

**A Report on**  
**Internship Journey as a Copywriter at *Paper Rhyme Advertising Limited***

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An internship report submitted to the Department of English and  
Humanities in partial fulfilment of the requirements for the degree  
of Bachelors 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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## Acknowledgment

“Dear Allah,  
Thank you for always protecting me and showing me the right path in my life.”

Firstly, I would like to thank Allah SWT for giving me blessings more than I deserve and for giving me the strength to fulfil my undergrad journey from Brac University.

I am no one without my parents, my father Mohammad Sirajul Islam and my mother Afroza Akter Putul. I am grateful to my parents for always supporting me at every stage of my life. They are the reasons why I look at the world in a positive way. My mother always said, “If you want it hard enough you can achieve anything. “You are capable of doing great things” My parents are the reason why I can be myself. My elder brother, Dr. Mohammad Rakibul Islam Pushan is my utmost inspiration. He taught me to be strong in every situation of my life no matter how hard it is. My younger brother, Mohammad Hasibul Islam Poolock is my lifetime support system. He helped me with every trivial and important thing that I struggled with.

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## **Glossary**

**Market Research-** The action or activity of gathering information about consumers' needs and preferences.

**Meeting minutes-** Meeting minutes are notes that are recorded during a meeting.

**Canva-** It is a free-to-use online graphic design tool

**Freepik-** It is a website where we can find high quality free pictures

**Behance-** It is a website to showcase creative works in pictures

## 1. Introduction

From the very beginning of my life, I was a curious child who liked to find out the secrets of the people shown on television. But when I grew up just a little bit more, I found out the process of recording and also broadcasting which was fascinating to me. With time I became interested in all the fun and dramatic advertisements. After the visuals, I would always enjoy engaging with the catchy copies and those that rhyme well and stick with one for a long time. Moreover, with this I found myself to be very intrigued by the world of Media and Cultural Studies and decided to pursue my career on this path.

I enrolled in the English and Humanities Department at Brac University with a lot of hope to be able to reach out broadly with my written copies even though they might not channel my inner thoughts all the time. But at the end of the day, I would be a writer who would be writing for the media and will be a part of a creative journey. I enjoy reading newspaper headlines, and there was a time when I used to read all of them just to rank which one is the best among them, as in which one makes you want to read the whole article. This habit of mine stayed with me till now as I truly cherish my time exploring newspapers and advertisements with all the messages and meanings they convey. In today's world where everything is about marketing and most people are materialistic, it is the advertisements that help to influence people.

It is very visible how frequently the world takes sides on topics like feminism, racism, or sexism. For example, many famous television advertisements promote fairness as the superior thing and most preferred thing too, but with time things are changing, and so are the advertising strategies. People are getting more into promoting equality and anti-racism and sexism. The work ethics have also changed a lot with time. I am someone who believes in positive change, and I

think change is good and preferred when it is change for the betterment of the society. I felt really happy to be a part of the media world while doing my internship.

## 2. **A Brief History of *Paper Rhyme Advertising Limited***

*Paper Rhyme Advertising Limited*, is an advertising and public relations agency. It focuses on public relations and advertising. Its marketing strategies evolved with time. It started its journey in 2005, and till now it has received many awards and gained experiences from its diverse work in media and marketing. Its business motto is "We develop business designs". It is a very simple mindset, yet it tells everything about what it does. It develops designs and creates attractive advertisements for its clients' businesses. So *Paper Rhyme Advertising Limited* keeps it direct and highlights the truth and potential of its clients.

It has 14K followers on its Facebook page and keeps it very up to date. *Paper Rhyme Advertising Limited* created its YouTube channel in which it posts its greatest creations, and they are very much appreciated by its fan base. I believe people really like its philosophy which highlights on the ability of human beings, and how they are greater than machines and everything else. The idea is that machines will always serve humans, and only humans are capable of the power to operate machines that create amazing things.

The logo for Paper Rhyme features the company name in a purple, serif font. The word "Paper" is in a smaller size than "Rhyme", and a registered trademark symbol (®) is positioned at the top right of the word "Rhyme".

**Figure 1: Logo of *Paper Rhyme***



*Paper Rhyme Advertising Limited* is known to be a one-stop total creative, media, and activation solution. It started its journey of advertising and public relations in the hands of Mr. AZM Saif, who is a very talented and a visionary individual. He believes in something and makes it happen. He dreamt of his own agency, so he left his corporate life and started this journey with this name. And this agency has not stopped ever since. He truly enjoys what he does. This is a place that is fully centered on creation, and that is the charm of this agency.

It has had many employees within 18 years with lot of experience. This shows how good this agency is with its employees. I truly admire the work ethics that it follows and the space that it gives to create beautiful ideas, and the execution of those is fulfilling.

### 3. **Daily Tasks at *Paper Rhyme Advertising Limited***

At *Paper Rhyme Advertising Limited* I got to learn many things and was given many opportunities which I would not have gotten in the first place if I were not a part of this agency. I got to work on my socializing skills and I had the privilege to be a part of many professional meetings and projects such as Ludwig Pfeiffer Hoch-Und Tiefbau GMBH & Co. KG's water supply project, electronic market research and egg factory research. I had a chance to get guidance from experienced professionals in their respective fields. I worked very closely with the experts in each field like copywriting, marketing, advertisements, etc. I learned a lot from the workplace.

In the beginning, I mostly observed everyone in their working state and the making strategy state, I collected meeting minutes thoroughly, and helped my supervisors. My office time was the same as everyone else in the office, but they were very flexible with my class times. I was given permission to leave early when I had classes, and everyone was very supportive about it. They helped me a lot to understand how things work in the office. I got to practice writing advertorials and press release under the supervision of Ms. Maliha Huq. She helped me a lot in terms of fixing my writing style and for generating new ideas for clients. She taught me how things work in the office, and always helped me with the procedure of the given tasks such as the annual report, calendar designing, etc. This journey of doing an internship in an advertising agency unfolded an entirely new chapter in my professional journey, and it was very different from my academic pursuits. The way I got to interact with a diverse group of professionals was once-in-a-lifetime experience for me. For example, I made calls to take interviews, and received feedback from a large number of people by stepping out of my comfort zone. I learned and honed my skills in the art of copywriting and marketing at a professional level.

I had to do my internship remotely. I had to tackle my assignments online which was a different type of experience. However, I liked going to the office and working with all of my colleagues and seniors as I had done two weeks of work in the office before the work from home days. I had to face many challenges during work from home as I faced a lack of communication with my supervisor and I had to do less work online. So I requested offline work and resumed working in the office setting after working more than two weeks online. Ms. Maliha Huq recognized my determination and supported me throughout the whole journey. I will be forever grateful to her for understanding me, and explaining things to me over and over again whenever I needed more supervision than others. She was like an ideal teacher figure to us. This made a significant difference in my experience.

My daily tasks primarily came from my supervisors, Mr. AZM Saif and Ms. Syeda Maliha Huq, but I also received assignments from my colleagues and helped other interns as I was assigned to do group works like creating calendar themes where we had to discuss and get things done. I followed the same office hours as everyone else, from 11 am to 6 pm. Despite the uncertainty I felt at the beginning of the internship, I was pleasantly surprised by the unwavering support, guidance, and cooperation I received from my supervisors and the entire team. I embraced each task with enthusiasm and gained practical insights into the world of advertising. The collective spirit of the team kept me motivated throughout, even when dealing with personal health and family issues during that period.

One of my initial challenges was learning about Electronic Direct Mail (EDM), and a significant portion of my responsibilities involved crafting compelling copy for Social Media EDMs. My duties extended to proofreading and editing EDM, or corporate profiles, and in case of errors, liaising with the design team to rectify them. I was also tasked with promoting *Paper Rhyme*

*Advertising Limited's* social media presence through my own accounts for example, posting about the agency and sharing its works. I also researched on potential corporate clients for *Paper Rhyme Advertising Limited*, translating and taking minutes during client meetings. Lastly, I had to collect data and previous EDMs from various clients' websites such as Community Bank, Vita Care and social media platforms like Facebook, Twitter, and Instagram. I endeavored to apply the knowledge I had accumulated in my university courses, particularly from my Media Course in English. I strived to incorporate the insights gained from my studies into my daily tasks.

As each day unfolded, I delved deeper into the world of advertising, building my skills and understanding the intricacies of marketing. My journey at *Paper Rhyme Advertising Limited* was not only a professional growth experience but also a lesson in resilience and adaptability as I navigated through the challenges and successes of each day. It was a remarkable transformation from a student to a professional, and the experience continued to shape my understanding of the advertising industry. This chapter of my life at *Paper Rhyme* proved to be both challenging and rewarding, providing me with a strong foundation for my future endeavors in the world of advertising and marketing.

#### 4. **Copywriting and Marketing**

My journey into the realm of advertising and marketing introduced me to the captivating art of copywriting. The world of Electronic Direct Mail (EDM) marketing, a method of conveying commercial messages to a targeted audience through electronic mail, became my daily task. While this realm had traditionally centered on email, the proliferation of technology ushered in a new era, with EDMs finding a prominent presence on social media platforms. At its core, EDM marketing aspires to effectively communicate messages to the intended audience through multiple marketing channels, such as print, SMS, and social media. Nevertheless, it primarily relies on email communication as a means of delivering these messages ("What Is Electronic Direct Mail Marketing (EDM Marketing)?"). With social media firmly establishing itself as a quintessential platform for marketing and promotions, it is no surprise that advertising agencies have shifted their focus to Facebook promotions. The frequency of Facebook posts, and the audience's tendency to engage with them make it a potent tool for reaching potential customers. In contrast, emails that fail to capture one's interest are often ignored, or worse, flagged as spam, rendering them ineffective.

Understanding EDMs is crucial for any copywriter. This marketing material typically consists of three parts: a headline copy, a body copy, and terms and conditions. Copywriters predominantly concentrate on crafting compelling and memorable headline copies. For example, "Bet you cannot eat less" or "Just do it", these catchy phrases serve as mnemonic aids, helping the audience recall the advertisement, while working in harmony with the graphic designer's visuals. My role as a copywriter intern involved creating persuasive copy based on the client's brief while keeping their specific requirements in mind. I had to strike a balance between catering to the client's preferences, and addressing the needs and interests of their target audience. I started out as

a newbie in the field by writing different headline copy options, and submitting them to my supervisors for approval. But with enough time I was able to get the hang of it.

I was tasked with writing EDM copies in Bangla and English during my internship. After selecting a headline copy, I would send it to the head copywriters for final edits. I would first show these to them for approval. Despite my lack of experience, I worked hard to develop my ability to write effective headline copy over time. One crucial lesson I picked up was to not let a client's rejection of a headline copy I had worked on depress me. This is because copywriting is a dynamic field, it is normal for clients to have particular preferences that might not mesh well with our first conceptual suggestions. I was urged to offer alternatives and make the necessary changes in such circumstances. Occasionally, my supervisors would use their own headline copies to demonstrate the process to me, thus helping me to gain knowledge from their experience. It would be difficult at times to bridge the generational divide between me and many of our clients. But at the end of the day, everything worked out fine.

I also helped my colleagues to find the perfect visuals for their e-ads. I learned that copy is more powerful with the appropriate visuals. There are many important things related to the matter of choosing appropriate pictures. I had to use copyright-free pictures of good quality and had to make them relatable to the copy we wrote. To avoid copyright allegations, it is necessary to be careful about where we are collecting the visuals from. To grasp what was happening, I had to learn a lot of new words and understand mnemonics. I made a lot of observations and learned a lot from everyone. I paid particular attention to how crucial a headline is. This is because in 5-8 words, it should ideally concisely convey the meaning of the copy. I invested a lot of time and effort into producing a few carefully selected words that complemented the rest of the text. For example, I wrote this "Feel the breeze in this icky heat" where I had to choose every word carefully and reflect

the message that needed to provide through the copy. After a while, I began to enjoy my internship and realized how important teamwork is for completing a project. I was thrilled whenever our worked projects were published in *The Daily Star*, one of the most renowned newspapers. My sense of accomplishment undoubtedly motivated me to put in even more effort.

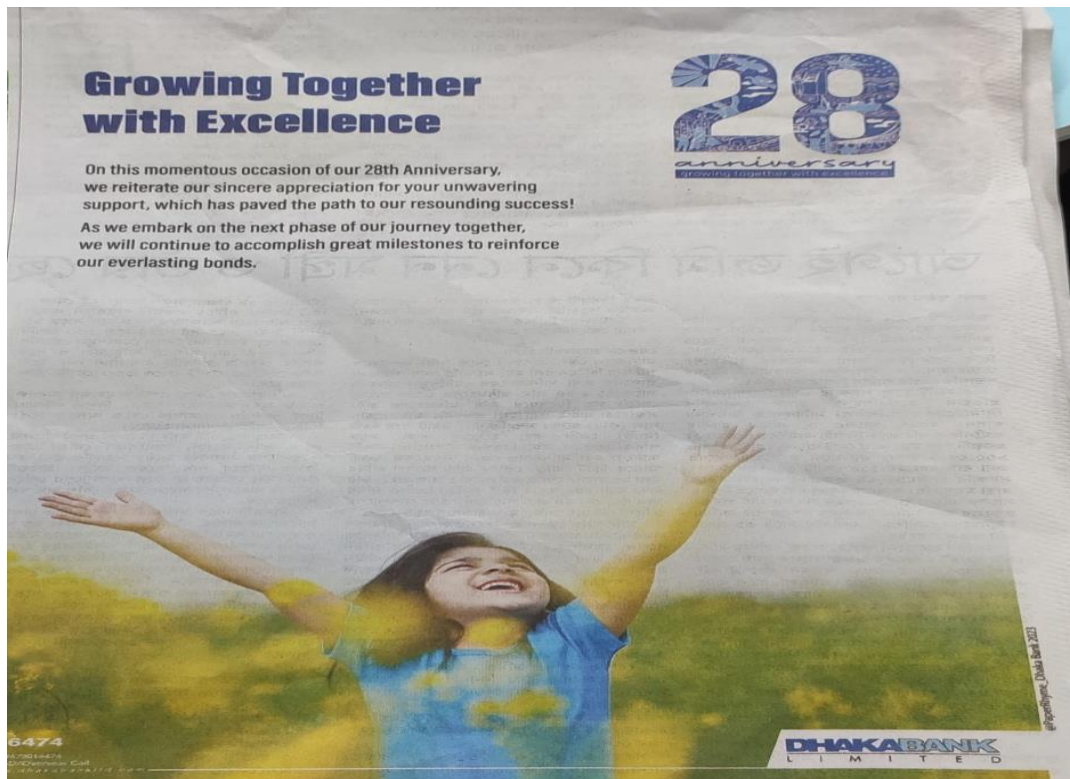


Figure 2: Ad created by *Paper Rhyme* (published on *The Daily Star*)

## 5. Campaign Ideas

I found *Paper Rhyme Advertising Limited* to be a very creative place where I could explore the creative world through a variety of projects and tasks. Among all the different types of tasks, we had to build campaign ideas in general and specifically for our clients. It was a whirlwind of creativity and strategic thinking to intern at *Paper Rhyme Advertising Limited*, an advertising agency known for its new and experimental approach. My time at *Paper Rhyme Advertising Limited* allowed me to dive into the core of the art of creating compelling campaigns, which is an important skill in the advertising industry. I had to take a calendar with me to find out all the important dates and days that people celebrate as special occasions. Then understanding the clients' needs was the next step towards delving into the complexities of campaign idea creation. Every client had a distinct target market, goals and values. This understanding served as our creative endeavors' compass. It was also necessary to keep the context in mind and understand the concept of what would work for this society, and what would fit better on local context. Thus we did in-depth research, and had client meetings, fully immersing ourselves in the values of the brands we were representing were all part of the process. Understanding the significance of important dates and special occasions for our clients was a crucial part of my work.

Every holiday—be it Friendship Day, Mother's Day, or Valentine's Day offered a chance to design ads that complemented the brand's image while also striking a chord with the target audience. For instance, a campaign promoting warmth and companionship was required for Friendship Day. It was more than just a product launch; it was a celebration of the true meaning of friendship. Investigating the origins and meaning of Friendship Day was the first step in this process. Given that the day was created to honor and celebrate friendships, the campaign had to embody these ideals. It was more important to arouse feelings and establish a connection than it



was to merely sell a product. I studied the subtleties of Friendship Day celebrations, customs, displays of affection, and fashions related to this happy occasion. From our old Bengali songs to the trends of today's teenagers, I had to dive deep to make connections and produce fresh ideas. The song "Coffee Houser Sei Addata Aaj Aar Nei" by Manna Dey inspired me a lot to make my ideas more universal and relatable to everyone. Even though I kept the technical business concepts in mind, this was my theme that I will leave a flavor of nostalgia and focus more on the longing to be together, and have a good time as friends on this special occasion of friendship day in order to dedicate this day for all the lost friends.

Equipped with newfound understanding, the following stage entailed the precise creation of ideas sessions. Drawing inspiration from the spirit of Friendship Day, the creative team came together for these joint sessions to brainstorm ideas off one another, and I was really happy to be a part of it. We looked at topics like loyalty, life lessons learned from one another, and the happiness of being with friends. Potential concepts were written on sticky notes, and the whiteboard served as a canvas for ideas. Ideas changed and blended together during the dynamic process, weaving a web of possibilities. We considered multimedia approaches from social media campaigns to video stories and interactive content. The concept that was selected embraced 'Stories of Friendship.' Its goal was to document and disseminate true accounts of friendships that had endured over time. We had in mind a multi-platform campaign that would include touching video narratives, interesting social media content, and interactive components that would encourage users to share their own stories. Clients' brand color scheme and visual identity were used to create images that were meant to arouse feelings of warmth and nostalgia. Working together with the Design Team, we converted ideas into eye-catching content. Our ideas started to take shape thanks in large part to *Canva* and other design tools.

Our campaign ideas were the result of weeks of research and brainstorming before we presented them to the client. The pitch covered more ground than just the finished product; it covered the process, the thinking behind each component, and how it all worked together to perfectly represent the brand and the spirit of Friendship Day. The input from clients was priceless. Ideas changed and evolved all the time in response to their discoveries. Being adaptable and eager to try new things was essential to making sure the finished campaign matched the client's vision and the target audience. The day of the launch was nerve-wracking as well as thrilling. The way our campaign played out on different platforms, generating feedback and interaction was the evidence of the teamwork that went into it. After the launch, careful assessment became essential. Post-campaign reports were guided by analytics, user feedback, and performance metrics, offering valuable insights for future endeavors.

## 6. Social Media Posting

Social media has become a potent tool in the dynamic world of contemporary advertising, helping to build connections, tell stories, and increase brand awareness. One of the most important aspects of our work at *Paper Rhyme Advertising Limited* was posting on social media, which was a part of my job as an Intern. Social media posting was a daily task at *Paper Rhyme Advertising Limited* that established the tone for the day. The platforms served as our canvas, and every post was a brushstroke that added color to our vibrant online presence. Maintaining consistency was essential, and we wanted to create a story that reflected *Paper Rhyme Advertising Limited's* identity in addition to simply posting content.

The process started with a careful examination of the content calendar, which is a detailed schedule of forthcoming articles, occasions, and marketing initiatives. With the help of this calendar, we were able to make sure that our social media strategy was in line with the overall goals of the marketing campaign. I also had to post company-related content on social media because it greatly expands the agency's audience. Our strategy relied heavily on social media marketing, which served as a crucial component in establishing a personal connection between the brand and its audience. Social media sites like Facebook, Instagram, Twitter, and LinkedIn turned into arenas for us to express our creativity, enthralling viewers and leaving a lasting impression on them. Social media marketing is important because it can reach people anywhere in the world.

Our posts found resonance online and spread to a wide audience, transcending physical spaces. This wide audience promoted engagement and interaction in addition to increasing brand awareness. Developing and maintaining brand awareness was a continuous process, and social media was our means of doing so. Every post served as a chance to reaffirm the core principles of

the brand, highlight our inventiveness, and establish a personal connection with the readers. Through team spotlights and behind-the-scenes looks, social media evolved into a dynamic storytelling medium. Relationships were not one-sided. Reciprocal relationships were fostered by user comments, shares, and interactions. We joined discussions, replied to remarks, and took an active part in the online debate. This interaction was intended to create a community around the brand, and not just increase sales. A clear directive to improve our social media presence was frequently given to *Paper Rhyme Advertising Limited* by clients who understood the transformative power of social media. The request was for a full strategy that included consistent content creation, community building and tactical campaigns; it was not just for occasional posts.

Comprehending the client's goals and brand identity served as the foundation for our social media initiatives. We explored their values, target market, and unique selling propositions (USP) during in-depth consultations. This information made it possible to develop customized social media strategies that made sure every post complemented the client's story. Social media's appeal is derived from its ability to produce innovative campaigns in addition to its regular posting features. Every campaign offered an opportunity to push boundaries and generate excitement, ranging from interactive quizzes to hashtag challenges. Together with the creative team, we developed campaign concepts that did not merely adhere to, but also created trends. Likes and shares were only one way to gauge client satisfaction. Other metrics included the effect on audience engagement and brand perception. From being a supplemental channel, social media had evolved into a key component of our all-encompassing advertising strategy.

We took a flexible approach while maintaining a deep understanding of our clients and their target audience in the ever-changing world of social media, where trends are ever changing like sand dunes. With consistent daily updates, well-planned marketing initiatives, and a resolute

dedication to genuineness, *Paper Rhyme Advertising Limited's* online presence flourished and has a lasting impression on the digital landscape.

## 7. **Internship Experience**

My whole experience as an intern was about growth. I grew both professionally and personally through my experiences and a deep sense of accomplishment kept me motivated. I truly believe that this journey at *Paper Rhyme Advertising Limited* was a solid foundation for a successful career in copywriting for the future. I am very eager to continue to learn and grow in this field. This is just the beginning, and there is so much in this field. Once I delved deep into my work I realized that this is actually a work which includes everything, and everyone around us. We live in a time when we are under the spell of capitalism and marketing. Businesses, advertisements, social media and networking are everywhere around us. Therefore, I understood how copywriting involves and connects everyone. It deals with all types of people and products. *Paper Rhyme Advertising Limited* works like a bridge that connects the products and services through targeting the target audience. We as copywriters tried to come up with something that connects the clients and the target audience, these two ends and create something useful for both the parties.

I definitely learnt to be a multi-tasking person, as I had to acquire many qualities to excel in my work. I had to read and do market research. Even taking the meeting minutes became a task which is very important and based on which others got to work on their individual works. I brushed upon my editing skills as visuals are a crucial part whether the copy is for the newspaper or the social media page. So I spent a lot of time editing pictures and making attractive, eye-catching visuals. I was assigned with taking meeting minutes of all the board meetings. I am sure in the beginning I was not the only one who took the notes of the meetings because it is a very important task, but due to my organized nature, eventually I got to do it for almost all the meetings. I contributed to the completion of new projects and online events such as. I proofread many

documents and did translations for my superiors. I took a part in actively participating in team works and I figured out that I am good at following instructions.

In a team project it is important that every person has their own charm which glues the team together well. I was a person who was easy to work with as I am very obedient and good at following instructions. I took interviews and feedbacks from the clients and a great number of people to understand what more appropriate approach is and to get the target market. It is important to keep researching the market before the final approach.

## 8. Integration of Theory, Translation Strategies and a News Value Factor

I enjoyed the ENG404: Copywriting course so much that I wanted to do my internship as a copywriter. This is a course which worked as a guidebook for me throughout my internship. As I was prepared through my course what to expect, not to mention there are more courses that all together served me well and gave me clarity and a purpose to pursue. I realized the Panopticon theory by Bentham. I understood the theory more from the perception of Power and Knowledge by Foucault which were applicable in my workplace. I learned about these theories in ENG331: Cultural Studies: Theory and Practice course. My experience as an intern was a good application of the theory as interns we were always under the surveillance of our seniors. Every conversation and move from our end were under the observation of our immediate seniors.

The notion of the Panopticon theory is that we are being watched all the time. Theorist of British judicial reform and utilitarian philosopher Jeremy Bentham (1748–1832) developed the Panopticon as a model jail and explained this idea of being under surveillance. The word ‘Panoptic’ means (pan= all; optic= seeing) thus the title refers to the idea of everyone being seen all the time. The model is a design of perfect prison that would be structured in such a way that cells would be visible to a central tower. In the model, individuals in the cells do not interact with each other and are constantly observed by the watchman in the central tower. The prisoner could never know when he was being surveilled as it was this mental uncertainty that in itself would prove to be a crucial instrument of discipline of surveillance. Similarly, in my internship we were under a constant surveillance and our supervisors functioned as the watch tower. We had to be conscious of our work and interactions all the time. From Michel Foucault’s perception of modern disciplinary society, he shared three primary techniques of control which are hierarchical observation, normalizing judgement, and the examination. He said, “To a great extent, control over



people (power) can be achieved merely by observing them.” And this functions with or without a surveillance of a supervisor as in the workplace there is CCTV camera as well which works as the power of authority which stands as the watch guard over everyone.

It gave me a great sense of accomplishment when I could use my translation skills and the translation strategies that I learnt from ENG465: Translation Studies course. I used to think it is word for word translation all the time, but only after taking the course I got to know that many things mattered while translating different content. And there were several things to translate during my internship and all of them varied from each other. I had to use sense for sense translation method also, and I was able to translate copies for the EDMs. I translated by keeping the essence of the text intact when I used the sense for sense translation strategy.

I learnt to write engaging and catchy copies in ENG 404: Copywriting course. I was becoming a better reader as well because my first year level courses taught me how to read many documents by following reading rules and tactics. I believe I have become a better writer as well. By taking ENG440: English for Print Media course I got into the habit of reading newspapers, and it has helped me to be a better fit for the media and advertising sector. I now know a lot more than I used to before, I get to stay updated about what is happening around me every day. And applied the quality of timeliness from news value factors in my daily life.

Among the five news value factors that I learned in ENG440: English for Print Media course, I applied timeliness during my internship. Firstly, the timeliness is value factor which refers to news being reported on time. This turned out to a very important factor for all my assignments. For example, we had to prepare advertisement copies targeting upcoming events like the Friendship Day, Fathers’ day and Eid special offers. So we had to be very timely in order to meet the deadlines and prepare copies for the advertisements ahead of these special days and occasions

so that the public could take advantage of special deals for Friendship and Fathers' Days and Eid.

I helped my seniors with the fresh and original ideas that went well with the time.

## 9. Recommendation

I observed many things during my internship thus I would like to recommend a few things based on my observation .For example, work environment should be more spacious and comfortable. I thought they could use more space for the comfort of the employees and the overall appearance of the office.

*Paper Rhyme Advertising Limited* should establish proper work hours to ensure a healthy work-life balance for its employees. Implementing clear guidelines regarding work hours can help prevent burnout and improve overall productivity. The agency should foster a relationship behavior that is based on the principles of hierarchy. Clearly defining roles and responsibilities within the organization can promote effective communication, teamwork, and a structured workflow. It is essential for *Paper Rhyme Advertising Limited* to provide more working space for its employees. Currently, having only one room for all the employees can lead to a congested and distracting work environment. Expanding the workspace would not only enhance productivity, but also improve employee satisfaction.

I recommend that Brac University consider offering a broader range of journalism courses. By expanding the course offerings in this field, the university can better cater to the interests and career aspirations of students pursuing journalism as their future career. Additional courses could include specialized topics such as an exclusive course on investigative journalism, digital media, or media ethics.

These recommendations aim to improve the overall working conditions and educational experience for both employees at *Paper Rhyme Advertising Limited* and students at Brac University.

**10.****Conclusion**

My sincere appreciation goes to the excellent English and Humanities Department for giving me the chance to learn and satisfy my intellectual curiosity. I never thought I can be this competent, but every achievement and success in my internship experience and academic accomplishments gave me the strength and motivation that I needed to keep going. I would like to thank my teachers for always having faith in me and pushing me forward in the right direction when I needed it the most, and pointing me in the right direction. I was never able to fully understand the importance of practical application of my learning during my undergraduate courses but with this academic internship, I fully realized and appreciated what I had been learning throughout my whole university life. It has prepared me for the real life challenges.

I have realized that there are big differences between being a university student and the reality of life. This made me more curious, excited and scared at the same time. I would like to thank my supervisor at *Paper Rhyme Advertising Limited*, Ms. Syeda Maliha Huq, for her amazing leadership, great tolerance, and devotion. I feel very grateful for everything till now, and I am looking forward to my professional life ahead.

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## Appendix



Picture of Website of *Paper Rhyme Advertising Limited*



Picture of Director of *Paper Rhyme Advertising Limited*, AZM Saifuddin

**PaperRhyme » Profile**

- Profile
- People
- Organogram
- Awards

**Why Paper Rhyme?**  
 Let's get back to our basic philosophy—the lost world of advertising—an idea with relevance, originality and impact from a creative mind—to the sharp edge of a pencil, to the nib of a pen, to the soft head of a brush. Machines would merely serve men; men would lead machines to execute concepts and thoughts from brain to paper. And everything from an advertising agency would be a unique execution, a canvas full of human touch with a mixture of arts and science, men and machine. This is what we call Paper Rhyme.

**Vision**  
 Paper Rhyme will thrive to offer its clients a one stop total creative, media and activation solutions from strategic brand planning and the development of powerful creative to an efficient implementation of campaigns with the highest possible media and public relation coverage

**Our consideration**

- Understanding clients business
- Size, scope, culture of the client
- Quality of work
- Depth of talent-both side
- Commitment to deliver
- Specialization
- Mixed remuneration models
- Brand P&Ls

**Facts**  
**Paper Rhyme Communication Group**

**Companies:**

- Advertising (Professionals: 40)
- Paper Rhyme Public Relations (3)
- Paper Rhyme HealthCare

Picture of its vision

**Facts**  
**Paper Rhyme Communication Group**

**Companies:**

- Advertising (Professionals: 40)
- Paper Rhyme Public Relations (3)
- Paper Rhyme HealthCare
- Advertising (Professionals: 40)
- Advertising (Professionals: 40)

**Group has stakes in:**

- Chhapaghar Printing Press
- Financial Excellence Limited

**Awards:**

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

**Our Strength**

- Our people is our strength, senior team members have work experience of an avg. of 12+ years
- Trained abroad
- Worked with MNCs
- Media planning tool
- Nation wide activation capacity
- Extensive PR exercise

Picture of its Awards and Strength

## Why Paper Rhyme?

Let's get back to our basic philosophy—the lost world of advertising—an idea with relevance, originality and impact from a creative mind—to the sharp edge of a pencil, to the nib of a pen, to the soft head of a brush. Machines would merely serve men; men would lead machines to execute concepts and thoughts from brain to paper. And everything from an advertising agency would be a unique execution, a canvas full of human touch with a mixture of arts and science, men and machine. This is what we call Paper Rhyme.

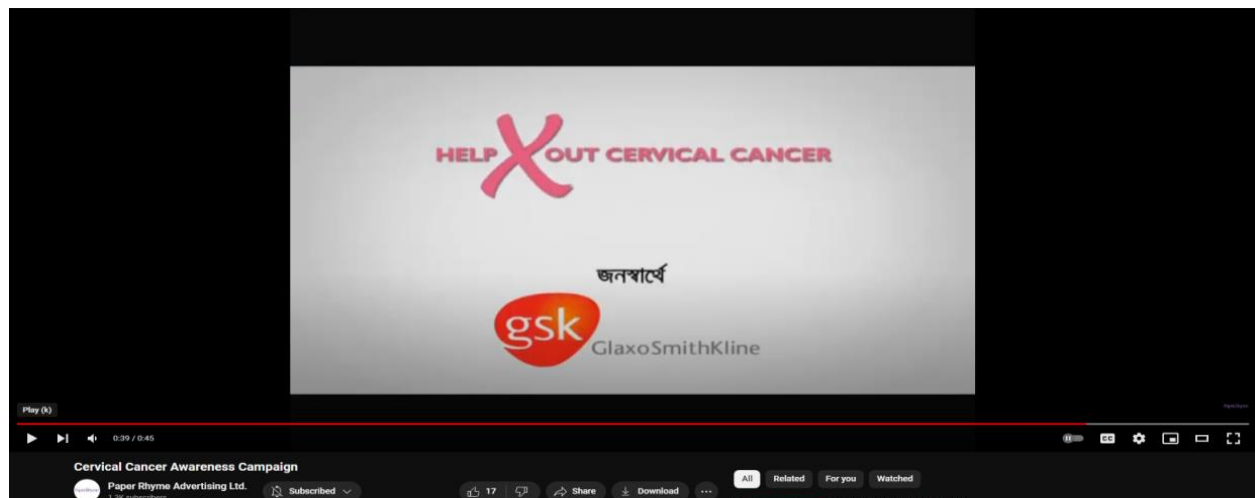
## Vision

Paper Rhyme will thrive to offer its clients a one stop total creative, media and activation solutions—from strategic brand planning and the development of powerful creative to an efficient implementation of campaigns with the highest possible media and public relation coverage

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- Understanding clients business
- Size, scope, culture of the client
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Picture of its Vision and consideration



Picture of Cervical Cancer Ad by *Paper Rhyme Advertising Limited*