

Report on
Acquiring Familiarity with Transcribing and Advertising at *Paper Rhyme Advertising*

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Humanities in Partial Fulfillment of the Requirements for the Degree of
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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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Glossary:

- Panopticon** The Panopticon was first introduced as a disciplinary institutional building prototype (e.g. Military base, prison) by social theorist Jeremy Bentham in the 18th century. The motivation of the prototype was to form a system to maintain surveillance over numerous inmates using limited human resources. The idea came to life in the form of a centralized structure, where there would be a surveillance tower at the center of the circle of inmate cells. The guard assigned to the tower would have a clear view inside every cell. Although it was humanly impossible for the guard to watch every inmate at the same time, the inability to see inside the tower would urge a feeling of being constantly watched in every inmate. Later, French philosopher Michelle Foucault and psycho-analyst Jacque-Alain Miller devised this theory and brought it to attention again in the mid-1970s.
- The Five Scapes** Anthropologist Arjun Appadurai identified 5 distinct dimensions of global cultural flow while discussing globalization in one of his articles (1990). He compared the primary elements related to globalization such as, ethnicity, technology, ideologies, media, finance etc. with landscapes thus he named the dimensions as: Ethnoscapas, Technoscapas, Ideoscapas, Financescapas and Mediascapas. In this day and age, technoscapas and mediascapas, which respectively represent technology and media, are the leading factors of globalization.

Chapter 1

Introduction

Advertisements have always been an inseparable part of any business since the dawn of civilization. Over the years of progressing civilization and introductions of newer, popular technologies only the mediums of advertisements have changed; the core function of advertisement to reach out more people has remained the same. While in the past, when primary media was newspaper and television, the scope of advertisements were limited to leaflets, a chart in a popular newspaper/magazine and short clips in between the breaks of a popular television program. In this modern day and age, especially, with the emergence of internet and internet based mass social platforms, such as Facebook, Youtube, Twitter the scope is now virtually limitless. What makes it critical for companies to reach out is the different audience. Platforms such as Youtube, Netflix, HBO etc. have made television cable programs almost irrelevant towards the comparatively younger people, especially in the urban areas. While printed newspapers still have their appeal, online news portals are gaining popularity for perks such as being completely free and easier to cite. As efficiency is important to run any business, the importance of transcribers is on the rise. Transcripts make it easier and more efficient to neatly summarize the contents of a visual advertisement and to pass it on to different media, such as print media and pop ups on the internet.

I decided to major in Media and Cultural Studies as a requisite for completing my Bachelor of Arts in English from the department of English and Humanities of BRAC University. The always expanding scopes of media, its impact and importance on our lives motivated me to pick

my major. I have been observing that, as more time is passing the local media is becoming more and more revolved around social media platforms. In my opinion what sets these platforms apart from the other media outlets are the content. On outlets such as television and magazines, we see contents from reputed directors, actors and writers who are financially backed up by corporations or huge publications, while on the other hand on the social-media we see content from independent content creators with a relatively smaller following who depend solely from the revenue of the advertisements on their content. What is ironic, and at the same time fascinating is that, the advertisements on the independent creator's content reach to people more effectively. I never had strong arguments to state why this happens and this was the reason for me to choose *Paper Rhyme*. I got the opportunity to study it from a more professional perspective and get the proper guidance so I could improve on the aspects I was lacking.

I have always been intrigued to learn more about how the media functions, especially how the advertisements work. I always had questions of how advertisements itself became such a business outlet that it can support other businesses. I have been seeking to learn the basics, a place to get trained from the entry level. *Paper Rhyme* gave me those opportunities and my supervisor, AZM Saifuddin, who also happens to be the company's Managing Director guided me through the assignments; enabling me to learn and use my new knowledge in practical use immediately.

Chapter 2

A Brief History of *Paper Rhyme*



Picture 1: *Paper Rhyme* logo

Since the foundation, *Paper Rhyme* has been led by Golam Faruque, who still happens to be the creative head and the chairman of the company. They began with the slogan “We develop business design” and years later, in the list of satisfied customers they have names such as, Nestle, Uniliver, Emirates and many more. Along with Golam Faruque, the other board members are: AZM Saif (Managing Director), Sheikh Md. Atiqul Kabir (Creative Director), Malik Dad Khan Bappy (Creative Director), AZM Mehtab Uddin (CFO), Asif Rahman (Head of Strategy) and others. While the directors of different wings all have at least 17 years of experience, the CFO and the Head of Strategy have 12 years and 9 years of experience respectively. These board members take care of all the financial and official matters together. All the decisions are usually a result of group meetings and are taken after considering every board member’s opinion regarding the matter or issue.

Paper Rhyme puts the client’s need on their top priority list. Then they strategically come up with creative, media and activation solutions following the client’s business scope and its size. The attention they put in the client’s culture and quality of work makes them really reliable even when it comes to international brands. Awards from campaigns such as BATA and other

international campaigns speak of the volume of their quality and commitment. They also take pride in winning the Srijon Samman award for Robi, which was awarded by India.

While being open to creativity and trends, Paper Rhyme Advertising Limited puts emphasis on originality and simplicity. They understand the importance information technology while also keeping in mind that the technology is here to serve men. Only the combination of these two resources can produce the most efficient results. What describes them best is what they put to the table; a powerful idea with relevance to client's nature of work and commitment to deliver efficiently.

Chapter 3

Interning at the Online Desk of *Paper Rhyme*

In the year 2020, the whole world came to a halt with the outbreak of the pandemic COVID-19. After covering up from the immediate loss, the world went into a “work from home” strategy to keep the people safe from being exposed to the pandemic while keeping the wheel of productivity running. *Paper Rhyme* was no different. Keeping the safety of the employees in mind, the company quickly adapted to face that extra ordinary situation. It was a one of a kind experience for me. The anxiety, the pressure to do well in the new formats of attending university classes as well as being prepared for the assignments from the work, it was overwhelming in the beginning. However, my internship supervisor, the company’s Managing Director AZM Saif had been remarkably supportive to me. He was lenient with the due dates of my assignments, and encouraged me to commit while not worrying for the mistakes. He assured me that making mistakes was the only way I was going to learn. His support and careful guidance made the experience a really enlightening and rewarding one for me.

I did not have any official experience in copy-writing and transcribing before. I had taken the university courses to learn thoroughly about copy-writing, editing and translating. However, the courses taught me everything while the focus was a normal, office situation which included possible outcomes from direct inputs from supervisors, handling clients, observing sites etc. As the pandemic situation was on our hands, and the situation urged me to work online from home it was evidently a completely a new situation. It was as if I was opted to learn everything from the scratch with only basic concepts in mind. I was mentally prepared for a difficult situation but my

supervisor showed what it was like to have genuine experience. He gave such assignments that did not require any public engagements and at the same time gave me opportunities to learn about advertising and transcribing. Through the assignments I learned how social media like Facebook functions when it comes to reaching people and how we could integrate it into other media; especially printing media to reach a larger audience.

Chapter 4

The ins and outs of Transcribing

“You just have to write what they say in that clip, no need to mind the grammar just basically copy and paste.” As easy as the instructions sound, doing the work proved to be the exact opposite; especially when the clips were at least an hour long. Transcribing was completely new to me. I first thought it did not require any special technique. However, as I was progressing through the assignments my supervisor slowly and carefully gave me tips and suggestions throughout the assignments. The first thing I realized while transcribing was, how much our language had evolved and got mixed with other languages. The videos I was assigned to transcribe were webinars regarding the pandemic and the immediate steps business owners should take. In the videos, the guests often would speak in English, or sometimes speak in Bengali. It would become difficult when the speakers would mix the languages in the same sentences. Another difficult aspect about transcribing was while fragmented sentences made sense to express thoughts in spoken form; it barely made sense in the written form. Eventually it became a part of my job to add up the fragmented sentences and to make them easier to read for the audience. Moreover, the length of the clips was frustrating at first. Switching between MS word application and the video player application soon lost its charm. That’s when the encouragement and the supportive nature of supervisor proved really valuable to keep me on track. The more I transcribed, the more I realize it was improving my listening skills, along with my vocabulary and multi-tasking skills. After a few assignments I was so familiar with transcribing that I could listen and type fast enough to write down immediately what I heard. As I acquired that skill and familiarized myself with such multi-tasking, I had the opportunity to look deeper into it; finding better and efficient ways to transcribe with each assignment. The

whole process started to become enjoyable as it began to improve my writing skills as well. After a few assignments, fragmented sentences were barely an issue for me as I could immediately come up with a practical application for the phrases which would be appropriate for the written form and at the same time be easy and charming to read. I learned that while transcripts presented at the court require the exact speech in written form, we have more freedom to edit sentences and contents while transcribing a clip to publish in a magazine for commercial purposes. Although transcribing in the beginning appeared as a stressful task, by the end it became really enjoyable.

Chapter 5

The Importance of Editing

My primary responsibilities did not include editing; however it became a part of my work as I progressed through the assignments and kept transcribing more and more clips. Even though English has become a general second language, given how English oriented our education curricular is; it is still scarce to find someone with a great grasp over the grammar in a corporate setting. It requires an expert to keep the little details in check, such as, not including any definitive addresses in the headings and advertisement texts, separating keywords and phrases with commas, proper use of semi-colon, checking spelling mistakes, correcting syntax errors et cetera. I was no expert by any means, but I have attended copy-writing and editing courses that taught me how to handle such situations. This is where I first had a familiar environment to work with. While I primarily used my editing skills for my own assignments it was not limited to that. I would proof read the copies of my colleagues and correct their grammatical mistakes while suggesting alternatives for phrases. One of my classmates was a fellow intern at the company and we would be assigned with similar tasks. This certainly made it easier for me to get familiarized with the work ethics and ask for support when I needed any with editing and other tasks.

Although *Paper Rhyme Advertising* is a well reputed company, it is not one of the front line advertisement companies in the country. As I mentioned before, it is still scarce to find someone with a great grasp over English grammar. The situation here was barely any different. While the board members and the employees are quite fluent in the speaking, many was not as fluent in the

writing. Spelling mistakes, typos and syntax errors would get frustrating at times. Other than proof reading the copies of my colleagues I would have to pay extra attention to my own assignments to keep them free of errors. I did not have the scope to rely on others with the editing, even though it wasn't a part of my responsibility. However, this odd against my favor helped me improve my own editing skills.

Chapter 6

Researching the Possibilities of Different Outlets of Advertisements

Midway through my assignments, I was informed that the transcripts were to be published in a magazine. As I expressed my curiosity regarding the subject, I was given a short brief by the supervisor as how it was going to be done. My interest in the project peaked when I was thinking about the possibilities. The videos that I transcribed for my assignments, barely reached any audience. Most of the viewers were either colleagues or employees of the guests that were invited to the webinars. The host company was barely getting the reach they anticipated. If the transcripts or even the magnet portions were to be published in a well reputed magazine, it would surely catch the attention of the right audience. If we apply this hypothesis with other products, we can reach the right audience without using the mainstream media. Services such as, life insurances, medical insurances et cetera and NGO's can heavily benefit from this approach. Using this approach would also be beneficial for seeking sponsors for an event if we can have important professional personnel discuss the event and if later that video transcript is published in a well-known corporate magazine. The best aspect of this approach is, it is really efficient in terms of budget. We can hold webinars on mass social media like Facebook completely free of charge and yet can have almost similar result as advertising on mainstream media by posting the transcripts in magazines in the form of articles.

Another crucial aspect of my internship besides transcribing was researching the client companies. It was more of a side task for me and my supervisor's aim was to familiarize me with how researches are conducted. Attempting side tasks such as researching the client companies

improved my observation and analyzing skills. It helped me to acquire the skills to quickly assess the strong points of a particular company and be constructively aware of the limitations.

Moreover, as a part of the side tasks I had the opportunity to go over products and assess why a particular strategy was approved to promote a product and why another particular strategy was not approved. This sharpened the copywriting skills I learned while attending the course:

ENG404 COPYWRITING in the university and gave me the practical and professional perspective regarding the matter.

Chapter 7

Integration of Theories with my Internship Assignments

As I was doing my internship at *Paper Rhyme* I found myself subconsciously censoring some details in my writing that “slipped” out in the discussion. My guideline regarding being loyal to the speech of the speakers in the clips reminded me of such actions. Moreover I was noticing some influence of some global elements that were estrange to our culture even before the pandemic. For example, the webinars being held on a platform like Facebook. These were the instances where I could instantly relate to the theories I learned about culture in the course Cultural Studies: Theory and Practice (ENG-331). The more I thought about it, the more it made sense and enlightened me with the practical application of the theories. The theory that stood out most to me was Jeremy Bentham’s “Panopticon” and Michelle Focault’s devised version of the same theory which is better defined as the “Gaze”. I also observed the practical application of Arjun Appadurai’s 5 scapes; especially the Mediascapes and the Technoscapes. In this chapter, I will first discuss how the concept “Panopticon” and “Gaze” were relevant to my assignments then I will follow it up with the discussion of Appadurai’s Mediascapes and Technoscapes.

❖ Panopticon and Gaze

Whenever I thought of the theory of Panopticon, I thought of capitalism; maximized efficiency for maximized output and subtle yet strong control over the actions of others. The crude concept of Panopticon was a building prototype; for prisons and military buildings that social theorist Jeremy Bentham introduced in the 18th century. The prototype included a circular building with a

tower at the center. The guard at the tower would have visual access to all the cells in the circular building but the inmates would not have that same access to the tower. It would urge an intense feeling of being watched by the authority, even if it was humanly impossible for the guard to watch every inmate at the same time. In my opinion, the tower wouldn't even need a guard. The tower itself would emit the all-seeing "gaze" that Michelle Foucault later devised from the theory of Panopticon. This is what I experienced while writing the transcripts. In the early days of my work, I had no idea that the transcripts were to be published publicly and yet, I would censor some details subconsciously in the fear of disappointing the "authority" as if I was being watched by the "authority", although I was typing the transcripts behind the closed doors of my bedroom. Moreover, in spite of the fact I was working from home, I was motivated to maintain a regular work schedule; as if I watch being watched by my supervisor. Practically, it was not possible as I was working behind the closed doors at my home but the technologies would always urge the feeling of being monitored.

Additionally, I saw the effects of "gaze" on the guests of the webinars. One particular video had only 11 viewers, and they were not consistent. At some points, the video would have no viewers at all but the guests did not spare a moment even to drink some water or other refreshments. While the hosts were taking turns to give the opportunity to the guests to speak, other guests were free to take short breaks, or allow themselves some relief, especially when there were no other viewers. However, the guests remained very careful about their appearance and did not want to risk even a single moment lest they should get criticized for their behavior.

❖ **Mediascapes**

Arjun Appadurai described Mediascapes as one of the 5 dimensions through which globalization takes place. As I was working at the online desk of *Paper Rhyme* I observed how strongly our lives are influenced by the media. The examples are clearly evident on the changes of our languages. I observed the tendencies to “fake” an American accent or a Canadian accent among some speakers while their grammar was not matching up. It immediately made me think of the globalization that takes place through the media; let it be an international news program, foreign TV programs or anything else. I also observed that the more we get exposed the global culture the more we form a different standard for our works and taste and media is at the center of that exposure. Working with advertisements would always keep a constant flow of information and to stay up to date with that flow I would have to come up with more effective uses of the media outlets I had access to. As I compared my first assignment with my last assignment, I noticed how subconsciously I was trying to match the international standards for transcribing.

❖ **Technoscapes**

I observed closely how the pandemic situation opened the doors for globalization through Technoscapes more than ever before. In the past, owning a webcam and socializing through online gadgets was considered strange and a thing for the western people to do. Socializing face to face felt more natural to us. Due to the pandemic and the lockdown, this became a necessity almost overnight. Other than the professional functionality of webcams and such devices that let us attend seminars virtually, it became a part of our life to connect with our friends and family. Globalization here began to take place through these technologies, like Appadurai explained in his 5 scapes.

Chapter 8

Personal Account

The experience that I was expecting as an intern copywriter and what I actually experienced was vastly different. I expected a desk job, busy time with papers and ideas while communicating with clients and instead I worked online and my assignments mostly included transcribing webinar videos. I didn't have the scope to write anything original or make reports on any site. This disabled me from including anything in my appendix. However, it was very enlightening and learning experience for me. I had the opportunity to sharpen my vocabulary, improve my listening and writing skills. Even though I did not have any scheduled hours for work, the deadlines of the assignments allowed me to improve my time management skills. In the three months of the internship, I got the taste of a possible life that I may live after graduation. This enabled me to plan further ahead about my career options and gave me a practical view of my available options. I believe this experience will work as a foundation as I venture out with my near future life.

I believe it is necessary to mention how it felt to work during the time of a global pandemic. In my opinion, it was a unique kind of experience to have the opportunity to work under such strange factors of the pandemic; especially in the field of media where interactions with other people is a must. This extra ordinary situation urged the whole company to approach things differently. There were pros and there were cons of this situation. While pros included being able to work whenever I want, without worrying about the traffic or the peer pressure, cons included difficulties in reaching out other people and missing out on a proper work environment. The

motivation to keep working solely depended on the deadlines and on the encouragements of my supervisor. There was no sense of competing with others or any urge to outperform and stand out in a crowd. This on one hand kept me relaxed and allowed me more time to focus on my work but on the other hand I imagine I would have to get accustomed to a competitive environment when the world goes back to its normal state. However, I consider myself fortunate to be able to do my internship under such circumstances as it indeed was a unique and remarkable experience.

All the courses I attended to fulfill the major criteria helped me greatly to tackle the internship as I had no prior experience of working in media, especially in an advertising company. It helped me rediscover my passion for working with media, researching and coming up with solutions for a possible issue. I was reminded me of the challenges my course instructors mentioned in the class while attending this job and I was prepared with possible solutions to every challenge that I faced. I would like to end it on the note that, I was delighted to be a part of *Paper Rhyme Advertising* and the experience will be beneficial for the coming steps of my life.

Chapter 9

Conclusion

The experience at *Paper Rhyme* taught me to adapt to any situation that life may throw at me. The extra ordinary situation of the pandemic was already looming over my head and on top of that the mismatch in expectation did begin to drive me into a constantly anxious state at the beginning. However, with support of my supervisors, I could overcome the difficulties and perform. Another lesson I learned from the experience was to be my own savior when the time is hard. I could not rely on anyone for proof reading my copies especially when each assignment was at least 30-40 pages long and required strict concentration. The positive and lenient gesture of my supervisors proved priceless for me to keep the motivation up. All in all, the experience helped me to grow as a person as well as preparing me to work for the media.

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