Internship

at

South Asian Television (SATV)

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Sakib Hossain Digonta

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Chapter 1

Introduction

From an early age, I had a fascination towards media. I always wanted to know how it works and what the procedures are. When I got admitted at BRAC University I could study in English Department or Law Department. I chose English department because I love to study English and I thought it is more demanding than any other subject in the world. While choosing my area of concentration, I have chosen Media and Culture because of that fascination which I have from my childhood. I find the courses such as Translation Studies, Copywriting, Editing, Globalization and so on. These courses help me to get an inside as well as outside overview of media, especially print media. Later on, the moment came which I was waiting for, and that was my internship. It was an honor for me to start my Internship at *SATV*. I choose *SATV* among other TV channels because *SATV* is the first HD television of Bangladesh having the latest technology. Before choosing *SATV* I visited the office and observed the environment. Then I took the decision to intern at *SATV* and applied for intern in their Program Department. Fortunately, they selected me and gave me the precious opportunity to intern with them for 3 months which was my internship period. That was a great opportunity for me to work with them from May 1ST till August 1st, 2018. My job was to work as an Assistant Producer in Program Department. I was responsible for several shooting activities and was also working as a helping hand for the Senior Producers. Therefore, in this report, I will provide the overview of structure and operation of the Program Department in details as well as my assignments I did. I have also related them with the theories which I have learned in the media courses so far.

Chapter 2

Brief History of SATV

SA Channel Pvt. Limited (South Asian Television) is a Bangladeshi based privately owned high definition satellite channel which officially started broadcasting on 19th January 2013, *SATV* is a sister concern of *SA Paribahan Pvt Ltd,* a renowned courier and logistical support provider in Bangladesh. *SATV* uses the latest technology in broadcasting news and program production via satellite Apstar-7. The channel promotes Bengali culture and language to mass viewers via news, talk shows, dramas, national and international sports, music, movies, health, fashion and lifestyle about programs. *SATV* was also the host of the biggest reality show in the world, Bangladeshi Idol in 2013, which was then one of the highest rated shows of the nation.

"SATV" began its test transmission from 25th December 2012, which was followed by a comprehensive 24-hour commercial launch on 19th January 2013. From that day they are providing high-quality programs for its audiences all over the world. The *SATV* family consists of young and energetic people as well as highly experienced professionals in the media industry. The channel has already been honored for its standards of unique presentation and thrust on purpose, reliable and credible news and in-depth current affairs shows.With its razor-sharp full HD high-tech transmission *SATV*, from its very first day, has been showing multifarious entertainment programs produced by an active team of creative producers. And at the same time, *SATV*'s super news team presents uninterrupted news and views covered by vigilant teams of reporters. *SATV* has programs that have specific target audiences. It has become one of leading television channels of the country and as it promotes quality broadcast journalism.

SATV complements its network coverage through cable operators to different countries including United States, Canada, UK, and the Middle East. With its vision in mind, the channel boasts an elite team of national and international advisors, technicians, planners, and journalists to have an international outreach.

Chapter 3

Equipment and gears used at *SATV*

The techniques that used in a radio broadcast are similar to a television broadcast in, only on a smaller scale. Basically, a television broadcast uses multiple cameras running to a computer editing program. This software or hardware combination uses something like Avid Newsroom, even though there are other options out there for live broadcasts. The video feeds run to where the producer is located and they select which video feed is then transmitted to the viewers. With the push of a button, a diverse camera angle has brought up. Naturally, the entire studio has different microphones placed above anchors of a live event, or at least have the microphones clipped to their clothing. Furthermore, a mix board is then able to turn up or down the audio from one microphone. Besides, when putting together a live news broadcast, or scheduling syndicated programming, there will be some variances in how a show is assembled, and edited for viewers. SATV started the journey with a tag of first HD television in Bangladesh. They have used all those modern gears and equipment for better visualization. To start with, I would like to talk about the basic elements like MCR and PCR. MCR stands for Master Control Room, on the contrary PCR stands for Production Control Room. Production Control Room monitor the shooting and editing, Master Control Room is responsible for the schedule broadcasting of the programs and telecast the final version to the screen for the viewers. The Master Control room (MCR) houses equipment that is too noisy or runs too hot for the production control room (PCR). MCR is the technical hub of a broadcast operation, where the signals from both audio and video pass through prior to transmission. However, these two rooms has different gears and equipment. In PCR the prominent gears are like,

➢ Monitors: High quality, professional grade audio speakers. Monitors are capable of reproducing a wide range of frequencies for the purpose of aiding technicians in audio sweetening.

➢ Audio Mixing Console: A console containing inputs of all the audio sources in a studio, including microphones, CD drives, and players, sound effects generators and computers. The mixing console is used to manage the levels of various controls of each audio input.

➢ Video Tape Recorder (VTR): It is a video recording machine which is used to record every programs and news.

➢ Video Switcher: A large console that controls inputs from cameras, video tape players, hard drives and graphics devices. The switcher allows a director to mix and cut between the input sources to create a final program.

Besides, there are some other equipment like Green Screen, Headphones, Mics, Studio Speakers, Studio Intercom, Teleprompters, LAN-C Zoom Controller, Cables, power cords, gels, etc. On the other hand, MCR equipment which might typically include video monitors, satellite receivers, videotape machines, and transmission equipment. They check the quality of content, ensuring the transmission meets government regulations and respond to any technical issues from other areas of the operation. Regulations include content ones such as station ID, indecency, watershed rules etc. and technical regulations including those against over-modulation and "dead air". I have learned to operate these equipment and gears gradually because I was trained by the senior producers for two weeks.

Chapter 4

My Job as an Assistant Producer

I have gathered rich experience and knowledge so far by working with *SATV*. Sometimes I think if I didn't get the chance to work with this channel I would have missed so many things. On that note, I am definitely lucky for having such a work experience and opportunity to learn new things. It means a lot for me. I mainly worked in PCR with the senior producers. The program department of *SATV (South Asian Television)* deals with various sorts of television program like talk show, live studio concert, comedy show, fashion and trend, health and medication and so on. This sort of programs helps me how to design a television program and also how to execute it. It is a creative field which deals with new ideas and perspectives. I find my job very sensitive because I had to deal with technical equipment every time when I entered the PCR. I learned to use those equipment first to execute my job role. I have to look after some basic components like time management, VTR controlling, testing studio sounds, screen color comparison, serving props and modules of programs, organizing sets and design, scheduling sequences etc. These were my basic responsibilities. I was in charge of both indoor and outdoor program. I have gathered experience which I will discuss in this report.

Chapter 5

Indoor Programs of *SATV*

The program department of *SATV (South Asian Television)* deals with various sorts of television program like talk show, live studio concert, comedy show, fashion and trend, health and medication and so on. This sort of programs helps me how to design a television program and also how to execute it. It is a creative field which deals with new ideas and perspectives. The first program I have covered was a celebrity talk show called *Belasheshe* is an indoor prerecorded program which is funded by the channel itself. It is a regular show which bring various celebrities in their every episode and have gossips with them. First of all, I have to observe the set of the program and have to check everything before shooting. Camera setup, lighting, makeup, dress up and sound everything need to follow the script. After that, I have to go to PCR (Program Control Room) with the producer and give the proper direction while shooting. For example, I suggested the anchor to talk about a particular issue according to the script and she receives my words through talkback earphone. I also give the signal to the anchor that we need to take a TVC (Television Commercial) break. In terms of overlapping or wrong words, we have to retake the shot. I was partially in charge of a program called *Islamic Ganer Ashor* . It was a Ramadan special show which *SATV* broadcasts every Ramadan. The show was sponsored by Manoglee and powered by RoohAfza. It was followed by three segments like Islamic discussion, Quran recitation, and Islamic gazal. I had to organize the segments one by one while shooting. There were several artists in 3-days long shooting. I have covered almost 20 episodes in this three days. I ensured the Islamic dress up and light makeup of the artist because it was Ramadan special show which started with Islamic discussion followed by the script. I directed the anchor according to the topics in each episode based on the script. The duration of

per episodes was 20 minutes including 3 minutes Television commercial break. So I had divided the segment like discussion 11 minutes, 3 minutes for gazal and 3 minutes for Quran recitation. I have designed the show lineup as well which was 5 minutes discussion~1.5 minutes Quran recitation~1-minute commercial break-3 minutes discussion-2 minutes Islamic gazal-1minute commercial break~3 minutes discussion~1.5 minutes Quran recitation~1 minutes commercial break~1-minute Islamic gazal. Time management was very important in this show because it will be on air before Iftar when every second is countable. Sometimes I crossed the limit and told editing panel to precise it and finished in 20 minutes. Besides I also monitor the editing panel regarding the name of artists and their title which audiences can look on screen. Organization was a tough duty and sometimes it took 11 pm to pack up for the huge pressure. However, I have learned how to organize a program lineup according to the script and commercial break. I had to work in a program with a producer named Mofizul Islam. He is the producer of two programs which are *Robir Abir* and *Gohiner Gaan.* The framework or the theme was different compared to the other programs. *Gohiner Gaan* is the live musical show sponsored by *SATV* because this program is mainly for their channel's promotion. Moreover, the program has broadcast around 216 episodes so far since 2016. It is aired once a week. However, when I got the opportunity to work in *Gohiner Gaan.* The producer requested me to check the shooting set where I helped the others to enliven the stage. Basically, this program is not the same as alternate projects in light of the fact that the planning begins from 11 pm and at sharp 12 am the producer begins the unrecorded music. I got some information about the lighting and above all the clearness of the set with the goal that the set looks delightful and all around enriched. The visitor was a woman vocalist from Tangail named Priyanka Gope. On the other hand, I went to the PCR (Program Control Room) and began the heading with the producer. As a matter of first importance, I was

extremely anxious about the heading then I called my producer that how to give the bearing. Keeping every one of the tenets and controls about the bearing in my brain, I needed to begin talking through amplifier. For instance, I needed to educate the anchor regarding the limited time discourse for the channel and the visitor about their make-up and melodies which they will introduce so I needed to make a rundown of their tunes too. The span of the program was 30minitues and it took three times break amid the show. In this way, I needed to oversee time like in a 30 minutes program I will remind the anchor about the break after at regular intervals. This was the most critical part for me that is the reason I was extremely watchful about the time management. However, the arrangement of this program is quite different and attractive than the other programs because in this program many well-known singers are usually invited. During the arrangement, we had to change the props and lightings. Mainly, the producer wanted a perfect setting where the lighting, decorations, and props were the most important part and it can be said that in a celebrity talk show the decoration is the heart of the show. Furthermore, I realize live programs are a bit hectic to manage because of the specific lineup. No chances for retake or polishing shots. Everything needs to be velar and organized before the program has started. Besides, I also worked for *Sushtho Chokh Sushtho Jibon* where I have done more or less the same things.

Chapter 6

Outdoor Programs of *SATV*

Comparing to indoor programs outdoor programs are slightly different. A huge preparation and time are the prominent things of any outdoor program. These programs are also a bit messy. The Live event *"HridoyGohon Dare"* was an outdoor program which held in Raowa Convention hall. It was a live musical program to give a tribute to Rabindranath Tagore in his 157th birthday. In live event, I have to be very concern about every setup because there were no chances for retake and mistakes. During the commercial break, some things had changed by the production boys according to the script and lineup. I have to take more responsibilities because it was a biggest event. I was asked for inch-perfect producing which means there was no option for any mistake or flaw. I was in a rush I clearly remembered. It was the toughest experiences of my entire intern duration. Sometimes, I was thinking probably I could not manage so many things in a very short time but finally, I made it at the end the day. Secondly, The Live event *IGLOO musical night show was* an outdoor program which held in coke studio. In live event, I had to be very concern about every setup because there were no chances for retake and mistakes. During the commercial break, some things had changed by the production boys according to the script and lineup. Live events are much sensitive and organized and in outdoors it becomes more complicated. Always there was a rush in organization. I did not get much time to manage all the things properly. The sync with your colleagues and co-workers is very important in terms of shooting an outdoor as well as a live event. I learned how to sync and organize all the stuffs smoothly.

Chapter 7

Newsroom Experience

The newsroom is a biggest and most integral portion of the *SATV* office. The inside of *SATV* is intriguing as each work area is set in a somewhat roundabout course of action and there are three semi-circles where there is satisfactory number of PCs joined, and each PC is appointed for explicit work area. In the amplest half circle, diverse work areas are arranged in the accompanying game plan National, Entertainment, International, Business and Sports work area. Six PCs are appointed for the National Desk, five for International Desk, four each for Entertainment Desk, Sports, and two for Business Desk. Eight different PCs are utilized for the Central Desk where the Joint News editors and the News editors work. A Computer is constantly relegated for the Ticker feature and Rundown. So that, anybody can alter the ticker whenever, additionally observe the program timetable and summary, and work likewise. SATV works in 3 distinct movements for running the channel and keeping the channel completely working constantly. The newsroom is the biggest and busiest part of the workplace. The Newsroom of SATV office has a sufficient number of PCs and news servers. It additionally has an extensive studio from where the moderators present the news things. As I said before, the Newsroom is separated into four work areas. The Country Desk is the most essential of all. The Country Desk manages the news inside the fringes of Bangladesh. Mainly, the newsroom editors at this work area take a shot at the critical news of our nation every day by gathering news from the zonal reporters. The substance and subjects of country desk incorporate wrongdoings, governmental issues, local advancements, national issues and issues, peoples" feelings about the improvement of our nation, and a few occurrences which happen in Bangladesh. The correspondents of the reporting desk work along these lines as the country desk, yet the journalists at the Reporting

Desk are more dynamic. They much of the time travel to vital spots of Bangladesh like the Parliament, the Press Clubs, the High Court,and the Supreme Court and so forth to assemble news and meetings from imperative individuals of our nation. The International Desk gathers the significant occurrences of various countries. At long last, the Sports Desk just manages the games related news from both inside and outside the limits of our nation. There is no culture, amusement, and business-related news work areas in the SATV Newsroom. These issues are featured by the distinctive shows of SATV channel. These shows are a part of SATV's Entertainment Program Unit, yet not the Newsroom. The newsroom individuals compose the news, which is delivered by the news moderators from the guide screen before them. Along these lines, the news moderator does not need to remember the news content while displaying it before the camera.

Chapter 8

Technical Terms

In technical area, there are a few arrangements of words utilized by the workers, which cannot be comprehended by others. While interning at SATV I took in the essential specialized terms which are identified with broadcasting or exhibiting the news. Once, my supervisor instructed me to end up familiar with the individuals from the news office like correspondents, work area journalists, editors and so on. I watched their work painstakingly with the end goal to comprehend the work procedure. My administrator clarified a few of essential wordings of like PKG, GFX, OC/OV and so on which I have clarified later. It was a fundamental part of the entry-level position to take in these watchwords or terms identified with on-air media with the end goal to do the internship.

OC/IV (On Camera/ In Vision):

OC/IV (On Camera/ In Vision) is the first component of any news script. In this part, the reporter has to write all the information in fewer words to catch viewers' attention. The standard word limit for OC/IV is 35 words and should consist of a maximum of 15 seconds of the total news broadcast time which can be half an hour, 15 minutes or even the short bulletins of 10 minutes

VO/OOV (Voice Over/Out of Vision):

OV/OOV refers to the news that contains the footage. It contains footage and other details of the news which were not explained in OC/IV. The news presenter will remain unseen in this

situation. The footage is shown on the television screen, and the news presenters read the news by remaining unseen. Only the voice of the news presenter can be heard. VO/OOV news always deals with the serious news stories happening inside and outside the country. The duration of this news is 40-50 seconds.

PKG (Package):

Glenn Halbrooks, who leads a local team and CBC affiliate in the article titled "What Exactly Is a News Package for a TV Newscast?" mentions, a news package is a creative, visual and long form of storytelling found on television newscasts. It is a visual storytelling process which contains footage, sync, Vox Pop and GFX. In this kind of news, the reporter or the newsroom editor can use other songs, music, and poems etc. which are relevant to the news. The standard length of a PKG is not more than 130 words. The length of a PKG is longer than VO/OOV news.

OOV Sot:

OOV Sot refers to the news where the video editor adds footage and Sync (interviews or comments of important people) separately with the OOV, but the producer plays the footage and Sync/ Sot together. This is another form of OOV, where the viewers can watch the correlated interviews along with the footage.

Graphics (GFX):

GFX is the abbreviated form of graphics which refers to graphics, photographs, maps, or charts. GFX is used as a substitute when video footages are not available for a particular news story. GFX has two parts. In the first part, the presenter gives little details about a news story, and, in the second part, the graphics are shown on the screen. GFX can be shown for up to 20/25 seconds. Graphics basically encompasses piles of words, diagrams, information or other

illustrations that appear on the television screen. While the GFX is presented, the news presenter remains out of vision.

Footage:

Footage refers to the audiovisual report sent by the reporters or the correspondents. Important news item needs footage; otherwise, the news is not presentable. If the footage is not available, the newsroom airs the news with the help of GFX. SATVtries to include footage for 90% of the news items that it airs.

News Ticker:

News ticker is the breaking news that appears in the bottom line of the TV screen. It refers to the electronic broadcasted scroll that provides the latest news updates that are taking place all over the world.

Aston:

Aston contains the name and address of the reporter or guest or interviewee.

Slug:

The slug is a process of saving a news script by giving it a name within three words. In these three words, the writer of that news script should express the subject of the news.

Payoff:

The payoff is the ending part of the PKG where the reporter mentions his/her name, name of the TV channel, and the place where the incident took place.

Bite:

When someone is giving a speech, and the newsroom editor has no time to put the footage of the whole speech, he/she takes a brief portion of that speech to use it in the news item. Taking small portion of someone's interview is known as Bite.

Sync and Vox Pop:

Sync refers to a video clip where people like celebrities, ministers, officers, presidents etc. give their opinions regarding the issue covered in the news item. The word Vox pop comes from the Latin word 'Voxpopuli', which means the voice of the people. Vox Pop or Voice of the People refers to the opinion or statement of the mass. Byte refers to the same thing. Vox Pop is used as Byte in news items due to the time shortage.

Sting:

Sting refers to the music which is played before starting the news. It is also played just before the starting of the commercial – break during the news. It is replayed when the news broadcast restarts after the break. Every channel has its own melody. The sting duration is 5-30 seconds. It is a pre-recorded music. Some programs also have their distinctive melody assigned for them. It appears in bold lines during news broadcast as the bottom line on the TV screen.

Ups:

Ups is another term used when news is replaced with another news right after or anywhere else usually anywhere below in the rundown which shows the sequence the news items. The news items are replaced due to technical errors while broadcasting. For instance, for a live feed if the

footage of reporter is not available then the Editor in charge would up news to be broadcast while they wait for the video footage.

Rundown:

In the SATV Newsroom, rundown refers to the software named Octopus. Octopus is the software where the reporters and newsroom editors write their news. It is the main software where all the news scripts are maintained and arranged sequentially for the telecast. During the news telecast, every news script written in Octopus is projected on the prompter monitor to assist the news presenter.

Wap and Query:

Wap is the Internet-based news portal. By visiting SATV'swebsite, www.satv.tv people can watch and read all the news stories provided by the newsroom. On the other hand, by dialing the customized mobile number of newsroom which is provided in the scroll, the viewers can ask for any query regarding news.

Chapter 9

Integration of Theories

Under the Media and Cultural Studies focus, I have learned different theories identified with media. At first, I thought, speculations are simply literary thoughts, and these are not pertinent, in actuality. Afterward, amid my entry level position, I began to understand that the information I picked up from the courses, (for example, ENG 331: Cultural Studies, ENG 333: Globalization and the media etc.) offered under Media and Cultural Studies fixation are not founded on nonexistent certainties. These are appropriate, all things considered, situations. In this section, I will relate theories with my practical experience at *SATV*.

Panopticon and Gaze:

The word 'Panopticon' is made from two different words. One is 'Pan' and another is 'Opticon'. 'Pan' is a Greek word which means all and "Opticon" means to observe." Panopticon is basically an architectural work designed by Jeremy Bentham who was an English philosopher and a jurist. As a jurist, he planned the panopticon with the goal that he can think about the theory of laws by watching the conduct of the detainees. In this way, panopticon is fundamentally a jail like structure to look at the action of the general population. In view of that, the well-known social scholar and logician, Michel Foucault exhibited his regulation that each organization in the general public fills in as a panopticon where we are being viewed by somebody. Foucault in his book titled *Discipline and Punish: The Birth of the Prison* stated, "The Panopticon is a radiant machine which, whatever utilization one may wish to put it to, produces homogeneous impacts of intensity" (202). This implies the panopticon is an instrument which gives capacity to the watcher who looks at others. There were a few Close Circuit Television (CCTV) cameras in

SATV Newsroom. With these cameras, the higher authorities of SATV used to look at us. They checked our work and conduct to watch our advancement. In this way, amid my entry-level position, I adhered to guidelines from my on location manager and carried on formally with different individuals. That is the reason after finishing internship, the individuals from the newsroom were exceptionally content with me and my work. Persistent observation of the specialists empowered me to keep up a decent association with others, and they were additionally satisfied as I didn't break any of their official rules, and worked by their guidelines. To criticize the panopticon, I want to mention the disadvantages of being watched through the CCTV cameras by higher authorities. I felt very uncomfortable while working because I needed to correct myself many times. It also felt like I am not an independent worker who can work seamlessly without any hesitation. Sometimes it also seemed that I was in a VIP jail which is restricted, but also had certain facilities.

Hegemony:

Hegemony is an umbrella term to understand dominance, leadership, control, and power structure. Originally hegemony is used to refer to the dominance of the dominant group over the subdominant group. Antonio Gramsci, an Italian Marxist philosopher used the term hegemony to refer to the way in which, dominant groups in the society through a process of 'intellectual and moral leadership' win the consent of the subordinate groups (Gramsci in Storey 13). During my internship at *SATV*,we came across a controversial story of a celebrity asking for sexual seductions from a director so that she could be taken in his upcoming movie. In short, the artist faced the term "casting couch," and she published those messages in Facebook. The Entertainment Desk was onto this news to find out the truth before broadcasting such

controversial news. We had to look for the messages and verify their authenticity. One of the basic principles of journalism is being neutral while preparing news. While preparing the news, we had to make sure that we are not taking a side and also not including vague information for TRP. Moreover, while preparing the OC/OOV, we included images of both parties, later our editor asked us not to use any pictures for personal security of the parties concerned. Media is often thought to be the intruder of one's private space, and these stories are great for TRP (Television Rating Point). But *SATV* tries not to invade people's personal lives and space for TRP. *SATV* does not want to dominate their audiences' judgment and take sides of the victim or the perpetrator. If the news was not made from a neutral perspective it would have hegemonies the mind of the audience, and they would have taken sides of the victim or the perpetrator. Hence, *SATV* can be labeled as the dominant group and the public can be labeled as the subordinate group. The criticism of cultural hegemony is the example of the fashion and apparel programs that show Western images and highlight lifestyle in the West get more priority compared to our traditional fashion shows. These programs are suppressing those traditional fashion shows that represent our culture and lifestyle. Also, the political shows get more priority where the government is portrayed positively along with their remarkable achievements so that they inspire general people to support them. These kinds of programs dominate the programs which have neutral perspectives, and also represent the good sides of the opposition party. All in all, through hegemony they are depriving their audiences.

Globalization and Mediascapes:

News distributing and broadcasting by means of print media and TV media are the progressive creations of globalization which associated the entire world. Because of huge globalization, each

nation has effect on one another as far as governmental issues, parties, culture, religion, economy and so on. The development of the media is one of the components which keep up the worldwide social stream. An acclaimed Indian anthropologist and social scholar, Arjun Appadurai separated the worldwide social stream into five significant parts dependent on ethnicity, innovation, philosophy, and media. Here the media is our primary core interest. Appadurai named this media-related part 'Mediascapes.' In this way, Appadurai in his book titled *Disjuncture and Difference in the Global Cultural Economy* stated,

Mediascapes regardless of whether created by private or state interests, will, in general, be picture focused, story-based records of segments of the real world, and what they offer to the individuals who encounter and change them in a progression of components, (for example, characters, plot and literary structures) out of which contents can be shaped of envisioned lives, their own and additionally those of others living in different spots".(299) As per him, the impact of media on society is making an imaginary world which does not have any racial boundaries. Through this nonexistent perspective, a man from Bangladesh is associated with the way of life of Ireland and different nations. The pictures appeared through print and TV media give enough data to plan what sort of culture the other individual is encountering. A similar thing happens when individuals watch global news through *SATV*. The pictures, recordings, sounds, and messages give enough information to the typical personalities to envision how the vocation of America is, even without leaving Bangladesh. A needy individual who does not be able to travel to another country can envision how life is abroad. Media has a definitive capacity to get the world individuals' hands. Essentially when landscapes of war influenced nations like Syria, Afghanistan are appeared in media, individuals can identify with the agony of the war exploited people by living in the fictional universe through mediascapes.

Chapter 10

Integration of News Value Factors

Proximity:

Proximity refers to the distance between the viewers and the place where the incident took place. If the place of the incident is near the viewers, the viewers will give it more importance. Otherwise, the news item will not get an adequate number of viewers. For example, if a bomb blasts in Tehran, then the news item will have less impact on Bangladeshi viewers. On the other hand, if a bomb blasts in the Indian subcontinent, then it will have an impact on the economy and policy of Bangladesh. By this I mean, if a bomb blasts in India, our government will impose a temporary ban on traveling to India. This will affect the trade relationship between India and Bangladesh. Thus, our country will lose a big amount of money. So, the viewers will give more importance to the bomb blast in Pakistan as Pakistanis closer to Bangladesh than Tehran. During my internship, I gave more importance to the incidents that happened in nearby countries.

Prominence:

When a news story is about or includes prominent persons like president, prime minister etc. the news gets extra attention from the viewers because people always like to hear about the famous people. It also sets the priority in case of ordering the news items in the rundown for news bulletins. So, according to this, if the Prime Minister of India, Narendra Modi, and a common man of Calcutta die in two different accidents, then the news covering the death of Modi will have higher news value than the other news item.

Timeliness:

In every news organization, time is money. The more quickly a news organization telecasts news stories, the more viewers it will get. If a news channel airs a news item after a minimum of fifteen minutes from the actual time after which the incident took place, then the channel will get enough attention. The audience will no longer rely on the news channels which telecast news stories late. So, during my internship, I had to speed up my writing process to meet the time limit.

Consequence:

Consequence is the impact/result of the news item on the masses. Every news item is a quite waste for the viewers if it has no impact on their lives or surroundings. So, while writing news scripts, I had to choose news stories that had an impact on the viewers" lives, hence they were news stories the viewers could relate to.

Oddity:

Oddity refers to unusual or unexpected news happening in the country and abroad. For example, when National Aeronautics and Space Administration (NASA) found water on Mars, it was an unusual news. It was worthy enough news to get viewers" attention. During my internship, NASA found seven new Earth-like planets which was unusual, but big news. It was so important that SATVtelecast the news as soon as possible.

Chapter 11

Ethical Journalism

There are several principles in journalism, and it is confusing what to choose when selecting the right and ethical principles for the news organizations. SATV follows the core principles of practicing ethical journalism. In the article, "The 5 Principles of Ethical Journalism" published by Ethical Journalism Network, it is mentioned that "There are hundreds of codes of conduct, charters and statements made by media and professional groups outlining the principles, values,and obligations of the craft of journalism. Most focus on five common themes". According to that article, the five core principles of journalism are 1. truth and accuracy, 2. independence, 3. fairness and impartiality, 4. humanity and 5. accountability. Every news broadcast by SATV is based on accurate facts, and the channel always tries to serve the truth in front of the viewers. Besides, SATV is a private television channel and works independently. As it works independently, the channel is not biased towards any political party, group or organization. As a result, SATV does not air any unfair and biased news. SATValways tries to promote humanity via its news items. During my internship, I was instructed to avoid certain words which promote violence. To avoid any harassment, and show feelings of humanity, SATV does not reveal the face of any rape victim. Finally, SATV is highly accountable to the government of Bangladesh and its people. The management of SATV is very clear and does not provide any false information to the people. Hence, based on these facts, I can say that SATV is a broadcasting media which promotes ethical journalism by following the five core principles of journalism.

Chapter 12

Conclusion

Media is a major existence where something new happens each day. The media columnists are the most intrepid of all who recount tales about the past, present, and future ages with realities, data, and confirmation. I was fortunate people to get an inside perspective of the media world. The three-month long experience currently appears to be a brief span. The universe of media never neglected to shock me. I learned numerous things during my internship period which I have incorporated into this paper. It was an agreeable voyage which I will always remember as it gave me direct experience with respect to the real working environment circumstance. I am thankful that I found the opportunity to complete an entry-level position. Else, I could never have known how a media station functions and how a group of more than many individuals work in concordance like the honey bees in a bee sanctuary. In this limited capacity to focus time, I attempted to investigate the world of news and reporting. I realize that despite everything I have far to go before I can turn into an undeniable TV journalist or producer, yet I am sufficiently idealistic to convey the eagerness. To sum up, I have learned how to use the equipment and gears such as monitors, audio consoles, zoom controller and so on. I received training on how these devices work and how to operate them in different manners by following the program description. I also learned about ethical journalism and how to check the criteria of news items in order for them to be labeled news items. When I was taking the media related courses under the Media and Cultural Studies focus, I felt the bit of media, as well as felt the

presence of media inside me. There is a truism in the realm of media that a man who can't feel the profundity of the news can't compose news. Inside the books, I found the directions and rules, however, I got the genuine experience of the media world when I was in the four-dividers of the SATV office. In this report, I may have tried to incorporate all my insight and experiences, yet at the same time, a few experiences which I gained can't be clarified with words. I gained knowledge about office habits, fellowship, passion,and cooperation. I trust the information from the courses I have taken under the Media and Cultural Studies concentration and the experiences I gathered at SATV will enable me to choose my profession. Thus, I am regarded to be a part of this undergrad program intended by the ENH Department of BRAC University.

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