

**Internship experience as a feature journalist from magazine
desk of *Daily Sun***

By

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A thesis submitted to the Department of English & Humanities in partial fulfillment of the
requirements for the degree of
B.A. Hons. in English

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Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing degree at BRAC University.
2. The internship 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 internship report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Approval

The Internship Report titled “Internship experience as a feature journalist from Magazine desk of *Daily Sun*” submitted by MD. Ashiquer Rahman Bhuiyan; of Spring, 2019 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of B.A. Hons. on April, 2019

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Chapter One

1.1 Introduction

“A newspaper is the center of the community, it’s one of the tent poles of the community, nation talking through the words. It cannot be replaced by any medium”-

Michael Connelly

It is a belief that from journalism you will get to know the whole world. Throughout this journey of curiosity, I took a chance for myself to become a journalist to come as close as possible to the heart of the world. Since I started my journey by studying in the English and Humanities Department of BRAC University, I had an immense interest in media studies. The enthusiasm and fascination for journalism motivated me to choose Media and Cultural Studies as my area of concentration. Among others, this is a matter of wonder if you are reading a newspaper written in the stone instead of paper. It might not match with this modern age but incredibly the scenario is about the beginning of the journalism that comes from the Roman Empire appeared in 130 BC. The journey from curving news into stone to posting news through paper is the most wondering matter to me that interests me more to assist with media. This is how journalism always grabs my attention.

Initially, the newspaper is a paper that is printed and usually distributed daily or weekly and contains news, articles of opinions, features, and advertising. This is a medium of spreading the news and ideas towards the general people. When I have studied ENG440: English for Print Media, I realized that writing features are really delightful. Writing features gives me more pleasure than anything, so I dropped my CV at *Daily Sun* Magazine Department and got called for the interview. By the grace of the Almighty, I was selected for the internship there. Hence, I have joined as an intern at *Daily Sun* to complete my Bachelor of Arts in English degree.

1.2 Focus & Objective:

Working at a newspaper organization always fascinates me because of its link and presence everywhere around the world. Among all the jobs, I found journalism very interesting as well as challenging because it deals with the process to deliver prominent news to the reader and fulfill the curious mind with accurate news. A newspaper has broad coverage on every topic such as political, sports, technology, entertainment and many more. I wanted to know these news stories are covered every day along with that from childhood; I love to take challenges. It is not easy to collect all the news or incident happening, but newspaper manages to collect valuable news for the reader. For such experience, I have decided to do my major in Media & Culture, no other areas. There is a saying that, if you confine yourself within bookish knowledge, you will get stuck everywhere. Practical knowledge enhances the existing knowledge and adds experience to utilize it. *Daily Sun* has given me the opportunity to do my internship as a feature journalist to gain experience in this field and utilize my academic knowledge further.

In terms of gaining practical experience and completing the undergraduate program, the internship is mandatory for Media & Culture major students. While doing my internship at *Daily Sun*, I strived to develop my writing skill as well as learn the professional etiquette because I have decided my future plan on becoming a journalist and my internship experience will give me boost in the future run. From the courses such as English for Print Media (ENG440), Globalization & Media (ENG333), Copy Writing (ENG404), Editing (ENG401) and Research Methodology (ENG 301) and many other courses assisted me in acquiring theoretical and practical knowledge of journalism.

Chapter Two

2.1 History of Magazine

According to the article history of Ancient Newspaper Industries and revolution, it is mentioned that, 130 BC was the very first time when people engraved the news on stone or metal then presented in message boards in public places like the forum of Rome. Latin *Acta Diurna* was the first daily public record which is also called only *Acta*. As the *Acta Diurna* was meant to reach a general reader, they were placed at public places, such as the forum, the markets, or the thermal baths. It informed citizens of political and social happenings in ancient Rome. They kept the ancient inhabitants of Rome up to date with current events. Such as, it contents court news, decreases of the emperor, official news of senate and magistrates, notice of births, marriages, and deaths. To some extent, it filled with the daily public opinions posted in areas like Roman Forum where citizens met to receive news, discuss ideas, philosophy and politics. Even they recorded the entertainment readings.

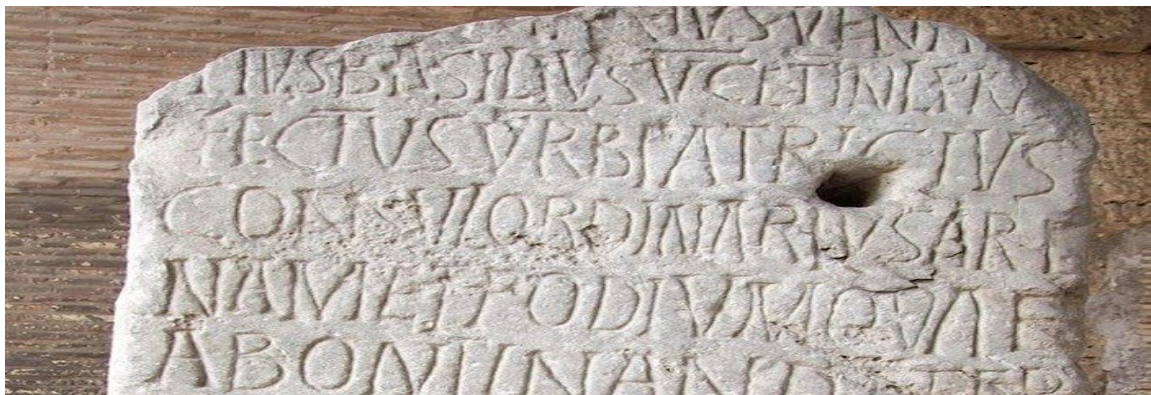


Figure 1: *Acta Diurna* was the first newspaper

As time went by, the *Acta Diurna* was no longer carved on stone or metal. Instead, they were hand-written, most likely on paper. They continued to be posted in public places, and after a couple of days, were taken down to be archived. Unfortunately, no intact copy of the *Acta Diurna* is known to have survived till the present day.

A magazine refers to periodical publication (typically published weekly, monthly or quarterly), which is printed or online based. Generally, magazines are published on a regular schedule and contain various numbers of contents. To cover up the writing onto the magazine, a writer has to be more creative. The contents of the magazine can be on travel experience, personal hobbies and activities, events, current topics like Rohingya issues, opinion based topics, places, women's magazine and so on. Through the magazine, readers also can get amazed if they can match the writing with their lifestyles. The Magazine provides lots of ideas regarding fashions, lifestyles, activities. Mostly, younger are fascinated to read a magazine, but most magazines focus on every generation.

To begin with, the most prominent magazines were *Mercure de France*, *Journal des sçavans*, founded in 1665 for scientists and *Gazette de France*, founded in 1631. Jean Loret was one of France's first journalists. He disseminated the weekly news of music, dance, Persian society, literature, poetry, stories as well. They served religious, cultural and political communities.

The earliest example of magazines was *Erbauliche Monaths Unterredungen*, a literary and philosophy magazine, which was launched in 1663 in Germany. *The Gentleman's Magazine*, first published in 1731, in London. It was the first general-interest magazine. Edward Cave, who edited *The Gentleman's Magazine* under the pen name "Sylvanus Urban", was the first to use the term "magazine" on the analogy of a military storehouse.

The Gentleman's Magazine:

London Gazette
London Journal
Royal Journal
Applebee's
Hend's
Craftsman
D. Spectator
Grubstreet
Daily Register
Free Briton
D. Doctor
Daily Court
Daily Post
Daily Journal
D. Post-boy
D. Advertiser
Evening Post
St James's
Whitehall
London
Morning Post
Weekly Advertiser



St JOHN'S GATE.

Mosk 2
Dublin 6
Edinburgh 2
Bristol 2
Norwich 2
Exeter 2
Boucester
Northampton
Gloucester
Stanford
Birmingham
Bury Journal
Chester ditto
Derby ditto
Ipswich ditto
Reading ditto
Newcastle
Canterbury
Manchester
Boston
Jamaica
Barbados

Or, MONTHLY INTELLIGENCER.

For JANUARY, 1731.

CONTAINING,

/more in Quantity, and greater Variety, than any Book of the kind and Price/

I. A VIEW of the WEEKLY ESSAYS, viz. Of Queen Elizabeth; Ministers; Treaties; Liberty of the Press; Riot Act; Armies; Traytors; Patriots; Reason; Criticism; Versifying; Ridicule; Humours; Love; Prostitutes; Musick; Pawn-brokers; Surgery; Law.

II. POETRY. The Ode for the New Year, by Colly Cibber, Esq; Remarks upon it; Imitations of it, by way of *Burlesque*; Verses on the same Subject; ingenious Epitaphs and Epigrams.

III. DOMESTICK OCCURRENCES, viz. Births, Deaths, Marriages, Preferments,

Casualties, Burials and Christenings in London.

IV. Melancholy Effects of Credulity in *Witchcraft*.

V. Prices of Goods, Grain, Stocks, and a List of Bankrupts.

VI. A correct List of the Sheriffs for the current Year.

VII. Remarkable Advertisements.

VIII. FOREIGN Affairs, with an Introduction to this Year's History.

IX. REGISTER of Books.

X. Observations on Gardening.

XI. Table of CONTENTS.

By SYLVANUS URBAN, Gent.

THE FIFTH EDITION.

LONDON: Printed for the AUTHOR, and sold at St John's Gate: By F. Jefferies, in *Luigate-street*; all other Bookellers; and by the Persons who serve Gentlemen with the News-papers: Of whom may be had Compleat Sets, or any single Number.

A few are printed on ROYAL PAPER, *Large Margin*, for the CURIOUS.

Figure 2: First ever published magazine

In the mid-1800s, monthly magazines had gained its popularity at the United States. It contained some news, vignettes, poems, history, political events, and social discussion. Unlike other newspapers, they were more of a monthly record of current events along with entertaining stories, poems, and pictures. The first periodicals to branch out from news were Harper's and The Atlantic, which focused on fostering the arts. The news of Harper's was concentrated in a cultural magazine, and The Atlantic was focusing mainly on world events. Mass circulation magazines became much more common after 1900 with some circulations in the hundreds of thousand subscribers. Some passed the million-mark in the 1920s. It was an age of mass media. Because of

the rapid expansion of national advertising, the cover price fell sharply to about 10 cents. One cause was the mass coverage of corruption in politics, local government and big business, especially by Muckrakers. A journalist who wrote for popular magazines to expose social and political sins and shortcomings. He used to rely on his investigative journalism reporting. Muckrakers often worked to expose social ills and corporate and political corruption. Muckraking magazines—notably McClure's—took on corporate monopolies and crooked political machines while raising public awareness of chronic urban poverty, unsafe working conditions, and social issues like child labor. As time passes, the forms of magazine are improved pacing up with the trend to keep the reader updated about the mainstream around the globe. The magazine in Bangladesh covers fashions, entertainments, movies, music, travel, sports and lifestyles by targeting the reader's demand.

2.2 Brief history of *Daily Sun*

In Bangladesh, *Daily Sun* is an English newspaper founded on 24th Oct. in 2010 by East West Media, a concern of Bashundhara Group. *Daily Sun* publishes almost more than five thousand copies of newspaper every day and same amount of magazine comes out weekly. It is recognized as one of the well-renowned English leading newspaper. It has a different aim than other leading newspaper which is to publish the truth to the commoners.



Figure 3: Logo of *Daily Sun*

Ahmed Akbar Sobhan, the Chairman and the Md. Sayem Sobhan Anvir, is the Managing Director of this media group. Additionally, East-West Media Group arranges numbers of programs during the year where the employees meet the owners. The East-West media group owns two other daily newspapers named *Bangladesh Protidin* and *KalerKontho*. The East-West Media Group also has most popular news channel NEWS24, a radio channel FM 94.8. The location is situated at plot no: 371/A, block: D, East West Media Group, Bashundhara R/A, Baridhara, Dhaka-1229.

Daily Sun has both Online (<http://www.daily-sun.com>) and Print version. Along with that, it also has E-paper (<http://www.edailysun.com>) which is the copy of the printed version and it can be found online. It has 24 pages including 4 pages on business and 2 pages on sports. The sports part is named as “Winner”. It also publishes Bangla-language daily news that has been founded

in 2010. The printed newspaper includes front page, back page, metropolis, sun extra, editorial, Asia, world, culture and entertainment, sports and more. Through the online version, it provides updated news that occurs daily as it takes time to provide the news timely via printed paper. Readers can receive daily news like national, economy, world, sport, entertainment, arts, nature, and lifestyles and so on through the online version of *Daily Sun*. It has approximately thirty-four thousand readers, and around eighty-five employees are working under *Daily Sun*. There are three weekly supplements in *Daily Sun* newspaper. Moreover, occasional magazines are also published by them likewise Eid Magazine, Pahela Baishakh, etc. At least, seven people cover the weekly supplements. The environment of *Daily Sun* was amicable that encourages more to deal with their work. The present chief editor is Enamul Haque Chowdhury and Md. Shiabur Rahman is the executive editor of *Daily Sun*. Late Professor Syed Anwar Hossain was the first chief Editor of *Daily Sun*. In that early day of *Daily Sun*, Amir Hossain was the executive editor. Later, due to his sudden death, Shihabur Rahman was the acting executive for a few days. Afterward, he becomes the executive editor. By following their motto and aim, *Daily Sun* is becoming a trustworthy daily news portal gradually where there is no biases and yellow journalism and gaining its highest popularity.

2.3: Weekly Magazine Supplements of *Daily Sun*

In general, magazines are published weekly to take the reader apart from the monotonous incident or news. People read magazines because magazine talks more about the subject related to the reader life whereas daily newspaper always expresses what is happening around the world. Among all the daily English newspaper, *Daily Sun* has the popularity because of the regular weekly magazine supplements, and there are three magazines which come out every week on a particular day. Each of the magazines has different characteristics than others.



Figure 4: Logo of Morning Tea magazine

First of all, “Morning Tea” is one of the most popular weekly magazines of *Daily Sun*. It is a twelve-page magazine that comes out every Friday. The mentioned magazine deals with the socio-cultural, political issues, photo feature, pros and cons of any incident around the city and many other matters which are related to general’s life. Generally, articles of this magazine contain 2000-2500 words because it focuses on in-depth research and information to highlight an issue. Moreover, sub-editors of the magazine desk starts to work on this magazine from Tuesday so that they can do the additional findings and put everything together into a piece of writing. Each article talks about a particular issue and before writing, a sub-editor has to submit the topic to the magazine coordinator, and after confirmation, they start to do their task to cover a problem. Often, sarcastic, vivid portrayal or relevant images are used to illustrate the idea in front of the reader also

sub-editor has to keep an eye on making exciting headlines. This magazine also gives the freedom to the writer to talk about the recent incident, event or upcoming actions. Each article sums up the incident or upcoming issue or matter, then relevant topic prior to the topic, consequences or impact of it and lastly solution. Though this magazine is a part of newspaper, but the writer here gets the chance to portray the main argument.



Figure 5: Logo of Groove magazine

Who does not love to explore the world of fashion and style? Groove magazine acquired number of reader because it covers topics such as fashion, health and fitness, home décor ideas, recipes, art and culture and celebrity interviews and many other subject to targeted reader interest. Moreover, it contains 12 pages covering different subjects and every week the topics are always unique also unpublished so that the reader will not feel monotonous in terms of reading it.



Figure 6: Logo of Hood magazine

Based on the reader's choice and reading interest *Daily Sun* publishes three magazines and this mentioned magazine The Hood is about youngsters. This magazine contains different section according to the reader's interest such as Scribbles, Blah, Fun fact, Talkies and Bring the Noise. Along with that, this magazine focuses on the choice of reading of the young reader. For instance, the Hood not just entertains with movie review, band or music related topics but also it speaks on behalf of themselves with other readers as well as it also inspires them by providing convincing solutions for acceptance.

In Bangladesh there are plenty of English newspaper covering news in English with rich vocabulary and credible news. In terms of competing in the market *Daily Sun* covers all the lively or trendy topics which interests the reader more. Along with that, categorizing according to the targeted reader also their USP to pace up with its competitors. Moreover, *Daily Sun* targets mass people and for them it follows simple English so that the reader would never become confuse or lost interest in reading the newspaper.

Chapter Three

My Work Experience at *Daily Sun*

3.1: Practical Work Experience

Practical implementation of knowledge is different than theoretical because in practical implementation it includes experience and prosperous tendency. I faced several kinds of problems while doing my internship but sorted out by implementing my academic knowledge which I acquired from the Media major courses such as Editing (ENG 401), Copywriting (ENG 404), English for Print media (ENG 440), Translation Studies (ENG 465), Globalization (ENG333), Research Methodology (ENG 301) and other courses. Each course provided the knowledge related to this field. For instance, from Editing course I learnt the ins and outs of editing and it gave me better understanding on the writing elements to write better. As I did my internship as feature writer, Research Methodology, English for Print Media, Editing and every other courses played vital role to overcome every obstacle and gain professional experience.

Feature stories are the most popular content of print and electronic newspaper. It is also said that, it is the 'Vivid Part' of a newspaper. Dr. Curtis in his article, "How to Write a Feature Story" explained all the details from definition of feature story to the structure of writing a quality feature. The author defined feature story as, "Feature stories are human-interest articles that focus on particular people, places and events. Along with that, Feature stories are journalistic, researched, descriptive, colorful, thoughtful, reflective thorough writing about original ideas." (Curtis, 1). It portrays the idea that feature stories are completely different from the daily news more informational and productive also covers almost every aspects of human life. Generally, hard news takes less time to cover and contains proper details of any kind of information. Most

importantly, the writer cannot include anything to the news as the news will lose its credibility. On the other hand, writer can play with the feature story topics also gets the chance to develop the feature story theme, can dive into in-depth research and include writer's own thought or suggestion in the writing. Moreover, hard news stories follows the *Inverted Pyramid* which refers to "The Lead: Most Important Info" then comes "The Body: The crucial Info" and lastly The Tail: Extra Info". In contrast, feature stories does not follow this structure, though it has unique writing format to give the reader a ride to the thinking and relatable actions.

Unlike hard news, it is not compulsory to give away or encapsulate main point in the beginning of the story because writer has the opportunity to express the subject in an attractive manner. In terms of making the feature story successful and more engaging, the writer should use engaging introduction focusing on the topic. With grabbing introduction, statistics or dramatic approach writer can make the story more interesting and enjoyable. Besides, while writing a feature story the writer has some limitations, for instance, feature stories are not opinion based or editorials it is more likely it refers as an open discussion where the writer have to keep his/her voice preserved and separated from the story. Instead he/she must analyze and dig down more information in front of the reader so that the story remains in general. Moreover, hard news stories report very time incident or events that have just occurred. Feature stories, on the other hand give readers information in a pleasing, entertaining format which highlights relatable issues. However, the power of a feature story lies in its ability to enhance an issue through first-rate storytelling, humor and others appealing manner. Along with that, this type of story have a clear beginning, middle and end and are longer than hard news stories. In terms of measurement, usually newspaper features often are 500 to 2500 words in length. On the contrary, magazine features are 500 to 5000

words. In *Daily Sun* supplements 500-650 words consider as the inside feature story and 1100-1200 word feature story gets publish as the cover feature story of the magazine.

Correspondingly, the weekly supplements of *Daily Sun* follows the same word rule in terms of cover story and inner page story. In size, all the magazines are 15 "x 20 ". There are 4 standard columns in the page where the daily newspaper usually consists of 6 or more columns per page. In the magazine the gap between each columns is 0.167 " and gap from the margin from all the corner is 0.5 ". Along with that, columns size or measurement can very base on writing format. Besides, font size is 13 and Times New Roman. Before printing, it need to be converted to TIFF format to keep the image quality and the font untouched and standard.

To make the feature story more comprehensive only generating idea will not make the story successful rather feature story writer use three tools to gather information for stories observation, interview and background research. By utilizing these tools writer gives life to the story through colorful description, meaningful anecdotes and significant quotes. Most importantly, journalist keeps an open mind while interviewing subjects and researching sources.

Afterward, story format plays the most vital role to organize the collected information and writer's collective thoughts. It is mentioned earlier that feature story follows different format to present information in front of the reader. Sometimes a writer uses several paragraphs or two or three paragraphs depend on the subject to be discussion to engage the reader before even getting on with the main point of the story. To clarify the format, it is organized such tittle of the feature story then comes the grabbing paragraph to persuade the reader to keep engaged with the story article. Slowly dive into the information and the main point of subject. In the end, the writer almost recap the discussion and finishes with a suitable ending.

3.2: Different Types of Feature Writing

Moreover, there are different types of feature stories. As *Daily Sun* publishes three different weekly supplements and during my internship as a feature journalist I worked on the all the supplement. Based on the supplement theme, I had to come up with new topic because same topic feature story will bore the reader for sure. It was hard to brainstorm new topic ideas but because of my academic knowledge I managed to generate new feature story idea. From ENG 401: Editing course I learnt how to come up with new feature story topic. The key to creative journalism is the editor's (writer) ability to generate imaginative story assignments. Each type follows its own rule and those types are:

- 1) Human Interest: Who does not love to read about achievements of people? It always makes the people curious and wants to know how that person became successful. This type of feature story is one of the best known kind among all the types because it presents the 'issues through the experiences of another'. For an example: I wrote feature story on the students who got award for their outstanding result in 'O' level and 'A' level exam from the honorable speaker Shirin Sharmin Chowdhury, the editor of *Daily Sun* and the Vice Chancellor of the World University. I took interviews of those students to learn about how they achieved their success and what are they planning for the future. It was published titles "What are those young minds thinking" with grabbing introduction and some of the student's name along with their quotes. (See Appendix: 3)
- 2) How to: This type of feature stories interests people more to read because it teaches the reader certain things. Along with that, in the magazine sector it is a common type of feature contains the tricks, technique and methods to do something unique. Beforehand, the writer learns about the topic and collect further accurate information through education,

experience, research or interviews with experts. The feature story titled “Greenary All-Around” poked in my head because in my home we have small garden in our balcony also in the roof. In this article, I mentioned ways to create natural atmosphere not just at home but also in a place in front of the house. Along with that, I also mentioned its advantages to human body and nourishment for ideal brain function. (See Appendix: 6)

3.3 Event Report:

Among all other topics, event report is one of the most interesting because it captures the essence of an occasion through word which takes the reader to travel in the past and enjoy the same atmosphere/ notion. Every now and then there are so many occasions, events taking place in our country and each of them are presented in very interesting way. While doing my internship, I was assigned by my supervisor to attend an event also cover it and write an event report on it. On 15th November, 2018, I attended the event named as “The Great Indian Food Festival” held in Long Beach Suites Dhaka, the event was all about introducing authentic Indian dishes such as parathas, butter chicken, murg kastori kebabs, multitude of chaats and other food items. Because of the cultural diversification the Indian dishes has become popular among the people of our country. The event held from 10 a.m. to 2 p.m. Mehreen Mahmud, Chief Guest of the event, Deepankar Paul, Chief Chef, Rajkumar Bhattacharya, Sponsor and Regional Manager of Jet Airways and honorable guests were present during the event. After their speech, I took interview of every one of them to know more such as, is this going to be added permanently in their menu. What are the initiatives they are taking to make this items more interesting? And many other questions. In the end, I also got the chance to taste some of the Indian dishes and directed the photographer to take pictures which would be suitable with the report.

When it comes to put the event into word and writing an event report on this event I implemented my acquired academic course ENG 440: English for Print Media knowledge. There are several rule of covering event and write a report on it such as take pictures of all the main parts of the day such as good close-ups, crowd and honorable guests, get direct quotes because it is the best way to get accurate expressions, Before and after the event talk to the people responsible for planning and speaking at the event. They have valuable things to contribute since they see thing from a closure angle, Make notes of pertinent stats such as the number of people attending, the location, the time, the theme as well as anything else that stands out or makes the event distinct. Finally, when it comes writing the event report it should be like writing a paragraph length summary of the day, highlighting all the most exciting and meaningful elements so that anyone can get a general overview of the scope, add he valuable quotes and information and add relevant photos of the event. By following these techniques I successfully covered an event and gave the headline of the report as “Indulge the finest Delicacies from India”. (See Appendix: 1)

3.4 Movie Review:

Movie review feature story plays one of the most vital role to make the magazine more reader friendly and increase average engagement. It refers to the article which talks about the movie, give opinion on it. Though individual choice varies, movie review article shares the impartial opinion of the writer of a particular movie. Along with that, what makes the movie review article this much interesting? It is because movie review article tells the reader about the main plot of the movie as well highlights the interesting part, so that reader can decide if it is worth to watch the movie. This type of article has huge impact on the reader’s mind such as vivid movie review article will ensure readers maximum interest and vice-versa.

I got the chance to write movie review during my internship which I enjoyed the most. Academic knowledge acquired from ENG 440: English for Print Media, I learnt that following just few steps can make a movie review article successful and how to make it more enjoyable. While writing the movie review article I implemented these techniques:

1. Select movie and get familiar with the context
2. Watch the movie and take out the main theme:
3. Write engaging lead:
4. Recap briefly but with minimum information:
5. Back up main argument with specifics:
6. Be interesting:
7. Always be truthful in approach. (See Appendix: 12)

3.5 Generate Headline for Feature Story:

To engage mass reader, the recipe is to create vivid and interesting headline for the story. Because headline is the most vital part of the writing and treating the headline like it were a magical wand which will attract more reader. Headline is the first thing that comes in front of a busy reader speedy eyes. An attractive and informative headline will definitely hit the reader to the point and grow interest to read the full story. Moreover, a good headline not only tells the story to the reader but also sells it to them.

Working as a feature journalist is associated with writing feature article along with its headline. I always strive to make the best headline and techniques that I acquired from ENG 401: Editing helped me to put good use of those technique into practical life and generate suitable also creative headline for the story. ‘Writing Headlines’ from this course packet helped me to learn

many techniques of writing pointy headline including things to keep in mind while writing headline. First of all, the writer must keep the headline within nine words to maximum ten words otherwise the headline will seem too long. Along with that the choice of words is a big issue that a writer should take care of. Not every feature story holds the same tone and mood, so according to the story tone the writer ought to choose suitable words balancing with the readability and engaging headline. Moreover, no matter how much interesting a feature story is, bring headline will achieve none of the goals of the successful story. Writer must examine every story to see what the key elements are and what makes this story different than the others. Nowadays headlines are becoming livelier because writers utilizes the chance to play with the word to make it more fascinating. There are six steps for beginners on how to write interesting and perfect headline for the article which are:

- Read and understand the story again to get a good grasp on it to write headline for it
- Experiment with word combination and make more rough headlines
- Choose specific, precise words
- Make each word count
- Use action verbs blending with creativity
- Start over when box is empty

By following these six steps I wrote several headlines not just for my feature stories. Feature story such as “It is time to hit the Gym”, “All you need to know about pets” published as the cover story of the “Hood” magazine. Though in the beginning I used to write long headline to put up the gist of the feature story in front of the reader and by following the six steps to write a single headline. Afterward, continuous practical exercise assisted me to minimize the word count and make attractive headline with gist of the story. (See Appendix: 6, 7, 9, 11)

Chapter Four

Integrating theories with my assignments

While studying Media & Culture I had to complete several courses which are related to the media such as Copywriting, Editing, English for Print Media courses and other courses. Along with these course, I also studied other courses which assisted me to understand in depth issues related to Media and taught me more about culture. Internship is mandatory in terms of completing my graduation and I faced some obstacles which I overcome using theories learnt from my academic courses.

4.1 Translation Studies:

Because of the bi-lingual nature of our country, Bangla is our native language and English is consider as the second language. *Daily Sun* is one of the leading English newspaper in our country and supplements of this newspaper are in English. There were some feature stories written in Bangla and I was assigned by my supervisor to translate it in English. While translating the feature articles, I had to wear many caps because a translator is bound to wear different hats to put the best effort to make reader oriented article without changing the meaning. To describe this, the author of the article mentioned that, “Translation in Journalism: The Practices of Multilingual Foreign Correspondents” mentioned that, “Translators then are not simply translating. They are more complex than that—they are jugglers, conjurers, mind readers, psychologists, games players, poets, and social scientists. At the end they are cultural porters, offering the use of one language an imaginative equivalence of the meaning expressed in another. The question is not whether they get it wrong. The wonder is that so much of it is right. (Qtd. in Ahern & Jeanne, n.p.). Translating

is not an easy job to do because a translator does not have the right to interpret his/her thoughts while translating because it might change the meaning of the sentence.

From ENG 465: Translation Studies course, I have learnt many theories and techniques to bring out the proper meaning and aura from ST (Source Text) to TT (Targeted Text) without hampering the meaning. Moreover, there are certain techniques I implemented while doing translation, such as ‘Word for Word’ and ‘Sense for Sense’ are the most common and useful techniques that helps translator to translate any ST to TT effectively.

The term ‘Word for Word’ refers to the process of choosing the precise word from the targeted language to translate the source text with same meaning and aura. Jeremy Munday, in his book, *Introducing Translation Studies: Theories and Applications* mentioned that, “[...] it refers to what came to be known as ‘literal’. [...] (Qtd. in Munday, 20). However, the choice of suitable words and sentences depends based on the targeted reader and the nature of the magazine. For instance, the language of the *Hood* magazine is not the same as *The Morning Tea*. Because first magazine’s targeted reader is young generation, on the other hand, the second magazine talks about the serious issues. While doing translation from word to word, I had to translate this below text (ST) to targeted text. For instance, the ST (Source Text) was written like “সুন্দর হাতের লেখা শিখা এমন কিছু কঠিন নয়। প্রতিদিন দশ মিনিট করে নব্বই দিন অভ্যাস করতে হবে” to “It is not hard to master appealing handwriting. All you have to do is practice writing for ten minutes daily for 90 days”

Sense for Sense technique is the opposite of word for word techniques. The goal of this technique is to convey the meaning of ST through TT following the indirect manner keeping the meaning unchanged. Jeremy in his book explained this technique “[...] free (sense for sense) translation. [...] The sense for sense approach, on the other hand, allowed the sense or content of

the ST to be translated” (Qtd. in Munday, 20). Every language has its own characteristics and style than other languages. To keep the meaning and expression same, it is the most obliging technique to translate any source text language to the targeted language. While translating an article I used sense for sense technique to convey the same expression and gist to the reader. For an example, in the source text it was written as “কম্পিউটারে যতই কাজ করুক স্কুল, কলেজ ও ভাসিটিতে কিন্তু হাতে লিখেই পাস করতে হয়। এর কোনো বিকল্প নেই” and I translated to “You will have to write if you want to pass the exam in the school, college and university”. Along with that, another example can be added such as, “সবার আগে প্রয়োজন শিক্ষকদের। শিক্ষকরা যদি সুন্দর লেখা না জানে, তাহলে শিক্ষার্থীদের শিখাবে কে? দেশের শতকরা আশি ভাগ শিক্ষকদের হাতের লেখা সুন্দর নয়। শিক্ষকদের এ বিষয়ে বিশেষ প্রশিক্ষণ প্রয়োজন আছে” translated as “Moreover, it is true that most of our teachers’ handwriting is not satisfactory, then how can we expect that our students will have good handwriting. So teachers need training on calligraphy as well”. Not just these two techniques but also I have used other method and implemented theories practically to make the translation more interesting and reader friendly.

4.2 Global Cultural Flow:

Culture, thoughts and information everything are exchanged in profound through a flow among the countries of the world. It is only possible when each characteristics travel within the pipe of different dimensions. From ENG 331: Cultural Studies, my academic course I learnt the theory of dimensional exchange worldwide. The theory of global scapes taught me how the exchange nowadays taken normally without considering the changes and impact of trading countries. Although the exchange made it possible for the countries to unite. Arjun Appadurai, an Indian-American Anthropologist, in his article “Disjuncture and Difference in the Global Cultural Economy” mentioned a framework of five different dimension in order to explain how this exchange propensity organized all over the world and still running edging with the cultural overlapping controversy. “I propose that an elementary framework for exploring this Disjuncture is to look at the relationship between five dimensions of global cultural flow, which can be termed: (a) Ethnos capes; (b) Mediascapes; (c) Technoscapes; (d) Finanscapes; and (e) Ideoscapes” (Appadurai, 296). Each scapes considered the in-depth details of the connection among the countries. While working as an intern, I noticed several dimensions has edge to edge relation with media. Mediascapes and Technoscapes plays the most vital role in the field of media for global communication. Arjun Appadurai uses the term Mediascapes to describe the production of media content, symbols, and narratives in a competitive setting of distribution channels, such as broadcasting stations (Appadurai, 33). For an example, every day we wake up with news around the word and spend some time of the day in scrolling newsfeed to see what is happening now? Mediascapes made it possible to spread and expose any news everywhere through tunnel where everyone is connected more often. On 15 March, 2019, in New Zealand, A shooter killed fifty Muslim while they were praying their Jummah Salat. The shooter went live on Facebook, social media while he was attempting this massacre. Later on, the video became viral and shared by

millions of people. Within half an hour, newspapers in our country such as *Daily Sun*, *the Daily Star*, and *Bangla Tribune* published the news. Millions of people read the news to ensure credibility of this particular news. The news was transmitted very fast all the over the world because of the Mediascapes. Moreover, social media platforms are the good example of Mediascapes because it allows not only journalist but also ordinary people to share any incident or action by recording a video or taking a picture which is known as ‘Yellow Journalism’. It refers to type of journalism that presents little or no legitimate well-researched news and instead uses eye-catching headlines to sell more newspapers. Techniques may include exaggerations of news events, scandal-mongering, or sensationalism. Yellow journalism is a common phenomenon in the social media platforms in our country. Sometimes because of the absence of credibility it turns the news other way around and thus how the newspaper organization comes into play to take out in-depth information and expose it in front of the community.

Furthermore, among the five different dimensions technoscape plays the most prominent role to share information all over the world swift speed. In the field of journalism, technoscape brings out news in front of public within seconds. The term refers to arrangement of moving out any news or information across the boundary and connects people. To illustrate the idea of technoscape, the technological advancement boosted the speed of spreading news. *Daily Sun* has its website online and free to explore news and magazine articles. Approximately, almost 2,232 visits the websites for news (According to Site price, SEO data). Similarly, one of the most popular newspaper in USA, *The New York Times* has its own website free to read the news. The idea of spreading news not only takes place through website but also other social media platforms. This is how the information and news move through technoscape dimension.

4.3 Concept of Panopticon:

Ever felt like you are being watched? Believe it or not! It is true that from an ordinary man to celebrities are always under the surveillance of media. How? Answer to that question from our country lens, for instance, one cannot just walk around unclothed on the street or commit a crime in the day light, because the invincible power of media restrict individuals with its abstract power in everyone's head. Before performing such unusual actions h/she will definitely think about it a thousand times because of the exposure in the society through media. From ENG 331: Cultural Studies, one of my academic major course, I learnt the theory of Panopticon and how the different forms of media encapsulating all the news around the world swiftly with credibility.

The idea of Panopticon was shaped from an architectural design which was first blueprinted by Jeremy Bentham in eighteenth century. Jeremy Bentham, Bentham was an English philosopher, economist and theoretical jurist. Later on, Michel Foucault, a French philosopher, social theorist and literary critic developed the idea of Panopticism to prove Foucault believed that knowledge is always a form of power, but he took it a step further and told us that knowledge can be gained from power; producing it, not preventing it. In contrast, Foucault believed that, every individual born with equal rights and freedom. Foucault in his book, "Discipline and Punish" mentioned that,

Bentham's Panopticon is the architectural figure of this composition. We know the principle on which it was based: at the periphery an annular building; at the Centre, a tower; this tower is pierced with wide windows that open onto the inner side of the ring; the peripheric building is divided into cells, each of which extends the whole width of the building; they have two windows, one on the inside, corresponding to the windows of the tower; the other, on the outside, allows the light to cross the cell from one end to the other. All that is needed, then, is to place

a supervisor in the central tower and to shut up in each cell a madman, a patient, a condemned man, a worker or a schoolboy. (Foucault, 360)

Presence of media is everywhere and every corner around the world which enables to bring out any incident without any delay. It can be said that, media stands like a light house in center of the globe. Observing from the central position gives the media a broader look around the world also the ability to dig down deep information to present in front of the reader. Moreover, the technological advancement in the field of media, Panopticon plays the most vital rule to keep an eye over every individual. In the article, “The Panopticon's Changing Geography” it is stated that, ““It was, he said, "A new mode of obtaining power of mind over mind, in a quantity hitherto without example Such is the engine: such the work that may be done with it” (Qtd. in Dobson & Peter 308). By this means, the evolvement of mechanical engine and constant upgrading making it easier to keep everyone and everything under surveillance. During my internship period at *Daily Sun*, I noticed that how the media house striving day and night to cover news from every corner of the country. There are approximately 100+ reporters constantly informing the reporter head with any kind of incident and this is the process to encapsulate news everywhere in the country. This kind of media surveillance always keeping away an individual to commit any kind of crime or show unusual behavior.

Nevertheless, though the presence of media might not be everywhere but the abstract social constructed highest power of media condemned individual to perform unacceptable action. In the journal article “Fashion through the Mobile Lens” the author Seipp mentioned that, “Foucault concludes that ‘the major effect of the Panopticon: to induce in the inmate a state of conscious and permanent visibility that assures the automatic functioning of power” (Seipp, Fashion through the Mobile Lens) It has been successfully implemented and maintained in our actions that every

individual is bound to follow the social constructed rules and prohibited to violate any rule to protect him/her from the mass exposure because someone from anywhere and at any time is watching from the center..

Chapter Five

5.1 Conclusion

In a brief conclusion, working with a magazine team of *Daily Sun* was really rewarding to me. The whole journey was focusing on my internship experience in print media with the Magazine team. I believe I have used my academic knowledge with practical knowledge successfully because what I learnt throughout my academic courses helped me at the time of my practical experience at *Daily Sun*. Getting chance to do an internship here, was an opportunity to prove myself to assist with professional life. Among others, the overall experience helped me to identify my strengths, weakness, and allowed me to overcome my weakness. To make news more reader oriented I always followed the techniques that I had learnt and thus most of my writings got published without further editing that made me honored. This was an opportunity to learn new things to write a report which I learnt successfully.

Apart from these, media is a great platform to imply what I learnt. I personally believe that journalism is an interesting sector that can grab anyone to know more. *Daily Sun* helped me to meet new people, place and to gather more real experience. They helped me to be more conscious about time management and adjusting with environment of the workplace, maintaining the work with ethics as well.

I hope that the knowledge I have gained at *Daily Sun*, will serve me further in the future because I think the internship journey has boosted up my confidence level to face my next career life.

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Appendix

Appendix 1:



Indulge In The Finest Delicacies From **India**

Md. Ashiquer Rahman Bhuiyan

Are you longing to satisfy your taste buds with authentic Indian cuisines for a long time? Your wait is over, because Long Beach Suites Dhaka has come up with "The Great Indian Food Festival" which is underway at their multi-cuisine restaurant (Cozy Sizzler) and it will continue till October 17, 2018.

What is not available in this festival? From parathas to butter chicken, murg katori kebabs to multitude of chaat, everything which reminds you of Indian dishes are available at this fest. Mutton Roganosh, Saag Gosht, Lal Maans, Rarah Gosht, Macchi Begum Bahar, Malai Kofta, Dum Ka Murgh, Murgh Chap and many other items are waiting for you.

Rich flavours, varieties of items and spicy masala will definitely give you a ride to Indian tradition. You will surely fall in love with all Indian cuisine because every bite is

full of fresh ingredients and spice. "Being a food lover I always wanted to taste Indian dishes, and this festival is giving me the chance to savour the authentic Indian dishes", said Mehreen Mahmud, a renowned pop singer, about this food fest.

Most importantly, they are more focused on North Indian foods. For example- tandoori cooked from meat marinated with sour yogurt and spice (later roasted on clay) makes such a dish that is unique from other dishes. It is also mentionable that dishes from rural area in India have also been included in the menu.

"We are serving not only Indian dishes but also famous dishes of Bangladesh such as Jhal Curry, Korai Gosht, Mejbani dishes and many other sumptuous food items", said Chef Deepankar Paul. "Our main concern is to bring diversity in terms of food as well as introduce

different kinds of thali to the people of Bangladesh. Along with that, we are also here to provide the real feel of authentic Indian food. You will feel like you are in India enjoying the Indian exotic dishes", said Rajkumar Bhattacharya, Country Manager, Jet Airways, while delivering his speech.

Well, there is no denying that each and every dish is unique and will surely blow your mind. This fest has enough variety to send you straight into culinary coma. Some of the delightful items that will tantalize the taste buds are Mutton Roganosh, Saag Gosht, Lal Maans, Rarah Gosht, Macchi Begum Bahar, Malai Kofta, Dum Ka Murgh and Murgh Chaap.

Chef Deepankar Paul is all set to offer a delectable culinary experience which will offer specially crafted recipes. The food lovers can enjoy the buffet dinner at a price of BDT 3399. BOGO offer will be available for the selected banks and telco partners. The Daily Sun, an English daily, is the print media partner of this fest. For details and reservations, call: 01755557940.



Sharing Bittersweet Relation With Sibling

Md. Ashiquer Rahman Bhuiyan



After parent-child relationship, sibling relationship is the second most precious and holy relation in this world. In this relationship fighting over anything is a kind of spice which sometimes becomes a way of expressing love to each other as the feeling they have for each other often remains unexpressed. "All sibling relationships are based on the sense of protecting the self. Sibling relationships are about being validated or invalidated as a person," said Dorothy Rowe, a psychologist.

Relationship shared between elder brother and younger sister is more special than other sibling relationship. Their fight over silly

matters, debate to prove them right and many other activities make this relation unique and strong. Another benefit of this relation is that if you have an elder brother, a young sister can feel safe, relaxed and pampered more often. On the other hand, the brother can experience love, care and adore his younger sister. In addition, study shows that, "One's fundamental personality traits – openness, conscientiousness, extraversion, agreeableness and neuroticism – are determined half by genetic inheritance and half by environmental factors." That means the way we develop ourselves in the early years of our life greatly depends on the kinds of relationship we are sharing with

our siblings.

Well, the effect and prominence of sibling relationship is almost inexpressible. If you want to maintain this relationship in a sweet way, you should have a forgiving mentality. Sometimes distance can hamper the emotional attachment among the siblings. So, consistent communication can be one of the effective ways to solve this problem. You must talk to your sibling if any kind of misunderstanding gets created. Because you should also remember that sibling relationship represents the condition of a family as a family having siblings who are not close to each other indicates to the fact that the family members are not in good terms.

Simile

Farjana Akter Moni

I figure out in what harmony
Will adorn you beyond agony,
As though you can cleave all that
If you are labeled by less flat.

In the innocence of morning tide
Implicate your adorable sight
Ordain the landscape in daylight.

In the mildness of morning snow
Soften your heart like rainbow
Which will last forever being shadow.

At afternoon in the dazzling of sun
Color your life by unfastening bun
New meaning of life would be begun.

In the loneliness noon at night
Getting over the fear embolden insight
Where the loch are deep and bright.

In the calmness of gloomy dun
Slowdown your nectarous tongue
Keenly to me that would stun.

Laving in the mellow sunshine of morn
Purify your soul shaking off timeworn
You would be like a baby who newly born.

In the blue of extensive ambient
Rejuvenate your existence by achievement
Move forward to the invisible current.

I would like to describe you more,
With a feeling of joy to you I adore.
I ask myself where my attainment is,
Power of thinking about you through analysis.

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MAGAZINE TEAM: Rajib Kanti Roy, Nusrat Jahan Pritom, Md. Joynul Abedin, Sariful Islam **GRAPHICS INCHARGE:** Md Delwar Hossain
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Appendix 3:



What Are Those Young Minds Thinking?

Md. Ashiquer Rahman Bhuiyan

There is no denying the fact that any kind of recognition inspires us. With a view to inspiring young minds, the Daily Sun in collaboration with World University of Bangladesh (WUB) has recently organized an award-giving ceremony for high achievers in O-level and A-level exams. The event was held on October 02, 2018 at International Convention City Bashundhara (ICCB). So many young boys and girls flocked to the venue to be a part of this great initiative. Our correspondent caught up with some of them to know about their future plans. Here is an excerpt of those interviews:

Tabassum Tasneem Promi, Turkish Hope Int'l School

This was the best experience of my life because today I have made my parents proud by winning a medal from distinguished persons. In future I want to be a scientist. People like Einstein and others who dedicated their life for science really inspire me a lot.

Israt Jahan Ushnu, Turkish Hope Int'l School

Today is one of the most memorable days of my life. This award is the outcome of my hard work. I want to work

harder and dedicate myself for the welfare of this country by becoming a barrister and bringing about changes in our society.

Masuma Akhter, Turkish Hope Int'l School

I am so happy and excited. Because this is the first public award I have achieved so far. In future I want to be a doctor. The reason behind wanting to become a doctor is I have always wanted to serve the old and poor people of my country.

Akib Anwar Chowdhury, European Standard School

The award I have achieved today will remain as a symbol of my success in my education career. I am a space-science enthusiast. I want to follow my heart and want to be renowned for my success.

Shouvik Raj, Lamb English School

This award will definitely trigger my confidence and help me in the long run. Actually, I love science and I want to do



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unique works.

Aqeed Safwan, Sunnysdale School

To me this is a motivational award which will motivate me to achieve more in my upcoming life. I am a car lover and I am willing to become an automobile engineer because I want to make advanced level cars.

Ashfaq Uddin Ahmed, Academia Int'l School

I always wanted to make my parents proud



and today is the day I have made them feel proud of me. I also want to do more in future for myself and my family. By becoming an engineer I want to increase job facilities for unemployed people.

Shadman, Maple Leaf International School

This is the first step of the ladder of success. I want to climb higher. I desire to be a computer science engineer and advance the computer science to a next level for my own country.

Dibakar, Maple Leaf International School

I have always wished to win such an award and today is the day I have got it. And this is a very encouraging award for me. I love to do what I am passionate about. I am a bio-tech enthusiast, so I want to drive my career toward it.



Rudro, Maple Leaf International School

I still cannot believe that I have won this award. For me this is a motivational award which will inspire me a lot. I am more interested in science and particularly in the field of genetics. I want to follow my interest and dream.

Rafiat Bin Morshed, Maple Leaf International School

I am living the most memorable day of my life. Winning such an award is really a matter of great honor for me. Everyday I tell myself that I will have to go a long way. In future, I literally want to go far away from earth for space exploration.

Mutakim Ahmed Khan, Maple Leaf International School

This award is sort of sculpture of my hard work and success. I hate to see people suffering from poverty, so I want to be a software engineer and earn money so that I can donate those among poor people.

Ibne Mahbub, Green Scholars Int'l School & College

This award will push me to achieve more. Af-

ter a certain period, I want to see myself as a successful man.

Elvis, Maple Leaf International School

I was waiting for this day for so long because this award proved my ability in front of many people. In our country, we badly need some in-



tellectual person who will lead us and inspire us to change ourselves.

Fuad, Green Scholars Int'l School & College

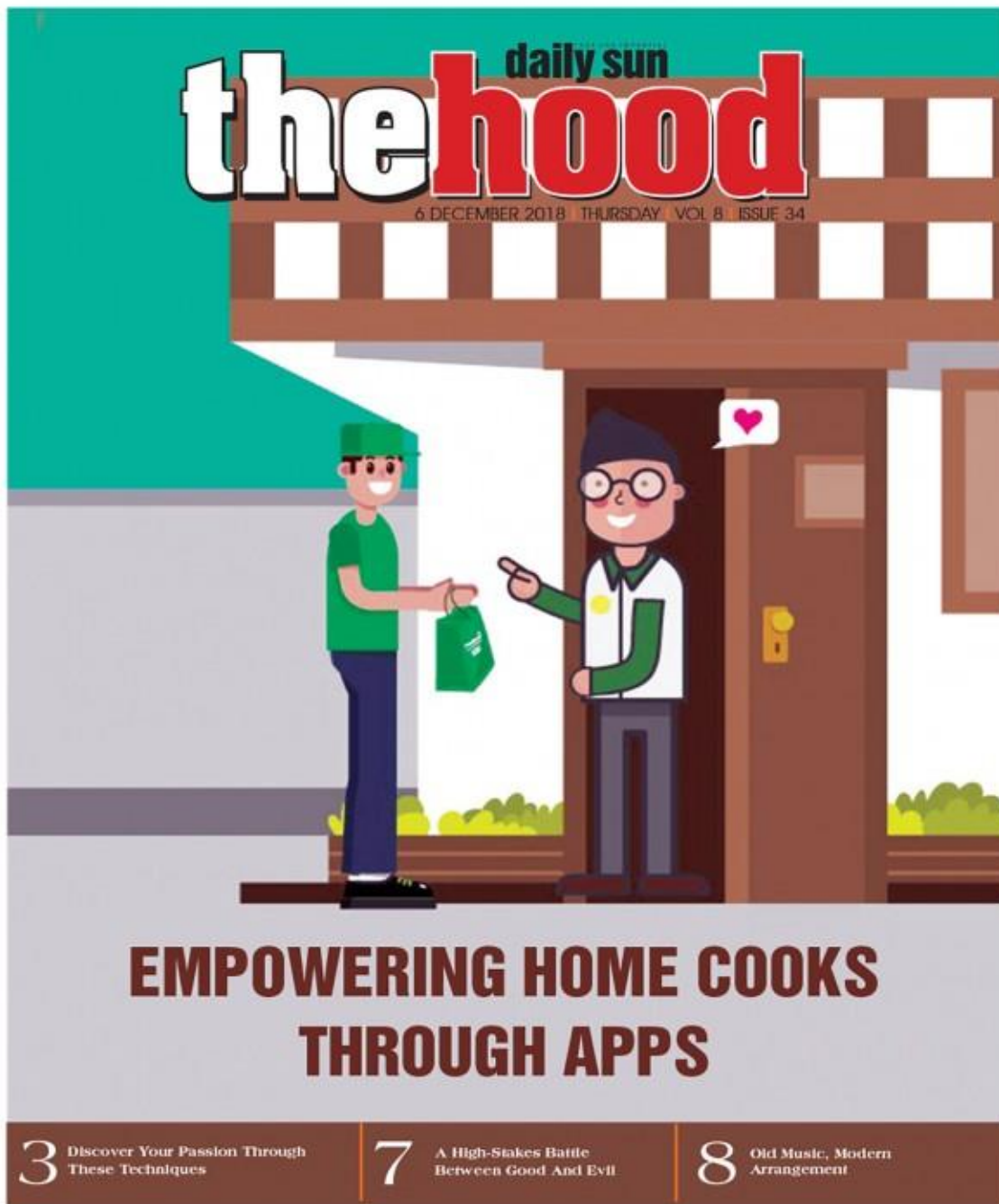
In my life I have achieved so many awards but this award is truly a significant one among all. I aspire to be a software engineer in future. Then I will try to improve the technological sector of my country.

Apurbo, Green Scholars Int'l School & College

This award is special and huge for me because I have received this award from the speaker. I have achieved such an award which will help me to reach the top because whenever I will look at this medal, I will gain more energy to run after success.



Appendix 4:





Empowering Home Cooks Through Apps

Md. Ashiquer Rahman Bhuiyan

Housewives in our country usually depend on their husbands for financial support. As our society is largely patriarchal, so women are often discouraged about working outside. However in the developed countries, women engage themselves in many sectors to earn money. They handle their family and establish themselves as well. On the other hand, housewives in our country are advised to stay inside home and bring up their children. Despite all the barriers the situation is changing owing to the fact that several online home-made food delivery services are helping these women to gain something financially. They can now earn extra money by dint of what they do everyday - cooking. Different app-based food delivery services are now hiring home cooks (housewives) for cooking home-made foods that are sold to the foodies. Here are some apps which have come up with such opportunity for the housewives:

Food Peon

With the vision of empowering housewives Food Peon Ltd. (styled as Foodpeon) began its journey in late 2016. Foodpeon aims to build such platform where women can earn by their cooking skills and deliver homemade hygienic food to the customers. In the beginning it used to serve customer's desired food through their website (www.foodpeon.com).



Foodpeon has now over 200 kitchens in the major areas such as Gulshan, Baridhara, Banani, Malibagh, Dhanmondi, Mirpur, Uttara and some other places within Dhaka city serving quality food to the customers. "It is the right time for the housewives to earn with the help of their cooking skill. Along with that, Food Peon is striving hard to help women so that they can contribute not only to the family but also to the financial development of our country", said Mahdy Hasan, CEO of Food Peon.

If you register yourself for this app, you will see that there are so many kitchens run by housewives. What is not available in those kitchens? Everything that may appeal to your taste buds is available there. All you need to do is to look for your desired food and order it to fulfill your craving. Besides, food items are categorized based on its taste and characteristics. Mahdy Hasan added, "We are offering around 3000 homemade food items under 20 different categories from our company including Bengali, Indian, Pakistani, Chinese, Thai, Italian and South American cuisines."

Cookups

Cookups started its operation on July 25,

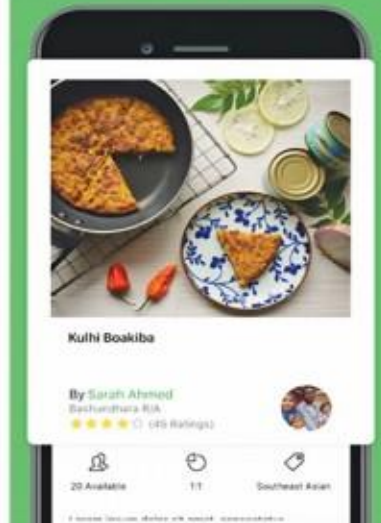
2016. Primarily, it came to attention through social media platforms and later on developed website to run the business in a grand way. Cookups BD now has a good number of kitchens working throughout Dhaka city. A large segment of the members of Cookups BD are based in Gulshan, Banani and Baridhara areas. However, Cookups conducted a research before they began their journey. Based on the customers' demand and choices Cookups BD decided their menu. On another note, Cookups offers various types of delicacies to the customer to choose and enjoy. "I want Cookups to reach every corner of the city because good food should be accessible to everyone. Home-made food is something Bangladeshis really want to have and we love to feed people and also to get appreciated", said Namira Hossain, owner of Cookups.

Home Chef

Home Chef is one of the homemade food delivery service providers co-operating with housewives. In this platform, most of the chefs are women and they are always encouraged to share new recipes and the best ones receive various types of gifts. Besides, wom-



See what's on the menu with photos and ratings



en can also sell their foods through this platform. You can order your favourite food from their website. You can also become a chef and share your recipes with everyone and win the competition.

Cookants

Cookants have earned a lot of name over a short span of time for their excellent service and hard work. They have done justice not only to hundreds of hungry mouths but to women too who had always yearned to do some sort of work but could not get employed for their family or other responsibilities. Chefs, who are mostly housewives, have now found a way to earn dignity and financial independence through cookants.

The story dates back to December, 2017. Cookants is the brainchild of a few young visionaries who themselves felt the need to cause a revolution in the way many young people eat. "My friend Amit first had the idea," said Emon, one of the founders of Cookants. "There was a house help from Bogura who used to cook for us. However, her cooking was too spicy for our taste. We asked her a few times but it was her habit to cook in this way as she hailed from there. So Amit was thinking it would be great if we could taste the cooking of people from other districts of Bangladesh. Then and there, we felt like we had a great idea for an innovative startup."

Well, these app-based food delivery services are revolutionizing the scene to a great extent. Women are getting huge opportunities to earn money because of these initiatives. In a sense, these enterprises are changing the lot of housewives who want to make a difference.

Appendix 5:





Silencing The Haters

Md. Ashiquer Rahman Bhuiyan

Everyone loves to be admired by the people around them. But someone must remember that constant admiration will chain people even before they can climb higher. You can notice that after getting admiration from others, you feel like you are better than anyone else. On the other hand, a negative feedback will destroy everything you have earned. But it is very normal that when you will do anything noticeable, you may face negative words. "If you are never criticized, you are not doing much that makes a difference" - this saying

points out that you may be criticized if you want to make a difference. However, it totally depends on you how you will react to others' criticism. It would be better for you to take these criticisms positively. It will be wise to turn any type of criticism into constructive criticism because such attitude will help you to figure out your weaknesses. Well, people will keep talking about you, no matter what you do or how hard you try to be good. That's why it is always important to learn to respond to your haters. Here are some ways to do it:

Put yourself in someone

else's shoes: By this particular step you can look at yourself from critic's perspective. By doing so you may evaluate your works from others' point of views. Finding out the reason behind criticism is the first and foremost step that you should take into account to overcome any criticism. By taking this step, you will get the idea about



why you are criticized. At the same time you will find the way to overcome your mistakes. Everyone makes mistakes and this is human nature. But psychology explains that, most of the time individual cannot spot their own mistakes. When you can judge yourself from other's perspective, you will gain the ability to refine yourself. In this case, appreciation will be a wise decision. There is a saying, "Learn from other's criticism and make them envy you." Build up such strong mentality while you are planning to become successful in life. There are some people who always point out your fault, taunt you and hold you from accomplishing your goals. Grant any criticism and fly towards triumph.

Keep calm and follow: It is obvious that when you are criticized, you might feel hurt. While you will be criticized, do not put on anger mask or rush into the situation. A wise and successful man has the ability to digest the criticism. Keep in mind that any fool can criticize, condemn, and complain but it takes strong character, attitude and self-control to understand and make it useful. Criticism actually can make you a good listener and excellent performer. However, if you put up fight, you will lose. Rather a simple smile will make you a superior person. Another way to keep yourself calm is to accept that you are not perfect, because none in this world is perfect. By acknowledging this fact, you will be able to overcome any reaction. Jot down all of your



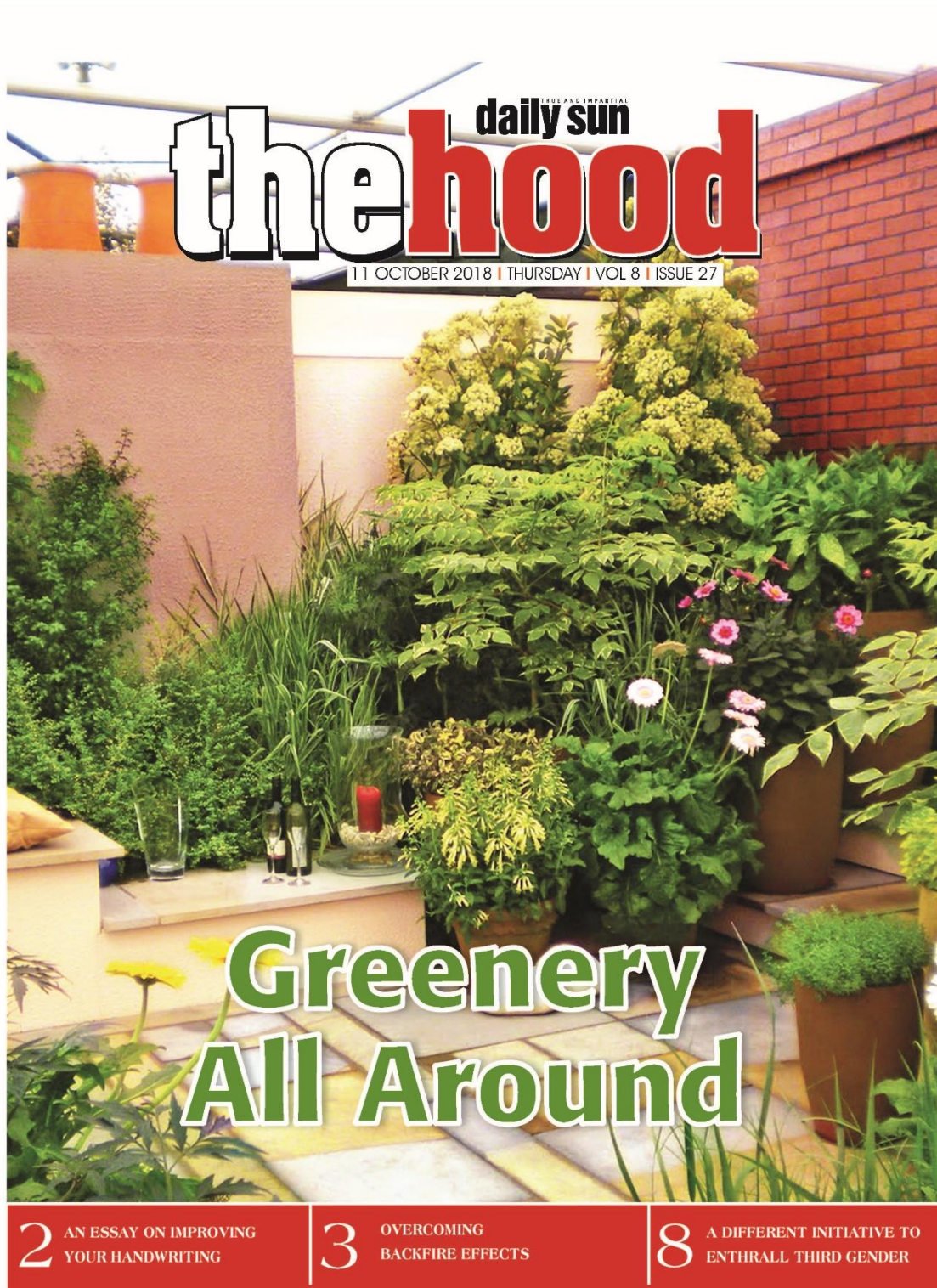
weaknesses, criticized topics and try to focus on those in the long run. By doing this constantly, you will definitely be the winner. Furthermore, summarizing the criticism and pondering over it without taking the tone into consideration is another way to turn destructive criticism into a constructive one. If you are more concerned about the tone, you might lose the message lied within that criticism.

Do not take it personally: Considering criticism as personal attack is a wrong decision. If you grant criticism as a personal matter, you will definitely lack behind. However, personal aggression might appear because of destructive criticism. Try not to show your aggression in front of people which will make you coward. Instead, try to get some lessons from those criticisms to reach the peak of success. On another note, when you will begin your career, you may face harsh criticism. As a pre-caution of such situation, many reputed companies train their customer service assistants about how to handle any sort of criticism from the customers. The recruits are told that if you ever face any insult or criticism, it is meant to your apron, not to your personality. This helps the CSA (customer service assistant) to get their confidence and self-esteem back. "Always stay positive, demonstrating the fact that you take the feedback seriously and are keen to improve where you can", said Simon Broomer, a renowned career planner. This teaches us the fact that we should be tolerant if we want to face the haters.

Take a break from others: Monotonous mentality cannot tolerate any type of criticism at all. If you are criticized overtime, it is high time to take a break and refresh your mind. Do something to satisfy your heart because this will erase your stress and give you energetic mentality. Give yourself the space to digest more criticism. Moreover, if you cannot digest it, stay away from it. Study shows that constant criticism can cause mental health disorder. Furthermore, if you are feeling down and telling yourself that you cannot overcome those negative remarks in a good way, try to do some activities that will take you out of that negativity.



Appendix 6:



Greenery All Around

Md. Ashiquer Rahman Bhuiyan

In this busy life, people need to feel refreshed. Otherwise life will be monotonous. Brightening up your home with plants can make you feel fresh and stress-free. After passing a long tiring and hectic day, the green scenery can change anyone's mood. But the problem is that there is hardly the presence of nature in our mega cities (Dhaka to be particular). It may be known to all that in this city there is no place to plant trees. But nothing is impossible because if we want anything from the bottom of our heart, it can be achieved. You can solve this problem by planting both outdoor and indoor trees. Apart from the decorative quality, greenery can be beneficial in many other ways:

Decorate your home

Do you want to decorate your home to make people surprised? Plant plays the



most vital role in terms of bringing twist to your decoration. Decorating your home with plants can make your home more pleasing for eyes. Indoor plants can make home more energetic. Those who are very obsessed with interior decoration can use indoor plants. Planting trees at your home is a way to make any space bright, lively and simply gorgeous. Generally, using colorful or white pots can make the space more beautiful. Moreover, it is not necessary to use only green. There are several colorful plants. Using the mixture of green and other colorful plants can complement your home perfectly. Besides, adding hanging plants in an interior can make space livelier. Long hanging plants can also make any space so touchy, memorable and classy. Additionally, you can beautify reading room, common room, living room by decorating with indoor plants that can make you feel so close to nature. Most people are seen to use floor carpet, two



Utilize the free space in balcony and rooftop and plant such trees which are beneficial. Medicinal plants, fruit trees and vegetables can be planted on your rooftop. Besides, lots of colorful flower plants are also available in the market to revamp your rooftop or balcony to a whole new level.

Earning source

There are many plants which are expensive as well. So, you can earn extra money by selling those. You can plant guava, mango, lemon, papaya, guard, tomato, pepper, broccoli and other colorful flower plants. You can sell those fruits and vegetables. Moreover sell extra plants if you have. Sell plucked seeds from your own plants. Plantation of mushroom nowadays has become an exclusive source of earning. By selling mushroom unemployed people are earning their livelihood. So try to collect more

unique plants for your garden to make extra money. In fact, students are also involving themselves in gardening to make extra pocket money.

Bring tranquility in life

A peaceful garden can make your mind more vibrant and joyful. Fragrance of the plant can make the environment so calm and will give you peace. If you place a beautiful bowl filled with water and scented plant, you can have tranquil touch. Even birds will love it too. The charming of birds and sounds of water can make the environment so natural. Even the tiniest bonsai can make the space so beautiful. You will feel more like traditional. In addition to that, it does not matter if your space is small or large. Create your garden in such way to get yourself lost in the serenity. Feel the fresh oxygen in every breath.

In short, you can spend your leisure time by doing something related to gardening or plantation. May be you are feeling bored at your home. It is time to say goodbye to your boredom. Create your own greenery to spend your leisure time peacefully. Gardening is a good exercise and hobby that helps a person lead a healthy life. Spending leisure time in your own garden is a good activity and it reduces your stress level. Moreover, family bonding can also be strengthened because if you have a garden, you can pass your leisure time by gossiping with your family members with a cup of tea or coffee.



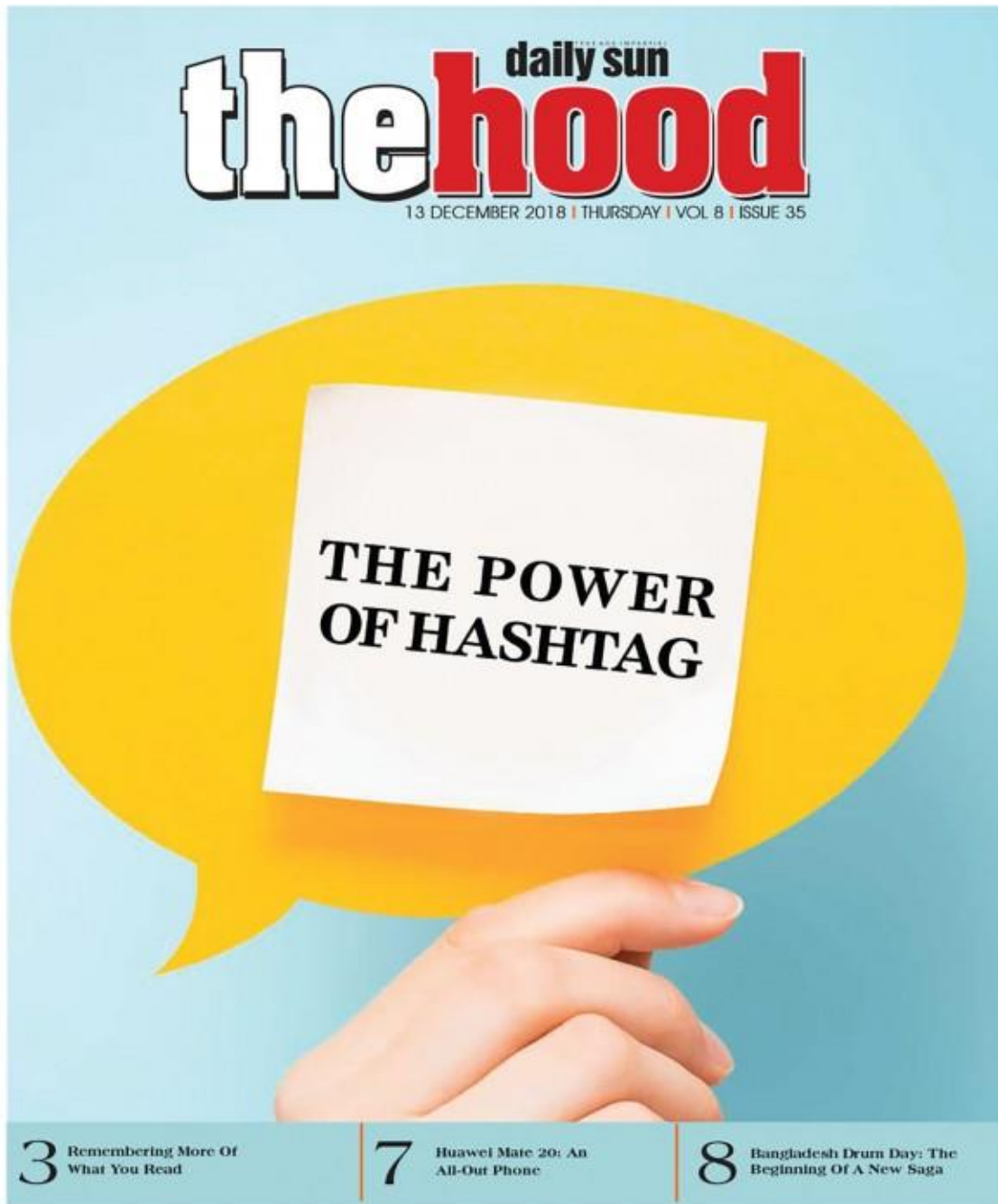
or three pillows and some colorful plants. But very few people consider the fact that there are so many options to create your own plant corner where you can only keep plants to create a natural ambience inside your room. On the other hand, large indoor plants can also be an option to decorate your home. All you need is to be more creative!

Living a toxic-free life

People living in the city are so stressed and tensed. Along with that, regular schedule works make urban people's lives more annoying. Sometimes if you escape from this hectic life and dive into the lap of Mother Nature, it will definitely revitalize your life. Therefore, an easiest way to make a toxic-free life is to plant trees. Both outdoor and indoor plants can evict stress from life. Living with the plants can make you healthy as well. Indoor plant will work like artificial oxygen hub.



Appendix 7:





Hashtag (#): One Symbol Providing Many Solutions

Md. Ashiquer Rahman Bhuiyan

Symbols can mean many things and sometimes it can even be more expressive than words. Hashtag (#) is the perfect example in this regard. #MeToo movement has rocked the whole world. However if we talk about only the symbol, we can easily understand that this particular symbol has been making our lives easier and optimistic. Hashtags are generally described as issues or topics on social media sites precluded by the hashtag (#) symbol. It makes topics and conversations easier to locate on Twitter since these are arranged categorically. Apart from that, this symbol is useful for many other reasons:

Information Search

There has been enough of confronting trouble in searching information. While browsing through the social media platform, you can easily dig out desired information. In the search box of the platform put '#' before your search keyword to get shared information from all over the world. Suppose you are looking for places offering cheap food, by searching '#cheapfoodbd' you will get to know about those places. People who used this hashtag in their posts will instantly pop up in front of you.

Information Sharing

Hashtag plays the most significant role in the field of information sharing. Many incidents are taking place all over the world; you can see it earlier without depending on any news organization. Hash tag holds the power to spread any incident all over the world

within moments. After the incident of open firing inside Marjory Stoneman Douglas High School in Parkland, Florida (the mishap that killed 17 students and injured many), survivors instantly took advantage of social media to share the horrific incident with the people around the world. Hashtag made it possible to reach out to the world as soon as possible. "One of the things hashtags are good at is increasing visibility; they can serve as a meeting place for geographically dispersed people to contribute to the conversation," said academician Brian Ekdale, who teaches conceptual and practical courses on digital and social media. Hashtag nowadays is even associated with citizen journalism.





A Way To Show Your Creativity

Assume that you are a good writer but want to improve your writing skill further, so you need constructive feedbacks. Social media platforms are the best medium to share your creativity with everyone. Just using hashtag on your post such as '#writing Skill-NeedAdvice' will enable people from different places all over the world to interpret your writing, give advice and many more. Your writing will not stay confined to your timeline/profile if you just use hashtag in your post. Moreover, suppose you are out of ideas, just post a status using hashtag that you need ideas on a particular matter. Then you will see that people will share their ideas with you.

An Easy Technique For Getting Popularity

Studies have shown that posts with 11 or more hashtags get nearly 80% engagements. It does not matter where you want to grow popularity, hashtag will let more people to get to know about it. Whether it is your brand, your creativity your personality or anything you want to promote or present in front of people, using relevant hashtag will do the work. According to Buffer, Tweets with two hashtags get the highest engagement, and engagement goes up as the number of hashtags increases.

Time Effective

Are you in a hurry and need any particular information? Hashtag is there to help you sort out any information within a blink of eyes. This symbol brings out more specific information in real-time manner. For instance, if you want to learn more about Trump or any incident; all you have to do is to put hashtag before your search keyword such as, '#trumpaspresident' '#donaldtrump' etc. By searching this way, you will get adequate informa-

tion about Trump. And you will be able to get that information within a very short period of time.

A Marketing Tool

Hashtags can also be used as a tool in viral marketing. Viral marketing is described as an advertising strategy in which a controversial topic or issue is presented in a very exciting or interesting way so that thousands of others will immediately share and repost the information.

Tips For Using Hashtag Effectively

While using hashtag there are certain rules you need to follow to make it more effective. For example- use simple hashtag because if you use it in complex manner, everyone will not be able to access it. Make your hashtag direct to the subject or more specified which will help the audience to take the relevant information quickly. Along with that, use meaningful hashtag because irrelevant or meaningless hashtag will divert your audience in other way. Besides, don't overuse hashtags because this will make your post garbled. So try to make your post as neat and clean as possible. These are the things that you should keep in mind before using hashtag in your post.

Well, hashtag can prove to be handy if you use it correctly. Nowadays, hashtag is becoming increasingly popular and it is commonly used all over the world. If you feel you need some help from social networking sites, make use of hashtag right now.



The Mantra To Break Monotony And Rejuvenate Yourself

Md. Ashiquer Rahman Bhuiyan

Everyday almost all of us do the same thing. We wake up early in the morning, take breakfast, go to the office or school, come back home and get to sleep – the life goes on in this way and we repeat the same thing next day. In the process of doing all these we get bored and monotony grabs us. At certain period of life you will start to regret of not doing something you wanted to do. If you feel that you are stuck in the loop of regularity, here are the tips to revive yourself again:

Devote your time to hobby: A hobby is always considered as the fastest way to break the barrier of endless regular routine. In the fast-paced lives that we all lead, it's difficult to take out time for ourselves and do things that we enjoy. But it's something that's worthy of the effort it requires. Creative hobbies, such as writing, playing a musical instru-

ment, painting, and cooking don't only offer a welcome break from routine but have also been proven to improve everyday emotional well-being. On another note, hobby also has the power to keep yourself in good shape and boost your productivity. Find your suitable hobby and extract time from your daily routine to get rid of monotonous mentality.

Travel wherever you want: Almost everyone loves to travel and experience the picturesque postcard destinations. There are so many places to see and so many places to relish. However, if you are in shortage of money; a short trip with your friends and family to a nearby destination will definitely relax your mind effectively. If it is not possible or convenient for you, then you always have the option to travel within the city. Along with that, you can also explore various restaurants, taste different foods and experi-



ence everything related to your city. Moreover, instead sleeping or wasting time on thinking, you can relax your mind and be stress-free by travelling to different places. Don't worry about the time, because tour will help you get rid of monotonous feeling. The memory you will gain from travelling to distant places, different regions, meeting different people and cul-

ture can keep you protected from stress, anxiety and other mental issues.

Be a bookworm: Are you looking for the easiest, quickest and most effective way to get rid of this harsh reality? Book plays the most vital role to give you the pleasure of escaping the reality and being lost in the world of imagination. Along with that, book will also give you the experience as closely as possible with the story. As a matter of fact, by reading blogs, non-fiction writing you will not get this kind of pleasure. It is better to read fiction and fantasy genre books because these books are written in such way so that readers can transport themselves to the world where there will be no everyday problems.

Reform yourself: Science has proved that the best way to get rid of regularity in life is to reform yourself. Bringing changes to your look is one of the prominent steps to reform yourself. However, mix up your regular routine. Change the way you used to travel to your destination. For instance, if you are used to travelling through bus, you can take rickshaw to travel to your destination. Changes can be hard to bring in your life, but once you bring changes to yourself, it will be noticeable.



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Appendix 9:

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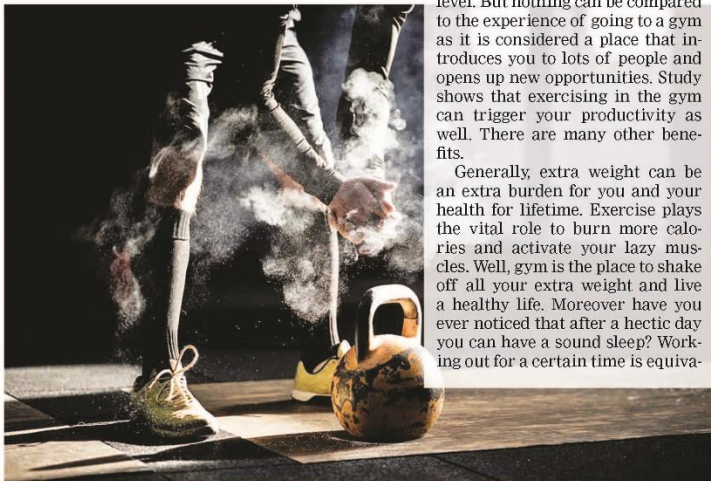


Md. Ashiquer Rahman Bhuiyan

Are you feeling dull and tired? Do you want to be more productive at work? All you need to do is gear up and prepare yourself because it is the right time to hit the gym. Well, you may question about the necessity of going to a gym when you can do exercise at home or outdoor. The problem with indoor exercises is

that you will not get all the necessary equipments for workout. On another note, people mix up both exercise and physical activity under one category, but it is not the same. Exercise or workout is the subcategory of physical activity and it is more organized. Slogging through a few miles on mill will definitely awake you and get you out of gloomy life. It will accelerate your energy up to a whole new level. But nothing can be compared to the experience of going to a gym as it is considered a place that introduces you to lots of people and opens up new opportunities. Study shows that exercising in the gym can trigger your productivity as well. There are many other benefits.

Generally, extra weight can be an extra burden for you and your health for lifetime. Exercise plays the vital role to burn more calories and activate your lazy muscles. Well, gym is the place to shake off all your extra weight and live a healthy life. Moreover have you ever noticed that after a hectic day you can have a sound sleep? Working out for a certain time is equivalent



to sleeping pill because muscle will be more relaxed after exercise. So, if you work out properly at the gym, you can have a good sleep at night. This will, in turn, decrease your chance of being affected by insomnia.

Meanwhile if you want to slow down your aging process, gym is the solution. If you pay regular visit to the gym, it will improve your muscle, strengthen core and other bones, and increase pain tolerability. It is true that as human body gets older, the brain's power begins to decrease. Besides, at a certain age human body organs might face early paralysis in some cases. If someone goes to the gym regularly, he/she can avoid all these problems to a great extent. Exercise is also an early treatment for osteoporosis, weakness, diabetes, obesity, and depression.

Despite the fact that gym can offer a lot of solutions to your physical problems, it is also mentionable that you should know your limit and you must not cross the line. Remember that overdoing something may result in something bad as well. So, don't exercise too much. Rather plan according to your limit. Organized and planned workout will give you significant results in the long run. There are different types of exercises out there; each exercise will yield something different for you. So, make your mind and start going to a gym before it is too late.

Supreme Gift

Farjana Akter Moni

This offering is owing to thine,
Complete deeds of life of mine.
In your mind my thought would reside,
When I would be much more gratified.

Haply you won't shed tears to me,
And utter making love being company.
Howbeit from you, I will never step down,
And endure beside you with a love's crown.

Compassing gratuity if the mind is grieved,
Don't languish the core of soul wither you lived.
All the oversights of my exhaustive life,
Get it furbish forgetting all our strife.

Toward your way for you, I have awaited
With regard to seize you, my heart always combated.

By virtue of that, I'm not at all militant,
Leave no stone unturned but not be your participant.
Yet I confer to you the supreme gift of heart,
In my life, you will play the role as a greater part.

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Appendix 10:



All You Need To Know About Pets

Md. Ashiquer Rahman Bhuiyan

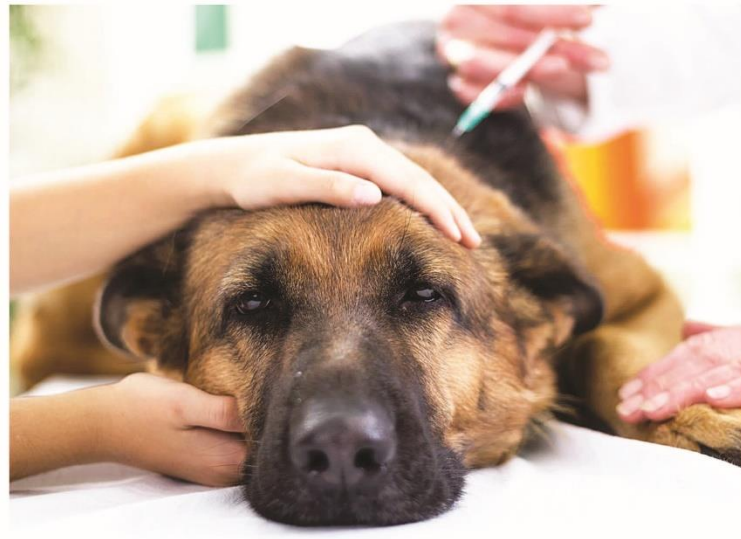
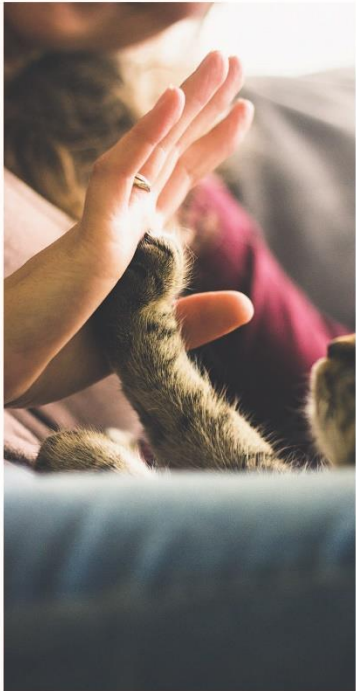
From time immemorial pets are an important part of human life. If we look at the history of domestication, we get to know wolf was the first species domesticated by human. Wolf and human had the same pact because their prey was same. Teaming up with wolf served advantages in terms of hunting. Since then, domesticating

animal has played beneficial role in human life. However, in the history of human civilization, animals such as sheep, goat, cattle and pigs have been domesticated by human as a source of food. Later on, domestication became a luxurious practice in the society. Dog was one of the first species which was domesticated by the wealthy people during the early ages. Animals such as cat, horse, pigeon and parrot were also adopted by humans. Evolution of human civilization brought massive changes in terms of domesticating different animals. Therefore,

practice of domesticating animals turned into a hobby. At present, having pet has become a common phenomenon. Here are some points you need to know if you have a pet or you want to keep one:

Significance of pet in life

Research shows that pet owners tend to live longer and lead peaceful life. Also, there is a saying that, 'Having a pet can protect you from life threats'. According to this saying, a person



who owns pet stays protected from stress, anxiety and loneliness. In addition to that, University of Wisconsin-Madison pediatrician James E. Gern has conducted a number of studies that demonstrate having a pet in the home can actually lower a child's likelihood of developing related allergies by as much as 33 percent. There is no end of benefits of owning pet. Own a pet, and look for yourself how your life changes tremendously. The Centers for Disease Control and Prevention (CDC) and the National Institute of Health (NIH) have both conducted heart-related studies on people who have pets. The findings showed that pet owners exhibit decreased blood pressure, cholesterol and triglyceride levels.

Varieties of pet

Although there are so many species out there to be domesticated, only a handful of animals are considered as pet in our country. Dog, cat, parrot and pigeon are the most common pets. Well, these pets' maintenance cost varies. Depending on someone's ability, people adopt pets.

Maintain pet properly

While pet supports you to live a peaceful and healthy life, they need to be taken care of as well on a regular basis. This is a priority for all kinds of pets. Well, they should be feed properly. If you're not feeding them properly, then there's something missing out in your affection for them. Pets love being around people who feed them. Eating is similar to love for them. It

is a pet's way of loving you back. It gives immense happiness to be loved by such a pet. And so, making sure that their diet is proper and the kind of food given to them contains all the nutrients and minerals your pet needs to keep healthy and playful all the time is the right way to go!

Vaccinate your pet

This is a must. All pets need these injections. There's nothing more serious than having your pet get admitted to the hospital for infections and allergies. And it is best if these infections are well known to the owner so as to avoid rough conditions. Also, keep in mind that your pet doesn't have any after effects. In rare cases, pets tend to have allergic reactions to even the vaccines and injections. Make sure your pet stays out of danger.

Develop bonding with your pet

If you want your pet to really love you, then you need to create strong bonding with them. There are several techniques to create an inner and outer relation with your pet. Constant interaction and good food will definitely help you build up strong bonding with your pet. On another note, some animals do not show their affection in front of you. Recent study explains that, cats do not display the same sort of attachment to their guardians that dogs do in terms of seeing the guardian as a source of safety. This does not mean at all the cats do not enjoy their relationship with their guardians - they simply seek



human companionship for different reasons and in different ways.

Earnings from pet

Owning pet can become a great source of earning money. People who love pet have the tendency to spend any amount of money just to get the desired pet. Investing on exotic or rare pet species will definitely give you beneficial outcome. "As I had no job, I started a pigeon farm with 50 pairs of birds. Now I have 150 pairs of pigeons", shared MD, Mohsin Ahmed, a successful pigeon farm owner.

Be a member of groups related to pet

If you want to take care of your pet properly, be a member of a group related to pets. Nowadays there are so many groups available on the social media where the members share their experiences regarding pets (so literally you can learn a lot of things from their experiences). Some popular groups in our country are 'Care for Paws', 'Animal Lovers of Bangladesh', 'Paw Foundation' and 'Animal Care Society of Bangladesh'.

Remember that your pet can be your best friend and your constant companion. So, give them proper love and get love in return as well.

Digital Marketing: A Growing Concept In Bangladesh

Md. Ashiquer Rahman Bhuiyan



A growing number of people are now using internet and modern people are very tech-conscious. According to Bangladesh Telecommunication Regulatory & Commission (BTRC), almost 80 million people are using internet at the moment in Bangladesh. Realizing the fact that a handsome number of people are browsing internet every day, different companies have changed their marketing policies and diverted the attention towards digital marketing.

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting shops, digital marketing

campaigns are becoming more significant and useful.

Digital marketing has been introduced in our country quite a few years back and people are accepting this form of marketing style. Digital marketing is completely different from traditional marketing. To define digital marketing in other words, it can be said that, digital marketing refers to the support for products or brands via one or more forms of electronic media. It is not only a rapidly growing force in the current marketing arena, it is expected to be the future of marketing, and it seems likely that digital media will soon replace more traditional forms altogether. The fact is that digital methods of communication and marketing strategies are faster, more versatile, practical and streamlined. Moreover, it is more affordable and customer-oriented than traditional marketing. The key forms of digital marketing include website development, SEO, online video content, e-mail marketing, social media marketing, PPC (Pay-Per Click) advertising, branded & non-branded SMS marketing, banner & logo design, image post-production and many more things.

Sheikh Jafar Tarique, Managing Director of Tech Cloud LTD (a company doing digital marketing), said, "Earlier traditional marketing only conveyed business message to the customers in general whereas digital marketing has established two-way communication bridge among the customer and the companies. From 2013, Tech Cloud LTD. has been supporting international and local clients with the latest forms of digital marketing. We have dedicated experts to fulfill the clients' requirements."

The most notable aspect of digital marketing is that it is very affordable. "Digital marketing is more affordable than traditional offline marketing methods. Digital marketing enables the business companies to reach the targeted audience. It is like you are getting multi-faceted benefits by spending comparatively less amount of money. Along with that, it also assists the companies in presenting products or services in front of greater number of customers and maximizing revenue within minimum cost," said Imran Ahmed, Digital Marketing Coordinator, Tech Cloud LTD. Furthermore, one of the main benefits of conducting your marketing digitally is the ease with which results can be tracked and monitored.

To conclude, there is no alternative to digital marketing in this pacy world. Different companies, even in our country are now providing quality service to the customers and creating new frontiers in the arena of digital marketing.

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Johnny English Strikes Again A Twisted Spy Tale

Reviewed By Magazine Desk

Rowan Atkinson, Emma Thompson and Olga Kurylenko co-star in this third chapter in the long-running spy-spoof series. If you are going to base an entire movie franchise on a single joke, it needs to be a really good joke. Rowan Atkinson's clownishly inept secret agent Johnny English was never an especially witty creation, but his previous two big-screen outings had their amusing moments. Seven years since the last adventure, 'Johnny English Strikes Again' is an oddly mirthless addition to the series. Flatly directed by British TV transfer David Kerr from a clunky screenplay by William Davies, it delivers little besides labored jokes, a moronic plot and characters so thinly drawn that they make Mister Bean look like the work of prime Ingmar Bergman.

Of course, this broadly pitched James Bond parody series has never been critic-friendly; but so far it has proved largely critic-proof. The first two movies grossed around \$160 million apiece worldwide, although U.S. box office was decidedly lukewarm for 'Johnny English Reborn' (2011). Distributor Universal is hoping for similarly rich returns with this third chapter. But seven years is a long gap between sequels, and brand loyalty for Atkinson's comic skills may be more shaken than stirred now that his phenomenally successful Mister Bean character has faded into semi-retirement.

The briskly paced plot opens with a catastrophic cyber attack on British intelligence service MI7, which exposes the identities of undercover agents around the world. In desperation, the U.K. Prime Minister (Emma Thompson, looking suitably embarrassed) is forced to reactivate a cohort of retired ex-spies to try and track down the hacker, including English. The accident-prone former agent is now working as a teacher at a provincial school, imparting unorthodox lessons on perilous espionage techniques to super-keen pre-teens.

Recalled to MI7, the old-school English has no time for the service's shiny new culture of digital phones and hybrid cars. Arming himself with a dusty old revolver, a vintage Aston Martin and his longstanding sidekick Bough (Ben Miller), he roars off to the south of France to investigate a credi-



ble lead on the cyber attack. There he tangles with glamorous Russian agent Ophelia Bulletova, played by former 007 co-star Olga Kurylenko, an obvious bit of self-referential stunt casting and the closest thing to a sophisticated joke in the whole movie.

Meanwhile, back in Britain, an escalation in computer hacks has left the country paralyzed. Forced into crisis mode, Thompson's PM calls on Silicon Valley billionaire Jason Volta (Jake Lacy, channeling Elon Musk with a hint of Mark Zuckerberg) to fix the problem. Smarmy and slick, Volta is a power-hungry corporate villain straight out of central casting, his evil intentions immediately telegraphed by a grindingly predictable screenplay. Volta's plot to hold the world to digital ransom builds to a head-slappingly illogical showdown at a multi-national summit meeting in Scotland.

James Bond parodies have been a screen staple for so long now. They have evolved into their own stand-alone genre. 'Johnny

English Strikes Again' boldly goes where many others have gone before, from the Austin Powers trilogy to the French super-agent OSS117 series to Melissa McCarthy's rambunctious action comedy 'Spy'. But lack of originality is not the main issue here. While the films listed above were no masterpieces, they at least boasted enough zingy one-liners, stellar guest stars and ritzy locations to function as cheery escapist nonsense.

In short, 'Johnny English Strikes Again' feels more like a threadbare installment of a blockbuster franchise. A couple of sustained slapstick set-piece sequences, at a glitzy French restaurant and inside a Virtual Reality simulation, could conceivably raise a few laughs among the younger children who appear to be the film's main target audiences. But the rest of the movie will simply have your time wasted by a cheap-looking romp that remains obstinately low on comic inspiration from start to finish.

