

**Report On**

**Unraveling public relations' facets at Forethought PR**

**By**

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**Bachelor of Arts in English**

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## **Declaration**

It is hereby declared that

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

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## Acknowledgement

One of my favorite English writers, Virginia Woolf who said in *A room of One's Own*- “No need to hurry. No need to sparkle. No need to be anybody but oneself.” It reminds me how I have slowly come this far. Being the younger child of my family, I always have been told to follow my elder sister who has graduated from Dhaka University, has done double masters, and is looking forward to settling down in Canada. But my sister always tried to make me a well thought person who has an aim. But I wanted to make sure no one but I chose my aim. I wanted to choose what I prefer. I have interest in Media and Cultural Studies so I chose it as my focus. I wanted to explore the media related aspects.

All these were possible because of my Almighty who gave me an opportunity. I am really thankful to the Almighty. Then I am grateful because I have a supportive family. I want to thank my mother, sister, my father and my brother in law for encouraging me in every situation. I am honored to be a student of Brac University. I am very grateful to my supervisor Anika Saba for providing me the opportunity to work under her supervision. She is truly one of the best faculties I have come across. Besides, I would like to thank my on-site supervisor Mr Rajiur Rahman (Assistant manager, Media Planning and Coordination) , my coworker Riasat Raihan (Media relation executive), and my senior coworkers.

Last but not least I would like to show my gratitude towards my friends Wakib, Rushmita, Sayma, and Tima. Thank you all for always being there for me.

Lastly I would like to pat my back for being patient, for the hard work, and to give the best everytime.

Maisha Maliha

## **Executive Summary**

A public relation company has an ability to deal with that acts as an appraisal of the public's attitude and finds an individual's or an organization's policies and procedures that are in the public's interest. It is a structured and conducted program that necessitates action in order to gain the public's understanding and consent. The public's opinion of the firm is based on how it is depicted through marketing, public relations efforts, media, stakeholders, workers, trade unions, and consumer advocacy organizations. A PR company works for the company who wants to be connected with their consumers. This paper will provide a theoretical perspective, different aspects of public relations companies, and at the same time the learning experience of my internship journey. Every chapter has discussed different topics. Company history, internship journey, related theories etc.

**Keywords:** public relations, media, news, communication, internship

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## **Chapter 1**

### **Introduction**

Today, authentic news and perspectives require the use of mass media. Not only does it provide information, but it also provides a variety of learning opportunities. In today's environment, mass media serve a critical role in disseminating information and delivering entertainment to a large audience. The newspapers, tv, radio, publications, and the Internet are all forms of media. Through the provision of a special form of stimulation, the media has the capacity to influence consumers' perception.

There are several sorts of news readers in today's world. Every being has a different taste. So there are several other news articles available on various topics, including international, economic, business, sports, weather predictions, entertainment, science, features, cultures, art, and career options. Every newspaper contains multiple sections for different types of news, as well as obituaries, editorial cartoons, comics, poetry, tales, and crossword puzzles, among other things. Newspapers are for both the elder and young generation. Besides, online news portal, radio shows, tv shows, talk shows programs are there to fill out the gap that newspapers cannot do ( for instance, any emergency news are broadcasted on tv, radio, published on online news portal etc as it is not possible to spread the news instantly through printed news). As a result, a news organization seeks to maintain the news appealing to individuals of all ages.



In the 21st century, as information circulates instantly in the global village <sup>1</sup>-- news published in newspapers is regarded as a credible medium of data, and the country is considered as advanced.

In our country there are many credible sources we have, but sometimes people grab the wrong information from wrong sources and yellow journalism takes over the media. But now people have become more aware and they cross check one news story through different sources.

However, people of the current generation are less interested in social or current affairs. They are mostly keen on features, entertainment, technology, and lifestyle news. Nevertheless, the media relations are the most visible aspect of public relations, therefore they constitute a tactical strategy to influence others' perceptions and modify their behavior, as well as establishing new sales channels and chances. So, as long as Public Relations develops ties with media working in fields that coincide with theirs in order to distribute news about their customers, they will be successful.

At a certain age, media was an interesting subject for me when I was a teenager. Studying in English and doing a major in Media and Cultural Studies made me realize I was on the right path. From writing short poems as a hobby in school to pursuing my interest in journalism, I have learned immensely throughout my academic journey till now. Never have I ever got the courage to publish my writings, but my university and my internship gave many opportunities to furbish my writing skill. The courses I have done in these four years of my Bachelor degree, I gained an understanding of Literature, ELT, and Media as is due. Then the internship I completed in three months, that helped me a lot to turn my bookish knowledge into a practical one. Asiatic's one of

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<sup>1</sup> In the course, ENG333: Globalization and the Media, we learned the term global village. Marshall McLuhan, a media theorist, created the phrase. It indicates that the impact of computers, television, and other electronic information sources has taken over the globe, and that all issues have gotten so intimate that they are as if they were one's own. In other terms, the interconnectedness of all regions of the globe via electronic media and its impact to produce global results is simply referred to as one world, or the 'global village.'

the wings Forethought PR gave a wonderful opportunity and it is one of the renowned public relation companies. Though I joined the media planner & coordinator team, I did content writing like op-ed, features, translations etc as well. I could work for both the media and content sector. My supervisor provided me with enough facilities to encourage me and I could exhibit my skill in every sector.

Throughout my internship, while working on different projects for instance, I communicated with a few prominent people who work in news channels, newspapers etc, I did database entries to keep a record of the numbers of total press releases of each client, then I was able to apply my knowledge regarding the courses I have learned in Media. ENG 404: Copywriting , ENG 401: Editing, ENG465: Translation Course, ENG333: Globalization and the Media, ENG440: ENglish for the Print Media, ENG331:Cultural Studies: Theories and Practice. My supervisor was a big support during my internship journey. He always gave constructive criticisms and corrected my mistakes as well. The environment of the office played an important role as well. The friendly environment, working with professional heads, the learning experience, everything was delightful and it has become one of the memorable experiences of my life.

## Chapter 2

### A brief history of Forethought PR

Forethought PR is the strategic communications wing of Asiatic JWT, the country's oldest advertising firm, which has been in operation since January 2009. It is conducted by a group of skilled, unrivaled specialists with over 100 years of combined expertise. Board of directors of Asiatic 3sixty and Forethought PR- the group chairman of Asiatic 3sixty is Aly Zaker, and the executive vice chairperson Sara Zaker, the managing director of Forethought PR is Ikram Mayeen, the director is Iresh Zaker and Neville Ferdous. It is indeed an unaffiliated public relations firm whose mission is to provide customers with better insights based on innovative ideas combined with conventional knowledge. They try to keep pace with the new with liberal ideas, yet conventional knowledge offers the public the strength that propels them to unprecedented levels in this area. Forethought PR is one of the top solutions in the industry because of their extensive networks and creative PR abilities. They execute with professional ethics because employees engage in what they do and take the actions they believe in.

The logo for Forethought PR features the word "forethought" in a bold, black, lowercase sans-serif font. The letters "PR" are positioned to the right of "forethought" and are rendered in a bold, red, uppercase sans-serif font.

*Figure 1: Forethought PR logo*

**2.1 Forethought PR’s Vision, Mission, Philosophy:**

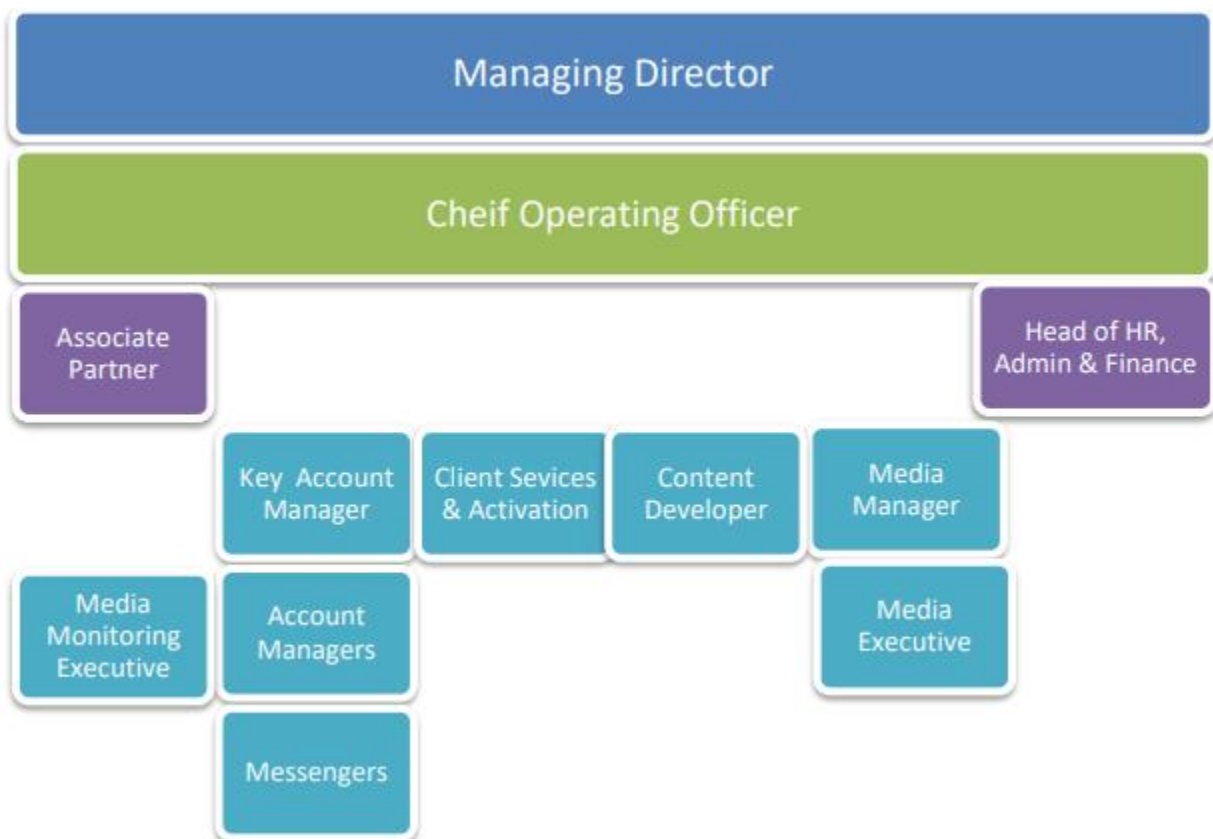
**Vision:** Being the leading PR firm, not by right, but by commitment, hard work, concern for their clients, and helping them achieve results through creativity and shared relationships.

**Mission:** Providing dynamic PR services enabling their clients. Also, building strong relationships and influencing attitudes and behaviors in a complex world.

**Philosophy:** “Our Client’s success is our success”.

**2.2 Organizational structure:**

At present Forethought PR is following organizational structure



*Figure 2: organizational structure*

### 2.3 Function of Forethought PR:

**What they do:** In Bangladesh, there are around 400 newspapers, 50 magazines, more than 21 TV channels, and more than 8 radio stations, in addition to digital media. Forethought PR is here to assist the public in identifying the appropriate media for your organization’s exposure. Their skilled teams are always ready to give timely crisis Management Solutions in order to avoid any PR disasters. Similarly, they may give context-specific short, medium, and long-term strategic solutions based on the requirements. This company assists in identifying the important stakeholders, their current perceptions, and ranking them using our Stakeholder Dispositional Funnel (SDF). Based on the research findings of the SDF, one can then make an educated judgment concerning each stakeholder.

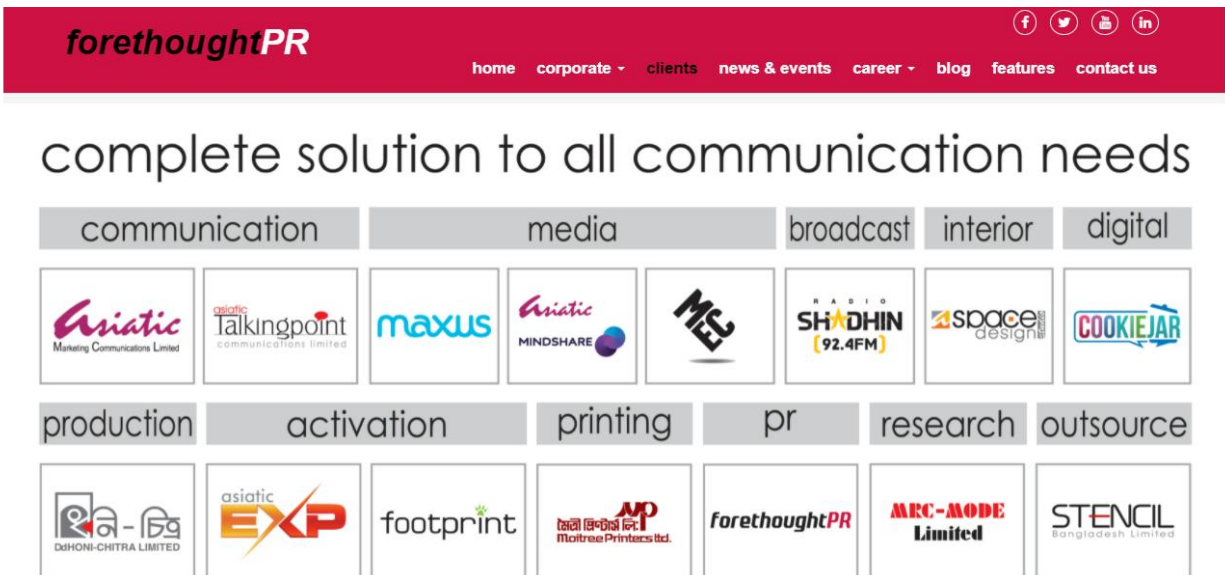


Figure 3: Forethought PR Clients’

## **Chapter 3**

### **My Journey as an Intern at Forethought PR**

On the 14th November, 2021, I started my internship in the Media relation department of Forethought PR. Among the different departments like content, operation, business development, client service, media planner & coordinator however, I joined the media planner & coordinator team.

There are 5 teams in this department. Each team consists of 2 members and the team is under the supervision of senior manager and media coordinator. I worked at the office for 9 hours from 10 am to 6pm.

To start my journey, on the first day of office I had to collect an offer letter from Hr office on the first day. I was guided by the oldest members of the office and my supervisor Rajiur Rahman, introduced me with the rules and regulations of the office. I was added to the social media groups to keep updating myself regarding work and to maintain the communication with my colleagues. Moreover, they gave me proper instruction about the function of media relations- how it works, and what everyone on my team does. Then I was told to open 3 email accounts for office work. After that, one of my colleagues showed me my first task. I learned the way of dividing print news and web news and I had to keep the record in the excel database. I had to submit the record by 12:30pm.

As I was a fresh intern, I only focused on the tasks assigned to me by my supervisor and my senior colleagues. My senior colleagues guided me greatly and advised me on how to separate web and print articles, and enter in a database. Moreover, one of my colleagues was required to review my work once I finished. My supervisor and superiors assisted me in pointing out errors that I was committing. And please advise me on how to reduce them in the future. I

would like to bring to the fore, my supervisor introduced me to some of the important clients from Independent channel and other significant figures. Also, I was told to communicate with different Tv or news channels, radio, talk shows etc. They advised me to keep an eye on national, international newspapers and social media everyday. I have also learned about press releases and how to send email for pr coverage.

I did feature writing on a recent topic and the topic was given by my supervisor. I got proper feedback and my supervisor corrected my mistakes as well. Before writing a feature I needed to research a lot, and I had to focus on the format of a newspaper feature. Moreover, I had entered a database of projects like- Daraz 11:11 event press releases, Realme's press releases, Huawei press releases etc. It was a regular task when the press releases were sent to us. We had to record the news on a daily basis. About 36 clients' news had to be updated on excel so that we could monitor our progress and engagement with our clients everyday. Besides, I did Bangla to English and English to Bangla translation of articles. Also, I had updated Likee, Tiktok, Whatsapp, IMO etc articles on Meltwater. Working in a PR company is benefiting me in every way because I learned which newspaper, web etc publish what kind of news and the important figures of the companies. Also I know about some of the news that people are unaware of. Some of the news I can discuss with my family members and friends. I also did the Meltwater task where I found out the social industry news, whatsapp news, and other apps' news and filled out an excel sheet.

The environment played an important role throughout my internship journey. My supervisor and other colleagues, even the members of other departments, helped me a lot in enhancing my knowledge about public relation agencies and their functions. My colleagues were quite friendly, cooperative and helpful. I could correct my mistakes according to their feedback. I

enjoyed my media journey to a great extent because I found relative things that I learned in my academic courses.



## Chapter 4

### Working on Huawei Coverage, Daraz PR Coverage

#### 4.1 Huawei Coverage :

One of our important clients was Huawei which is one of the leading global providers of information and communications technology (ICT) infrastructure and smart devices. I was grateful working on the project that my supervisor assigned me where I had to work on entering the database of the total press releases, talk shows, interviews, op-ed, articles etc of 2021 so far. Besides, I was told to make an excel sheet for each client and one excel sheet for overall calculation. One of my colleagues helped me to explain it but still it was quite confusing for me at first. Later my other colleagues also helped me to understand the task. Within one and a half days I completed my task and submitted. I was appreciated for my sincerity.

	A	B	C	D	E	F	G
1		Briefed Task	Topic	Target	Achieved	Total Count	
206	3	Press Release	Green 5G Networks for a Low-Carbon Future	National Media	9NP+24W	33	
207	4	Press Release	Huawei hosts international summit on "Green ICT for Green Development"	National Media	5NP+25W	30	
208	5	Press Release	New partners for Huawei Cloud Expansion	National Media	7NP+26W	33	
209							
210	88	Event (Press Release)	'Seeds For The Future 2021 Bangladesh'	National Media	11NP+52W	63	
211	90	Press Release	Bangladesh ICT Skills Competition 2021	National Media	13NP+89W	102	
212		Press Release	Huawei to invest USD50 million to develop 500,000	National Media	10NP+54W	64	
213		Press Release	Seeds For the Future 2021.BD Team Heads to Global Round	National Media	8NP+46W	54	
214		Press Release	Malaysia PM launches Huawei customer solution innovation center	National Media	4NP+12W	16	
215		Press Release	Thailand Prime Minister meets Huawei CEO to Promote Collaboration on Digital Transfor	National Media	6NP+26W	32	
216							
217							
218							
219		Press Release	Laos-China railway launched with Huawei's 5G technology, smart railway solution	National Media			
220		Press Release	Huawei to propel Bangladesh in 5G era in partnership with Teletalk	National Media			
221		Event	5G Launch at Bangladesh	National Media	33NP+161W		
222		Press Release	Huawei Bangladesh honored with Pioneer 5G Partner Award	National Media			
223		Press Release	Huawei's Telecom Digital Power Summit emphasizes accelerating ICT growth through gr	National Media	8NP+23W		
224		Press Release	Huawei CEO for wider digital, online learning scopes	National Media	7NP+17W		
225							
226							

Figure 4: Work Summary of Huawei Coverage Update (Internal)

I organized the data of Huawei press releases that includes print news, and web news. There are also other sheets like tv news, radio news etc. However, entering the links of print news and web news in google sheet was my task and I had a certain deadline to submit it. Then, I

was asked to make a different database for each district's significant media name, important figure, contact, email address and in another sheet a regional gift list was added. My supervisor arranged two meetings to complete the task without any errors. In the first meeting, he pointed out the mistakes and elaborated what should be done to create an error free regional database. I finished the task according to his instructions. In the second meeting, there were some missing data and I was asked to find out from other employees. Then the missing data were found and put in the database. Finally, I completed this task with the help of my supervisor and other employees of the office. Employees who went to media visits or media engagements in a district made up a list of that. Therefore it was possible to make an individual list and compile each of the district's lists. I learned which news is important and the unnecessary ones should not be added to the database. I had to cross check the numbers of the news. The newspapers also need to be separated according to their reputation. There is tier sheet 1,2, and 3 for print news and web news. I have to keep it updated regularly. I did more than 800 for each web and print coverage update. Also there were some backlogs from September to October which were covered by me during my internship.

#### **4.2 Daraz PR Coverage:**

Another client was Daraz which is South Asia's premiere online shopping marketplace and our company works on a huge amount of projects regarding Daraz. I was assigned a task regarding Daraz where I entered the PRs of the 11:11 campaign of Daraz in the database. It was not included in the regular task but sometimes I was assigned to do it. Whenever I made a mistake I had to correct it as soon as possible because my senior checked it the next day. It was divided

into 2 sections: print and web. I had to be careful while entering the hyperlinks of each of them.

While working on this project I learned about the news and the reaction of the people regarding the 11:11 campaign. Every newspaper published about the campaign.

A1	A	B	C	D	E
19				14	
20	Web				
21	03.11.21		1	Desh Janata	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য অফার নিয়ে এগো দারাজ
22	03.11.21		2	UJB	Daraz Brings Special Offers and Tractions Prior to The Biggest One Day Sale 11.11
23	03.11.21		3	Odhikar	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে দারাজের চমৎকার অফার
24	03.11.21		4	Natun Barfa	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে দারাজের চমৎকার অফার
25	03.11.21		5	Cnews	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে দারাজের চমৎকার অফার
26	03.11.21		6	BD financial	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য চমৎকার সব অফার নিয়ে এগো দারাজ
27	03.11.21		7	Digital somoy	দারাজের ১১.১১ ক্যাম্পেইনে অফারের ছড়াছড়ি
28	03.11.21		8	http://techmailbd.com/	ইলেভেন ইলেভেন' ক্যাম্পেইনে দারাজ নিয়ে এগো চমৎকার অফার
29	03.11.21		9	Channel I on	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য দারাজের দারুণ অফার
30	03.11.21		10	Aker Cumilla	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য দারাজের দারুণ অফার
31	03.11.21		11	Sylhet today	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে দারাজের চমৎকার অফার
32	03.11.21		12	Bartoman Khobor	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য দারাজের দারুণ অফার
33	03.11.21		13	Tech vision	আসছে 'ইলেভেন ইলেভেন' ক্যাম্পেইনে ক্রেতাদের জন্য চমৎকার খেসারি অফার থাকছে দারাজে।
34	03.11.21		14	Reporting BD	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য দারাজের দারুণ অফার
35	03.11.21		15	Bangla Pratidin	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য দারাজের দারুণ অফার
36	03.11.21		16	Naya Diganta	দারাজের ১১.১১ ক্যাম্পেইনে অফারের ছড়াছড়ি
37	03.11.21		17	Corporate	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য দারাজের দারুণ অফার
38	03.11.21		18	Dally Sun	Daraz brings special offers for customers
39	03.11.21		19	News bangla	ইলেভেন ইলেভেন' ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের জন্য দারাজের দারুণ অফার
40	04.11.21		20	Ekushey sangbad	ইলেভেন ক্যাম্পেইনকে সামনে রেখে ক্রেতাদের অফার দারাজের

Figure 5: Daraz-PR Coverage : November 20,2021 to December 31,2021

## **Chapter 5**

### **Meltwater in BBS**

For this task I had to go to the BBS department office which was a little far from the main office. However, the main task was entering information in the database but it was one of the difficult tasks I had come across throughout my internship journey. One of my seniors tried his best to support me and help me in every way. The task was very time consuming. First of all, I was taught how to choose important news from meltwater. Meltwater is a site where I can find every kind of news, and with an exact keyword, some specific news appears. I had done meltwater work for approximately more than one month. Meltwater always updates all kinds of news. But choosing important news that people need to know sometimes is difficult. Because, some of the news is sent by Ryans which is a part of our company. They regularly send us the news that has been published. So, I had to keep the record regularly and update the database. However, some of the news of Likee, Tiktok, WhatsApp, and Social Media news are unimportant. The most important ones are sent by Ryans in email. Otherwise we have to be careful while choosing news from meltwater. Slowly I learned this step. Then each and every excel file of each application needed to be completed ( the news link, page number, the news' summary) within a certain time and also the total number of news and each news' summary should be entered in another excel file which is summary Meltwater task. and sent to the clients.

Number	Brand	Positive News	Neutral News	Negative News	Total
1	IMO	68	0	68	132
2	WhatsApp	45	13	5	63
3	Viber	2	0	0	2
4	Telegram	0	0	2	2
5	Streamkar	0	0	2	2
6	Bip	0	0	0	0

Summary	Brand	Totally	Topic	Summary	Media Houses	Link	Tier	Total News Coverages
IMO News	Positive	Headline-IMO comes up with new features	The news mentioned that Popular instant messaging platform Imo has recently launched new features for photo sharing and voice message, along with other user-friendly and convenient features to its application.	The news mentioned that CD has arrested five people for hacking Imo IDs and cheating them by stealing their immoral work. The arrested are Husain Ali (18), Samon Ali (20), Tanziqul Islam (21), Shant Ali (18) and Saddam	Janakantha	3	1	59
					Kaler Kantho	5	1	
IMO News	Negative	Headline-5 Fraudsters arrested because they used to hack imo ID and cheat	The news mentioned that Popular short-video creation and sharing Likee organized Partners Meetup 2021 to bring together prospective partners from different industries including media & communication, music label, OTT platforms and others, and explore future collaboration possibilities at	The news mentioned that TikTok is now the most popular online site in the world, surpassing Google. The viral video app made in China is now No.1 on the US search engine Google, said IT security company	banglapratidin.net	3	1	6
					bangladeshtv.com	1	1	
BD PR Crisis (Tik Tok, Likee, PUBG, Five Fire)	Positive News (Likee)	Headline-Likee's Partners Meetup 2021 ends on a high note	The news mentioned that TikTok is now the most popular online site in the world, surpassing Google. The viral video app made in China is now No.1 on the US search engine Google, said IT security company	The news mentioned that The Criminal Investigation Department (CID) will now be able to receive information about TikTok	unb.com.bd	1	1	41
					dhakanews.com	1	1	
BD PR Crisis (Tik Tok, Likee, PUBG, Five Fire)	Positive News (TikTok)	Headline-TikTok is now the most popular online site in the world, surpassing Google	The news mentioned that TikTok is now the most popular online site in the world, surpassing Google. The viral video app made in China is now No.1 on the US search engine Google, said IT security company	The news mentioned that App-based matchmaking services are getting a big boost	Daily Observer	3	1	3
					loksama.com	3	1	
BD PR Crisis (Tik Tok, Likee, PUBG, Five Fire)	Neutral News (TikTok)	Headline-CID can gain information about TikTokers	The news mentioned that App-based matchmaking services are getting a big boost	The news mentioned that App-based matchmaking services are getting a big boost	uThees.com	3	1	3
					gama.tv	1	1	
BD PR Crisis (Tik Tok, Likee, PUBG, Five Fire)	Neutral News (WhatsApp)	Headline-Make your match on	The news mentioned that App-based matchmaking services are getting a big boost	The news mentioned that App-based matchmaking services are getting a big boost	bdbulletin.com	3	1	2
					rangpurnews.com	3	1	
BD PR Crisis (Tik Tok, Likee, PUBG, Five Fire)	Neutral News (WhatsApp)	Headline-Make your match on	The news mentioned that App-based matchmaking services are getting a big boost	The news mentioned that App-based matchmaking services are getting a big boost	stbnnews.net	1	1	2
					The Business Standard	1	1	
BD PR Crisis (Tik Tok, Likee, PUBG, Five Fire)	Neutral News (WhatsApp)	Headline-Make your match on	The news mentioned that App-based matchmaking services are getting a big boost	The news mentioned that App-based matchmaking services are getting a big boost	Kaler Kantho	1	1	2
					francisknews.com	1	1	
BD PR Crisis (Tik Tok, Likee, PUBG, Five Fire)	Neutral News (WhatsApp)	Headline-Make your match on	The news mentioned that App-based matchmaking services are getting a big boost	The news mentioned that App-based matchmaking services are getting a big boost	bd	1	1	2
					bd	1	1	

Figure 6: Summary of Meltwater task : Total Number and News summary for each application

## **Chapter 6**

### **Feature stories and article writing**

#### **6.1 Feature story**

Feature news consists mostly of non-fictional articles. Soft news is another term for this. Human-interest tales are what feature news is all about. A news agency released several types of news dependent on their intended audience. Feature news is essential for attracting more viewers or readers. The tale or news of human interest is referred to as featured news. As a result, my supervisor of my office recommended the entire team to focus on a variety of feature news themes. In the course ENG440: English for Print Media, we learned different kinds of feature stories, the rules of writing a feature story. The academic book taught us, “ Feature stories are human-interest articles that focus on particular people, places, and events. [I]t covers topics in depth, going further than mere hard news coverage by amplifying and explaining the most interesting and important elements of a situation or an occurrence” (75). Besides, he assigned me to write a feature story on the work culture after the pandemic. How the covid affected our work environment and what are the changes, difficulties, or positive sides we faced. After a lot of brainstorming I titled my feature story “ Bite the Bullet: Seizing a resilient work culture”. I took a long time to finish this project because I had a lot of ideas and found this very interesting.

#### **6.2 Article writing**

I was assigned to write about “Karkuma Organic Superfood” for menstruation cramps. Before writing the final piece I had to go through the client’s product. It is an organic functional food to help relieve females of cramps and PMS problems. The experts say that a minimum three months

of having this product can ensure a regular period and other problems can be reduced. It is made of Curcumin and Essential Oil from Turmeric. After that I went through different kinds of articles related to menstruation. I used the fact as a grabber of the feature that menstruation still is a taboo in our society. I include the medical fact as well as my fact's ground to prove the statement I used. And then I talked about the organic product which can reduce the menstruation cramps. My academic knowledge and practical knowledge was used very efficiently. After seeing the feature story my supervisor was very impressed. One mistake I made was I wrote it as a direct promotion where I was supposed to write it indirectly. Our client Karkuma wanted a very subtle approach to their consumers. My supervisor immediately suggested changing the sentence structure so that it could be looked at as an indirect promotion of the product. The client wanted people to buy their product by sensing it is a necessity for them. In an indirect promotion consumers should not feel obvious that it's a promotion of a product. I had learned a lot from my supervisor while doing this task. Moreover, I was asked to write a pitch for the promotional campaign but it was canceled after a few days.

## Chapter 7

### Translation works

Translation is one of the most important elements because Forethought has both national and international clients. Client's message should be spreaded to their people. So here language matters. I was assigned to translate some of the press releases regarding events. When translating any part of the tale, it is critical to comprehend the sense and essence of the phrases as well as the overall story. When it comes to translating, my knowledge from the ENG 465: Translation Studies course has been quite beneficial. In this course, I learnt that it is better not to interpret stories word for word (literally), but rather in terms of the sense for sense (free). It suggests that we should use our senses to translate the information presented to us. In the book named *Introducing Translation studies: Theories and Applications*, the author Jeremy Munday stated, "The sense for sense approach[...] allowed the sense or content of the ST to be translated" (20). For that reason, I used the sense for sense approach to translate the press release I was given. I translated two Bangla articles into English articles. While translating the articles, I learned some of the Bangla words and English as well.

Furthermore, I had to utilize the translation shift method as well. The translation shift method happens when the focus shifts from structure to lexis. As we all know, each language has a unique structure, demanding translation adjustments. I have to be quite cautious while translating to the target language. The sentence sequences in the Target Text (TT) frequently differ from those in the Source Text (ST). It is also critical to determine the appropriate terminology meaning of the content. Because a word has many meanings in different contexts, we should choose the most correct word meaning to keep the content meaning consistent.



## **Chapter 8**

### **Working on an excerpt of UBC-Monash and Work from Home Experience**

#### **8.1 An excerpt of an article of UCB-Monash**

An article written by SARwar Uddin Ahmed titled, “Advancing career with leadership development programs”, where a direct approach of UCM-Monash was provided. But the client wanted an indirect approach. So I paraphrased the excerpt I was given. While paraphrasing a sentence, I had to be careful that the sentence’s meaning remain the same but the purpose of paraphrasing is fulfilled. (Excerpt in Appendix) The article hyperlink:

<https://www.observerbdt.com/news.php?id=345595>

#### **8.2 Work from Home in lockdown**

An unanticipated situation came and we all had to work from home. But our company could not allow all of us to work from home. So, each department had 3 employees and those 3 people would exchange with other 3 people of the same department. And for two weeks the situation remained like this. I was not allowed to work from home because I was an intern and my work could not be done from home. Besides, I had no one to exchange with and I was still learning new things at that time. It was not possible to learn new things from home eventually.

## Chapter 9

### Academic knowledge and Internship

After choosing Media and Cultural Studies as my focus, I pursued classes that explored the many components of media. ENG 331: Introduction to Culture Studies: Theory and Practice was a course that helped me relate to real-life events. Despite the fact that the theories were presented to us, I was unable to draw the connections between the ideas and real life. I was eventually able to draw a comparison between those beliefs and my internship throughout my internship. Other courses ENG 333: Globalization and the Media, ENG 401: Editing, ENG 404: Copywriting, ENG 440: English For Print Media, ENG 467: Translation Studies etc theories helped me have a more comprehensive grasp of the media. These ideas have not only provided me with new information, but they have also explained my previously incorrect opinions of some areas. Theories concerning panopticism, globalization, the press, culture, and society imparted by our distinguished faculty not only enhanced my understanding but also changed my viewpoints for some certain issues. I have learned not to believe easily, but rather to examine them in a more in-depth, analytical manner in order to uncover the true underlying meaning.

To begin, I instantly recognized that individuals in the media world have very easy access to knowledge and other things that the general population, and especially students, do not. This reminded me of Michel Foucault's "The Eye Of Power," which I studied in the ENG 331 course. It was incredibly exciting to see how modern technologies were accessible at workplaces to reach out to vital information, which the wider populace would have a difficult time retrieving. Panopticon and the Power of Gaze are applicable at forethought PR. The architectural work known as Panopticon, designed by English philosopher Jeremy Bentham. The 'Power of the

Gaze' construction includes a tower and peripheral vision. CCTV cameras were stationed at the entrance to the Forethought PR, observing everyone. This is referred to as 'centralized observation.'

Moreover, I had to do a lot of research before writing a feature, and I had to focus on the framework of a newspaper story. I could relate to the course ENG 404: Copywriting while writing a feature. This course taught me the framework of a feature writing for a newspaper, as well as guidelines such as how to order words when writing a feature. I completed translations that were related to one of my classes, ENG465: Translation Course. This course taught me how to transcribe press releases from Bangla to English. I used the strategies I acquired in this course to translate my Bangla press releases into English as I said earlier.

Moreover, while working on the project of Meltwater, I could relate to ENG331: Cultural Studies: Theories and Practice. This course enabled me to evaluate the connection between societies and to identify the sources of cultural development in our community. Normally, it is hard to pin down the readers of an online newspaper since different forms of news are uploaded every day. Besides, it is even more difficult to determine what sort of coverage we have and what all the people want to read. However, when I was assigned to check the news of various platforms regarding different kinds of news, one thing I noticed was that the entertainment sector has the most views when there was news about actors or actresses of bollywood, dhalywood, tallywood, hollywood or any movie people have tendency to read these kinds of news. That is why these kinds of news are published more often. Based on this data, it was evident to me that the bulk of our platform's target groups are from the medium to lower-middle classes in our society. The entertainment sector covers popular culture like Bangla cinema. Through the course I have come to know about popular culture and its growth, so witnessing it in action was a

completely new experience for me. The course ENG333: Globalization and the Media helped me grasp the media's role in the advancement of globalization. In addition, my internship experience allowed me to witness it in action. From the book we came to know there are several globalization ideas to which I could identify once I began working in the PR company. I looked for cultural homogenisation and hybridisation in the news throughout the world, as these are two of the key ideas of globalization. (38)

## **Chapter 10**

### **My Experience as an Intern**

Working at a PR company like Forethought PR will always be an incredible learning experience and memorable journey for me. My supervisor, the colleagues I had worked with, provided me with possibilities to learn about public relations and media. During a twelve-week internship, I learnt a lot of new things and got a lot of practical knowledge. In addition, I had the opportunity to put my theoretical knowledge into practice.

Forethought PR was my very first job, and my supervisor and senior coworkers were quite helpful throughout my career. I am delighted to get the chance to apply for an internship with a well-known news organization such as Forethought PR. I had made a number of errors, and my seniors pointed them out to me so that I would not do them again. They taught me how to write better and provided me suggestions and direction for progress. I started the internship at a PR company and I had zero knowledge about PR companies. But my supervisor tried his best to make me involved in every sector of the company, so that I could learn in depth about a PR company. I am pleased that I learned a lot throughout the journey. Many business executives believe that practically every organization encounters a crisis, yet many companies do little to address it. Crisis problems are frequently not handled in their early stages and are chaotic, with no strategic crisis scenario or crisis management strategies in place. The crisis solution is the only way to bring positive consequences and one of them is efficient communication and conflict management. During my internship I witnessed crisis problems and our experienced, skilled

coworkers handled it very professionally. Working with the professionals, made me realize staying calm, and patient is the key to control unwanted situations.

I was able to overcome the obstacles with their help. This three-month experience taught me so much that I will keep with me and utilize it for my entire life. My supervisor believed in me and assigned every difficult responsibility. I was able to pull off a successful internship journey because of my supervisor. I will always be grateful to my supervisor and my coworkers.

## **Chapter 11**

### **Conclusion**

In today's world, the media is extremely crucial. It maintains us up to speed on news from across the world. I felt quite privileged to have been given the chance to work at Forethought PR. In addition, I had the opportunity to get insight into the media business from the inside.

While doing my internship, I completed all of my responsibilities successfully and tried to contribute to the company's progress. My supervisor and coworkers were very satisfied with my work. My tasks were very consuming and after completing my internship my supervisor gave a presentation on me to the managing director of our company. It was an honor and I was very happy that my supervisor was quite pleased with my work. The first three months of my internship were really difficult for me, but during the next 3 months, I worked with more enthusiasm; I did my hardest to not repeat my errors from the first phase. In terms of my job, I got more accurate and fluent. During my internship, I learnt a lot of things that I attempted to include into my report.

To summarize, I learnt how crucial it is to maintain relation with clients, to collect press releases, arrange meetings for clients, and complete the target press releases in a public relation company. Almost every day, I had to perform things like entering a database, updating each application's news, editing news reports, writing stories, op-ed, and conducting translations in certain ways. This experience greatly aided my ability to improve my talents and work more efficiently. I learnt and practiced ethical journalism while adhering to all of my supervisor's and senior colleagues' instructions. I also endeavored to reflect my education and Brac University

throughout my profession by upholding the prestige and dignity of Forethought PR. Not to mention, during the lockdown we all suffered a little bit, but I was provided with all kinds of support at any time. One of the most important and apparent skills I gained throughout my internship was open communication. I was hesitant and reluctant to ask too many questions when I first started working since I did not want to acknowledge that I did not grasp the concept. Fortunately, I eventually overcame that concern since asking is the only way to understand any idea or opinion. My colleagues appreciated it even more if I asked a lot of questions to assure that I have fully gained knowledge over that topic. During my internship so far I have learned skills like multitasking, communicating, dealing with diversity, maintaining time and deadline of a project etc. This report included my ups and downs, my learning experience and a great voyage of my life indeed.



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# Appendix









## Appendix 5

### **Is there any solution for Menstruation cramps?**

Do you think we still have a misconception regarding menstruation in our country? We know menstruation is a natural process, but still our society has stigmas, taboos, myths in Bangladesh. Especially the lower class people hesitate to talk about it. It's not like I haven't faced it being in a middle class family. It's basically going like a misconception from a very early era.

Though nowadays, people are breaking the taboo but it hasn't completely gone. However, being a girl, I know how much pain, every month, our women suffer from. Cramp is the most common thing we face. It doesn't hurt only in the abdominal area but also affects our other body parts like leg, waist etc. And we have been trying to decrease the pain by using hot water bags, medicines and so on. It must be very tiring for us every month we have to run after these things. Now if someone asks me to suggest any tips or solutions for reducing period cramps, I would like to suggest a food that is very organic, has no side effects, and can easily reduce cramps for at least 3 or 4 months. But why food? There is always a fear of occurring side effects if we take medicines or use any device to decrease pain. Medicine may affect our organs or devices may have any ray that is not good for us. That's why many of us think about our health first and tolerate immense pain. It is said intolerable pain is not normal generally. It can cause other diseases as it affects our other body parts as well. So, I think an organic product can solve most of our problems regarding period cramps.

But one must be laughing at how food can reduce our cramps for 3 or 4 months that we have been trying to reduce in many ways. Here comes the fun part, this organic food has all in 1 solution for us!

## Appendix 6

### **Bite the Bullet: Seizing a resilient work culture**

Approximately two years have passed since the World Health Organization (WHO) declared Covid-19 a pandemic, and our working culture has transformed considerably. There was a dramatic rise in work-from-home opportunities, but countless of many others lost their occupations. Hierarchy of employment appeared, and the risks of the pandemic led to the making of one kind of category essential workers and our future now seems questionable. So the concern is how employers are overcoming this extreme condition. How has Covid-19 significantly affected our work culture, but how will work culture resemble in the post-pandemic coming years?



## **Appendix 7**

### **MoU signing ceremony of 10th “Berger Award for Excellence in Architecture”**

Recently, Berger Paints Bangladesh Limited has signed a Memorandum of Understanding (MoU) with the Institute of Architects Bangladesh (IAB) to conduct the 'Berger Award for Excellence in Architecture' competition. The agreement was signed at the Berger Seminar Hall of the IAB Center in Sher-e-Bangla Nagar, Dhaka.

According to the agreement, the two companies will work jointly to honor the wonderful and finest architectural works of Bangladeshi architects.

The Managing Director of Berger Paints Bangladesh Limited, Rupali Chowdhury, was present on behalf of the company at the signing ceremony. On the other hand, the president architect Mubashar Hussain was present on behalf of IAB.

Moreover, there were present at this event, Senior General Manager (Sales & Marketing) of Berger Paints Bangladesh Mohsin Habib Chowdhury, the Vice President (National) Architect of IAB Md. Mustafa Khalid, the Vice President (International) Architect of IAB Ishtiaque Jahir, Chair-Award Committee Architect Kazi Golam Nasir, Assistant General Secretary Architect of IAB Sajid Bin Doja, Head of Project Prolinks and Berger Experience Zone Shabbir Ahmed, Head of Prolinks Tariqul Islam and senior officers from IAB and Berger.

## Appendix 8

### **A Press Release of UCB Monash in Observer Newspaper :**

#### **Advancing career with leadership development programs**

Sarwar Uddin Ahmed, Dean of Academic Affairs: Universal College Bangladesh

An excerpt that was needed to paraphrase to show indirect promotion

In Bangladesh, Universal College Bangladesh, the exclusive partner of Monash College, Australia, and the only Ministry of Education approved International Education provider in Bangladesh, has introduced the 'Global Student Leadership Program.' The purpose of this program is to invest in tomorrow's leaders for better communities. The leadership program focuses on empowering students to advocate for their own needs and the needs of others. Students from grades 9-12 will be participating in this program and will be entitled to extracurricular activities credit upon successful completion.

#### **Paraphrased part-**

As students become more aware of leadership actions and behaviors, they seek out role models, both in each other and their surroundings. Schools can reach out to Universal College Bangladesh, the exclusive partner of Monash College, Australia to participate in programs like 'Global Student Leadership Program'. By participating in this type of program students can aim to develop their leadership skills in schools and colleges and can contribute to make a difference in their lives and society