

Report on

Exploring the World of Copywriting at *Paper Rhyme Advertising*

By
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An internship report submitted to the Department of English and
Humanities in partial Fulfillment of the requirements for the degree of
Bachelors of Arts in English

Department of English and Humanities
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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 that 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 that titled **Exploring the World of Copywriting at Paper Rhyme Advertising** submitted by Md. Rasidul Islam ID:18303033 of Spring 21 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts.

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Acknowledgment

Well, how will I thank my mother who has helped me to come to this point where I am now? I was so close to being a dropout but my mother always believed in me and she kept encouraging me to continue my study and here I am very close to completing my graduation. Thanks to almighty Allah for helping me overcome all the obstacles. Furthermore, I would like to thank my department faculties who kept encouraging me. Especially, I would like to thank Ms. Roohi Huda ma'am, who helped me a lot. She has been like a mother figure to me who helped me whenever I faced any problems. I would also like *PaperRhyme* to allow me to continue my internship in their agency. They were very helpful and had a great working atmosphere. They understood their employees' pros and cons and helped them to improve a lot. I especially thank my supervisor Azm Saifuddin sir for granting me the internship and helping me a lot. It was a great experience for me and I enjoyed it a lot.

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Glossary

Consequence: The translation task is for general people. While writing the translation tasks I chose to write in simple manners so that most of the people can read and understand the essence of the webinars.

Timeliness: As time is money so I provide the tasks within time so that our organization can complete the tasks in due time. On the other hand, some reviews and reports are meant to be done within a certain time otherwise they lose their essence and value.

Ethics and Ideology: There are many definitions of ideology, but the basic idea of ideology is that it can refer to a systematic body of ideas articulated by a particular group of people. Therefore while working as a copywriter in PaperRhyme I worked with complete honesty, punctuality and transparency.

Globalization: The progression of this media is such a noteworthy part that keeps us completely socially modernized. “Globalization is all-embracing and so is its critique. This work refrains from a more detailed description as ‘globalization is a multi-faceted term, used throughout a wide range of fields of studies’” (Pooch 15). We all are connected through globalization. When I started working on the Facebook page, my supervisor commanded me to give comments and share the specific products with my friends and family.

Panopticon and Gaze: Foucault describes panopticon as a prison scheme, where a man monitors others from a watch tower and the people who are monitored by the man of watch tower cannot know whether they are being actually watched or not. It is a system of control which was designed by Jeremy Bentham in the 18th century.

Chapter 01: Introduction:

“A good advertisement is one which sells the product without drawing attention to itself.”

- David Ogilvy

Advertisements are messages that are paid for by those who send them and are meant to inform or persuade those who receive them, according to the Advertising Association of the United Kingdom. For the growth of any business, advertising plays an important role. Advertising agencies are also important as well. It becomes an imperative part of our economic and social life. Starting from the billboards on the highways to mobile phone screens, advertising is everywhere. For a company's growth, every business owner knows the necessity of advertisement. To help the business, an advertising firm works as a brand organizer. They just do not build a brand. Their motto is to make a demand for the clients' product and service with a unique and creative marketing strategy.

In order to create advertisements, advertising firms collect all the information from their client and then they advertise the product and service based on the information. For this reason, they have to do in-depth research about the product. They also interview potential customers who will buy these specific products. They have target consumers from whom they collect all the information, based on a large number of issues like gender, age, income etc. A lot of times they promote the products or services on social media. Apart from this, they do market research. A business owner can come across new businesses that are already working with the advertising agency. As a result, they can acquire different marketing techniques from different companies. For example, the basic technique to do marketing is to first understand the consumers of your product or understand the view of potential customers. Later they have to analyze the market and also have

to analyze their competitors. Following this analysis, they have to understand their marketing position and determine a budget for their marketing and later come up with great execution plans to do marketing and enter the market with their product. It is very difficult to start a new business. It is also very difficult for a business owner to develop their products. With its expertise and knowledge, an advertising agency produces commercials and promotions that increase brand recognition among its clients. It helps customers to be informed about brands that are available in the market as well as know which brands are better than others. In the present times, advertisement plays a vital role in our lives. Advertisement agencies give job opportunities to the young generation and increase sales of products. Moreover, it helps to solve societal problems through the media. In our modern consumer culture, advertisement has a very strong position.

As I had to do my internship in the pandemic, it was very difficult to find an organization where I could do my internship. During the lockdown, it was quite impossible to go outside every day. My internship supervisor Ms. Roohi Huda helped me to find an organization where I could do my internship. She suggested me to do an internship at *Paper Rhyme Advertising Limited*. It is an advertising agency and branding service provider that develops a business design for its customers. The main advantage of doing an internship in this advertising agency was that I could work from home. As a student with a concentration in Media and Cultural Studies, I had to complete eight courses. *ENG 404: Copywriting* is one of them where I have learned about advertisements strategies and the basics like fundamentals of persuasive writing, copywriting techniques, print advertising, audiovisual promotions, etc. All these terms were related to my internship tasks. Though I was interested about being an intern at an advertising agency, I started developing my interest in advertising and found that it is not just a marketing tool. It is an

innovative way of presenting a product. While working in this field, I felt that I made by choosing Media and Culture Studies as my area of concentration.

I joined *Paper Rhyme Advertising Limited* on October 10th, 2020. My supervisor was Mr. Abu Zafer Mohammed Saifuddin. He is the Managing Director and CCO of *Rhyme Advertising Limited*. I am grateful to him as he gave me a chance to do an online internship in his advertising agency and it was extremely helpful as I did a meaningful online internship experience at *Paper Rhyme Advertising Limited*.

Chapter 02: History of *Paper Rhyme Advertising Limited*

Paper Rhyme Advertising Limited is an advertising agency and a branding service provider that helps to develop business designs for its customers. “Advertising themes also serve as signs to communicate meanings associated with the brand” (Alden. 76). A Z M Saifuddin is the Managing Director and CCO of this advertising agency. This advertising agency started in 2005 by providing major services like social media marketing, print design, logo design, product design, and branding. Their head office is in Banani, Dhaka Bangladesh. *Paper Rhyme Advertising Limited’s* vision is, “Paper Rhyme will thrive to offer its clients a one-stop total creative, media and activation solutions from strategic brand planning, the development of powerful creative to an efficient implementation of campaigns with the highest possible media and public relation coverage”.

- ***Paper Rhyme Advertising Limited* Consideration:**

- Understanding client’s business
- Size, scope, a culture of the client
- Quality of work

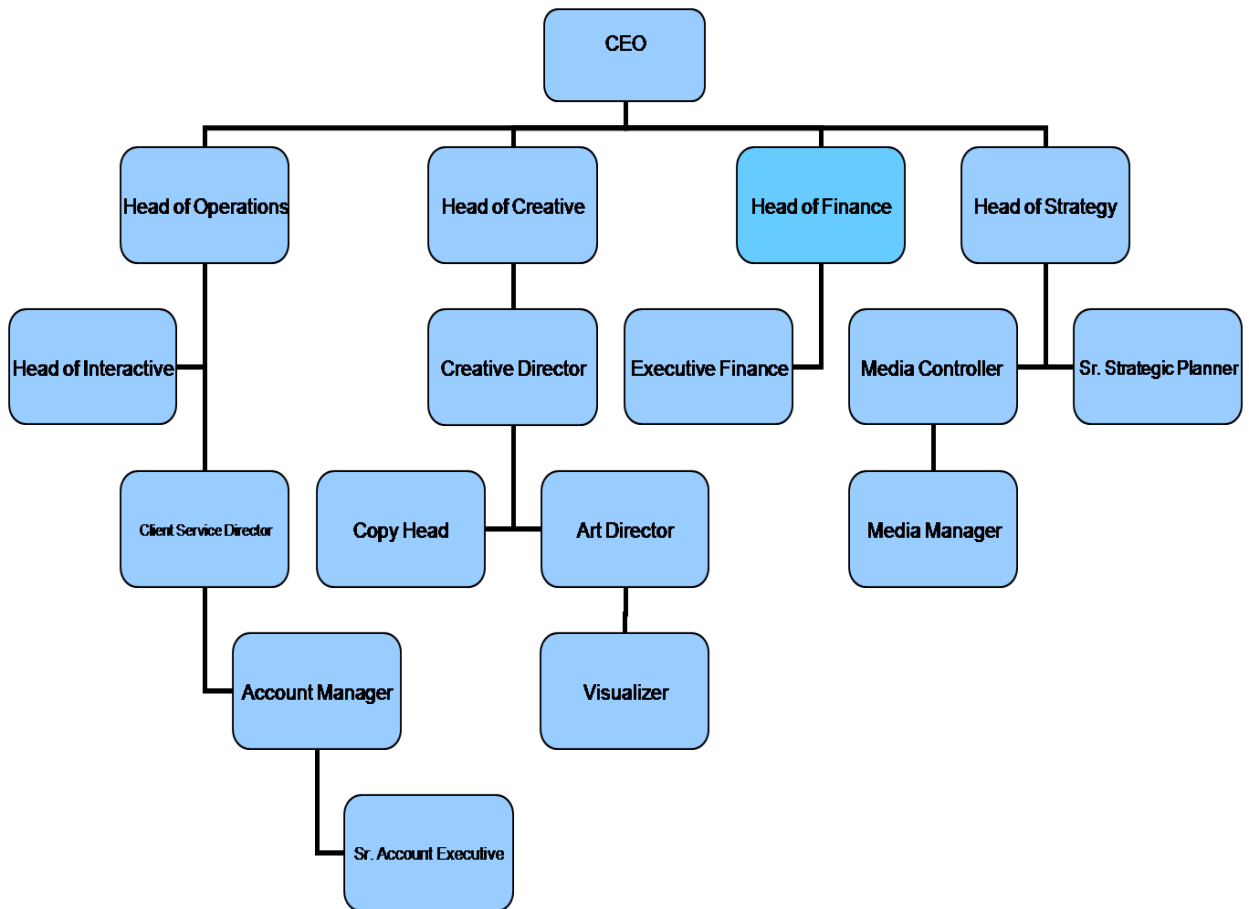
- Depth of talent-both side
- Commitment to deliver
- Specialization
- Mixed remuneration models
- Brand P&Ls

For 15 years, *Paper Rhyme* has also been successfully giving service to the TK Group, SMC, Pink City, Monno, Fresh, BITI, Bank Alfalah Limited, Acme, Robi, Shanta properties, and other prominent companies.

➤ **Awards:**

- One of the BATA campaigns have been awarded in BATA
- International Campaign
- Srijon Samman Award for Robi, Recognition from India

➤ ***Paper Rhyme Organogram:***



➤ ***Paper Rhyme Advertising Ltd. Services:***

- Social Media Marketing
- Print Design
- Logo Design

- TV Commercials
- Radio Commercials
- Interior Branding
- Digital Marketing
- Branding
- Product Design
- **Strength:**
 - Our people are our strength, senior team members have work experience of an avg. of 12+ years
 - Trained abroad
 - Worked with MNCs
 - Media planning tool
 - Nationwide activation capacity
 - Extensive PR exercise.

Paper Rhyme has successfully maintained its reputation as a significant strength in the advertising agency world.

Chapter 03: My daily tasks in *Paper Rhyme Advertising Limited*

It was a great learning experience for me to do an internship at *Paper Rhyme Advertising Limited*. Here, I did practical work on what I have learned in my media classes. As a media major

student, this experience added marvelous value to my life. Because it provided me with a giant revelation to the world of advertising.

During my internship at Paper Rhyme Advertising Limited, I performed every task that Saif sir assigned me to do for the agency. I worked as a translator, edited articles, did other marketing tasks during my internship.


The first task I had to do was translation. I had to translate at least 6-7 videos during my internship period. These videos were sponsored by Guardian Life Insurance, which presented “LeadSpeak” on Connecting the Dots, powered by *Lighthouse Bangladesh*. The time duration of each video was approximately 1 hour 55 minutes. I got only one week to complete the translation task for each video. I had to do Bangla to English translation for these videos. The translation was an important part of my internship. I also took Eng 465 Translation Studies. It is a mandatory course for my concentration. While translating I felt it is a very tricky task that require boundless knowledge over both languages. It is very important to have a strong command over both Bangla and English languages. I realized it when I started working on translation assignments during my internship. I learnt many terms in my Translation Studies courses. For example, I learnt about word for word and sense for sense translation methods from this course. During my translation tasks I follow word for word translation method, where I listened what people said in webinars and translated it according to it. Although sometimes, there were many sentences which was not appropriate according to the essence of the words. In that case I followed sense for sense translation method, which I learnt in my Eng 465 translation course. But sometimes I could not find an appropriate word and for this reason, we had to come up with alternate words.


Moreover, I worked on an article that was published on Facebook or in a newspaper. Here, I worked as an editor like if I changed the headline then how it would be, how I would grab the


audience's attention by using one or two lines. The headline is, "*Bangladesh War of Independence; Celebrating Glorious Payback to the Nation; FAUJDARHAT CADET COLLEGE (FCC)*". It was written by Azm Saifuddin. I also insisted that people comment about the headline. The headline that I reviewed is mentioned below.

The Daily Star

Journalism Without Fear or Favour





8
DHAKA WEDNESDAY DECEMBER 16, 2020
POUSH 7, 1427 BS
VICTORY DAY
SPECIAL


Bangladesh War of Independence


Celebrating Glorious Payback to the Nation

FAUJDARHAT CADET COLLEGE (FCC)

On 16th December 1971, people chanted, raised the flag, families embraced in celebrations, filled the streets like never before throughout Bangladesh. But this victory came at an enormous cost. "Responding to the Call of Independence" by our **Father of the Nation Bangabandhu Sheikh Mujibur Rahman**, through rain, hail, cold, mud, bullets and mortar, Old Faujan (FCC Alumni) Freedom Fighters along with all those who fought for the nation pushed all odds and obstacles towards victory. Some of them did not even care to embrace martyrdom for their beloved motherland. It was too costly but a great victory. Old Faujan patriots embodied the timeless virtues of our nation, honor and courage, strength and valor, love and loyalty, grace and glory. It is our duty to preserve the Independence that they presented us almost half a century ago. Everyday we renew our sacred obligations to memorize the fallen heroes on the soil where they rest for eternity.

“They signed away their tomorrow for our today”




 Maj M. A. Khatun (B 01)

 Capt AKM Nural Absar (B 02)


 Mosharraf Hossain (B 03)

 Lt Anwar Hossain Bir Umm (B 07)

 Badiul Alam Bir Bikram (B 07)

 Capt Shamsul Huda (B 07)

 Mufti M Kashed (B 08)

 2nd Lt Rafiqur A Sarkar (B 10)

GALLANTRY AWARDS

Bir Uttam
Lt Anwar Hossain Martyred

Bir Bikram
Badiul Alam Martyred
Lt Gen (R) Abu Saleh Mohammad Nasim (B 03)
Kamrul Haq Swapan (B 07)
Maj Gen (R) Inamurrazzoan Chy (B 10)

Bir Pratik
Col (R) Abu Taber Sahaodda (B 04)
Maj Rawshan Yasara (B 06)**
Maj Gen (R) Syed Ahmed (B 06)
Maj Gen (R) Syed Muhammad Ibrahim (B 09)
Lt Col (R) Quamr Sirajul Ali Zahir (B 10)
Capt (R) Humayun Kabir (B 10)

VALIANT FREEDOM FIGHTERS

Wing Commander (R) Wahidullah (B 01)
Abdur Rab (B 02)
Prof. M. Mujibur Rahman (B 04)
Maj Gen Ashraf Hossain (B 06)**
Lt Col (R) Md. Ghulam Zakaria (B 07)
QM Ali Anwar (B 08)
3rd Lt SM Idris Raheem (B 08)
Syed Abul Karim (B 09)
Lt Col (R) AM Mukhtyar Rahman (B 09)
Prof. Kalam Hossain Haq (B 10)
Prof. Anwarul Islam (B 10)
Maj (R) Hossain Munirul Karim (B 10)
Ihtesham Ahmed (B 10)
APMA Hazrat (B 11)
Prof. Shamsul Huda (B 11)
Maj (R) Syed Murtaza Rahman (B 11)
Maj (R) Syed Mirzaan Rahman (B 11)
Maj (R) Dabir Anwar Hossain (B 11)
Abdur Rahman (B 12)
Capt (R) Aban Aziz Shetty (B 12)
Ihtesham Aul Khan (B 12)
Sattar (B 12)
Ratul Hossain (B 13)
Anis Qaderi (B 13)
Captain (MM) Nazrul Karim (B 13)
Shaukat Amin (B 13)
Prof. Syed Jamil Ahmed (B 14)
Captain (MM) Abdur Rahim (B 14)
Lt Gen (R) Md Idris Fazel Akbar (B 15)
Col (R) Md Masudul Pathman Chy (B 15)
NCR Masud (B 16)
Nazi Raheem Uddin Ahmed (B 02) Former Chief Executive
Commissioner of Bangladesh. He served as Joint Administrative
Officer, Mujibnagar Government in 1971.
* B. Rank **Deceased



Vision, Planning and Sponsored by:-
M. Najam Hossain FCC Alumni, Class of 1977

Picture 01: Celebrating Glorious Payback to the Nation.

Also, I had to work on two Facebook pages, *VitaMalt Malted Food Drink* and *Vitalac Dairy & Food Industries*; for increasing engagement. I had to increase the engagement of a specific

product through comments and share by my friends. This is also known as the increasing marketing sector.

- **3.1: eMarketing:** E-marketing is the development and implementation of product and service creation, distribution, promotion, and pricing in a computerized, networked environment, such as the Internet and the World Wide Web, to facilitate exchanges and meet client expectations. Compared to traditional marketing, it has two major advantages. It provides customers with more suitability and cheap prices which permits businesses to decrease operative costs.

Dehkordi and Javadian stated that :

marketing as a part of e-marketing developed about websites for business to robust and rescale their traffic, advertisement industry, auction-oriented site like eBay have been grown through word of mouth, beside customer relation management (CRM) also gets better situation and it emphasizes gets more on personalization much more easy than before, unless the unite concept of E-marketing has not appeared.(115)


Customers can get user details, purchase products, and find services twenty-four hours a day, seven days a week from home. This offer is only available on e-marketing and online shopping platforms. Customers can read advertisements on the Internet, get e-coupons, show product images, compare prices, and make purchases with only a few mouse clicks which saves a lot of time.

While I started my internship here, I had to work on two dairy product pages. One is **Vitalac Dairy and Food Industries** and another one is **VitaMalt Malted Food Drink**. **Vitalac Dairy and Food Industries** is a standard driven Nutraceutical Company. The

company maintains extreme ethical standards while producing its products. They sell all the organic products like coconut oil, apple cider vinegar, olive oil, coffee etc. at a resalable price. On the other hand, **VitaMalt Malted Food Drink** is about Tasty Malted Food Drink and its nutritional value which helps to provide nutrition for children. The main task of mine in eMarketing was that I had to increase the members of this page. I had to enrich all the products of these pages by promoting it and mention others to buy it. They posted about a product every day and I had to develop engagements via comments or share. I told my friends to comment on the product and give urge others online to buy authentic products from the 'Vitalac Dairy and Food Industries' at a reasonable price. My friends also agreed with me and they kept buying products and insisted others to buy products from this page by mentioning others in the comment section.

Vitalac Dairy & Food Industries
December 24, 2020 · 🌱

Vitacare coconut oil for cooking #coconut #cookingathome #cookingchallenge #cooking #eathealthy #healthylifestyle



Write a comment...

Author
Vitalac Dairy & Food Industries
Farhana A Ahsan Taskina Islam Taskina Bubly Mustaq Chowdhury
Like · Reply · 15w

Pritee Preey
Price is really reasonable 1250 taka only (1 litre)
Sadib Arka do try out
Like · Reply · 15w

Rashed Islam
Aman Upom Nafisa Sultana Brinti Mahima Farzana Mobinur Sharif Moon Saadman Sakib Sultan Sun Sabbir Islam Isfar Taushif Nahid Onim Fahim Mahmud Ashekur Rahman Khan Sammin Islam check out this oil people. I heard that it is quite good and orga... See More
Like · Reply · 15w

3 Reelies

You, Saadman Sakib, Sabbir Islam and 110 others
26 Comments 38 Shares

Picture 02: 'Vitalac Dairy and Food Industries' Where I Mentioned to My other Friends

Moreover, it is such a healthy drink which helps to provide nutrition as it contain, vitamin, calcium, protein, zinc, etc. I initially had no idea about this page, but when I started working on this page, some of my friends were mentioning others who have a baby in the comments section. This drink is not only suitable for babies but also suitable for young people.

VitaMalt Malted Food Drink
September 22, 2019 · 🌐

VitaMalt- Malted Drink

বুদ্ধি বিকাশে আর বৃদ্ধিতে Vita Malt

বিশেষতঃ মনঃ কল্যাণের, অমৃত, মিক, ফেরাট এবং অন্যান্য বিশেষ উপকরণ দিয়ে তৈরি একটি পুষ্ট পুষ্টি এবং স্বাস্থ্যকর মল্টেড ড্রিংক। বিশেষতঃ বয়ঃ পুষ্ট পুষ্টিকে উন্নত করে দেয়।

Iron
Calcium
Zinc
Potassium

www.vitalac.com.bd

You, Sammin Islam, Tazia Islam Nisha and 36 others · 1 Comment 33 Shares

Love Comment Share

Most Relevant ▾

Write a comment...

Pritee Preety
SK Shammy Islam you should try it for your fairy
Like · Reply · 15w · 2

Picture 03: Official Facebook Page of ‘VitaMalt Malted Food Drink’

➤ **3.2: Video Translation Task:** Video translation task was very a challenging part for me. Though I never did this before, I managed it I knew all the terms of translation that I have learned from my “Translation Studies” course (ENG 465). This course helped me a lot when I started doing video translation. In addition to eMarketing, I also had to do video translation. During the first three weeks of my internship at *The Paper Rhyme Advertisement Ltd.* I did Bangla to English translation of 6-8 videos related to the online banking system, eMarketing, and technology. The time duration of each video is

approximately 1 hour 55 minutes. I got only one week to complete the translation task for each video. I have to do a 'Bangla to English' translation for these videos.

I always follow 'word to word' translation while doing video translation. 'Word for Word' and 'Sense for Sense' two are the basic terms of the translation part. "The main focus is the central recurring theme of 'word for word' and 'sense for sense' translation" (Baker 30). Here 'word for word' translation means 'literal' and 'sense for sense' means 'free'. Sometimes I could not find a suitable word to reflect the situation and for this reason, I had to follow some other ways. Sometimes, I omitted some sentences which were not important or tried create an impact through them. On the other hand, I also did 'Sense for Sense' translation when 'Word for Word' translation was not suitable choice. I understood the meaning but I was able to do 'Word for Word' translation. In that case, I followed the 'Sense for Sense' translation. Sometimes there were also some words which wont provide the suitable meanings in word for word translation. In those cases I chose sense for sense translation method to provide better translation and meaning of those words or sentences. While doing the translation task I faced some difficulty as some sentences of the speakers were not clear and it could have happened due to technical issue. So, I marked down the time duration of those parts in my task and bracketed it with a different color.

Sample:

Guardian Life Insurance presents "Lead Speak": Season 2: Session 2

In today's Second Episode of "Lead Speak Season 02" we will discuss on "INVESTMENT &

INDUSTRIES”. Guardian Life Insurance presents “Lead Speak” - Season 02, a series of Webinars focusing on the current and future plans of industry leaders on COVID-19. The session will be hosted by Mr. K A M Majedur Rahman, Banking and Capital Market Analyst, Independent Director of Shahjalal Islami Bank Ltd.

The guests for the session are-

Mr. Naser Ezaz, Chief Executive Officer, Standard Chartered;

Nihad Kabir, Barrister, Metropolitan Chamber of Commerce & Industry, Dhaka;

Mr. Masud Khan, Group Advisor, Crown Cement. Chairman, GSK

Mr. Asif Ibrahim, Chairman, CSE - Chittagong Stock Exchange, Vice Chairman, Newage Group of Companies.

Title sponsor: Guardian Life Insurance Limited

In association with Digi-Tech Communication, CThreeSixty and Brand Mania

Najmus Ahmed Albab: Salaam Alaikum viewers. Ramadan Mubarak to all, whoever and wherever you are. I am Najmus Ahmed Albab CEO, lighthouse Bangladesh. And I welcome you all to our episode two of Guardian life insurance presents lead speak webinar on financial leadership called rediscovering finance. As we carry on from yesterday, COVID-19 , of course, is an extraordinary situation, which at the moment, we are terming it as pandemic, which it is, and it has disrupted our society, as it is not done as or as we have not seen in our nearest past, with

its inevitable impact on the financial sector. And the foremost consequences are faced by the sectoral investments, and industries. Now, question remains, while we are trying to live out of it, what if we have to live with it? Is it a continued process? If it is, that means it's all about having to remain prepared, and having to think ahead shall be the new norm at any level. So to keep the financial sector engaged in a national crisis of this form, it takes a lot of commitment and effort from the top at any level of the community, whether it's a society, whether it's the industries, and in our episode today, which is investments and industries. We have an extraordinary panel of industry leaders and experts who get the engagement alive in their own areas of decision making. We begin with our guests. First we have Miss Nihad Kabir, barrister , president of, Metropolitan Chamber of Commerce and industries. We have we have Mr. Naser Azaz Bijoy Chief Executive Officer of Standard Chartered Bank. We have Mr. Masud Khan group advisor, transplant and Chairman GSK. And of course, we have Mr. Asif Ibrahim, Chairman Chittagong Stock Exchange and wise Chairman new age group. And, finally, the last but not the least, the pilot of our show today, Mr. K A M Majedur Rahman, a capital market analysts and independent director of Shahjalal Islami bank So, welcome to you all. And now I would like to hand over the stage to Mr. K AM Majedur Rahman. Thank you, Mr. Majed. Mr. Majed you there? Mr. Majed?

K AM Majedur Rahman :I think we are having a little bit of technical glitch. Can you hear us?

Najmus Ahmed Albab: Yes, I can hear you. Right.

K AM Majedur Rahman : Okay, let's go ahead. Distinguished guests, and dear participants

who are join here today in the webinar. Today our series is about lead speaker rediscovering finance and investment and industries, which is hosted by Guardian life insurance and lighthouse Bangladesh limited. We all are now facing a very big challenge. We can think of 2 options for the investors. The first one is to continue doing the existing business which is still going. Another one is the opportunity for the business. We all know that there is a chance of opportunity with every pandemic. Keeping this situation in mind, how we can get fortune by investing, is our topic of discussion today. And covid-19 showed us the hard reality that whatever we gained till now is still not that much. Think about the health sectors, whole world is facing crisis in this health sector. We need more investment in this sector. What our panelists think about these issues of distributing things and we also take statements and views of the viewers who join us today in this webinar. I want to ask the panelists one question that, in this global economic fallout which happen due to covid-19, we need to create a health resistance, protection for the poorer group in our country as well as the south-Asian people.(6:10-6:27) We will discuss that today. Whatever we learn from this webinar today, we will try to take steps according to it in our future. We would like to start our discussion today with Barrister Nihad Kabir. Mrs. Nihad we welcome you in this webinar.

Nihad Kabir: Thank you Mr. Majeed. Can you hear me Mr. Majeed?

K A M Majeedur Rahman : Yes I can hear you. We would like to hear you opinion about

South-Asian investors that how they should go ahead with the vulnerable group, poor people in this health crisis situation during the pandemic? What we can do as investors in this situation. We would like to hear your opinion about this.

Nihad Kabir: Thank you and thank you Lighthouse Bangladesh for organizing this type of programs and inviting me today. I would like to see this question from a different perspective. A government can be run in a stable way somehow if there is no disaster. We were in a good financial condition and we were dreaming about a bright future. But whenever some disaster like this happens then the lacking in government comes to light. For example, now we are talking about the health sector of our country. We know that we did not allot a lot for health sector in our budget. But we didn't get the service in health sector in terms of the money which was allotted in the budget. Before the first wave hit us, our government claimed that they were ready to face the crisis. They also claimed that we had everything to face this and we had enough resources to face any situation. Later we saw that we have lacking in every sector. Now what Mr. Majedur said that should we invest more in this sector. Well, we not only need to invest more, but also have to make sure that whether this investment is effective, is it going to the right places and how do we do it in the proper stages. No country in the world has beaten covid-19 till now although have they invested a larger amount of money? So, we cannot be really sure that we can beat it. But the different statement of the government through this lock down has cost us a lot, for example: in the beginning of covid, they claimed that everything is under control, but later they changed those statement and now cannot allow garments to open in fear of increasing covid patient

numbers, whom they might not give proper accommodations in the hospitals. So the difference between these 2 statements are not expected by us and these type of statements are not acceptable for us too. That's all from me for now.

K A M Majedur Rahman : So we learn from Mrs. Nihad Kabir that whether we are prepared to invest or not. We say that we are prepared to invest but when it's the time of investment we faced many difficulties. So we need to think about it before making any plans. Now we are going to hear from our second guest Mr. Naser Ezaz, CEO of Standard Chartered. We would like to hear from you about what we should think before making any investment.

Naser Ezaz: Assalamu Alaikum Mr. Majeed. Thank you for inviting me. Well, I think that we all know that our resources are limited, there is no doubt there. With these resources, the best outcome that we can achieve is, if we can concentrate on ensuring that the spread of Corona Virus does not go way beyond where it is. Because, we have control over the local markets but we do not have any control over our external markets. Therefore the exporters who have buyers in various areas of the world , their challenges are big as the number of deaths in their countries are big. We cannot control the market. The best outcome will be if we can first contain the spread and then and secondly stimulate the domestic economy which is significant for Bangladesh. Then we can also focus on our export market. We will provide support to them until the buyers are coming to a normal situation. And it's going to take a long time now. But it is possible for us to revive the domestic market fast; for that we need to play important roles. Well, I think we can talk about what we have not done well , it is a fact but it is not going to help us at this point of

time. But what we can do is, we could learn from our mistakes from the past and do work in the future according to it. As Mrs. Nihad mentioned that how we could we strike the balance in between opening the factory in the lockdown situation, it is our immediate emergency. Many of us mentioned it as the choice between life and livelihood. So I think the question is not so simple. Because if it only about life and livelihood then the choice is very clear. If you don't have life, then there is no point of earning livelihood. You know that's the prospect of life. But the probability of getting infected and then have the worst consequences versus the probability of losing livelihood is a challenge. I don't think there is an easy forward answer. I think the countries which are significantly more resourceful compared to Bangladesh, are still struggling. We are also in that same boat. For that reason, I prefer how we can improve the situation and have better future rather than criticizing more about it. Clearly Health sector is the area where we need to invest a lot and I don't think it only happens for the private sector. It is going to be a combination of private sector, public sector and PPB(13:45- 14:05). For this reason, we need to heavily invest in our technology. So that you don't need to come to the bank unless it is an emergency. Similarly, I think there will be a lot more opportunities that we will come through. I think one of the biggest learning or achievement that we have seen in our clients is to be away from cash. There are many consequences in this, for example, tax implications, disclosure factors and many more. But I think there are general consensus that if we move to digital ways then it would be very convenient. (14:44-14:52). The things which we could not do for a long times , we have actually

changed those processes in this one month . The clients now can do their work without coming to the office. I think there will be investment in health care and there will be investment needed in technology, and in logistic. These 3 sectors have many opportunities.

K.A.M. Majedur Rahman : Thank you . I would like to add that internet is the first sector where we need to invest. Because today we saw that how much we need to do to start this online webinar. So we need to think about the distribution system with technology. Moreover, there is no data of health sector before Covid-19. We had no statistical information that what we need to do if we face some problems. And for this we need to start our research from the start. So, the investors have to take the risk. And these risks are becoming problems for our local investors because of our limited resources which you mentioned earlier. We are trying to maximize our limited resources. Well we would like to hear more about this from our beloved guest Asif Ibrahim. Asif Ibrahim is the chairman of Chittagong stock exchange, at the same time vice chairman of New age Group of Companies. We would like to hear from Mr. Asif now.

Asif Ibrahim: Thank you Mr. Majedur. Firstly I would like to thank Lighthouse Bangladesh for organizing this program today. As we are now in web therefore this seminar new term is webinar. As I was saying to Mr. Majedur that these webinars are very much productive as one can do 3-4 webinar a day. In the morning I was in another webinar which was about the use of PPE. In that webinar many international organizations were there, for example- WHO, technical experts

who make PPE, people who supply the machineries, people who supply raw materials and also some garments owners of Bangladesh, India and Sri-Lanka. The first thing that we discussed there was the existing garments that are available, how we can convert existing lands and traditional materials into masks and PPE production and which technical supports one need to make that. The first thing that we noticed that , (18:02-18:16). So I look at it as an opportunity. So if we can make use of the technical assistance which we get now, then we can go forward into an alternative new product line, which have a very high demand of in the world right now. Secondly, our overall dependence of the economy on one export sector which create problems for us. We talked about export diversity for many years. We got 1 billion dollars from leather import sector. That unfortunately again went below 1 billion dollar because of relocation issues in the Savar area, which we could not handle properly. **(19:13-19:39)**. Another alarming issue that I heard today that the Saudi Arabia government is thinking of returning 10lakh Bangladeshi people to Bangladesh who were working there. Other countries are also thinking about this. So, the two sources of income of foreign exchange of our country, export and remittance are in immediate danger of reducing the volume economy. So, I think that, we need to stimulate the domestic economy of our country which was mentioned by the previous guests. We know that our prime minister announced 72,750 crore taka package. Among that 50,000-crore taka is for large, small and medium industries. The remaining 22,750 crore taka is for social safety. So, I think that we need to provide money to general people from this social safety money, only then

we can stimulate investment. Another thing which I liked very much, I heard in another webinar. A panelist said that we should buy our own products more for next one year and should try to avoid foreign products. Whatever purchase money we have, if we buy our local products that will stimulate our economy. As a matter of fact, the hands are tied right now. We cannot do anything more. But I think that, we need to invest in the health sectors as the previous guest mentioned and we need to have a strategy to get out from lockdown. (21:51-22:02). You asked that where is the data? The losses which happened due to MSME, where we can get these data from? Do we have the capability? How we can calculate the losses of very small investors, for example- a workshop owner of Ghora-Shal who has 2-3 workers under him, how can he know what losses he has to face? If we cannot provide the stimulus package money to the people who actually, need money, then we cannot gain the goal of these packages. I would like to stop here now. Thank you.

K.A.M. Majedur Rahman : I totally agree with you that we need to reach vulnerable group right now. At the same time you mentioned about remittance, which is a very important part of our national budget. I just read today that we generally get 1.5 billion dollar remittance every month, but recently it has already reduce to 1 billion dollar. And it is the month of Ramadan and in this month generally the remittance amount increased a lot. I don't want to say that the number will decreased but I fear that it might. Anyway, now we want to hear from Mr. Masud on how we can increase the investment sectors more. Mr. Masud is working for Crown cement for a

long time and is also the chairman of GSK. We would like to hear from you now..... (continued).

While writing this translation task I found some difficulty regarding some sentences which I did not understand or due to technical errors, the words were not that much clear. Therefore, I marked some of the sentences in red color and marked those problems by giving (?) this mark. So that my supervisor could revise those points and could come up with more logical solutions.

Chapter 04: Integration of terms, concepts and theory with my internship experience

As a Media Major student, I have learned many theories and concepts which are necessary to understand the media world. Few of these theories were directly related to my work during my internship. These terms I have learned from *ENG440: English For the Print Media* and the concepts and I learned the theories from *ENG331: Introduction to Cultural Studies: Theory and Practice*. All the terms, concepts, and theories are explained bellow:

- **Consequence:** Consequence is the result of the news item on the masses. When I had to write a report, I had to write it in such a way so that target audience could understand and relate it. The eMarketing can also have consequences on the target market. In general, I had to write a report simply which target market can understand it and can compare it with themselves. For example, I had been working on two Facebook pages, **Vitalac Dairy and Food Industries** and **VitaMalt Malted Food Drink**. I mentioned previously that I commented on these pages for specific products that are more helpful and convenient to us. I shared this information on the fb pages so that the target market could see it. My family members and friends were influenced by the positive reviews of the products, as a result of which they might interested to buy the products. Here, the consequence is I had

commented on a specific product where the target market could see this and could compare it to themselves if they wanted to buy it or not. I had to comment in such a way where they could compare the product with the price. They will judge the product by seeing comments and reviews.

- **Timeliness:** Timeliness is very important in every organization. During my internship period, I worked on an article that was published on Facebook or in a newspaper. I had to review the headline of this article. The article is, “*Bangladesh War of Independence; Celebrating Glorious Payback to the Nation; FAUJDARHAT CADET COLLEGE (FCC)*”. When my supervisor gave this to me, he just gave me one day as it was addressed to a certain day, 16th December. I had to review the headline and wrote a comment about the headline so that it would attract the audience.
- **Ethics and Ideology:** “Ideology can refer to a systematic body of ideas articulated by a particular group of people. For example, we could speak of ‘professional ideology’ to refer to the ideas which inform the practices of particular professional groups” (Lodge, 2). Ethics and Ideology is a very important aspect of life because of its norms, beliefs, and values. It is the system of ideas and ideals. It can easily keep in step with changing any kind of circumstances. *Paper Rhyme Advertising Limited’s* vision is, “Paper Rhyme will thrive to offer its clients a one-stop total creative, media and activation solutions from strategic brand planning and the development of powerful creative to an efficient implementation of campaigns with the highest possible media and public relation coverage”. The article, “Ethics in Advertising: Review, Analysis, and Suggestions” said that “One important aspect of virtue ethics is the ‘ethics of the mean.’ This notion represents the balance idea, in which both excess and deficiency are unacceptable” (Murphy 318). During my

internship, when my supervisor gave a video translation task from Bangla to English, he told me to complete this within a week. I did the task with much punctuality and honestly. So that the translation could be understandable for mass people. On the other, when I worked on the Facebook page to comment on a specific product, he just not instructed us to comment on this. For this purpose, he sent some products to me for using them and then he told me to give an actual comment or review. Therefore, I myself, first used the products and gave honest review about those products for my targeted audience. So that they could be benefited by using the product and didn't get scammed. My reviews were honest review as I used those products first and then gave review. This ethics and ideology I have been found in my internship.

- **Globalization:** In ENG 333: *Globalization and The media* course, we learned that every country inspires each other in the range of political-cultural issues, religion, economy, etc. over the strong globalization. The progression of this media is such a noteworthy part that keeps us completely socially modernized. "Globalization is all-embracing and so is its critique. This work refrains from a more detailed description as 'globalization is a multi-faceted term, used throughout a wide range of fields of studies'" (Pooch 15). We all are connected through globalization. When I started working on the Facebook page, my supervisor commanded me to give comments and shared the specific products for the targeted audience. To give a good review and comment on the specific product, he sent the product to me so that I could use this and give an honest review of it as I already mentioned. When I felt that this product is good, I started commenting and give a good review of it as well as shared it with my friends and family. I did not need to go outside to meet them. I could do this from the online platform. After reading my comments and a good review of

the product they also started to buy it. As these products are meant for a targeted age and group of people, it's a global product which can be bought from different places. People from other country could also be my buyer, therefore I wrote review in English so that most of our targeted audience could understand it and eager to do an order of those products. So, this globalization process had been done to me internship and still, the same thing is happening all over the world.

- **Panopticon and Gaze:** An architectural work 'Panopticon' consents controlling person to observe the people without knowing them. The main concept of Bentham's Panopticon is a tower that is surrounded by cells. Watchman is in the lighthouse and prisoners or workers are in the cells. The tower shines bright so that watchman can observe easily everyone in the cell. This 'gazing' purpose is to keep prisoners in control and also to make sure that they cannot do the undesirable movement. But Bentham claimed that people who inside in panopticon should always think that they are under inquiry at any time. French philosopher Michel Foucault establishes the idea of 'Panopticism' which is a social theory named after the 'Panopticon' in his book *Discipline and Punish* in 1975. Foucault hazard structures of power is metaphor as Bentham's prison. To live in society, he believed in power and freedom of people. he suggested that power can be everywhere because it is a form of a strategy and this power is the shape of people's behavior. I was under my supervisors' observation all the time while doing my internship. First of all, when I got the internship, my supervisor was Roohi miss will gave a guideline on how to do it. Secondly, the supervisor of *Paper Rhyme Advertising Ltd.* Azm Saifuddin sir also observed me while doing my work from time to time. Though it was an online internship, I had to contact him via email but he never failed to observe me to make me complete my task. I was under his

complete supervision as he checked on me regularly, which also ensured that I worked in a disciplined manner. On the other hand, my university supervisor Roohi miss kept herself updated about my progress. She contacted me frequently for an update and guided me accordingly which kept me on track throughout. In other words, I can say that I was under the gaze and supervision from my university supervisor and my supervisor at Paper Rhyme throughout the internship. From this perspective, I must agree with Foucault that power is everywhere in our society and we are under observation all the time.

Chapter 05: Conclusion

It was an adventurous part for me to do an internship at *Paper Rhyme Advertising Ltd.* Here, I have learned how to think outside of the box as well as learned many things because I was given different types of tasks to perform. I have learned the energetic aspect of working under pressure within a deadline. I am very grateful to have learned the valuable knowledge that I have received from my internship throughout only these three months. *Paper Rhyme Advertising Ltd.* has given me so many opportunities to learn and enhance my writing skills, especially translating skills. What I have learned will help me a lot in the next workplace.

5.1: Recommendation: As a Media Major student, I have learned many things from my Media and Cultural Studies courses. These courses are offered by BRAC University's Media and Cultural Studies are essential for the students who want to build up their carrier in the media and journalism sector. These courses are very helpful for the media and

journalism sector. Yet, I think we need more guest speaker session and office trip, that will be more helpful to us.

On the other hand, there are many courses offered Media and Cultural Studies. Such Integration of terms, concepts and theory with my internship experience as *ENG 401: Editing*, *ENG 440: English for Print Media*, and *ENG 404: Elements of Copywriting*. These courses are related to writing and newspaper sector. But no course is offered to the students who are eagerly working in advertising agencies. For this reason, it will be very helpful to include more topics or courses on Branding, Introduction to Advertising, Advertising Strategies, Advertising, and society, etc. I also want to mention that, I have an interest to work in advertising agencies where I have an unforgettable experience like the one I had while working with *Paper Rhyme Advertising Ltd.* *ENG 440: English for Print Media* and *ENG 404: Elements of Copywriting* helped me a lot during my internship. I could relate to all those theories when I did in practical work. I think BRAC University should make some activities about scriptwriting, effective communication- writing, design, and presentation courses where media major students can develop these skills.

This internship report is the final result of my all learning at BRAC University as a student of Media and Cultural Studies. I expose my internship experience while working at *Paper Rhyme Advertising Ltd.* as a translator and writer. Though it was difficult working from home initially but it was quite fun to work online and connect to every colleague online. I have learned a lot about working in an agency, time management, handling assignments, and more.

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