

Report On

Internship Experience as a Newsroom Editor at SA Television

By

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

Department of English and Humanities

BRAC University

22nd December, 2024

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Declaration

It is hereby declared that,

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

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Letter of Transmittal

Jahin Kaiissar

Lecturer

Department of English and Humanities

Brac University

Kha 224 Pragati Sarani, Merul Badda, Dhaka 1212

Subject: Report on internship experience as a newsroom editor at SA Television

Dear Madam,

This is my pleasure to display my entry level position and provide details regarding my internship experience as a newsroom editor at SA Television, which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Tanvir Ahmed

16103030

Department of English and Humanities

Brac University

Date: 22nd December, 2024

Acknowledgment

First of all, I am grateful for receiving an opportunity to work at the office of one of the finest television channels of our country, SA Television. My on-site supervisors, Kazi Tahmina ma'am and Faisal Al Mahmud sir supported & guided me throughout my 3 months internship program to bring out my best performance as a newsroom editor. Furthermore, I am grateful to all the senior reporters and editors as well as my internship mates who remained by my side throughout this journey. Most importantly, I am extremely grateful to my internship supervisor Jahin Kaiissar ma'am, for her support towards me and providing me insightful guidance throughout my dissertation. Last but not least I would like to thank the honorable faculty members of BRAC University for their guidelines, advice and assistance throughout my entire Bachelor's Degree journey.

Tanvir Ahmed

Abstract

This report reflects my three-month-long internship experience as a newsroom editor at SA Television. The report is divided into four chapters. Each chapter offers an account of a different aspect of my experience. The first chapter is an introduction and will also provide a brief history of my internship organization as well as explore the diverse roles in the newsroom. Chapter two will discuss various technical terms as well as various theories that I found relevant during my internship experience. Chapter three will be focusing on my accomplishments as a news room editor while chapter four will talk about the various challenges I had to face during my internship period.

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Chapter 1

Introduction

In this Era of the 21st century the whole system is built on communication. We can witness each and every incident of today's world by the blessing of mass media. A life without media is impossible to think nowadays. Television is considered as one of the greatest mass media communications because it is a visual communication system where we can hear sounds with the moving images. Today's world is shaped by the mass media. Media is such a platform, where we can get a chance to communicate with the outside world. There are many kinds of media in today's world, such as Television, Radio, News channel, YouTube channel, Facebook, Messenger, WhatsApp and so on. To communicate with our own and other regions, media is one of the easiest platforms. Among different kinds of media, Television is the most important source which provides us with vital and significant information; usually there are various types of communicative platforms in today's world through which we can depend on to get more reliable information about every significant incident around the world. Radio, Print Media, Cable Television are considered as regular broadcast media. Facebook, Messenger, WhatsApp fall under the telecommunication sector. So, telecommunication is also another blessing for us and also it is one of the renowned and trustworthy platforms. Meanwhile, there are various types of news such as breaking news, news bulletin, just in and etc. For instance, breaking news is a type of news that is short and specific about particular incidents. After publishing any breaking news, some primary information must be published soon. Breaking News must be contained to 3-7 words. News Bulletin is another type of news that adheres to the viewers. It is comparatively a short news program reporting only the most important of the day. Stories not covered in depth and give listeners a general round up of the day's main news stories. SA Televisions news panel covers all these and allows the viewers to express their opinions both on local and global concerns. However, there are various types of employment in the news room of a television channel. Reporters, editors, feature writers, video editors, producers are all part of a team that collaborates internally to broadcast news. They are all tasked with various duties depending on their roles. I was employed there as an English desk reporter which falls under the supervision of SA Television International desk. I was tasked with editing every piece of the daily English Bulletin that the reporters produced or gathered from sources abroad. Apart from many other

things, I had to learn broadcasting too. This report will be demonstrating various examples of strategic methods. This report will basically shade light on how news stories are produced, translated and edited before broadcasting. Upon its arrival, this television set its goal to provide accurate news for the viewers. SA Television does not adorn or falsify news. Hence, I accepted when I was given a chance to complete my internship at SA Television.

1.1 Brief History of SATV

SA Channel Pvt. Limited (South Asian Television) is a privately owned High Definition (HD) satellite channel. On 19th January 2013, SATV officially started its journey. It is a sister concern of SA Paribahan Private Limited, a prominent courier and logistical support provider across the country. In order to broadcast programs and news, SATV uses newest technologies. Till October 2019 the television station used the satellite Apstar-7. However, the station shifted to Bangabandhu satellite 1 in November 2019. SATV always tries to promote Bengali culture and language to the viewers through news, dramas, talk shows, movies, national and international sports, health, music, fashion and lifestyle programs. According to an article titled, “Bangladeshi Idol hits TV on June 28”, SATV became the first Bangladeshi channel to bring the ‘Idol’ franchise in Bangladesh that was published in 2013 in the renowned English daily ‘Dhaka Tribune’. From 25th December, 2012 SATV" started its test transmission which was followed by an inclusive 24-hour commercial launch on 19th January 2013. Since that day SATV has been providing high-quality programs as well as updated news for viewers around the globe. SA TV also won an International Quality Crown Award in 2015.

Organizational Profile

Organization	South Asian Television (SA TV)
Launched	19th January, 2013
Address	House #47, Road #116, Gulshan 1, Dhaka 1212
Web Address	www.satv.tv
Telephone	029894500
Owned by	SA Paribahan

SATV has a wide range of network coverage. Through cable operators it covers several countries around the globe including the United States, United Kingdom, Canada and the Middle East. With a firm vision in mind, the channel has assembled an elite team of technicians, advisors, planners and journalists on the national and international levels.

1.2 SA Television NewsRoom

Newsroom is a crucial part for the news and Current Affairs department. This is the department which is in charge of broadcasting news. This is where news is prepared before broadcasting. Comparatively the newsroom is a more complex place than other departments as news stories are gathered in the newsroom first. Later, the reporter prepares the news and the editor accumulates it after completing the final editing before the broadcast. Every news media possesses its own newsroom. However, there lies a difference between newspaper newsroom and television newsroom. My internship at SATV taught me how a television news room functions in general. The SATV newsroom is a properly organized newsroom, providing a friendly environment for the members belonging to the News and Current Affairs department. All the computers of the newsroom are connected with one another through the software called “Octopus”. The Octopus Newsroom Computer System is essential to process news as this software ensures editorial association among news team members at every stage. Apart from seeing the schedules of news, we can also arrange the news chronologically using this newsroom component. SA TV news room provided me with a brilliant chance to investigate, discover and produce news as it sincerely follows the policies set by the station itself. This newsroom also offers the opportunity to produce uniquely as well as working creatively.

SATV News Schedule

07:00 am- Shokaler Shongbad

10:00 am – News Update

01:30 pm – Dupurer Shongbad

03:00 pm – Business News

04:00 pm- News Update

05:00 pm –Desh Shongbad

06:00 pm- English News

07:00 pm- Shondhar Shongbad

10:00 pm- News Hour

News Departments of SATV

National Desk

This desk covers the national issues across the country. News is collected from the district reporters and prepared for broadcasting. All the staff reporters work under this desk.

English & International desk

This desk covers the regular English Bulletin which is the only English language news of this television. This desk regularly collaborates with all the other desks while covering national issues, international issues, sporting events, business and entertainment etc. Reporters from other desks are bound to report to this desk when called upon. International desk covers all the international affairs that have a proximity to various international issues. No staff reporter is assigned to this desk.

Sports Desk

This desk is composed of sports journalists. They work both on the field and in the desk depending on their duty roster. It is compulsory for them to keep an update on all sorts of sporting events across the globe.

Entertainment Desk

This desk is comprised of reporters who cover the glamour world. Both the national and international issues including celebrity lifestyles, cultural programs, games, movies etc are covered by the reporters working in the entertainment desk.

Business Desk

The primary focus of the business desk is to cover the national business affairs, international currency rate, agriculture etc. Staff reporters belonging to this desk inspect and analyze various business scenarios depending on their field assignments. Time to time, this desk also covers the national stock market. Furthermore, this desk also covers international affairs which can have major impacts in the country's economy.

Central Editors' Desk

Editors edit the news scripts prepared by the reporters. They cross check and verify facts before broadcasting the news. If necessary they can even change the news angle. The final report is sent to the chief news editor after receiving approval from the central desk.

Chapter 2

Praxis and Practice

Having chosen to follow the media stream at the Department of English and Humanities at BRAC University, I was able to utilize the opportunity to study exciting courses on the subject, such as Copywriting, editing, English for Print Media, Globalization and Media, Cultural Studies: Theory and Practice and Translation Studies. The courses provided a sound theoretical base to my knowledge of the field of media. Implying the gathered knowledge from the above mentioned courses, I have gained practical experience throughout the internship. I joined SATV in February 2023 and was assigned the duties at the international desk. I have realized that theoretical knowledge and practical knowledge are two different things in media studies. In this section I will briefly elaborate the relevant technical terms of news that I have learnt while interning at the International Desk. Among the courses that I have completed ENG331: Cultural Studies: Theory and Practice confers about the hypotheses of “The Eye of Power” by Michael Foucault. During the eighteenth century ‘Panopticon’ was introduced by the English philosopher and social theorist Jeremy Bentham. Foucault discussed Jeremy Bentham’s Panopticon in the article titled “The Eye of Power”. Essentially, it can be seen as an architectural work. In literal words, the idea of ‘Panopticon’ revolves around ‘Pan’ and ‘Opticon’. ‘Pan’ refers to all while ‘Opticon’ alludes to observation. Panopticon is a kind of institutional building designed by Jeremy Bentham which enables a single watchman to monitor everyone in the institution. Keeping different groups under constant surveillance was the main goal behind it. While doing my internship, I noticed CCTV cameras in the newsroom. Through the CCTV camera anyone from the specific room could easily observe the whole newsroom. As a result, I always had the notion that an individual or a group always watched over me and held the power to inscribe a report if I did something wrong. The term 'Gaze' can also be related to it. According to Foucault, 'Gaze' is a system of surveillance under which people belonging to the newsroom work on a daily basis. 'Gaze' induces interiorization among us due to which we start keeping an eye on ourselves. Michael Foucault makes the argument in his article "The eye of power": "An inspecting gaze, a gaze which each individual under its weight will end by interiorizing to the point that he/she is his/her own overseer. Each individual is thus exercising this surveillance over, against himself ". In another course titled ENG 333: Globalization and The Media I learned

about the effect of globalization throughout the globe. Both courses are connected as it demonstrates the effect of intensity of observation on people through globalization. We are aware of the fact that the world at present has turned out to be easier to screen with the help of innovation. Everything including our office ID cards and cell phones, is associated with a worldwide network that contains all of our information. Individuals, products and services strive to gain popularity in the world of advertisements. In the article titled 'Advertising, Big Data and clearance of the public realm' British advertising tycoon, David Ogilvy also known as the 'Father of Advertising' says, 'In the modern world of business, it is useless to be creative, original thinker unless you can also sell what you create'. The idea of advertising or promoting is not only limited to products or services. Considering the actions of the politicians, it is quite adamant that depending on situations politicians provided aid to people who are affected by epidemics such as cyclone and flood. However, this certain action works as promotions or advertisements ahead of elections, whether the politicians truly decide to help the victims or such activities are meant for their own good. Another course which is offered to the students of the Media and Cultural Studies stream is "Eng 465 : Translation Studies ". This course is designed to give learners an insight to the world of translation. "Translation is a phenomenon that has a huge effect on everyday life. This can range from the translation of a key international treaty to the following multilingual poster" (Hatim & Munday, p-3). There are basically three kinds of Translations. The first one is Intra-lingual Translation . Intra-lingual Translation means translation within the same language, which can involve rewording or paraphrase. The second one is Interlingual translation. It means translating from one language to another language. Intersemiotic translation is the third one. It means translation of the verbal sign by the non-verbal sign. From this particular course students also learn about translation techniques such as 'Word for word' and 'Sense for sense' translation. 'Word for word' translation is basically literal translation whereas 'Sense for sense' translation can also be called free translation. My advisor always encouraged me to have a good grasp over 'sense for sense' translation since it is a very essential part while preparing any item of translation. In the Eng 440: English for Print Media course I came to learn about the 'Six Questions'. It was introduced by Rudyard Kipling. It consists of 5W and 1H. 5W is comprised of Who, What, Where, When, Why. The 1H stands for How. All these questions are to be answered while preparing a news story. A news story can easily lose credibility if a journalist fails to answer these questions in his or her news story. Moreover, A journalist can never use 'I' while

preparing a news story. One's opinion can never be provided in a news story. Someone who works on news stories must always remain neutral. Apart from the 5w and 1H, there are other factors such as- purpose of the news, subject of the news and audience of the news. These also help determine the selection of the news stories. During my internship I have worked on many news stories in which I made sure of the presence of 5WH before sending the final news story draft to my editor. For each news story I had to rework on the purpose of the news keeping in mind both the subject and audience of those news.

Chapter 3

Accomplishments

Newsroom editors follow several types of equations while preparing news reports for broadcasting. Any news report must contain a single but concise start, which lays out all the pertinent information within a single sentence. Assuming it is a ‘sports report’ on a live cricket game, the starting sentence will only brief the live score of the game. Following this, the details of the game will be discussed in the next paragraph. Additionally, it is very important to follow the steps of writing from introduction to last detail in news broadcasting properly as the audiences look for the headline first while they sit in front of a television to watch news. Therefore, choosing a decent title for a news report is also crucial. For each news story there is a separate top line followed by one or two more lines. It is called ‘IV’ or Inner Vision. The news presenter reads it out at the start of each news story. After ‘IV’ comes ‘OOV’. It is the second part of a news story made for the news bulletin. ‘OOV’ refers to out of vision. During the readout, the news presenter transitions from ‘IV’ to ‘OOV’ with a brief pause. While the presenter reads out the ‘IV’ his or her face is always shown on the television screen. However, during the readout of ‘OOV’ only the presenter’s voice can be heard as the television at that time plays only the relevant footage on screen. The news broadcasting process in television also consists of SOT, GFX & PKG. Therefore, as an intern, apart from the news editing, I also had to learn how to write news scripts accurately so that it syncs with the broadcasting process properly. During my internship I worked under the supervision of Kazi Tahmina ma’am and Mahmud Al Faisal sir. Tahmina ma’am was in charge of my desk which is the English Desk and Faisal sir is the head of news of SA TV. I was assigned to report to Tahmina ma’am five days a week while Faisal sir would supervise my work only on Thursdays. My regular day off was on Sunday. During this internship the majority of my tasks focused on news editing as well as translating and broadcasting. I have translated various Bengali news-scripts into English before editing. For instance, one of the Bengali news-scripts was written based on a journalistic report on “Present state of the flower market in Jessore for forthcoming festivals”. I was given the Bengali copy of this news-script and I had translated it into an English news script. However, I faced a few challenges during the time of translation. I started with word for word translation. I used this translation method for the larger portion of the news script as the context itself demanded this

method. As I marched on with my translation work, I found out multiple Bengali words which cannot be translated directly into English. So I sought help from my supervisor Tahmina ma'am. With my supervisor's help I finished my translation properly. After this task I figured out that during translating news scripts I should not be dependent only on 'Word for Word' translation, rather I can also use other translation techniques such as 'Borrowing' and 'Literal Translation'. I translated several news scripts on a daily basis as an intern in SA TV, As I mentioned earlier that The SA TV English Bulletin covers various sections and one of those sections is the 'Sports News' section. Senior reporters from the SA TV's sports desk cover various live matches. When they returned to the newsroom from the field after covering specific sporting events, I had to approach them for necessary information regarding the matches. Based on their information, I wrote news scripts providing necessary details from the sporting events. While writing a news report on a cricket match between Bangladesh and England I figured out that my news script was ready for broadcasting. However, my desk supervisor Tahmina ma'am insisted. She identified several mistakes of mine and advised me not to repeat those mistakes. According to her, the news script that I wrote exceeded the time limit as I provided too many unnecessary details. I was told by my supervisor that there is always a time limit for each section of a news bulletin, including the sports section. Therefore, I reworked on my news script and tried to keep the news script brief and compact. This time I organized the script properly, while keeping the necessary details of the live cricket match within the time limit allocated for the sports section of the news bulletin. After going through my news script again my supervisor pointed out a few spelling errors and told me to correct those errors. After I corrected the errors, my news script covering the live cricket match between Bangladesh and England was ready to air. As time marched on I was given several news tasks. One of those was creating a 'Super' for the news script. 'Super' is the text along the bottom of the television screen which includes important descriptive text for a news story. After editing each news script I had to create the 'Super' for that particular news story. At first I really struggled with the 'Super. However, my supervisor helped me to improve a lot in terms of creating proper 'Super' for news scripts. For instance, I wrote a news script on a political story involving a renowned political leader of the country. While writing the 'Super' for this particular news script I missed out on an important date. Later, my supervisor checked it and advised me to understand the importance of dates and places while writing a 'Super' for broadcast media. My supervisor told me to be more cautious about 'Supers' which are associated

with political figures. Meanwhile, I learnt that ‘Super’ in broadcast media needs to be precise and numbers, dates and locations must be prioritized while writing a ‘Super’ for news scripts. Later, I reworked on the ‘Super’ of that particular news script and made a few changes accordingly. After the changes my supervisor approved it for the SA TV English Bulletin. Soon I was assigned by my supervisor to create headlines for my bulletin. Before creating headlines I was advised to choose the type of news that had comparatively more impact to be in the headline section. This was the most challenging task for me during the internship period. However, my desk supervisor Tahmina ma’am advised me to take things easy and follow the headlines of previous news which were done by her. I went through several old news scripts. After going through those news scripts I figured out a way to choose and write headlines. First, I finished reading all the news scripts for SA TV English Bulletin from that particular day. Then I did a segmentation of news. At one side I put news that covered the political party. I marked the other side with news covering tragic incidents such as- fire incident which occurred on the same day. I decided to make the tragic ‘Fire incident’ the top headline, followed by two political stories regarding our honorable ‘Prime Minister’ and the ‘secretary general’ of the opposition party. The headline section of the SA TV English Bulletin comprises three headlines. Therefore, after putting all the three headlines I submitted it to my supervisor. However, my supervisor kept the ‘Fire incident’ and the ‘Prime Minister’ in the headline section and dropped the ‘secretary general’ story out of the headline section. Instead she added the ‘Price Hike of Daily Commodities’ story in the headline section. She told me that considering the present economic condition of the country, ‘Price Hike of Daily Commodities’ was more important to reach the mass of people. She also advised me to be more careful with words while writing a headline. For the next few days I continuously worked on headlines and managed to improve. At one point during the internship my supervisor decided to send me into the editing panel. There I had to work with the video editor before the particular news was aired. I went there with a news script which I prepared earlier. The written news script falls under the section of ‘News from abroad’. This section covers the ‘International news’ section of the SA TV English Bulletin. Upon completing the news script and getting my supervisor’s approval I collected the video footage associated with the news script. Upon arriving in the video editing panel, I discussed with the video editor who was assigned for my task about the whole news script. He showed me the whole video footage again and asked me which portion of the video should be put first in the

new footage that he was about to create. I skimmed through the news script again and showed the video editor the particular portion from the footage which would go with the opening of the video. I had to reorganize the whole video footage with the video editor depending on the written news script. After the video editor finished editing the footage, I rechecked the organization of the video footage according to the written new script before it goes on air.

Chapter 4

Challenges & Recommendations

Throughout this report I tried to give an overview of a television channel's newsroom. My main focus was the SA TV newsroom and how it operates. Despite spending only three months in this newsroom my fascination towards the world of broadcasting news reached a new height. Things which I learned during my internship were incorporated in this report. Without this internship I would never know how a newsroom functions. This internship helped me to see the world of media through different lenses. It gave me the ability to present the truth to the masses. While doing various academic courses I found rules and direction through books. However, the SA TV newsroom gave a totally different experience of the world of media studies. I learned office behavior, co-operation and passion due to this internship. While I believe that the experience I have gathered from SA TV will help me shape my future to a new direction, I also believe there are certain things which can be improved at the office. The internship program at SA TV can be improved by adding interns from different desks helping each other on a regular basis instead of once a week. Special monthly workshops for interns can be held to motivate the young interns. Apart from that, an intern session with senior reporters should be arranged once in a while so that the interns assigned to desk work can know more about the field experience before they dive into the field reports. Finally, I'd like to add that after a three month long internship the intern should get a chance to work for the organization based on his or her performance. Nonetheless I will forever be grateful to BRAC University's Department of English and Humanities and my internship organization SA TV for offering me a chance to explore the vast world of media and cultural studies.

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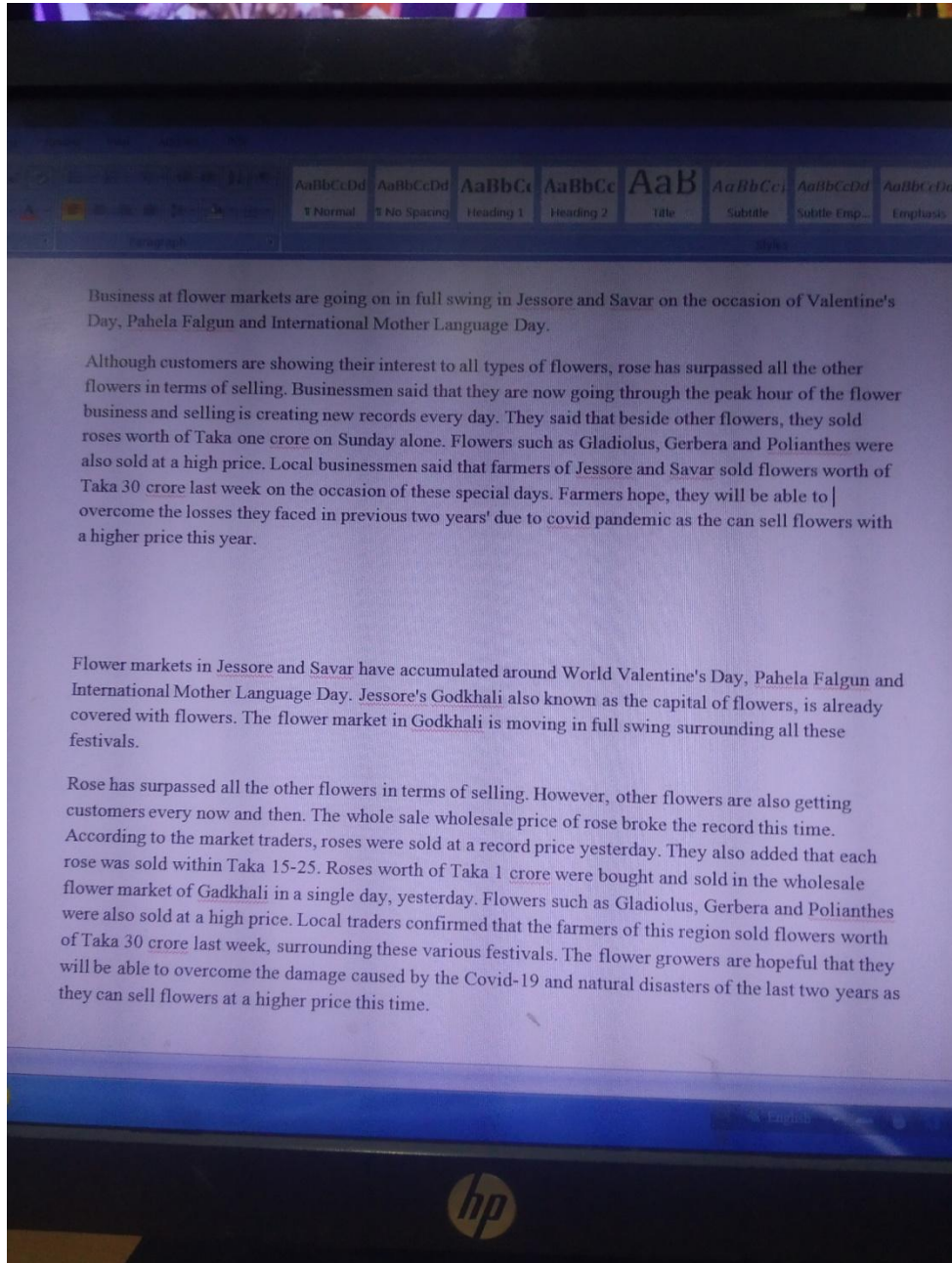
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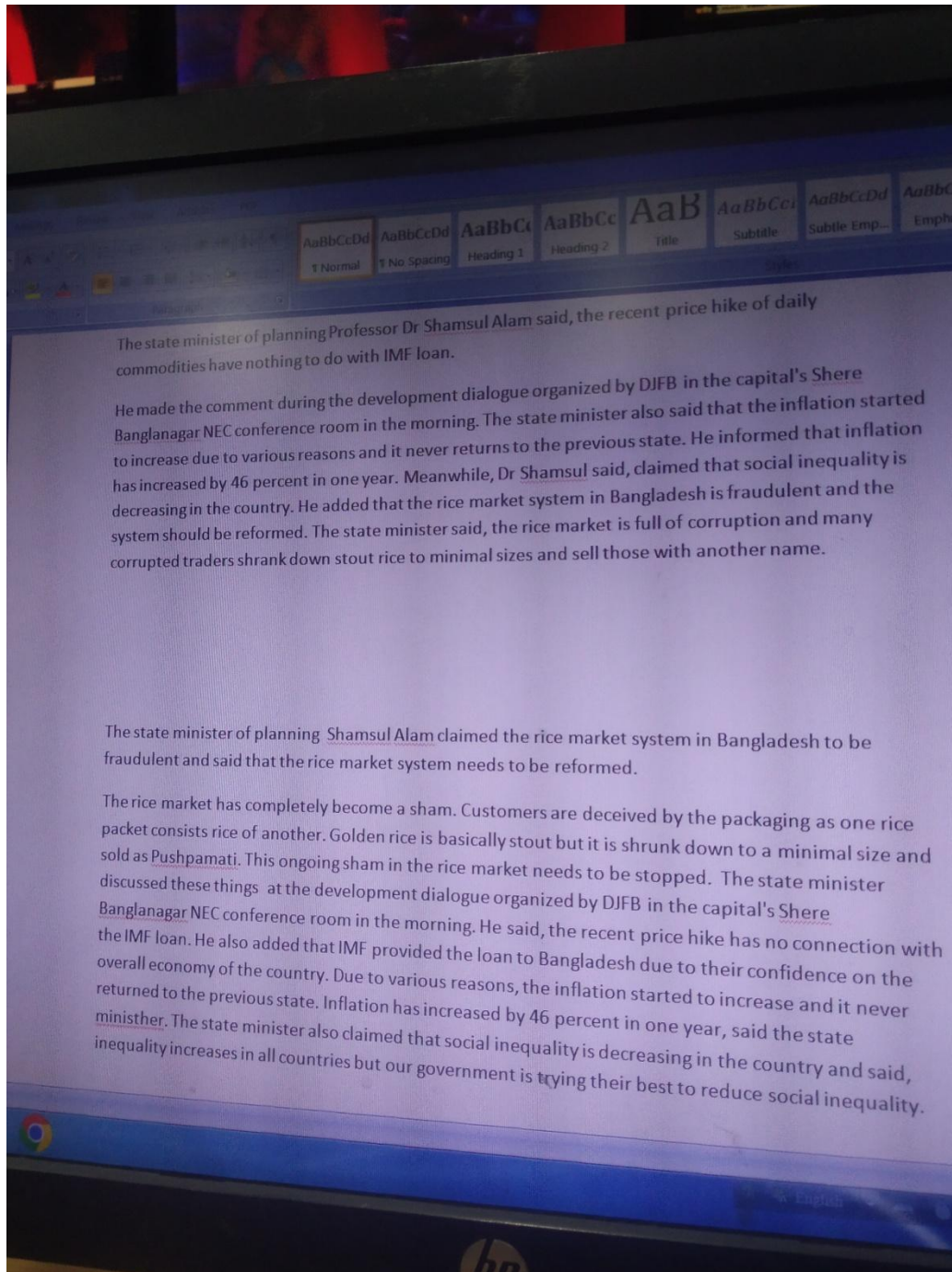
Appendix

Here, I am attaching some of my works during my internship program.

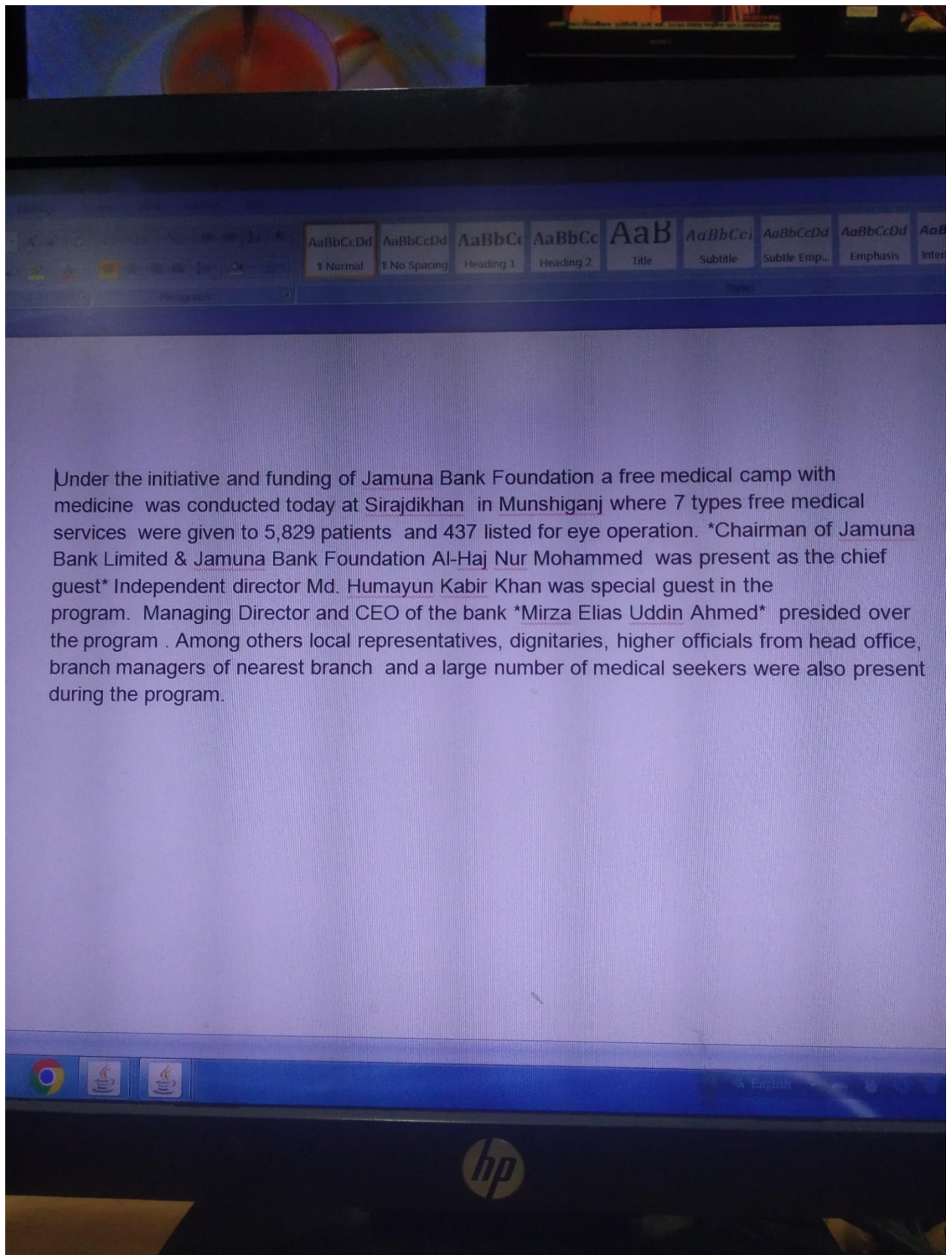
(1) Business at flower market in Jessore ahead of Pahela Falgun and International Mother Language Day



(2) Price hike of daily commodities/ Former state minister of Planning



(3) Social cause by a renowned bank



Under the initiative and funding of Jamuna Bank Foundation a free medical camp with medicine was conducted today at Sirajdikhan in Munshiganj where 7 types free medical services were given to 5,829 patients and 437 listed for eye operation. *Chairman of Jamuna Bank Limited & Jamuna Bank Foundation Al-Haj Nur Mohammed was present as the chief guest* Independent director Md. Humayun Kabir Khan was special guest in the program. Managing Director and CEO of the bank *Mirza Elias Uddin Ahmed* presided over the program. Among others local representatives, dignitaries, higher officials from head office, branch managers of nearest branch and a large number of medical seekers were also present during the program.

(4) BNP leader's remark on the ruling party

