

Internship Experience as a Copywriter at *Paper Rhyme Advertising Limited*

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 Bachelor of Arts in English

Department of English and Humanities

Brac University

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Declaration

It is hereby declared that,

1. The internship report submitted is my/our original work while completing my 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 complete and accurate referencing.
3. The 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/We have acknowledged all primary sources of help.

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Acknowledgment

I am indebted to my family, my Ammu, Abbu, Bhaia, Orni Apu, and Afrin Apu, for showing me all your love and support till the end; look at me graduating now! I am indebted to my Khamma, who worked hard to support my studies. All the hurdles and obstacles I faced were worth fighting for because of you all.

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I am glad everyone has been kind and patient despite my shortcomings. I could not have finished my undergraduate without any of you.

Glossary

Mnemonic: A mnemonic is a technique that helps audiences recall an advertisement or catch their attention immediately. Large image with a few words or a mascot which makes one associate the picture with a brand.

Annual Report: A yearly report is a large document of various public corporations or banks; through this document corporations can report on the bank's operations and financial conditions to its shareholders.

Mockup: A mockup is a full-size version of a logo on devices or products to visualize how the logo will look on products like mug or diary.

Table of Contents

Declaration	ii
Acknowledgment	iii
Glossary	iv
Table of Contents	v
List of Figures	vi
1. Introduction	7
2. Brief History of <i>Paper Rhyme Advertising Limited</i>	9
3. Organizational Structure of <i>Paper Rhyme Advertising Limited</i>	13
4. My Internship Tasks at <i>Paper Rhyme Advertising Limited</i>	14
5. Copywriting	14
6. Proofreading and Editing	22
7. Data/ Picture Collection	25
8. Research Work	26
9. Taking Minutes	28
10. Incorporation of Concepts, News Value Factors, and Theories from Media Courses	30
11. Personal Account/Internship Experience	39
12. Recommendation	41
13. Conclusion	42
Works Cited	43

List of Figures

Figure 1: Logo of <i>Paper Rhyme</i>.....	9
Figure 2: <i>Paper Rhyme Advertising</i> won the SrijonSamman Award 2012	12
Figure 3: Organogram of <i>Paper Rhyme Advertising Limited</i> (From <i>Paper Rhyme</i> website).13	
Figure 4: Example of an EDM.....	16
Figure 5: A few headlines and a body copy for the furniture category.....	17
Figure 6: Some copies that were accepted for EDM/ social media posts	20
Figure 7: PowerPoint Slides after Proofreading	23
Figure 8: Spreadsheet File containing all the names of Products and Services	25
Figure 9: Research Document with the main points.....	26
Figure 10: Yearly Calendar theme ideas.....	27
Figure 11: Taking minutes and making a client brief.....	28
Figure 12: Sharing video advertisements on my Facebook account	29
Figure 13: An example of understanding cultural myth	36
Figure 14: An example of EDM where English has been borrowed	37

1. Introduction

Media is an integral part of our lives; we consume it daily. From looking at social media sites on our phones and watching television programs to reading books and newspapers, we depend on media daily as it is a source of information and entertainment in our lives.

Advertisements are also a form of media promoting various products and services to the masses.

Advertisements and campaigns are a fundamental part of every business. Promoting products or creating a campaign helps companies reach their target audiences and increase sales. Many corporate business firms consider investing in advertisements essential to raising their sales.

Advertisements include television, newspapers, and social media apps like Facebook, YouTube, TikTok and mobile games. Even when we go outside, we see advertisements everywhere around us. We see advertisements on giant billboards, posters on the walls, and even in movie theatres before the movie starts and during intervals. Nowadays, the number of mediums used to publicize has increased due to the advancement of technology. Most companies use advertising agencies to design creative advertisements and unique marketing strategies, which increases the popularity of the company and helps them earn profit from their products or services.

I watched a TV show called 'Mad Men' on *Amazon Prime* a few weeks ago, as suggested by the Director of Strategy and Digital Innovation of *Paper Rhyme*, Mr. Sanjid Hossain. I was reminded of my time at *Paper Rhyme Advertising Limited*. It gave me insight of how experienced copywriters write copies for advertisements. I also realized that advertisements

evolved as time passed, along with trends, technology, and mediums. And this evolution is an interesting phenomenon to observe.

As there is an increase in the number of mediums to publicize, there is also an increase in advertising agencies everywhere in the world, including Bangladesh. Out of all the agencies out there, I got a chance to intern at *Paper Rhyme Advertising Limited*

Paper Rhyme Advertising Limited is an advertisement agency founded by Mr. AZM Saif almost 18 years ago. When I was appointed copywriter intern at *Paper Rhyme Advertising Ltd*, I was delighted and excited to start my internship in an advertising agency. After completing my ENG404: Copywriting course, I realized that copywriting is a suitable career path for someone like me who can easily condense an idea into short terms or phrases. The advertising world sounded very intriguing, and I wished to experience behind the scenes of creating an advertisement. As a copywriter intern, I navigated the advertising world and learned as much as possible.

2. Brief History of *Paper Rhyme Advertising Limited*



Figure 1: Logo of *Paper Rhyme*

Paper Rhyme Advertising Limited is an advertising agency that provides business and marketing designs to clients for effective business and sales. It is a one-stop total creative, media, and activation solution that develops business designs for firms and companies. It creates strategic brand planning and the development of powerful creativity to efficiently implement campaigns with the highest possible media and public relations coverage. *Paper Rhyme* believes in the basic philosophy of creating an idea with relevance, originality, and impact.

The CCO and Managing Director, Mr. Abu Zafer Mohammed Saifuddin, founded *Paper Rhyme Advertising Limited* in 2005. It provides Business Consulting and Services. Its head office is in Banani Dhaka.

Paper Rhyme Client List:

- Community Bank Bangladesh Limited
- Premier Bank Limited

- LankaBangla Finance PLC.
- Ludwig Pfeiffer Hoch- und Tiefbau Bangladesh
- Vitalac and Vitacare
- AB Bank
- Savanna Bangladesh
- Dhaka Bank and more.

It has previously worked with renowned companies like BATA, Robi, and more.

Services:

Paper Rhyme Advertising Ltd produces advertisements and helps manage their clients' public relations. They primarily serve clients in the following ways:

I. Media Relations: Managing relationships with the print media personnel and television channels to put on print advertisements or story writing based on that work.

II. Stakeholder engagement: This is primarily public work, including advertorials in significant publications, which would attract customers and engage the stakeholders.

III. Crisis Communication: A crisis might tarnish the company's reputational damage. So, it has to be managed and mitigated immediately, and it needs to respond promptly to the issues to provide transparent and accurate information.

IV. Digital PR and Social Media Management: As social media became a popular mode of engagement, *Paper Rhyme* adapted strategies to increase online engagement and audiences.

V. Public Affairs: *Paper Rhyme* advocates for the organization's interest, including meeting authorities and initiating social work to demonstrate the company's impact. Public affairs also include providing gifts to other media and bureaus to increase connection.

Paper Rhyme's Production:

Paper Rhyme Advertising mainly produces PR content for Print, Digital, and TV Media.

This includes:

- Social Media Marketing
- Print Advertorial Design
- Logo or Mnemonic Design
- Product Design
- Branding
- Graphic Design
- Web Design
- Packaging Design
- Video advertisement

Awards:

Paper Rhyme's campaigns were recognized nationally and internationally. It also won several awards, including a campaign for BATA and the SrijonSamman Award in 2012. It received Bronze for Telecom & Services Awards for its advertisement of Robi. (attached below)

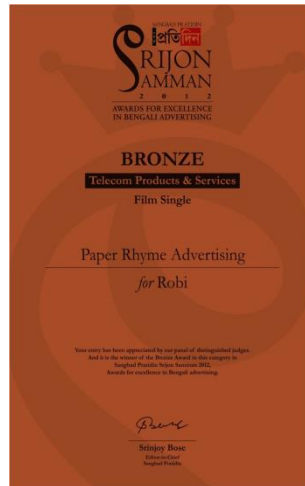


Figure 2: *Paper Rhyme Advertising* won the SrijonSamman Award 2012

3. Organizational Structure of *Paper Rhyme Advertising Limited*

Mr. Abu Zafer Mohammed Saifuddin is the CCO and Managing Director of *Paper Rhyme Advertising Limited*. AZM Saif is also the director of d-logiK, which was founded by Sanjid Hossain, CEO of the company, in 2023. *Paper Rhyme's head office* is in Banani, Dhaka. Nine employees work on the advertising team. Four of the eight employees are graphics designers, three are in client service, and one works on copywriting and strategy planning. Despite having specific roles, every team member often helps each other finish tasks. There is other outsourced employee who works in event arrangement, video production and IT support.

Companies:

- Advertising
- *Paper Rhyme Public Relations*
- *Paper Rhyme HealthCare*

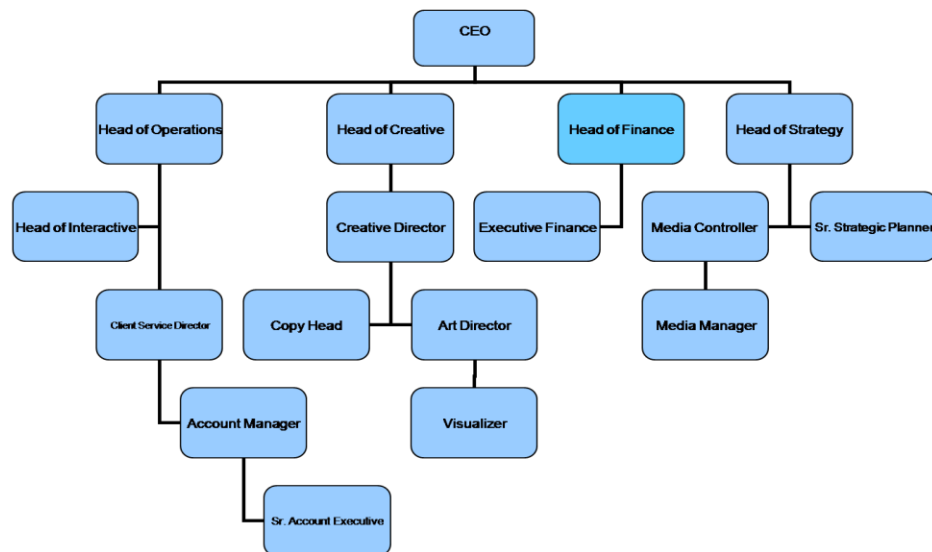


Figure 3: Organogram of *Paper Rhyme Advertising Limited* (From *Paper Rhyme* website)

4. My Internship Tasks at *Paper Rhyme Advertising Limited*

During my internship at *Paper Rhyme Advertising Limited*, I became acquainted with a world entirely different from my academic journey. The experience has been unique and valuable for me. I met people who guided me on how to procure skills in copywriting and marketing on a professional level.

Initially, I started my internship online and communicated via WhatsApp. However, I struggled to understand assigned tasks and communicate my issues through messages. Seeing my struggle, my supervisor, Ms. Maliha Huq, asked me to start coming to the office physically. My office time was similar to that of all other employees, who were physically there from 10 am to 6 pm. My supervisors, Mr. AZM Saif and Ms. Syeda Maliha Huq assigned me most of the tasks. However, my other colleagues also allotted me some work. I thoroughly enjoyed all the tasks given to me and gained practical knowledge about advertisements. Despite not knowing what awaited me in this internship, I was pleasantly surprised by the cooperation of my supervisors and the guidance and support from my colleagues. The enthusiasm of the entire team has helped me be positive until the end despite having some health and family issues during that time.

One of the main tasks included writing copies for Social Media EDMs. Other than that, my duties included proofreading and editing EDMs or corporate profiles and communicating with the designers in case of any errors. I also had to promote research on various topics or corporates who could be potential clients for *Paper Rhyme*, collect previous EDMs and data from clients' websites and social media sites. I also had an opportunity to take minutes of client meetings.

5. Copywriting

Electronic Direct Mail or EDM is a method of direct marketing that uses electronic mail to communicate commercial messages to an audience, clients, or consumers (Ghazie and Dolah). EDMS were frequent on social media sites due to the advancement of technology. Fundamentally, EDM Marketing strives to deliver messages to the targeted audience through many marketing channels like print, SMS, and social media. However, it primarily relies on Email (“What Is Electronic Direct Mail Marketing (EDM Marketing)?”). Social Media Marketing has become a quintessential part of marketing and promotions. We all see advertisements while we scroll through Facebook. So, advertising agencies tend to focus more on Facebook promotions. Not only can Facebook posts be sent more frequently than emails, but the audience is less likely to avoid Facebook posts. When we get an email we are not interested in, we tend to ignore it. Emailing too many times may put the company’s email address in spam, which email users also ignore. On the other hand, social media audiences view promotional posts more, as the posts come when they scroll through the sites. This helps businesses gain more attention for their products. So, EDM Marketing is currently used more for social media than email promotions. As print media is slowly losing its popularity, there is an overall focus on EDM, that is Facebook promotion more. This is why writing copy for Facebook EDM was a task I had to do frequently.

An EDM generally has three parts: a head copy, a body copy, and terms and conditions. These three parts are what copywriters primarily focus on. Headline copies are the most important as they are used to introduce an offer with an intriguing sentence. And the body copy includes the important conditions. Lastly, terms and conditions contain the timeline of the offer

and other conditions. The mnemonic is provided by the client company or made by the graphics designer so the copywriter focuses on other parts.

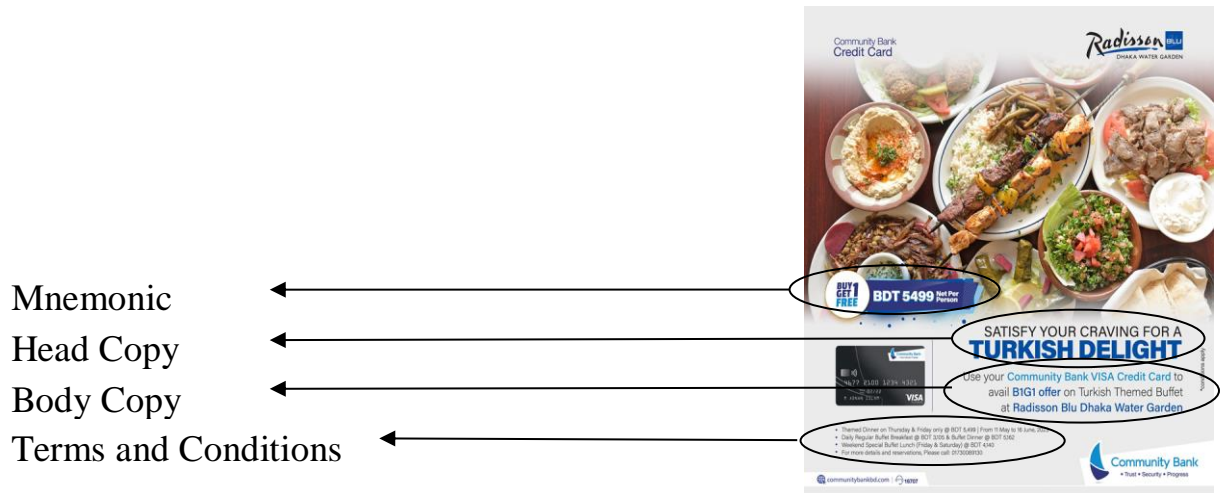


Figure 4: Example of an EDM

I was usually assigned both English and Bangla copies for EDMs and had to show them to the head copywriters for approval. They chose their preferred headline copy and asked me to send it via WhatsApp so that they could make the final edits.

To practice, I was assigned to write mock head copies during the first weeks. In later weeks, I was assigned to write copies for EDM per clients' requests. My main task was to write the headline copy, while clients usually provided the body copy and terms and conditions. They did not give the body copy directly, but provided the information. For example, using a *Community Bank* VISA Credit Card offers 30% off at Sheraton Hotel's buffet lounge. While this might sound great, we must attract the audience by addressing them directly in the body copy. So

we would write “Use *Community Bank* VISA Credit Card and enjoy 30% at Sheraton Buffet Lounge” to clarify the main message for the clients and directly address them. Terms and conditions were usually mentioned in the client mail, which we copied and pasted. Still, sometimes, I tried to omit some repeated words to shorten the lines. For example: “The offer is available until 30 January”. We were allowed to shorten it and write “Offer available till 30 January”. The graphics designers appreciated this. It was easier for them to design the EDM if the sentences were more concise.

As a copywriter intern, my main requirement was to look at or hear clients’ briefs and write copies to promote their products and services by keeping their wishes in mind. Considering the type of client and their audiences, I had to write something that caters to both. To compensate for my lack of copywriting experience, I followed client briefs and wrote as many headlines as possible. It gave my supervisor a lot more options to choose from.

(Amrin) Category: Furniture

1. Decorate your home into a new
2. Upgrade your home to ultimate comfort
3. Bring ultimate comfort to your home

Use your Community Bank VISA Credit Card and enjoy [] facility while you purchase furniture.

Figure 5: A few headlines and a body copy for the furniture category.

Writing many different types of headline copies helped me understand word preference in copywriting. Through this experience, I learned about appropriate adjectives for specific offers that interest general people in advertisements. Adjectives are crucial in promotions as they make it easy to gain attention. I have learned that for the food category, words like satiate, indulge, satisfy, and cravings make audiences want to indulge in the offers. For other commodities, words

like ‘deals,’ ‘fantastic,’ and ‘all new’ make clients think it’s a good deal. Even if they might not need the product, they show interest in them. For electronic products adding these words in EDMs attract many customers. They immediately want to upgrade their electronic products, thinking it will cost them less. Again, for Bangla, EDMs include writing the English word in the Bangla language, as most Bangladeshi people already know the English word. For example, words like ‘offer’ are usually translated to “অফার”. Bangladeshi people understand this word, even by those who do not speak English. So when they see an EDM including this type of word, they do not have any issues understanding it. So, copywriters encouraged hybridized Bangla headline copy, as it became the norm.

One of the things the copywriting department has always told me is not to be disappointed because we might not be able to come up with the best headline copy that clients may want. I tried to oblige whenever supervisors approved my headline copies, but the clients ultimately rejected them. However, after hearing the clients' feedback, I was encouraged to try it again and write more accurate headlines. If copywriters found one themselves, they showed it to us so we could learn how to write for the same client and the same category for the future EDMs.

The generation gap between the clients and me played a massive role in the case of client rejecting my headline copies. Most of the clients of *Paper Rhyme* consisted of older-generation business people who need help understanding the implications of quirky words or slang language. Also, to make it accessible to everyone, copywriting should not have any complicated expressions. Initially, these limits became an issue for me. The clients often rejected my headline

copies. But, over time, after some trial and error, I finally saw some positive results. Some of my copies were approved for social media posts.

As I was doing my internship before Eid-UI-Adha, my copies mainly consisted of offers and products precisely needed for the Eid celebrations. For example, offers for refrigerators, AC, TV, and more. After Eid-UI-Adha, I wrote many EDMs to include many events, such as World Environment Day, World Friendship Day, and World Heart Day, but to no avail; most were not accepted by our clients. Many companies now focus on CMSME, and on CMSME day on the 27th of August. So, I had to write copies regarding CMSME loans for EDMS and Press Advertisements. Buffet offers and lifestyle (clothing, shoes, and accessories) are some sectors that require frequent EDMs because hotels and banks frequently change their offers. Other than writing EDMS, I also had to work on copy for writing press advertisements. These are advertisements made for print media. For example, newspapers, posters, leaflets, etc.

One of my most memorable headline copies was “Make delicious hot meals with great microwave deals,” but no client needed an EDM for microwave deals, so it is still unused. Writing copies was the most exciting task for me as I got to play with words. I have tried my best to understand how to do this copywriting task despite not having any experience.

Figure 6: Some copies that were accepted for EDM/ social media posts

Bangla:

Community Bank Credit Card

ঈদ আনন্দে ঘরে বসেই কেনাকাটা করুন ক্যাশব্যাক অফারে

এই ঈদে কমিউনিটি ব্যাংক ডিসকাউন্ট কার্ড ব্যবহার করে অনলাইন শপিং-এ উপভোগ করুন সর্বোচ্চ ১০% ক্যাশব্যাক

১০% ক্যাশব্যাক (Daraz) | ১০% ক্যাশব্যাক (Chaldal) | ১০% ক্যাশব্যাক (othoba) | ১০% ক্যাশব্যাক (pickaboo)

কমিউনিটি ব্যাংক

Community Bank Credit Card

ঈদ হোক ট্রেন্ডি ও স্টাইলিশ আউটফিটে

আপনার কমিউনিটি ব্যাংক ডিসকাউন্ট কার্ড ব্যবহার করে ইজি ফ্যাশন-এর আউটলেটে ও অনলাইনে ঈদ কেনাকাটায় উপভোগ করুন ১০% ক্যাশব্যাক।

কমিউনিটি ব্যাংক

Source: Community Bank Facebook Page

Community Bank Credit Card

ঈদমুহুরে আন্মেজে নিজেকে আজিয়ে স্নানুন আর্টিসান-এর সাথে

এই ঈদে আপনার কমিউনিটি ব্যাংক ডিসকাউন্ট কার্ড ব্যবহার করে লাইফটাইম পছন্দ উপভোগ করুন ১০% ক্যাশব্যাক ও ১০% আকর্ষণীয় ডিসকাউন্ট সুবিধা।

কমিউনিটি ব্যাংক

Community Bank Credit Card

যুরে আসুন পছন্দের গন্তব্যে

কমিউনিটি ব্যাংক -এর ডিসকাউন্ট কার্ড ব্যবহার করে ডোমেস্টিক এয়ার টিকিট ক্রয়ে উপভোগ করুন ১০% ডিসকাউন্ট

১০% ডিসকাউন্ট (US-BANGLA AIRLINES) | ১০% ডিসকাউন্ট (AIRASTRA)

কমিউনিটি ব্যাংক

Source: Community Bank Facebook Page

English:

Community Bank Bangladesh Limited
July 23 · 🌐

Indulge in a delicious Mexican Buffet fiesta!
Use Community Bank VISA Credit Card to avail Buy 1 Get 1 offer at Le Meridien Mexican Buffet Brunch.
*Condition apply
#CommunityBankBangladeshLimited
#communitybank
#communitybankcreditcard
#LeMeridien

Source: *Community Bank Facebook Page*

25 FOREVER

LankaBangla FINANCE

Endure an impeccable classy look with handcrafted suits
Use your LankaBangla VISA and Mastercard to rejoice special offer from Fiero with 0% EMI facility

Source: *LankaBangla Finance Facebook Page*

6. Proofreading and Editing

Proofreading and Editing are essential tasks to create foolproof advertisements. One small mistake may change the meaning and harm a company's reputation. Apart from ensuring the content was appropriate, I proofread my writing to get the best marks from my faculties before every paper submission. So, out of habit, I proofread every copy during my internship before sending it to my supervisors or colleagues. My supervisors later explained why I should always recheck my copies before submission. Proofreading not only helped me find mistakes in headline copies before submission, but it also helped me rethink. It gave me a better result.

Proofreading for EDMs/ social media posts was a task I often did. Usually, before the output of EDMs, I was called by the graphics designer to correct all the errors. I checked EDMs and the spelling or punctuation mistakes that the designers might make. Sometimes, the graphics designer might make typing mistakes and not notice. I paid attention to every little detail and picked up on these mistakes. Proofreading includes checking spelling, punctuation, and grammatical mistakes, checking if the picture is appropriate, if the alignment of the sentences is adequate, and if the terms and conditions or body copy is relevant to the EDM. The client company marketing team also proofread after we sent our EDM for confirmation. They send their feedback to the team if there is any need for further changes.

The scenario is different for annual reports and other large documents and forms. Preparing a yearly report is a long and tedious task for everyone, as the report ranges from 250 to 600 pages. Usually, copywriters proofread and check the overall design, justification, alignment, and grammar mistakes multiple times. It is vital to figure out these mistakes for a foolproof document. My supervisor, Ms. Maliha Huq, taught me an effective way, which was to point out every error and add it to a PowerPoint slide. So, I made a PowerPoint, pointed out all the

mistakes I found in the annual report, and sent it to the graphics designer. The changes included typing mistakes, spelling or grammatical errors, and newly updated words. Through this method, the copywriters noted all the mistakes in detail to avoid forgetting them. The PowerPoint slides make it easy and convenient for graphics designers to make changes at a time that might suit their schedule. This is also a convenient way to show the clients and ask for clarification of these mistakes. For example, ‘Chittagong’ had been updated to ‘Chattogram’ by the Bangladesh Government, and the copywriters wanted to make the change. However, the clients wanted to avoid this update and will make this change the following year.

Pointing out the mistakes can also be done in Microsoft Edge, where copywriters can point out the errors directly in the file.

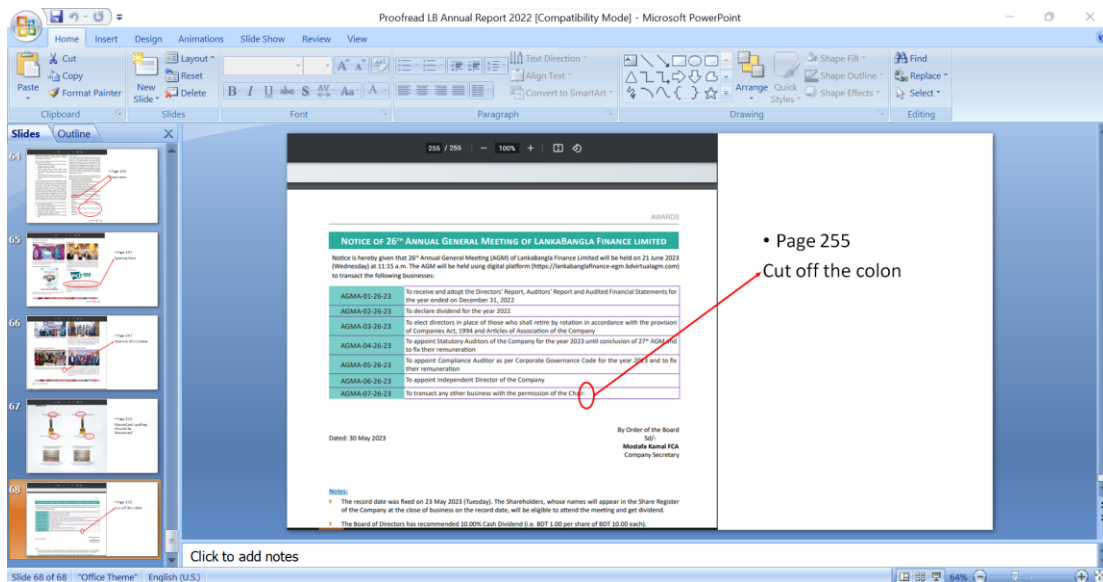


Figure 7: PowerPoint Slides after Proofreading

There were times when my supervisor was proofreading an EDM, and she would ask me to check it with her. I would go over the EDM with her and discuss my confusion, and she would assist me in understanding the issue. For example, “Endure” means to undergo or experience something. But she used it as a synonym for maintain. Discussing the topic helped me clear my

confusion. Proofreading tasks enhanced my observational and writing skills. It played an essential role in making my writing more coherent and organized in the future. This task also helped me interact with my colleagues frequently and get acquainted with them.

7. Data and Picture Collection

I was assigned to find specific pictures for clients, including previous EDMs of a related product or service. Sometimes, I was given a spreadsheet of lists containing all the categories of EDMs I had to search from their official website or social media page. For the list below, I color-coded the products to make it easy to remember how much I have done and the products for which I found the EDMs. The blue highlight was for the categories I found EDMs of, and the yellow highlight was for the products I could not find. This collection determines which products and services the company needs to promote next.

Category	Sub Category	Product	Mnemonic	Print	EDM	Animation	AV	Photography
Retail Financial Services	Retail Deposit Schemes	Classic TDR						
		Shohoj Sanchay						
		Periodic Return						
		Agroj (Senior Citizen)						
		Quick Sanchay						
		Barn First						
		Double Money						
		Triple Money						
		Money Builder						
		Flexi Deposit						
		Swasth Deposit						
		Prothra Deposit						
	Loan	Auto Loan						
		Home and Mortgage Loan						
		Personal Loan (unsecured)						

Figure 8: Spreadsheet File containing all the names of Products and Services

I also helped the graphics designer collect some pictures related to EDMs. Copyright-free photos are often required to make EDM and are available on many websites. Some of the websites I was introduced to were freepik.com and imagesbazaar.com. I would send links with images related to the topic, and the graphics designer would use a suitable picture while creating an EDM. Collecting and combining data was also essential for billing procedures in the advertisement agency. If all the EDMs are together, the clients could calculate how much they will pay the agency for that month.

8. Research Work

We often do research to write papers for courses, so I was accustomed to the process of doing research. Whenever I was instructed to research a topic during my internship, I would do the research, make bullet points of all my findings in a document, and send them to my supervisor. I sent our research work either through WhatsApp or Email. Researching for an advertisement is more effortless than academic research as there are some restrictions in academic research and databases.

In the following, a new client, *Ludwig Pfeiffer Hoch- and Tiefbau GmbH & Co KG*, wanted *Paper Rhyme's* services for making copies for their yearly calendar and gift box (including mugs and other gifts). I was assigned to do adequate research on them and analyze specific strengths and weaknesses before their first meeting with the agency. I found some interesting and unique facts about them and pointed out their contribution that set them apart from other companies in Bangladesh.

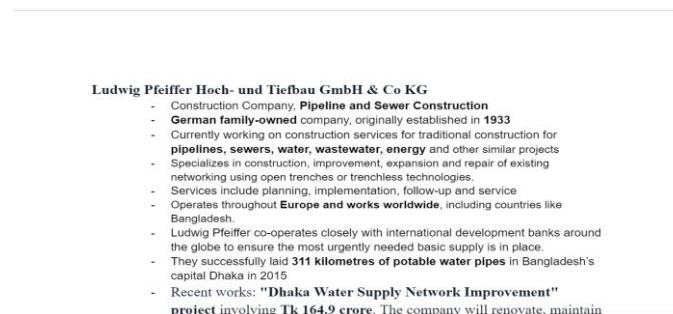


Figure 9: Research Document with the main points

Research work also extended into researching themes for yearly calendars for corporate clients. One client wanted cropping season as a theme for their corporate calendar. I researched for days to find adequate information on crops suitable to sow for each month. I also added

references to the data so my supervisors could verify it before showing it to the client. This was my last task before the end of my internship time at *Paper Rhyme Advertising Limited*.

Cropping Season:

January: Mustard Seed Harvest. From Late January to mid-February, mustard can be harvested. Used for making mustard oil which is later processed. A staple in Bangladesh, Dinajpur, Rajshahi, and Manikgonj, respectively(<https://bsmrau.edu.bd/seminar/wp-content/uploads/sites/318/2023/03/1-Yasir-Arafat.pdf>)

February: Most Varieties of Potatoes are harvested. Potato is widely cultivated in all the districts of Bangladesh during winter. (<https://en.banglapedia.org/index.php/Potato>)

March: Jackfruit Harvest season (https://www.researchgate.net/publication/333024816_Production_and_utilization_of_jackfruit_Artocarpus_heterophyllus_in_Uganda#pdf12)

April: Summer Dry season Onion (Onion: <https://www.thedailystar.net/business/news/onion-seed-growers-expect-bumper-crop-2061285>)

May: Mango Harvest (<https://www.thedailystar.net/city/news/mango-harvest-begin-may-15-1742740>)

June: Boro Rice (https://icrea.agr.nagoya-u.ac.jp/jpn/journal/Vol14_20-29-Review-Shelley.pdf)

July: Eggplant Harvest Perfect Time (Not confirmed)

August: Jute (<https://www.thedailystar.net/business/economy/news/jute-growers-expect-good-yield-2119577>)

Figure 10: Yearly Calendar theme ideas

There were times my supervisor, Ms. Syeda Maliha Huq, would instruct me to check on corporations other than *Paper Rhyme's* clients to expand my knowledge of advertisements. She would often show us unique international advertisements and explain what these advertisements meant. Research work also helped me sharpen my observational and analytical skills. I believe research skills will help me in my future advertising career and also help me understand the Bangladesh audience better.

9. Taking Minutes

When a new client, *Royal Capital*, came to consult with *Paper Rhyme*, I had the chance to observe a client-agency meeting and take minutes for a client brief. Some representatives of the clients came to discuss taking services from *Paper Rhyme* for a corporate brochure. As a new client, they explained their background, what campaign they currently want, and what they expected to do for future campaigns. I tried to note everything exchanged between the clients in a diary without missing out on any significant information. After reading my log, my supervisors asked me to type and send the information via email. As they are a brokerage company, their target audiences were corporate clients. Corporate clients are large corporations who needed brokerage services like buying and selling their stocks. So, *Royal Capital* wanted to showcase its services, events and achievements to increase clients who might want service from a new brokerage company. Observing this meeting and my research were also essential for understanding audience types and how different products are promoted to customers.

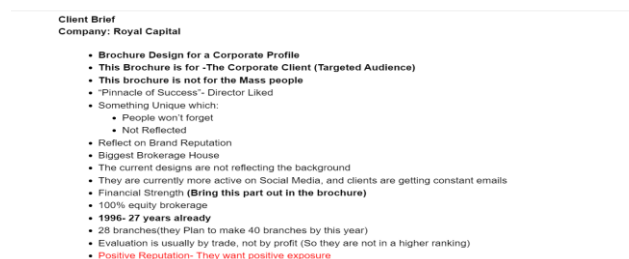


Figure 11: Taking minutes and making a client brief

Besides all the tasks mentioned above, our supervisor, AZM Saif, asked us to share their previous works from their YouTube channel. I posted videos and posts on my Facebook account to gain more traction on *Paper Rhyme's* Facebook and YouTube pages.

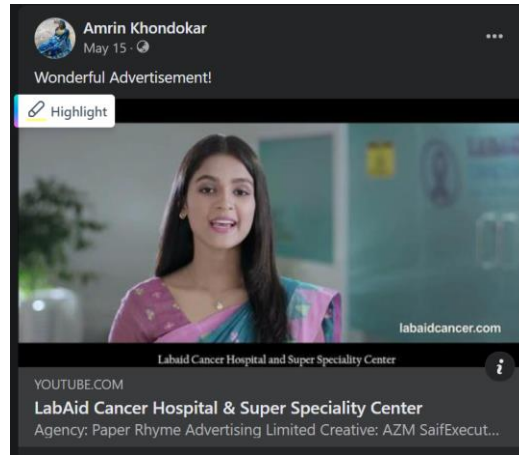


Figure 12: Sharing video advertisements on my Facebook account

10. Incorporation of Concepts, News Value Factors, and Theories from Media Courses

My concentration, ‘English Media and Cultural Studies’, has various courses that gave me insight into the advertising industry, advertisements and campaigns, consumers, and more. During my internship, I could incorporate many topics learnt in my media and cultural studies courses to understand why and how advertisements are made. I could relate to the contents of the ENG 331: Introduction to Cultural Studies, ENG 401: Editing, ENG 404: Copywriting, ENG 440: English for the Print Media, and ENG 465: Translation Studies courses. Despite much of these course contents being suitable for journalism or other media areas, I realized that advertisement is similar to journalism as they are both part of the media.

First and foremost, many topics from the ENG404: Copywriting course were relevant to my internship. For example, ‘Agency Brief’ was similar to ‘Creative Brief’ we learned in class, using the ‘You’ orientation, which addresses the clients as ‘You’. These two topics were necessary as I wrote copies for EDMS. I also realized that the rules for writing headlines and body copy we learned in this course were essential for me to utilize.

There are several rules in the chapter “Headlines,” I could use ‘Use Appropriate Appeals.’ To get appropriate reactions and attention from clients, advertisers should not use gimmicks that are not related to the product or not give readers any benefit (Blake and Bly 21). For example, ‘Grab Hot Meals with Great Microwave Deals’. Here, I am promising great microwave deals so that it will get an appropriate reaction from audiences looking for good deals to buy a microwave. ‘Speak Directly with Your Audience’ was another rule I followed quite often. For example, for a winter clothes store offer, I wrote: “Find Hot Deals in this Winter

Weather.” I spoke directly to the audience to find hot deals in the cold weather. I did not explicitly identify the audience here because everyone needs winter clothes. I also used the rule ‘Draw Reader into Your Body Copy’ for this example. Since I have not explicitly mentioned the hot deals, audiences would look into the body copy containing the offer's details.

From the chapter “Body Copy,” the rule of ‘Carefully Organize your selling points’ was crucial while writing a body copy. “Get up to 40% discount on Sheraton Lunch Buffet using your *Community Bank* Credit Card on Christmas day.” I have organized this body copy so that the 40% discount and *Community Bank* Credit Card are the main highlights of the copy. The lunch buffet at Hotel Sheraton has a discount only if one uses a *Community Bank* credit card to pay for it. The second selling point, the duration of the offer available, was added at the end of the copy. The duration here is only Christmas day afternoon when the lunch buffet was available. So, I have organized them according to the importance of that selling point in descending order. ‘Use Simple Words’ was also a rule I had to follow often. I wrote “An Expedition of 5 Years with Eminence” for a bank's fifth anniversary. But after hearing feedback and revising, I wrote “A Journey of 5 Years with Excellence”. The words were simple and understandable to the clients. Eminence is a word some people would not have understood. Hence, it was excluded to keep the words used in the headline simple. Lastly, I constantly followed the rules ‘Be Concise’ and ‘Be Specific’. Being concise and specific requires revising and rewriting (41). I often revised and rewrote headlines and body copy during my internship. For a wedding season offer, I wrote, “Make your wedding memorable by adding magic to your ceremony.” After revision, my supervisor and I came up with “Add Magic to Your Memories.” This is how the rules of Headline and Body Copy from the ENG404: Copywriting course were helpful for me.

Furthermore, targeting in marketing is a strategy that breaks a large market into smaller segments to concentrate on a specific group of customers within that audience. It defines a niche of customers based on their unique characteristics and focuses solely on serving them. I have also learned about intimate targeting in the ENG404: Copywriting course. Intimate targeting was something to remember when writing copies or planning campaigns. Intimate targeting helped me understand the groups of customers I was writing copy for often and helped me narrow down the headlines. My supervisor mentioned that adjectives are integral to writing copies, which our course instructor also emphasized. For example, a headline copy for a breakfast buffet would be “Wake Up to a Delightful Breakfast.” Here, ‘Delightful’ is necessary as it describes the ‘Breakfast,’ bringing attention to the people searching for breakfast buffets. Overall, finishing the course just the semester before my internship semester helped me relate to the concepts clearly during the internship,

Secondly, there were theories from ENG331: Introduction to Cultural Studies: Theory and Practice course and ENG333: Globalization and Media that I could relate to during my internship. First, I would like to discuss Louis Althusser and his definition of ideology. Louis Althusser is a French Marxist philosopher whose definition of ideology was influential in the 1970s and 1980s. According to him, ‘Ideology’ expresses the relationship between human and their ‘world.’ In short, it is a process of defining or representing how the world should be while assuming how the world is (Storey 81). For example, we believe that “money buys happiness”. However, it is still an ideology from different ideological institutions, and capitalism is prevalent worldwide.

Similarly, media is also an ideological institution (81). Advertisement is an integral part of the media. In her book *Decoding Advertisements*, professor and journalist Judith Williamson

explains that advertising is ideological because it represents an imaginary relationship to our actual conditions. It suggests that what matters is being different based on the consumption of particular products so that we are exceptional and subject to material practices. So, it is ideological in the way of their function and the effect it creates (82–83). An example to explain this situation is Eid offers. Corporate organizations expect customers to buy during Eid time because of the promotional offers for multiple products, whereas they may not even need that product. Still, due to the advertisements, they believe they should comply. When writing Eid offers, I realized that buying a new fridge and AC during Eid celebrations is not mandatory in Islam. By offering discounts, advertising agencies are enticing new customers and normalizing the idea of buying new appliances during Eid. And now, it is an ideology among Bangladeshi Muslims that purchasing expensive and unique products is mandatory for every Eid. These Eid advertisements often focus on individuals, and these individuals believe that their consumption is what makes them above everyone else. So promotions and campaigns make material goods and gifts an influential part of the culture or ideology during the Bangladesh Eid holidays. Thus, this shows our imaginary relationship to our actual condition.

Again, according to Althusser, ideology is not only a body of ideas but also rituals, customs, behaviors, ethics, and ways of thinking, which are practical forms (81). Althusser mentions that certain rituals and customs tie us to the social order, which is differentiated by wealth, status, and power inequality. Ideology ultimately works to reproduce social conditions and capitalism to continue (4). Capitalism is the economic benefit or profit of the people of the higher class. In the social order, there is a dominant or higher class and a subordinate or lower class. Ideologies convince the subordinate class that the world's political, social, and economic

order is stable. They are also convinced that exploitation and oppression are universal necessities to stabilize the social order and world (76).

In modern times, all types of corporate companies, advertisement agencies, and television channels fall into the dominant class. And its employees are the subordinate class or lower class. So here, *Paper Rhyme Advertising Limited* is in the dominant class as they have more wealth than I do. So, I am in a lower position.

Here, the agency *Paper Rhyme Advertising Limited* has an ideology to provide business services. *Paper Rhyme Advertising Limited's* ideology explains that the agency suggests as many campaign ideas as possible to profit from the client company and gain it themselves. On the other hand, my professional ideology is to work hard and behave professionally. Except for my graduation requirement, I considered the internship opportunity as a way to get a better career. I also took a non-paying internship to get a connection and opportunity to get better-paying jobs in the future and gain capitalistic. I behaved well and listened to the company's order to maintain capitalism's social and economic order. This results in the dominant group, *Paper Rhyme Advertising Limited*, using my free labor for profit. Some of my headline copies were published, and *Paper Rhyme Advertising Limited* profited from my work. However, my only payment was a connection for a better future and nothing else. To maintain the higher order, *Paper Rhyme Advertising Limited* also subconsciously believes that this is an acceptable behavior, and so do I.

I can also relate my internship to the theory of the 'Panopticon.' The idea of the panopticon was conceptualized by an English philosopher and social theorist, Jeremy Bentham, in the book *Panopticon: The Inspection House* in 1787. Later, Michel Foucault explained this concept in 1975 in his book *Discipline and Punish: The Birth of the Prison*. Michel Foucault is a

French philosopher, theorist, and literary critic. In the panopticon machine is an overseer in the middle tower, and there is a convict in each cell surrounding this tower. All the convicts did not know whether or not they were being watched. So, they had to learn to behave like they were constantly being watched. Panopticism is a system of surveillance of the entire society. This is a concept that can be used in our everyday life. Every institution has controlled the general mass through a system of surveillance. Due to the invention of surveillance systems and social media, we constantly feel under surveillance. We have internalized surveillance within ourselves in fear of punishment (137-138). This is why we control and police ourselves in fear that someone is watching us. For example, in fear of punishment, we used to stay quiet when the teacher was not inside the classroom. Similarly, during my internship, I used to sit in a room next to our supervisor, Mr. AZM Saif sir. But I had a fear that he was watching in on us. So, despite wanting to scroll through social media, I used to restrain myself in fear that he might come to us and see me doing something I was not supposed to do. In fear of disciplinary actions, I have decided to control my urges and oblige to the rules.

Finally, ENG331: Introduction to Cultural Studies: Theory and Practice course taught me about cultural myths, which I could use to research and find myths about different advertisements. French cultural theorist, deconstructionist, and postmodernist Roland Barthes's early work on popular culture concerns the processes of signification, the mechanisms by which meanings are produced and put into circulation. In the book *Myth Today*, Roland Barthes's mythologies are concepts in which he provides a semiological model for understanding popular culture. He takes the idea of signifier/signified- sign adds a second layer of signification. 1. Primary signification or denotation (surface meaning) and 2. Secondary signification or connotation (deeper meaning) (123). This signification is quite ordinary in advertisements, as

Roland Barthes suggests. Since my supervisor instructed us to look at various newspaper promotions daily, I would try to discover the underlying myth or the secondary meaning. I believe this example applies to all types of advertisements, such as print advertisements, video advertisements, and online advertisements. Every advertisement has a hidden meaning, which we can understand using this theory.

Following is an ad where I realized that an illustration may mean two things. Initially, the advertisement looks like a pawn chess piece. The pawn chess piece symbolizes *Premier Bank*, and they have won a position. On the other hand, a second signification is that the pawn, the lowest chess piece, has slowly worked its way to be the King and got the crown. However, the bank did not become a king's chess piece. Instead, they are still the same pawn piece, not the king piece, because they have the same values and ethics.

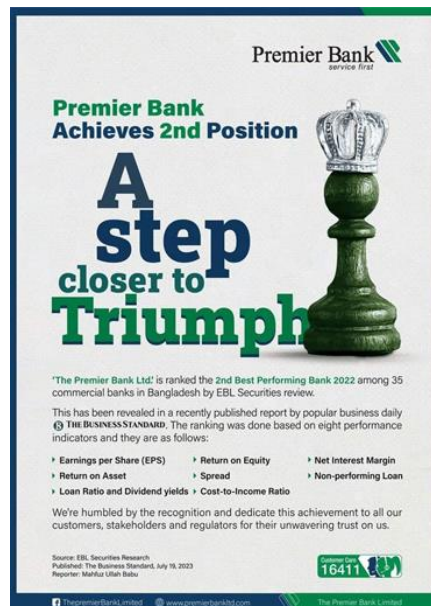


Figure 13: An example of understanding cultural myth

Thirdly, In the ENG465: Translation Studies course, I learned how borrowing is used in advertisements. “Borrowing is when the source language is directly transferred to the target language” (Hatim and Munday 57). Due to the increase in English speakers in Bangladesh, many words are borrowed from English and written in Bangla. For example, in the following EDM, I have written “ট্রেন্ডি,” “স্টাইলিশ,” and “আউটফিটে”. These are all English words written in Bangla. So, this type of borrowing seemed appropriate because some of these words do not have an exact Bangla equivalent.



Figure 14: An example of EDM where English has been borrowed

Fourthly, I was initially having difficulty creating a campaign related to Friendship Day. Then, my supervisor, Ms. Maliha Huq, reminded me of 5 Ws and Hs so that I could create a campaign while knowing and understanding all the aspects of the campaign. I learned this technique from a chapter titled “Other Ways of Telling the News” in the ENG401: Editing course. 5Ws and 1H are ‘Who?’, ‘What?’, ‘When?’, ‘Where?’, ‘Why?’ and ‘How?’ Using 5Ws and 1H, we can write a delayed lead when all the answers to the questions are scattered

throughout the article. Finding the answers to these five questions helped me write a delayed lead for the campaign. I scattered the answers to all the 5Ws and 1H, which helped me write all the details within the delayed lead.

Lastly, in ENG440: English for Print Media course, we learn about five news factors: timeliness, proximity, prominence, consequence, and oddity. Timeliness is crucial not only for print media but also for advertisements. There is a time and place for everything; this also goes for bank offers. Eid-related offers are not appropriate at the time of the New Year. So timeliness would help to gain maximum yield or sales. Posting about the Eid offer two months after Eid ends would also not be timely. Most people will not buy products for Eid 4-6 months before the occasion, so timeliness is critical in campaigns and advertising.

11. Personal Account

The internship at *Paper Rhyme Advertising Limited* was my first experience in a professional setting, and I did not know what to expect. Despite that, I tried to follow professional rules and learn as much as possible. So, I would always be on time and maintain professionalism during the office hours.

I was lucky because I had the opportunity to be physically present in the office every day. In contrast, many previous students had to experience this from home due to the COVID-19 breakout. I got to build a connection with my colleagues, who, in return, helped me gain valuable knowledge. I got to question them about their current and previous work, and they always gave me an in-depth answer. There were particular tasks done by the graphics designers that piqued my interest, so I would observe the work and investigate the terms myself. My supervisors or colleagues often encouraged me to see the making of the ones I was not involved in. These observations gave me different perspectives that helped me come out of the conventional ways of thinking. I have also learned about new logo design presentations. The logo design PowerPoint usually includes slides of rationales behind logos, mockups, and what the logo symbolizes, according to the graphics designer.

I have also learned about other modes of online and offline publicity. Adapting the message and visual of a product on an advertisement to curate an ad for offers for various types of audiences is known as adaptation. For example, Samsung's latest phone visuals from the official Samsung website or social media accounts are adapted to make an EDM for bank offers and EMI on the phone purchase. I also learned about spot advertisements. Spot Advertisements are one or two columns of advertisements on one or both sides of a newspaper page or a webpage of a website. Lastly, signage is a physical graphic display intended to convey

information to an audience. For example, when we see our restaurant logo while walking on the footpath, we know from the signage that our favorite restaurant is nearby. Signage is also a danger sign, a slippery floor sign that we often see in our everyday lives.

I also had the opportunity to attend a master class arranged by d-logiK. The master class was about generative AI (artificial intelligence). I understood the importance of AI in advertising agencies and got insights about its various uses. I also learned about websites that can present all the essential information or takeaways from a 500-page book in a few minutes. While I prefer traditional reading and writing to AI writing, I found the master class informative.

I was in a learning environment where I constantly received information from my colleagues and had a chance to share information with them. My colleagues were enthusiastic and encouraging, and their enthusiasm helped me stay positive. I sometimes did not get to observe the result of an EDM or whatever my colleagues were working on because of my class at 3:30 PM every Thursday. As I used to be curious about the result, I often returned to the office after finishing my classes.

I saw my progress at the end of my internship. Initially, I would like to look at several other creative social media posts on the given topic available on websites like Pinterest or Behance. Towards the end of the internship, I did not need that extra step before writing copies for advertisement. I was also happy that my colleagues always congratulated me whenever one of my copies was accepted and posted. At the end of this internship, I left with all the good memories with the team. Overall, I had an incredible three-month journey at *Paper Rhyme Advertising Limited*.

12. Recommendation

The concentration 'Media and Cultural Studies' had various informative courses. I was thrilled that the higher-level courses focused more on giving as much insight as possible. ENG401: Editing and ENG440: Introduction to Print Media were mainly journalism courses, but the studies included general knowledge relevant to other media fields. I related to the course contents well, even in a copywriting internship. I got many basic and advanced ideas from the courses. ENG 331 and 333 courses had in-depth topics to help us understand capitalism and its ideology and how they were a tool in advertising. However, ENG404: Copywriting is the only course regarding advertising and copywriting. I wish there were more related courses because copywriting has gained huge traction in the current world market. There should also be scriptwriting and news presenting topics included in the courses to help future students get more practical ideas even before their internship. Scriptwriting can help in the advertisement agencies, film making, and other careers. And, news presenting can help students learn about the rules of presenting news on television. This would also give students a variety of options to choose from. Currently, there are other courses being offered in this concentration, but unfortunately, we will not be able to attend those courses.

However, the courses in this concentration were enough to determine my interests. I learnt how to achieve my career goals by attending classes of my concentration courses. My path to internship was easier because I had some prior knowledge related to the industry from my courses. This helped me understand advertisement concepts quickly during my internship.

13. Conclusion

Writing this report's conclusion is like a conclusion to my undergraduate life, and this feeling made me a little emotional. Doing my internship at *Paper Rhyme Advertising Limited* gave me a complete idea of a professional environment. *Paper Rhyme's* office was small, and my colleagues and supervisors gave me the utmost attention.

My internship at *Paper Rhyme Advertising Limited* taught me to be humble, kind, and professional. I have also learned to be outspoken and avoid fear in public. This has ultimately made me more open during open discussions or interviews.

There were a few negative experiences during my internship, which I always consider a trace of bitterness in my journey. There is always a different reality in the professional world that we never thought we might experience. An idealistic experience would be without anything negative happening to me during the internship timeline. My interest has helped me power through until the end of the internship.

Advertisements are ever-changing in terms of methods, content, and what the audience prefers. For Example, in the TV show *Mad Men*, *Sterling Cooper Advertising Agency* often focused on "Sex Sells." If *Paper Rhyme* followed this quotation and made an advertisement, they would get significant backlash. As an intern, I could observe this evolvement and understood how values integrated to our lives can change the content of media. It helped me to realize that all the time the trend, the medium or the topic of advertisement will keep changing all the time.

This internship has helped me step into a professional world and gave me a chance to perfect my skills as a copywriter. I look forward to seeing what life has for me ahead.

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