

An Internship Report On

**Understanding Feature Journalism: Working Experience at The Daily Alokito  
Bangladesh**



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Bangladesh**



**Submitted to**

Department of Journalism and Mass Communication  
Faculty of Humanities and social science  
Daffodil International University

**Prepared By**

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**A LETTER OF TRANSMITTAL**

11 October, 2014

**Dr.Md. Towfique-E-Elahi**

**Sr. Lecturer**

Department of Journalism and Mass Communication

Faculty of Humanities and social science

Daffodil International University

**Subject: Submission of internship report.**

**Dear Sir,**

I am pleased to submit my internship report on “**Understanding Feature Journalism:Working Experience at The Daily Alokito Bangladesh**”. It was a great opportunity for me to acquire knowledge and experience in one of the renowned Daily News Papers. I believe that the knowledge and experience I have gathered during my internship 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,

.....

Saiful Haque Patwary

**ID: 111-24-212**

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University

## DISCLAIMER

I am, **Saiful Haque Patwary**, hereby declare that the presented report of internship titled **“Understanding Feature Journalism: Working Experience at The Daily Alokito Bangladesh”** is prepared by me after completion of three months’ work in **The Daily Alokito Bangladesh**.

I also confirm that the report is only for my academic requirement not for any other purpose. It should not be used for any other purposes in relation to the good will and image of the organization.

.....

Saiful Haque Patwary

**ID: 111-24-212**

**Journalism & Mass Communication 12<sup>th</sup> Batch**

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University



*Certificate of Approval*



I am pleased to certify that the Internship report on *Understanding Feature Journalism: Working Experience at The Daily Alokito Bangladesh* prepared by Saiful Haque Patwary (ID no: 111-24-212), student of the Department of Journalism and Mass Communication has been approved for the partial requirement of BSS Degree. Saiful has conducted his internship successfully at **The Daily Alokito Bangladesh** under my supervision. He has accomplished his internship during the summer semester, 2014.

I am pleased to certify that the data and the findings presented in the report are the authentic work of Saiful Haque Patwary.

As a person, Saiful Haque Patwary bears enthusiasm and a good moral character. I wish him all success in life.

.....

**Supervisor**

**Dr. Md. Towfique-E-Elahi**

Senior Lecturer

Department of Journalism and Mass Communication

Faculty of Humanities and social science

Daffodil International University

## ACKNOWLEDGEMENT

It was a great pleasure for preparing Internship report on the “**Understanding Feature Journalism: Working Experience at The Daily Alokito Bangladesh**”. I would like to thank and convey my gratitude to honorable Supervisor, **Dr. Md.Towfique-E-Elahi, Department of Journalism and Mass Communication, Faculty of Humanities and Social Science, Daffodil International University**, for letting me to prepare this report. I would also like to express my sincere appreciation to him for his wholehearted support and guidance.

I am also grateful to the management of **The Daily Alokito Bangladesh** for offering me the Internship training. My special thanks to **Mr. Shahjahan Sardar Editotor of the Daily Alokito Bangladesh. Feature Editor Mr. Alim Ajiz, Feature Sub-Editor Mr. Gazi Mansur Aziz** and other staffs who have given me the practical knowledge about Feature Writing.

I am also grateful to all the persons I have bothered inside and outside the organization for preparing this report.

## **Abstract**

Journalism is the activity of gather, assessing, creating and presenting news views and information. to the mass audiences of print, broadcast and online media such as newspapers, magazines and books, radio and television stations and networks, and blogs and social and mobile media. Those who visit the place for searching news, edit the news, photograph, or design are known as journalist. Journalists cover individuals, organizations, institutions, governments and businesses as well as cultural aspects of society such as arts and entertainment. News media are the main purveyors of information and opinion about public affairs.

At the department of Journalism and Mass Communication there is an opportunity for internship which is of three months duration. During this specified time internees need to complete internship program. It is compulsory to submit the report on exact date before viva. As a student of Journalism and Mass Communication department I had chosen The Daily Alokitobangladesh for my internship. From the birth of journalismn it have a close relation with newspaper. Newspaper is the proper place for learning and practicing journalism. I was egar to work and learn academic and practical demonstration in the daily Alokitobangladesh. My work there is writing feature item at their lifestyle supplement called Jibonshoily(Life art) also making plan for next issue editing the writing and photography.

Life style supplement is the most colorful, opinion based journalism and advertising seeking area dailies. Every newspaper like to publish lifestyle supplement before the end of weekend because their target audience has no limit, It may be the youth, child, housewife especially those who slowly improving their living style.

The report about the feature journalism and content discussion of jibonshoily is the sort of my working experience. My learning, limitation and achievement of internship period.

Chapter	Contents	Page No.
Chapter-1	1.1 Introduction.....	2
	1.2 Description about internship.....	3
Chapter-2	2.1 About The Daily Alokito Bangladesh.....	7
	2.2 Name of project.....	8
	2.3 Year of commencement.....	8
	2.4 Company Logo.....	8
	2.5 Tagline.....	9
	2.6 Main Focus.....	9
	2.7 Target People.....	9
	2.8 Readers Coverage's.....	9
	2.9 Main Activity.....	10
	2.10 Major Achievement.....	10
	2.11 Promotional Activity.....	11
	2.12 Impact of the life of target people.....	12
	2.13 Advertisement Rate.....	13
	2.14 Strengthens of the daily Alokito Bangladesh.....	13
	2.15 Future plans .....	
	2.16 Staffs of The Daily Alokito Bangladesh .....	14

		14
Chapter-3	3.1 Understanding Feature Journalism.....	16
	3.2 Types of feature.....	17
	3.3 Basic Sources of Feature.....	19
	3.4 The Rise of Feature Based life style supplement.....	20
Chapter-4	4.1 About Jibonshoily.....	23
	4.2 The Jibonshoily Team.....	23
	4.3 How they work.....	24
	4.4 Content review of jibonshoily.....	26
	4.5 Content of the August 2014.....	38 39
	4.6 Gender Representation of jibonshoily.....	39
Chapter-5	5.1 Working Experience.....	42
	5.2 My work.....	42
Chapter-6	6.1 Conclusion.....	47
	References.....	48

## **Chapter one**

## 1.1 Introduction

Internship is to train the students to prepare themselves for challenging task in the future. This Internship is a part of Bachelor of Social Science in Journalism and Mass Communication Program that provides a student like me both academic and practical training. It also provides a particular experience on a particular job. I have done my Internship at the *Daily Alokito Bangladesh* in my summer semester from 5<sup>th</sup> July to 5<sup>th</sup> September. Like other Bangladeshi dailies, The Alokito Bangladesh carries news views and advertisement. I have worked as a Feature Writer in the weekly Supplement, *Jibonshoily* (Life Style) during my internship. Alokito Bangladesh is owned By Dhaka Ahsania Mission. The newspaper is a project of Alokito Media Limited. Alokito Bangladesh is a twelve- page daily newspaper. Shahjahan Sardar has been the Editor of the newspaper and Kazi Rafiqul Islam as the publisher. Like other newspapers, Alokito Bangladesh has many things in common. Apart from common issues, it covers many weekly supplements e.g. Lifestyle magazine *Jibonshoily*. It is argued that The Alokito Bangladesh has been ranked 3<sup>rd</sup> in Dhaka city (Source: Shahjahan Sardar editor of the Daily Alokito Bangladesh). Besides, it has become a popular newspaper in other cities including rural areas. To improve the quality of news contents, features, education, sports editorial, religion business health and technology for sustainable and acceptable position Alokito Bangladesh management has been continuously striving. The advertisement and circulation procedures of the newspaper are also refining through installation of standard software side by side.

Though most of the time I have spent as a feature writer in lifestyle supplements lifestyle.. Here I learned making and preparing of feature.

## **1.2 Description of the Internship**

An internship is a unique aspect of education that helps a student to get a planned and supervised career-related work experience. Internship is to train the students to prepare themselves for challenging task in the future. It provides the students with a great understanding and knowledge for career demand and qualification. Thus he selects his/her future profession and has great opportunity to avoid upcoming mistake.

### **Importance of Internship**

❖ **Student can learn about himself/ herself by the help of Internship.**

Through an internship, students can gain clarity on his/her strengths, weaknesses, and interests. He/ she have the clear idea of what he enjoying or the capability of work.

❖ **Internships enhance Students resume.**

Every Organization gives every intern a certificate that enhances a resume after working three months internship.

❖ **Internships helps student to be comfortable in an interviews.**

Internship experience helps students to overcome that interview obstacle also. It boosts up students confident so much so that student will feel free before interview board.

❖ **Internships increase Students professional confidence.**

By interning, student can confront and overcome the “fear of the unknown”. They are working in a professional atmosphere that can bring professional confidence.

❖ **Internships improve student’s communication skills.**



Employers always look for in job candidates is strong communication skills. Internship provide professional environment of working. So that it ensure students who will have many opportunities to become a better communicator.

❖ **Internships expand student's professional network.**

Now a Days almost every jobs are filled through personal contacts and networking. Through an internship, Intern will meet lots of new people, each of whom could help a student get a full-time job after Internship.

❖ **Internships help student's to collect professional references.**

By doing great work in your internship, you can impress bosses and generate a group of people willing to endorse you to potential hiring persons in the future.

❖ **Internships help student' to know about behind-the-scenes.** Through an internship, you get a chance to learn what it is really like to work in a company, in an industry, and in various job functions

❖ **Internships help students to develop better work habits.** Through an internship, you will learn how to manage tasks/projects and learn how to carry yourself in a professional environment. You can also learn from your colleagues by observing their positive and negative work habits.

This Internship is a part of Bachelor of Social Science in Journalism and Mass Communication Program that provides a student both academic and practical training. It also provides an on-the-job experience. I have done my Internship at the Daily Alokito Bangladesh in my summer semester from 5<sup>th</sup> July to 5<sup>th</sup> September. In there I worked as a Feature Writer of their Life Style Supplement Named Jibonshoily(Life style, Life genre). I also have worked miscellaneous page called OnnrokomBishow( Weird World). But most of the time I worked for Jibonshoily. Here I learned how to write a good feature. Select topic for writing a feature. How can I make Feature more credible and trustworthy to the reader and many things? And also Interview technique, Writing editing and choosing best photography for the feature. I Hope this practice will help me in future. Now I am confident enough to generate any feature.

Internship gives opportunity to graduate student to learn the professional experience. On the other hand experience of a professional work. The both parties the organization and the student needs to cooperate with everyone. But as a matter of fact sometimes both students and organization does not or can't use their intern or may be student does not cooperate because intern is willing activities. Though intern carries some number which can increase good grade but in some case lack of collective occurs in the terms of intern. I can say most of the times organization did not manage the intern.

Journalism is such a broad field of study. After doing that Internship I found that I need to learn many things. I need to practice writing every day. I guess regular practice of writing will be helpful for me to be a better writer as well as better journalist. That's why I choose as a worker of feature writing.

I was a Feature Journalist intern at the Daily Alokito Bangladesh. I have interned in feature department there I have worked with Feature Head, sub editor of Life style magazine. My duties included Writing Feature, Bring new Item for feature, Making plan for the page, Always look after upcoming festival, new trend, Fashion style and choosing photograph .I loved what I did and am pursuing a job in that field. I am loyal to my work. My biggest challenge was that choosing the issue and do research for that. Also I did not have any ID card or desk. I did all my work by the help of my laptop. I went many places to take interview and photograph these things really excite me a lot I didn't have much opportunity the other intern has. But I am satisfied with my work.

## Chapter Two

## **2.1 About The Daily AlokitoBangladesh**

Daily Alokito Bangladesh is printed mainstream Bengali newspaper which carries news views and advertisement. Alokito Bangladesh owned By Dhaka Ahsania Mission. But Alokito Bangladesh is project of Alokito Media Limited. Alokito Bangladesh is twelve pages organized which edited by Shahjahan Sardar and expressed by Kazi Rafiqul Islam. Like other newspaper Alokito Bangladesh have many things common. But Alokito Bangladesh Covers many weekly supplement like Lifestyle magazine Jibonshoily at Monday, Friday magazine at Friday, TarunnoAlo(Young Voice)at Wednesday also every days newspaper consists religious page every day. And Like every other newspaper Alokito Bangladeh Provides National news, International News, Sports news, Entertainment News, Editorial, Health News, Study Practice, Business News, and Number of Advertisement every day. The Main Focus of Alokito Bangladesh they wanted to build a positive nation so that they like to practice journalist ethics and practice not to sell bad news. They tried to give readers good news, positive news. Those can encourage youth to build positive Bangladesh.

J.FINNEGAN RICHARD Found The Press is a quasi-public agency because the founder of its freedom created it for the public purpose- as a substitute of revolution it is an instrument of democracy to produce reform by methods of peace instead of force. The press has even greater responsibilities than the President, the Congress or the Judiciary.

Alokito Bangladesh served their responsibilities by conveying Non-bias news and attending different social activates towards Bangladesh. Alokito Bangladesh never compromise with honesty, neutrality and non-biasness. Alokito Bangladesh won't bow down any Power and they will keep telling what is Black to Black and white to white. Alokito Bangladesh believe lot of press media emerged in very day but they will always take a good care of their quality so that people can really a have a medium to express their voice

## 2.2 Name of project

Daily Alokito Bangladesh, a project under Alokito Media Limited at 151/7, Green Road, Dhaka -1205

## 2.3 Commencement

The Daily Alokito Bangladesh received its declaration from the Government of Bangladesh and the newspaper came in the market on May 20, 2013 in large scale.

## 2.4 Company Logo

The Daily Alokito Bangladesh  
**আলোকিত বাংলাদেশ**

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(Figure 1. Official logo of the Daily Alokito Bangladesh. Courtesy: [www.Alokitobangladesh.com](http://www.Alokitobangladesh.com))

## 2.5 Tagline

Bring Some Light



(Figure 2. Official logo of the Daily Alokito Bangladesh. Courtesy: www.Alokitobangladesh.com)

## 2.6 Main Focus

- ❖ Creating a learning society of educated and enlightened people
- ❖ .To focus Bangladesh's positive image among the people locally and globally( through Online Edition)
- ❖ To encourage people in contributing in national development
- ❖ To assist the fulfillment of the readers need through rading neutral Bengali Daily
- ❖ To be acquire an esteemed position of competitive advantages among other Bengali newspapers in Bangladesh.
- ❖ Educate and enlighten the people of the community to build a nation wide through positive bangladesh highlighted to the public.
- ❖ People contribute to national development.

## 2.7 Target people

Target people (Readres) are mainly from city, rural and and industrial community, civil society, teachers & students of public and private universities/colleges, passengers(surface,river and air), Govt &Private offices religious community, sports lovers, advertisement stakeholders`

## 2.8 Readers Coverages

- Current Readers coverages is about 5.0 Lac per day for broadsheet newspaper. We assume that 5 people in one household on avarage read Alokito Bangladesh in dhaka and other districts.

- Our E-newspaper and Online visitors are about 4,66,092 till to date
- Our online page viewers are 12, 28,730 till to date.
- Our online average visit duration is 4.12 minute
- Our Official Face book fan page cover 18,485 liker which achieves 4.4 ratings by the user

## **2.9 Main Activities**

- To promote non-partisan news and views to public from neutral point of view
- To promote social development, human values and change the traditional attitude of greater mass by creating a reading habit.
- To exchange information thereby creating consciousness of national development and an enlightened society
- To always remains vigil in giving latest news and information in a brief form as far as practicable
- To dedicate certain pages or space or interact with newly literate segment of the society

## **2.10 Major Achievement**

- ❖ We all know that the readers are the main stakeholders of the newspaper industry in the today's competitive market in Bangladesh. From circulation point of view, we have known the different Hawkers Union in Dhaka that the alokito Bangladesh has been ranked as number 3<sup>rd</sup> in Dhaka city and 3<sup>rd</sup>/4<sup>th</sup> in other cities including rural areas. To sustain in the competitive advantages position the management of the alokito Bangladesh has been continuously striving to improve the contents on news, features, education, sports editorial, religion business health and technology .Side by side the advertisement and circulation procedures of the paper are also refining through installation of standard software.
- ❖ The circulation of Alokito Bangladesh on the first day was 1.0 Lac (May 20, 2013).The Demands from market are increasing day by day and we are printing

over 1.0(one lac) lac per day. Due to limitations of resource and infrastructure, the printing has been kept to a minimum though the current demand from market is about 2.0 lac

- ❖ The online portal of Alokito Bangladesh ([www.AlokitoBangladesh.com](http://www.AlokitoBangladesh.com)) is accessed by about 4,66,092 visitors from 200 different countries across the world
  
- ❖ Alokito Bangladesh online version' Alexarating is now 120. Some other contemporary newspaper is yet to reach at this level of ratings.

## **2.11 Promotional Activities**

- The DailyAlokito Bangladesh organizes different types of round table discussions.
  
- The Daily Alokito Bangladesh provides daily news for Robi Phone subscriber to display as breaking news on mobile phone. Other mobile phone companies will be accommodated in these services very soon.
  
- QUIZZ competition has been organized for ICC T 20 world cup to held from 16<sup>th</sup> april,2014
  
- We have integrated news services to our short-code. initially it is now with robi but eventually it shall be with other operators (Grameenphone,Banglalink,Citycell,teletalk) with our short code 16292 within a very short time
  
- Other Programs are also organized on different occasions



## **2.12 Impact on the life of target people**

Media such as newspaper and television are considered to be an irrefutable part in our life. First and foremost, news helps us to update our knowledge. It includes information about local and international affairs, natural calamities, and weather changes communicable disease and so on. All these information can have a great influence on everyone's life. In addition to this, information related to crimes accidents, fire etc. Published in the paper helps the people to get a better insight of its ill-effects and thereby reduce the further occurrence of such misfortune to a great extent. For example, the highlighted news of road accidents alerts us to take appropriate measures to reduce the rate of such incidents in future. A newspaper as a product can satisfy the need for getting the information that helps in decision-making process of the social and family life in Bangladesh.

Like all newspaper, the Alokito Bangladesh also keeps the people informed about the activities of the government, political parties and leaders, criticizes the politics and action of the government or the political parties in a fair way. It describes the economic policies of the government, import and export policies, plans for future economic development and analysis the prices of different commodities and so on.

## 2.13 Advertisement Rate

The Daily Alokito Bangladesh

# আলোকিত বাংলাদেশ

## বিজ্ঞাপনের নতুন মূল্য তালিকা

(১ জানুয়ারি ২০১৪ থেকে কার্যকর)

প্রথম পাতা প্রতি কলাম ইঞ্চি	ঃ ১২০০০ টাকা (সর্বনিম্ন ১২ ইঞ্চি) (বুডিন)
শেষ পাতা প্রতি কলাম ইঞ্চি	ঃ ১০০০০ টাকা (কমপক্ষে ৪ ইঞ্চি কলাম) (বুডিন)
৩য় পাতা প্রতি কলাম ইঞ্চি	ঃ ৭৫০০ টাকা (বুডিন)
৫ম পাতা প্রতি কলাম ইঞ্চি	ঃ ৬০০০ টাকা (সাদাকালো)
	ঃ ৫৫০০ টাকা (বুডিন)
	ঃ ৪০০০ টাকা (সাদাকালো)
খেলার পাতা প্রতি কলাম ইঞ্চি	ঃ ৪০০০ টাকা (বুডিন)
	ঃ ৩৫০০ টাকা (সাদাকালো)
২য় পাতা প্রতি কলাম ইঞ্চি	ঃ ৪০০০ টাকা (সাদাকালো)
১৫ পাতা প্রতি কলাম ইঞ্চি	ঃ ৩৫০০ টাকা (সাদাকালো)
সাধারণ পাতা প্রতি কলাম ইঞ্চি	ঃ ২৫০০ টাকা (সাদাকালো)
	ঃ ৩৫০০ টাকা (বুডিন)

**স্পট বিজ্ঞাপন**

প্রথম পাতা প্রতি কলাম ইঞ্চি	ঃ ২০০০০ টাকা (সর্বোচ্চ ৪ ইঞ্চি)
শেষ পাতা প্রতি কলাম ইঞ্চি	ঃ ১৫০০০ টাকা (সর্বোচ্চ ৩ ইঞ্চি)
খেলার পাতা প্রতি কলাম ইঞ্চি	ঃ ৫০০০ টাকা (সর্বোচ্চ ৪ ইঞ্চি)

**বিশেষ শ্রেণীভুক্ত বিজ্ঞাপন**  
জন্মদিন, শোকসংবাদ, সাহায্যের জন্য আবেদন, নিয়োজ, মৃত্যুবার্ষিকী, কৃতী ছাত্রছাত্রী, উচ্চ শিক্ষার্থে বিদেশযাত্রা, বিবাহবার্ষিকী, অভিনন্দন ইত্যাদি ২ ইঞ্চি ১ কলাম ৫০০ টাকা (সাদাকালো), বুডিন ৮০০ টাকা (নির্ধারিত)।

**শ্রেণীভুক্ত বিজ্ঞাপন**  
শ্রেণীভুক্ত বিজ্ঞাপন প্রথম ২০ শব্দের জন্য মোট ৩০০ টাকা এবং পরবর্তী প্রতি শব্দের জন্য ১৫ টাকা। বিজ্ঞাপন সর্বোচ্চ ৫০ শব্দের মধ্যে হতে হবে।

**শুক্রবার (বিবিধ ট্যানলয়েড)**

প্রথম পাতা প্রতি কলাম ইঞ্চি	ঃ (প্রকাশিত হয় প্রতি শুক্রবার)
শেষ পাতা প্রতি কলাম ইঞ্চি	ঃ ৪৫০০ টাকা
ভেতরের পৃষ্ঠায় প্রতি কলাম ইঞ্চি	ঃ ৩৫০০ টাকা
	ঃ ২৮০০ টাকা (বুডিন), ২২০০ টাকা (সাদাকালো)

**জীবনশৈলী (লাইফ স্টাইল ট্যানলয়েড)**

প্রথম পাতা প্রতি কলাম ইঞ্চি	ঃ (প্রকাশিত হয় প্রতি সোমবার)
শেষ পাতা প্রতি কলাম ইঞ্চি	ঃ ৪০০০ টাকা
ভেতরের পৃষ্ঠায় প্রতি কলাম ইঞ্চি	ঃ ৩০০০ টাকা
	ঃ ২৫০০ টাকা (বুডিন), ২০০০ টাকা (সাদাকালো)

(ফিচার পাতার বিজ্ঞাপনের ডিজাইন/সিডি অবশ্যই ২ দিন আগে জমা দিতে হবে)

**অনলাইন সংস্করণ-এর মূল্য তালিকা**

টপ ব্যানার ১০০০ X ৫০ পিক্সেল	ঃ ১০০০০০ টাকা (প্রতি মাস)
মিডল ব্যানার ৫০০ X ৫০ পিক্সেল	ঃ ৫০০০০ টাকা (প্রতি মাস)
মিডল ব্যানার ২৫০ X ৫০ পিক্সেল	ঃ ৩০০০০ টাকা (প্রতি মাস)
রাইট প্যানেল ২০০ X ৫০ পিক্সেল	ঃ ২০০০০ টাকা (প্রতি মাস)
অনলাইন পোলিং স্পন্সর	ঃ ১০০০০০ টাকা (প্রতি মাস)

(অন্যান্য মূল্য আলোচনা সাপেক্ষে)

**যোগাযোগ**

১৫১/৭, গুডলাক সেন্টার (পাহুপথ-গ্রিনরোড সিগনালের পার্শ্বে)

গ্রিনরোড • ৪র্থ -৬ষ্ঠ তলা • ঢাকা ১২০৫ • বাংলাদেশ • জিপিও বক্স : ৩০২৪

ফোন : ৯১১০৭০১, ৯১২৩৭০৩, ৯১১০৫৭২, ৯১১০৮৫৩, এক্স-১২৩, ১২৫, ফ্যাক্স : ৯১২১৭৩০

ই-মেইল : alokitobdad@gmail.com , alokitobd\_ad@yahoo.com

ওয়েব সাইট : www.alokitobangladesh.com

(Figure 3. Advertisement Rate of the Daily Alokito Bangladesh. Courtesy: www.AlokitoBangladesh.com)

## 2.14 Strengths of the Daily Alokito Bangladesh:

- ⇒ Prominent and well respected Board of directors
- ⇒ Well experienced and skilled journalist
- ⇒ Committed staff members
- ⇒ Genuine news are published
- ⇒ Gratify to meet the need of all sector of reader
- ⇒ Creating new dimension of neutrality among the current and prospective readers
- ⇒ Shortly acquired a good position among all the Bengali dailies in Bangladesh

⇒ The number of advertisement is higher than in other contemporary newspaper

## 2.15 Future Plans

- ✓ Increase number of circulation of the Alokito Bangladesh by 1.0 Lac per year.
- ✓ Print Alokito Bangladesh from Ahsania mission Printing Press in ashulia
- ✓ Find ways to attract poor people who don't have purchasing power of newspaper
- ✓ Develop effective marketing and advertisement plans and ensure its implementation
- ✓ Organize market research that can create benchmarks and helps to ascertain increase of circulation of the daily.
- ✓ Recruit talented journalist who can potentially contribute towards the changing demand of the readers.

## 2.16 Staffs Of The Daily Alokito Bangladesh

SL	Name of Department	No Of Staffs
01	Editor & Publisher	1
02	News Desk: Chief Editor 1, Joint editor 1, central desk 14, News Editor 1, International Desk 3, Editorial Board 4, Features 10, Islamic Page 07, Mofassal Desk 4, and online 3	
03	Reporting Chief Editor (acting)1, special correspondent 2, Reporter 21, sports editor 1, sports reporter 6, business reporter 4, Photographer 3, Artist 1	
04	Graphics and page makeup and proof reading	34
05	Outside Dhaka Bureau Office 21, University and high Court Reporter 11 District Correspondent 51 Upazilla correspondent 10	
06	General section General Manager 1, Deputy Manager 1, Executive, HR & Admin 1, Store Astt(official) 1 Asstt. Sore Officer(prsee)1, admin asstt 1 support staff 8, accounts 5, IT3	
07	Advertisement Department	20
08	Circulation Department	20

(Figure 4. Staff of the Daily Alokito Bangladesh. Courtesy: Shahjahan Sardar, Editor of Daily Alokito Bangladesh)

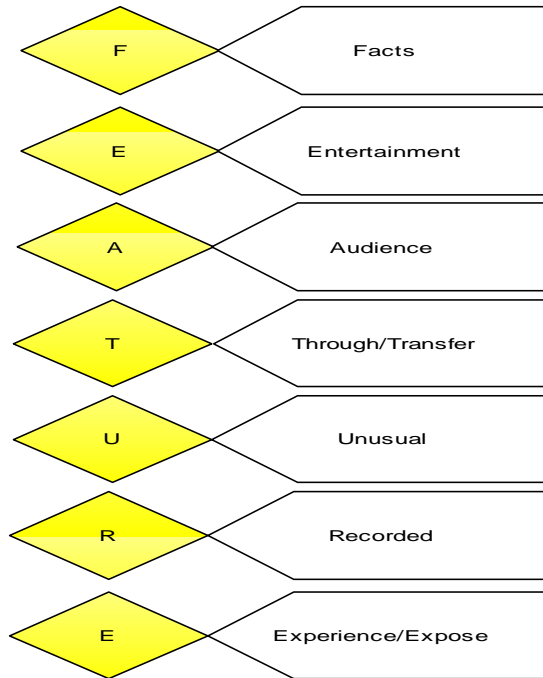
## **Chapter Three**

### **3. 1 Understanding Feature Journalism**

Experience of news writing is not same as feature writing. Hard news stories moves through in the form of inverted pyramids that contains Five “W” and one “H”. This structure gives the clear picture to the readers. Immediacy is everything in News story. In feature event Immediacy is the second thought. Feature only contributes reader’s interest nothing else. Feature is a combination of interpretation, mood, detailed description, emotion irony and humor. In news reporter can’t put opinion but feature writer does. The goal of the feature story is communicate the truth with readers so that they can educate and entertain.

The term/ concept of feature have many dimensions. That soft news, jump story about anything interests people to read is feature. The whole world is feature writing workshop. Any brief writing about anything, putting writer’s opinion either it can be helpful or noxious for reader might concern in a feature. Feature actually gives the full image of a thing so that readers can take his/her own decision.

Feature is a subjective piece of writing, in which, Facts, opinions, arguments, persuasion and even confession may become a creative amalgamation of information. Now feature journalism takes newspaper in a new era. It became important element of every newspaper. Though newspaper circulation drops worldwide and the competition from online news sites and Power of electronic media. Internet makes the easiest thing to the reader now reader can every information just touch of websites. According to Brett and Holmes newspapers have “gone through a dramatic transformation, abandoning to a certain degree their hard news rationale and adopting the ways of magazines (Feature writing in a modern journalism, p. 190). This featureee writing in generally save the newspaper industry. People lost their appetite of knowing news from newspaper. So readers always searching interesting. In generally they like to read feature wring.



(Figure 5. Basic Sources of Feature. Courtesy: Shakhawat hossain. Associate lecturer. Daffodil International University, Department of Journalism and Mass Communication)

Newspaper is survived by the help of feature journalism, giving them the taste of new thing regularly. Newspaper create a new trend to featuring the topic about health, life style, shopping ,cooking, science, adventure, travel and education They are bringing especial supplement to cover this things. This is how feature journalism actually give breath to the readers.

### 3.2 Types of Features

According to my internship experiences, I have divided features in four broad categories: Profiles, Product stories, Background features and Opinion Pieces. All of these are been explained below in brief.

### **A. Profiles:**

Profiles deal mainly with people and organizations' background. The tone for profiles is casual as it covers personal stories and incidents of the people or organizations being covered. It can be of two types:

- Profiles can be written on individuals. They can be based on interviews, taped into a Q&A format. Later it is written as and edited into a first person narration.
- Profiles can also be written on two or more people, or groups. Again these can be based on interviews, or based on clips.

### **B. Product Stories:**

This category includes stories on one product or can be a roundup of many products, described, compared and tested. In this case, the writer needs to know about the products' quality, laboratory results, and peoples' reactions and so on; that have to be presented in a way that informs readers to know more about the product.

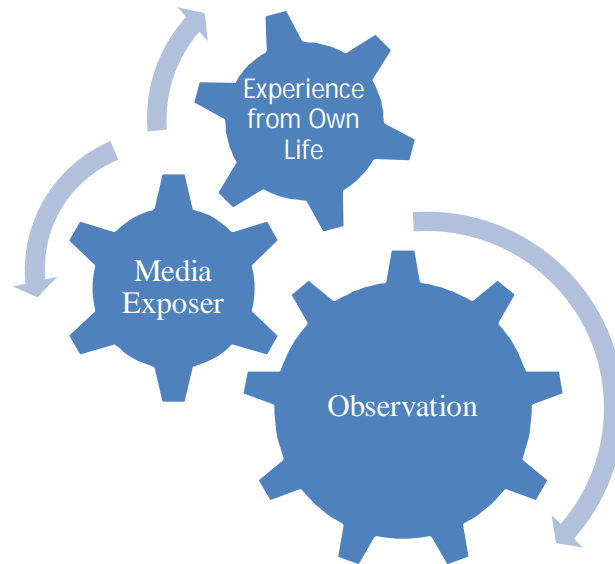
### **C. Background Features:**

Those feature stories that put news in context are known as background features. This feature can be called hybrid between a news story and a feature. These feature stories are generally written on political or social contexts.

### **D. Opinion Pieces:**

This format includes all other kinds of feature pieces, mainly including--leader/editorials, think pieces, columns and diaries. Such stories usually focus on public reactions to ongoing condition of social, cultural, and political practices.

### 3.3 Basic Sources of Feature



(Figure 6. Basic Sources of Feature. Courtesy: Shakhawat hossain. Associate lecturer. Daffodil International University. Department of Journalism and Mass Communication)

Brainstorming for new idea is the source of feature topic. Everything can be written as a feature but in different angle. Feature writer gets their source from:

(a) Observation: Looking and searching for news things and event. Problem aspect and opinion can bring a good feature.

(b) Media Exposer: Feature writer learn many things from media. Society electric and print or internet medium. Writer things it might be helpful and interesting to the reader it can be good topic of feature writing.

(d) Experience from their own life: we have experienced a lot of things every day or might be known other interesting experience that might be good topic for feature. From that feature writer have their slants. The Idea or angle of the topic.



### **3.4 The Rise of Feature based Life Style Magazines**

According to Webster's new world dictionary of media and communication, the term life style, or life-style: the way in which a person lives, including purchasing habits, manners of dress, and other expressions of personality and values. The section of a newspaper or a periodical that deals with food, fashion, relationships, and other personal subjects is called the lifestyle page or style page (or section). It includes what formerly was called the women's (or family) department.

As newspaper become part and parcel of our daily life it has the power to drive its opinion or choice to our every day's life. What should readers eat, from where, what's should reader buy or how to use the product is now the lifestyle supplement concern. On the other hand life style magazine now deal with how to maintain personal relationship. It also guide line where to travel, what to wear, each and everything what human being need every day. So now it can be easily said that life style magazine is the complete solution of life standard.

Not only daily newspaper contain lifestyle supplement, now a day's only a magazine that contain life style covering fashion, style ,dressing and many more has regular been published in monthly, weekly and also yearly. Every newspaper have lifestyle supplement. Also in internet lots of online life style magazine like as Readers Digest, Vogue, Mirror fashion, Gloria, Mens Health, Mode, Cosmo also Noksha, Shoily, Anondo Alo of Bangladesh has both their printed and internet edition.

The rapid expansion of the newspaper industry creates the necessity of feature based writing. James Cullen described the miserable situation of newspaper industry in eighteenth century because of Despite the new printing technologies were costly for the newspapers. In Britain France and modern Europe a bunch of littered people raised in 19<sup>th</sup> century, Different news items especially feature editorial and other items in newspaper. At the same time, the newspaper had already become a permanent part of the social and literary life for educated citizens of most European countries and the United States. In the end of the 19th century, new and modern pattern of newspaper ownership and production had already been set in the United States and Britain.

Curran, James (2006) agreed,

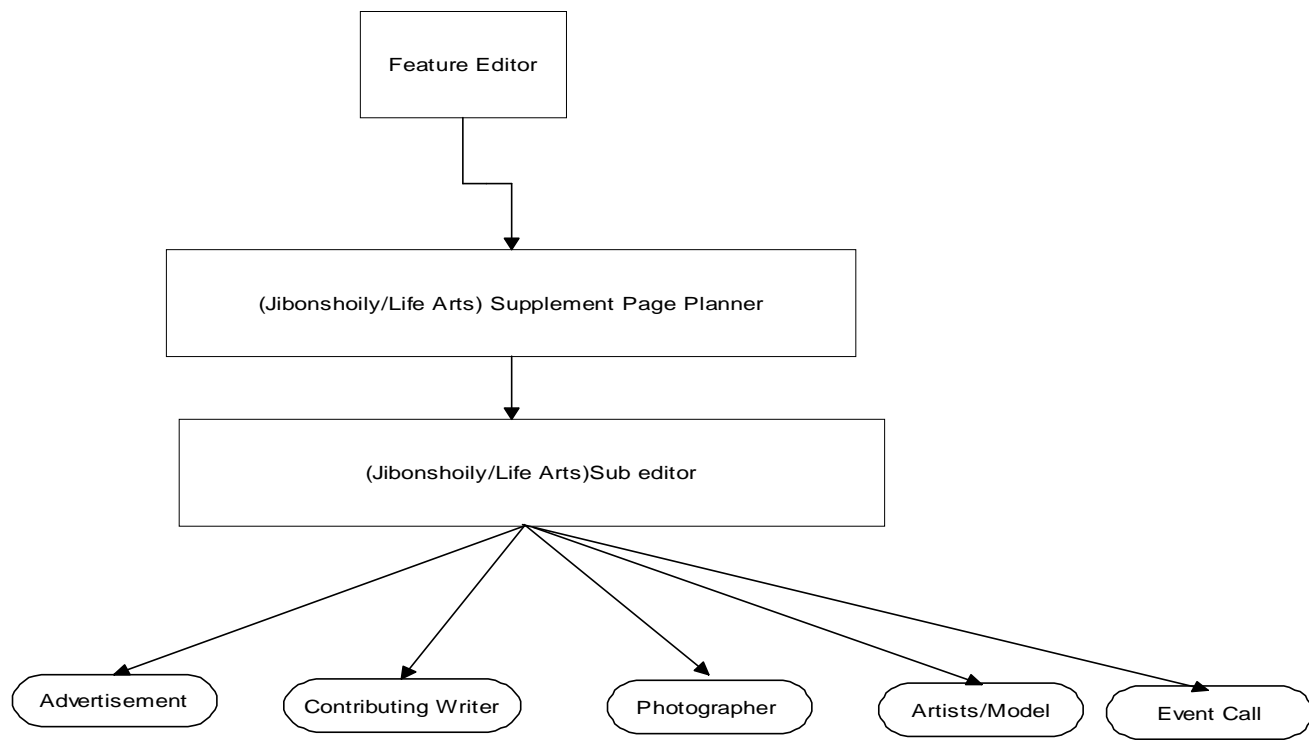
Aiming to attract more readers with a greater variety of content, the early forerunners of newspaper supplement were already accompanying some papers of Britain and United States in the early 19th century, and France, and Germany in the late 19th century. Since the regular prototypes of the supplements appeared in the era of mass circulation press, it is possible to claim they are products of mass-market industry.

Usually to catch the readership of the littered people newspaper brings in a new trends of offering intellectual writing in weekend. This kind of feature writing about any event, editorial, cross words, puzzle, scandal and sex news actually attract the reader. These supplement known to Sunday or weekend newspaper that time.

According to Thomson and John B. (1990), the first Sunday paper appeared in 1779, titled as the Sunday Monitor (Williams, 1961: 185). Later others like The Observer (1791), Bell's Weekly Messenger (1796), and The Weekly Dispatch (1801) were also published and popularized. In this sense, it can be argued that the expansion in the circulation of the Sunday papers and the rise in Sunday readership pioneered the weekend supplements of the present day.

## **Chapter four**





(Figure 8. Team of Jibonshoily. Courtesy: Shahjahan Sardar, Editor of Daily Alokitobangladesh)

### 4.3 How they work

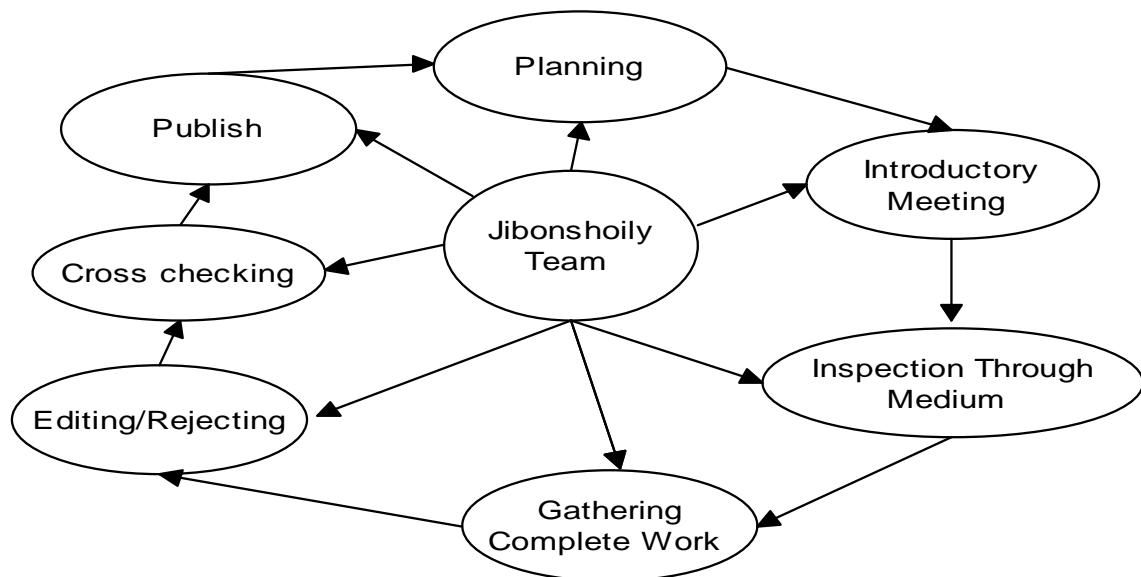
In every Sunday Feature editor as well as Life art content designer, sub editor call for a meeting for upcoming supplement. They are focusing trend, festival, event, contemporary fashion and style, looks, season to bring update and resourceful and colorful supplement to the reader. Basically that meeting brings rough cut or blue print to the upcoming supplement then sub-editor, supplement designer arrange a meeting with the other stuff the Contributor, the fashion house, the advertisement, with the model or artist and with the photographer.

Secondly sub-editor looks after the improvement or progress of the work before the deadline. He manages to call the staff, check and reply the mail. Contact and prepared the

artist, photographer. Alokito Bangladesh using data server/ and telephone system so that contact with those person won't cost most.

Photographer must send work before Saturday as well as the feature writer. Sub –editor feature editor than busy with editing. Correct the sentence arrange the page, combined the color then they create dummy for the next stages. Checking and cross checking of the dummy is important part here sub-editor also the contributor looking for spelling mistake, mis-information things. After checking and rechecking things done then it goes for publish at Monday.

Also their main concern is innovation of new items or contain because another two newspaper also bring their lifestyle their supplement Noksha(Design) by The Daily prothom –alo and shoily(Art) by Samakal. They are the competitor of the jibonshoily because the management claimed that Alokito Bangladesh achieving third position among the mainstream newspaper in Bangladesh.Though the price of the alokito bangladesh with lifestyle supplement remain at five taka .So Alokito Bangladesh team survived everyday by the help of advertisement. The good thing is Alokito Bangladesh paying only the contributor writer, the photographer the artist and some intern doesn't paid any money



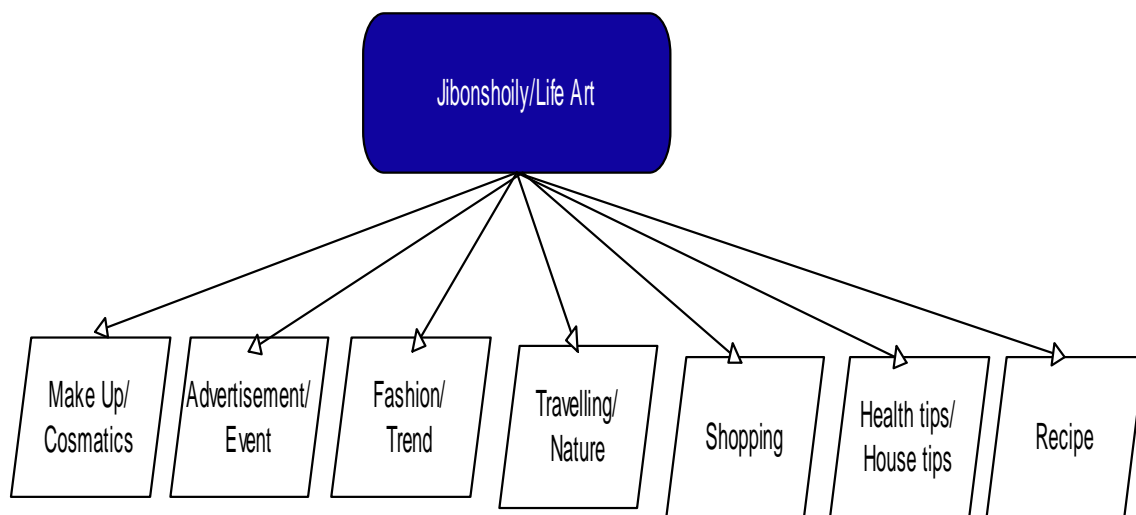
(Figure 9. Functional Structure of Jibonshoily. Courtesy: Shahjahan Sardar, Editor of Daily AlokitoBangladesh)

#### 4.4 Content review of Jibonshoily

It is said that “a review, as well as providing that kind of information, should describe the work and express an opinion about it” (Gilbert, 107). Daryl J. Bem of Cornell University, in his article “How to Write Review Art” describes a review article as the following: You have surveyed an experimental literature and arrived at conclusions you believe are worth sharing with the wider community. Now it is time to write. To publish. To tell the world what you have learned. So, review reports are a kind of features that review products, people or organizations. However, the style of writing can vary depending on different topics or approaches.

In every month four volume of Jibonshoily can publish. Recipe, Make up, Advertisement, Feature are the most common item of jibonshoily(Life art) beside it Fashion, Upcoming event, Opinion about relationship, New trend, health advise, dressing idea, celebrating festival by fashion style and food are also the item of of Jibonshoily.

Reviewing the content of Jibonshoily means the find out and the discussion about the content



(Figure 10. Working Structure of Jibonshoily. Courtesy: Shahjahan Sardar, Editor of Daily Alokitobanglade

❖ **Make Up:**

Now a day's make and get up is much important for an occasion or in a daily life. Also celebrating festival, event, season, and circumstances requires especial and trendy make up form. Make up in body part especially the women. Sometime Makeup at home, Makeup at parlor, Make Tips, Bridal make up, Everyday make up, regular make up, event makeup, using cosmetic tips maintain makeup, removing makeup, herbal makeup, trendy make up all things includes in this segment.

Especially it's the women who write down the makeup feature every time. Most of the time lifestyle supplement only covers female make up male fashion. Only several issues includes male makeup.





August 25,2014 Vol:2 Figure:58



September 1, 2014, Vol:2 Figure:59

(Figure 11. Lead of jibonshoily. Courtesy: Feature server/archive of Alokitobangladesh)

How to make up your attire what cosmetic should use, from where this kind of makeover can get, or the matching dress up for the makeup maintain and removing the makeup are the main theme of makeup cover story. Advertiser are the focusing part Advertising the parlor shop, cosmetic item have the business agenda of the first look at the jibonshoily because the lead most of the time focus on these makeup item

Female author/feature writer writes about it because she has the proving point of gender relativity that yes I am a women I know better about your make up. And also the girls using as the cover for free have the dream to step on media by covering herself in a life style magazine.

### ❖ Advertisement/ Upcoming event

Advertisement is trying to sell a product, as we see the ads, we may also be able to “see through” them to broader social and cultural realities. According to making sense of advertisements by Daniel pope. We can note three contexts of advertisement. First of all, they are selling tools and reflect the business needs of the corporations that pay for them. Posing the questions about purposes and methods will give us insights into the role of advertising in business. Second, advertisements are cultural indicators, though distorted ones. Finally, bear in mind that ads emerge from a professional culture of the advertising industry and suggest the aspirations and anxieties of the men (and sometimes women)

Second page of the Lifestyle supplement jibonshoily contains with both classified and news advertisement of different fashion house, boutique house, shopping mall. Some upcoming event such as courses, festival, and training is also being published. Those fashion house offers especial off, discount and arranging new item or changing their address they news advertisement let these known to the reader. On the other hand event base advertisement also seeks course member. Such as cooking course, fashion designing course, film making and photography course and many more

Jibonshoily can manage a great deal of advertisement. The advertisement rate is also much cheap considering other lifestyle supplement. First Page per column Inch: 4000Taka, Last Page per column Inch: 3000 Taka, Mid Page per column Inch: 2500 Taka. Not only fashion house but also restaurant, Telecom Company, parlor advertisement also take part in this supplement. In time in festival like Eid,Durga Puja,Shob-e-barat, Pahel Boishakh, Christmas Day this second page or advertisement page are becoming very popular one, when two pages and also different palce in life style magazine includes Classifieds advertisement and news advertisement



August 25,2014 Vol:2 Figure:58

(Figure 13. Advertisement of jibonshoily. Courtesy: Feature server/archive of AlokitoBangladesh)



August 18,2014 Vol:2 Figure:57

(Figure 13. Advertisement of jibonshoily. Courtesy: Feature server/archive of AlokitoBangladesh)

❖ **Travelling:**

Travelling becomes the part of human life style. Now city people as well as adventures one like to travel around the ever green Bangladesh. Bangladesh is great beauty to the traveler. Natural beauty as well as resources fulfills the thirst of the voyeur. Travelling feature event actually tells about the tourist spot, it's attracting point, location, the facility and how to reach on that place in a story structure. Most of the time these tourist feature story covered by sub-editor but some time it seeks travel story from anonymous people or the readers. Travelling feature actually work as a travel guide or travel mentor. That s really amazing things of that supplement. It only focuses our countries beautiful natural spot.



August 25, 2014 Vol: 2 Figure: 58

(Figure 14. Travelling feature of jibonshoily. Courtesy: Feature server/archive of Alokitobangladesh)



August 18, 2014 Vol: 2 Figure: 57

(Figure 15. Travelling feature of jibonshoily. Courtesy: Feature server/archive of AlokitoBangladesh)

❖ Fashion/Trend



(Figure 16,17. Lead of jibonshoily. Courtesy: Feature server/archive of AlokitoBangladesh)

June 24 2013 Vol: 1 Figure: 5

September 8, 2014 Vol: 2 Figure: 59

Western countries style of clothing known to fashion. New fabrics, such as nylon and Lycra and improved technology contributed to the speed of transition of new format of cloths. Though developing country gradually adopt that form fashion. New style, new format from western Hollywood bollywood or invent by native or sensation also brings trend to common or uncommon fashion. So like other supplementary magazine alokito Bangladesh focus trend on the basis of condition and comforts of the things also the audience react and sellers re action. People of all class and ages are the target audience of that part.

The clothing of recent time varies from other time. It depends on both price weather and comfort. On the other hand some time supplement creates trend for own business benefit publishing gossip to emerge that new trend

#### ❖ **Recipe**

A recipe is the guideline of cooking oxford dictionary uses the term of “recipe” is that, a statement of the ingredient and procedure required for preparing a culinary dish. Broadcast television and also now a day’s showing recipe in the television, celebrity chefs and person attracts the program. Like that jibonshoily also expressed such kind of recipe writing by celebrity and well known cooks. Jibonshoily believe married women as well as young women are very interested of such recipe. They like to taste different food item by the help of native food ingredient that’s why jibonshoily plays an important role of using native vegetables and spice of blending good and new recipe.





August 18, 2014 Vol: 2 Figure: 57

(Figure 18. Recipe of jibonshoily. Courtesy: Feature server/archive of Alokotbangladesh)

## ❖ Shopping

The process of browsing and/or purchasing items in exchange for money is known shopping. Shopping becomes part and parcel of our daily life. There is hardly any single day that we won't shop. Life style supplement become the guide line of shopping what should I buy, from where. What would be the regular price, how I recognize the thing, and how do I use thing each and every thing now provided by the supplement. Obviously the news paper is the beneficiary one who promotes limitless shopping to the readers. Despite of being helped the business orientation and our national economy. Most of the time supplement creates false need to the human being the buying habit created by the supplement is not good practice.

Shopping segment discovers new item in super shop and fashion house but they unfairly created hype to the slow income people to buy expensive things from prominent fashion house. Children women man of every ages trapped the political business of that supplement the more people buy from store the more advertisement the newspaper gets.



August 25, 2014 Vol: 2 Figure: 58



August 25, 2014 Vol: 2 Figure: 58

(Figure 19,20 . Shopping Feature of jibonshaily. Courtesy: Feature server/archive of AlokitoBangladesh)



❖ **Health tips/ House tips**

Maintain health of grown and child is very important issue during this time. Changing of season, threat of epidemic or disease and how can be safe from them is the main concern of health tips. Different types of health tips such as which food brings more vitamin and importance of the food. Or how to maintain the health chart and food chat. Bringing such types of health tips actually make great bondages with the readers.

Maintaining household chores is not very easy. Most of the female member of the house manages this. They are the actual reader of household tips section. Several tips of house hold tips make the work easy. Like how to rise your kid? How to behave with them? How easily make your home/garden/lobby neat and clean. How to handle a guest and many more.

August 25, 2014 Vol: 2 Figure: 58



(Figure 20,21. House tips, health tips of jibonshoily. Courtesy: Feature server/archive of Alokitobangladesh)

❖ **Habit/ Necessity /and others**

A lifestyle supplement directly embraces the concept of lifestyle. It provides personal assistant and concierge services so as to cater to all areas of an individual's life ranging from family to professional matters. Peoples habit, necessity Some time creating better news. Such as to save our child from goons and violence practicing martial arts is necessary we can learn from life style supplement now it advertisement the training institute and the importance of martial arts swimming, music instrument and other item may very helpful to the reader also. Also different type of amazement or peoples habit of tree planting, collecting postcards, poster, cd, mug or petting animal such other bizarre news feature also huge the readership incredible fine.

### প্রশান্তির জন্য সাতার

একটি নতুন ধরনের জলচরিত পশু পুস্কর বাগ-এর প্রচেষ্টা শুরু হয়েছে। পুস্কর বাগ-এর মাধ্যমে পরিবেশের দূষণ হ্রাস করা যায় এবং জল সংরক্ষণ করা যায়।

পুস্কর বাগ-এর মাধ্যমে পরিবেশের দূষণ হ্রাস করা যায় এবং জল সংরক্ষণ করা যায়।



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### কবুতরের হাট

একটি নতুন ধরনের জলচরিত পশু পুস্কর বাগ-এর প্রচেষ্টা শুরু হয়েছে। পুস্কর বাগ-এর মাধ্যমে পরিবেশের দূষণ হ্রাস করা যায় এবং জল সংরক্ষণ করা যায়।



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### ভালো রাখুন বাচ্চার মন

একটি নতুন ধরনের জলচরিত পশু পুস্কর বাগ-এর প্রচেষ্টা শুরু হয়েছে। পুস্কর বাগ-এর মাধ্যমে পরিবেশের দূষণ হ্রাস করা যায় এবং জল সংরক্ষণ করা যায়।



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### শরতের ফুল

একটি নতুন ধরনের জলচরিত পশু পুস্কর বাগ-এর প্রচেষ্টা শুরু হয়েছে। পুস্কর বাগ-এর মাধ্যমে পরিবেশের দূষণ হ্রাস করা যায় এবং জল সংরক্ষণ করা যায়।



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(Figure 22 . Other item of jibonshoily. Courtesy: Feature server/archive of Alokitobangladesh)

#### 4.5 Content of the August 2014



(Figure 23 . Content of the August 2014 Jibonshoily . Courtesy: Feature server/archive of Alokitobangladesh)

#### 4.6 Gender representation of the supplement

Jibonshoily(life art) represents patriarchy Platform through its Advertisement, writing, and make up. Though writing for and advertising elements mostly for women, from contain to photograph women are representing their gender socialization. Shaping them, such as women should act like pretty, naïve, always looking for vanity and household chores not as muscular, productive as male.

Beside describing product review. Advertisement structure is using women's body in everywhere. like other lifestyle magazine jibonshoily also selling sex or voyeuristic pleaser to men. According to Laura Mulvey, The gaze and visual pleaser and narrative cinema 1975 and thornham "Feminist media and film theory 1998

Using women in advertisement or product is the objectification of women and misrepresentation and disrespect of women. This objectification known as gaze. It gives a men voyeuristic pleaser. Internizational of gaze, through advertising changes women's representation. Women part none other than shift of objectification for both looker and they looked at, men as the dominant groups have been the looker. Laura Mulvey describes that disturbing behaves of men wanting everywhere women's , notes that Freud had referred to infantile scopophilia- the pleasure involved in looking at others peoples bodies as( Particularly, erotic) objects

Though male represents on the life style supplements in a manly, muscular shape. Also the item review or clothing advertisement is less considering to male. Only the travelling page recipe page belongs to the men. From July And August only one cover story or Lead story expose at World Father's Day, Relationship Between father and family. Shopping to trending fitness to glossing in every item always feature photography demands women picture in sensual pose.



## **Chapter Five**

## **5.1 MY Working experience**

Working in a mainstream newspaper is such luck of mine. I learned the duties and responsibilities of newspaper as well as the reporter editor and other staff. I also blend my academic work and practical work. Though most of the time I spent as a feature writer in lifestyle supplements life art. Jibonshoily or life art means a lot to me. Here I learned making and preparing of feature. I am fond of wring anything. Though Alokito Bangladesh have been passing one year it did not practiced professional atmosphere. Here I did not get any desk or id . I worked with my laptop and mail it to the subeditor. I also face problem when I went to take interview in boys option and bashundhara city gym. I somehow manage to escape. They did not interested me of giving interview. I somehow convince them. One or two staff friendly behaves me. At least they ask about myself most of them have rude attitude despite of I was trying to introduce with them. Real ups and down relationship what did not have any action on my work. Beside of my class, quiz, exam, presentation I tried my level best to attend there. Because every supplement actually holds or writes by freelance feature writer there is some business issue in their so I don't have much space to write in the supplement because other freelance writer make money from that supplement so that subeditor give every single opportunity to them. They ask for different plan I gave, but they did not listen and most of the time I forcefully achieve my work.

## **5.2 Writings in Jibonshoily (Life Arts)**

### **Haircut of the stars:**

Basically most of the lifestyle supplement has organized by part time worker such as freelance writer, photographer and model. Jibonshoily is not differ from other thee person are maintaining the whole process. It is very difficult to have a chance from the part time worker because they have been paid. During the FIFA world cup brazil I give the feature idea. That the hair cut of celebrity footballer are imitating by a good number of supporter in the world also in Bangladesh. I have seen a lot, mostly the young and children. Then I Took the charge of work, I spoke to the imitator, owner othe parlor and research the topic and thus the feature about haircut of football player has been written





বালোতেল্লি, পর্তুগালের ক্রিস্টিয়ানো রোনালদো কিংবা স্পেনের জেরার্ড পিকের হেয়ার কাট তরুণদের পছন্দের শীর্ষে। বেসরকারি বিশ্ববিদ্যালয়ের ছাত্র আরহানের উচ্ছ্বাসটা যেন একটু বেশি। গ্রেটেস্ট শো অন আর্থ শুরু হতে বাকি আর মাত্র সপ্তাহখানেক। এরই মধ্যে নিজের চুল ছেঁটেছেন স্পেন ফুটবল তারকা জেরার্ড পিকের হেয়ার কাটের আদলে। মাথার অগ্রভাগের চুল বড় রেখে, দুই পাশের চুল ট্রিম

করে আরহানের বন্ধু আদিত্য আবার নেইমার বনেছেন। রাজধানীর জেন্টস পার্কারে তরুণরা যাচ্ছেন পছন্দের তারকা ফুটবলারদের হেয়ার কাট চাপাতে। পিছিয়ে নেই ছোটরাও। সঙ্গে থাকা মোবাইল ফোনে ধারণ করা ছবি দেখে চুল কাটছেন, হেয়ার এক্সপার্টকে দিচ্ছেন নির্দেশনা। অলি-গলির ছোট সেলুনগুলোও বসে

## হেয়ার কাটে প্রিয় খেলোয়াড়

৪ বছর পর আবার এলো ফুটবলের মহাযজ্ঞ। ফুটবলের তীর্থভূমি ব্রাজিলে বসছে এবারের জাঁকজমকপূর্ণ আসরটি। বিশ্বকাপ ফুটবল মানেই সারা বিশ্বে ফুটবলপ্রেমীদের মাঝে অন্যরকম উন্মাদনা। সেই উন্মাদনার ডেউ আমাদের দেশেও। কোন দল সেরা তা নিয়ে তর্ক-বিতর্ক লেগেই থাকছে নিজেদের মাঝে। বাড়ির ছাদে প্রিয় দলের পতাকা টানানো, জার্সি পরার পাশাপাশি তারকা ফুটবলারের মতো করে চুল ছেঁটে নিয়ে নিজের সাপোর্ট একদম পাকাপোক্ত করছেন এদেশের অনেক ফুটবলভক্ত। তারকা খেলোয়াড়দের অনুকরণে চুল ছাঁটা নতুন নয়। এর আগেও ব্রাজিলের ফরোয়ার্ড রোনাল্ডো, ইংল্যান্ডের মিডফিল্ডার এবং ফ্যাশন আইকন ডেভিড ব্যাকহামের মতো করে চুল ছেঁটে নিয়েছিল ফুটবলভক্তরা। জনপ্রিয় অনলাইন ডেইলি মেইলের জরিপে ফুটবলারদের বর্ণিত হেয়ার কাটের এক শতকে সবচেয়ে আবেদনময়ী হেয়ার কাটের তকমা ডেভিড ব্যাকহামের। তবে এবার ব্রাজিলের নেইমার, ইতালির



নেই। সাধ আর সাধের রসায়নে যারা অপারগ তারা ছুটছেন পাড়ার সেলুনগুলোতে। দ্য নেভিগ্যাটরখ্যাত পর্তুগাল দলকে সমর্থন না করলেও তরুণরা রিয়াল মাদ্রিদ তারকা ক্রিস্টিয়ানো রোনালদোর মতো হেয়ার কাট দিতে পছন্দ করছেন। গলির সেলুনে পছন্দসই তারকার হেয়ার কাট দিতে মজুরি নিচ্ছে ৮০ থেকে ১৫০ টাকা। তবে অভিজাত জেন্টস পার্কারে খরচটা পড়বে ২০০ থেকে ৫০০ টাকার মধ্যে। ধানমন্ডির পারসোনা এডামসের শাখা ব্যবস্থাপক মাসুম বিল্লা খান বলেন, আমাদের এখানে ক্যাটালগ হেয়ার কাটের পাশাপাশি নিজের পছন্দ মতো চুল কেটে দেয়া হয়। সেরা কারিগররা অত্যন্ত নিখুঁতভাবে এবং যত্ন করে চুল কেটে দেয়। তবে ক্রিস্টিয়ানো রোনালদোর হেয়ার কাটই তরুণরা বেশি কাটাচ্ছে।

- সাইফুল হক মিঠু



June 09, 2014 Vol: 1 Figure: 56

(Figure 27. Feature about Haircut written by me in Jibonshoily . Courtesy: Feature server/archive of AlokitoBangladesh)

### Swimming is necessary:

Swimming not only can save life but also well for health. Before starting rainy season the feature is very important to the reader because this rainy season time because of not knowing the swimming many people are dying in launch sinking accident and flood. Also rural area's people have not any place such as pond, river to learn swimming. Many hotel and training institution works for who are interested to learn swimming.



# প্রশান্তির জন্য সাঁতার

স্বাস্থ্য ভালো রাখতে সাঁতার খুবই উপকারী ব্যায়াম। এছাড়া গরমে একটু প্রশান্তির জন্যও সাঁতার কাটতে পারেন। নগরীতে কিছু সুইমিংপুল আছে, যেখানে ভর্তি হয়ে সাঁতার কাটতে পারবেন বা সাঁতার শিখতে পারবেন। জানাচ্ছেন— সাইফুল হক মিঠু

একটা সময় ছিল ছায়াসুনিবিড় শান্ত পুকুরে বাবা-চাচার শেখাতেন সাঁতার। শহুরে সভ্যতায় তা শুধুই স্মৃতিচারণ। শহরের সেই পুকুর দখল করে দালান উঠেছে, পরিজনদের হাতে নেই সাঁতার শেখানোর মতো সময়। সুস্থ দেহ সবল মনের জন্য সাঁতারের গুরুত্ব অপরসীম। শরীরচর্চার পাশাপাশি দুর্ঘটনা থেকে বাঁচতে এ বর্ষীয় শিখে নিতে পারেন সাঁতার। শহুরে সাঁতার শেখানোর জন্য গড়ে উঠেছে বেশ কয়েকটি সুইমিং কমপ্লেক্স।

সৈয়দ নজরুল ইসলাম সুইমিং কমপ্লেক্স : মাসের যে কোনো দিন দুই কপি পাসপোর্ট সাইজ ছবি এবং ২ হাজার ৫০০ টাকা জমা দিয়ে আসন্ন মাসের ১ তারিখ থেকে এক

মিরপুর-২, ফোন : ৯০০১২৭২।

ঢাকা বিশ্ববিদ্যালয় সুইমিংপুল : মাত্র ১০০ টাকায় এখানে ৮ দিনে প্রশিক্ষকের অধীনে সাঁতার শিখতে পারবেন ঢাকা বিশ্ববিদ্যালয় শিক্ষার্থীরা। এখানে ছেলেরা সোম, বুধ, শুক্র ও শনিবার সকাল ১০টা থেকে দুপুর ১টা পর্যন্ত সাঁতার কাটতে পারবেন। মেয়েদের জন্য এখানে আলাদা ব্যবস্থা আছে। মেয়েরা শুক্র ও শনিবার সকাল ৮টা থেকে ১০টা পর্যন্ত সাঁতার কাটতে পারবেন। ঢাকা বিশ্ববিদ্যালয়ের শিক্ষার্থী বাদে বহিরাগতরাও এখানে সাঁতার শিখতে পারেন। ভর্তি ফি ২ হাজার টাকা। তারাও একই সময়ে সাঁতার শিখতে পারেন। এখানে সাঁতারের পোশাক এবং



মাস সুইমিংপুলে নামতে পারবেন। সুইম স্যুট এবং চোখে পরার গগলস সঙ্গে আনতে হবে। রবি এবং সোমবার বাদে সপ্তাহের যে কোনো দিন সকাল ৭টা থেকে দুপুর ১২টা এবং বিকাল ৪টা থেকে রাত ৮টা পর্যন্ত প্রশিক্ষকের অধীনে সাঁতারে পারবেন।

এখানে মেয়েদের জন্য আলাদা সময় ও প্রশিক্ষক আছেন। মেয়েরা সাঁতার শিখতে পারবেন দুপুর ১টা থেকে বিকাল ৩টা পর্যন্ত প্রশিক্ষকের অধীনে। এখানে পরবর্তী মাসের জন্য নবায়ন ফি ২ হাজার টাকা।

ঠিকানা : সৈয়দ নজরুল ইসলাম সুইমিং কমপ্লেক্স,

চোখে পরার গগলস সঙ্গে নিয়ে আসতে হবে।

ঠিকানা : ঢাকা বিশ্ববিদ্যালয় সুইমিং পুল (ঢাকা বিশ্ববিদ্যালয়ের কেন্দ্রীয় মাঠসংলগ্ন), রমনা, ঢাকা। ফোন : ০১৭১২২৯২০৯১

সাঁতারের প্রয়োজনীয় সরঞ্জাম কিনতে পারেন মিরপুরের ক্রিকেট স্টেডিয়াম সংলগ্ন সৈয়দ নজরুল ইসলাম সুইমিং কমপ্লেক্স, গুলিস্তান বঙ্গবন্ধু স্টেডিয়াম মার্কেট, মওলানা ভাসানী হকি স্টেডিয়াম মার্কেটে।

মনে রাখতে হবে : পানি পরিষ্কার রাখতে সুইমিং পুলে ব্যবহার করা হয় ক্লোরিন নামক রাসায়নিক, যা স্বাস্থ্যের

জন্য ক্ষতিকর। তবে কিছু নির্দেশনা মেনে চললে ঝুঁকি এড়ানো যায়।

- পুলে নামার আগে পুলে সাঁতানো নির্দেশনা মেনে চলুন।
- পুলে নামার এক ঘণ্টা আগে কিছু না খাওয়া ভালো। ক্লোরিনযুক্ত পানি পেটে গেলে তা খাবারের সঙ্গে মিশে বিক্রিয়া ঘটতে পারে। তবে পানি পান করা যেতে পারে।
- পুলে নামার আগে সুইমস্যুট, চোখে গগলস, মাথায় ক্যাপ পরে নিন। শরীরের যেখানে পানি লাগতে পারে, সেখানে সানস্ক্রিন ক্রিম অথবা ময়েচারাইজার লাগাতে পারেন। তাতে ত্বকে কালচে ভাব পড়ে না।
- সাঁতারানোর পর, পুল থেকে উঠে অবশ্যই সাধারণ পানি দিয়ে গোসল করে নিতে হবে। শরীর থেকে ক্লোরিনযুক্ত পানি সরতে চলে শ্যাম্পু এবং গায়ে সাবান মাখতে পারেন।
- পুল থেকে ওঠার পর শরীর চুলকায়, ময়েচারাইজার লাগাতে পারেন। উপশম হবে।
- পুলে সাঁতারানোর সময় বিষাক্ত ক্লোরিন শ্বাস-প্রশ্বাসের মাধ্যমে বৃককে প্রবেশ করে। এর ফলে পুল থেকে ওঠার পর অক্সিজেন শূন্যতায় নিঃশ্বাস নিতে কষ্ট হয়। পুল থেকে ওঠার পর প্রচুর পানি পান করলে এবং সজীব বাতাসে থাকলে অক্সিজেন শূন্যতা দূর হয়।
- রোদে সুইমিংপুলে না নামাই ভালো। সকালে অথবা সন্ধ্যায় পুলে নামুন।

ছবি : হাসান জিসান



June 16, 2014 Vol: 1 Figure: 56

(Figure 27. Feature about importance of practicing swimming written by me in Jibonnshoily. Courtesy: Feature server/archive of Alokitobangladesh)

**Roadside pet animal shop:** Roadside pet animal shop in mirpur and other spot in Dhaka city is very popular place to spend time both buyer and seller of pet. Beside my resident such shop is occurring every Sunday afternoon. So I capture the photograph, talk with the seller and buyer and prepare my feature about pet shop.



ঢাকায় বেশ কয়েকটি কবুতরের হাট বসে। তেমনই একটি হাট মিরপুর ১২নং সেকশনের সি ব্রকের বায়তুল আমান মসজিদের সামনের রাস্তা। এ হাট বসে প্রতি রোববার দুপুর ২টা থেকে সন্ধ্যা ৬টা পর্যন্ত

## কবুতরের হাট

অনেকেই বিভিন্ন ছানে বা কারাদায় শখ করে কবুতর পোষেন। ঢাকায় বেশ কয়েকটি কবুতরের হাট বসে। তেমনই একটি হাট মিরপুর ১২নং সেকশনের সি ব্রকের বায়তুল আমান মসজিদের সামনের রাস্তা। চাইলো যুরে আসতে পারেন- রাস্তার খুঁই পাশে খাঁড়ায় বন্দি নানা প্রজাতির নানা রঙের কবুতর। এসব কবুতর কোনোটির গায়ে বাহারি পালক, কোনোটির গায়ে সাদা পালক। এর কোনোটী অকালেশ খেলা দেখাতে পারে, আবার কোনোটী বাজিকরনের বিশেষ পছন্দের। তবে গুণে ও সৌন্দর্যে এসব কবুতর কোনোটির চেয়ে কোনোটী কম নয়। আর এসব কবুতরই দেখা যাচ্ছে রাস্তার মিরপুর ১২নং সেকশনে সি ব্রকের বায়তুল আমান মসজিদের সামনের রাস্তায় বসে কবুতরের হাটে। বারিক্রমী এ কবুতরের হাটে দেখা মিলবে

অন্যান্য প্রজাতির কবুতরের। খাঁড়ায় বন্দি কবুতরগুলোকে হাটে এনে সাজানো হয়েছে। হাট ঘুরে দেখা গেল এখানে কোমা, লাখা, পিরিবাজ, নিরাজি, মিহিরবাজ, রেসার, কিংসহ প্রায় ২৫ প্রজাতির কবুতর উঠেছে বিক্রির জন্য। কবুতরের পাশাপাশি এ হাটে জার্সিকা লাভ বার্ড, ককটেল কককটুয়া, সিলভার জেট, ফিল্প, জাভাসহ বিভিন্ন প্রজাতির পখিও এখানে অনা হয়েছে বিক্রির জন্য। কবুতর ও পখির পাশাপাশি এ হাটে পখির খাঁচা ও খাবারও বিক্রি করা হয়। হাটের উদ্যোক্তা মোহাম্মদ হাবি নিজেও শৌখিন কবুতর ব্যবসায়ী। তিনি জানেন, মিরপুরের বাটলা, আমিনবাজার, মিরপুর ১ নম্বর, মিরপুর ৬ নম্বর, ওলিঙ্গানসহ ঢাকার ১৯টি ছানে কবুতরের হাট বসে। এর মধ্যে এ হাটটি নতুনভাবে বসতে শুরু করেছে।

এখানে হাট বসে প্রতি রোববার দুপুর ২টা থেকে সন্ধ্যা ৬টা পর্যন্ত। তবে হাট নতুন হলেও শৌখিন কবুতর ব্যবসায়ীদের মধ্যে ব্যাপক সাজা ফেলছে এ হাট। একা দিন-দিন জেকো-বিক্রেতার সংখ্যাও বাড়ছে। ঢাকার বিভিন্ন ছান থেকেই শৌখিন কবুতর ব্যবসায়ীরা এখানে কবুতর নিয়ে আসেন। এ হাটে বেশ প্রজাতির খোয়া কবুতর প্রতি জোড়া বিক্রি হয় ৪০০ থেকে ৫০০ টাকা, অকালেশ নামধনিক খেলা দেখানো পিরিবাজ প্রতি জোড়া ৪ হাজার থেকে ৬ হাজার, বাজির কবুতর হুমা ১০ হাজার থেকে ১২ হাজার, রাজকীয় কবুতর কিং ২ হাজার থেকে ৬ হাজার টাকা। পখির মধ্যে জাকা বার্ড ও হাজার থেকে ৬ হাজার, ফিল্প ৬০০ থেকে ১ হাজার ৫০০, সিলভার জেট ১ হাজার ২০০ থেকে ২ হাজার টাকায় পাওয়া যায়। স্টিলের তৈরি খাঁচা ২৫০ থেকে ১ হাজার ২০০ টাকা। কবুতরের খাবার হিসেবে পম, ভূমী, রেজা মিরু ২০, ৫০, ৬০ টাকা বিভিন্ন নামে পুরো ছায়া বিভিন্ন পরিমাণের প্যাকেটে।

শৌখিন কবুতর ব্যবসায়ী সজন ছোট্ট খেলা থেকেই কবুতর পোষেন। বর্তমানে বিভিন্ন হাটে কবুতর বিক্রি করে তার আয় হয়ে মাসে ১৫ হাজার থেকে ২০ হাজার টাকা। তার সঙ্গরে বিভিন্ন জাতের ১ হাজার কবুতর আছে। অংশ নিয়েছেন কবুতর নিয়ে বাজির খেলায়। বিশেষ পোষার জাতের কবুতর নিয়ে এ ধরনের খেলা হয় শীতকালে। খেলার নিয়ম অনুযায়ী দুপুরে কোনো অন্যান্য ছানে খেলা কবুতর ছেড়ে নেন কবুতরের মালিক। সবচেয়ে কম সময়ের বাড়ি ফিরতে পারে যে কবুতর তার মালিককে পুরস্কার দেয়া হয়। কবুতরের গায়ে পরিয়ে দেয়া হয় ছোট্ট মিহ। খেলার জন্য কবুতরকে দেখা হয় বিশেষ প্রশিক্ষণ। কবুতর কেনার সময় গাখা, পাখা দেখে কিনতে এবং নানাসংসার কথ থেকে কবুতর না কেনার পরামর্শ নেন এ বিদ্রোহী। জেকো-বিক্রেতা ছাড়াও উৎসুক মানুষের ভিত্তে কবুতরের হাটটি উপরে পরিণত হয়।

লেখা ও ছবি : সাইফুল হক মিঠু



ঢাকার বিভিন্ন ছান থেকে কবুতর জেকো-বিক্রেতা আসেন এ হাটে

September 8, 2014 Vol: 2 Figure: 58

(Figure 27. Feature about market of pigeon written by me in Jibonshoily . Courtesy: Feature server/archive of AlokitoBangladesh)

## **Chapter Six**

## 6.1 Conclusion

Internship is academic regulation. It brings grade which is essential to improve grade on the other hand opportunity practice the academic study. Journalism is broad things, vest of knowledge, techniques, and tips tricks to improve every day Comic Sans MS or grow professionalism. The three months of internship facility provided by The Daily Alokito Bangladesh, I get the chance meeting a good number of people in person. My personal communication is enhancing. I have met a good number people and they can help in long run to my professional work. As I am writing feature in a supplement I have had less chance to meet news section work and people. It's the lacking of alokitobangladesh that they don't use readers coverage's on online. How many times the article has written and the comment option in the alokito Bangladesh online version is not present so, it's difficult to evaluate my work. Though most of the time I spent as a feature writer in lifestyle supplements life art. Jibonshoily or life art means a lot to me. Here I learned making and preparing of feature. Jibonshoily itself a huge platform of showing individual work. A good number of writing, pictures, advertisement, tips and tricks, health, travelling, recipe, relationship, modeling, lifestyle, shopping, celebrating festival, Baby health, habit, and many more thing. Discovering this item idea and also preparing for the publication is no easy task to do. But only two permanent members are arranging this, other part time member is also the helping hand. Working in a mainstream newspaper is such luck of mine. I learned the duties and responsibilities of newspaper as well as the reporter editor and other staff. I also blend my academic work and practical work. Though most of the time I spent as a feature writer in lifestyle supplements life art. Feature is a subjective piece of writing, in which, Facts, opinions, arguments, persuasion and even confession may become a creative amalgamation of information. Now feature journalism takes newspaper in a new era. It became important element of every newspaper.

Internship, as feature writer at Daily Alokito Bangladesh, helps me a lot to learn professionalism in journalism and many more and it can help me to build my career. I also wish a very good luck to The Daily Alokito Bangladesh. And AlokitoBangladesh Team

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