

**Report on**  
**Internship Experience at the Social Communication**  
**Department of Expressions Ltd.**

**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 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 at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name and Signature:

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### **Approval**

The internship report titled “Internship Experience at the Social Communication Department of Expressions Ltd.” submitted by Peyal Chowdhury (19103070) of Spring, 2023 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts in English and Humanities.

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## **Acknowledgement**

First of all, I want to express my heartfelt gratitude to my thesis supervisor Dr. Abu Sayeed Noman for his valuable support and guidance throughout my academic journey at BRAC University. Noman Sir's profound knowledge, teaching technique, and unwavering encouragement have been invaluable to me. The literature courses that I did under him have been a tremendous learning experience for me and have broadened my perspective and worldview to a great extent.

Secondly, I would like to thank the director of the Social Communication Department of Expressions Ltd., Tropa Majumder, who has been an inspiration to me since the first day of my internship journey. I feel really privileged to closely work with such a talented individual like her. Her profound knowledge and understanding regarding the media industry and vast experience of being in the social communication and creative industry for more than two decades have been a great inspiration to me from the beginning of my internship period. I feel so blessed to work under her mentorship and learn from her profound understanding and experience in the field of communication and media.

Thirdly, I would like to extend my gratitude towards all my team members from the social communication department of Expressions Ltd. I have been really lucky to have such cooperative team members in my very first professional experience. My seniors at the workplace were so welcoming throughout the journey and made me feel like a valuable team member from the very beginning.

Last but not the least, I would like to thank my family for supporting and encouraging me throughout my academic journey. The love and constant support of my family members have been a motivation to me throughout.

## Introduction

I have always been fascinated seeing the role media plays in our society starting from shaping our opinions and behavior to influencing how we think and feel. Choosing Media and Cultural studies as my area of concentration in university has given me the opportunity to explore the vast horizon of media and I thoroughly enjoyed it. Since my degree requires an internship, I joined the Social Communication department of Expressions Ltd, which is a leading advertising agency in Bangladesh, as an intern in my final semester. The internship experience in Expressions Ltd has been invaluable for me in terms of my personal and professional development, allowing me to practically apply the knowledge I gained as a Media and Cultural Studies major student at BRAC University.

Expressions' Social Communication department works in collaboration with the Government of Bangladesh, various NGOs, INGOs, and donors meeting the service requirements in planning, designing, producing, monitoring, and evaluating Social and Behavior Change Communication Campaigns. Social and Behavior Change Communication can play an important role by communicating positive behavioral change and empowering individuals, communities, and societies. By effectively communicating positive social behavior, Expressions Ltd.'s Social Communication Department has been contributing to bring about a positive social change throughout Bangladesh.

My background of liberal arts education has shaped my critical thinking skills, which have been instrumental during my internship at Expressions Ltd. The interdisciplinary nature of my degree program provided me with a vivid understanding of various subjects, which enabled me to approach complex challenges from multiple perspectives. Furthermore, the emphasis on

effective communication, research skills, and analytical thinking in my degree program empowered me to critically evaluate information and communicate with various stakeholders of the organization. The liberal arts and humanities foundation has provided me with the necessary tools to navigate the dynamic and fast-paced media industry, allowing me to excel in my internship role and contribute meaningfully to the organization's objectives.

As a media and cultural studies major, I've done many courses including, Writing for Print Media, Cultural Studies, Editing, Translation, Copywriting, etc., that prepared me for the practical challenges of working in the media industry. For instance, from the copywriting course, I have vividly learned the process of writing compelling and persuasive copies and I integrated the skills successfully during my internship period in preparing SBCC materials for various clients engaged in the development sector including UNICEF Bangladesh, UNFPA, SurjerHashi Network, World Vision, Oxfam, etc. The course Writing for Print Media also came in handy during my internship period as I wrote several press releases for media coverage, according to clients' and internal requirements, which were published in prominent print media of the country. Besides, the course Cultural Studies - Theory and Practice has provided me with an understanding of how culture shapes the communication and development sector and our overall understanding of the world, which has assisted me greatly in developing culture-sensitive SBCC materials. The courses on editing and translation were also helpful as I often had to review and refine various SBCC materials maintaining accuracy and consistency in language and tone of communication during my internship period. Finally, there are a lot of other courses including history courses, social science courses, and literature courses that I have done as a student of the Department of English and Humanities have widened my worldview and made my professional experience easier.



Overall, my internship experience at Expressions Ltd has provided me with a significant learning experience, allowing me to apply my theoretical knowledge practically in real-life situations. In this report, I will write elaborately about the roles I've played, the practical knowledge I've gained, and the opportunities I've been exposed to during my four months of internship period at Expressions Ltd.

## Chapter 1

### About Expressions Ltd.

# expressions

Expressions Ltd. is one of the leading advertising and social communication agencies in Bangladesh. Expressions started its operations back in 1993 with a mission of creating relevant and memorable communication that would have a long-lasting impact on people's minds.

EkusheyPadak Laureate Ramendu Majumder is the founder of Expressions and he has been serving as Managing Director of the organization till date. The organization is registered under the Register of Joint Stock Companies Bangladesh [No- C- 23323(1728)/93]. The organization has been dedicatedly providing creative marketing and social communication solutions to its clients for more than 30 years now.

Being in the service business industry for more than two decades, Expressions has gathered valuable experiences which have set itself apart from its competitors. Especially Expressions has accumulated vast experience in the social communication sector over the years that has made it one of the major social communication agencies in the country. It had its advent in the social communication department with its social communication wing in 1998. Since its advent, it has been providing a number of national and international development organizations with solutions to their communication needs and bringing about positive change in the country by raising awareness regarding various social issues including education, health, poverty, etc.

Expressions Ltd is proud to have experienced and talented professionals who work passionately in the industry and deliver quality solutions to clients' requirements. It has its internal creative team which includes copywriters, graphic designers, photographers, artists, and illustrators who have excellent knowledge in their respective fields. The social communication department is also full of talented individuals who have good expertise in the social communication sector. It also has an internal media department that provides clients with all sorts of media and PR support. Last but not the least, it has an events and digital wing to provide the clients with any kind of event implementation and digital communication services.

### **Vision of Expressions**

Expressions Ltd. is one of the leading social communication agencies in Bangladesh, with a vision of continuing its tenure of success and carrying out its reputation above and beyond. The organization has valuable experience of years of working in the social communication department providing various national and international development organizations and government organizations with effective communication services. Expressions envisions to keep on delivering quality communication services to its clients. The firm has a talented team of experienced professionals as well as young individuals, working hand in hand combining valuable experience and fresh perspective. To achieve its vision, Expressions is updating and improving its services and process with time to meet clients' requirements. It is also continuously updating itself with innovative technologies so that quality services can be provided considering the time period of continuous technological innovation. With creativity and innovation, Expressions wants to tighten its grasp in the commercial sector too. It wants to attract more commercial clients in the future and become a prominent name in the commercial sector too.

## **Mission of Expressions**

The core mission of Expressions is to understand the people and to make effective communication that lasts for a long time with people bringing about a positive change in their lives. Understanding people is the backbone of any kind of communication or advertising. Social communication is also about connecting with people so that the impact of the message delivered remains with the people for a long time. A deeper understanding of people for whom a particular communication campaign is addressed can also help to be relevant to the target audience and the social context, and be impactful for a long period of time. With this mission of having a deep understanding of the target audience first, Expressions Ltd. is an agency that is solely focused on research. Its creative department is full of talented individuals who always research new trends and are critical of what they are producing. Also, the social team and the commercial strategic team is full of energetic people who keep on researching consumer behavior, and innovative strategies to implement communication campaign through various techniques including focus group discussion, survey, market analysis, and other qualitative research techniques. Throughout its over 30 years of tenure, it has empowered people by developing communication materials that helped people to make informed decisions and bring about a positive change in their lives as well as the society they are part of. The organization wants to keep empowering more and more people to make informed decisions and to create more and more meaningful communication materials for clients that would bring positive social change.

## **What Expressions Ltd. offers**

### **Production for Print Media**

- |   |   |
|---|---|
| <input type="checkbox"/> TV Commercials | <input type="checkbox"/> Interactive programs   |
| <input type="checkbox"/> Documentaries  | <input type="checkbox"/> TV and Radio Magazines |
| <input type="checkbox"/> Talk shows     | <input type="checkbox"/> Drama serials          |
| <input type="checkbox"/> Radio Spots    | <input type="checkbox"/> Films                  |

### **Media Planning and broadcasting/Campaign Implementation**

- |   |  |
|---|--|
| <input type="checkbox"/> Media strategy | <input type="checkbox"/> Projection of cinema slides                 |
| <input type="checkbox"/> Media plans    | <input type="checkbox"/> Airing of TV commercials in cinema halls    |
| <input type="checkbox"/> Session plans  | <input type="checkbox"/> Airing/broadcasting in Radio and TV channel |

### **Event Management**

- |  |   |
|--|---|
| <input type="checkbox"/> Interactive Popular Theatre | <input type="checkbox"/> Advocacy Campaigns |
| <input type="checkbox"/> Launch Ceremonies           | <input type="checkbox"/> Cultural Program   |
| <input type="checkbox"/> Award Giving Cerremony      | <input type="checkbox"/> Press Conferences  |
| <input type="checkbox"/> Advocacy Campaign           | <input type="checkbox"/> Puppet Shows       |
| <input type="checkbox"/> Press Conferences           | <input type="checkbox"/> Workshops          |

## Graphic Designing for Print Media

- |                                       |   |   |
|---------------------------------------|---|---|
| <input type="checkbox"/> Press Ads    | <input type="checkbox"/> Diary                | <input type="checkbox"/> Leaflets           |
| <input type="checkbox"/> Magazine Ads | <input type="checkbox"/> Writing pads         | <input type="checkbox"/> Newsletters        |
| <input type="checkbox"/> Brochures    | <input type="checkbox"/> Class routines       | <input type="checkbox"/> Posters            |
| <input type="checkbox"/> Bunting      | <input type="checkbox"/> Information booklets | <input type="checkbox"/> Reports            |
| <input type="checkbox"/> Calendars    | <input type="checkbox"/> Letterheads          | <input type="checkbox"/> Stickers           |
| <input type="checkbox"/> CD covers    | <input type="checkbox"/> Flashcards           | <input type="checkbox"/> Training manuals   |
| <input type="checkbox"/> Danglers     | <input type="checkbox"/> Flipcharts           | <input type="checkbox"/> Training materials |
| <input type="checkbox"/> Dispensers   | <input type="checkbox"/> Festoons             |   |

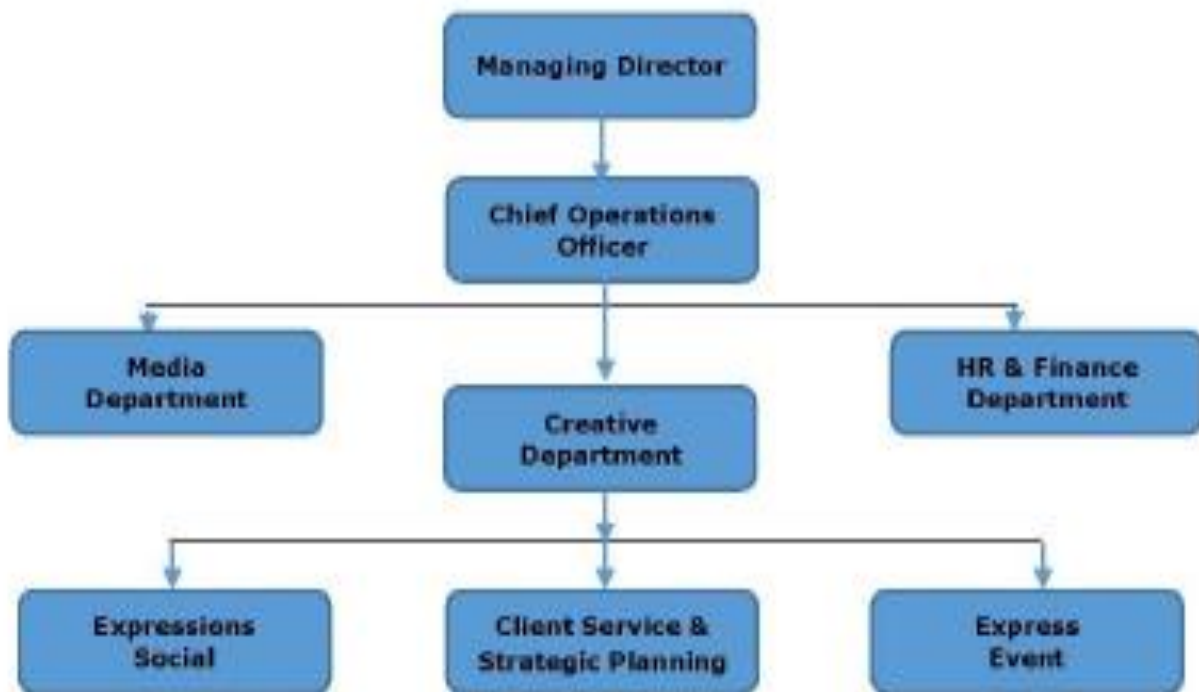
## Outdoor

- |                                      |  |                                       |
|--------------------------------------|--|---------------------------------------|
| <input type="checkbox"/> Billboards  | <input type="checkbox"/> Festoons      | <input type="checkbox"/> Shop signs   |
| <input type="checkbox"/> Banners     | <input type="checkbox"/> Mobile vans   | <input type="checkbox"/> Tri-visions  |
| <input type="checkbox"/> Bus paints  | <input type="checkbox"/> Mega signs    | <input type="checkbox"/> Uni-poles    |
| <input type="checkbox"/> Wall paints | <input type="checkbox"/> Neon signs    | <input type="checkbox"/> Tin plate    |
| <input type="checkbox"/> Bell signs  | <input type="checkbox"/> Rickshaw-vans | <input type="checkbox"/> Digital Sign |

### Regional Tie-ups of Expressions

Expressions has strategic alliance with O & E Advertising which is one of the leading Sri Lankan advertising agencies that provides comprehensive creative and technical support. It also has a tie-up with one of the leading Indian advertising agencies, Mudra Communication. It also has an association with Network advertising and Situation Advertising in Mumbai India. Last but not least, Expressions is the associate of Bangladesh of Media South Asia (Pvt) Ltd and Nepal and Pace (Pvt) Ltd of Pakistan, which are two prominent media placement agencies.

### An Organogram of Expressions



## **Functional Departments of Expressions**

Expressions Ltd. has some well-organized functional departments which are managed by experienced professionals. These functional division has been introduced by Expressions to ensure comprehensive communication services according to client's various requirements. It has departments including Creative Department, Social Communication Department, Strategic Brand Communication Department, Media Department, Event Management, HR and Finance Department, and a full-fledged Digital Department. Although Social, Events, and Strategic Brand Communication departments are independent departments, all of the functional department work in collaboration to provide exceptional solutions to clients.

## **Social Communication**

The Social Communication Department of Expressions Ltd. is the heart of Expressions Ltd. It is already one of the prominent social communication service providers in the country. With the growing need for effective mass communication for development organizations to raise awareness regarding various social issues, Expressions started its social wing in 1998. Since then, it has been an exceptional social communication department with talented and experienced professionals to deliver effective communication services to government bodies, NGOs, and various development organizations. Its core clients include-

- UNICEF Bangladesh
- UNFPA
- USBCS
- Dhaka City Corporation CASE Project
- UNDP Bangladesh
- Winrock International



- ILO (International Labor Organization)
- Care Bangladesh
- GAIN (Global Alliance for Improved Nutrition)
- SurjerHashi Network
- USAID
- IDCOL (Infrastructure Development Company Limited)
- Marie Stopes Bangladesh
- Swisscontact
- OXFAM International
- Transparency International Bangladesh (TIB)
- Vital Strategy
- Department of Forests (Strengthening Regional Cooperation for Wildlife Protection) SRCWP Project
- Department of Family Planning
- Plan International
- Save the Children
- DTCS (Dhaka Transport Coordination Authority)
- Relief International
- Sudukkho
- International Organization for Migration
- JHPIEGO
- Department of Agriculture Extension (DAE)

Working alongside these valuable clients, Expressions has gathered vast experience in developing Social Behavior Change Communication (SBCC) communication materials to raise awareness regarding various social issues including health, education, poverty, inequality etc.

### **Strategic Brand Communication**

Strategic Brand Communication (SBC) is the commercial wing of Expressions providing various brands with commercial marketing solutions. Expressions Ltd. believes that brands can play a significant role in the overall economic prosperity of a country by inspiring people to be enterprising and self-actualizing. Expressions started its Strategic Brand Communication Department with a view to helping the brand grow its impact in the consumer market. SBC offers all kinds of brand solutions including media planning, market analysis, innovative marketing strategies, managing clients' brand identity, etc. SBC has an energetic team of young and experienced professionals who are solely focused on research to provide the clients with two-way communication with their clients incorporating the contemporary techniques and trends in the brand marketing world. SBC incorporates the IEO process for brand communication which starts with the target audience that the brand is centered on and goes through extreme strategic processes to understand factors that influence their brand choices. SBC's effort to understand the consumers' behavior and nuances through rigorous research and strategic process, sets it apart from its competitors. The services provided by SBC to various brands are as follows-

- Development and execution of advertising campaigns
- Brand management (Identity, Market Feedback, Goodwill, Top-of-mind)
- Integrated marketing including Point-Of-Sale (POS) promotions

- Market Research & Analysis
  
- Billboards and Hoardings
  
- Public Relations & Event management

The core clients of SBC include IFIC Bank, Sevoy, Pran, TVS Motors, Bengal Plastics, Partex Beverage Ltd., ACI Limited, etc. The department aims to expand further in the future with existing and new clients delivering quality brand solutions in all major mediums.

### **Event Management**

With the growing demand for BTL (below-the-line) event management, activation, and planning solution, Expressions Ltd., started its event management wing named Express Events. Since its inception, it has been providing excellent event management, activation and planning, and various event-related communication materials development services to various government and non-government organizations. Its core clients include Oxfam, UNICEF, IFIC Bank, GIZ, Care Bangladesh, and others. Although Express Event is an independent wing of Expressions, it works in collaboration with other departments of Expressions including Social Communication and Strategic Brand Communication providing different clients with high-quality event implementation services that leave a long-lasting impact on the target audience. Express Events is also full of creative and skilled professionals. It has a balance of young energetic individuals who are ready to undertake any sort of challenge and experienced professionals who have valuable experience to manage any service related to event management.

**Express Media**

Express Media is the in-house media department that provides clients with media planning and buying solutions. Nonetheless, the department has now started operating independently, attracting new clients independently who need media and PR support. With the increasing demand for media support for successful advertising and social communication campaigns, Expressions has been operating its dedicated media department since its inception with its skilled and experienced team. Express Media has excellent expertise to provide media buying and planning services to clients to have maximum impact on their advertising or social communication campaigns.

**Digital Expressions**

Digital Expressions is the newest independent sister concern of Expressions Ltd. which has been launched with a view to catering to the growing need for digital marketing solutions of clients. Expressions Ltd. recognizes the significance of digital platforms in today's world of technological revolution and digitalization. Hence, with the goal of providing clients with all kinds of digital solutions including website development, digital advertising, content creation, social media management etc., the digital wing of Expressions Ltd., Digital Expressions was created. Although Digital Expressions is a completely independent department, it also works in collaboration with other prominent departments of Expressions Ltd. including Social Communication and Strategic Business Communication. Like all other departments, it also has talented and experienced professionals who have deep understanding of contemporary digital trends and technologies.

## **Creative Department**

The creative department is the heart of Expressions Ltd. as it is the department behind all of the successful communication material development. The department is divided into two segments; one is Copy where all the creative ideas of communication are developed and the other one is Design where the ideas are put into designs of communication materials according to clients' requirements. The copy section is full of talented individuals who are not only passionate about the innovative ideas they are producing but also are critical of what they are producing. The design department is also full of talented professionals who have years of practical knowledge regarding designing communication materials.

## **Social and Behavior Change Communication**

Social Behavior Change Communication is a communication approach that is based on reinforcing positive behavior through effective communication to raise awareness regarding various social concerns. In other words, it is about the “utilization of marketing theories and techniques to influence behavior in order to achieve a social goal.” (Smith 6) It is quite similar to commercial marketing except for the fact that the aim here is not increasing sales rather SBCC is about bringing change in behavior that will result in positive social change. For example, raising awareness about cervical cancer, breaking the taboos behind it, and encouraging women to get tested and take vaccination to prevent cervical cancer.

The fundamental idea of Social and Behavior Change Communication is based on the fact that “marketing is an exchange.” (Smith 3) If any behavior is to be changed people need to get something in exchange for that, it can be “security, information, an image, a feeling of belonging, or whatever it takes.” (Smith 14) Many development organizations around the world work in underdeveloped and developing countries to remove discrimination, poverty, and any forms of inequality, reduce health concerns, and ensure fundamental rights to people all around the world to make the world a better place to live. To implement any sort of communication that involves in change in behavior, Social and Behavior Change Communication strategy is necessary.

## Chapter 2

### Internship activities

During my internship period, I was engaged in diverse range of activities directly and indirectly. The activities include writing proposals to prospective clients, financial budgeting for proposals and for existing clients, managing vendors, client servicing, writing copies to be used in various communication materials, editing reports, providing translation to scripts, copies, synopsis, or any other communication materials, implementing events, gathering media coverage, writing news articles and others. All of these activities have allowed me to gain detailed understanding about the development procurement section works and equipped me with valuable practical knowledge which will be of great help for my future endeavors. The description of the job roles I played during the internship period is as follows-

#### Writing Proposals

Writing Proposals to potential clients was one of my major responsibilities during my internship period at Expressions Ltd. Proposal writing is a major part of an advertising agency's business development as it involves reaching out to potential clients and showcasing the company's capabilities to provide the required services. Since I've worked in the Social Communication department, the potential clients I've reached out to by writing proposals were mostly NGOs, INGOs, and government welfare organizations.

To write proposals, I had to research and gather necessary information about the organization/s, to whom I'd write the proposal, and have a concrete understanding of the social issue that the organization/s is working on, understanding what has already been done in the past and finally

outlining the project output, making viable timeline and describing the methodologies through which we will be delivering the deliverables required. Since, the social communication sector maintains a transparent procurement and supply chain system, NGOs, INGOs or other welfare organizations publish their requirements and the deliverables they want to outsource, transparently in various mediums including newspapers, online sites like Bdjobs, Tender Bazar, etc. We, as a social communication agency, write proposals or submit Expression of Interest to prospective clients against their published requirements.

The key process through which I managed to write proposals was research. After finding a prospective client, or finding a Request for Proposal in which the client's requirement is descriptively written, I had to research on the social issue the RFP is concerned. I had to find out what has already been done by the following or any other organization and what the following organization is going to do regarding the issue. Proposals usually comprise at least three or four sections including, an introduction and understanding of the issue, how the agency can help, methodology, relevant previous experience to prove credibility, and financial proposal.

Everything other than financial proposal can be categorized as technical proposal. I primarily worked to write strategic technical parts of the proposal, nonetheless, with time I learned financial quotation preparation from my seniors and worked too on financial proposal preparation during the later part of my internship.

Proposals start with a brief introduction where a thorough understanding of the requirement regarding the social issue the following organization is aiming to work with is required. There have been many proposals I've worked on so is there many social issues that I had to research about to understand the whole scenario and then put it in proposals. The social issues include gender-based violence, climate change, maternal mortality, violence against children, Rohingya



crisis etc. After having a concrete understanding of the issue, I briefly write about the issue and what the organization is doing regarding the issue and briefly summarize what is required.

Afterward, I'd write about how Expressions Ltd. Can help with the implementation of communication campaigns and development of communication materials with its prior experience of working in the social sector for more than two decades. I also list similar work experiences and some sample creative content from the company's archive to add to the credibility of the proposal. Lastly, for the introduction part, I'd add the organizational overview to let the prospective client about the organization's strengths. After I am done with writing a brief introduction, I start writing the methodology part which is more strategy and planning oriented. In this section, I have to come up with strategic solutions to develop various communication materials like banner, poster, audio-visual content, static content, etc., and to implement planned activities including SBC campaign to raise awareness among the targeted niche. Also, I would need to prepare the timeline of the deliverables to be deliverable to be developed, mostly I would prepare a Gantt chart for it. Even, I might add some creative content to the methodology section to give a glimpse of what is going to be implemented.

After writing a detailed methodology section, I had to do the financial part. For this, I would ask for quotations from different vendors for the materials we are going to outsource. And, I have to find out the cost from the previously developed costing chart, which may vary according to deliverables, for the creative solutions we can develop in-house. To prepare a competitive financial budget, I had to research the market costs, consider the materials, personnel, and resources required and take into account the unusual expenses. Once I'm done drafting both the

technical and financial parts, I would provide it to my senior to check if everything I wrote in the proposal is feasible. I would refine the language or change anything that anything needs to be changed according to my experienced seniors' suggestions. During my internship period, I wrote a lot of proposals to various NGOs, INGOs, and government organizations including, UNICEF, Winrock, Oxfam, Jhpiego, etc. Among all the proposals I've written, a few proposals including, Oxfam's "Influencing Rights for Rohingya Campaign", Video documentary development for Jhpiego, etc. had been successful as my organization got to work with the following clients. Writing proposals on different issues has surely enhanced my research capability and through the process, I've practically learned to build strategic and creative communication solutions for the social communication sector.

### **Financial Budgeting**

Financial proposal contains the tentative budget to develop the required communication materials or implement the required communication campaign or sometimes both. It is the most important part of the whole proposal after technical proposal or sometimes more important than technical one. To evaluate the feasibility of the proposal and to implement the project successfully, if the proposal is approved, a realistic budget is mandatory. Financial quotation is also required while developing communication materials for the existing clients who have Long Term Agreement (LTA) with the farm. I've got a better understanding of financial planning, project management, and budgeting through this process.

## **Vendor Management**

Vendor management was another one of my job responsibilities during my internship period which includes communicating with vendors who provide printing production services, getting financial quotations from them, and ensuring the quality of the materials being produced through effective coordination. It also includes hiring professionals including report writers, photographers, campaign coordinators, audio-visual director, video editors, etc. for different assignments and coordinating with them to produce the required communication materials. This particular job responsibility allowed me to communicate with people from various backgrounds and enlightened me with a broad understanding of project management.

## **Client Servicing**

Another major responsibility of mine during the internship period was client servicing which includes communicating with clients from the project's inception to end, understanding their requirements, and delivering the deliverables accordingly. During the first month of my internship period, I was more of an observer and I polished my interpersonal and soft skills seeing my seniors to be able to a good communicator. I attended many meetings regarding feedback, pre-bid meetings, pre-production meetings with clients along with my seniors, which worked as a ladder to the communication I had to manage in the following three months.

I primarily worked with the clients of my seniors until my director assigned me to deal with one of our clients Surjer Hashi Network. Since Surjer Hashi Network signed a Long-Term Agreement (LTA) with our organization regarding the development of their communication materials, I had to communicate with the client on a regular basis developing different communication materials including newsletters, brochures, social media static content, calendar,

photoshoot, and others. During my internship period, I developed two of Surjer Hashi Network’s newsletters, Calendar, several social media static content, a brochure, and a few other communication campaign materials. My key role here was to share previous work experience with the client to prove the company’s capability to develop communication materials, take briefs from clients, share the brief with the creative department, recheck copies, and make sure copies are appropriate to the client’s niche, incorporating feedbacks and finally delivering the deliverables to the client. Attached are some of the key communication materials I developed for Surjer Hashi Network-



Figure: SHN Newsletter 4<sup>th</sup> Edition



Figure: Surjer Hashi Network Calendar-2023



Figure: SHN Newsletter 5<sup>th</sup> Edition

Another key client I have indirectly worked with is UNICEF. UNICEF is another one of our clients who have Long-term Agreement (LTA) with Expressions Ltd. Since my seniors at the workplace work with different clients, as an intern, I was exposed to all of their work and assisted them in many projects. I got to work with several projects initiated by UNICEF in collaboration with different ministries and government bodies including the Ministry of Child and Women Affairs, the Department of Social Services (DSS) etc. The key responsibilities I played here were client servicing of communication material development, client servicing of Public Service Announcement (PSA) production, client servicing of event implementation, client servicing media coverage gathering, foreseeing shoot etc. The roles I played include communicating with clients, understanding their requirements, briefing the internal departments about client's requirements, validating the creative contents, assuring the creative contents produced aligned with clients' requirements, gathering the deliverables, and delivering the deliverables in time, etc.

Apart from Surjer Hashi Network and UNICEF, I also worked directly with other clients including USBCS, World Vision, UNFPA etc. Nonetheless, client servicing is not just about communicating with clients. A list of responsibilities I have undertaken which falls under client servicing are as follows-

**Client Brief-** After getting the contract signed with client for the required communication material development, the first task would be to get a brief from the client or have a thorough understanding of the project by communicating with the respective client. During my internship period, whenever I took briefs from clients' I made sure all information regarding the project is noted or recorded. I also made sure I had a clear understanding of the objective of the

communication materials to be developed, the target audience it is addressed to, and the specific output of the project.

**Creative Brief-** Creative brief is the brief to the internal creative department, both copy and design, after having a brief understanding of the assignment from the client. This is one of the crucial steps in developing communication materials as based on the creative brief the communication material will be developed. Working through this process surely developed my interpersonal skills greatly.

**Creation of Creative Concept-** According to the brief provided, copywriters produce content like jingle, audio-visual script, mnemonic, campaign tagline, copy for various materials etc. As a team member from the client servicing department, I would monitor the process and make sure the copy written or the content created is according to the client's brief.

**Development of Design and Layout-** After the copy is finalized by communicating with client, designers would develop the design according to the client's design requirement. As a team member from client servicing department, my job would be to monitor the process and make sure the communication materials are designed according to the client's requirements and the designs suit the target audience.

**Foreseeing Shoot-** Nonetheless, if it's an audiovisual creation, the process would be a bit different. The creative concept would directly go to the production house which would be responsible for shooting the entire audio-visual according to the creative concept. During my internship period, I went to foresee two Public Service Announcement (PSA) shootings which were of one of my seniors' projects. Here my responsibility was to ensure the shooting is being

done according to the script and according to clients' other requirements regarding costume, setting, etc.

#### About Sports for Development (S4D) PSA

Sports for development (S4D) was an initiative of UNICEF to make children, adolescent, young, community members, policymakers and mass people aware of the importance of sports for development. Expressions Ltd. was responsible for developing all the communication materials, including a Public service Announcement, for the project.

Link to the Sports for Development PSA-

[https://drive.google.com/file/d/1Q65qWwNFIQro\\_l3PY4K0\\_QHrIW\\_szxkP/view?usp=sharing](https://drive.google.com/file/d/1Q65qWwNFIQro_l3PY4K0_QHrIW_szxkP/view?usp=sharing)

#### About Social Work Day Celebration PSA

Social Work Day Celebration was an initiative of UNICEF to celebrate Social Work Day in Bangladesh in collaboration with the Ministry of Children and Women Affairs (MoWCA). Expression Ltd. was responsible for developing all the communication materials, including a Public service Announcement, for the project.

Link to the Social Work Day PSA-

[https://drive.google.com/file/d/1v6\\_dwWOnkR9jOhPsxCSjTIULG9kg0Lcz/view?usp=sharing](https://drive.google.com/file/d/1v6_dwWOnkR9jOhPsxCSjTIULG9kg0Lcz/view?usp=sharing)

**Client's Feedback Incorporation-** After an initial design is created with the copy, the design is sent to the client from the client service department. All necessary feedback or comment from the client's end would later be incorporated. Finally, if the material is approved from client's



end, as a representative of the client servicing team, I will contact the print production manager and send the soft copy of the material for production, in case of print production materials.

**Monitoring Production Phase-** Another one of my job responsibilities as a representative of the client service department was to monitor the production process by communicating with the production manager and ensuring the production of quality materials. Lastly, after the production is ready, the deliverables are handed over to the client.

**Billing-** Finally, after completion of the assignment, bills are to be submitted to clients. As part of my job responsibility, I learned how to prepare bills in specific formats of Expressions and later did billing for the projects I undertook.

### **Copywriting**

Writing copies is one of the major aspects of Behavioral Change Communication as effective copies stick to people's minds and various social issues can be resolved through effective copies. As I've worked in the client servicing department, my job wasn't directly writing the copy rather, my job was checking if the copy written is appropriate to the client's brief, appropriate for the target audience, and if it aligns with the culture, then sending it back to client, incorporating feedbacks etc. Nevertheless, during my internship period, there were some instances when my seniors asked me to write copies for various assignments for various clients. Although those copies were checked and sometimes rephrased by expert copyeditors. I feel privileged for getting the chance to write copies to be used as key communication materials of various development organizations. Some copies of different communication materials for SurjerHashi Network's Cervical Cancer Campaign that I have crafted are as follows-



Figure: Copies I wrote on the demo procession of Surjer Hashi Network's Cervical Cancer Campaign

The process of developing copies from client servicing end starts with understanding the client's brief and ends with delivering the designed materials to clients and making sure the materials communicate the issue properly to the target audience and meets client's requirements. This involves working closely with the clients and, at the same time, with the creative team. After getting a full-fledged brief from the client about what is required, I'd brief the creative department about the assignment. I'd monitor the team the whole time and see if the copy being written is culturally appropriate, meeting client's requirements and communicating the intended message to the target group effectively. I'd also check if the copy written is grammatically correct, if the copy has any typing error, or if the copy has any sort of inconsistency regarding

language. I'd give suggestions to the copy editor if I find something that should be changed.

After the copy is written, I'd do the same monitoring during the design procedure. I'd make sure the design, color theme, letter font, etc. are according to the client's requirement and go with the message the copy is conveying. And, finally, I'd send the design to client. Through this process of working in a client servicing department, I have surely gathered a unique perspective on the process of generating effective copies.

### **Editing**

Another key responsibility of mine during the internship period was editing. I was involved in editing reports of various reports of workshops, and campaigns to be sent to different clients. My responsibility for editing was about reviewing the reports, ensuring there is no grammatical mistakes, ensuring a uniform tone and style had been maintained throughout, ensuring consistency and clarity of the report, etc. Besides editing reports, I was also responsible for reviewing and editing various SBCC copies written for different projects drafted by the copywriters.

The very first report I edited during my internship period was a report on the Sports for development campaign which was a project of one of Expressions' social wing's prominent clients UNICEF. I have also edited the "Training of Trainers of Community-Led Child Protection in Bangladesh" workshop report of UNICEF and "National Agriculture Technology Program- Phase II" (NATP- 2) project report of the Department of Agriculture Extension (DAE).

## **Translation**

I was also involved in translating various communication materials, Audio-visual scripts, subtitling, etc. Since Bengali is the national language of Bangladesh and mostly our client's target audience is Bangladeshi, most of the communication materials we developed for our clients are in Bangla. Nevertheless, since most of our clients are international clients, we had to provide the clients with the translation of the communication materials. During my internship period, I translated many synopses, audiovisual scripts and did subtitling of several audiovisual contents.

## **Managing Media Coverage**

Getting media coverage is one of the significant aspects of implementing a successful communication campaign. As part of my job responsibility, I was also engaged in managing media coverage, in collaboration with our internal media team, of different events of our clients. As an intern, I worked on UNICEF's workshop on "Training of Trainers of Community-Led Child Protection in Bangladesh" or the JOL workshop, of which I had to manage media coverage along with other assignments. My responsibility here was communicating with different media in collaboration with the media department, drafting press releases, accumulating video footage from internal videographers and video-editor, sending all the materials to media department for internal media department, collecting references or links to the news coverage, and sending them to the client. The process helped me learn the media buying and public relation procedure thoroughly.

From: Peyal Chowdhury <[peyal.expressions@gmail.com](mailto:peyal.expressions@gmail.com)>  
 Date: Tue, Feb 7, 2023 at 4:50 PM  
 Subject: Media Coverage and Photographs of Journey of Life workshop  
 To: Elisa Calpona <[ecalpona@unicef.org](mailto:ecalpona@unicef.org)>, Md Kazi Alom <[malom@unicef.org](mailto:malom@unicef.org)>, Md Raihanul Haque <[mrhaque@unicef.org](mailto:mrhaque@unicef.org)>, <[dkhan@unicef.org](mailto:dkhan@unicef.org)>, Mykal Mondol <[mymondol@unicef.org](mailto:mymondol@unicef.org)>, <[sparvin@unicef.org](mailto:sparvin@unicef.org)>  
 Cc: <[sajal@expressionsltd.com](mailto:sajal@expressionsltd.com)>, Nahid Islam Tusher <[tusher@expressionsltd.com](mailto:tusher@expressionsltd.com)>

Greetings from Expressions Ltd.

We are attaching all the **media coverage** we have received in one mail for your convenience.

List of TV news-

1. Channel i
2. DBC
3. Ekattor TV
4. ETV
5. Channel 24
6. RTV



List of Newspapers with online link-

1. Ittefaq -Page 5  
<https://epaper.ittefaq.com.bd/edition/374/2nd-edition/page/5>
2. Samakal - Page 12  
<https://epaper.samakal.com/nogor-edition/2023-02-06/12>
3. Amader Somoy - Page 11  
<https://epaper.dainikamadershomoy.com/2023/02/06/page-01>
4. New Age - Page 3  
<https://epaper.newagebd.net/06-02-2023/3>
5. Kalbela - Page 2  
<https://epaper.kalbela.com/>
6. Swadesh Pratidin - Page 10  
<https://epaper.swadeshpratidin.com/2023/02/06/index.php>
7. Daily Sun (Page 2)  
[http://www.edailysun.com/home/pre\\_page/2#tab1](http://www.edailysun.com/home/pre_page/2#tab1)
8. Observer (Page 3)  
<https://epaper.observerbd.com/2023/02/07/index.php>
9. Dhaka Tribune (Page 4)  
<https://epaper.dhakatribune.com/?date=2023-02-07&edition=1&page=4>
10. The Business Standard  
Not available online
11. Daily Manab Zamin  
Not available online

Figure: List of Media Coverage of the JOL workshop sent to client

## Writing Press Release

Another job role I had to play during the internship period was to write press release for media coverage. As an intern I wrote the press release for the “Training of Trainers of Community-Led Child Protection in Bangladesh” workshop’s media coverage. As I was responsible for managing media coverage for the following workshop, I monitored the whole workshop and crafted a press release to be sent to different print and visual media. I wrote the press release considering using appropriate format and style of writing press release, specifically using the “Inverted Pyramid” style to organize the news which is about putting the information in order of significance. I drafted the news briefly giving out all the information chronologically according to the significance and making it interesting at the same time as an ideal press release article tends “to strike a balance between making it persuasive enough to get advertising sales result and giving it enough interesting news content.” (Blake 14) The press release of the workshop that I drafted was checked by expert copyeditors and later a Bangla version was made for Bengali print media coverage. Different newspapers later personalized my drafted copy and published it on their online and hard copies.



**Figure : Press Release on different English Print Media Link to the online news-**

Business Standard

<https://www.tbsnews.net/bangladesh/unicef-european-union-mowca-unite-implement-community-led-child-protection-bangladesh>

Daily Observer

<https://www.observerbdt.com/news.php?id=405956>

New Age

<https://www.newagebd.net/article/193676/training-on-preventing-violence-against-children-women-begins>

## **Chapter 3**

### **Integration of Theories and Learnings**

The theoretical knowledge I've gained being a media and cultural studies major at BRAC University has been a great support to me in dealing with practical situations during my internship period at Expressions Ltd. Various major courses I did as a media major student, like Copywriting, Editing, Translation Studies, Cultural Studies and Globalization and Media, have prepared me for the real-world situation and provided me with a profound theoretical understanding of the media industry.

#### **ENG404: Copywriting**

Through the course of Copywriting, I have attained a good understanding of different kinds of persuasive writing which has been greatly helpful while working as an intern in the Social Communication Department of Expressions Ltd. Through the ENG404 course, I got acquainted with the techniques of writing copy for print advertising, brochures, catalogs, press releases and press kits, audiovisual promotion and other advertising purposes. Having prior knowledge regarding the contents of all of these mentioned communication materials and techniques like focusing on the customer, closing with a call to action, stressing benefits etc., has made my job as an intern at the client servicing department very easy.

#### **ENG401: Editing**

The course on editing was also of great help since I had to edit some communication materials including reports of workshops and projects during the internship period. The course improved my theoretical knowledge regarding grammatical errors, punctuation, structures, consistency and



clarity of any kind of writing. I also learned how to convert texts into different formats or styles considering the requirement from the course. Furthermore, I gained fundamental technical knowledge regarding typefaces, layout, design etc. which has been a great support during my internship period.

### **ENG465: Translation Studies**

The knowledge I gained regarding principles and techniques of translation from the ENG465: Translation Studies course was also of great support during my internship period. Since providing translation to various communication materials was one of my job responsibilities, the knowledge I gained from the course proved to be extremely valuable in my workplace allowing me to translate accurately maintaining the same sense and tone in both target language and source language. For instance, I focused on translating sense to sense than translating word to word and doing free translation to make the translation more humanly while I was assigned to any kind of translation work. I incorporated various Compensation strategies to the translations I did during my internship tenure to give the translated text an equivalent effect and conveying the similar meaning and emotion to the target language. The praises I received from clients or my senior colleagues for translating was totally because of this course through which I was exposed to various translation theories and principles.

### **ENG331: Cultural studies: Theory and Practice**

Cultural studies was one of the most interesting courses of my major which has broadened my understating of media and culture to a great extent. This course introduced me to a wide range of media and literary theories which gave me new perspectives and allowed me to be critical of various communication materials that I've been involved in. For instance, I remember doing

extensive research on Laura Mulvey's essay *Visual Pleasure and Narrative Cinema* which provided me with a broad understanding of the role of power dynamics in media representation. Researching through Malvey's insightful theory of the male gaze and objectification of women really broadened my horizon and I used my knowledge by being critical of the related communication materials. Also, researching Jean Baudrillard's theory of hyperreality gave me a completely new perspective regarding subjective reality in the modern world and the role of the media industry in shaping the perception of reality.

### **Conclusion**

To sum up, I thoroughly enjoyed the process of my internship at the Social Communication Department of Expressions Ltd. It has been a great learning experience for me and it has surely added value to my personal and professional growth. Moreover, I closely learned about the process of communication in the development sector, through this brief internship journey. I made up my mind after my internship period that I would aspire to work in the development sector in future. Nonetheless, after my internship, I have started working as an executive of the Social Communication Department of Expressions Ltd. and continuing gaining experience and building on my knowledge of development communication.

## Works Cited

Smith, Bill and John Strand. 2008. *Social Marketing Behavior: A Practical Resource for Social Change Professionals*. Washington, DC: AED.

Blake, Gary, and Robert W. Bly. *The Elements of Copywriting: The Essential Guide to Creating Copy That Gets the Results You Want*. Macmillan USA, 1998.

“Expressions Ltd” *Expressions Ltd*, <https://expressionsltd.com/>.

Appendix



Figure: Banner for Cervical Cancer Campaign of Surjer Hashi Network



Figure: Mnemonics of Cervical Cancer Campaign



Figure: Demo Procession with the communication materials

### ABOUT SHN

Surjer Hashi Network (SHN) has been operating a large number of clinics all over the country providing health and family planning services primarily to the poor and the ultra-poor people. Funded by USAID since 1997, the clinics continued to serve the poor for about two decades under several NGOs. The healthcare providers. Over the decades, GoB service expansion and other NGO initiatives eventually necessitated the need for an optimization exercise by SHN, with the support of the Advancing Universal Health Coverage (AUHC) project of USAID. The exercise identified 134 clinics that could potentially help SHN to become financially sustainable in the future.

SHN currently operates 134 clinics with an explicit mandate of achieving a double bottom-line: health impact by providing quality health services to the low-middle income group and meeting financial sustainability goals. To meet the growing demand for quality health care service among the urban poor, SHN has strategically realigned its focus to more of the low to middle income urban/peri urban population.

Clinics were later consolidated and registered as Surjer Hashi Network (SHN) in 2018 as a not-for-profit entity with a mission to provide quality and affordable health service to all Bangladeshis having mother and child health care in its focus.

When SHN started its journey as a social enterprise, registered under the Companies Act 1994, it inherited 369 clinics from the USAID supported NGO Health Service Delivery Project. Most of those clinics were established in locations where health services at that time were inadequate, characterized by lack of public as well as private

### OUR MISSION

Provide high quality, customer oriented and affordable healthcare to all

Integrity Excellence

Collaboration **VALUES** Ownership

### VISION

Grow into a fully sustainable healthcare social enterprise dedicated to better human lives

Provide Health Impact
 Create Financial Sustainability

### SHN Services

**Advanced/Basic Clinic**

- Pregnancy care (ANC, LMC)
- Delivery services (NVD, C-Section)
- Family Planning (Short term & Long term)
- Child Health (IMC, A/I, Immunization, etc.)
- Adolescent Health
- Reproductive Health
- NCD (Hypertension, Diabetes, etc.)
- Doctor Consultation & Counseling
- Drug Dispensaries
- Lab & Imaging Services (Blood test: HbC, c/s, Urine, etc.)

**Satellite Clinic**

- Family Planning
- Pregnancy Care (Pregnancy checkup)
- Adolescent Health
- Immunization
- NCD (Monitoring and Management)

### HEALTH IMPACT 2020

Service Statistics	Clinic Operations	Service Statistics
MCI: 4,915,250 LCC: 2,295,248 EPI: 848,171 Teleconsultation: 31,219	In-patient/Outpatient/OPD: 134 Clinics (New with SHN) / Advanced 81 / 15 / 38 Capable to provide maternal services: 123 Clinics (New with SHN) / Advanced 72 / 13 / 38	Safe Delivery: 24,511 Normal Delivery: 14,120 C-Section: 9,679 Home Delivery: 713

Figure: SHN Corporate Brochure 2023