

**Report on**  
**Internship at Impress Telefilm Limited Channel i**

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Department of English and Humanities

Bachelor of Arts in English

Brac University

December 2019

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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

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Brac University  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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## **Acknowledgement**

First of all, I would like to thank the Almighty Allah for His blessings and love. I would like to thank my parents for their constant support while studying at Brac University. I feel blessed to be a part of the Department of English and Humanities. I am also very grateful to all the faculties who taught me at this university, and helped me enrich my knowledge in various ways. In other words, I would not be the person that I am today without their dedication and effort. I also especially would like to give thanks to my supervisor Ms. Roohi Huda. Without her great care and feedback, it would have been impossible for me to finish writing this internship report properly. Last but not the least, I am thankful to the entire Channel i team for its support during my internship period. I want to thank my on-site supervisor, Mr. Esrarul Huq, for his aspiring and friendly advice.

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## Glossary

<b>Panopticon</b>	Panopticon is a device which is ring shaped and maintains observation on every person's activity in a particular society.
<b>Gaze</b>	Gaze is a system of surveillance.
<b>Hegemony</b>	Hegemony refers to the supremacy of the dominant group over a subordinate group.
<b>Hyper-reality</b>	Hyper-reality refers to no separation of reality from the media representation.
<b>Mediascapes</b>	An imaginary world which has no radical boundaries.

## **Chapter – 1**

### **Introduction**

The famous philosopher Socrates said, “The only true wisdom is in knowing that you know nothing.” That is true because knowledge is power and helps to gather ideas about wealth, entertainment, science, commerce, politics, media and so on. If I want to know information about audiovisual media and connect that information to see its impact on culture and lifestyle, then I have to accept the technological advancements in television industry. I am very interested in the world of media. Eventually, I got admitted at Brac University with my parents’ support. At the beginning I had no idea about what would be my goal after completing my Bachelor’s degree in English. I came to know that there are three major areas of concentration from which I have to choose one. So I decided to declare my concentration in Media and Cultural Studies.

There are a lot of reasons to choose Media and Cultural Studies as my concentration area. One reason is my desire to work in a media platform. I am always attracted to what happens at the backstage of a television channel. I am curious about reporting, reality shows, advertising, talk shows, brand sponsoring etc. The second reason is that I am determined to know how a program becomes popular among audiences. I am curious to know how the process of gaining publicity works through advertising. The third reason is that Media and Cultural Studies offer a scope to help me become knowledgeable about advertisements that are run on the television. If I discover the unique creative ideas about marketing, that will help me to create advertisement within a specific time. I love enthusiasm and motivation which I have got from my friends, parents and teachers. I believe that I have the potential to be a part of the audiovisual broadcast media platform. That is why I have chosen to declare a concentration in Media and Cultural Studies.



## **1.1 Why I chose Channel i:**

I wanted to join Channel i because it is a popular television channel in Bangladesh. Instead of trying for multiple channels, I dropped my CV only at Channel i because my father was acquainted with the director of Channel i. So I waited only for the call from this TV channel. After seeing my CV they offered me two options to do my internship. One was in the News Department and the other was in the Sales and Marketing Department. I chose Sales and Marketing Department because I was interested in dealing with advertisements for different TV programs. I liked Channel i for its environment. Every staff member was friendly and cooperative. The executive director liked me as I am a student of Brac University. He gave me the approval to start as an intern. After seeing the Marketing Department, I really loved it because it was well-equipped with PC computers and printers. My work place was very clean and spacious. Lastly, the reason for choosing this channel was the distance from my home to the office. The office was not too far from my home. I could easily reach within half an hour by car. Therefore my internship journey was a pleasant one.

## Chapter – 2

### History of Channel i



Figure 1: Image of Channel i logo

Channel i is privately owned by the Impress Group. The Impress Group first moved into television sector in the 1980s under the guidance of Faridur Reza Sagor. This channel is engaged in setting up Impress Telefilm. Impress Group started up its own satellite channel in 1997. Channel i was launched on June 1, 1997. It began to broadcast news and programs 24 hours a day after two years of its official launch. It was founded and started transmissions on October 1, 1999. Channel i is the first digital channel in Bangladesh. Now it broadcasts satellite transmissions by using PanAm Sat, covering Asia and parts of Australia. At the present, Channel i competes with other domestic satellite channels. According to the Executive Director of Channel i, Esrarul Huq, from 2006 to 2015, the channel has held the highest market share from advertising sponsorship of programmes, cinemas etc. in Bangladesh. In the age of competitive media Channel i is very successful in holding its audience's interest. Channel i embraces firm patriotism and cultural heritage through its advancement. According to the Channel i authorities, it provides service to around two hundred and fifty million Bengali speaking people worldwide. Channel i has been playing an important role in promoting the situation of farmers in media. It also sends farmers' messages through the program "Ridoye Mati o Manush" which is an ideal

platform of the farmers to raise their voice. Channel i is the pioneer to start the first agriculture bulletin in Bangladesh. Impress telefilm limited's feature film "Guerilla" obtained awards in 10 categories during National film festival award 2011. "Tritiyo Mattra" is often considered as a small parliament where political leaders debate the accountability of democracy in Bangladesh. "Prokkriti O Jibon" is the first nature and environmental documentary in the history of television media in Bangladesh. CityCell Channel i Music Award is the biggest ceremony that shows all the artists on a single stage. This year the program took place in Doha, Qatar. Another great show Meridian Channel i Khudey Gaan Raaj is a platform for the little singing souls. Channel i bears the slogan titled "Ridoye Bangladesh." This indicates that it is a pro-liberation, humanity, patriotism and democracy based television channel. It is a sister company to Radio Bhumi. In September 2017, Channel i HD was started.

There is a big difference between watching TV programs and knowing the backstage tasks of TV program break time. I have learnt different types of TV advertisements such as Doggy, Pop up, Scrolls etc. I have read some copies of advertisement booking form. Also I have come to know about sponsorship, telefilm branding, TVC etc. I was introduced with the staff in Marketing Department. I got the chance to see the news panel, Sports Department, Program Department, Production Control Room, debate shows, Tritiyo Mattra's shooting spot etc. My work place was on the 1<sup>st</sup> floor. In this report, I will explain the things that I have learned in detail from May to August 2019.

## **Chapter – 3**

### **Organizational Structure of Channel i**

It can be said that Channel i has a scope to offer a good number of internships to the students in its different organizational sectors including News, Sales and Marketing, Sports, Business, Program etc. Besides offering chances for internships, they provide creative and skillful learning. They also provide with different training courses to excel in performances to get a job. There are different departments each having different characteristics.

#### **News Department:**

This department is responsible for both national news and international news broadcast. It gathers news from the reporters, checks the news content and telecasts news bulletins. This department coordinates with the news director and copy editor to review the written news stories with video footage. For live news broadcasting, this department has a shooting cast team to report and shoot in different locations of the country.

#### **Sports News Department:**

This department provides sports entertainment news to viewers. The sports journalists deliver news while a lot of live coverage is frequently accompanied by live Sports coverage to satisfy the sports fans. The reporter covers national and international sports news, televises different competitive leagues of cricket, football etc. Besides these, the department prepares reports for the World Cup, Olympic Games etc. events.

**Business News Department:**

This department is responsible for keeping a record of all business transactions. Different national share market information, Government's annual budget report, news of day-to-day accounting details of banks, business companies' expenditures cashflow etc. news are prepared by this department.

**Program Department:**

The Program Department prepares programs like music, dramas, documentaries, telefilms, religious programs and so on. This department is linked with Impress Telefilm Limited company. They are both associated with the producer to create new programs. They are also involved with broadcasting television festivals where different countries participate. Programs like award giving ceremonies are also arranged by this department.

**Sales and Marketing Department:**

This department is responsible for marketing and sponsoring different programs. It is involved in screening commercial time for advertisements. It also deals with the advertising agencies. These agencies buy commercial spots in the breaks given between the programs and news broadcasts. The sales manager deals with sales representatives and instructs the staff to complete the ads' booking payment with the agencies within a deadline. These agencies or clients are high-profile. They also include newly starting companies.

**Promotion towards upper position:**

Channel i first starts with training the employees in different disciplines of television industry. They are considered to be part time workers at first but later they become permanent

members of the Channel i professional team. Usually the interns are for temporary period. Depending on the progress in performance, the trainees are promoted to junior assistant of the television broadcast team. The rank after junior assistant is senior assistant. The next rank is office manager who works under the general manager. The general manager recruits the office managers in the Administration Department. After the general manager, the next rank is Editor. The Editor edits news, news topic, consults news coverage with staff of the News Department, finalizes news transmission etc. Then comes the position of the director who handles the internal activities of channel i. Finally, a person is selected who is the executive director of channel i. He has the experience of running the company for more than 20 years.

**Work schedule:**

The channel i office runs in three shifts – morning shift, afternoon shift and night shift. They work from 9 am to 3 am. After that, there is a 6 hour break. Sometimes this schedule changes and the shift continues at a stretch for 24 hours. Friday and Saturday are the off days every week for the interns and employees holding lower position. The working days are not affected by the interns' working days as the members who hold higher positions have to go everyday. The interns can choose their preferred working hours within Sunday to Thursday.

**Production Control Room:**

This department is responsible for the news running, programming, technical aspects and sales division. It manages to select the timing of programs, the advertisement packages, news telecasts, public affairs related programs, station spots and other productions. It has a close relationship with the other departments and for this reason the department's costs are mixed with the other departments. A production manager, director, and studio crew are always in the PCR.

The crew controls the cameras, projectors, video recorders, video switcher, generator, monitors etc. equipments inside the production room. These are required for producing programs outside the studio. Once the footage is prepared, the editor completes the program by inserting graphics and audio files with the videotape. Then the program is given to the Program Department with a daily log.

### **Archives:**

Archives mainly store all the news items with programs and advertisements. In Channel i, news, reality shows, advertisements etc. are constantly broadcast. All of these are given some pause by including TV commercial breaks. These commercial breaks are rated with a definite time measurement which starts from 10 seconds to maximum 60 seconds. Sometimes the ads related to government service extends up to 2 minutes. All of these are stored in archives.

### **Human Resource Department (HRD):**

This department looks after the formulation of administrative policies of Channel i. Their duty is to receive resignation letters from the employees. They also collect evaluation papers from the employees. If an employee wants to leave, the HRD staff find out the issues that are the main reasons behind an employee's resignation. However, usually the staff do not leave their position in the office.

### **Information Technology Department:**

This department deals with IT set up, ensures internet access login through password, facilitates non-stop programming etc. This section also handles information access by limiting the organization's formal and informal members' online activities. The formal members are the Chief Managers, Editors etc. and the informal members are the guests and interns.

## **Chapter – 4**

### **Marketing at Channel i**

The source of income of this channel's marketing section depends on the different types of commercials. Channel i markets time to the clients to show their advertising campaign. The marketing team visits big and small clients. Once the client is convinced to show the advertisement in television, then their advertising agency prepares the campaign for the clients. After preparing the commercial campaign, the agency saves the ad in a pen drive and hands it over to the television authority for transmission.

The marketing of advertisements at Channel i can be in different forms. These are spot advertising, sponsorship of news and programs, scroll advertising, online advertising and so on. Online advertising is the latest means of advertising campaign which is usually put on mobile phones along with updated news. This helps viewers to get the latest news as soon as the notification arrives in the mobile phone. Online advertising is usually for minimum one month and may be for a year as per the clients' booking.

The advertising agency or the client after having agreed to the rate, sends a letter to the television authority in a specific booking form along with their commercial material. After receiving the booking order, the marketing section checks it. Then the contract and invoice are prepared and signed by the television authority. It is then sent to the client for his/her acceptance and signature. Contracts are granted a maximum of one year only, although the invoices are issued on a monthly basis for payment.

Once this process is completed, the commercial is forwarded to the technical staff for transmission according to the commercial schedule. After the transmission of the commercial ad,



the Marketing section prepares a transmission certificate to give it to the client for necessary payment to the channel.

When an advertisement has a spot, its attempt is to gain more viewers' attention. Therefore more money comes from local and national companies. To promote a variety of advertisements, it is compulsory to get a number of staff to work on the budget. Advertisement promotions work with the Sales and Production Departments. Sometimes a little bit of help from the News Department makes promotional spots suitable for the newscast. Other spots are advertised for specific shows which are pre-selected by the Program Department.

To increase the number of viewers, the Marketing Department looks for sponsorship for the channel's programs and celebrity shows. A research of how many audiences may watch the shows depends on the measurable selling points conducted by the Marketing Department. In this way, it helps to maximize the viewers' number and income from the advert sales. The sales staff stay well informed about the ads' account and put order placement for the commercials to be on air in the TV. Some similar ad spots are placed back-to-back during the commercial breaks within the same show/program. Otherwise most of the time it is a rule to show a product's ad once in each break.

To be successful in marketing advertisement, this department surveys to identify different customers. It is their major concern to fulfill customer satisfaction by creating publicity of goods and services. They target and approach possible customers with marketing strategies. They try to know the customers by knowing what they want, how they can buy (toll number, online campaign, physical stores etc.), what their budget is and even how they will be happy after getting a product or service. These things are kept in mind to make a new selling strategy as the strategies are planned as a draft at first. After planning, the ideas are discussed with professionals

who analyze and modify the ideas. For making the selling points successful, the department publishes newsletters, brochures etc. The service's logo, slogan, brand name etc. are planned and designed by the agencies. The agencies with their designed ads come to the staff of the Marketing Department, discuss and negotiate the pricing and timing and settle on a particular decision to send the ads to the Sales Department authority. A Channel i professional graphics designer examines the design to see if it is attractive and will grab attention of the customers.

## **Chapter – 5**

### **Terminologies Learnt at Channel i**

I had three months to intern at Channel i. It has been an amazing experience. During my five hours of internship, I learned a lot of things about media. I have known some terms related to the marketing of advertisements. My supervisor explained to me different technical terms for making advertisements, which are definitely an important part of media. I am going to explain all the terms in brief that I have learned.

- i) Ad banner - It is one of the most important types of advertising on the web. Ad banner is a way to display advertisements on the webpage. The image based banner ad can be static or an animated graphic, but it is usually not text based. The ad makers are allowed to update their banners by following ad guidelines of Channel i. Its motive is to attract customers by linking them to the advertisers' websites. Sometimes an ad banner is known as a web banner. It generates traffic to a website by making the banners clickable.
- ii) Integrated Marketing Communications (IMC) - This is a method of getting the advertising goals done from a marketing campaign. The marketers follow some

well-organized promotional strategies to reinforce the value of advertisements. For this, they have a wide-range of plans to communicate with the customers, to discuss the product or service's sales proposition before launching the product or service. At first, ad companies search for the availability of advertising media in market. After the companies' decision to advertise their product on channel i, they decide what the budget for the advertisement will be. Then they discuss with the Channel i marketers the media coverage needed to reach the maximum number of customers. To gain maximum media coverage, a lot of communication is required to ensure the success of the business. IMC also helps and improves the marketers' ability to predict any problem in business communication. IMC is a process that ensures all communication strategies regarding products or services are prioritizing the customers. Also, it is useful for the small businesses to get better results from campaigns.

- iii) Ad Rotation - This is the term that refers to multiple advertisements rotating one after another in an ad space. This happens when a software on the website automatically changes the ad's visibility turn by turn. Ads take time to load and rotate on the web page and on the screen. Ad rotation allows websites to show ads so that multiple advertisers can see them. Ads change very often on the screen to create fresh advertising and to make users rarely ignore it. It also increase exposure to multiple ads instead of one ad. The frequency in which the ads appear is controlled by the marketers who set the time interval after which each ad will appear.

- iv) Campaign - A campaign is a designed strategy for advertisement which is carried out in different modes in order to increase brand awareness and sales profits within a specific market. These are gained by advertising. It is often misunderstood by many entrepreneurs that campaign means only creating an ad. In order to get the best results, it is important to be well-organized from the beginning of a campaign. A campaign sets a series of advertisements by a company. The campaign has a theme with a core message. For example – the famous food company ‘Foodpanda’ delivers a message which is ‘food that you love at home’ and its theme is friends having food as a treat.
- v) Ad unit - An ad unit is a type of ad that is included by app developers and included in their mobile apps. App developers show the ads to the users to get profit from their user traffic. Banner ads, video ads, playable ads etc. are different kinds of ad units. An ad unit offers the best ad experiences by having a huge range of mobile ad formats. For every single ad, an ad unit creates a space in the app which covers the entire screen when a user clicks on the app.



Figure 2: Image of Ad Unit (Google Images)

- vi) Audience Behavior - This means transcending age, profession, race etc. criteria that will connect advertisers with more product users. To keep a track of the targeted audience behavior, how many times the customers visit a website, what type of content they like etc. are noted. This information can give an idea about what kind of products customers will like. This helps the advertisers to make their products in an effective way.
- vii) AIDA - This is a model that stands for attention, interest, desire and action. The AIDA model is extensively used in modern marketing of advertising. When a customer first becomes aware of a product or service the steps mentioned above are followed one after another to make sure the customer goes for trials for a product, or decides to buy it. The marketing of ads will fail if any of these four steps is missing. But sometimes there is an exceptional case when a branding

campaign needs no action step. The AIDA model helps to convey message about consumers' brand choice.

- viii) Demo - It refers to a product demonstration. It is a type of promotion that the ad agencies do in order to gain sales from the potential customers. The primary objective of a demo is to receive the customers' preference for a particular product, and make the purchase decision quicker. Newly launched products, new versions of already existing products etc. are products for which demos are shown. For example, the famous company Apple's latest version of smartphone is the iPhone 11 Pro which comes with 4GB of RAM. This smartphone has dual SIM that accepts Nano-SIM and eSIM. The demo can be shown virtually or in person for the potential customers to see how the product is helpful for the customer. So in a way, the customers can get a chance to see the benefits of the product free of cost.
- ix) Flighting - It is an old advertisement scheduling technique that refers to fixing the timing of when a commercial will be aired. Channel i used to use this technique. Now it is not used because Channel i has changed the ad running process into high definition (HD). The reason is flighting is a very basic and traditional format of displaying ads on TV. Flighting is limited in terms of showing multiple types of ads as in it cannot show video ads, display ads etc. all together. Instead of flighting, HD technology is used to give customers exposure to display ads, social media ads, radio and podcasts, video ads, product placement, event marketing and so on. Flighting indicates the spot between the time an ad is broadcast and when it

ends. Flighting is used to save advertising costs. Its function is to limit the digital ad campaign and increase the traditional advertising.

- x) Pop up ad – It refers to ads that pop up the content when a viewer has started watching programs such as entertainment shows, talk shows etc. Pop up ad is a commercial publicity with graphics that is displayed during a show. This is done to create publicity for different programs. For example, a Pop up ad of Ispahani tea creates publicity for itself and also for the reality show *Banglabid*. At the same time it creates publicity for *Banglabid* because everytime people think of Ispahani tea, they will associate it with *Banglabid*. There is no audio for Pop up ads. The picture is static or filled with motion. Pop up ads indicate the show that viewers are watching and in which network they are watching. Pop up ads create DVD releases where a studio logo is shown at the corner of the screen. For example, Impress Telefilm Limited produced a telefilm called *Bhalobashar Rajkonna*. This film is released as a DVD in which there is the logo of Impress Telefilm studio at the corner. Besides this, there is a cooking show titled *Vim Monohor Iftari* which has a pop up ad for the best dish washing brand Vim bar. It takes the whole screen to appear on TV screen.



Figure 3: Image of Pop Up Ad at The Corner of The Screen

- xi) Scroller ad – It is a popular type of ad seen in TV channels. This ad can be seen scrolling from one end to another of the TV screen. The duration of this ad is short. The rates for scrolls may vary based on broadcasting schedule. The news topic is shown horizontally at the bottom of the news screen so that the whole screen content is not blocked. For example- ad of Nitol Tata by Tata agency.





Figure 4: Image of Scroller Ad

- xii) L band - L band ad is shaped as the letter L and displayed on TV while a program is running. As L Band advertisement is more costly than regular ads, it is displayed within a program. It is placed on the left and bottom side of the screen.



Figure 5: Image of L Band Ad (Google Images)

## Chapter – 6

### Scope and Objectives of Internship

While doing my three month internship in Channel i, I have come across a lot of questions that are the outcomes of this internship. These questions are not only common but also important to discuss about the opportunities and objectives from the internship at the institution.

The questions are as followed:

- i) Did my academic courses help me during my internship?
- ii) Was I successful as an intern? How far have I succeeded?
- iii) How much I have expected from Channel i?
- iv) How much expectations did my Channel i supervisor have from me?
- v) Was I able to accomplish my objectives and goal?

The answer to the first question is undoubtedly positive. The media courses I took during my undergraduate career obviously helped me during my internship. Since I have a concentration in Media and Cultural Studies at the English and Humanities Department of Brac University, I completed all the courses for this area of concentration. The major courses were Eng331: Cultural Studies Theory and Practice, Eng333: Globalization and Media, Eng401: Editing, Eng404: Copywriting, Eng440: English for the Print Media and Eng465: Translation Studies. All the Media and Cultural Studies courses were somehow related to my internship. However, Eng331, Eng333 and Eng404 were connected to my internship more because I had to handle the advertisement booking deals that are certified by copyright laws since I was an intern at the Sales and Marketing Department of Channel i. I learned some terminologies related to writing copy for advertisements when I took Eng404: Copywriting. Thus I realized during my internship period that I accomplished certain things after completing the courses. In the Copywriting course, I

learned some strategies of copywriting for advertisements. I can remember two types of rules. One is writing persuasive ad copy to gain attention by featuring a free and attractive offer. For example – I saw an ad copy that had appealing pictures of Mojo drink. The ad message was during Eid-ul-Adha, if a customer buys a Mojo drink bottle, then the customer can get a free butcher. Another ad was offering a scratch card to win Dhaka-Malaysia-Dhaka trip on the fastest purchase of Walton TV.

Another rule is rhyming in the ad helps people to remember it. So, the slogan of the ad copy can have rhyming to get attention. For example – In an ad of Pran Frooto Drink, the slogan was “Frootor neshai uthle jeno shob e lage shukhomoy, shomoy oshomoy, hoye jak Frootomoy.” So here the affix (ending word) ‘moy’ is a rhyme. Thus the rhyming is used in the slogan for attracting attention and for remembering the product. What I learnt in Eng331 and Eng333 also came into use here. The theories and terminologies of these courses gave me an understanding about the cultural context of media and the society. That is how I was benefitted by the academic courses.

The answer to the second question is also affirmative. I was not an expert like the professionals but the staff at Channel i were satisfied with my performance. According to the Executive Director of Channel i, Mr. Esrarul Huq, my progress rate and understanding of the activities of the Sales and Marketing Department were evident. During the first two weeks of my internship, I learnt about the Pop up, scrolls, L band etc. I could go to the Panel Room to select the timing of advertisement spot between programs. Since then, I was able to complete my work with little mistakes. In spite of these mistakes, they appreciated my efficiency and my cooperation in their work environment.

To answer the third question, I had three expectations from Channel i. The first one was to get a good working experience. Secondly, it was to gain practical knowledge about Media and Advertisement Marketing. Finally, it was for enjoying a nice work environment. All of my expectations were fulfilled.

The answer to the fourth question is very easy. Like any other company, they expected me to be punctual, hard working and to have a sense of sincerity and dedication. Apart from these, they had expectations such as the improvement of my performance. Besides, they filled up an evaluation form given by OCSAR from Brac University that included some questions about my capabilities. They are as follows:

- Following Directions
- Punctuality
- Attitude towards work
- Self-motivation and initiation of follow-ups
- Dress code
- Good writing skills
- English Communication Skills
- Accuracy and error-free work
- Flexibility in the ability to work on several levels of job assignments
- Ability to confront problems
- Interpersonal skills
- Ability to interact positively with other individuals
- Internship objectives fulfillment
- Understanding of the business practices

- OVERRATING OF INTERN

The Executive Director of Channel i, Mr. Esrarul Huq who was my supervisor evaluated me in that evaluation form which carried five marks for each criteria. I was rated four out of five marks in most of the criteria. So this indicated that I succeeded in fulfilling their expectations.

For the last question, the word 'Goal' is very complicated as it is a long term achievement, but the objective is a short term achievement. During my internship, my objectives every week were to notice the improvement of my work efficiency, communication efficiency and to increase my professionalism. Then I had to focus on my goal after the whole internship period at Channel i. My goal was to experience the work of advertisement marketing as a part of audio-visual media. I believe that I achieved enough experiences with a lot of knowledge. Thus I was successful in accomplishing my goals and the objectives.

## **Chapter – 7**

### **Theories and Terms Applicable During the Internship**

When I started my undergraduate career at ENH Department in Brac University, I was happy to choose Media and Cultural Studies as a concentration for my undergraduate program. It taught me theories and strategies which were useful in real life. I used to believe that understanding the theories were just for helping me to do well in my courses but later I realized that they helped me to understand the task related problems during my internship. As an intern, I saw that certain theories that were introduced to me in the media courses were applicable in

reality. In this chapter, I am going to relate the theories with my internship experience at Channel i.

### Panopticon and Gaze:

Panopticon is basically an architectural work designed by Jeremy Bentham who was an English philosopher and a jurist. Michele Foucault, in his article “The Eye of Power,” introduced Bentham’s concept. He described it is a device which is ring shaped and maintains observation on each and every person’s activities in a particular society. The word ‘Panopticon’ comes from two different words. One is ‘Pan,’ a Greek word which means all and another one is ‘Opticon,’ which means to observe. While being a jurist, Bentham designed the Panopticon to observe the behavior of the prisoners. In this way, the panopticon is fundamentally a jail like structure to observe the actions of the general population. According to Foucault, this is mainly a machine that is used to keep particular groups under surveillance. Foucault in his book titled *Discipline and Punish: The Birth of the Prison* stated, “The Panopticon is a radiant machine which, whatever utilization one may wish to put it to, produces homogenous impacts of intensity” (202). According to him, Panopticon is a tool that makes a person in charge of surveillance superior by providing him the power to gaze on others. For example, when I started my internship at Channel i, I was told to write a report on wrong doing and injustice. It is believed that media has the power to do anything and change everything. For example, a famous person can become more popular than before or he can be defamed by media. At Channel i, I saw how media works as the panopticon and the intern’s work is observed.

Another word, Gaze is known as the ‘vision’ or ‘eye’. This is the eye of the supreme authority who sees the entire world. According to Foucault, Gaze is “a system of surveillance (9)”, under which people spend each day. The example of the Gaze is the surveillance process of

Channel i. The interns are assigned to an on sight supervisor who keeps an eye on how much time the interns spend on tasks given. I was under supervision of Mr. Esrarul Huq and an assistant in the Sales and Marketing Department. So I was able to complete the internship by following every instruction given by my supervisor. In fact everyone at Channel i is under the gaze of his/her superiors.

#### Connection between Hegemony and Panopticon-Gaze:

There is a connection between Panopticon-Gaze and hegemony. I learned about hegemony in my Eng331: Cultural Studies. Hegemony refers to the supremacy of the dominant group over a subdominant group. All three concepts lead to power. For example, the government in a country always wants more power and control. Thus, it often attempts to gain control over the media. For instance, Ekushey ETV was once banned for broadcasting a news item against the state's interest. BNP was the dominant political party at that time and that news item revealed the corrupted activities in the governmental system. This makes it clear that the government attempted to take control over the 'Panopticon' and manipulated the 'Gaze' by banning Ekushey TV from 29<sup>th</sup> August, 2002 to 1<sup>st</sup> December, 2006. Now the government surveillance is done successfully by following the Panopticon model because the media is controlled by the government and everyone else stays at the surrounding. In terms of power, hegemony creates a link between Panopticon and Gaze. In an essay titled "What is Popular Culture?" written by John Storey, Antonio Gramsci, an Italian Marxist philosopher and communist politician, said that hegemony is the way in which dominant groups in the society, through a process of "intellectual and moral leadership"(Gramsci in Storey 13), win the consent of the subordinate groups. Once this management was limited in different social classes. Now people are being manipulated by the power of media. People easily believe what the media says and shows. The more media can

manipulate people, the more power it gets. We are convinced as media hegemonizes us through its works. Being dominated by the government, media gets to act as a weapon. Thus, hegemony is used in media and in all aspects of the society.

### Hyper-reality:

There is another term that is known as 'Hyper-reality'. It means there is no separation of reality from the representation or simulation done by media. It is mainly regarded as a condition where reality and fiction are blended together, and where it is almost impossible to identify them separately. According to Jean Baudrillard, the term simulation envelops the whole structure of representation itself a simulacrum. He said, "It is the reflection of a basic reality, it makes and prevents a basic reality and it makes the absence of a basic reality" (196). In case of media, I realized that any news can be represented in a different manner to give it another meaning or dimension. Media works as a medium to connect with people, but still the government uses it to benefit from it. For example, during the students' protest for road safety in Dhaka, Chhatro League under the authority of Awami League tried to hide some incidents of violence with the students. So, media had no other option but to keep itself away from broadcasting several events which took place in reality. Here hyper reality is present as the basic reality is absent.

### Ethics and Ideology:

Ethics and Ideology are important in every aspect of one's life. I realized that the people who respect others' values, norms and beliefs can adapt to a new environment or keep pace with any changing circumstance. Good understanding among people emerges from tolerance and patience and other humane virtues. The employees also need to have these qualities. In the world of media there are several ethics and ideologies that we need to follow. When I was an intern, my



supervisor told me to be punctual, honest and tolerant of others' opinions. People believed the information I gave them. Thus I was taught from the very first day of my internship that I have to be transparent, and not biased towards anyone at the Channel i office. This segment deals with ethics in case of my internship at Channel i. When I did the billing of ads, I was not allowed to hide information about a single TV spot's price in the booking form. I had to respect the value of honesty. I also abided by the norms of my workplace in case of attire and professional behavior.

### Globalization and Mediascapes:

News distributing and broadcasting via print media and television is the discovery of globalization. Due to mass globalization, every country has influences on each other in terms of politics, culture, economy etc. The media is an element which maintains the global cultural flow. Arjun Appadurai, an Indian-American anthropologist, separated the world's social stream into five parts and mediascape is one of them. In his book, *Disjuncture and Difference in the Global Cultural Economy* he mentioned that mediascapes if created by private or state interests, shall be image-based and story-based part of the real world, and what they offer to the individuals. According to him, the impact of media on society is building an imaginary world which has no radical boundaries. As a result, a person from Bangladesh can think about the situation in England and other countries due to the information about British culture provided by audiovisual media. So media is the tool to bring the whole world into our eyes without physically going to a particular place. When an earthquake in Thailand occurs, this is shown in media and we can from a far away realize the tension of the locals of that country through mediascapes.

## Copywriting:

From the Eng404: Copywriting course, I learned different techniques of writing ad copy. This course taught me the strategies of writing a copy for multiple mediums. I learned about brand positioning from this course. Brand positioning is a firm foundation on which all the contents and campaigns are based. There are two questions to achieve brand positioning. These are –

1. Who is your Target Audience?
2. Why should your agency be considered for the brand's marketing?

In digital media marketing, brand positioning is often known as the 'Big Idea'. The agency's primary goal is to convince the client about two things. One, the agency understands the target group that the brand wants to aim for. Secondly, the agency tries to convince the clients that its proposed big idea will get the maximum level of response from the audience. In the course, I learned that eight steps are used to create a brand positioning. The steps are as follows:

1. Pinpoint the brand's meaning
2. Identify the behavior, attitudes and demograph of the audience
3. Establish the problem or need being addressed
4. Does the competition address the problem?
5. Find out the benefit of addressing the problem
6. What kind of communication route will bring out the desired benefit?
7. How will the chosen communication route reflect the brand's personality?
8. The brand positioning statement

When copywriters of an ad agency start writing copy for a new client, for example Ispahani Tea, I realized that these eight steps are followed when it comes to creating positioning statement for any brand. As Channel i dissected the brand essence of Ispahani Tea, I realized that the brand is not sales driven only. The brand wants to create its own persona and wants to establish itself as a brand that is socially aware. It wants to project an image of a brand that wants to reach the audience not only through the promotions of its products, but wants to align itself with the ideology of its target group. To justify the brand's point of view, the Channel i marketing team analyzed the target group for Ispahani Tea. In the target group the majority of the people belong to the upper class in the society. This particular group is more likely to be progressive in its thought process and lifestyle. When it comes to the brand positioning or creating the 'Big Idea', the marketing team proposed a foundation called "Sreshttho Blender Ononno Shaad". This foundation perfectly reflected the brand's personality. This communication route highlights the message that Ispahani Tea as a brand believes in positive social change. This message means that whenever a person takes a sip of a cup of tea, he/she feels energetic to start a new day with freshness. Bangladesh is becoming more liberal when it comes to accepting new changes, and so Ispahani Tea wants to be a part of it.

## **Chapter – 8**

### **Recommendation**

I am grateful to study in the Department of English and Humanities at Brac University. Choosing Media and Cultural Studies as an area of concentration provided me opportunities to deal with real life issues with motivation. However, there is no course related to audiovisual

broadcasting technology and digital marketing in the Media and Cultural Studies stream. So it will be better if the department starts to take initiative in this regard and ultimately include such a course. These type of courses will give more options to the media students in terms of coursework. Most of the courses offered by the English and Humanities Department are based on print media. A course on electronic media will increase knowledge and experience of the future students who will choose Media and Cultural Studies as an area of concentration. Also, this will inspire the students to take Media as a pathway for good opportunities in terms of their future career.

## **Chapter – 9**

### **Conclusion**

To conclude, I will say writing this report is not an easy task because it reflects the whole experience of my internship. My learning at the university helped me during my internship. I realized that the theories and terms are indeed applicable in reality. Additionally, having Media and Cultural Studies as an area of concentration helped me enrich my knowledge about the practical activities of interning at the Sales and Marketing Department of Channel i. In this report, I also mentioned how the theories and terminologies that I learned in the media courses helped me as I progressed while doing my internship. A lot of people have a general belief that studying English makes a person philosophical and it is just full of poems and fiction. However, during my internship, I realized that this belief was not right as I could apply the theories and terminologies I learnt. I began to think like a rational and realistic person. I realized that the textual theories and strategies are directly connected with the practical world. When I read about

the theories in the courses such as Eng331: Cultural Studies and Eng333: Globalization and the Media, I found them difficult to study for just doing well in the course. Later my ideas changed when I started the internship at Channel i, because the theories and terminologies were related to my work. The internship itself also helped me understand the importance of being responsible and punctual because I had to go to the Channel i office on time, and finish my assignments on time. So, the internship has made me more punctual and responsible than ever before.

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