

Report on
Fostering Filmmaker's Journey at Hash Films

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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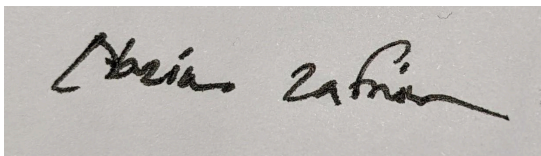
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Declaration

It is hereby declared that -

1. The internship report submitted is my/our original work while completing a 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 that 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.

Student's Full Name & Signature:

A rectangular box containing a handwritten signature in black ink. The signature appears to read 'Nazia Zafrin' in a cursive script.

.....

Nazia Zafrin

21103006

Supervisor's Full Name & Signature:

.....

Dr Mahruba Mowtushi

Assistant Professor

Department of English and Humanities

Brac University

Letter of Transmittal

Dr Mahruba Mowtushi,

Assistant Professor,

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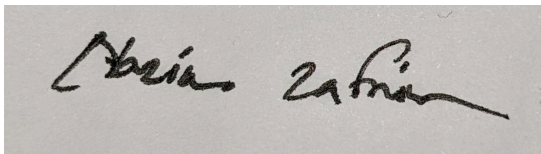
Subject: Internship report on "Journey as an Assistant Producer at Hash"

Dear ma'am,

It is a privilege for me to submit my internship report on "Fostering Filmmaker's Journey at Hash Films Limited" where everything has been covered under your supervision. I have attempted my best to complete the report with valid essential information and recommended hypotheses in an important and fathomable manner.

I trust that this report will meet all the requirements that are needed.

Sincerely yours,



.....
Nazia Zafrin

Student ID: 21103006

Department of English and Humanities

Brac University, Date: 31.08.2023

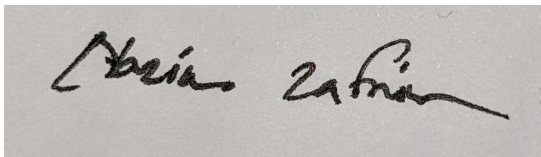
Non-Disclosure Agreement

This understanding is made and entered into by and between Hash Films Limited - Broadcasting and Media Production Company and the undersigned student at Brac University named Nazia Zafrin for the commitment to avoiding the unapproved divulgence of confidential data of the organization.



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Hash Films Limited



.....

Nazia Zafrin

Acknowledgement

I would like to express my heartfelt gratitude to my parents, especially my father, for being my pillar of strength and supporting me throughout my journey. Their unwavering encouragement has brought me to the brink of achieving my goals.

I am also immensely thankful to the dedicated educators at Brac University who have played a pivotal role in shaping my education. Their guidance and wisdom have empowered me to educate myself and excel in my pursuits.

My sincere appreciation to Dr. Mahruba Mowtushi Ma'am, my supervisor during my internship journey. Although I did not have the privilege of attending any of her classes, her exceptional support and cooperation have been invaluable. Her readiness to assist whenever needed has been instrumental in my growth, and I am fortunate to have had her guidance.

Lastly, I am equally grateful to Mr. Hasib Shakil, my supervisor at Hash Films Agency. His friendly and approachable nature created an environment where I could thrive. I thank him for providing me with a platform to channel my time and energy effectively and to allow me to adapt and learn new possibilities.

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Chapter 1

Introduction

Filmmaking is an art. It is a creative and artistic approach. It is a process of creating films with the help of moving images. It has three major stages including pre-production, production, and post-production allocating visual stories through the medium of film. They have been explained elaborately in the chapter "Basic Terminologies of Filmmaking". Making a film is teamwork and every single output that we see on the screen is the result of a collaborative effort to create narratives, documentaries, or visual experiences that intrigue and convey messages to audiences worldwide. The significance of filmmaking in our lives is undeniable. It serves as a powerful tool for communication, entertainment, education, and cultural preservation. Through storytelling, filmmaking connects people emotionally, regardless of their backgrounds or experiences. It offers a shared platform where ideas, beliefs, and experiences can be expressed, explored, and understood. This ability to bridge gaps and foster empathy is why filmmaking is often referred to as a universal language.

The history of filmmaking is an intriguing voyage and plays a remarkable role in today's film industry. The history of filmmaking began in the late 19th century and the first motion picture was captured by Louis Le Prince. The scene he captured was named "*Roundhay Garden Scene*". He used a single-lens camera to capture the scene. Later on, in the 20th century, the journey of filmmaking grew gradually. For example, in 1902, Georges Millies released his first science-fiction adventure film called "*A Trip To The Moon*" which was known for early special effects in it. Deliberately, "*The Jazz Singer*" by Warner Bros, "*Gone With The Wind*", and "*The Wizard Of Oz*" - films by Victor Fleming were some of the golden movies of that period. However, to create a new wave and counter-culture movements with the advancement

in technology Hollywood introduced blockbuster films like "*Jaws*" by Steven Spielberg and one of the most popular movies of all time - "*Star Wars*" by George Lucas.

Apart from the filmmaking industry, people may know that only members who give directions to the camera or people who produce a film are called filmmakers. But the fascinating truth is anyone who works in the film industry is a filmmaker. That can be a light director, gaffers, grips, costume stylist, or anyone who is benefiting on the field to produce a film. People may argue that making a movie is easy but little do they know how many people work behind directing and producing every single drama, movie, or even an advertisement. The answer is surprisingly huge.

Moreover, as a student with a background in media and culture and a passion for filmmaking, I had a unique opportunity to bridge these domains. The sole reason that I chose to study media and culture at the Department of English & Humanities was because of the connections between filmmaking, media, and culture. It was entirely incredible to know that the contents of my major were quite similar to filmmaking study. It is more likely to say that my passion for filmmaking is enchanted by the contents of media and cultural studies. The more I studied it, it motivated me to get one step closer to my passion and increased my interest in working in the field.

Chapter 2

The Inception of My Journey as a Filmmaker

One of the key aspects of the filmmaking industry is networking with people. The more you know people in the industry, the more you get to work. To be recognized in the film industry not only does one have to acknowledge the study of filmmaking or develop connections but also protecting the network is more likely for the bigger fish to catch in the pond. By doing so it helps to enhance the bond between the filmmaker's community. During my internship, I worked as an Assistant Producer at Hash Films. The next paragraph briefly remarks on my experience regarding networking with people, especially how I began my journey as a filmmaker.

In 2021, during COVID-19, locked at home and scared of life when people had nothing to do much at home, I came across a course called CST 304 - Civic Engagement & Storytelling in collaboration with Open Society University Network (OSUN) offered by Brac University. This course was offered to a limited number of students, especially students who had previous experience with cameras, tripods, and shooting random videos. This course was solely about filmmaking (mainly making documentaries). The most interesting part of this course is that OSUN arranges a film festival at the end of the year where students get to showcase their films which are made throughout the semester. The film festival takes place online, attending a Zoom call with teachers, students, and judges from different countries. They call it a "Red Carpet" moment for the students where students get a few minutes to talk about the films they made throughout the semester. After screening all the films, the judges announce the best film category among all the films.

To add, the course is designed with lab classes which were held in person at the university auditorium and I did not want to let go of this opportunity at any cost. People say everyone has a turning point in their life, I would say taking this course was a turning point and life-changing for me. The class is taken by Dina Hossain who is also a renowned and award-winning filmmaker with over 20 years of experience making documentaries for television broadcast and independent markets. Currently, she is a senior lecturer at Brac University and teaches CST-304 at the School of General Education. Some of her best works are, "*American masters*", (which is a documentary based on American artists and some great personalities) "*The Clay Bird*" popularly known as "*Matir Moyna*", (which portrays culture, faith, and brutal changes of a family), and last but not the least "*Muktir Gaan*" a documentary (which is based on the liberation war of Bangladesh in 1971).

Moreover, I had the privilege of taking film lessons under the supervision of Dina Hossain. As stated earlier, during the course running, students need to make a documentary throughout one semester. Around the last month of 2021, I made my first documentary called "*The Factory Floor*" where I operated as a director and a producer at the same time. The documentary film is about the garment workers in Bangladesh, facing difficulties for not getting wages properly. Besides, the film looks at how two organizations are improving the lives of garment workers in Bangladesh. This documentary remarked on my first debut in the filmmaking industry. Making this documentary was challenging compared to the knowledge I had at the beginning of my journey. However, I would be happy to share that the very first student film I directed throughout the course called "*The Factory Floor*" has been selected as a case study for OSUN. It was also nominated in the "Most Impactful Films Category" by OSUN. Last but not least, I have also received an award for my outstanding producing work from the class of CST-304 provided by Brac University. Gradually, I began to work for Dina

Hossain, OSUN, and a well-reputed university - Columbia University. Getting engaged in the field experience was one of the prominent ways to develop my network in the filmmaking industry and prepare myself for upcoming tasks and projects. It helped me to motivate myself day by day and learn new skills such as communication skills, leadership skills, producing skills, and so on.

Chapter 3

Basic Terminologies of Filmmaking

Filmmaking involves several stages. The three major stages of filmmaking are pre-production, production, and post-production. Before describing them, I want to state that in 2022, I had the privilege to teach students in a workshop called Civic Engagement at the residential campus for two semesters. The workshop teaches how to tell a story through lenses, mainly making a short 3-4-minute documentary. Every mentor has a unique style of teaching the students, which is easier for both the mentor and the students to understand well. Therefore, I also came up with mine. In the civic engagement class during the residential semester, their class of contents also involved knowledge about pre-production, production, and post-production. Here is how I connected the three major segments of the filmmaking field to the structure of writing a paragraph. These three major stages of filmmaking are similar to writing a paragraph with three major structures which are an introduction, body paragraph, and conclusion. Pre-production refers to the introduction of content and writing a topic sentence, the body paragraph refers to production where a maximum of the work has to be done and post-production refers to the conclusion of the paragraph where we finish the paragraph by adding the key points of the paragraph and giving it a final repaint.

Moreover, pre-production includes script writing, hiring, and screening casts, scouting and finalizing locations for shoots, creating schedules for shoot days, fixing and managing budgets, and so on. This is the first stage before making a film where all the planning and preparation must be done. This stage is considered the most important stage in the filmmaking process. As pre-production requires a lot of research, facts, and a portfolio of data - it takes most of the time of the procedure. The stronger the research is, the better the film is. Even some well-known directors value the significance of pre-production the most.

For example, Alfred Hitchcock who was widely known as an English film director and producer was asked in an interview called "96 Minutes Masterclass" with Alfred Hitchcock, "What are the three most important things while making a film?" He replied, "Number 1 is a script, number 2 is a script, and number 3 is a script" which indicates the pre-production phase. He suggested being attentive and precise about pre-production which will eventually lead to making an adequate story. A well-planned pre-production helps the director and cameraman execute their visions efficiently. It also conserves a lot of time and interestingly utilizes it. The length of pre-production may take from one day to five months. It also depends on the project's time duration.

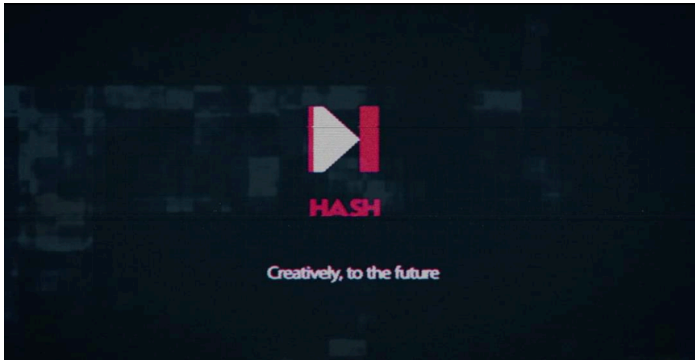
Secondly, the production phase focuses on executing the pre-production stage. Production involves rolling the camera, capturing scenarios, acting, and performance following the script or storyboard. This is the stage where the director, actors, and cinematographer work tirelessly to bring their imagination into visuals. It is a fast-forwarding stage. In this stage, everyone has to enforce their ideas and start filming. In filmmaking every minute is important and there is no possibility of wasting time. If the members cannot execute their plans accordingly on the set then it hampers the whole crew both economically and professionally. The stronger a production phase is, the smoother the work evolves. The time length of a production can be from one day to thirty days or forty days. The films we see on screen which are about 2 hours or up to that are called feature films. The production of a feature film can take around 30 to 40 days. Again, it depends on what kind of films are being made. Mostly, animated movies tend to take longer periods in production. For instance, Oscar-winning filmmaker Guillermo del Toro's *"Pinocchio"* is one of the most widespread animated movies which was released in 2022. According to Tudum, Netflix - it took around

14 years to make this animation. Otherwise, movies without special effects do not take that much time to make.

Lastly, post-production is the third and one of the refined stages in the filmmaking process. It includes editing, sound designing, color grading, visual effects, and color correction. The phase begins after a film is done shooting. Post-production allows the editor to solve problems that occur during production. During a shoot, despite having a well-planned pre-production on mind and papers - some uncertainties can not be avoided. For example, sudden weather changes, exposure, white balance on the subject while filming on set, and missing things on set. Editing and adding visual effects in the films can be the only solution to rectify the scene. Another instance would be, taking interviews in a crowded place. Due to noise sometimes we can not hear what the subject is saying on the screen but with the advancement of technology an editor can fix that by using the noise cancellation tool which is a component of the post-production process.

Chapter 4

The Birth of Hash Films: From vision to creation



Hash Films Limited is one of the most well-reputed broadcasting and media production companies in the film industry of Bangladesh. The office is situated in Niketon, Gulshan 1, Dhaka. It was founded in August 2018 by a student of Brac University (now an alumnus) Mr. Hasib Shakil who is also the Chief Executive Officer (CEO) of the company and specializes in directing, producing, and writing. Later on, he made a partnership with Anupam Chowdhury who is currently holding the position of Chief Creative Officer (CCO) at Hash Films. To check background information on Hash films I thought it would be best to hear the story and its impact from Mr. Hasib Shakil directly. Recently, I took a short informal interview with him to cross-check the information I have accumulated so far. It may sound silly but the idea of the name "Hash" came from the initials of Mr. Hasib Shakil's name. "Ha" stands for Hasib and "sh" stands for Shakil as mentioned by Mr. Hasib Shakil himself. But the fun fact is he did not realize it when the name came to his mind. Later, he logically broke it down and connected his initials with the agency name Hash Films. He also said that the name "Hash" is catchy, upbeat, and easy to pronounce for consumers. Although Hash Films started its journey as an advertising agency, later it turned into a larger production house due to work opportunities from different brands and companies. Mr. Hasib Shakil looked for creative people with skills in his surroundings and formed a group of professionals later on.

Hash comprises a team of storytellers. It consists of creative, talented, and skillful people. The team is a group of passionate filmmakers and they are dedicated to narrating impactful tales. The Hash team believes, in this era of distractions the only way to draw the public's attention is to tell them an impactful story to uplift their value in life. To do that, they provide different kinds of services to create an impact. The services are script writing, video commercials, film production, VFX, motion graphics, post-production, film campaigns, and marketing. One of the most unique features of Hash is arranging workshops. It is a free-entry workshop that is held once every month. Anyone can join the workshop, even people who do not know anything about filmmaking. The workshops are based on the process of filmmaking and its pros and cons. The interactive sessions are hosted by directors and producers. For instance, during my internship, I had the chance to join a workshop arranged by Mr. Hasib Shakil. The name of the workshop was "A Tea Room Discussion: Why Does Film Producing Matter?" In the workshop, I acknowledged the pros and cons of filmmaking which motivated me to make determinations in my profession. However, the sessions are quite motivating and engaging for beginners. It teaches from pre-production to how to sell a movie and a cycle of the filmmaking process.

Writing an impactful script driven by the team is one of their strategies that focuses on telling effective stories for self-brands, people, and society as Hash is a film-driven company. In this case, they help other brands, companies, or organizations to build a script with their professional scriptwriters. To add, in 2019, Hash Films made a docudrama on the residential semester in collaboration with Brac University. The docudrama represents the lifestyle and showcases various activities of the students in the Residential Semester (RS). It approaches the uniqueness among higher education experiences in Bangladesh and takes place at a specially designed campus in Savar. The docudrama is narrative storytelling and the beautiful

script was done by none other than Hash teams. It was one of the bravest attempts by team Hash to make a crew full of university students without having a major in film.

Hash's film production service encompasses pre-production, production, and post-production. In this segment, they provide services like scriptwriting, casting, location scouting, cinematography, lighting, sound recording, editing, and color grading. Overall, they have a good record of organizing and managing projects and delivering high-quality films. Video commercials are one of their best strategies in the production field. When existing brands want to promote a product or for a new brand's opening, one of the fastest ways to reach people is through a video commercial that we see on the internet, social media, and televisions. That's all a brand needs to reach its customers. Hash Films produced a lot of video commercials. One of the best video commercials is - a video commercial for North South University - NSU sports carnival that mainly portrays the athletics club of North South University. The advertisement was made within three days due to time shortage and client demand. However, with the right and dedicated team Hash accepted the challenge wholeheartedly and they were successful in delivering it on time. However, sometimes specific services may vary based on their expertise, client needs, and availability.

Hash films with its creative and skillful filmmakers turn their creative imagination into a high-quality visual and give it a life. In their visual filming effects (VFX) and motion graphic services, Hash Films offers a wide array of visual effects and motion graphic solutions to enhance films and videos. On set some visual elements cannot be captured during filming. VFX creates realistic images to make it possible. This service aims to enhance the quality of a film and fulfill the fictitious contents of a film. Bohubrihi is a musical band and two of their popular music videos are "Onobhijog" and "Ekakitto76" which are produced by Hash Films.

In these music videos Hash's team uses special effects to remove some of the unwanted objects in the music video and fixes a few scenes by filtering them with visual effects. You can watch the breakdown of VFX composition just by clicking on this link.

As Hash Films itself is a hub of networking, it reaches filmmakers to make connections to create a broader circle. They also specialize in Film campaigns and marketing. They help to promote content, films, and advertisements through their unique tactics on social media and other online active platforms. One of their marketing campaigns was for Premier Bank International Edu Fest in 2019. Premier Bank International Edu Fest 2019 offered students to talk directly with representatives of well-ranked universities. Hash team with its brilliance made a video commercial on the campaign and spread it on the internet through their digital marketing service.

Some of their best and most recent projects are - "*Ekakitto 76*" & "*Onobhijog*" - a music video for a popular band named Bohubrihi, Shell Advance motorcycle oil, Documentary on remittance and climate change adaptability in Bangladesh. An OVC for a brand called Excellent Food, "*Boshonter Gaan*" by Khayam Sanu Sandhi, OVC for a brand called Lalamove Bangladesh, Shell Advance MotoGP campaign.

Besides that, a few films and projects are still running which are "*Memories and Miseries*" and "*Face, and the Mask*". Last but not least, Hash Films aims to expand its community and work on impactful stories and projects to inspire and educate the upcoming generation.

Chapter 5

Being an Assistant Producer at Hash Films

I met Hash through networking and attending a few workshops arranged by the company CEO Mr. Hasib Shakil. When the time was close to applying for jobs as an intern, I saw everyone applying for jobs in some of the well-known and reputed news channels. I was determined that if I had to do an internship it had to be with Hash Films but I was not confident enough if I could apply there as what everyone was about and what I was about to pertain to were quite different from each other. Although after talking to my supervisor it was clear and I was relieved. After emailing Hash Films with my CV, they called me for an interview at their office. During the interview session, they asked me a few questions as they acknowledged me beforehand. They asked me about my skills and the reason behind choosing Hash Films. After the interview was done, they recruited me as an Assistant Producer. It was a lifetime experience for me and an open window to connect with the local filmmakers.

An Assistant Producer is someone who is in charge of research, management and supports creative aspects of a film in production and I had the pleasure of working with this remarkable company - Hash Films as an intern which is run by a lot of incredible and hardworking people. I have been appointed on February 9, 2023, as an Assistant Producer at Hash Films. An intern is bound to have a diverse range of experiences in the media and filmmaking industry. From brainstorming ideas, attending meetings, reading and analyzing scripts to conducting research, etc. The filmmaking field is a multifaceted and dynamic world of media where a producer is like a CEO of the field and my work and experiences as an Assistant Producer are no less than a producer. I had the privilege to assist the executive

producer in all stages with direct accountability and helping with organizing some of the important aspects of our upcoming projects.

Since the beginning of my internship, I have had the opportunity to work on a web series for Chorki with the Hash team. The name of the web series is "AKU" which is still in progress. The project has its unique challenges and requirements. To do that, it needed a lot of research, reading, and brainstorming ideas. As I entered the middle of the project, I had to catch up on a lot of things to cope with the project and keep updated with the whole team who are working on this project with me. That was the first challenge I faced within a short time right after my joining. However, with the support of wonderful people around me, I was able to follow up with everyone and give feedback about how I felt regarding the web series. At the same time, it allowed me to gain valuable skills, time management, and knowledge in different aspects of media and filmmaking.

The role of an Assistant Producer may vary depending on the project. From my experience, the most important skill is to have communication skills. Although it has been nearly three months that I have worked with Hash Films - with time, I have developed the skill with the support of the team. They have guided me towards all the necessary steps to gain my communication skills including writing emails to clients who live abroad and communicating with the crews and vendors to ensure that everyone is on the same page and that everything runs smoothly. This may sound funny but in the last two months of my internship, I have written so many emails that now I think people can just hire me for writing their emails only. Nonetheless, it is crucial to have communication skills in the filmmaking field which leads to networking and professionalism.

The tasks I was given to complete had to meet deadlines. Due to this reason, one of the key reasons I developed as an intern at Hash Films was the ability to work under pressure. In the media and entertainment industry, deadlines are critical, and it is necessary to be able to work efficiently and effectively to meet deadlines. It is vital to manage time effectively and balance multiple projects together at the same time. Now that I have developed this skill, it enables me to prioritize my workload even outside filmmaking to ensure that I can finish my work within my deadlines.

Later, in the middle of my internship, I worked with the team on a news-centric documentary for NHK Japan. We prepared a proposal for the organization. The topic was about Ayman Sadiq who is at present a role model for many students in Bangladesh. Ayman Sadiq is popularly known as the CEO of 10 Minute School which is an online platform for teaching and learning. In order to make a portfolio of his personal life, background, and history of 10 Minute School, it required conducting a lot of research, compiling data, and developing a clear and compelling narrative. Taking this opportunity has creatively influenced my thoughts and this experience taught me to craft a story that is informative, engaging, and meaningful to the audience.

Overall, working with Hash Films provided me with valuable networking opportunities. I have had the chance to meet professionals in the field and I think it is beneficial for my career. Hash Films also arranges interactive workshops on filmmaking, producing, and post-production where some of the incredible filmmakers host an interactive event. The sessions are quite motivating and engaging for beginners. It teaches from pre-production to how to sell a movie and the cycle of the filmmaking process.

Chapter 6

The Bridge Between Filmmaking, Media and Culture

Filmmaking, media, and Culture are deeply connected. Culture refers to traditions, practicing religions, different kinds of norms and values, arts, and the way people live their lives while media is a broader context and filmmaking is a part of it. A film is a tunnel of media. Media includes television, news, films, social media, internet, and so on. It has the power to influence culture in the same way culture has the leverage of shaping media.

The relationship between filmmaking and culture is more like a two-way street. Films draw inspiration from culture and people. It mirrors life and portrays societal changes and experiences in a way so that the audience can relate to the moment while watching a movie. As a result, filmmaking plays a significant role in shaping human behavior, identity, and lifestyle.

The relationship between filmmaking, media, and culture is quite dynamic. According to Walter Benjamin, film is a new form of perception and experience. He believed that film is a powerful tool to democratize art and it can be easily accessible to the audience. He saw the film as a medium for bringing moral changes in society. "*Crazy Rich Asians*", "*Slumdog Millionaire*", "*The Godfather*" and "*Parasites*" are some of the great films of all time that portrays culture including people with different norms, values, and struggles in different regions. For example, in the movie "*Crazy Rich Asians*" the film not only represents Asian culture but also focuses on the struggle of the actress's identity who plays the role of a Chinese-American professor in the movie. The film portrays the dynamics of an Asian family which later sparked controversies about multiplicity and representation in media. On the other hand, the film "*Slumdog Millionaire*" demonstrated the crossroads of media, culture, and socioeconomic realities. It portrays the changes of a poor little boy who delves into his

past life in search of his true identity. The movie illustrates how the media can shape cultural perceptions and reflect at the same time based on deprivation and solidity.

Jean Baudrillard, was a French sociologist, philosopher, and poet. He is best known for his interest in media analysis and cultural studies. Hyperreality is one of his well-known concepts which later influenced literary theory and pop culture. His concept of hyperreality mainly refers to the representation of media vs. what is real. In reality, what we see, and what we touch is real. On the contrary, representation refers to what the media shows us. As much as the media is advantageous for the world, it can be manipulative at the same time and that is what Jean tried to portray in his concept of hyperreality. Media presentations can become more real than reality itself. Gradually, it impacts a group of communities or a society and may lead to societal changes sometimes as culture refers to a wide range of people, elements, and aspects. In addition, by exploring the wide range of aspects within the business, film analysis sheds insight on issues of diversity and representation as well.

Media and cultural studies is more of a journalistic approach. The courses contain concepts like Copywriting, Editing, English for the Print Media, and so on. Both of them are connected through the bridge of telling stories through different methods. Filmmaking is a form of art and on the other hand, journalism is based on documenting non-staged real-life events. But the main motive of both the mediums is to communicate ideas and share the message worldwide and this whole hub is called media through which people are being inspired daily. That can be from watching a movie to reading a newspaper. For example, a newspaper article portraying Hash Films and its background, struggles, and challenges can inspire many people and young entrepreneurs to start a new business from scratch. In the same way, movies like

"The Pursuit of Happiness" about a homeless man who achieves success through hard work can also motivate a lot of people who are losing hope and giving up their lives.

Chapter 7

Application of Theories and Strategies in My Internship Experience

As I mentioned earlier in Chapter 1 and Chapter 6, there is a connection between filmmaking, media, and culture that bridges that gap. With a major background in media and cultural studies from the Department of English and Humanities, I came across some important theories that I can connect with my internship experiences. Media and Cultural Studies concentrate on courses like Eng 218 (Post-colonial writing in English), Eng 319 (Modernism), Eng 331 (Cultural Studies: Theory and Practice), Eng 333 (Globalization and the Media), Eng 401 (Editing), Eng 404 (Copywriting), Eng 440 (English for the print media) and lastly, Eng 465 that focuses on Translation Studies. These 8 courses are mainly designed for Media and Cultural Studies. This chapter delves into some of the important theories from the courses that I have learned so far and embarks on a journey where the application of theories and strategies comes to life in the world of filmmaking at Hash Films. This chapter explains the ideas from the courses and blends them with the practical aspects of my internship experience.

To start with, Eng 331: (Cultural Studies: Theory and Practice) is a course that consists of cultural and literary theories. It has a connection between society, literary, and cultural production. The concept of Panopticon was evolved by Jeremy Bentham who was an English philosopher and the founder of modern utilitarianism. The concept revolves around the idea of a prison that allows a single watchman to observe all the detainees without letting them know if they are being watched or not. In this concept, inmates may or may not feel the sense of constant surveillance. Jeremy Bentham developed this concept to build self-discipline and management among the prisoners. Because the thought of potential observation spinning around the prisoner's minds led them to behave well even the times they were not being

watched. During my internship, as an Assistant Producer, I had the responsibility of supervising the management sector on the production set of an advertisement. I had to ensure proper meals for everyone including the cast and crew members, whether shooting schedules were done on time or not. Therefore, the production manager and his crew, director of photography (DOP), gaffers, and grips were under my surveillance all the time. To get things done, I had to be tough and sometimes rude to them so that they take the work seriously. For this reason, they were scared of me as I had to be strict on the set. Because every single minute of the production set is crucial. Time can not be squandered at all and the fear that I created among the crew members all the time, followed the tasks adequately on time.

Secondly, Eng 401: (Editing), a course that introduces various concepts of the editor's role, the production process of journalism, marking the typescript, and so on. Although the course is a journalistic approach, the world of filmmaking and journalism are both connected. Both delve into storytelling, giving impactful messages to the audiences, and educating people through their different methods and forms. However, in this course, the concepts of 5Ws and 1H techniques helped me to improve while taking interviews for the series called "AKU " during my internship. The 5Ws and 1H techniques are: "Who?", "What?", "When?", "Where?", "Why?" and "How?" Before finalizing a cast for a documentary or web series, the cast must go through the process of an interview for a documentary or screening test for web series and movies. These techniques are effective in gathering information from an interviewee and it gives an idea about whether the interviewee is eligible for the role or not. Besides, these techniques assisted me in organizing questions efficiently while taking interviews as they follow a chronological order. Also, they give the interviewee a proper understanding of the questions and answers and prepare them to have a good understanding during an interview.

On the other hand, Eng 333: Globalization and Media is one of the courses that I have enjoyed studying the most. Certainly, the course introduces themes like audio-visual media and other forms of cultural production. Audio-visual media is the study of communication and expression incorporating sound and visual elements. A prime example of audio-visual media is films as movies combine sound designs, visuals, and dialogues to create a story. Besides, the post-production stage of filmmaking merges moving images and sound effects together to give it a life. In audio-visual media, it teaches how to tell a story through emotions and convey a message to the audience. During my internship, I was given a task to make a promotional video for a workshop called "A Tea Room Discussion on Why Producing Matters" arranged by Hash Films. To make the video, I combined moving images and sounds that should look appealing and grab the audience's attention. The techniques that I have learned in this course improved my editing skills in communicating ideas.

Moreover, the filmmaking industry may look colorful from the outside but it also has its dark side which is an open secret to all today. For example, during screening tests for casts, talented or hard-working people are not the only ones that a director or producer looks for. They also look for a pretty and photogenic face that is attractive and can gain attention from the audience. Because that is what the audience wants to see and a production house is bound to do that to get engagement and money from the consumers. For this reason, many talented and well-deserved casts are left behind as only talents aren't appreciated enough in the filmmaking industry. Nowadays, the standard of beauty is more prioritized than mastery or skills in the film industry which leads to labor and exploitation of workers. According to Karl Marx, he argues that capitalism innately influences the ruling class to exploit their workers which refers to the owner of the production house. For example, in my internship experience, I had the chance to be present during a screening test for an advertisement. There were 5-6

females present for the screening test and I remember the most talented girl was not picked for the main lead because she didn't have an attractive face. Although she came from a theater background, she was still rejected due to the marketing strategies of Hash Films followed by the filmmaking industry. In marketing, it is quite a common scenario to use females with beautiful faces as the main protagonists on the screen. Marxist marketing theory views marketing practices and consumerism based on Marxist principles. It concentrates on issues like class struggle, exploitation, capitalism, and so on. However, filmmaking or films are influenced by capitalist dynamics, which affects the entire ecosystem of the industry including production, distribution, and reception. As Hash Films is a production house that falls under this trap has no choice but to go with the gush.

Last but not least, the concept of hyperreality refers to the moment when people are unable to distinguish between what is real and what is stimulated. The concept is associated with a well-known French theorist called Jean Baudrillard. In hyperreality, the reality and articulation become so real that it becomes difficult for people to discern the truth. For example, during my first documentary shoot - "*The Factory Floor*," I had the opportunity to visit inside the garment factories (incapable of mentioning the names of the factories as I have signed an agreement with the management of the garment factories I have visited) to take a few shots of the garment workers while they were working. The scenario was devastating to look at. Looking at the dirty environment, unhygienic machines and tables, and the way the management behaves with the garment workers took me to another level to realize where I was. In the context of hyperreality, garment factories can be set as an example of truth. In the media and advertising, the fashion industry represents itself as charming, glamorous, and so on. In media and television, we often see the pristine environment inside the garment factories. But the plot twist is that they show us what we want to see and it is

done only temporarily. The situation is not constant which prevents people from knowing the truth regarding the dark side of the garment industry in Bangladesh. The truth is, that these factories are not upgrading their poor working conditions. Moreover, the happy faces of garment workers on-screen television don't conform to the garment workers when we talk to them in person. The demand for low wages is a history and the fight is still going on which many people are unaware of. The concept of hyperreality creates two different images of the garment industry where people are seeing what they want to see and what is happening in reality that no one talks about.

Chapter 8

Conclusion

To recapitulate, it is a mixed feeling to express my emotions and sentiments towards the journey I had with Hash Films. It was a succinct voyage of growth, knowledge, and experiences and this paper portrays my journey as a filmmaker, the beginning of my interest in filmmaking, the challenges and experiences with Hash Films, and most importantly the bridges that domains the connection between filmmaking, media, and cultural studies. Moreover, the internship experience indeed boosted my growth and motivation to work ahead in the media industry. It enhanced my thinking ability to work hard. It taught me to adjust and cope in any situation. I aim to work more with Hash films.

Besides, I am truly grateful for the contents that I have learned so far from my academic courses at Brac University under the supervision of ingenious and qualified faculties. Communicating with the faculties advocated for me to keep going with the dreams I was chasing. Teachers at the Department of English and Humanities, motivated and supported me whenever I needed them. They encouraged me to pursue my goals and achievements. I am thankful to all my teachers, to the members of Hash Films, and last but not least to Brac University for giving me the well-deserved recognition that I have earned myself.

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Appendix

Image Figure 1: This image was captured during the pre-production phase while working on a web series called AKU. The script has been blurred to protect the confidentiality of the story before it is released.

Date: 23.02.2023

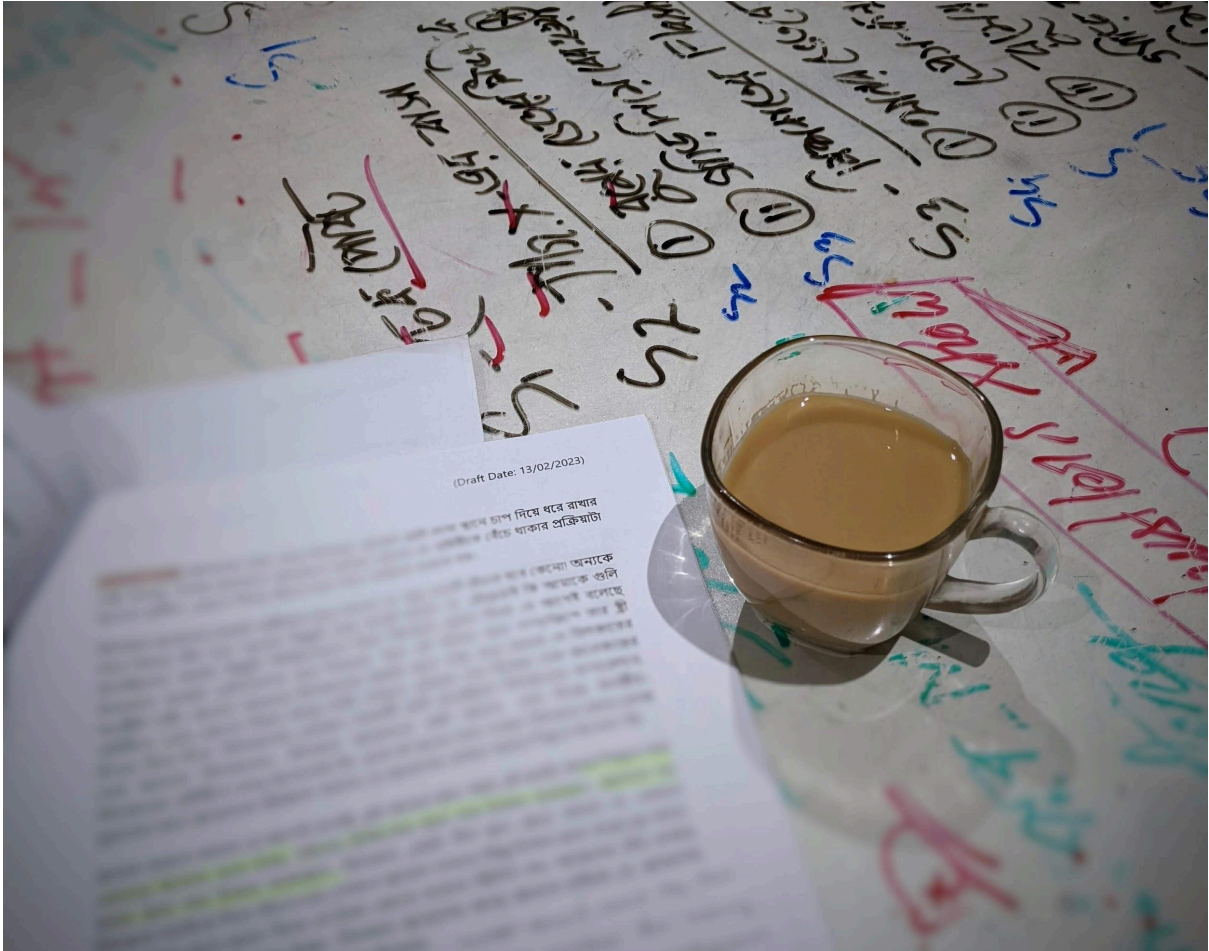


Image Figure 2: A glimpse of the proposal that we worked on for NHK Japan

Date: 29.08.2023

2023FY DIRECT TALK Proposal	
<u>Production Company Name: HASH FILMS LTD.</u>	
<u>Production Date: June 2023</u>	
Name (English) / Gender / Age (If you don't know your age, you may be in your 30s.)	Ayman Sadiq, Male, 30
Name (kanji if there is katakana)	
Country of residence and nationality	Bangladesh, Bang
Title	One Formula to R

Image Figure 3: On the production set for a video commercial with Hash Films.

Date: 11.04.2023





Image Figure 4: Interactive workshops arranged by Hash Films.

Date: 18.03.2023



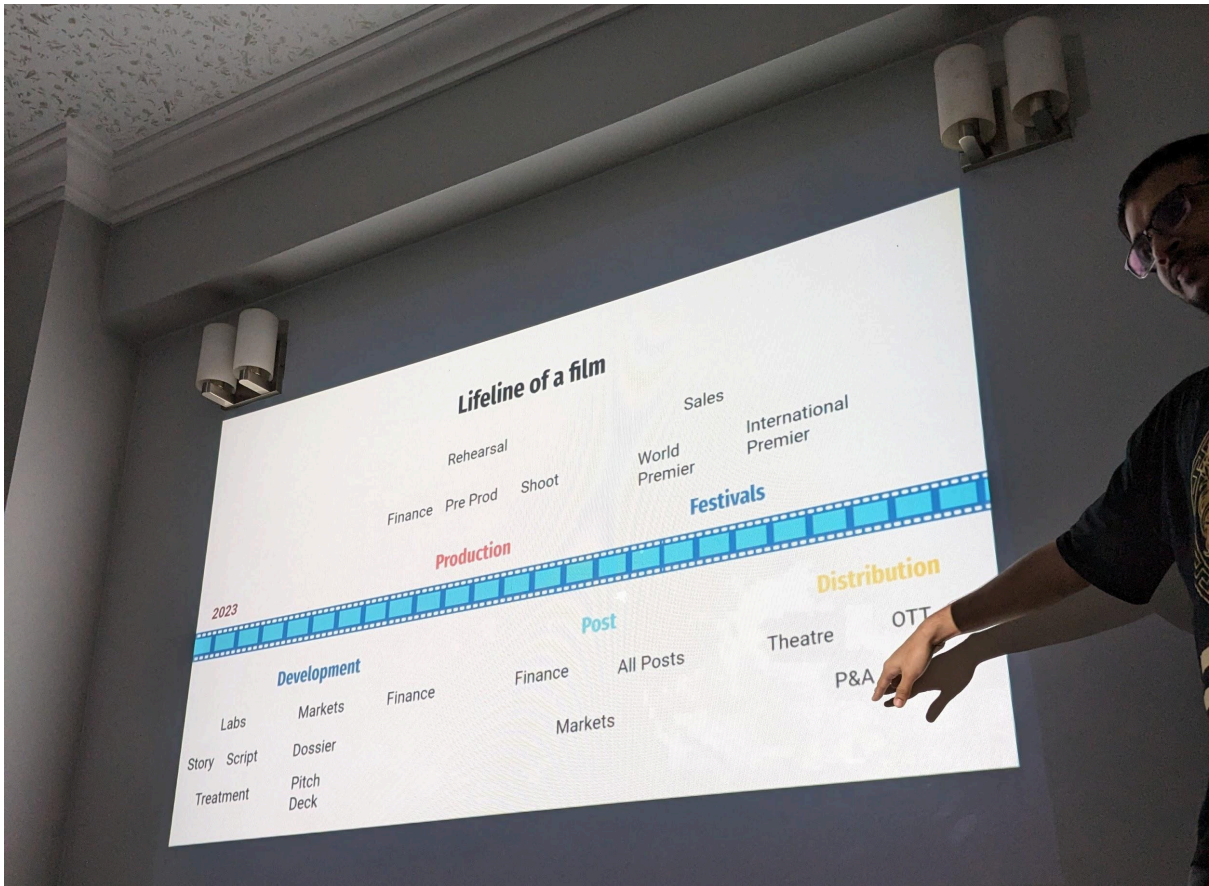


Image Figure 5: Receiving an award certificate for my best-producing work from CST-304 class 2023 held at the auditorium, Brac University.

Date: 05.04.2023





Thank you!