Media Studies and Journalism

Internship Report

Submitted by

Name: Md Yeasin Arafat Shuvo

ID: 192012006

Term: Fall 2023

Course Code: MSJ 11498

Host Organization: ULAB Communications

University of Liberal Arts Bangladesh

Date of Submission: 18 December 2023

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Student Details

Name	Md Yeasin Arafat Shuvo
ID	192012006
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	English
Career Objectives	Aspiring to excel in the dynamic field of public relations, I hope to use my communication skills and strategic thinking to help organizations and their audiences form beneficial relationships. I aspire to manage the evolving media world, driving effective brand narratives and strengthening reputations, eager to contribute unique solutions.

Internship Details

Host Organization	ULAB communications 688 Beribadh Road, Mohammadpur,Dhaka - 1207, Bangladesh
My Working Section	Campaign planer & Content Writer
Supervisor	Asifur Rahman Khan
Designation	Intern
Start Date	22 October 2023
End Date	22 February 2024
Hours Per Week	40 hours a week
Total Working Period	4 months

Acknowledgements

First of all, I would like to thank Almighty Allah for this position and my parents also. I would like to express my sincere gratitude and appreciation to all those who have contributed to the successful completion of my undergraduate internship and the preparation of this report focused on the organization of "ULAB Communications". This journey has been both enlightening and rewarding, and I am thankful for the support, guidance, and experiences I have gained throughout this period.

I would like to extend my sincere appreciation to my internship coordinator, Asifur Rahman Khan, Interim Head, Communication Office, for his guidance, continuous feedback, and unwavering support. His insights and expertise were instrumental in shaping the direction of my internship and this report.

I express my gratitude to those individuals with whom I have had the privilege of collaborating on this and other associated projects. One of them is Maksudul Islam – Asst. Manager, Communication Office, who has offered me substantial personal and professional supervision, and another is Mahmud Al Faisal –Officer, Digital Content Planner, who imparts valuable knowledge in the realms of audiovisual production making and life as a whole.

In the end, I want to express my gratitude to the almighty God for sustaining me through all that has come my way. I have consistently encountered his counsel daily. He is the one who facilitated the completion of my academic degree in good spirit.

MSJ041

Plagiarism Declaration

1. I know that plagiarism means taking and using the ideas, writings, works, or inventions of another as if they were ones own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

2. I acknowledge and understand that plagiarism is wrong.

3. I understand that my research must be accurately referenced.

4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Md Yeasin Arafat Shuvo
ULAB ID: 192012006

Signature _____

MSJ042

Internship Report Approval Form

Student Name	Md Yeasin Arafat Shuvo	ID No	192012006
Major	Public Relations	Year	2023
Local Phone	+88 01558964318	Email	shuvoarafat32@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship

Organization:

ULAB Communications, University of Liberal Arts Bangladesh

Semester (Tick one): □ Spring 2023 □ Summer 2023 □ Fall 2023

ADVISOR APPROVAL

(Please place a Tick)

□ Approved □ Not Approved □ Partial Re-write □ Full Re-write
Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature:_____ Date: _____

Name: Sanjana Rahman Title: Lecturer

E-mail: sanjana.rahman@ulab.edu.bd Phone: +8801786220367

Introduction

While studying at ULAB, every sector of this university fascinated me. Being a Public Relations major, I had to work on courses that demanded full-fledged production. In times like that, ULAB Communications used to be our one-stop solution to all our problems; which gave me the idea of beginning my professional journey holding the hands of my people.

The ULAB communications is an all-time facility for ULAB and is equipped with equipment that can both be used for cinematography and photography. In addition to them, it has editing panels that make use of iMac computers. ULAB authority use the communications office for a variety of projects, including those about advertising, communications and branding of ULAB, PRO sector, and other production-based projects.

Each semester, ULAB communications call students and hire for various promotional projects. The communications office always stand for the brand image of the university and provides different kinds of ads and promotional contents on Social Medias each semester. In addition to this, it takes on projects and productions activities that are externally related to ULAB and the sustainable development initiatives it administers.

'Charity begins at home', just as my professional journey started with ULAB's very own organization. As I was familiar with the work ethics of the ULAB communications office conducts, I felt comfortable enhancing my preliminary skills with the help of my peer instructors, with their utmost support and care.

Expectations

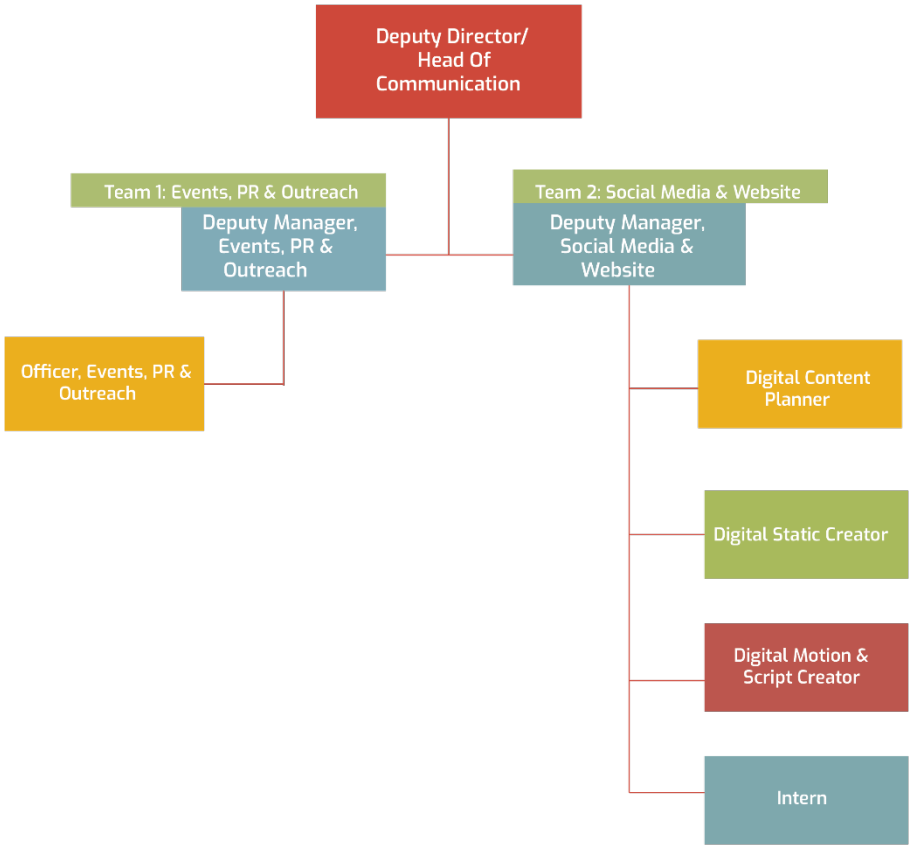
My major goal was to get some practical experience in the field and learn how things worked in the corporate world, rather than just from textbooks and courses. When I first began my internship, I was put in charge of everything administrative. Based on the company's name and the sector that it operates in; I expected the following to be my goals:

- Adapting to a work environment
- Learning proper Corporate Etiquette
- The definition of administrative work
- The importance of my work in carrying out a project
- Comprehension of the Assistant-Instructor Relationship
- Recognizing the dynamics of multidisciplinary teams
- Developing skills for interacting with students

Host Organization

Organization Name:
ULAB Communications
University of Liberal Arts Bangladesh
(ULAB) **Incorporation Status:** Non-Profit
Organization**Year of Establishment:** 2002
Official Address: 688 Beribadh Road, Mohammadpur, Dhaka-1207
Reporting Address: 688 Beribadh Road, Mohammadpur, Dhaka-1207

Company Organogram:



Tasks

Since 22 October 2023, I have been interning as a member of ULAB Communications. As part of my duties, I had to -

- write content for the projects related to ULAB.
- make campaign plans for the Academic Counseling project where HSC/A-level students are the targeted audience.
- make scripts and help camera persons for making the videos properly.
- write a few articles which will be published shortly. I also had to document the UGC members' visiting program at ULAB.
- covered a few events like Fair for You arranged by the ULAB social welfare club, Idea Hunter program arranged by the ULAB digital marketing club, and Robot competition by the EEE department and with my colleagues Maimuna Tabassin & Jaed Ibn Gias.

Projects

Project 01

Project Name: Social Calendar for Academic Counseling

Start Date: 22 October 2023
End Date: 25 October 2023

Project Overview: Making a social calendar about the Academic Counseling project for ULAB

Project Details

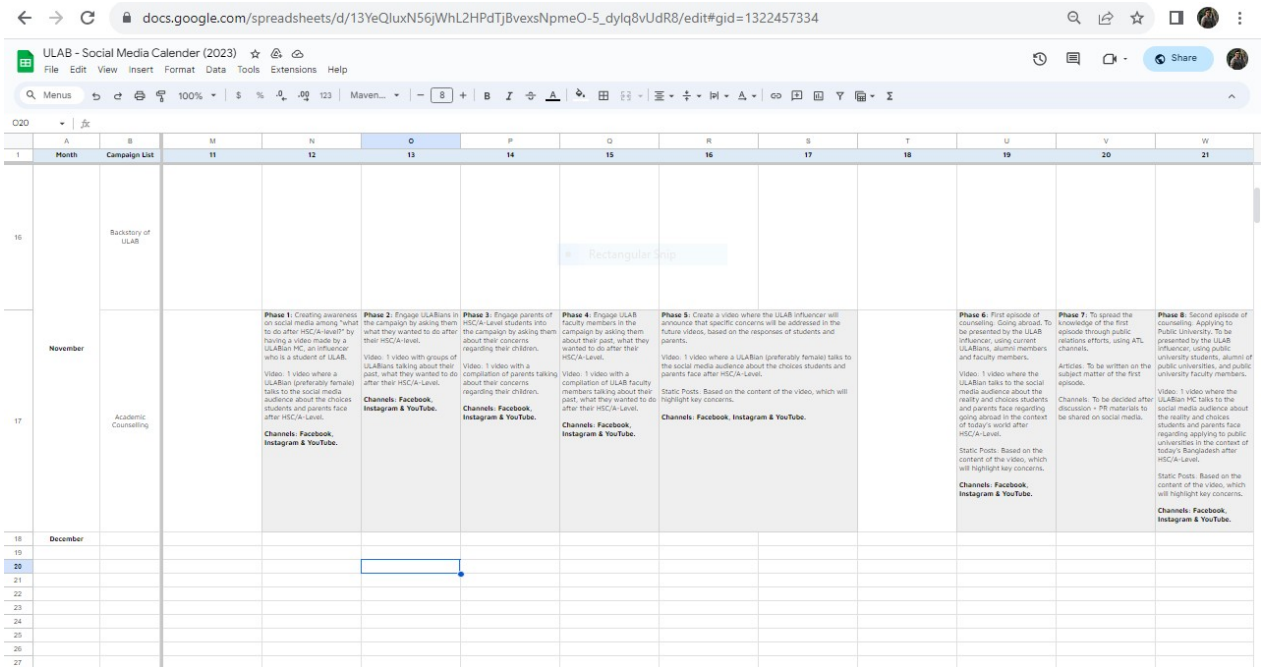
As an intern in ULAB communications, this specific role was the one that I immediately started from theday of joining and was assigned to perform my duty till my internship. Under this responsibility, I was entitled to finish the social calendar for the Academic Counseling project. After a few correspondences, I was able to finish following the instructions of my advisor.

Achievements

This is the very first project of my internship at the ULAB communications office. As the first one, I had to struggle a little bit. But after a few solving errors, I was able to make a proper draft of a campaign calendar. The social calendar already started on 1 October 2023. But from day 1, the rest of the calendar was on my shoulder to complete. I finished the work in three days.

Limitations and Overcoming Challenges

There were a few challenges I faced very early as the given data was not enough to finish quickly. In the meantime, the plans for the campaign were changing following the interest of the authorities.
I overcame the challenges by solving the errors made by me. This is my first social calendar and the experience was great. As the communication office followed the calendar, I got a chance to work on various projects based on the social calendar.



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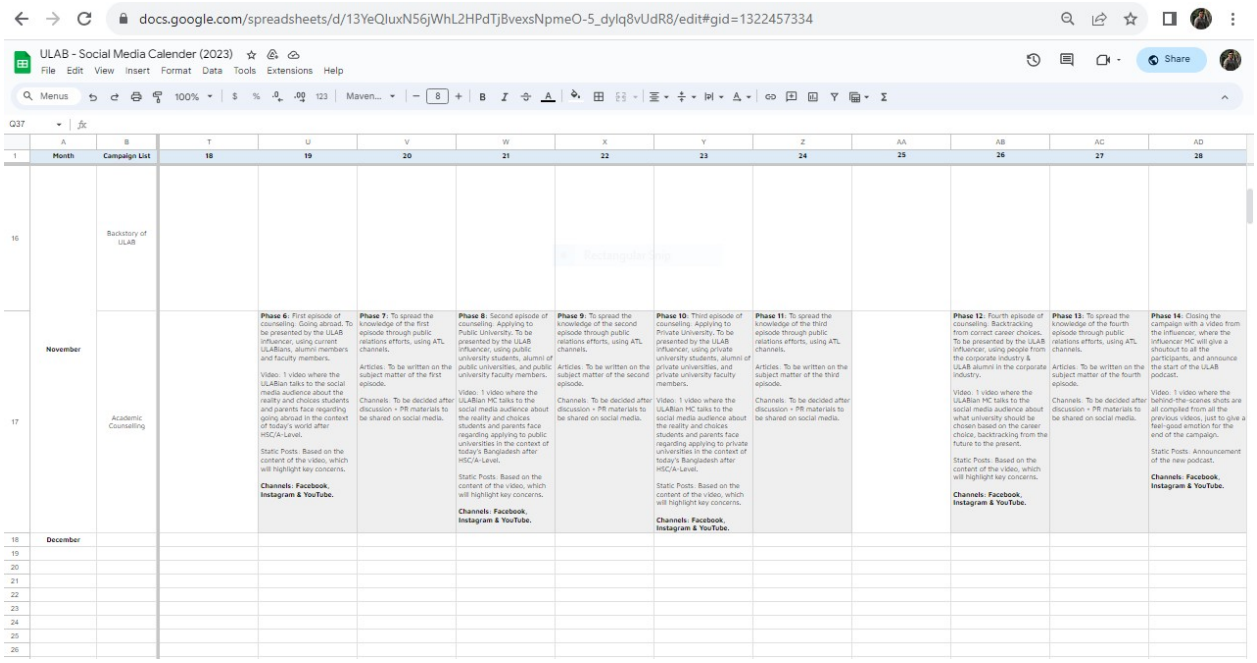
ULAB - Social Media Calender (2023)

Month	Campaign List	11	12	13	14	15	16	17	18	19	20	21
	Backstory of ULAB											
November	Academic Counselling		**Phase 1**: Creating awareness on social media among "what to do after HSC/A-level?" by having a video made by a ULABian MC, an influencer who is a student of ULAB. Video: 1 video where a ULABian (preferably female) talks to the social media audience about the choices students and parents face after HSC/A-Level. **Channels: Facebook, Instagram & YouTube.**	**Phase 2**: Engage ULABians in the campaign by asking them what they wanted to do after their HSC/A-level. Video: 1 video with groups of ULABians talking about their past, what they wanted to do after their HSC/A-Level. **Channels: Facebook, Instagram & YouTube.**	**Phase 3**: Engage parents of HSC/A-Level students into the campaign by asking them about their concerns regarding their children. Video: 1 video with a compilation of parents talking about their concerns regarding their children. **Channels: Facebook, Instagram & YouTube.**	**Phase 4**: Engage ULAB faculty members in the campaign by asking them about their past, what they wanted to do after their HSC/A-Level. Video: 1 video with a compilation of ULAB faculty members talking about their past, what they wanted to do after their HSC/A-Level. **Channels: Facebook, Instagram & YouTube.**	**Phase 5**: Create a video where the ULAB influencer will announce that specific concerns will be addressed in the future videos, based on the responses of students and parents. Video: 1 video where a ULABian (preferably female) talks to the social media audience about the choices students and parents face after HSC/A-Level. Static Posts: Based on the content of the video, which will highlight key concerns. **Channels: Facebook, Instagram & YouTube.**			**Phase 6**: First episode of counseling: Going abroad. To be presented by the ULAB influencer, using current ULABians, alumni members and faculty members. Video: 1 video where the ULABian talks to the social media audience about the reality and choices students and parents face regarding going abroad in the context of today's world after HSC/A-Level. Static Posts: Based on the content of the video, which will highlight key concerns. **Channels: Facebook, Instagram & YouTube.**	**Phase 7**: To spread the knowledge of the first episode through public relations efforts, using ATL channels. Articles: To be written on the subject matter of the first episode. Channels: To be decided after discussion + PR materials to be shared on social media.	**Phase 8**: Second episode of counseling: Applying to Public University. To be presented by the ULAB influencer, using public university students, alumni of public universities, and public university faculty members. Video: 1 video where the ULABian MC talks to the social media audience about the reality and choices students and parents face regarding applying to public universities in the context of today's Bangladesh after HSC/A-Level. Static Posts: Based on the content of the video, which will highlight key concerns. **Channels: Facebook, Instagram & YouTube.**
December												

Image 1.1: ULAB- Social Media Calendar 2023



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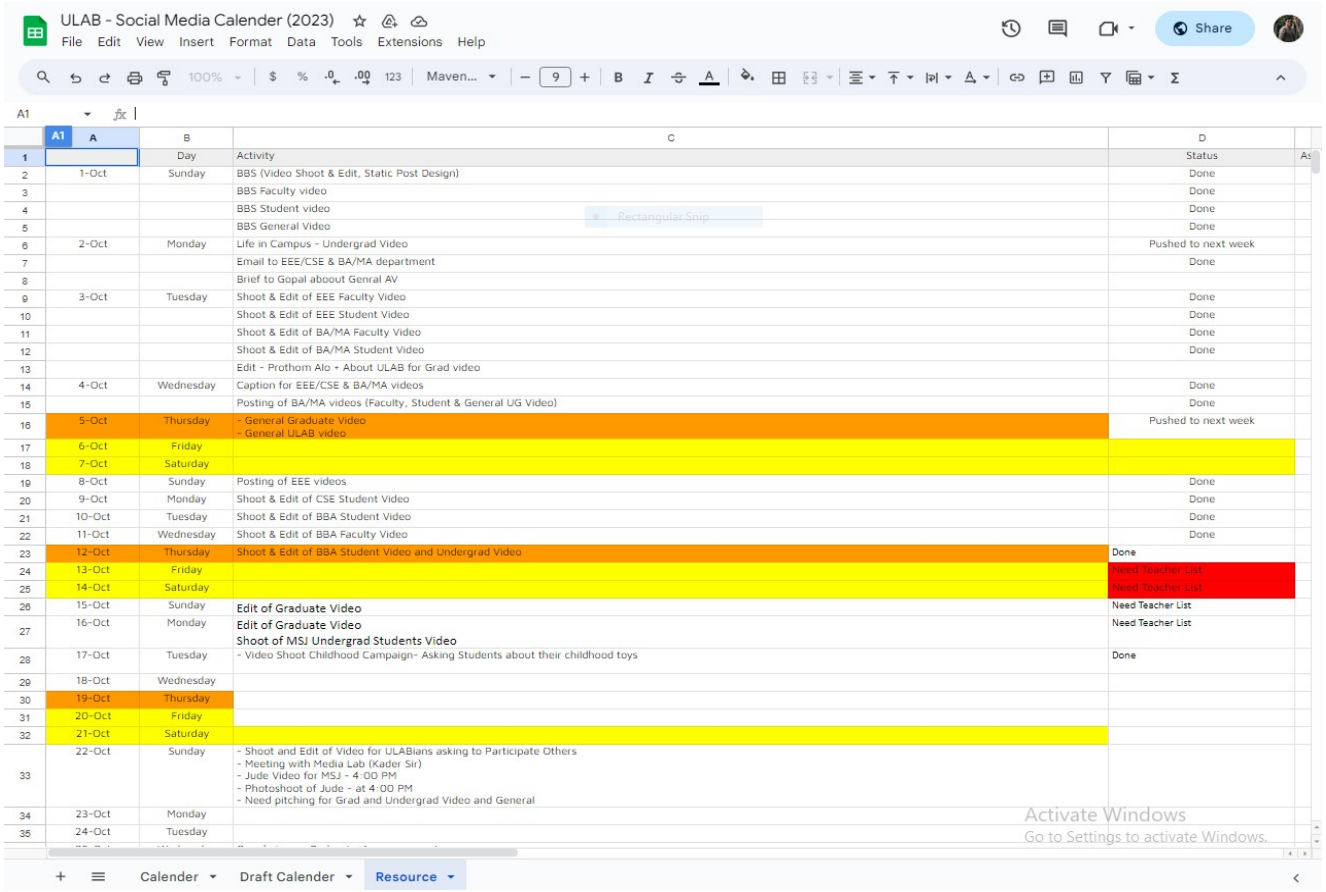
ULAB - Social Media Calender (2023)

Month	Campaign List	18	19	20	21	22	23	24	25	26	27	28
	Backstory of ULAB											
November	Academic Counselling		**Phase 6**: First episode of counseling: Going abroad. To be presented by the ULAB influencer, using current ULABians, alumni members and faculty members. Video: 1 video where the ULABian talks to the social media audience about the reality and choices students and parents face regarding going abroad in the context of today's world after HSC/A-Level. Static Posts: Based on the content of the video, which will highlight key concerns. **Channels: Facebook, Instagram & YouTube.**	**Phase 7**: To spread the knowledge of the first episode through public relations efforts, using ATL channels. Articles: To be written on the subject matter of the first episode. Channels: To be decided after discussion + PR materials to be shared on social media.	**Phase 8**: Second episode of counseling: Applying to Public University. To be presented by the ULAB influencer, using public university students, alumni of public universities, and public university faculty members. Video: 1 video where the ULABian MC talks to the social media audience about the reality and choices students and parents face regarding applying to public universities in the context of today's Bangladesh after HSC/A-Level. Static Posts: Based on the content of the video, which will highlight key concerns. **Channels: Facebook, Instagram & YouTube.**	**Phase 9**: To spread the knowledge of the second episode through public relations efforts, using ATL channels. Articles: To be written on the subject matter of the second episode. Channels: To be decided after discussion + PR materials to be shared on social media.	**Phase 10**: Third episode of counseling: Applying to Private University. To be presented by the ULAB influencer, using private university students, alumni of private universities, and private university faculty members. Video: 1 video where the ULABian MC talks to the social media audience about the reality and choices students and parents face regarding applying to private universities in the context of today's Bangladesh after HSC/A-Level. Static Posts: Based on the content of the video, which will highlight key concerns. **Channels: Facebook, Instagram & YouTube.**	**Phase 11**: To spread the knowledge of the third episode through public relations efforts, using ATL channels. Articles: To be written on the subject matter of the third episode. Channels: To be decided after discussion + PR materials to be shared on social media.		**Phase 12**: Fourth episode of counseling: Backtracking from correct career choices. To be presented by the ULAB influencer, using people from the corporate industry & ULAB alumni in the corporate industry. Video: 1 video where the ULABian MC talks to the social media audience about what university should be chosen based on the career choice, backtracking from the future to the present. Static Posts: Based on the content of the video, which will highlight key concerns. **Channels: Facebook, Instagram & YouTube.**	**Phase 13**: To spread the knowledge of the fourth episode through public relations efforts, using ATL channels. Articles: To be written on the subject matter of the fourth episode. Channels: To be decided after discussion + PR materials to be shared on social media.	**Phase 14**: Closing the campaign with a video from the influencer, where the influencer MC will give a shoutout to all the participants, and announce the start of the ULAB podcast. Video: 1 video where the behind-the-scenes shots are all compiled from all the previous videos, just to give a feel-good emotion for the end of the campaign. Static Posts: Announcement of the new podcast. **Channels: Facebook, Instagram & YouTube.**
December												

Image 1.2: ULAB-Social Media Calendar 2023



ULAB - Social Media Calender (2023)

	A	B	C	D
1		Day	Activity	Status
2	1-Oct	Sunday	BBS (Video Shoot & Edit, Static Post Design)	Done
3			BBS Faculty video	Done
4			BBS Student video	Done
5			BBS General Video	Done
6	2-Oct	Monday	Life in Campus - Undergrad Video	Pushed to next week
7			Email to EEE/CSE & BA/MA department	Done
8			Brief to Gopal aboout Genral AV	
9	3-Oct	Tuesday	Shoot & Edit of EEE Faculty Video	Done
10			Shoot & Edit of EEE Student Video	Done
11			Shoot & Edit of BA/MA Faculty Video	Done
12			Shoot & Edit of BA/MA Student Video	Done
13			Edit - Prothom Alo + About ULAB for Grad video	
14	4-Oct	Wednesday	Caption for EEE/CSE & BA/MA videos	Done
15			Posting of BA/MA videos (Faculty, Student & General UG Video)	Done
16	5-Oct	Thursday	- General Graduate Video - General ULAB video	Pushed to next week
17	6-Oct	Friday		
18	7-Oct	Saturday		
19	8-Oct	Sunday	Posting of EEE videos	Done
20	9-Oct	Monday	Shoot & Edit of CSE Student Video	Done
21	10-Oct	Tuesday	Shoot & Edit of BBA Student Video	Done
22	11-Oct	Wednesday	Shoot & Edit of BBA Faculty Video	Done
23	12-Oct	Thursday	Shoot & Edit of BBA Student Video and Undergrad Video	Done
24	13-Oct	Friday		Need Teacher List
25	14-Oct	Saturday		Need Teacher List
26	15-Oct	Sunday	Edit of Graduate Video	Need Teacher List
27	16-Oct	Monday	Edit of Graduate Video Shoot of MSJ Undergrad Students Video	Need Teacher List
28	17-Oct	Tuesday	- Video Shoot Childhood Campaign- Asking Students about their childhood toys	Done
29	18-Oct	Wednesday		
30	19-Oct	Thursday		
31	20-Oct	Friday		
32	21-Oct	Saturday		
33	22-Oct	Sunday	- Shoot and Edit of Video for ULABians asking to Participate Others - Meeting with Media Lab (Kader Sir) - Jude Video for MSJ - 4:00 PM - Photoshoot of Jude - at 4:00 PM - Need pitching for Grad and Undergrad Video and General	
34	23-Oct	Monday		
35	24-Oct	Tuesday		

Calender | Draft Calender | Resource

Image 1.3: ULAB-Social Media Calendar

Project 02

Project Name: Writing Scripts for Academic Counseling
Start Date: 28 October 2023
End Date: 7 November 2023

Project Overview: Write draft scripts following the sequence of the segments of the Academic Council project of the ULAB communications.

Project Details

The Academic Counseling project has been split into 14 phases and I had to write a few scripts for the few phases. After submitting the scripts to my advisor, he gave a few instructions and after two weeks finally all my scripts were accepted.

Achievements

I take immense pride in my role as the key scriptwriter for the Academic Counseling project, where precision and creativity converged to produce impactful content. Crafting scripts that seamlessly guided the project's videos, I played a pivotal role in ensuring a cohesive and compelling narrative.

My achievements in this endeavor include:

A. Strategic Script Design: Meticulously designing scripts that not only conveyed essential information but also captured the essence of academic counseling.

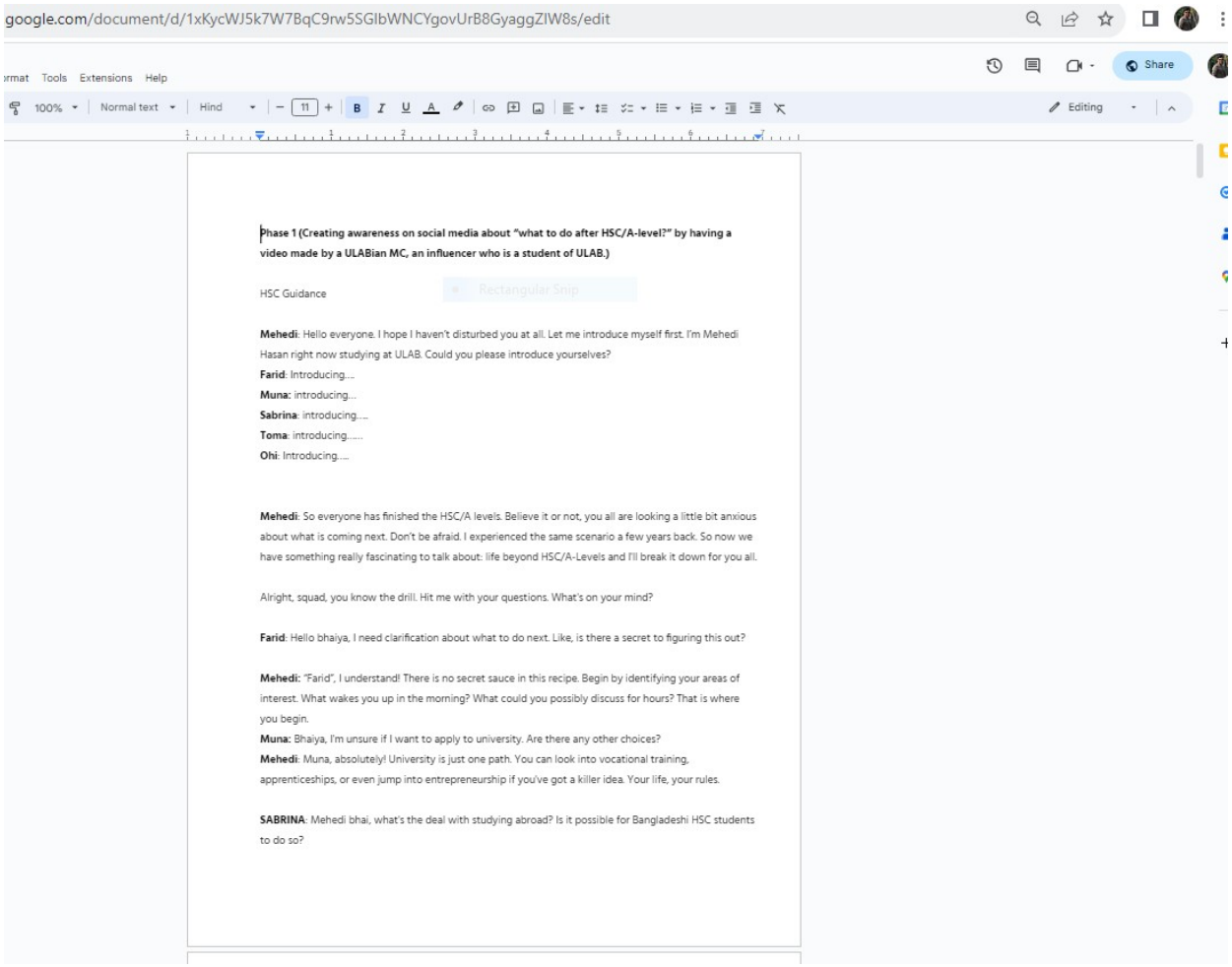
B. Adaptability and Versatility: Demonstrating adaptability, I tailored scripts to suit various video formats, ensuring consistency across promotional videos, informational clips, and instructional guides. This versatility allowed the project to engage diverse audiences effectively.

C. Thorough Planning and Research: Prioritizing thorough research and planning, I ensured that each script was backed by accurate and up-to-date information. This commitment not only added credibility to the project but also established it as a reliable resource in the academic community.

D. Consistent Tone and Messaging: Maintaining a consistent tone and messaging throughout the scripts, I contributed to the establishment of a strong and recognizable brand identity for the Academic Counseling project. This uniformity enhanced the project's credibility and recognition.

E. Positive Audience Feedback: The success of the project was evident through positive audience feedback. Viewers appreciated the clarity of information, engaging narratives, and the overall professionalism conveyed through the videos—all of which were a direct result of the meticulously crafted scripts.

By orchestrating the narrative through compelling scripts, I played a crucial role in bringing the Academic Counseling project to life. This achievement reflects not only my proficiency in scriptwriting but also my dedication to contributing meaningfully to projects that make a difference.



Phase 1 (Creating awareness on social media about "what to do after HSC/A-level?" by having a video made by a ULABian MC, an influencer who is a student of ULAB.)

HSC Guidance

Mehedi: Hello everyone. I hope I haven't disturbed you at all. Let me introduce myself first. I'm Mehedi Hasan right now studying at ULAB. Could you please introduce yourselves?
Farid: Introducing....
Muna: introducing...
Sabrina: introducing.....
Toma: introducing.....
Ohi: Introducing....

Mehedi: So everyone has finished the HSC/A levels. Believe it or not, you all are looking a little bit anxious about what is coming next. Don't be afraid. I experienced the same scenario a few years back. So now we have something really fascinating to talk about: life beyond HSC/A-Levels and I'll break it down for you all.

Alright, squad, you know the drill. Hit me with your questions. What's on your mind?

Farid: Hello bhaiya, I need clarification about what to do next. Like, is there a secret to figuring this out?

Mehedi: "Farid", I understand! There is no secret sauce in this recipe. Begin by identifying your areas of interest. What wakes you up in the morning? What could you possibly discuss for hours? That is where you begin.
Muna: Bhaiya, I'm unsure if I want to apply to university. Are there any other choices?
Mehedi: Muna, absolutely! University is just one path. You can look into vocational training, apprenticeships, or even jump into entrepreneurship if you've got a killer idea. Your life, your rules.

SABRINA: Mehedi bhai, what's the deal with studying abroad? Is it possible for Bangladeshi HSC students to do so?

Image 2.1: Draft script of phase 1 (Academic Counseling project)

Challenge and Mistakes

A. While my achievements showcase a successful and impactful contribution to the Academic Counseling project, it's essential to acknowledge potential mistakes and challenges to provide a comprehensive reflection. Here are some aspects I faced:

B. Initial Learning Curve: Admitting that at the project's onset, there was a learning curve in understanding the intricacies of academic counseling and aligning them with the project's objectives. Acknowledging this initial challenge demonstrates my ability to overcome obstacles and grow professionally.

C. Revision Process: Mentioning that the acceptance of scripts took two weeks could be considered a challenge. This highlights the importance of perseverance and flexibility in the face of project adjustments.

D. Balancing Creativity and Guidelines: Discussing the challenge of balancing creativity with adherence to project guidelines. It's common to face the dilemma of pushing creative boundaries while ensuring alignment with the overarching goals and expectations.

E. Timeline Pressures: Admitting if there were any instances where time constraints posed a challenge. Juggling multiple phases and deadlines within the project might have been demanding, emphasizing the importance of effective time management and meeting project timelines.

F. Communication Challenges: Mentioning any communication challenges experienced during collaboration with the video production team. Effective communication is crucial in such projects, and any obstacles faced could be highlighted as opportunities for growth and improvement.

Acknowledging challenges is an integral part of professional growth, and demonstrating how I addressed or plan to address them adds authenticity to your reflection on the project.

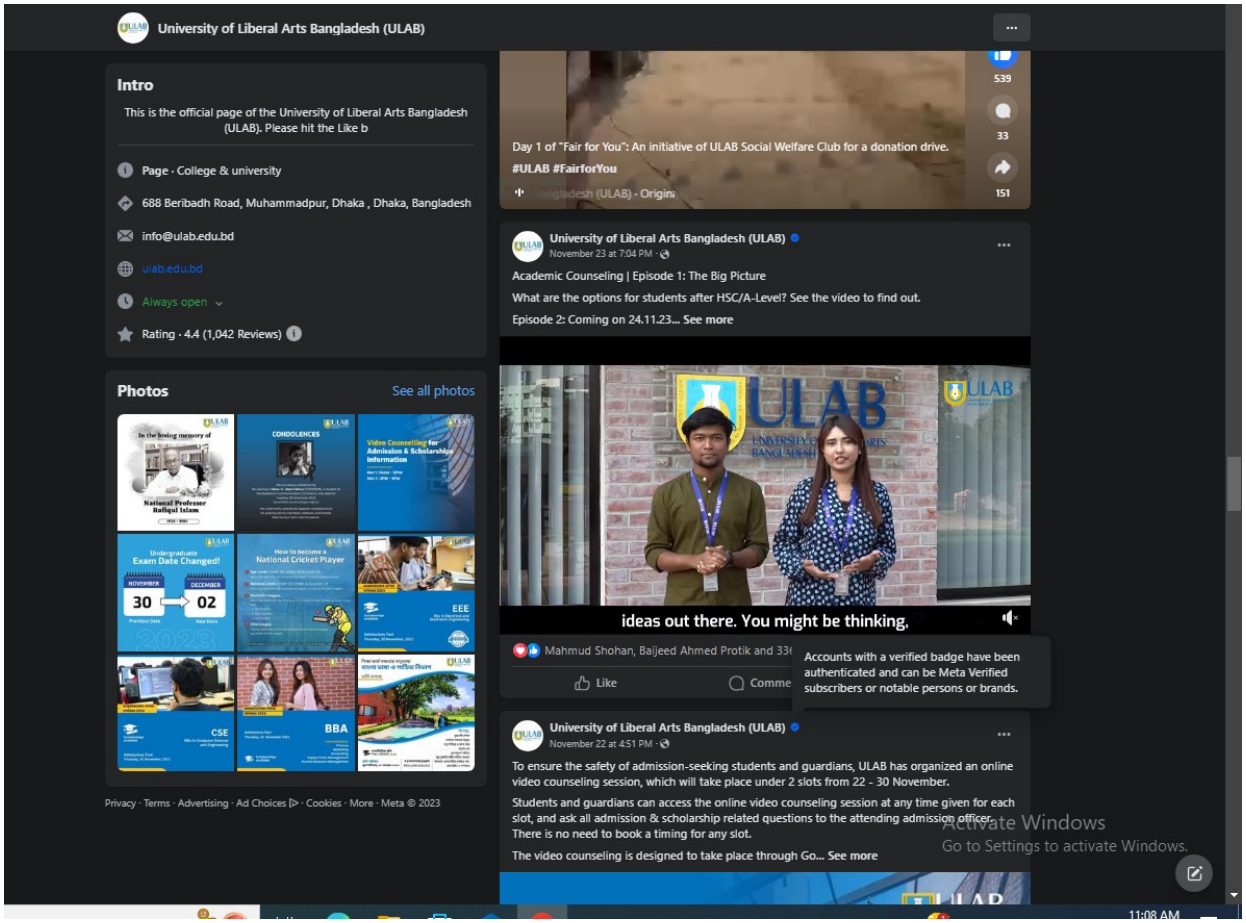


Image 2.2: Final video based on my script (phase 1)

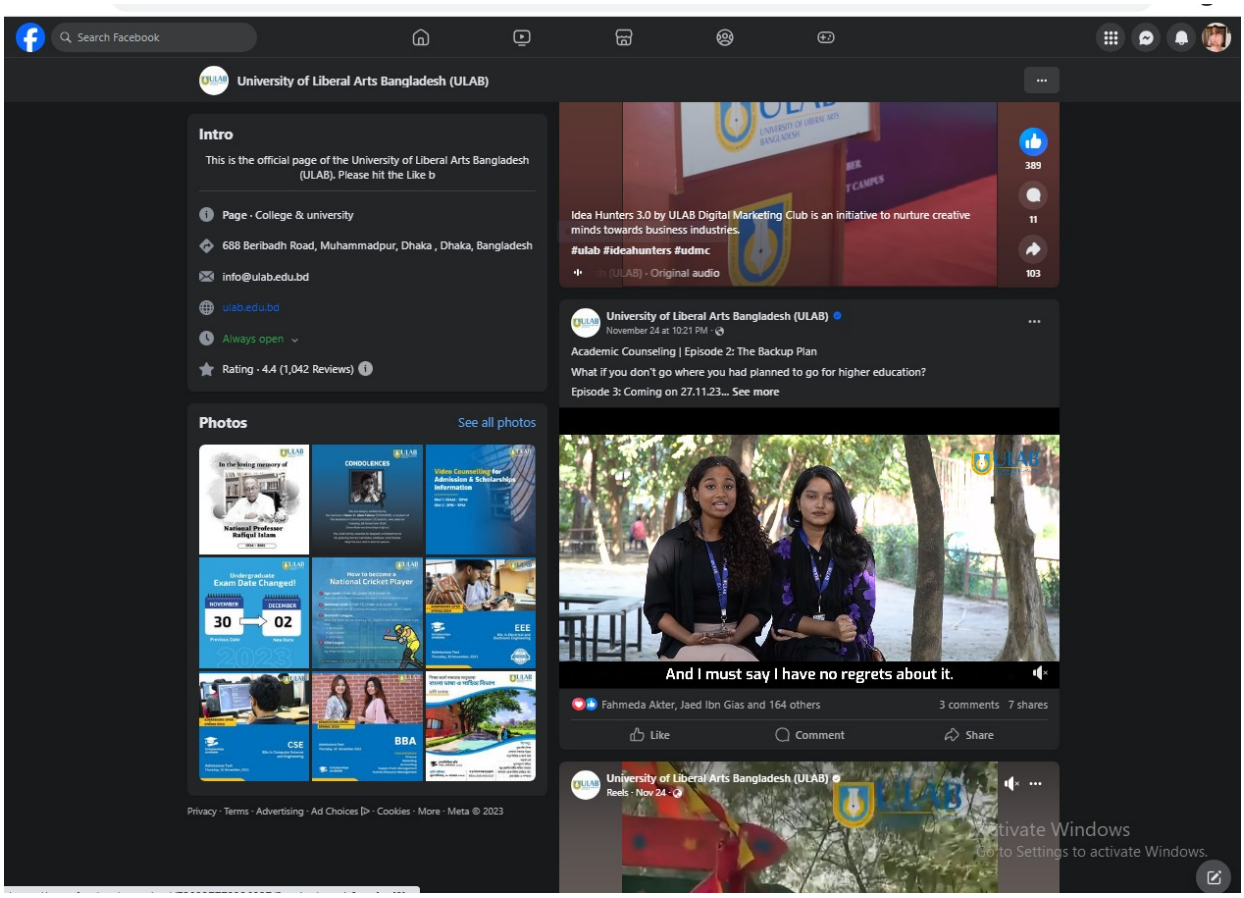


Image 2.3: Final video based on my script (phase 2)

Contribution to the Project's Overall Success

My role as a scriptwriter significantly contributed to the overall success of the Academic Counseling project

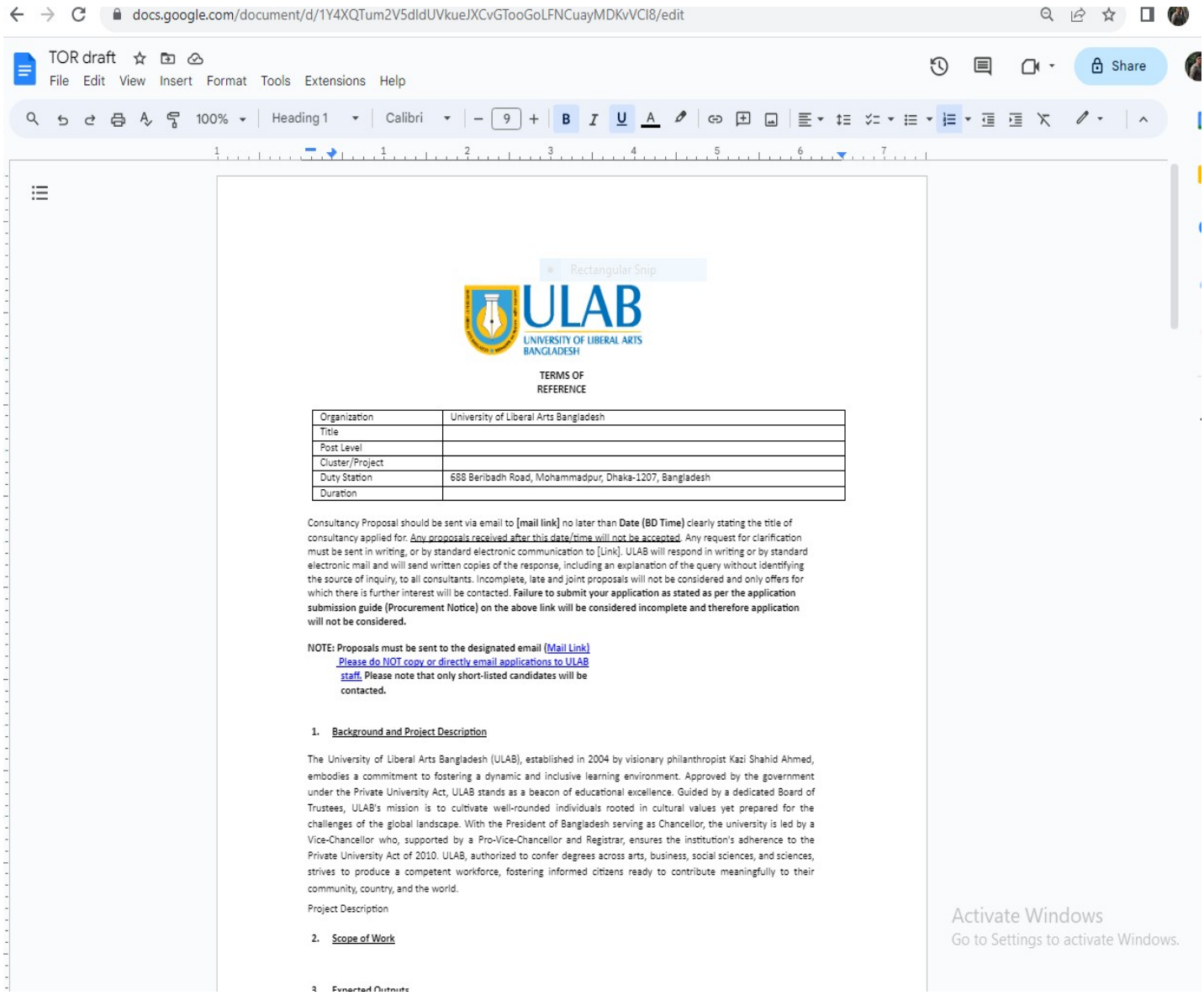
In conclusion, my role as a Scriptwriter in the Academic counseling project provided me with a unique opportunity to engage with a culture different from my own, improve essential writing skills. The challenges I overcame and the achievements I attained during this project have not only enriched my skill set but have also contributed to the preservation of cultural heritage and the promotion of cross-cultural dialogue.

Project 03

Project Name: Term of Reference (TOR)
Start Date: 17 November 2023
End Date: 19 November 2023

Project Overview: Writing a Term of Reference (TOR)

Project Details
Terms of reference are the instructions given to someone when they are asked to consider or investigate a particular subject, telling them what they must deal with and what they can ignore. I was instructed to write a Term of Reference (TOR) for the Communication office. After the first draft, I re-wrote the draft and my advisor approved the draft. Communication office will use the draft for different purposes in future.



TERMS OF REFERENCE

Organization	University of Liberal Arts Bangladesh
Title	
Post Level	
Cluster/Project	
Duty Station	688 Beribadh Road, Mohammadpur, Dhaka-1207, Bangladesh
Duration	

Consultancy Proposal should be sent via email to **[mail link]** no later than **Date (BD Time)** clearly stating the title of consultancy applied for. Any proposals received after this date/time will not be accepted. Any request for clarification must be sent in writing, or by standard electronic communication to [Link]. ULAB will respond in writing or by standard electronic mail and will send written copies of the response, including an explanation of the query without identifying the source of inquiry, to all consultants. Incomplete, late and joint proposals will not be considered and only offers for which there is further interest will be contacted. **Failure to submit your application as stated as per the application submission guide (Procurement Notice) on the above link will be considered incomplete and therefore application will not be considered.**

NOTE: Proposals must be sent to the designated email (Mail Link) Please do NOT copy or directly email applications to ULAB staff. Please note that only short-listed candidates will be contacted.

1. **Background and Project Description**

The University of Liberal Arts Bangladesh (ULAB), established in 2004 by visionary philanthropist Kazi Shahid Ahmed, embodies a commitment to fostering a dynamic and inclusive learning environment. Approved by the government under the Private University Act, ULAB stands as a beacon of educational excellence. Guided by a dedicated Board of Trustees, ULAB's mission is to cultivate well-rounded individuals rooted in cultural values yet prepared for the challenges of the global landscape. With the President of Bangladesh serving as Chancellor, the university is led by a Vice-Chancellor who, supported by a Pro-Vice-Chancellor and Registrar, ensures the institution's adherence to the Private University Act of 2010. ULAB, authorized to confer degrees across arts, business, social sciences, and sciences, strives to produce a competent workforce, fostering informed citizens ready to contribute meaningfully to their community, country, and the world.

Project Description

2. **Scope of Work**

3. **Expected Outputs**

Image 3.1: Draft of TOR sample

Achievements:

- Successful Draft Approval: After the initial draft, the document underwent revision, and the revised draft received approval from the advisor, indicating successful collaboration and adherence to requirements.
- Use for Future Purposes: The approved TOR is set to be utilized by the Communication office for various purposes in the future, demonstrating its effectiveness as a guiding document.

Limitations:

- Potential Scope Gaps: Despite efforts, there may be limitations in fully capturing every aspect of the subject in the TOR, leading to potential scope gaps.
- Time Constraints: The one-month timeframe might have imposed limitations on the depth and thoroughness of research and refinement of the TOR.
- Subject Complexity: If the subject matter was intricate or required extensive research, there might be limitations in the depth of coverage within the TOR.
- Dependency on Advisor Feedback: The project's progress was contingent on advisor feedback, and any delays in this feedback loop could have affected the overall timeline.

Key Learnings:

- Enhanced Writing Skills: The project contributed to honing writing skills, particularly in the context of formal documents like TORs.
- Understanding Advisor Collaboration: Working closely with an advisor provided insights into the collaborative nature of professional document creation.
- Practical Application: The experience of creating a TOR for a real-world scenario offered practical application of theoretical knowledge in communication and documentation.

Project 04

Project Name: Interviewing People in the

Start Date: 24 November 2023

End Date: 25 November 2023

Project Overview: Taking interviews of the people who attended the Fair for You arranged by ULAB social welfare society.

Project Details

Fair for You was hosted by the Social Welfare Society of ULAB at the permanent campus of ULAB. I along with Maimuna Tabassin and Jaed Ibn Gias were instructed to cover the fair. I was told to interview the visiting people about their experiences. I did what to take to complete the footage for posting video on the ULAB official page on Facebook.

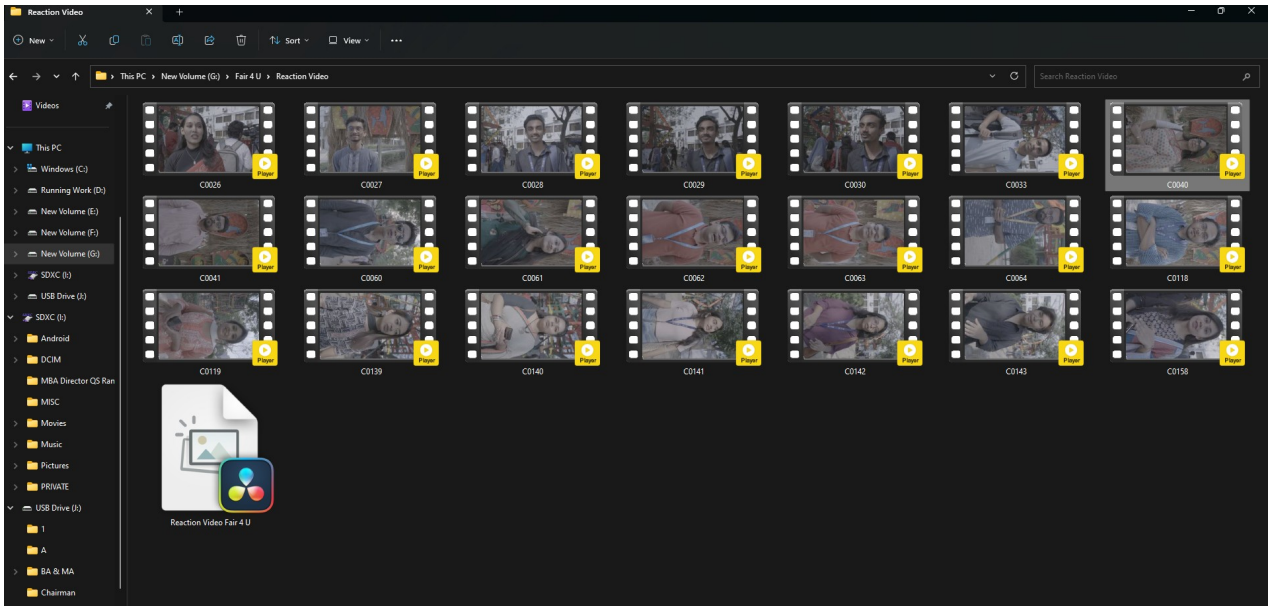


Image 4.1: All interviews from the fair

Image 4.2: Me taking the interviews of the people

Image 4.3: Me taking the interviews of the people

Achievements

- Successfully conducted interviews at Fair For You, gathering valuable insights from attendees.
- Collaborated effectively with team members (Maimuna Tabassin and Jaed Ibn Gias) to ensure comprehensive fair coverage.
- Completed the footage required for a video to be posted on ULAB's official Facebook page.

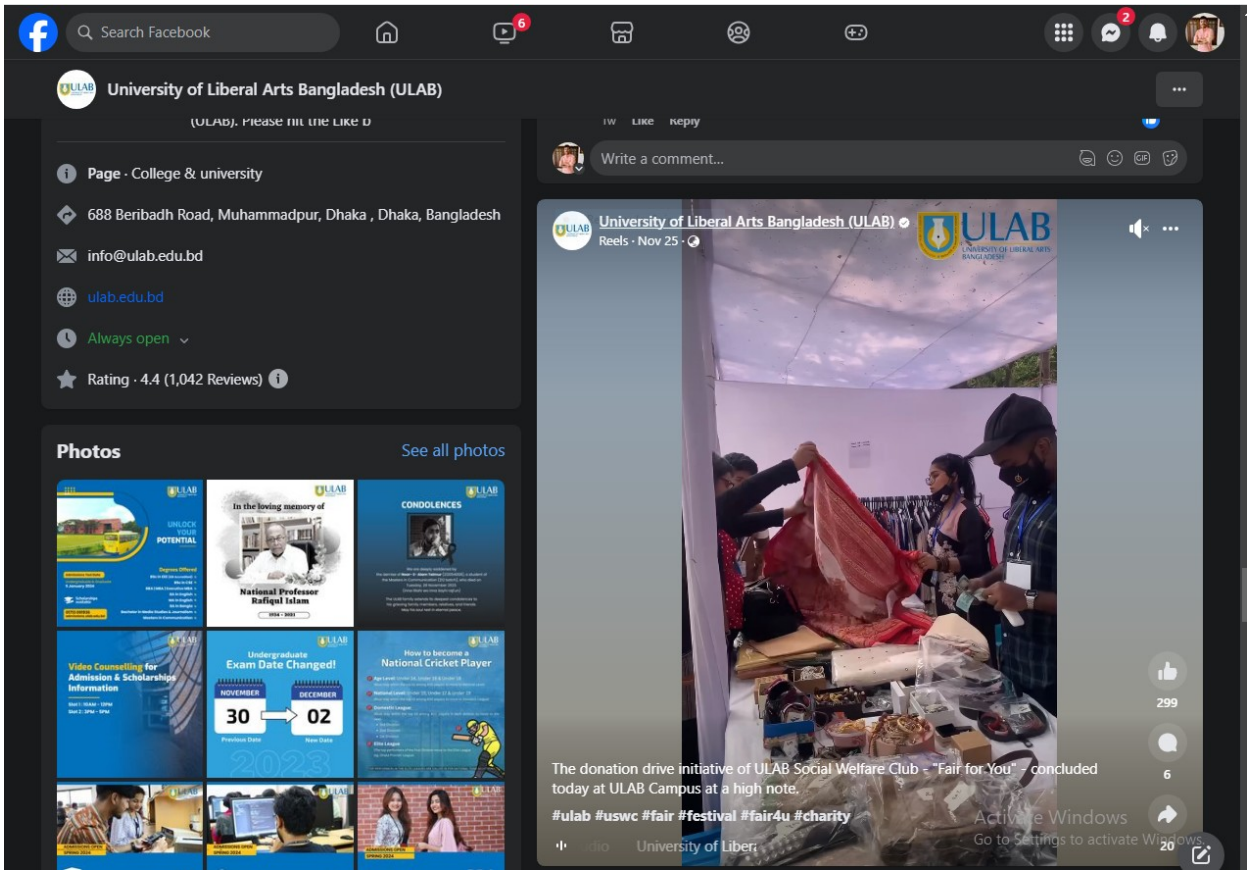


Image 4.2: Official Reels on ULAB Facebook

Limitations:

- Time Constraints: The two-day duration of the fair may have limited the depth and number of interviews that could be conducted.

- Limited Resources: Availability of resources, such as recording equipment and personnel, may have posed challenges in capturing diverse perspectives.

- Selective Representation: Depending on the willingness of attendees to be interviewed, the captured experiences might not fully represent the diversity of the fair's audience.

- Editing and Posting: Challenges in post-production and video editing might affect the timely posting of the video on ULAB's official Facebook page.

Key Learnings:

- Improved skills in conducting interviews and capturing diverse perspectives.
- Experience in collaborating with a team for event coverage.
- Understanding the importance of efficient planning and resource management for successful project completion.

Project 05

Project Name: Idea Hunter Program Documentation

Start Date: 21 November 2023

End Date: 21 November 2023

Project Overview: Documentation of Idea Hunter Program hosted by ULAB digital marketing club

Project Details:

ULAB Digital Marketing Club launched a national digital marketing competition, 'Idea Hunters 2.0', recently. It was open for undergraduate students all over Bangladesh. This event started with workshops and grooming sessions, followed by three rounds. 307 teams, with around 1,100 participants registered for the competition. I was in charge of taking videos and Photos for Documentation.

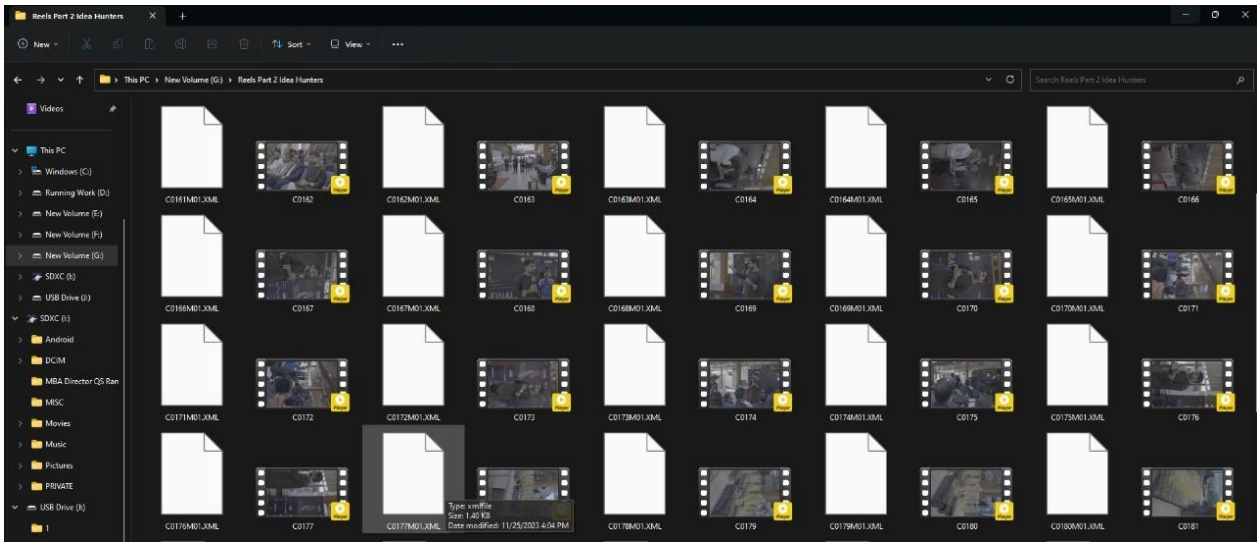


Image 5.1: All files of Idea Hunter Event

Image 5.2: Prize giving ceremony

Achievements:

- Comprehensive Documentation: Successfully captured videos and photos to document various aspects of the Idea Hunter Program, ensuring a thorough record of the event.
- Participant Engagement: Engaged with participants to capture candid moments, reflections, and interactions, adding a personal touch to the documentation.
- Quantity of Participation: A high number of registrations (307 teams, 1,100 participants) indicated significant interest and engagement in the digital marketing competition.
- Successful Event Execution: The smooth conduct of workshops, grooming sessions, and competition rounds showcased effective planning and execution by the ULAB Digital Marketing Club.

Limitations:

Time Constraints: The one-day duration of the event may have posed challenges in capturing all relevant moments and interactions comprehensively.

Resource Limitations: Depending on available equipment and personnel, there might have been constraints in capturing every aspect of the program.
Participant Coverage: Despite efforts, capturing experiences and perspectives of all 1,100 participants may have been challenging, leading to a potential partial representation.
Post-Production: Challenges in editing and organizing the vast amount of footage and photos for coherent documentation.

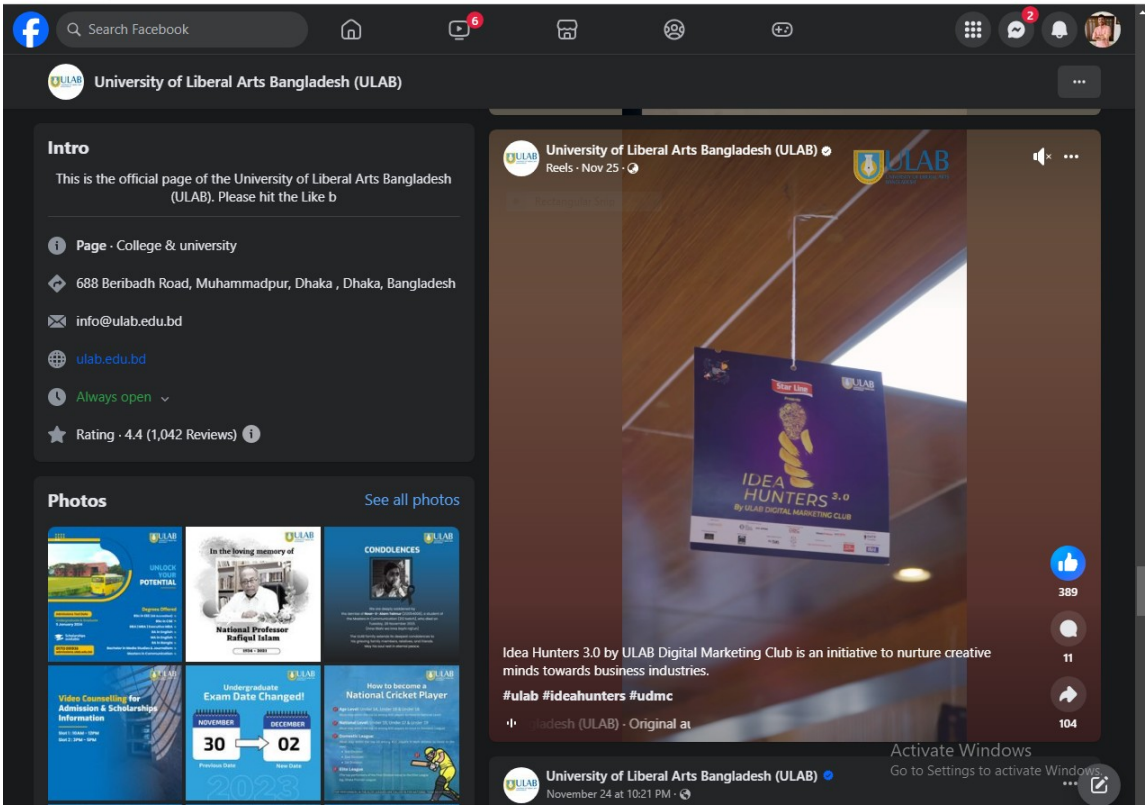


Image 5.3: Official Post of the event on Facebook

Key Learnings:

- Improved skills in event documentation, including photography and videography.
- Experience in managing documentation for large-scale events.
- Understanding the importance of resource allocation and time management in event documentation projects.

Project 06

Program Name: Line Following Completion

Date: 21 October2023
End Date: 21 October 2023

Project Overview: Coverage of Line Following Robot competition hosted by IEEE Robotics and Automation Society ULAB.

Project Details: IEEE Robotics and Automation Society ULAB arranged the Line Following Robot competition on 21st November at ULAB permanent campus. I was assigned from the ULAB communications along with Jaed Ibn Gias and Maimuna Tabassin for covering the event. I took all the pictures of the event. Dr Mofazzal Hossain was the chief guest of the event.

Image 6.1: All participants with the Judges

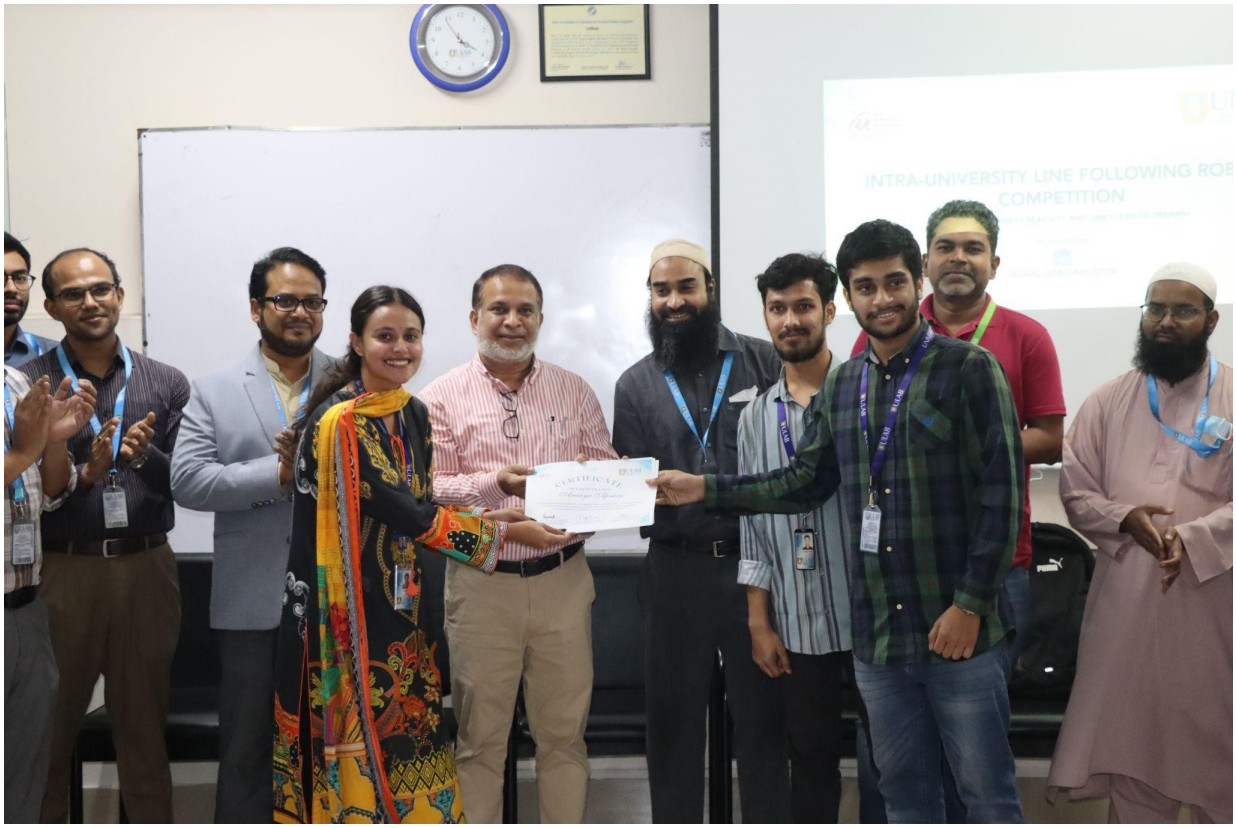


Image 6.2: Champion team receiving the prize money

Achievements:

- Comprehensive Visual Documentation: Successfully captured the essence of the Line Following Robot competition through photography, providing a visual record of the event.
- Chief Guest Presence: Having Dr. Mofazzal Hossain as the chief guest added prestige to the event, enhancing its significance and visibility.
- Team Collaboration: Effective collaboration with team members (Jaed Ibn Gias and Maimuna Tabassin) contributed to comprehensive event coverage.

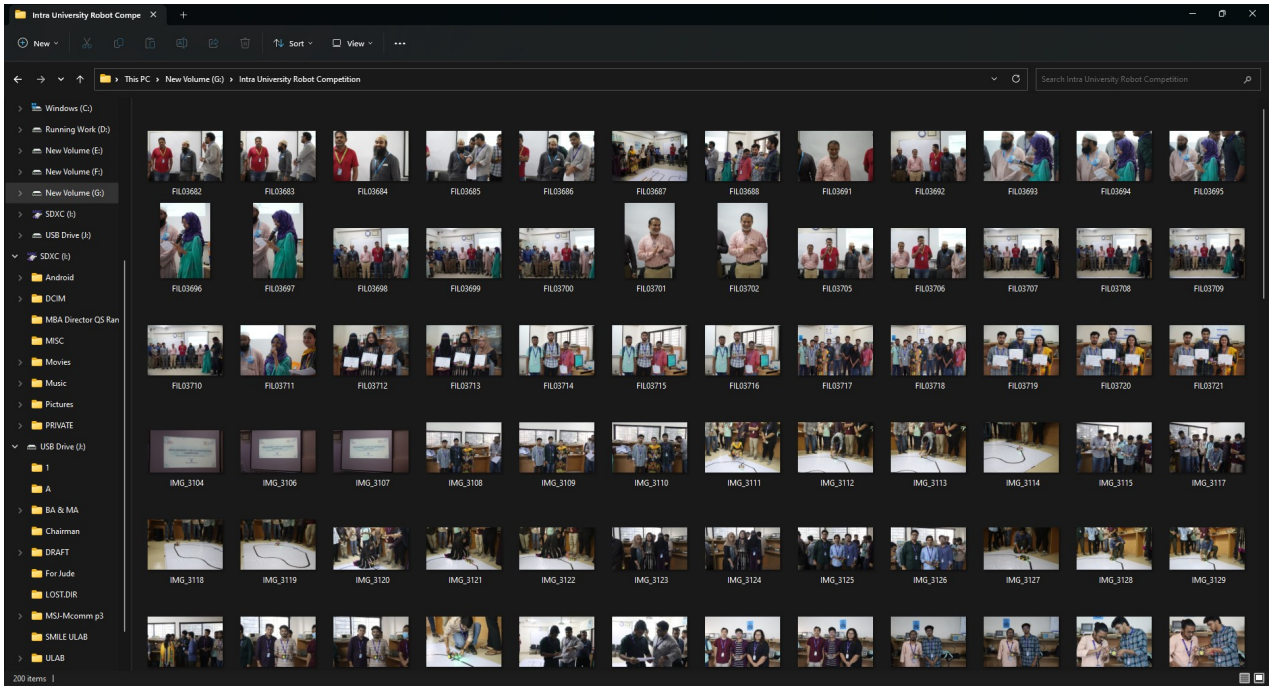


Image 6.3: All photos of the event

Limitations:

- Single-day Event: The one-day duration might have limited the depth and quantity of photographic coverage.
- Resource Constraints: Depending on available equipment and personnel, there may have been limitations in capturing every significant moment of the competition.
- Exclusive Focus on Photography: While photography is a valuable medium, limitations may exist in capturing the dynamic aspects of the competition solely through still images.
- Coverage Scope: Despite efforts, not every team or robot's performance might have been covered, leading to potential gaps in documentation.

Key Learnings:

- Enhanced Photography Skills: The project contributed to improving photography skills, particularly in capturing dynamic events.
- Understanding Event Dynamics: Experience in covering a robotics competition provided insights into the challenges and excitement of such events.
- Importance of Collaboration: Working as part of a communications team emphasized the importance of collaboration for comprehensive event documentation.

Project 07

Project Name: Event Documentation
Start Date: 22 November 2023
End Date: 22 November August 2023

Project Overview: UGC members' sudden visiting of ULAB

Project Details: On 22th November 2023 Three members from University Grant Commission (UGC) visited ULAB without any notice. They met with our honorable Vice Chancellor and Registrar to see the development of our university. They discussed and talked about the future projects of ULAB construction. They visited all the buildings and the field. I was assigned to document the event.

Image7.1: Their visit in the library

Image 7.1: Their group photo with Registrar Sir

Achievements:

1. Impromptu Visit Handling: The fact that the ULAB team successfully managed and accommodated the unexpected visit from three UGC members without prior notice reflects the university's readiness to engage with external stakeholders.

2. Positive Interaction with UGC Officials: The visit provided an opportunity for meaningful discussions with the UGC members. Interactions with the Vice Chancellor and Registrar regarding the university's development showcased transparency and a collaborative approach towards higher education governance.

3. Engagement on Future Projects: The discussions about future projects related to ULAB's construction indicate a forward-looking approach. This engagement with UGC officials suggests a mutual interest in the growth and development of the university.

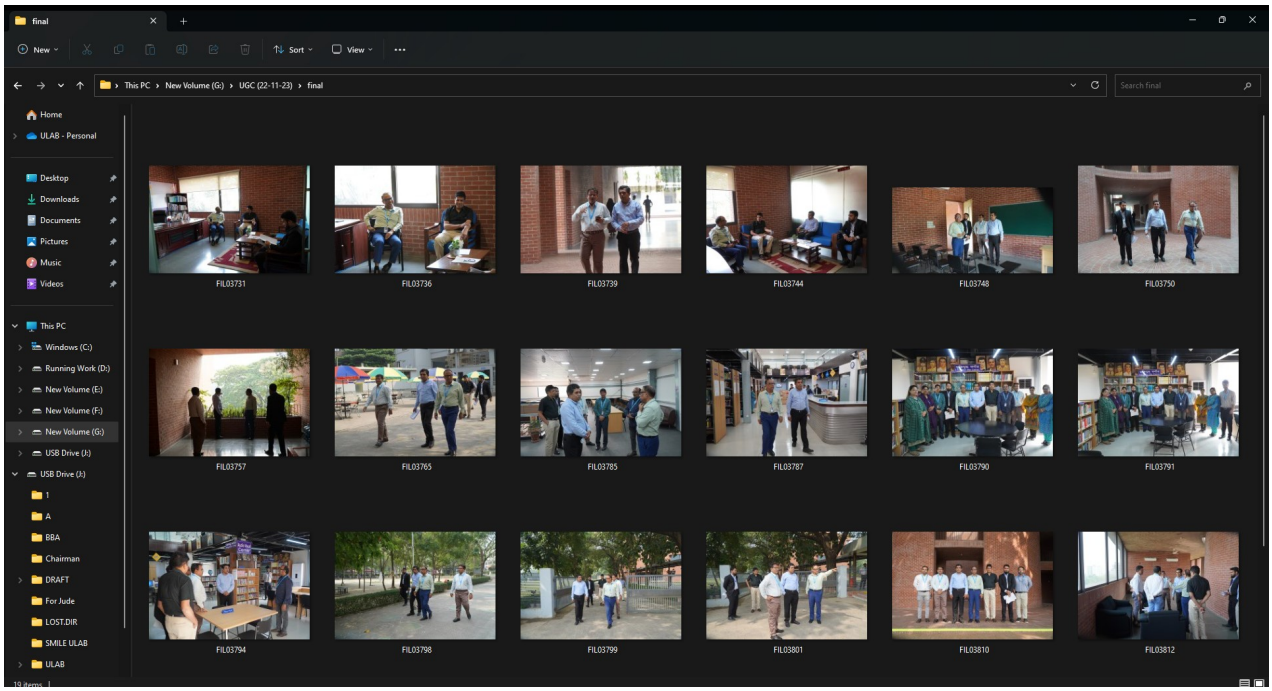


Image 7.3: All photos of the event

Limitations:

1. Short Notice: One of the limitations of the event is the lack of prior notice. The abrupt visit might have posed challenges in terms of full preparedness, potentially leading to missed opportunities to showcase certain aspects of the university.

2. Limited Time for Preparation: Due to the impromptu nature of the visit, there might have been constraints in preparing detailed presentations or additional materials that could have enhanced the discussion and presentation of ULAB's future projects.

3. Potential Communication Gaps: The surprise nature of the visit could have resulted in communication gaps, with some relevant stakeholders or departments not being fully aware or prepared for the visit, potentially limiting their involvement or contribution to the discussions

4. Limited Follow-up Opportunities: As the visit was unplanned, there might be limitations in terms of scheduling follow-up meetings or providing additional information that could address any queries or concerns raised during the visit.

It's essential to consider these limitations as areas for improvement and to develop strategies for handling unexpected visits more effectively in the future.

Project 08

Project Name: Transcribing Interviews

Start Date: 29 November 2023
End Date: 29 November 2023

Project Overview Academic Counseling | Episode 4: How to Prepare for Public University Admissions & Academic Counseling | Episode 5: How to Prepare for Private University Admissions: Transcribing the speeches of the faculties

Project Details: Episod 4 and Episod 5 are about how to prepare for Public University admissions and how to prepare for private university admissions. These are the very crucial parts of the Academic Counseling project. From these videos HSC or A-levels students can get so much information about University admissions strategy. I was assigned to transcribe the speeches of the faculties.

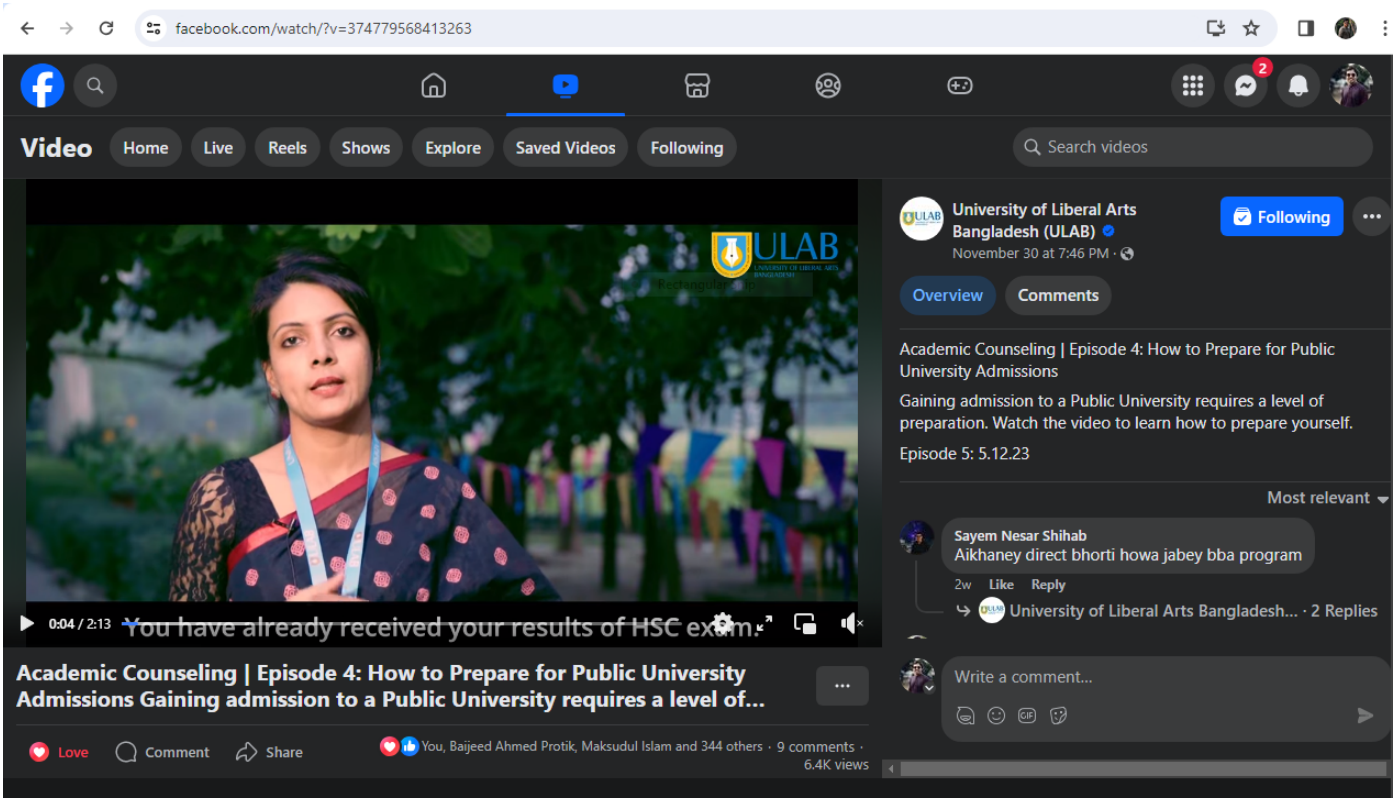


Image 8.1: Episode 4: How to Prepare for Public University Admissions

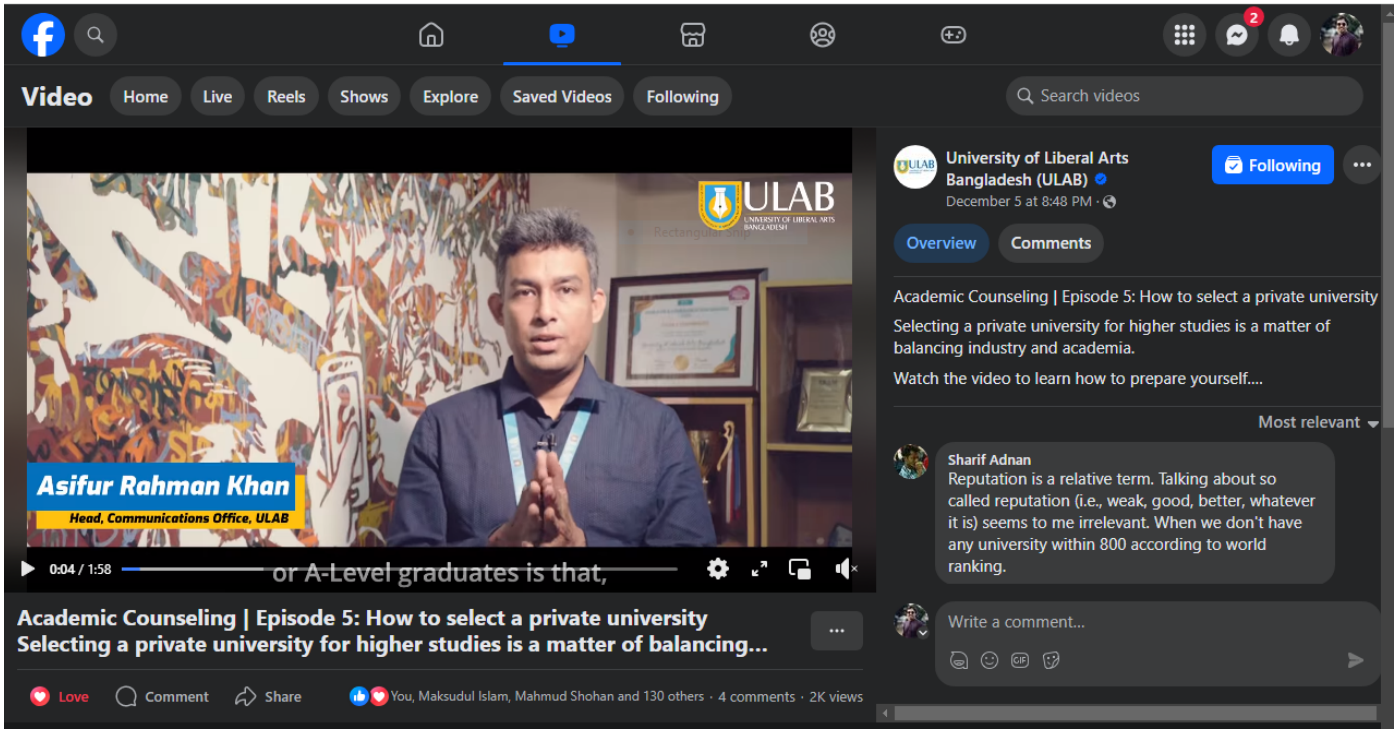


Image 8.2: Episode 5: How to Prepare for Private University Admissions

Achievements:

Valuable Resource Creation: The transcribing of speeches from Episodes 4 and 5 contributes to the creation of valuable resources for HSC or A-level students. These resources can serve Comprehensive guides for students planning to apply to both public and private universities, enhancing their understanding of the admissions process.

Expert Insights Documentation: The transcriptions capture the insights and advice provided by faculty members, offering students direct access to the expertise of university professionals. This can significantly benefit students in making informed decisions about their academic and career paths.

Information Dissemination: By transcribing the speeches, the project facilitates the dissemination of crucial information to a broader audience. The transcriptions can be shared online, through educational Platforms, or within the university community, ensuring that a wide range of students can access the

guidance provided.

Student Empowerment: The transcribed content empowers students by providing them with a tangible resource they can refer to during the university admissions process. This aligns with the project's goal of supporting students in preparing for their academic journeys.

transcript

Congratulations HSC Batch 2023

You already have your result in your hand after completing the exam

For sure, you all are trying to admit in different universities

Those universities which are in your favorite list, you have to dig some research for what are the procedures of the exams,
which subjects are being given more preferences in there

On that fact, you can study yourself, In a same way you can talk with a reputed coaching center or instructor

And since you don't have that much time in your hand

Usually we get maximum three months for admission test and for few universities we get extra times

So this time is valuable for us

These three months will decide the future of your life

The hard work of these three months will represent you in a good place

You can prove yourself

Then you can reach the place where you want to go

And if you don't get serious right now, then you may not be able to reach the destination

For that, you have start your inquiry about your desire university right now

And for which subjects you want to study

For example if it's Jahangirnagar university

You can study few specific subjects

For Dhaka University, there are few unit based studies

Activate Windows
Go to Settings to activate Windows.

docs.google.com/document/d/1TVg4Qgm-siqymQIJBQpBQK-Kycaqmy9CNIFpqVMmKuo/edit

Transcript Asif Sir

I have completed my A levels in 2003

When A levels was completed in 2003, I had two options. One was to get admission in a public university, the other one was to get into a private university.

*0.14 sec- Repeated dialouge

I was from a science background. That's why I was trying to get into BUET. But unfortunately I didn't have enough qualifications. So I could not get in.

In fact I couldn't fulfill the requirements of the admission.

So I chose BBA.

After finishing BBA I got out. Then I got jobs in the communication field & Here I am in 2023 giving this video.

So my advice to HSC graduates or A level graduates

To get into a private university you have to understand the reputation of the institution.

For example, your desire is "I want to study communication."

So you have to look for which university has the higher reputation in the communication field.

If you study in a university with a lower reputation and when you go out in a job field, you will be facing competition from students who have graduated from the university with a higher reputation.

Here then whom the organization will hire? Those who came from good reputation or those who came from weaker reputation

I am not saying bad reputation I am saying weaker reputation

So then this thing does matter because you will be in a competition with a lot of people from a lot of universities

Reputation is one thing

Activate Windows
Go to Settings to activate Wi

Image 8.3: Transcript of Episode 5: How to Prepare for Private University Admissions

Limitations:

Limited Interactivity: Transcribing speeches might result in a one-way flow of information. The limitations here include the absence of interactive elements that could engage students further, such as Q&A sessions or interactive workshops that address specific concerns.

Language Nuances: Depending solely on transcriptions may not fully capture the nuances of spoken language, potentially leading to a loss of context or tone. Certain aspects like humor, emphasis, or specific verbal cues may be challenging to convey accurately in a written format.

Access Barriers: Students with different learning preferences may face barriers if the content is only provided in a written format. Consideration should be given to providing alternative formats, such as audio or video, to cater to diverse learning styles.

Limited Scope: While the transcriptions focus on preparing for university admissions, there may be limitations in covering all relevant aspects comprehensively. It's crucial to ensure that the information provided is well-rounded and addresses a wide range of student concerns.

Resource Utilization: The project might face limitations if the transcribed content is not effectively utilized or promoted. Efforts should be made to actively share the transcriptions through appropriate channels to reach the target audience effectively.

Addressing these limitations and building upon the achievements can enhance the overall impact of the

Academic Counseling project, ensuring that it effectively supports students in their university admissions journey.

Internship Outcome

My primary objectives for the internship were to gain as much knowledge as possible and to make a significant contribution. We picked up a lot of useful information, both theoretically and practically, throughout our time as Public Relations majors. However, it felt great to put my expertise to use in a corporate setting whenever it was necessary. During my internship, I worked hard to put into practice what I had learned at university over the last four and a half years, as well as the new skills I had picked up on the job.

Realizations

Before my internship, I had an overall "organized" perspective on a workplace. In my head, things justpop up on your plate, you tick them off one by one, and life goes on. In practice, however, many tasks arise at once, overlap, and force one to make difficult judgments about priorities; furthermore, it's not always clear whether a submitted task can be considered complete until it has been revised and tailored for feedback. Eventually, I'd want to become an expert multitasked who can easily overcome obstacles like this and accomplish all my goals while keeping my cool.

I gained the ability to collaborate successfully with people who have varying experiences, skill sets, points of view, and working methods. I also learned how to communicate effectively, how to listen attentively, how to appreciate variety, as well as how to provide and take feedback as well as constructive criticisms.

I learned how to think outside the box and come up with innovative ideas and solutions that can address real-world problems or opportunities. I was also amazed to notice how important it is to hang out with other fellow interns and the senior instructors outside of work, and build a friendly connection with them. This way, not only was I appreciated as an intern, but also the scope of my active participation in any discussions or major decisions was broadly appreciated.

Achievements from ULAB Communications

I was an introvert with a lot of anxiety before I started the internship. I was more productive when I couldshut out the world and focus on my task. I feared that others would judge me harshly if I blundered. I used to believe that corporate environments were very rigid and inflexible, with little space for making mistakes or gaining experience. The pressures and responsibilities of a professional setting scared and exhausted me even before I stepped onto the battlefield.

During my internship, however, I learned that my preconceived notions were incorrect. I learned that corporate environments may be welcoming and encouraging places with plenty of room for professional development and personal improvement. I was impressed by the kindness and generosity of my peers and instructors. They made me feel at home right away with their kind welcome. They helped me through the process and provided me with constructive feedback and encouragement. They were generous with their knowledge and wisdom, and I was able to learn a great deal from them. We worked together, shared ideas, and celebrated successes as a team, and that made me realize how crucial it is to have a supportive setting to grow as an individual.

In the recent 8 weeks that I have worked so far at the Communications office, I have not missed a single deadline on any of the project work. I was always on time and stayed late, if necessary, except on two occasions where I was a tad bit late due to adverse weather. It's an achievement in which I truly take pride in.

Overall, my internship experience altered my perspective and behavior. Eventually, I built up my Self-assurance and started making new acquaintances. I realized that difficulties and setbacks were just chances to grow. I gained an understanding of the value of other people's perspectives and skillsets. I picked up the ability to appreciate and enrich my workplace through my own efforts. I learned to grow as an individual and as a professional.

Workplace Log

In - 9am 7/11/23
Out - 6.10 pm

Rewrite scripts from phase 7 to 13
Waiting for feedback

In - 10.30 am 8/11/23
Out - 5.30 pm

Article Writting about phase 13

In - 9am 2/11/23
Out - 5.30 pm

Task of finding gift items which are given by farma companies and put into excel

6/11/23

Work from home

Script Ready and submitted for phase 1 to phase 9
Gone for connection

In - 9am
Out - 5pm
26/10/23

Draft - Script:

Engage Ulabians in the Campaign by asking them what they wanted to after their HSC/A Lev'd

In - 9.05am
Out - 5.00 pm
30/10/23

Meeting - 1.00

Script - Phase 4

(Engaging ULAB Faculty members in the campaign)

In - 10 am
Out - 5pm
12/11/23

Editing the articles
Rearrange all
gone for Connection

A meeting with ULAB tv (mail for the schedule) monday
Next thursday - Budget meeting
New videos - 3 videos
~~Under~~
Podcast - Plan & Budget
All department - Knowledge sharing
* 2 codes ~~for~~ include in the budget
Market Research
Social Experiment
4040102 00 - Sports
[Code]
global Expo - ULAB should take a booth and host a seminar,
Organizer - Inpace [high priority Event]
Feb - 23, 24

In – 9.30 am 9/11/23
Out –

ULAB Newsletter
arrangements

Team Meeting
(12 pm)

~~Scp~~ Scripts are
approved

www.ulab.edu.bd

* Meeting
Elements >

Brochure Update
Supplimentary – pictures
– suggestion for ~~taking~~ pictures

CSE Newsletter
– logo (not more than two)

Addmission Static Feedback/
Connection

* List (94 page)
IEB members (26, 27, 28 Nov)
Design – Infographic (Needs Approval)
End of every month
Send ~~ere~~ mail to every department

www.ulab.edu.bd

In – 9 am
Out – 6.30 pm 1/11/23

Phase – 1
Multiple people in conversasion
about career/life goals
not individual
[Connection]

add foriegn study
public/private
life choice
multiple choice of field

Phase – 2
include presenter who
questions

www.ulab.edu.bd

~~ple~~
phase 3

① major ~~conce~~ concern about
students not focusing on
promoting ULAB
[Connection]

Phase 1, 2, 3, 4
these are people's feedback

www.ulab.edu.bd

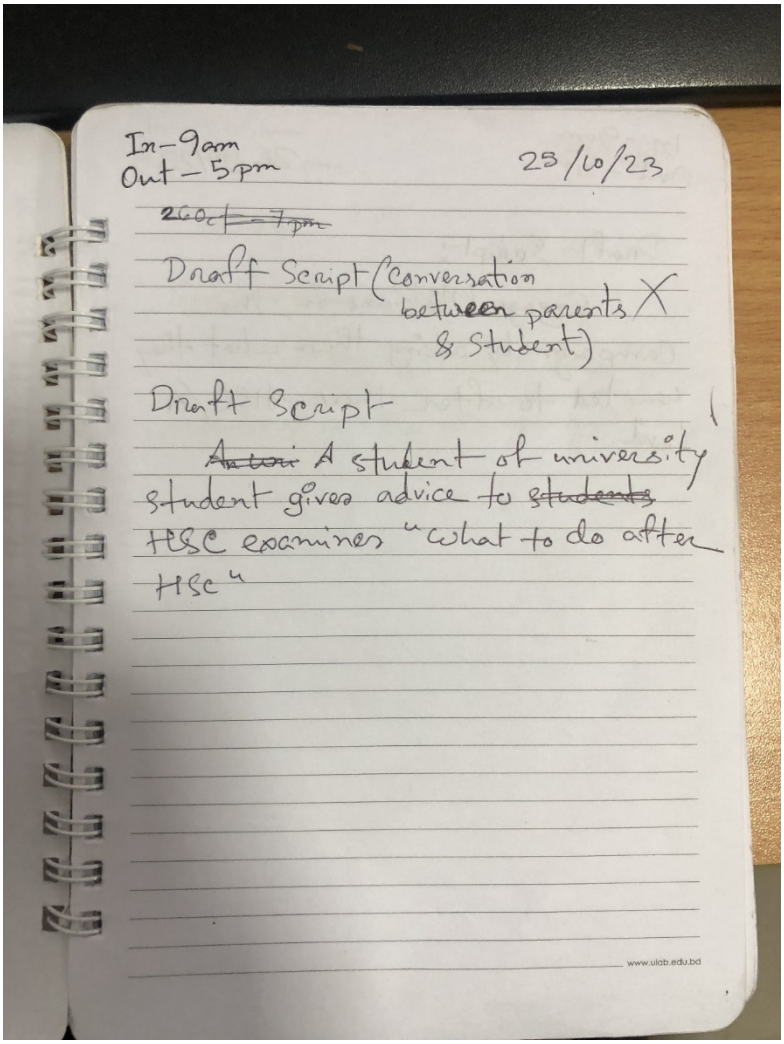
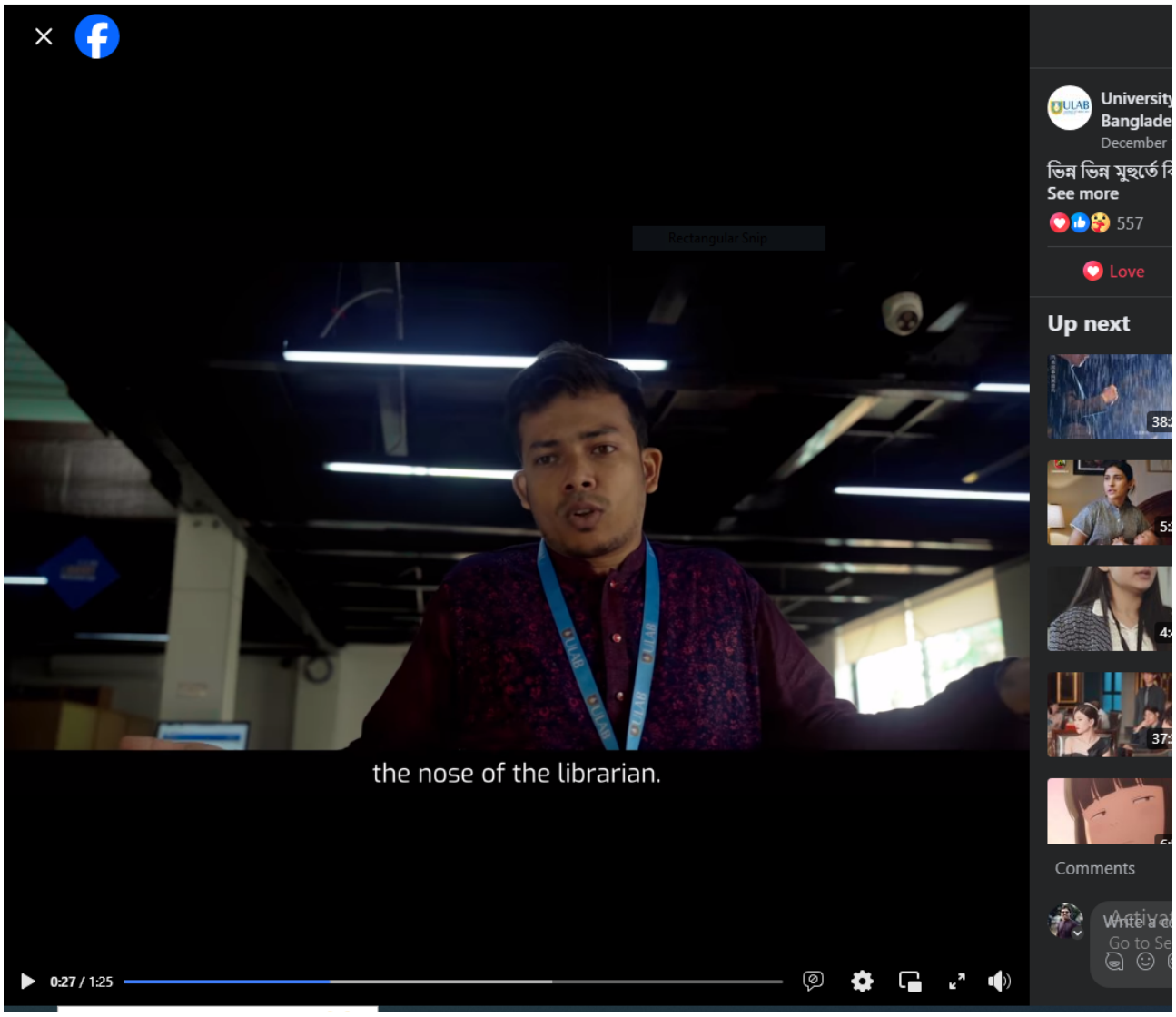


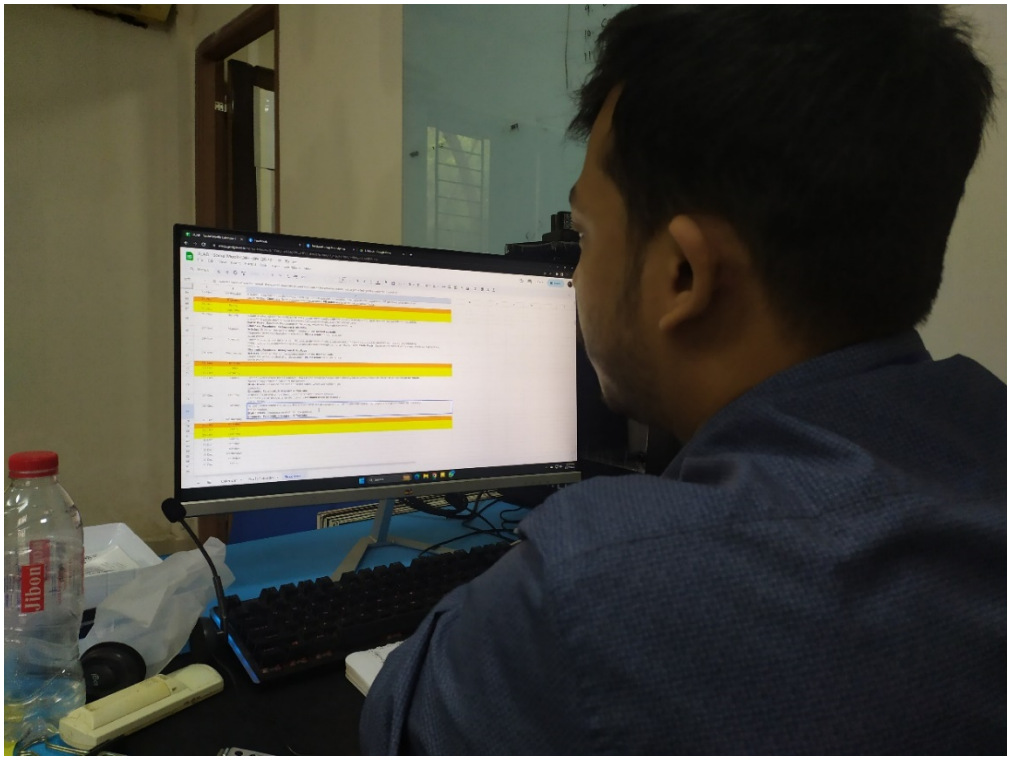
Image: Few images of the workplace logs

Appendix

Besides to my previously elaborated initiatives I was involved in a variety of other activities and circumstances. There were such projects in which I participated and attempted to assist. I also assisted with assisting director, participation in video projects, proofreading and volunteered at various gatherings hosted by the ULAB administration. In addition, I included some photographs from my internship.



A1: participation in ULAB victory day OVC



A2: working on the Social Media Calendar

A3: working on my desktop

A4: Assisting in videography

A5: Taking interview in the fair

MSJ043

SELF-ASSESSMENT FORM

The purpose of this Survey is to obtain students input on how they think they have performed.

Name of Intern: Md Yeasin Arafat Shuvo
University ID: 192012006

Name of the Institute/Organization:	ULAB Communications
Corporate Office Address:	688 Beribadh Road, Mohammadpur,Dhaka - 1207, Bangladesh
Email:	Communications@ulab.edu.bd Web: Ulab.edu.bd

1. During a typical week, approximately how many hours did you dedicate to your internship?

I dedicated 48 hours per to my internship

2. Was your internship paid? If yes, how much?

Yes It was Paid, 5000 per month.

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all ☐ Slightly ☐ Moderately ☐ Quite a bit ☑ A great deal

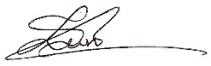
4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	4
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	4
8	I have the ability to persevere in difficult tasks	3
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	4
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	3
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	3
23	I developed realistic ideas about the work world	3
24	I narrowed my future possible career choices.	1
25	What is your average score from this test?	4.04

5. General Comments

I've improved considerably as a person as a result of my employment and my surroundings at work. I realized something quite fascinating when you are being kind or basic. Overall, it was a once-in-a-lifetime opportunity.



Signature of Intern

Professional Competencies

Professional competence can be summed up as having the ability to perform as an expert with appropriate abilities. Competence consists of professional knowledge, attitude, and abilities that will aid in achieving a variety of jobs in a specialized sector. During my internship in ULAB communications office, I was able gain skills that would undoubtedly come in handy in the future. The following are the skills I learned throughout my internship program:

Skill Sets:

- Microsoft Office
- Google Docs, Slides, and Sheets
- Quantitative Data Entry/Analysis
- Quantitative Data Gathering
- Administrative Works
- Event Planning and Execution
- Audiovisual Production Planning
- Multitasking
- Inventory Management
- Leadership, Team Management and Punctuality

Attitude:

Positive to meeting deadlines, Collaborative approach, “Can Do” approach to overcome all obstacles

Concluding Remarks

I got my first taste of working life through the ULAB Communications Office. There is a wonderfully upbeat and motivating vibe here. The inner workings of a business office were completely foreign to me before this. I can clearly envision myself working as an agency performer now that I have more experience.

From upper management on down to my coworkers, everyone was so kind and willing to lend a hand. They were always there to provide me a hand whenever I needed it with various assignments. Thanks to this unparalleled opportunity for hands-on learning, I now have greater confidence in myself and an appreciation for my strengths. I intend to make the most of this opportunity in the future since I am very grateful for it.

It is really appreciated.