



Department of Journalism & Mass Communication

An Internship Report on



**Understanding Television Journalism : Professional
Experiences in Somoy Media Ltd.**

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LETTER OF TRANSMITTAL

Quamrun Nahar

Lecturer

Department of Journalism and Mass Communication

Daffodil International University

Subject: Submission of internship report.

Dear Madam,

This is my pleasure to submit my internship report on “Understanding Television Journalism:

Professional Experiences in Somoy Media Ltd.”. It was a great opportunity for me to acquire knowledge and experience during my internship in a renowned private media agency Somoy Media Ltd. 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,

.....

Maksum Alam Khan

ID: 103-24-191

Department of Journalism and Mass Communication

Daffodil International University

DISCLAIMER

I, Maksum Alam Khan, hereby declare that the presented internship report entitled “Understanding

Television Journalism: Professional Experiences in Somoy Media Ltd” is prepared by me after completion of my internship (3 months) here.

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.

.....

Maksum Alam Khan

ID: 103-24-191

Batch: 11th

Department of Journalism and Mass Communication

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Certificate of Approval

I am pleased to certify that the Internship report on “Understanding Television Journalism: Professional Experiences in Somoy Media Ltd” Prepared by Maksum Alam Khan, bearing ID No: 103-24-191 of the Department of Journalism and Mass Communication has been approved for presentation and defense. Maksum Alam Khan has worked with The Somoy TV as an intern under my supervision. He has completed the work during the spring, 2015 semester.

I am pleased to certify that the data, the findings presented in the report are the authentic work of Maksum Alam Khan.

As a human being, he bears a good moral character and a very pleasing personality.

I wish him all success in life.

.....

Quamrun Nahar

Lecturer

Department of Journalism and Mass Communication

Daffodil International University

ACKNOWLEDGEMENT

It was a great pleasure for preparing Internship report on the “Understanding Television Journalism: Professional Experiences in Somoy Media Ltd”. I would like to thank and convey my gratitude to honorable Supervisor, Quamrun Nahar mam, Department of Journalism and Mass Communication, Faculty of Humanities and Social Science, Daffodil International University), for letting me to prepare this report and I would also like to express my sincere appreciation to her for his wholehearted support and guidance.

I am also grateful to the management of The Somoy tv for offering me the Internship training. My special thanks to Tushar Abdullah, Head of News of the Somoy TV.

Shantu Biswas, in-charge, Sports and other staffs who have given me the practical knowledge about Reporting.

I am also owed to each person who I bothered inside and outside and helping me to carrying out this report.

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Abstract

It is considered that internship provides the opportunity for exploring professional skill for newly university graduates. Being a student of Journalism & Mass communication, I have gained a better understanding of Television journalism ranging from reporting, editing, news writing, news sourcing, camera language learning, on screen performing to professional/organizational ethics.

Apart from institutional learning, I have tried to reveal the concept 'Television Journalism' based on practical & professional grounds throughout this report.

Drawing attention on Television journalism, I have tried to design the chapters chronologically how a news media agency & its personnel function.

Introducing the media agency, I, then tried to spell out my personal and professional experiences as an intern. Thus, the report shows my observation on my achievement in professional gaining, learning, and limitations during my internship.

Chapter One

Introduction

Description of the Internship

The best way to bridge the gap between finishing university and getting a job in journalism is to have an internship. Internships give you experience, help you learn whether you and that industry are a good match, and can provide us with valuable connections and references.

Benefits

- a. An internship program is a year-round recruiting tool. Fall internships, summer internships, semester internships, and quarterly internships, implementing an internship program means you have an ongoing pipeline of future fulltime employees.
- b. Hiring someone as an intern is the most effective way to evaluate their potential as a fulltime employee. Internship program lets you benefit from added manpower, while more accurately assessing candidates.
- c. An internship program allows you to take advantage of short-term support. The extra sets of hands help your employees be more productive, prevent them from becoming overburdened by side projects, as well as free them up to accomplish more creative tasks or those where higher-level, strategic thinking or expertise is required.
- d. Interns are an inexpensive resource. Their salaries are significantly lower than staff employees, and you aren't obligated to pay unemployment or a severance package should you not hire them on fulltime. Moreover, while their wage requirements are modest, they're among the most highly motivated members of the workforce.

e. Students They gain experience, develop skills, make connections, strengthen their resumes, learn about a field, and assess their interest and abilities. Offering a paid internship is particularly beneficial, because it enables economically disadvantaged youth to participate. Students who have to help fund their own schooling will need a job, regardless. Providing an internship allows that job to facilitate a positive future.

Chapter Two

Understanding Television Journalism

Overview

The audience merely sees and hears the news program and usually accepts what they see and hear as fact. News programs have awesome responsibility. Television journalism is the profession that brings television news to the public.

Broadcast journalism is the field of news and journals which are "broadcast", that is, published by electrical methods, instead of the older methods, such as printed newspapers and posters.

Broadcast methods include radio (via air, cable, and Internet), television (via air, cable, and Internet), and, especially recently, the World Wide Web. Such media disperse pictures (static and moving), visual text and/or sounds.

The news Media

News is information people want to know, information they should know or information they need to know. Television news may be classified as one of three basic types: Mainstream media,

Non Mainstream media and Tabloid media. There are subdivisions of these categories, but this section concentrates on the three basic areas.

Ethics in Journalism

The First of the United States Constitution guarantees the freedom of the press, At first glance; many falsely interpret this to mean that journalist can do anything they want to do. In reality, all rights come with responsibility.

Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof or abridging the freedom of speech, or o the press or the right of the people peaceably to assemble; and to petition the Government for a redress of grievances. The Constitution of the United States of America, Bill of Rights Amendment I.

The first amendment to the constitution of the United States of America provides for five freedoms: Speech, press, religion, assembly and petitioning the government.

Human rights and democracy are closely interlinked. Democratic process cannot ensure establishment of democracy in spirit unless right- duty co-relationship exists between the electorate and the elected. And media acts as one of the important tools of strengthening democracy and promoting human rights. It is more important in the context of a nascent democracy like Bangladesh.

The number of daily newspapers in the year 2002 was 282 out of which 107 are being published from the capital city Dhaka while the rest 185 are from outside Dhaka. The number was 67 and 23 respectively in the year 1990. This increase in number of newspapers coincides with the transition of the country from the autocratic rule during the 1980s to democratic process during the 1990s.

The society in Bangladesh is highly polarized along political lines of two major political parties the Awami League (AL) and the Bangladesh Nationalist Party (BNP). Newspapers could remain outside and allegedly are toeing the party lines. As a result, people do not always get total picture of particular issue or event and get influenced by biased opinion/analysis. This also acts as some sort of censorship by the journalists or

newspaper owners. Similarly the journalists unions are divided on political lines, which is a barrier on development of professionalism.

Although in 1991, democratic process was established in Bangladesh after a decade of autocratic rule, the system of governance still remains dictatorial in nature. Instead of presidential form of Government, parliamentary form of Government has been established. But Prime Minister has become all-powerful in the existing system apparently without any checks and balances. Thus the media in Bangladesh is to operate in an environment of democratic autocracy.

Freedom of thought, conscience and speech are identified as the significant fundamental human rights by article 39 of the Constitution of the People's Republic of Bangladesh.

Having considered the right to information as the precondition of ensuring civil liberties, the Government of Bangladesh enacted the Right to Information (RTI) Act, 2009. The foremost aim and objective of this Act is to reduce corruption and ensure good governance, transparency and accountability in all public and private organizations.

The government, in order to facilitate the rapid implementation of the RTI Act, established the Information Commission and appointed all necessary officials soon after issuing the Act. Such enthusiastic and valiant endeavor of the government was highly appreciated both in home and abroad, hence boosted the image of the country.

While the covers many situations, other content and production decisions are guided by ethics.

Technology provides the incredible ability to capture reality and modern editing equipment gives journalist tools to alter reality. Recording in almost any environment is quite easy, as in sharing the recording with worldwide audience.

News Judgment

News programs have a finite and unmovable amount of time to report on the most important stories of the day to conform to the time frame of a newscast; some stories do not make it to broadcast. Sometimes, a story idea may be rejected or postponed because it is deemed not as newsworthy as other available stories. Other well-produced stories do not make the newscast simply due to the run time constraints of a newscast. Unlike a newspaper, which may add additional pages or use a condensed font to squeeze a story in minutes cannot be added to television news program.

Types of Stories

Radio and television are designed to be seen and heard sooner and more often than is a daily or weekly newspaper. Broadcast "stories" can be written in "packages", "voice-overs" (VO) and "sound on tape" (SOT).

A voice-over, or VO, is a video article narrated by the anchor.

Sound on tape, or SOT, is sound and/or video, usually recorded in the field. It is usually an interview or "sound bite".

Television journalism is a type of news reporting presented to the public electronically instead of being published in newspapers. Television broadcasts are designed to get the news out to a wide variety of people in language that is much less formal than traditional print media. News that is broadcast over the Internet.

Why Student Learn

Students in a broadcasting program learn the basic skills of proper news reporting, including the interview process and the writing of segments. They also learn how to produce the news by managing video and audio equipment.

A broadcast journalism graduate can either be the person who is in front of the camera or the microphone, working as the voice of the news, or the person in the production booth. The behind-the-scenes action of managing microphones and properly shooting a broadcast are as important as the accuracy and promptness of the information. The major is also for those students who want to edit or direct the news. A degree in broadcast journalism prepares the student to update the public on all types of news.

A bachelor's degree qualifies graduates for most careers, though master's-level programs in broadcast journalism are also available.

A broadcast journalism major learns to locate sources, properly conduct interviews, write scripts for TV or the radio, record sound clips and edit audio and video. An interested student also learns to work under pressure and handle deadlines. Students currently enrolled in school often opt to work at an on-campus TV or radio station; some complete an internship somewhere off-campus to gain working experience.

Available Jobs

Graduates will be prepared to enter the world of reporting and producing at a news station or even in businesses such as publishing houses, advertising agencies or public relations firms.

They can work as a reporter, anchor, director, narrator (who provides voiceovers for segments), writer, research director, producer, audio engineer or production assistant, Head of News, Editing, Reporting, Producer, Camera, Chief News Editor, News Editor, Staff reporter, Senior Reporter, Chief Video Editor, Special Correspondent, Camera man, Video Editor, International Correspondent, News Room Editor.

Reason for choosing Television media for internship

I would like to be a TV journalist and it is the only reason behind taking an internship in an electronic media. Beside that there are some other causes. Socio-economical effects of TV channels are huge. Now a day it is one of the biggest fields for investment. Government has permitted private broadcasting satellite TV

channels in 1997. Since then the number of private television channels increased rapidly. And now there are more than 20 channels running on air.

Over 16 years the significant improvement of this industry is positive sign for our economy.

At a time I could learn how to improve skill on writing, voice deliberation and technological task. But it is not possible in Newspaper and Radio to learn these multi- tasks. Whereas newspaper reporters get enough time to present their news, it is a challenge for the TV reporter to complete their work in short time. So I think I have that much effort what a TV reporter need. As well as electronic media is one of the biggest and growing industries where there are opportunity to show intellectuality and creativity. On the other hand news section is one of the biggest sources of financial support to run a TV house.

Now in our country 22 television channels are running. There are 10 televisions under processing. Before that there was only one TV channel that is Bangladesh Television (BTV).

Audience had no alternative to watch other TV channels than BTV. But now there is much opportunity so the demand of the audience is higher. The number of television viewers in Bangladesh is more than 40 million. Among them 66% are regular news viewers. So news has become a popular content of TV. Channels are competing with each other by their news. News is the first and most important segment to draw audience attention.

Purpose of this Internship

On the completion of the internship I had wanted to:

- a. Gaining knowledge about workplace environment and adjust with that.
- b. Learn to make a news package successfully.
- c. Developing my skills in reporting.
- d. Acquiring knowledge about news room activities.
- e. Developing my news source to work with skilled newsmen.
- f. To increase communication skill
- g. Being organized at my work place.
- h. To be able to deal with lots of problems and want to be faster in work.
- i. To establish myself as a full time staff in this organization.
- j. To learn about field reporting.
- k. Knowing about media politics.

Chapter Three

Major Activities of Somoy TV

During my internship period, I have observed a number of activities of Somoy TV of which the major ones include the followings:

- a. Broadcasting any type of news or information
- b. Creating public awareness
- c. Criticizing and discussing govt. policy and activities
- d. Broadcasting International News
- e. Live transmission of breaking events
- f. Broadcasting live sports news and programs

Different Departments of Somoy TV

The News department has following sections:

- a) Reporting
- b) Editing
- c) Presentation
- d) Talk shows on Current Affairs
- e) Research, Reference and Archive

Sales and Marketing department has following section:

- a) Market Analysis and Research

- b) Collection of Advertisements
- c) Agreements and documentation
- d) Production and prom motion

Administration and Human Resources department has the following section:

- a) Management and Human Resources
- b) Establishment
- c) Communication

Broadcast and Engineering department has the following section:

- a) Maintenance.
- b) Outside Broadcasting
- c) Satellite and communication
- d) Training and research

Human Resources, Technical Facilities and Logistic Facilities are also available.

Description of NEWS department

In News Department, there are five desks which mean five different sections:

- a) National Desk
- b) International Desk

c) Sports Desk

d) Ticker

e) Assignment desk

National Desk:

The national or country desk deals with the countryside news, mostly the news from district level, union, thana or village level incident. The journalists from countryside send story and video recording by fax and courier. National desk make the news using those materials. Another time these desks do some assigns the local correspondents to cover up any certain happening.

National desk is the window for the local people to update to look at them.

International Desk:

This desk works on international news, mostly the news from outside of the state. Then APTN feed mainly recoded by this desk. Some period BBC News as well recoded by this international desk reporter.

Sports:

Sports desk deals with the sports news from the country as well as international. Sometime this desk also asks the International desk to record the feed from BBC News and APTN.

Ticker:

Modern day“s news providing television scroll the headlines, breaking news right to left at the bottom of the TV screen is the Ticker scroll news headlines. To do this job the concerned people are belong to Ticker Desk.

ENG Cameraman and Video Editors

The ENG cameramen are also known as NCA cameramen and they are treated as photojournalists. Like the Video Editors who work with the news, they should have little knowledge about journalism. Consequently these two types of people are also newsmen; though they are not reporters or editors.

Sometime a senior cameraman can provide a better output than a young reporter, while a full of news video editor could make significant cut-paste-edit of a story.

News Studio

Somoy TV presents news using three studio cameras combined the auto-scripts (a mirror icon of the text of the stories, controlled from CR, which gives the cue to the presenter).

Auto Scripts

The superior news presentation is delivered from this studio, in a splendid display where a Plasma TV serves as a background image. News presenters take their seat about 10/12 minutes before the news on track; put the Talkback (a earphone to hear the instructions of the producer) at his/her ear, set the Microphones at right place. The attractive thing is that the studio uses calm lights, which can be controlled by the software and a manual tool. Like it could be automatic that how May seconds later the light goes on after the camera is on or when and which light will be dark to emphasis the importance of the news.

News Presenter

There is another roster for the news anchor. While news presenter is a part of the news production team, the producer basically directs him/her. But I found most of the presenters are not doing only the news presentation job, in many cases they get involved with full time job in other offices.

Reporter

Besides the desk, there are some staff reporters to cover up news from across the country. Actually they are stationed at inside newsroom to write down the stories, and go outside the office as per assignment by the Chief News Editor or Chief News Operator to cover up those stories. Chief News Editor and Additional Head of News, who assigns the beat for the reporter.

There are several newsbeats which are exposed like, Political, Care take Government, High court events, Commerce and Economy issues, Prime Minister Offices, Political party, issues relating crime and so on. In most of the moment a reporter covers same beats for several times or as per the task he/she is given with. There are some special correspondents who are basically senior by experience and suitable for covering certain stories.

A previously assigned reporter goes to the field with a cameraman and he directs the cameraman to shoot the related pictures which matches to his story. Later than collecting the data, truth and in sequence, pictures, SYNC, VOX-POP, etc. he/she is back to the station to organize his/her story within few words.

Chapter Four

Professional Experiences at Somoy TV

Somoy TV concentrates on “news” mostly. I would like to describe an extensive image of this section, its subdivision and their duties chronologically. News and Current Affairs department is mostly responsible for every day news production, other than producing programs based on current affairs.

Experience as Intern Student

New Knowledge Acquired

In my internship program I have learned how to run a news channel. It is a fantastic journey of my life just because media always play different role in the society. I came to learn how to write news in simple and easy way and how to edit copy and how to work with pressure as an intern. I have learned about news media technology as well as good command of my voice throwing.

Acquired video editing knowledge from edit panel

A broadcast journalist must need to know the basic video editing knowledge. Because in my intern experience I have seen that a reporter gathers information on filed as well as he or she gives the direction to camera person or video journalist to capture the footage. After that when the reporter comes back to the house, at first he or she writes the news script and gets its approval. Then he/she goes to the video editing panel and gives instructions to the video editor to edit the footage and ensure which footage should be included in the report.

Problems Encountered

Internship program was a great opportunity for me to know the news media activities. The present study was not out of problems. The following problems I have faced during the internship:

It was very difficult to collect the information from various personnel.

Job constraint because of lack of knowledge and technology.

Some problems created confusions regarding verification of data and new information.

The main constraint of the internship program is inadequate access to information, which has hampered the scope of the analysis required for the program.

This house has enough resources but not utilizing those properly. For instance it has only 8 editing panels for newsroom. It is not enough? And there are lacks adequate of video editors.

Cooperation among newsroom workers in different departments is limited. There is a need for better understanding and wider work situation.

Because of the limitation of opportunity and lack of knowledge of news media technology, some assumptions were made. So there may be some personal mistake in the report.

Duration of Internship

I started my work on 01 January 2015 at head of Somoy TV as an Trainee Reporter and Newsroom Staff. I was assigned for 3 months. I worked 6 days in a week.

Tasks Completed

After completing my internship program I have understood the reporting and news making system very well. Mainly I have learned those works in which I was assigned.

I have worked on **Sports**.

Conclusion

I firmly believe that the experience I have gathered during my internship will help me in my professional career. Needless to say, I have differentiated the nature of institutional and professional learning throughout such internship. As news corporate Somoy TV has been so friendly and kind to me except few obligations.

Apart from understanding broadcast journalism, the internship provides me the learning how to work within a professional team/crew/staffs/colleagues. Thus the internship has also improved my interpersonal communication with an organization.

It is argued that the stake holder of news corporate/agencies are used to represent the political ideologies in their respective media.

In my observation, Somoy TV has neutral in relation to such issue. Despite of fewer restriction, I am grateful to the Somoy TV for providing me a unique internship.

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Annex

In 3 months Internship program, I was able to make around a number of Packages and OOV (out of vision) news. Some of those copies have been attached with the report as well.