



Department of
Journalism & Mass Communication

**An Internship Report On
Television Commercials Making in Pran Production**

Submitted To
Mr. Anayetur Rahman
Lecturer
Department of Journalism and Mass Communication
Daffodil International University

Submitted By
Md. Nurnabi
ID: 152 – 24 – 481
Department of Journalism and Mass Communication
Daffodil International University

Date of Submission: 02 May 2019

LETTER OF TRANSMITTAL

Date: 02 May 2019

Mr. Anayetur Rahman

Lecturer (Senior Scale)

Department of Journalism and Mass Communication

Daffodil International University

Subject: Submission of internship report.

Dear Sir,

This is my pleasure to submit my internship report on “**Television Commercials making In Pran Production**”. It was a great opportunity for me to acquire knowledge and experience during my internship in a renowned television commercials house. I believe that the gathered experiences will immensely help me in my professional life.

I have concentrated my best efforts to achieve the objectives of the practical orientation and hope that my endeavor will serve the purpose.

However, I will always be happy to welcome any further clarification that you may require.

Sincerely yours

.....

Md. Nurnabi

ID: 152-24-481

Department of Journalism and Mass Communication

Daffodil International University

DISCLAIMER

I am **Md. Nurnabi**, hereby declare that the presented internship report entitled “**Television Commercials making In Pran production**” prepared by me after completion of my internship (three month) in **Pran production**.

I also confirm that the report is prepared only for my academic requirement not for any other purpose. I declare that the report / any part of the report is not allowed to use for any purpose without permission.

.....

Md. Nurnabi

ID: 152-24-481

Batch: 25th

Department of Journalism and Mass Communication

Daffodil International University

Certificate of Approval



I am pleased to certify that the internship report on the Pran Production prepared by Md. Nurnabi bearing ID NO: 152-24-481 on the department of Journalism and Mass Communication has been approved for presentation and defense. Under my supervision Md. Nurnabi worked with the Pran Production as an intern. He completed the work during spring, 2019 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Md. Nurnabi.

Md. Nurnabi bears a good moral character and a very pleasing personality. It has indeed a great pleasure working with him. I wish him all success in life.

A photograph of a handwritten signature in black ink on a white background. The signature appears to be 'ANAYETUR RAHMAN'.

.....

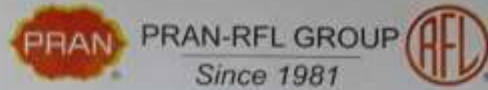
Academic Supervisor

Mr. Anayetur Rahman

Lecturer

Department of Journalism and Mass Communication

Acceptance of Internship Placement



April 28,2019

To Whom It May Concern

This is recognized that Md. Nurnabi,son of Md. Ayub Ali,student of Journalism and Mass Communication From Daffodil International University (ID No-152-24-481) has been finished his internship in Pran Production Successfully.

During his internship period with us,he has proved him to be sincere,professional and co-operative.He is also a proactive person,a good team player and a dedicated member.

I wish his every success in life.

Nafiz Reza

Head of Creative (Marketing)

PRAN-RFL Group

Niketon,House no.110

Road 2,Block A

Dhaka-1212

Phone:01912-257029

Email: Mktg29@prangroup.com

HEAD OFFICE : PRAN-RFL CENTRE, 105 MIDDLE BADDA, DHAKA-1212, GPO BOX 83, BANGLADESH
Phone : 88-02-9881792, 88-02-8835546, Fax : 88-02-8837464, E-mail : pg@prangroup.com, web : www.pranrflgroup.com

Acknowledgements

All the praise is for the Almighty Allah who bestowed me with the ability and potential to complete my internship report within due time.

This internship has been a great experience for me because this internship has given me a chance to understand the real world outside the classroom .With a grateful heart I would like to remember all the people who have helped me during my internship program.

I would like thank my academic supervisor Mr. Anayetur Rahman, lecturer of Department of Journalism & Mass Communication, in Daffodil International University. Who had inspired me to do this training project because of his help and suggestion.I was able to finish my training perfectly.

Besides, I would like to extend my gratitude, to my Pran Production colleague. Especially. their kindness, honesty and trust, inspired me to learn a lot of things from during my internship.everybody was friendly, helpful companion over here.

Table of Contents

SL	Content	Page
Chapter One: Introduction		1
1.1	About Internship	2
1.2	Importance of Internship	3
1.3	Purpose of Internship	4
1.4	Internship Goals	5
1.5	Significant of Internship	6
1.6	About PRAN-RFL Group	7
1.7	Appearance of PRAN-RFL Group	8-9
Chapter Two: Activities During Internship		10-11
2.1	My Duties as an Assistant Director	12-17
Chapter Three: Learning and Experience		18
3.1	Knowledge gathering & learning	19
3.2	Tools & Techniques	19
Chapter Four: Academic & Practical Learning		20
4.1	Academic Learning & Practical Work	21
4.2	Skilled Development during my internship	22
4.3	Experience of Internship	23
Chapter Five: My Works		24-26
Chapter six: Conclusion		27-28
6.1	Recommendation	29
6.2	My Observation	29
Chapter Seven: Annex		30-32

Chapter: One

Introduction

1.1 About of Internship

Internship is a great chance to discover oneself in a different way like a professional one. Internships provide real world experience to those looking to explore or gain the relevant knowledge. As part of requirement to complete my graduation, I had to do my intern at any media related sector for three months. I chose to do it at an Advertising agency and there are reasons behind it.

Advertising plays a very important role in today's age of competition. Advertising is one thing which has become a necessity for everybody in today's day to day life, be it the producer, the traders, or the customer.

Just imagine television or a newspaper or a radio channel without an advertisement! No, no one can any day imagine this. In another way just imagine without advertisement any other television channels, newspaper or radio. Advertising pays for the shows, pays for the organizational structure, it pays for the broadcast playout facilities.

That is why I decided to join an advertisement agency as an intern and to fulfill my long-cherished desire to start my career as an assistant Director.

1.2 Importance of Internship

Internship is the place where the students come out from the academic learning and gained practical experience in a professional field. It is a realistic experience of theoretically gained information and can be considered as an introduction to the intern's professional environment of any organization. During internship we must work with various people in field and office, thus we connected with new people of different level and profession, and our network with various professions has grown day by day. Those networks will help us to get references and find new job opportunities in future. We know that in this digital era every news and information spread around the world within very short time. Internship helps us to understand the value of time management. As a student of journalism and mass communication I believe that internship is be very significant for me. The major Objectives and purpose of internship mention below:

1. Apply the knowledge that they gain in the internship for the study purposes and enhance the knowledge and skill of the students.
2. Gain experience and share the knowledge with the industry and enhanced their communication.
3. Instill the spirit of the good teamwork and interpersonal relations between intern and fellow stuffs.
4. Instill the qualities of integrity, responsibility and increase in self-confidence level of the student.
5. I think the internship will bring a positive change in my professional outlook. Now I can use my internship objectives and purpose in my career life.

1.3 Purpose of internship

Internship is on learning professional skills, abilities and activities practiced in rehabilitation and human services settings where the focus is on helping clients develop psychosocial, physical, recreational, vocational, social and independent living skills.

I should be able to demonstrate the following competencies at the end of the internship:

1	Respond to supervision appropriately.
2	Basic listening skills.
3	Understanding ethical and issues.
4	Beliefs affect professional relationships.
5	Understanding and ability to function.
6	Assist in rehabilitation treatment planning.
7	Locate and access community resources.
8	Use of basic skills that include use of computer (and software), reading, writing, phones, public speaking, research etc.

1.4 Internship goals

1	To acquire knowledge and clinical skills in providing individual.
2	To develop intake and diagnostic assessment skills.
3	To acquire knowledge and skills in crisis intervention.
4	To develop knowledge and skills in providing clinical supervision.
5	To develop a professional identity that incorporates as awareness of self.
6	To develop an ongoing commitment to continued learning.
7	Interns will be proficient as assisting supervisees in skill building.
8	Interns will develop good working relationships with their supervisees.
9	Interns will develop skills required to provide consultation.
10	Interns will develop an awareness of ethical behavior and ability to integrate into their outreach, consultation and supervision work.

1.5 Significant of internship for my career:

1. Real Life Experience and Exposure:

Internships provide a nice learning curve for students with little experience of the professional world. It enables gain first-hand exposure of working in the real world. It also allows students to harness the skill, knowledge and theoretical practice they learnt in university. I can acquire endless amounts of education in my life; however, that knowledge doesn't always translate to the working life. The great thing about internships is that it teaches young professionals about the specific industries and companies they are interested. Even the experience of trying something new is extremely beneficial. A lot of people get stuck in routines, staying in the same town, attending the same schools or surrounding themselves with the same people an intern isn't thrown into the wolves but rather given proper training, assignments and duties without the added pressure. Doing an internship exposes you to new people in a more controlled and stable environment.

2. The Opportunity to Learn More about Myself:

Internship will not only encourage personal development, but also greater understanding of me. To know myself is to know my goals and how to best achieve them. Finding this level of clarity is difficult, but sometimes all it takes is trying someone new, out of my comfort zone.

For example, take a journalism student who decides to do an internship related to his field of study.

3. Getting Connection and Development of my Professional Network

Networking is an exchange of information between people, with the goal of establishing acquaintances and relationships to advance my professional career. Sure, I can attend a networking event without doing an internship, but I would be limiting myself. Partaking in an internship allows me to establish deeper relationships than I normally would talk to a stranger one-on-one. Being an intern gives me more opportunities to build connections with company professionals that can be very beneficial for my future career.

1.6 About of the PRAN-RFL Group

PRAN-RFL GROUP is one of the largest conglomerates in Bangladesh. It is the largest agro producer in Bangladesh.

PRAN was established in 1981 by retired Major General [Amjad Khan Chowdhury](#). PRAN has become one of the largest food and beverage brands in Bangladesh and has been exported to 138 countries. PRAN pioneered agro business in Bangladesh. They provided farmers with guaranteed prices. PRAN Foods, a sister concern of PRAN-RFL Group, produces a number of agro products under the banner of PRAN. PRAN established a subsidiary company in UAE in 2003. In 2008, the company announced plans to open a production facility in Tripura, India, after the Indian government lifted the ban on direct investment from Bangladesh in 2007. PRAN'S exports had reached 10-billion-taka value by 2016, the biggest markets for the company were India, Saudi Arabia, the UAE, Malaysia, and Oman. The same year the revenue for PRAN exceeded US\$500 million. PRAN started exporting potatoes in March 2016. In April 2016, PRAN started to export cassava, the first shipment, worth US\$3 million, was exported to New Zealand. PRAN has 80 thousand direct employees and 200 thousand indirect employees. PRAN exports to 118 different countries.

PRAN-RFL GROUP has an own creative team called are PRAN productions house those are creating all types of commercials. The Creative team is totally committed to delivering accurate and impartial dedication with the aim of better film making to make educated choices.

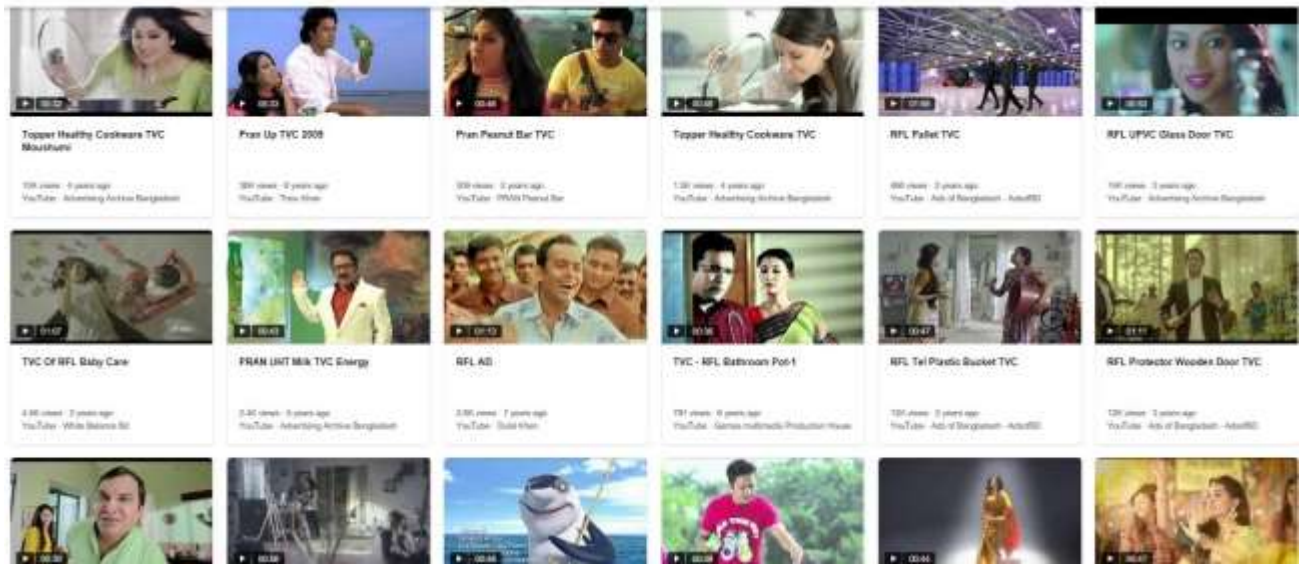
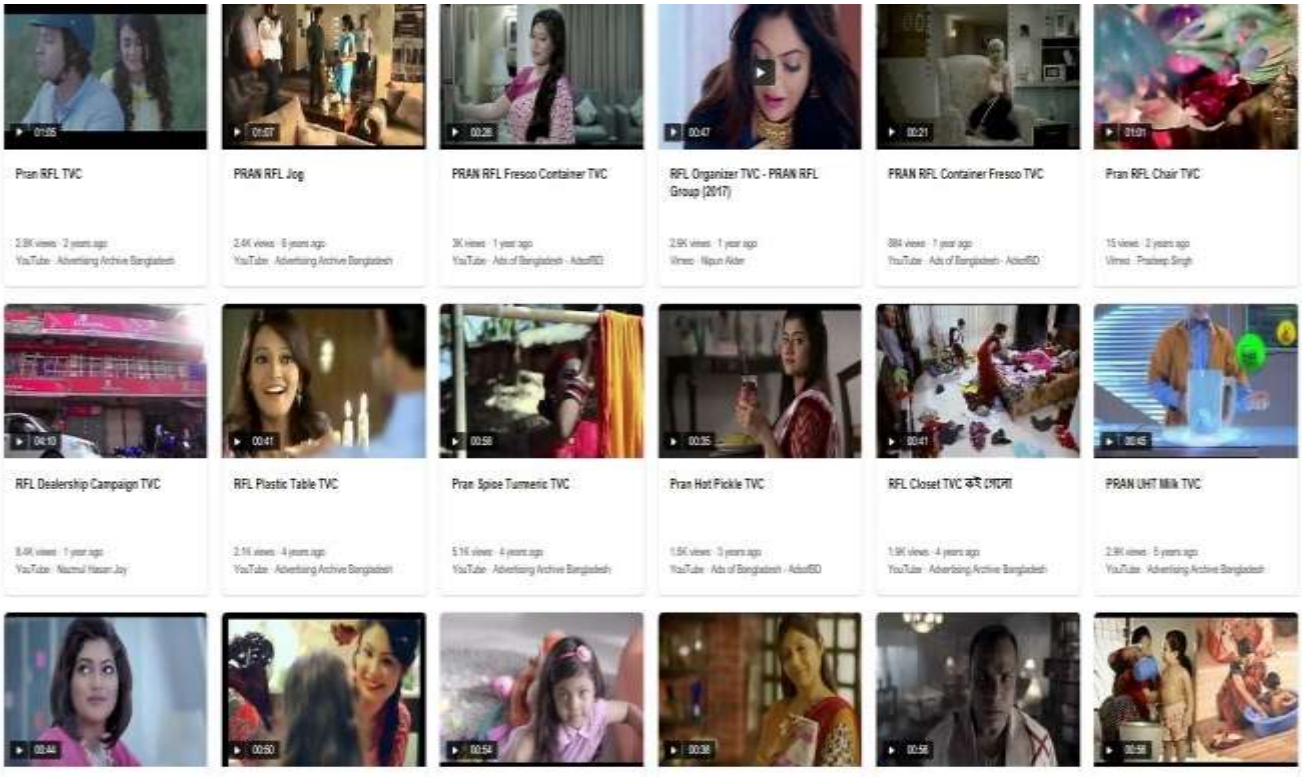


1.7 Appearance of PRAN-RFL group



18





Chapter Two:
Activities
During
Internship

Activities During Internship

My internship at PRAN production house starts at 10 January 2019 and it officially ended at 10 April 2019. To learn something on class room and learn something on field or work place is totally different thing. Internship may the best way to acquiring knowledge on something specific because there we can use both of our practical and theoretical aspects of learning. First day I got instructions from Nafiz Reza (Head of creative) about my work in the PRAN production house. He organized my work place. Then I was introducing with other contributors or colleagues. Ishaq (Chief assistant director), Liman (assistant director), Anik (assistant director) etc directors lots of helps me when I faced to problems.

Director is the respectable occupation. So, I firstly choice director and ultimately, I got. Some days I faced to problems for bijoy typing, Microsoft word, power point but now I also good know how to work this things.

My interning works was Shooting and official works. First of all I timely reached at office than typing script, collecting artists picture and than making power point presentation . When came shooting date all day I assisted my director.

Academic learning and practical learning are not same learning. To learning something on class room and learn something on field or work place is totally different thing.

Internship may the best way to acquiring knowledge on something specific because there we can use both of our practical and theoretical aspects of learning.

2.1 My Duties as an Assistant Director

Assistant Director is most important person in production house. There are many duties which are done by myself to act as an assistant director.

List of weekly activities:

First Week

1. Get instructions from Nafiz Reza (Head of Creative) .
2. About my work in the Pran Production.
3. Introduce to other assistant director, art director and other members.
4. Organized my work place (desk).

Second Week

1. Basic idea about Tvc making.
2. Checking earlier production (TVC & OVC).
3. Observed how a team produced a production.

Third Week

1. Watching so many Television Commercials.
2. Typing script in Microsoft word.

Fourth Week

1. Collecting artists who are ready for acting our TVC.

2. Making a power point presentation.

Fifth Week

1. Practice how to develop a script.
2. Checking the all things which is production needs.
3. Discuss with other members about how to run a production house.
4. Gathering knowledge on technical equipment's (Camera) .
5. Going to outside for shooting a Television Commercials.

Sixth Week

1. Practice how to write a proper screen play.
2. Practice continuity management.



Seventh Week

1. Practice how to write a script.
2. Practice how to editing a film.
3. Gathering Information about shooting Location.



Eighth Week

1. Observed how to light for demand scene.
2. Practice how to follow a script.
3. Gathering Information about Artist and Co-artist.
4. Verify and ensure the sincerity of call time by Artist.



Nine Week

1. Practice how to shoot by camera.
2. Checking screenplay and needs for a TVC.
3. Discuss with Director and others.
4. Going to outside for shooting purpose.



Tenth Week

1. Gathering knowledge about background score.
2. Discussed with whole team about a script.
3. Discuss with editor how to color by editing software.



Chapter Three:

Learning and

Experience

3.1 Knowledge Gathering & Learning

During my internship at Pran Production, I gathered the knowledge from my Director. In those separate sections I had gathered knowledge on various aspects of TVC making.

During internship at the Pran Production, I gathered information about 'shot' or image size (extreme close, big close up, two-shot, over-the-shoulder, composite shot, crowd shot, long shot, extreme long shot etc).

It was my duty to learn camera height (eye level, low angle, worms view, high angle, top shot, bird eye, Ariel etc) which things make more realistic and beautiful. While I was working on the set, I had to check the Lighting (high key light, low key light, harsh light, shadow light etc).

3.2 Tools & Techniques

When I interned at Pran production house there are several tools and techniques used. I used my mobile phone, desktop, laptop etc for collecting references and making for presentation.

Chapter Four: Academic & Practical Learning

4.1 Academic Learning and Practical Work

To learn something on class room and learn something on field or work place is totally different thing. Internship may be the best way to acquiring knowledge on something specific because there we can use both of our practical and theoretical aspects of learning. To be master on a work, one should have the experience of both practical work and academic learning. Those two things go hand in hand and each has their own importance.

As a student of Journalism and Mass Communication, I have gained lots of academic knowledge in last four years with lot of field work experience. But the practical working situation and environment is quite different from academic learning.

During our academic practicing, we do not need to think much about time. Our teachers have given us enough time to complete our course assignment. But in our professional life, Punctuality should be maintained. We know that in this digital era every news and information spread around the world within very short time. We must have the ability to realize the value of real time news.

So, it is easily understandable that there are several distinctions between the personal and academic life.

In the time of academic learning we must do our assignments or making advertisements on special issues. For the completeness of any work, expert or authority's opinion must be included. But that time we did not have such scope to include that. In professional life we do not have to face much difficulty for expert opinions.

There are similarities too. We have learnt many rules and methods for making television Commercials

4.2 Skills developed during my internship

I had acquired various skills. Skills those I had developed during my internship are listed below:

1	Collecting references
2	Typing.
3	Making Presentation.
4	Proper time management
5	Professionalism and confidence.
6	Developing social relationships.
7	Complying with office rules and regulations.
8	Pre-production before shooting.
9	Technical knowledge.

4.3 Experience of Internship

I am a final semester student of Journalism and Mass Communication, Daffodil International University. But during my four years of academic learning I was not involved any commercial media production house. After joining Pran production house, I gathered knowledge about commercial Tvc making and for the first time.



Chapter Five:

My Works



Props

Number	Props	Action Props
1		White Cat
2		Shoes
3		Shoe Box
4		Shopping Bag
5	Jug	
6	Glass	
7	Wodden Tool	
8	T-table	
9	Sofa	
10	Off White Curtain(2/3 Option)	
11	Shoes Rack	
12	Flower Pot	
13	Calender	



Chapter Six:

Conclusion

My internship at the Pran Production was the great experience for me to interning in professional field. I am very glad to have the Pran production is the best and continuously released TVC production in Bangladesh as the place of my first work experience. I had no idea about the challenges that were faced after interning in the professional world. I learn how to be punctual and finish my work on time. I must also mention my supervisor and other members at the Pran Production. They are a great, well behaved and energetic bunch of people, always welcoming and ready to help me. I am extremely lucky to be with them both in Pre-production, on production and post production I was in. I feel proud for completing my graduation from Daffodil International University which is one of the reputed universities in Bangladesh. From the bottom of my heart I want to give thanks to my teachers and University authorities without whose help, it's quite impossible for me to complete my graduation.

6.1 Recommendations

Throughout my three-month internship project, I had faced lot of problems. Through that type of problem, I'm realizing that if a student gets chance in their academic life to get involved with practical field then it'll help him/her a lot. Before a student enters practical field through internship they should be introduced with that field. So, in academic period if students get opportunity to do more outdoor types assignment then it'll help them to overcome their fear.

6.2 My Observation

As a journalism and mass communications student internship is the way to use the academic knowledge to get practical experience during student life but the time of the internship is too short, and which is about only three months. This will help us to increase our confidence level and skills. It increases our intelligence to implement in different places.

Chapter Seven: Annex

Here is some work of Pran Production



