the Film Nabab and we can't stop Fangirling about it

2 DAYS AGO by SADIA ARFINA⁶⁹



Jabo Niye, the most beautiful and romantic song from the movie *Nabab*, starring the Tollywood beauty queen Subhashree Ganguly and Dhaliwood superstar Shakib Khan will definitely steal your heart and make you say, “Love is in the air!” Let’s have a look at the highlights of this song.

Chemistry



Source: Youtube

Shakib and Subashree set fire to our hearts by cozying up to each other throughout the video.

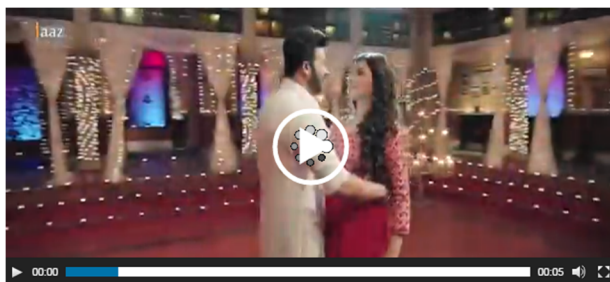
Settings



Source: Youtube

Beautiful sparkling lights, lamps and antique pieces adds a charming touch to their love story.

Composition



Source: Youtube

The melodious song sung by Ankit Tiwari and Madhura Bhattacharya, moves our hearts with its soulful notes and lyrics.

Costumes



Source: Youtube

We can't help but gaze longingly at Subhashree's gorgeous colourful gowns which equally complemented Shakib's exotic panjabi.

Plot



Source: Youtube

The lovely romantic scene was set up in a police station, which further intrigues the viewers to watch the entire movie.



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Article link: <http://icetoday.net/2017/06/shakib-khan-did-a-romantic-number-with-subhashree-for-the-film-nabab-and-we-cant-stop-fangirling-about-it/>

Appendix 5

BUZZ, STYLE

Aarong's HERSTORY is an epitome of elegance and beauty

4 HOURS AGO by SADIA ARFINA



Aarong's got a little something for everybody; this month however, they bring forth something extra special for all you fashion savvy ladies. That's right...behold, Aarong's designer collection HERSTORY. Here are a few favourites that we've picked out from the lot.



Don't you just love the pop of colours that's embroidered into this wonderful outfit?

Stun everyone in this gorgeous teal coloured embroidered kurti this Eid; you can complete the look with a pair of gorgeous earrings while you're at it.



Choosing between these two lovely outfits can be quite the conundrum

These two beauties look absolutely radiant in these flowy dresses; the colour sleek belts add just the right amount of colour to these bold ensembles.



A little colour never hurt anybody; try out this bright pink kurti and have a vibrant day.

If pink is your go-to colour, this little number will do right by your choices. Nothing says bright better than this kurti.



This sea blue saree is an absolute steal; better add this to your collection!

Drape this sea blue saree with a beautiful multicolored fringe and all eyes will definitely be on you.

**These eclectic new pieces from HERSTORY are available in Aarong's Gulshan outlet*



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Article link: <http://icetoday.net/2017/08/aarongs-herstory-epitome-elegance-beauty/>

Appendix 6

BUZZ, STYLE

All that sparkles has Catherine Walker written all over it. Just take a look at her collection

1 WEEK AGO by SADIA ARFINA



Princess Diana's gorgeous gowns sparkled like a thousand stars and lighted up the 20th century's fashion. It was Catherine Walker's exquisite craftsmanship that made the Princess look like a

million dollars. Let's have a look at her new arrivals; these babies are sure to make your jaws drop!

Floretta Evening Dress



Look like a budding flower in this gorgeous ensemble

This floral printed georgette dress with a delicate cape effect at the back will make you feel like a queen.

Ophelia



You're bound to look a class apart in this stunning champagne silk gown

Remember Hamlet's beautiful beloved Ophelia? You'll be no less than a Shakespearean heroine in this champagne silk gown with beautiful embroidery.

Delphinium



Slip into this indigo gown with the unique embellishment and make a few heads turn

For a glorious party, put on this indigo woven fabric gown embellished with ink blue handmade flowers; all eyes will be on you for the night.

Swan



A bright green dress adorned in vibrant rooster feathers goes to show a new level of creativity

Look radiant in this green silk velvet evening dress with hand-made iridescent rooster feathers.

Alice



Bored of your workwear? Why not tweak it up a notch?

This perfectly tailored coat in white looks stunning when paired with this wide swing skirt. Who knew workwear could look this stylish?



SADIA ARFINA

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Article link: <http://icetoday.net/2017/07/all-that-sparkles-has-catherine-walker-written-all-over-it-just-take-a-look-at-her-collection/>

Appendix 7

BEAUTY

Symon AnMi is now available in Bangladesh and it'll put an end to your search for halal cosmetics

1 DAY AGO by **SADIA ARFINA**



If you've heard the term 'modest fashion' in recent years, then you're probably no stranger to the concept of halal cosmetics. Just like modest fashion, halal cosmetics are confined to a particular taste and style but within the boundaries of Islam. Simply put, the beauty products are made of ingredients that are permissible for Muslims. In Bangladesh the only company that promises authentic halal cosmetics is Symon AnMi, the official business partner of Wardah. Wardah, the most popular brand in Indonesia is certified with GMP (Good Manufacturing Practice) and HAS (Halal Assurance System). The company is now offering more than 300 items. Forget about having your beauty products shipped from abroad; a short visit to either Gulshan Police Plaza Shopping mall or Dhanmondi Plaza AR will bring you closer to your favourite halal knick-knacks.



SADIA ARFINA

SADIA ARFINA MOMO IS WORKING AS AN INTERN IN ICE TODAY. SHE IS CURRENTLY A STUDENT OF BRAC UNIVERSITY AND ENJOYS WRITING ARTICLES AND FEATURES.

Article link: <http://icetoday.net/2017/08/symon-anmi-now-available-bangladesh-itll-put-end-search-halal-cosmetics/>

Appendix 8

LIFESTYLE

Daraz.com brings you 5 products that are available within Tk 500 only. Grab yours now!

43 MINS AGO by **SADIA ARFINA**



Looking for products that are easy on your wallet? Daraz is the perfect online shop where you will find beautiful home wares, decorations, latest kitchen utensils, beauty products at the most affordable prices. Check these out!

Handicraft large mirror



Tk 500

Decorate your sweet home with this beautiful multicolored wall-mirror and give it a touch of Bengali tradition! You can also give it to your foreign friends as a gift.

Fidget spinner



Tk 462

Get this colourful fidget spinner with high-speed hybrid ceramic ball. *It has the smoothest rotation compared other fidget spinners!*

Safe and healthy hot pot



Tk 260

Want to carry delicious homemade foods to your work? Daraz introduces safe and healthy plastic hot pot, which will keep your food hot and tasty all day long!

Master kitchen vegetable chopper



TK 250

Master kitchen vegetable chopper is the best tool for your kitchen. Now you can easily and quickly mince vegetable, garlic and onion without worrying!

Expert-wear eye shadow by Maybelline New York



Tk 411

Make your eyes extremely gorgeous with these four amazing eye shadows. It's as if four expert formulas were merged in one pallet.

For more information please visit daraz.com.bd



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SADIA ARFINA MOMO IS WORKING AS AN INTERN IN ICE TODAY. SHE IS CURRENTLY A STUDENT OF BRAC UNIVERSITY AND ENJOYS WRITING ARTICLES AND FEATURES.

Article link: <http://icetoday.net/2017/07/daraz-com-brings-you-5-products-that-are-available-within-tk-500-only-grab-yours-now/>

Appendix 9

FASHION, FASHION HITLIST

Kiksha's Amazing Umbrella Collection Will Blow Your Mind

1 DAY AGO by **SADIA ARFINA** 

Looking for colourful fashionable umbrellas this summer? There you go. Here are 4 umbrellas that can match up your choice!

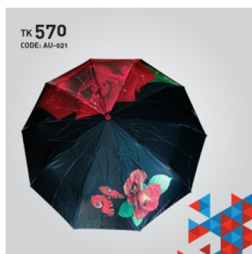
Angry birds



Manually open and close Angry Birds umbrella (Tk 490)

Crazy about angry birds? Then get this easy-to-manage orange umbrella painted with the characters Red, Chuck and Bomb.

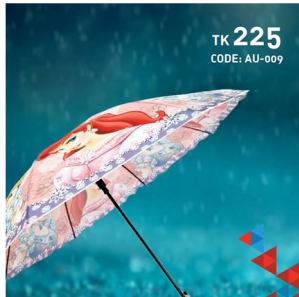
Flowery Black



Windproof rose and butterfly umbrella (Tk 570)

There's a saying, "Black goes with everything." So, get yourself Kiksha's auto open and close umbrella and you surely won't be disappointed.

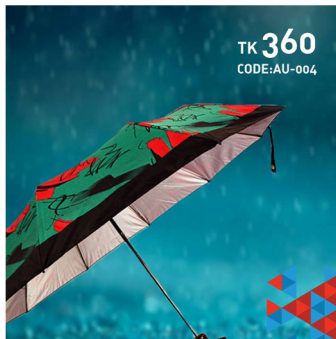
Cinderella



Transparent Cinderella cartoon umbrella (Tk 225)

If your little princess wishes to get her own customized cute little umbrella, this is the time to surprise her with this adorable one!

Power of Red and Green



Abstract designed red-green umbrella (Tk 360)

Step outside with this red-green umbrella and save yourself from the scorching sun!

Please Visit kiksha.com for more



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Article link: <http://icetoday.net/2017/05/kikshas-amazing-umbrella-collection-will-blow-your-mind/>

Appendix 10

FASHION HITLIST

Make Your Life Easier with Sephora's Two-in-one Product Glamspin, an Amazing Combination of a Fidget Spinner and Lip Balms

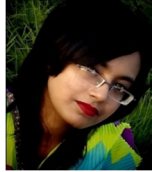
4 DAYS AGO by **SADIA ARFINA**



Do you fancy lip balms? Say no more. Sephora brings to you the Glamspin, a perfect companion for your purse. It's a fidget spinner that comes with lip balms. Besides, you can also use it as a regular fidget spinner to reduce stress and anxiety. What makes Glamspin so unique is that it

contains three different fruit flavoured lip glosses (peach whirl, strawberry cyclone, and grape twist). So when you're just walking in the streets or chilling at a café, get rid of your boredom by spinning Glamspin and stop at the point you wish to apply your favourite lip gloss. This amazing product is now available in glamspin.com only for \$10.

Photo Credit: GLAMSPIN/INSTAGRAM



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Article link: <http://icetoday.net/2017/07/make-life-easier-sephoras-two-one-product-glamspin-amazing-combination-fidget-spinner-lip-balms/>

Appendix 11BUZZ

Token is a Smart Ring that will Change the way You Look at Technology. Read on to Find Out The Pros and Cons

1 HOUR AGO by **SADIA ARFINA**



Technology makes our lives easier. Token is a great example of that. It is a smart ring that can replace your keys and passwords. You can use this small gadget to unlock your house's front door, start your car, use as password for your computer and even as your credit card. Token lets

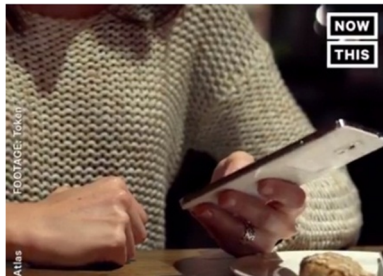
you control your own world. However, with power, comes responsibilities. Here's a run down on what it really means to own Token:



It protects your home, sweet home!

How it works

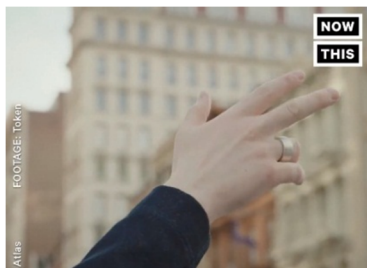
Before you put it on your finger, it scans your fingerprints to protect all of your valuable resources. The secret is the NFC technology (Near Field Communication) used by the ring to interact with other devices.



You can easily connect smart ring to your mobile phone using Bluetooth

Is it really convenient?

Of course it is, as it makes everything so handy. However, as easy as it may make your life, this smart ring needs to be handled with caution.



It may seem very risky to hold important information on your finger!

Carry with care

A ring that's as tiny as a tooth can easily get lost or stolen while you're busy flipping files in your office or hanging out with your friends at a coffee shop. In such an unfortunate case, you will lose all your data and access to other devices.



Better be safe than sorry

Don't panic

To gain access to all your devices, cars and accounts, one would need your fingerprints, which is pretty difficult to breach. However, if you are to avail all the privileges and convenience that come with the ring, you must also be careful and cautious at all times.



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Article link: <http://icetoday.net/2017/07/token-is-a-smart-ring-that-will-change-the-way-you-look-at-technology-read-on-to-find-out-the-pros-and-cons/>

Appendix 12

FOODISM, LIFESTYLE

Raj Kachori, Dahi Phuchka, Idli and More. Dosa Express, Please Stop Tempting Us!

13 HOURS AGO by SADIA ARFINA



Your unforgettable journey of sweet, sour and spice starts here!

Raj Kachori



Raj Kachori

Doesn't this big bomb garnished with chaat masala, tamarind and pudina chutney deserve a big bite?

Dahi Puchka



Dahi Puchka

The mouth watery combination of sweet and sour will melt in your mouth

Cheese Masala Dosa



Cheese Masala Dosa

Love cheese? This one is served with a sambar curry and sweet coconut chutney and loaded with extra cheesy goodness!

Idli



Idli

Steaming fresh from the express, the savoury cake served with three different flavoured chutnies (sambar, garlic and coconut) is everything you hoped your Idli to be.



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Article link: <http://icetoday.net/2017/06/raj-kachori-dahi-phuchka-idli-and-more-dosa-express-please-stop-tempting-us/>

Appendix 13

BUZZ

Khan's Kitchen, the largest Kitchen in South Asia

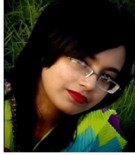
14 MINS AGO by SADIA ARFINA



If you've lived in Dhaka long enough, you'd know that this is one of the most overpopulated cities. The population is made up of the working class, who are toiling day in and day out. As a result, a large number of these people contract stomach diseases as they have to eat meals from local restaurants.

But, now it's time to say 'goodbye' to this problem. Khan's Kitchen, a Bangladeshi catering company recently has taken the initiative to prepare healthy and affordable meals for millions of people. It will not only offer hygienic but also cheap dishes. In the gigantic kitchen, more than 3,000 people will work to prepare foods. The menu includes rice, fish, meat, lentils, soup and desserts at a price of Tk 95.

Moreover, all the meals will be prepared through high-end equipment. The managing director of Khan's Kitchen Afroza Khan said that this initiative will also solve the unemployment problem as thousands of people are already hired here.



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Article link: <http://icetoday.net/2017/08/khans-kitchen-the-largest-kitchen-in-south-asia/>

Appendix 14

DECOR, LIFESTYLE

Home.Works will Make your Décor Dreams Come True

12 HOURS AGO by SADIA ARFINA



If elegant home décor is what you are looking for, Home.Works is the perfect place for you

The majestic dressing table



The Majestic Dressing Table

“Mirror mirror on the wall, who’s the fairest one of all?” The sparkling mirror framed in golden layers and the table carved with flowery designs will make your home no less than a palace!

Special table clocks



Special table clocks

Decorate your desks and tables with these outstanding clocks and make every minute a little more special.

Magic deers



Magic deers

These flowery magic deers will turn your place into a dream land...

Mini Statue of Liberty and Eiffel Tower



Mini Statue of Liberty and Eiffel Tower

... And these too add a bit of a charm

Flower vase



Flower Vase

Lastly, if you love flowers, set them in these beautiful vases because “the flower in the vase smiles.”

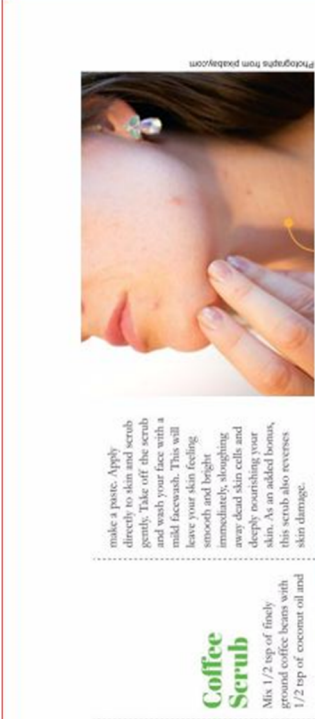


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Article link: <http://icetoday.net/2017/06/home-works-will-make-your-decor-dreams-come-true/>

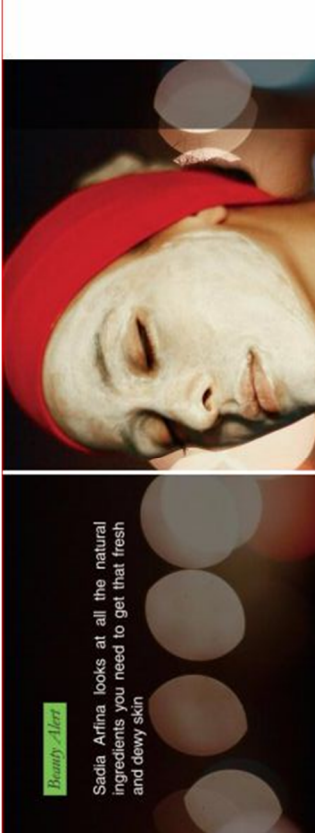
Appendix 15



Beauty Alert

Sadia Arifina looks at all the natural ingredients you need to get that fresh and dewy skin

Skin Foods





































































































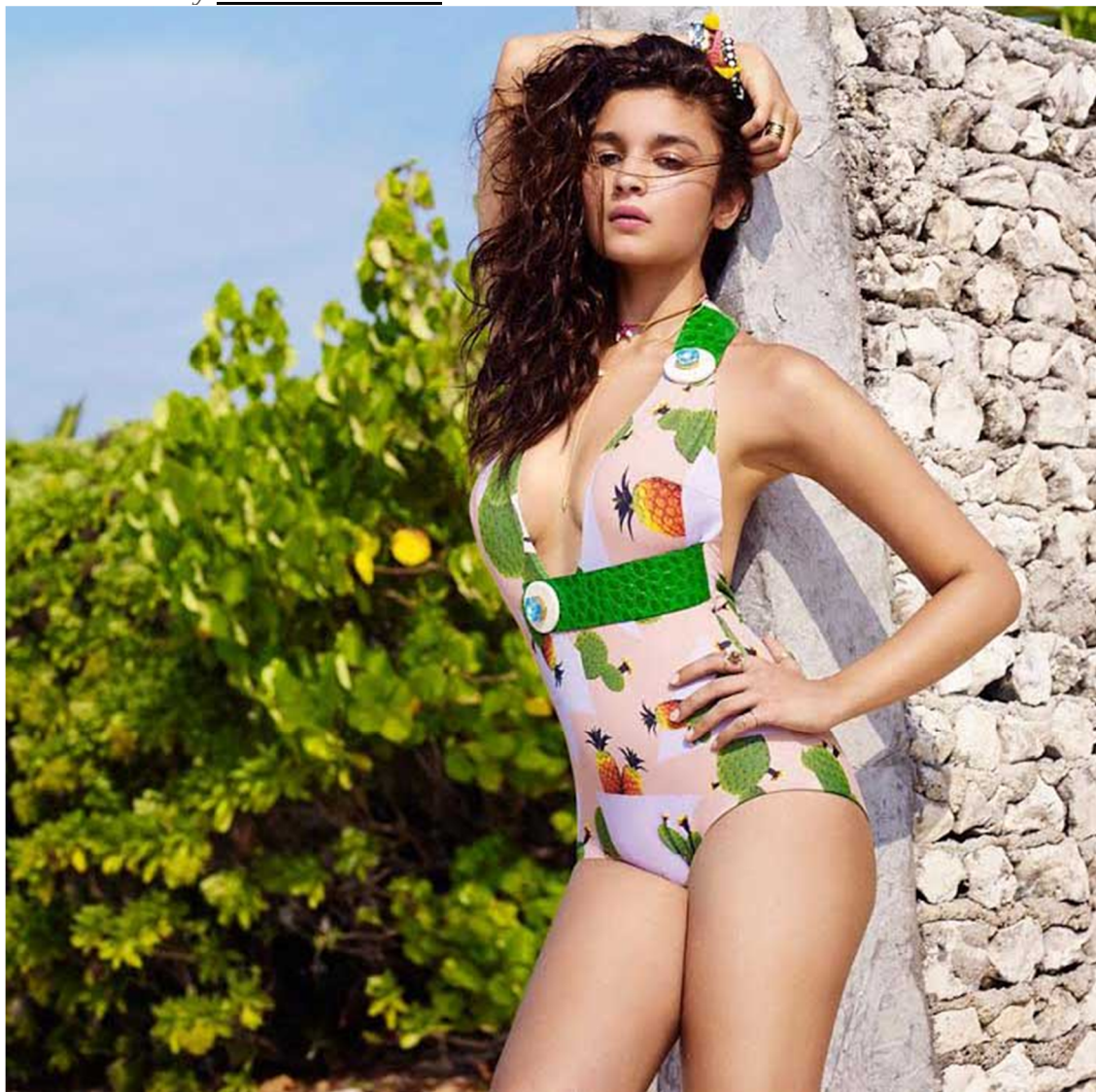


Appendix 16

BUZZ, LIFESTYLE

Alia Bhatt's Diet Secret Revealed

1 DAY AGO by SADIA ARFINA



Have you ever wondered how our favorite stars maintain such perfect and sound bodies? It isn't rocket science. When you eat a balance of proteins, carbs and fat (yes fat), your body's nutritional needs are met and you start to lose weight. Our dear Alia too keeps it simple. Let's take a look.

Organic milk



Organic milk has higher level of nutrients than regular milk

Instead of making ghee, cheese and yogurt with regular milk, use organic milk to have more nutrition. Organic milk burns fat and gives you a bright skin tone. So, if you want to look as fabulous as Alia, add *khichdi* and curd rice with spoonful of ghee in your regular routine and start consuming it fresh.

Proteins



List down protein veggies in your diet

Following a vegetarian diet doesn't mean that you should not have proteins at all. Even, vegetables like mushroom, broccoli, tofu, cabbage and tomatoes contain good amount of proteins. Have plenty of vegetables and grains because protein not only helps you maintain weight but also takes care of your blood pressure.

Salt



A balanced dose of salt is necessary for health

While having too much salt can lead to heart attack, strokes, dementia and kidney diseases, cutting salt altogether from your diet may cause hypertension, muscle pain and constant headache. Your body needs a certain amount of sodium to perform internal functions. So don't skip salt!

Happy eating!



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Article link: icetoday.net/2017/07/alia-bhatts-diet-secret-revealed/

Appendix 17

BUZZ

Singer couple Tahsan-Mithila heading for splitsvilla

23 HOURS AGO by **SADIA ARFINA** 

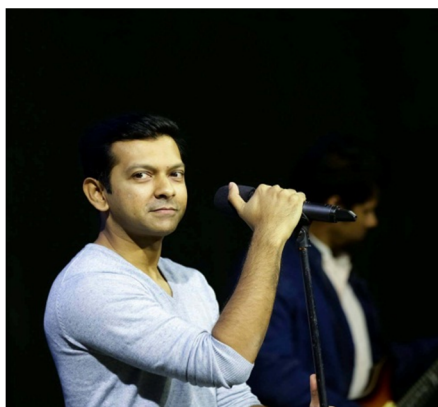


The names Tahsan and Mithila are usually uttered together, like two joined souls. Fans can't help but hum to "Tumi ar to karo noy shudhu amar" whenever they come across their pair both onscreen and off-screen. BUT...this news is now rattling the hearts of all their fans.



On the shooting spot of Abar Biye; Photo from Tahsan's official facebook page

Tahsan, with a heavy heart, officially announced on Twitter that the couple is finally getting divorced. Their love story flashes back to the days back in Dhaka University campus when love blossomed in their hearts. Their adorable daughter Arya lit up their homes soon after they tied the knot.



Besides singing, acting in romantic television dramas has earned Tahsan big fame

For the last few months, the air was abuzz about their alleged decision to get separated. Today, Tahsan responded to the rumours clarifying that for several months they both tried to adjust with each other's differences and as it didn't work out, they decided to go their separate ways.

We hope that all the fans will stand beside them in this critical situation.



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Article link: <http://icetoday.net/2017/07/singer-couple-tahsan-mithila-heading-for-splitsvilla/>

Appendix 18

BUZZ

Comedian Jerry Lewis passed away today at 91

10 HOURS AGO by SADIA ARFINA



The man who had the world belly-laughing to his antics, peacefully passed away on August 20, at his home in Las Vegas, Nevada. Jerry Lewis was an American comedian, actor, film director, screen writer and humanitarian, lauded for his slapstick humor in television screen. His popularity rose with the hit comedy duo of *Martin and Lewis*. He also became a legend in France hailed as “Le Roi du Crazy” (the king of crazy). Once in an interview Lewis revealed his philosophy about life. He said that throughout his life he looked at the world through a child’s eyes and made a wonderful career out of it. Today breaking the hearts of millions fans, this legend has emptied the chamber of a great artist. The world will thoroughly miss this ever-so entertaining persona. May you forever rest in peace, Jerry Lewis.

SADIA ARFINA

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Article link: <http://icetoday.net/2017/08/comedian-jerry-lewis-passed-away-today-91/>

Appendix 19

BUZZ

Orlando Bloom is in town and we are all curious to know what he is up to!

24 HOURS AGO by SADIA ARFINA²¹



The Pirates of the Caribbean actor Orlando Bloom has recently come to Bangladesh as a Unicef Goodwill Ambassador. This news has been confirmed by his verified Facebook page where he posted photos and videos with children around the country who are ecstatic to befriend this wonderful stranger. The actor has already been travelling around the country meeting underprivileged kids, giving an ear to the innocent stories of their struggles and hardships. Orlando is working as a Unicef Goodwill Ambassador since 2009. From then on, he is trying his best to help children who are helpless and deprived of their basic rights. He also visited Nepal to promote healthy sanitation and good education programs.



The life of a poor child captured in camera



Just look at the eyes of that girl. She smiles through the difficulties



The never ending journey of life...



Orlando stands against child labor

Upon seeing this actor the children expresses their joy! Here's the video:



SADIA ARFINA

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Article link: <http://icetoday.net/2017/07/orlando-bloom-town-curious-know-upto/>

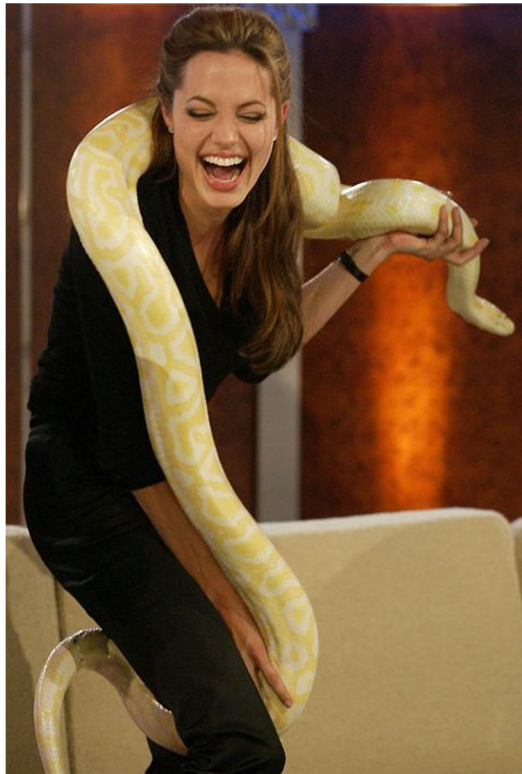
Appendix 20BUZZ, ENTERTAINMENT

Celebrities who think snakes aren't scary, they deserve love

44 MINS AGO by **SADIA ARFINA**

Animal lovers always say, “Animals are friends, they won’t harm you as long as you don’t harm them”. But who wouldn’t be scared of deadly slithering snakes? While you may think of the answer is ‘everyone does’ a rare number of celebrities has proved that they just love SNAKES! Let’s check out who are these brave souls.

Angelina Jolie



Jolie fearlessly playing with a snake in an interview

Hollywood queen Angelina Jolie, the powerful women both onscreen and in real life hugs this huge deadly snake as if ‘I’ve faced cancer twice, it’s just a snake!’

David Beckham



Beckham is no less than a snake god in this photo

He is indeed one of the best football players in the world and now we know that he's a daring one too!

Ruby Rose



Her smile for the deadly snake is an adorable one!

Isn't the single mother Ruby Rose's this photo an example of powerful daring woman?

Justin Biber



Cool...ha?

Posing with a yellow snake in instagram and twitter, Youngsters' favourite pop singer Justin proves that he's the coolest one!

Rhianna



Isn't she herself looking like a Nagini

It's worth saying that the Umbrella singer has shown her bold yet fearless beauty by tendering these colorful serpents.



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Article link: <http://icetoday.net/2017/06/celebrities-who-think-snakes-arent-scary-they-deserve-love/>

Appendix 21

HEALTH, LIFESTYLE

The Symptoms And Prevention Measures Of Chikungunya

1 DAY AGO by **SADIA ARFINA**¹⁵

Whether you are suffering from prolonged fever or not, it's time you get acquainted with the term Chikungunya. It is transmitted to humans through infected mosquitoes and may even cause death if not given medical attention. Below are some measures you can take if you identify the symptoms of this disease.

Symptoms

Are your eyes turning red?



Source: www.wdmac.com

One is likely to face difficulty in looking towards the light due to the redness in the eyes.

Do you have a severe headache?



Source: www.bramblebarnretreat.co.uk

It is a common symptom of Chikungunya and may continue for days together at a stretch.

Have you encountered joint pain?



Source: www.lifeadvancer.com

This type of pain is frequent and keeps increasing with each passing day; sometimes the joints get swelled due to severe pain

Did you notice any rashes on your skin?



Source: [wikipedia.org](https://www.wikipedia.org)

If the rashes fade away, there's a possibility they might come back.

Are you having excessive bleeding from a cut?

A case of hemorrhage implies that the patient is at high risk, in which case, one must consult a doctor immediately.

Treatment

Take plenty of rest.



Source: www.sassyauburn.com

Drink ample amount of fluids to prevent dehydration.



Source: www.vripmaster.com

Take prescribed medicines like Acetaminophen (Tylenol®) or Paracetamol to reduce fever and pain.



Source: www.drnesochi.com

Keep your surroundings clean and hygienic. Don't make your home a breeding ground for mosquitoes.



Source: www.softcooperator.com

Before going out of home, apply almond oil with a few drops of *neem* oil; the mixture works as a mosquito repellent.



Source: www.hergamut.in

A spoonful of *Chyawanprash* and *Triphala* powder can help restore immunity and combat seasonal diseases.



Source: www.botasot.info

To help prevent the disease from spreading, your family members should consume *tulsi*, *ashwagandha*, aloe vera, ginger and *giloy*.



Source: www.topinspired.com

If you are pregnant or suffering from serious medical problems, avoid visiting places with an outbreak of Chikungunya.



Source: google.com



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Article link: <http://icetoday.net/2017/05/the-symptoms-and-prevention-measures-of-chikungunya/>

Appendix 22

BUZZ

Mala, a teenager pursues her dream of being a footballer against all odds

2 HOURS AGO by SADIA ARFINA



This is the story of Mala, a girl from a small village of Nilphamari. Little Mala always wanted to be an excellent footballer. But... 'Football is meant only for boys!' they said.



Mala ignoring the village myths

The society questioned, "What can a girl do? They are just for marriage and household chores." Mala turned around and went on her own way to play in the village football team.



If Boys can, then girls can too!

Mala's love, passion and zeal for football lead her to the U-15 Girl's Football Camp where many other girls like her received training to eventually turn their dreams into reality.



United we are...

The camp not only prepared girls for football but also made them aware about obstacles of everyday lives such as child rights and child abuse. They even practiced Karate and other exercises to be both mentally and physically fit.



Trainers teaching the girl's team the basics of Karate

Finally, Mala's confidence, zeal and enthusiasm won the golden cup of the final match! It's like reaching your goal after overcoming a path of full of difficulties.



Nilphamari girls' football team celebrating the joy of championship

Do you have a goal like Mala? Then, don't stop. Cherish it, find your way and chase it across the unconventional borders. Be who you truly are, be a Mala!



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Article link: <http://icetoday.net/2017/07/mala-a-teenager-pursues-her-dream-of-being-a-footballer-against-all-odds/>

Appendix 23

AWARENESS, BUZZ

Grameenphone's New Advertisement Addresses the Threats of Cyberbullying. It's High Time We End this Issue

23 HOURS AGO by SADIA ARFINA



Grameenphone's new advertisement 'Cyber Bullying' is a real demonstration of how the social media has brought the whole world together but at the same time its misuse is threatening the internet users, especially the youth. Representing the scenes in a symbolic way, Grameenphone pledges everyone to not just educate themselves on the issue.

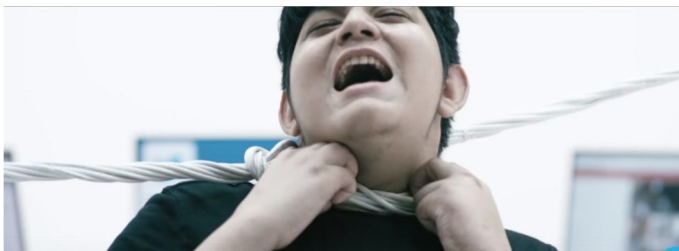
Internal scream



Can't we help ourselves?

If you're bullied, you're bound to feel suffocated; as if you were drowning.

Fear and anxiety



Words have a way of getting to you; it's time to let break free from its clutches.

It doesn't matter if the oppressor is in front of you or behind a screen; their words will find a way to pierce through your heart.

Saving grace



Grameenphone speaks for you

The problem is very relevant and real; hence, Grameenphone urges you to reach out for help.

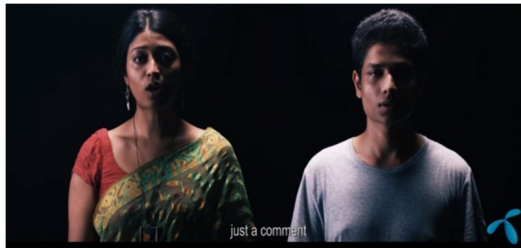
A plight for help



Is anyone there anyone to respond?

Knocking on your screen, Grameenphone highlights that 47% of teenagers in Bangladesh are subjected to cyber bullying on social media.

Stand for the cause



Let's face it together

Take a step and raise your voice. Even if you can't, just share it with someone you trust. We don't want any more sufferers.

Watch the advertisement here:



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Article link: <http://icetoday.net/2017/06/grameenphones-new-advertisement-addresses-the-threats-of-cyberbullying/>

Appendix 24

NEWS

BRAC University Launches Bangladesh's First Ever Nano Satellite; Let's Celebrate This Proud Moment!

1 DAY AGO by **SADIA ARFINA**⁷⁷



The key to success is hard work and great determination. And this story is in line with the thought

While most students were busy unwinding to their new schedule earlier this year, three geniuses at BRAC University were cooking up Bangladesh's first Nano Satellite called BRAC *Onnesha*. Abdulla HilKafi, Maisun Ibn Monowar and Raihana Shams Islam Antara are the brains behind this phenomenal invention. With the launch of *BRAC Onnesha* into the space from Kennedy Space Centre, the dream of having Bangladesh's own satellite came true! The Satellite is capable of completing one orbit, 400 kilometres above the ground in 90 minutes and passing over Bangladesh four to six times a day.

As the saying goes, 'good things come in small packages.'



SADIA ARFINA

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Article link: <http://icetoday.net/2017/06/brac-university-launches-bangladeshs-first-ever-nano-satellite-lets-celebrate-this-proud-moment/>