



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Department of Media Studies and Journalism

Internship Report

Submitted By

Ira Hossain

ID: 182012023

Course Code: MSJ11498

Term: Spring 2023

Host Organization: Papyrus Communications Limited



Date of Submission: 7th May 2023

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STUDENT DETAILS

Name	Ira Hossain
ID	182012023
Department	Media Studies and Journalism
Major Concentration	Public Relations (PR)
Minor Concentration	English
Career Objectives	To explore all the sectors of Public Relations and become a PR specialist

INTERNSHIP DETAILS

Host Organization	Papyrus Communication Limited
Address	Ashor, House no.72 (level 4&5), Road no. 3, Block-B, Niketan, Gulshan-1, Dhaka 1212
My Working Section	Creative and Communications
Supervisor	Md. Sadman Ahmed
Designation	Intern copywriter
Start Date	February 5, 2023
End Date	April 5, 2023
Hours Per Week	40+
Total Working Period	Approximately 8 weeks

ACKNOWLEDGEMENT

Throughout the four years of my academic journey at the University of Liberal Arts Bangladesh (ULAB), I have learned, experienced, and gained immense knowledge. Therefore, I would like to begin by expressing my profound gratitude toward all my faculties and department who have supported me throughout these four years.

I wish to extend my profound gratitude to my internship advisor Ms. Nandita Tabassum Khan, Senior Lecturer and Coordinator of the Department of Media Studies and Journalism for her constant support and remarkable guidance throughout my internship journey.

On the other hand, it has been a great opportunity for me to be able to do my internship in one of the top-tier advertising agencies of Dhaka Bangladesh, Papyrus Communications Limited which has enlightened and assisted me in acquiring professional knowledge and skills.

I would also like to acknowledge and extend my sincere gratitude toward my internship supervisor Mr. Sadman Ahmed who guided me with all his excellent insights and expertise throughout my internship journey to become efficient in the pursuit of novel information in the field of copywriting and communication.

Additionally, I consider myself to be fortunate for being able to have the unwavering support of my wonderful colleagues at Papyrus Communications Limited who motivated me to progress in every step of the journey.

I would like to conclude by expressing my heartfelt gratitude toward my parents who have been my foundation and constant support for my success and achievements to date. I am also thankful to my friends and family members for their words of encouragement and support in the completion of this humble effort.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's 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: Ira Hossain

ULAB ID: 182012023

Signature IRA HOSSAIN

INTERNSHIP REPORT APPROVAL FORM

Student Name ____ Ira Hossain ____ ID No ____ 182012023 ____

Major: ____ Public Relation (PR) ____ Year: ____ 2023 ____

Local Phone: ____ 01819241750 ____ Email: ____ ira.hossain.msj@ulab.edu.bd ____

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: ____ Papyrus Communications Limited ____

Internship /Project Report

Topic: ____ Internship Report ____

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: _____

Title: _____

E-mail: _____

Phone: _____

Introduction

During the four years of my Bachelor's journey, I have acquired enlightenment in the field of Media Studies and Journalism. As a Media Studies and Journalism student, I have always been intrigued by the profound capacity of the implementation and the horizon of this field.

As I have been a curious individual, especially throughout my undergraduate studies I always sought to explore various arrays of this department. However, I chose to do my major in Public Relations (PR) where I learned to work on different sections of this field. Therefore, being an aspiring Public Relations (PR) practitioner, I realize the significance of communication in this field where certainly, acquiring new knowledge and information will help to develop a wide range of perspectives and add creativity to communicate. Hence, I chose to work at Papyrus Communications Limited, one of the top-tier advertising agencies as an intern in the Department of Creative and Communication. I was designated as a copywriter intern in this field. Copywriting is an innovative method or strategy of communication to persuade clients to generate sales for specific brands or products.

I believe Papyrus Communications Limited was a perfect place to start my internship as a copywriter. Therefore, as a member of the creative team, I had the opportunity to brainstorm, visualize and develop new ideas and concepts and finally articulate messages to the clients through creative writeups.

As a result, my internship journey has given me the space to improve my creativity and practical work experience. This report, however, is a reflection that comprises all the assigned projects and tasks that I have done at my workplace.

Expectations

Throughout our internship journey, we get the opportunity to invest our academic knowledge and skills in the practical field. My expectation from this internship was to gain insights and indulge myself in the field of communication. As a student, I was obliged to complete my internship to engage myself in obtaining practical work experience. In my host organization, I was assigned tasks that excelled my expectations. However, I had the following expectations throughout my internship journey:

- Strengthen knowledge about the usage of digital tools for content writing.
- Being enlightened about various digital platforms to make communication remarkable with clients.
- Enhancing knowledge on how to Copywrite professionally.
- Obtaining keen knowledge about creative thinking and visualizing.
- Exploring a variety of sectors of the creative field.
- Gaining leadership skills.

Host Organization

Papyrus Communications Limited at a Glance:

Organization type: Advertising Agency

Address: Ashor, House no.72 (level 4&5)

Road no. 3, Block-B Niketan, Gulshan-1

Dhaka 1212

Website: <https://www.papyrusbd.com/>

Papyrus Communications Limited is one of the prominent creative advertising agencies in Bangladesh founded by Rahber Khan and the chief executive officer Mr. Kazi Mushfiqur Rahman. The success of the company Papyrus is centered upon the past 38 years of joint work experience.

Papyrus Communications Limited is a cohesive advertising agency that works to strengthen brands by crafting and shaping clientele viewpoints and establishing connections between the public and the company.

The company delves into the hearts and minds of the public to elicit significant discoveries, whose perspectives facilitate brands in reaching their highest potential.

Notably, it endeavors to enhance brands with its excellency while ensuring that clients obtain their desired purposes.

WHAT WE DO

[OUR WORKS](#)[OUR APPROACH](#)[WHO WE ARE](#)[WHAT WE DO](#)[OUR CLIENTS](#)[CONTACT](#)

STRATEGIC PLANNING

Sketching the brand roadmap

[READ MORE](#)

COMMUNICATION PLANNING

Developing effective communication



ADVERTISING

Crafting and promoting ideas



CREATIVE DESIGNS

Creating preference



AUDIO VISUAL & PRINT PRODUCTION

Producing images that connect



PR & MEDIA BUYING

Bringing brands to life



DIRECT & EXPERIENTIAL ENGAGEMENT

Creating the brand experience



DIGITAL & SOCIAL MEDIA MARKETING

Bringing brands to life

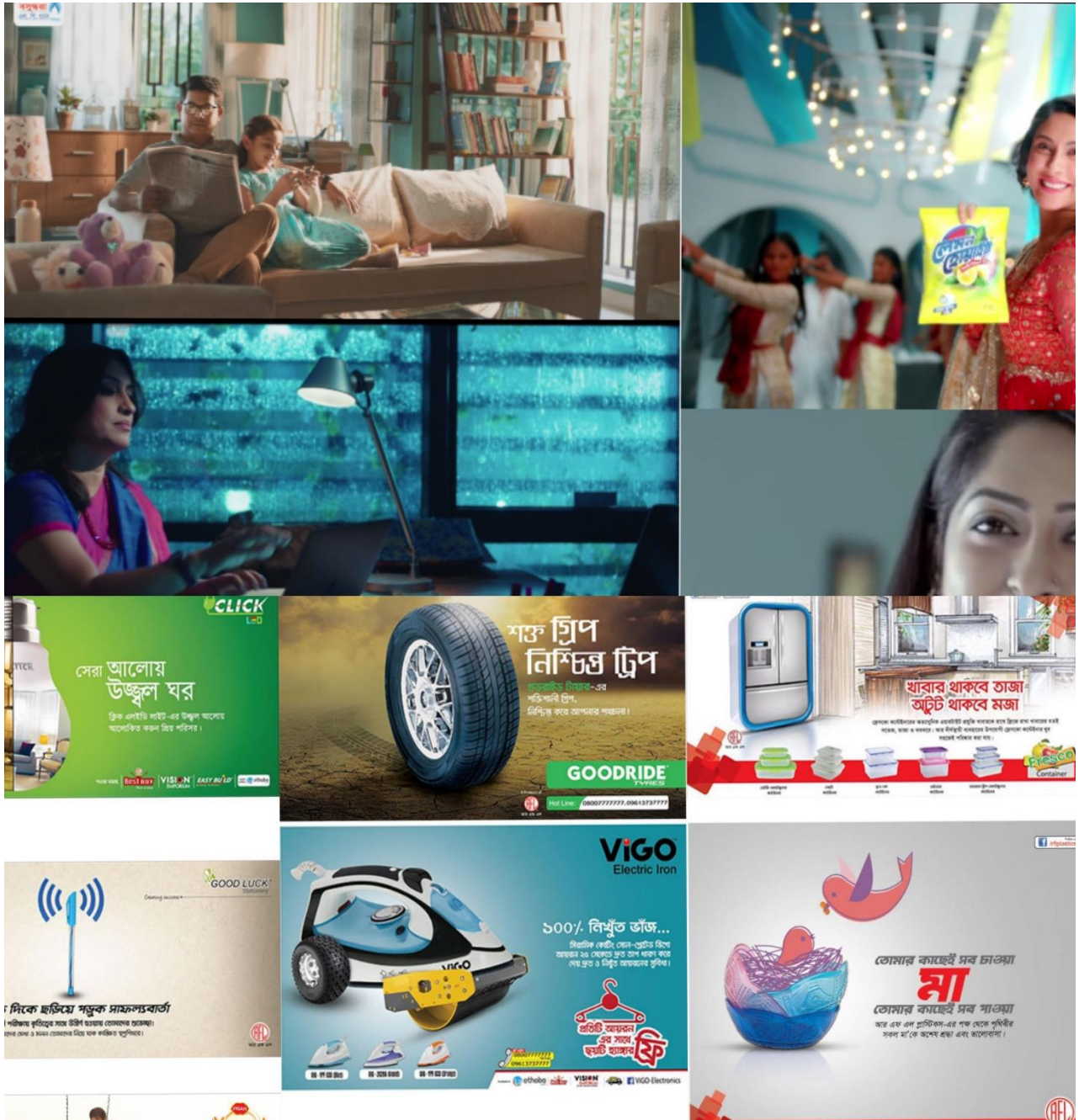
[READ MORE](#)

BRANDS WE EMPOWER

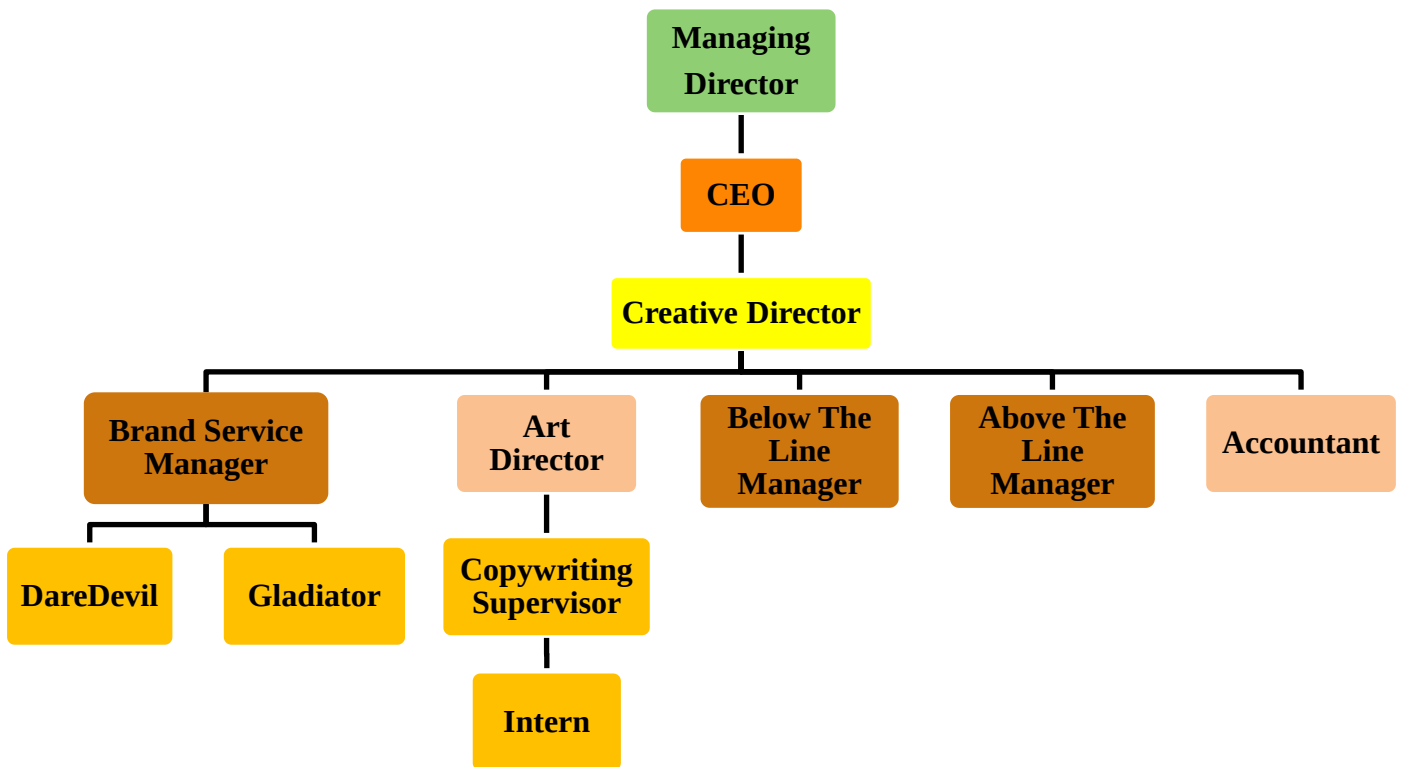
The reason we exist



OUR WORKS



Organogram



Tasks

Given the size of the team and the organization, I was required to perform quite a few activities throughout my internship at Papyrus Communications Limited. The following is a list of the tasks I was given during my internship:

- Brainstorming and generating ideas
- Researching, analyzing, and collecting relevant data
- Visualizing concepts for social media content of brands
- Writing captions and copies
- Discussing and explaining the ideas of my written copies
- Writing press releases
- Writing application
- Assisting the supervisor with his tasks and working with team members
- Attending meetings

Project Description

Project 1

Project name: Writing Press Release for Quazi Enterprises Limited's pavilion becoming the second-best winner at Dhaka International Trade Fair (DITF)

Client: Quazi Enterprises Limited

Created Date: 6th February 2023

Project Brief: Every year Dhaka International Trade Fair (DITF) is held in January and lasts till the mid of February in Bangabandhu Bangladesh China Friendship Exhibition Center, this was the 27th edition of this fair. Many multinational companies took part in this fair and also among all the consumer product companies Quazi Enterprises Limited was one of them. Enterprises Limited is one of the top-tier companies in Bangladesh with phenomenal business activities that distributes and manufactures consumer products since its establishment in the year 2000.

However, this year 47 pavilions, stalls, and many top-tier companies took part where the pavilion of Quazi Enterprises Limited for its remarkable designs and execution became the second-best winner in the category of Premier Mini Pavilion Award (PMP) at the Dhaka International Trade Fair. In addition, to share this commemorating news with the mass audience press release was essential to be written.

My Responsibilities and Tasks: It was the second day at my office and this was my very first project where I was assigned to write a press release in Bangla for the event of Dhaka International Trade Fair (DITF) where Quazi Enterprises Limited took part as one of the top-tier companies that serve as a manufacturer and distributors for consumer products who was the second-best winner in the category of Premier Mini Pavilion Award (PMP). I was provided with the information and details of the event and before proceeding with those pieces of information I researched a few articles about it. However, after I completed writing the press release in Bangla, I send it to my supervisor for proofreading. He made a few changes to my written press release and published his part.

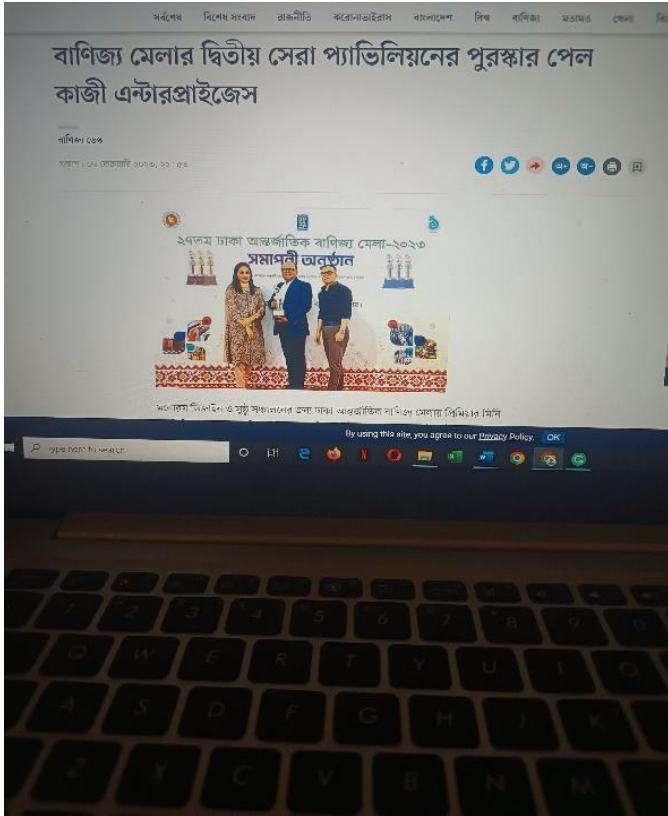


Figure 1.1: Still image of the brief of the Press Release



Figure 1.2: Still image of the brief of the Press Release

My Version of the Press Release



প্রেস রিলিজ

কাজী এন্টারপ্রাইজেসের আরেকটি অর্জন

ফেব্রুয়ারি ৫, ২০২৩; ঢাকা - ঢাকা আন্তর্জাতিক ২০২৩ বাণিজ্য মেলায় আয়োজন হয়েছিল মনোরম ডিজাইন ও সুষ্ঠু সঞ্চালনের অনুষ্ঠান যেখানে বেস্ট পিএমপি ক্যাটাগরিতে দ্বিতীয় পুরস্কারের বিজয়ী হয়েছে কাজী এন্টারপ্রাইজেস লিমিটেড- এর প্যাভিলিয়ন।

বাণিজ্য মেলায় অংশগ্রহণ করেছিল ৪৭টি প্যাভিলিয়ন, স্টল ও প্রতিষ্ঠান এবং বিভিন্ন ক্যাটাগরির ভিত্তিতে তারা ট্রফি প্রদানের মাধ্যমে স্বীকৃতি পেয়ে থাকে। পূর্বাচলে অবস্থিত বঙ্গবান্ধু চায়না এক্সিবিশন সেন্টারে মঙ্গলবারে ২৭তম আন্তর্জাতিক বাণিজ্য মেলায় সমাপনি অনুষ্ঠানে বিজয়দের হাতে পুরস্কার তুলে দেয়া হয়।

বস্ত্র ও পাটমন্ত্রী গোলাম দস্তগীর গাজী, বীরপ্রতীক এবং বিশেষ অতিথি ছিলেন বাণিজ্যমন্ত্রী টিপু মুনশি ও এফবিসিসিআই'র সিনিয়র সহসভাপতি মোস্তফা আহমেদ বাবু সমাপনির প্রধান অতিথি ছিলেন। বাণিজ্য মন্ত্রণালয়ের জ্যেষ্ঠ অতিরিক্ত সচিব মো. হাফিজুর রহমান পুরো অনুষ্ঠানটির সভাপতিত্ব করেন এবং স্বাগত বক্তৃতা দেন রপ্তানি উন্নয়ন ব্যুরোর ভাইস চেয়ারম্যান এএইচএম আহসান।



প্রেস রিলিজ কাজী এন্টারপ্রাইজেস-এর আরেকটি অর্জন

মনোরম ডিজাইন ও সুষ্ঠু সঞ্চালনের জন্য ডিআইটিএফ'২৩ পিএমপি ক্যাটাগরীতে দ্বিতীয় পুরস্কার বিজয়ী হয়েছে কাজী এন্টারপ্রাইজেস লিমিটেড- এর প্যাভিলিয়ন।

এ বছর বাণিজ্য মেলায় অংশগ্রহনকারী ৪৭টি প্যাভিলিয়ন, স্টল ও প্রতিষ্ঠানকে বিভিন্ন ক্যাটাগরীতে পুরস্কার প্রদান করা হয়। যেখানে নকশার চারুত্ব ও সুষ্ঠু পরিচালনার জন্য কাজী এন্টারপ্রাইজেস লিমিটেড-এর প্যাভিলিয়ন দ্বিতীয় পুরস্কার বিজয়ী হয়। কাজী এন্টারপ্রাইজেস লিমিটেড-এর পক্ষ থেকে পুরস্কারটি গ্রহণ করেন, কাজী এন্টারপ্রাইজেস লিমিটেড-এর ব্যবস্থাপনা পরিচালক জনাব কাজী নাজমুল আবেদিন, কাজী এন্টারপ্রাইজেস লিমিটেড-এর সিইও জনাব রফিকুল আমিন ও সিনিয়র ব্র্যান্ড ম্যানেজার নাহিদা ইসলাম মিশু।

পূর্বাচলে অবস্থিত বঙ্গাবানু চায়না এক্সিবিশন সেন্টারে মঙ্গলবারে ২৭তম আন্তর্জাতিক বাণিজ্য মেলায় সমাপনী অনুষ্ঠানে বিজয়ীদের হাতে পুরস্কার তুলে দেয়া হয়। অনুষ্ঠানে প্রধান অতিথি হিসেবে উপস্থিত ছিলেন বঙ্গ ও পাটমন্ত্রী গোলাম দস্তগীর গাজী, বীরপ্রতীক এবং বিশেষ অতিথি ছিলেন বাণিজ্যমন্ত্রী টিপু মুনশি ও এফবিসিসিআই'র সিনিয়র সহসভাপতি মোস্তফা আহমেদ বাবু।

বাণিজ্য মন্ত্রণালয়ের জ্যেষ্ঠ অতিরিক্ত সচিব মো. হাফিজুর রহমান পুরো অনুষ্ঠানটির সভাপতিত্ব করেন এবং স্বাগত বক্তৃতা দেন রপ্তানি উন্নয়ন ব্যুরোর ভাইস চেয়ারম্যান এএইচএম আহসান।

Challenges and Mistakes: As I have written quite a few press releases during my academic journey for my course requirements I thought I would be able to prepare a proper press release during this course of time of my internship journey.

However, I faced a few challenges and made mistakes while preparing it. I was required to write this press release in Bangla and as I did not have any experience in writing a press release in Bangla before it was quite challenging for me. I made a few mistakes while structuring the sentence in Bangla. There were a few spelling mistakes and the word count of the press release that I have written as a draft was less than expected or preferred by the newspapers or websites to publish. Later I was given feedback on the press release I wrote and edited by my supervisor.

Learning Outcomes: Even though I learned the Fundamentals and the structures of writing a press release during my academic journey as my course requirement this was the first time and quite an experience for me to prepare a press release in a professional environment. After receiving feedback from my supervisor on the draft of my press release, I learned that I have to be careful while structuring the sentences in Bangla and I should focus on the word count at the same time. I believe the feedback that I have received from my supervisor will help me improve next time.

Project 2

Project name: Idea generation and caption writing for Valentine's Day for the brand Harpoon

Client: Harpoon

Created Date: 7th February 2023

Published Date: 14th and 16th February 2023

Project Brief: This was my second project during my internship journey where I was briefed by my supervisor and colleagues about a Valentine's Day Campaign Project, they were planning to execute on the social media platform "Facebook" for the brand Harpoon. Harpoon is one of the self-manufactured consumer product brands of Quazi Enterprises Limited. Harpoon is a toiletries brand that seeks a healthy living for its consumers. However, to attract consumers during Valentine's Day with the brand and to enhance love for it Harpoon digitally sought to engage them with this campaign on its page on Facebook.

My Responsibilities and Tasks: This was my second project where I was assigned to write a caption for a copy of the brand Harpoon for the Valentine's Day campaign 2023.

Since this was my second project, I was thoroughly briefed about the Valentine's Day campaign project. My supervisor and colleagues conducted a small meeting, discussed the idea, asked me for a few suggestions, and guided me to write captions about this campaign project that was executed on the brand's page on Facebook.

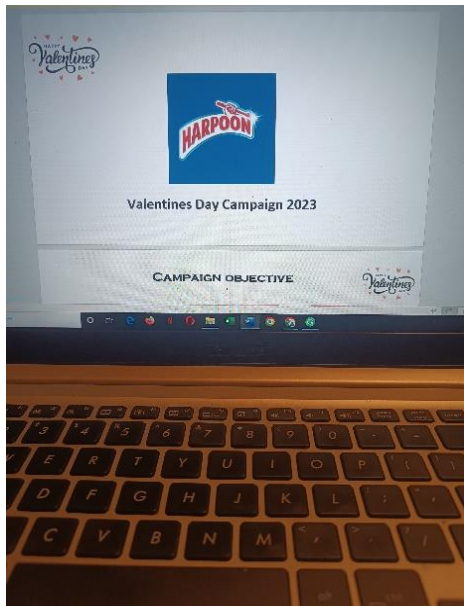


Figure 2.1: Still image of the draft of the brand Harpoon

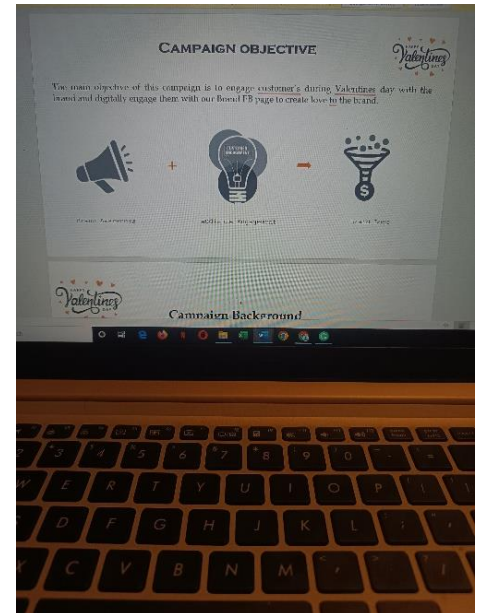


Figure 2.2: Still image of the draft of the brand Harpoon

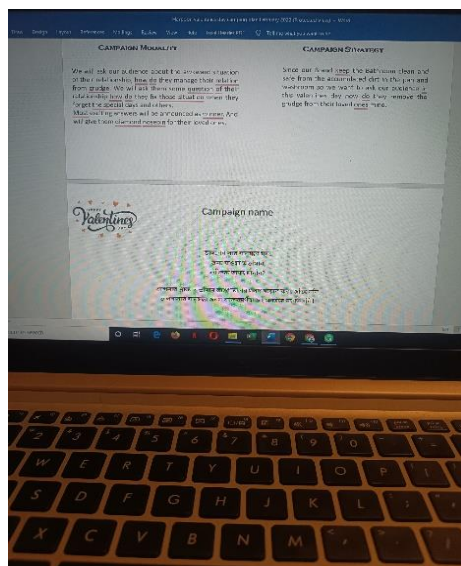


Figure 2.3: Still image of the draft of the brand Harpoon

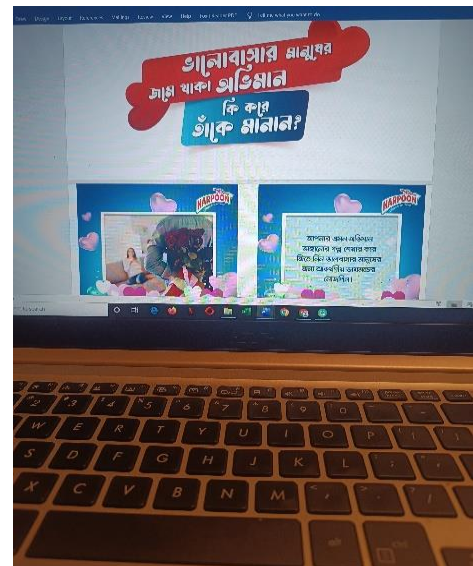


Figure 2.4: Still image of the draft of the brand Harpoon

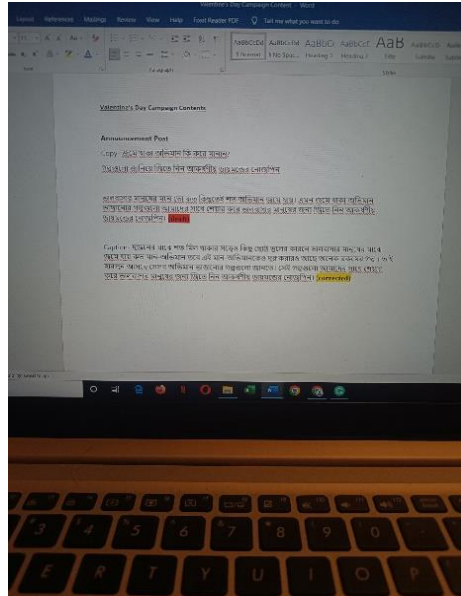


Figure 2.5: Still image of the draft of the brand Harpoon

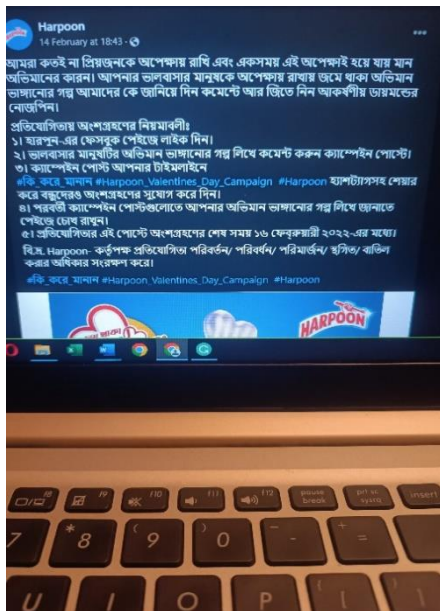


Figure 2.6: Still image of the caption of the content for the brand Harpoon

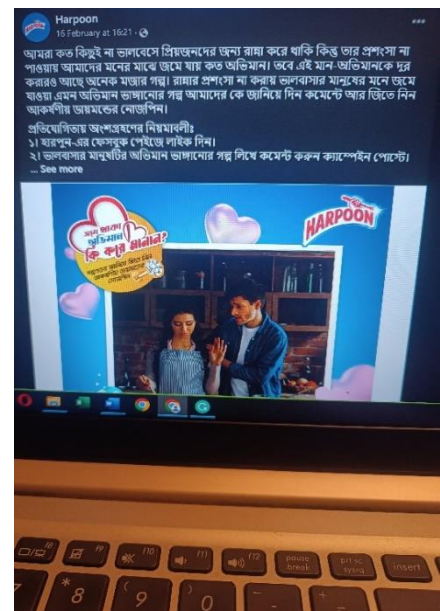


Figure 2.7: Still image of the Facebook post with the caption for the brand Harpoon

Quiz Post - অপেক্ষা করা

Brand: Harpoon

Caption: আমরা কতই না প্রিয়জনকে অপেক্ষায় রাখি এবং একসময় এই অপেক্ষাই পরিনত হয় মান অভিমানের কারন। আপনার প্রিয়জনকে অপেক্ষায় রাখার গল্প আমাদের সাথে শেয়ার করতে কमेंট করে জিতে নিন আকর্ষণীয় ডায়মন্ডের নোজপিন।



Figure 2.8: Valentine's Day Quiz post on Facebook for the brand Harpoon

Link of the published captioned post:

<https://www.facebook.com/615931542102879/posts/pfbid0nEswuNX2Tj9wbFh3QfLxFWd36wmdrQHRXX9sDtYtHvMr2Q1YTi9T6K23uhe8na2nl/?mibextid=Nif5oz>

Quiz Post - রান্নার প্রশংসা না করা

Brand: Harpoon

Caption: আমরা কত কিছুই না ভালবেসে প্রিয়জনদের জন্য রান্না করে থাকি কিন্তু তার প্রশংসা না পাওয়ায় আমাদের মনের মাঝে জমে থাকে কত মান অভিমান। তবে এই মান-অভিমানকেও দূর করারও আছে অনেক রকমের গল্প। আপনার প্রিয়জনকে কমপ্লিমেন্ট দিতে ভুলে যাওয়ার গল্প আমাদের সাথে শেয়ার করতে কমেন্ট করে জিতে নিন আকর্ষণীয় ডায়মন্ডের নোজপিন।



Figure 2.9: Valentine's Day Quiz post on Facebook for the brand Harpoon

Link of the published captioned post:

<https://www.facebook.com/615931542102879/posts/pfbid0TnqccsGL8pGNgzUkT47WjiiVUsGQURXAMCXD9E6rUSeBNy2Tk8KBi7e3RUZR3XZCI/?mibextid=Nif5oz>

Challenges and Mistakes: It was quite challenging for me while writing captions for Valentine's Day content for the brand Harpoon because at first even after I was given a brief, I still was quite confused and nervous. Structuring a sentence in keen Bangla language to some extent was challenging for me. Moreover, I made a few spelling mistakes while writing the captions but later it was looked into and edited.

Learning Outcomes: Since this was my first attempt to write captions for a brand on a professional platform, I learned quite a lot through the process. I learned how significant it is to study a brand and its content pillars. I would certainly say that I was fortunate enough that my supervisor and colleagues briefed about the project and guided me through the process patiently which I believe would help me do better next time.

Project 3

Project name: Idea generation and caption writing for International Mother Language Day for the brand Mr. White

Client: Mr. White

Created Date: 15th February 2023

Published Date: 20th February 2023

Project Brief: Since it was the month of February and the 21st of February as we all know the established International Mother Language Day was near, I was honored to pay tribute on this day by working for its content.

I along with my supervisor sat for a discussion on this content. I however was briefed and provided with details about the brand on which I would work for this project.

My Responsibilities and Tasks: It was a great opportunity for me as I was assigned to write a caption on International Mother Language Day for one of the well-known detergent brands of Bangladesh "Mr. White".

I was asked to study the brand thoroughly what they seek and how they engage their audience through their contents. I went through all the previous content they shared on social media and proceeded.

At first, after going through their contents I was assigned to visualize and generate an idea for the product on the event and write a caption.

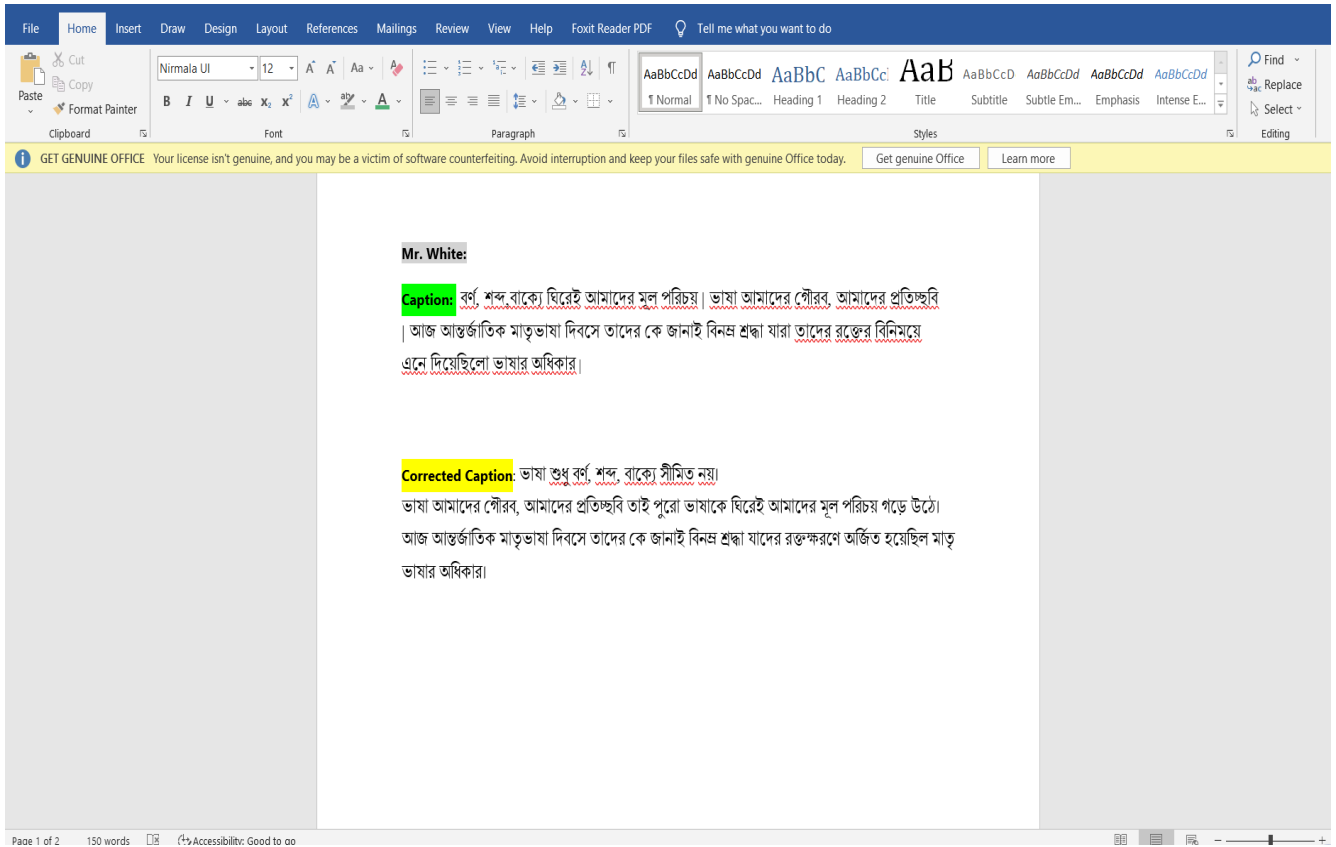


Figure 3.1: Still image of the draft of the brand Mr. White

“International Mother Language Day” Post

Caption: ভাষা শুধু বর্ণ, শব্দ, বাক্যে সীমিত নয়। ভাষা আমাদের গৌরব, আমাদের প্রতিচ্ছবি তাই পুরো ভাষাকে ঘিরেই আমাদের মূল পরিচয় গড়ে উঠে। আজ আন্তর্জাতিক মাতৃভাষা দিবসে তাদের কে জানাই বিনম্র শ্রদ্ধা যাদের রক্তক্ষরণে অর্জিত হয়েছিল মাতৃভাষার অধিকার।



Figure 3.2: Static post on Facebook for International Mother Language Day of the brand Mr. White

Link of the published captioned post:

<https://www.facebook.com/mrwhitebd/posts/pfbid02rvQoWXm1MnawAKKiMer7hqDkjj9TFSEgbLBK5VJQGkpzXqptpTNSD8qwHKRWdKSKI>

Challenges and Mistakes: At first, after I was given a brief about writing a caption on International Mother Language Day, I was not being able to generate ideas and visualize a concept to write a caption on. It was a little challenging for me to connect the brand with the event. I made a few mistakes while writing a caption on this event for the brand and one of the keen mistakes was structuring the sentences with a good vocabulary in Bangla. But later after a few practices, I finally managed to write the caption in proper Bangla.

Learning Outcomes: Although I have attempted to write quite a few captions for brands on a professional platform, I learned that I still needed to practice more. As this was also observed by my supervisor, I was assigned to read a few news articles to enhance my vocabulary in Bangla. I believe I was fortunate to have had the proper guidance and to have remained under the supervision of my supervisor and colleagues who assisted me with this project patiently.

Project 4

Project name: Idea generation and writing a copy for the brand Lemon White

Client: Lemon White

Created Date: 15th February 2023

Published Date: 2nd March 2023

Project Brief: It was my very first copywriting project which I was assigned for the brand Lemon White. Lemon White is one of the remarkable brands of Quazi Enterprises Limited in Bangladesh that serves as a detergent powder. I certainly felt fortunate that I was relied upon and assigned to write my first copy for one of the notable detergent brands by Quazi Enterprises Limited.

My Responsibilities and Tasks: In the beginning, before I was assigned to work on this project I was asked to brainstorm and research the previous contents of the brand so that I get an initial idea of how it operates. The next step for me was to generate a concept and discuss it with my supervisor. I was however briefed about the product and later was informed that a previous copy was written for this detergent brand but the brand service of our company was not satisfied with the work. Hence, I was assigned to write a brand-new copy for the product Lemon White and was given the responsibility to get my crafted copy checked by my supervisor.



Caption:

লেমন হোয়াইট হাতের কোমলতাকে রাখে
অটুট তাই ভালবাসার ছোঁয়ায় ছুঁয়ে দিতে
আর রবে না কোন বাধা।

Copy not ok

Figure 4.1: Draft of the brief for the brand Lemon White

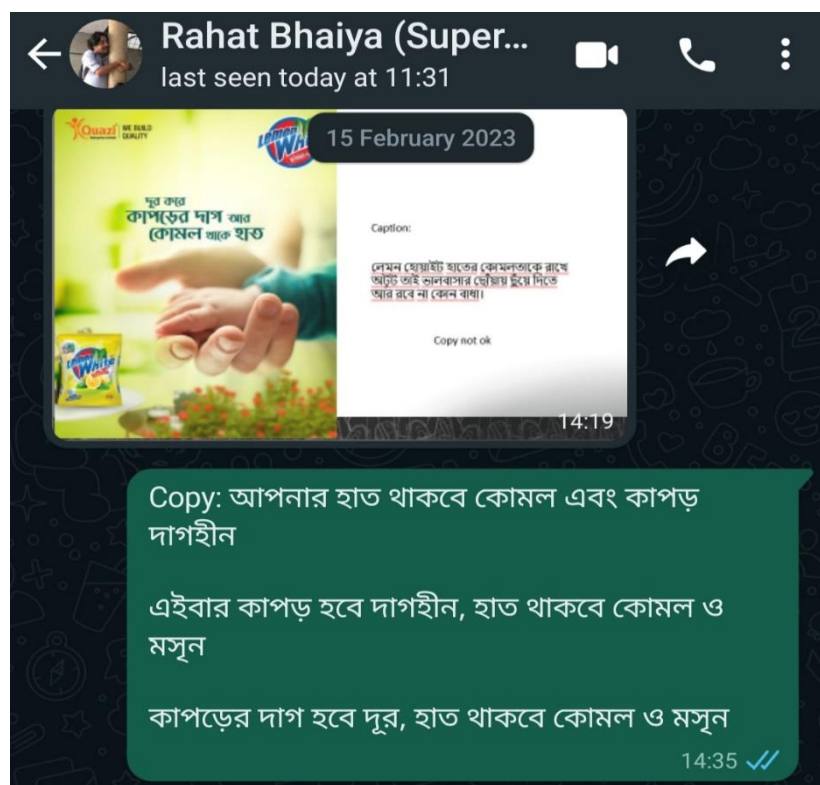


Figure 4.2: Draft of the copies for the brand Lemon White sent in WhatsApp to my supervisor to check and approve

Previous Copy (not approved)



Figure 4:3 Unpublished static post for the brand Lemon White

My version of the new copy (approved and published)



Figure 4.4: Static copywriting post for the brand Lemon White published on Facebook

Link of the published copywriting post:

<https://www.facebook.com/QuaziLemonwhite/photos/a.137435027752531/739824280846933/>

[0846933/](#)

Challenges and Mistakes: As this was my very first attempt to write a copy I was quite nervous and I ended up making a few mistakes. Although I was briefed on how to write a copy and the preferred word limit, I still exceeded the word count. Moreover, I was not being able to construct a jingle for the copy which became a little difficult at the very beginning. However, after several attempts, I managed to write a constructive copy and had it supervised by my supervisor.

Learning Outcomes: I began to write my very first copy for one of the remarkable detergent brands Lemon White from which I have attained sufficient knowledge of the product for the market. I have also been enlightened about the targeted audience and their preferences as well as their interest in the product.

Besides, I learned a few steps on how to constitute a jingle. I have learned multiple components of writing a copy, such as word count; the more compact the intended message of the product is the more the audience is intrigued.

Project 5

Project name: Idea generation and writing a generic engagement copy for the brand Detos

Client: Detos

Created Date: 23rd February 2023

Published Date: 6th March 2023

Project Brief: This was my second attempt to which I contributed to writing a copy. I was assigned to write a copy for one of the famous brands of New Zealand Dairy, Detos.

New Zealand Dairy is one of the pioneers of Bangladesh serving for 27 years. The industry not only focuses on its dairy products but oversees various categories of edible brands; Detos is one of them. Therefore, I believe it was a great opportunity for me to work for this prominent brand in Bangladesh.

My Responsibilities and Tasks: Before I proceeded to write a copy for this project my supervisor and one of my colleagues who is an associate brand service manager of our company arranged a meeting and discussed the content with me. I was told that the content I was supposed to work on was previously designed and structured but as per the feedback from the client, the copy needed to be changed for this content. Therefore, I was assigned to re-work and write a new copy in English for this content. I researched and went through all the previous work of Detos, brainstormed, and constructed a new copy for the product.

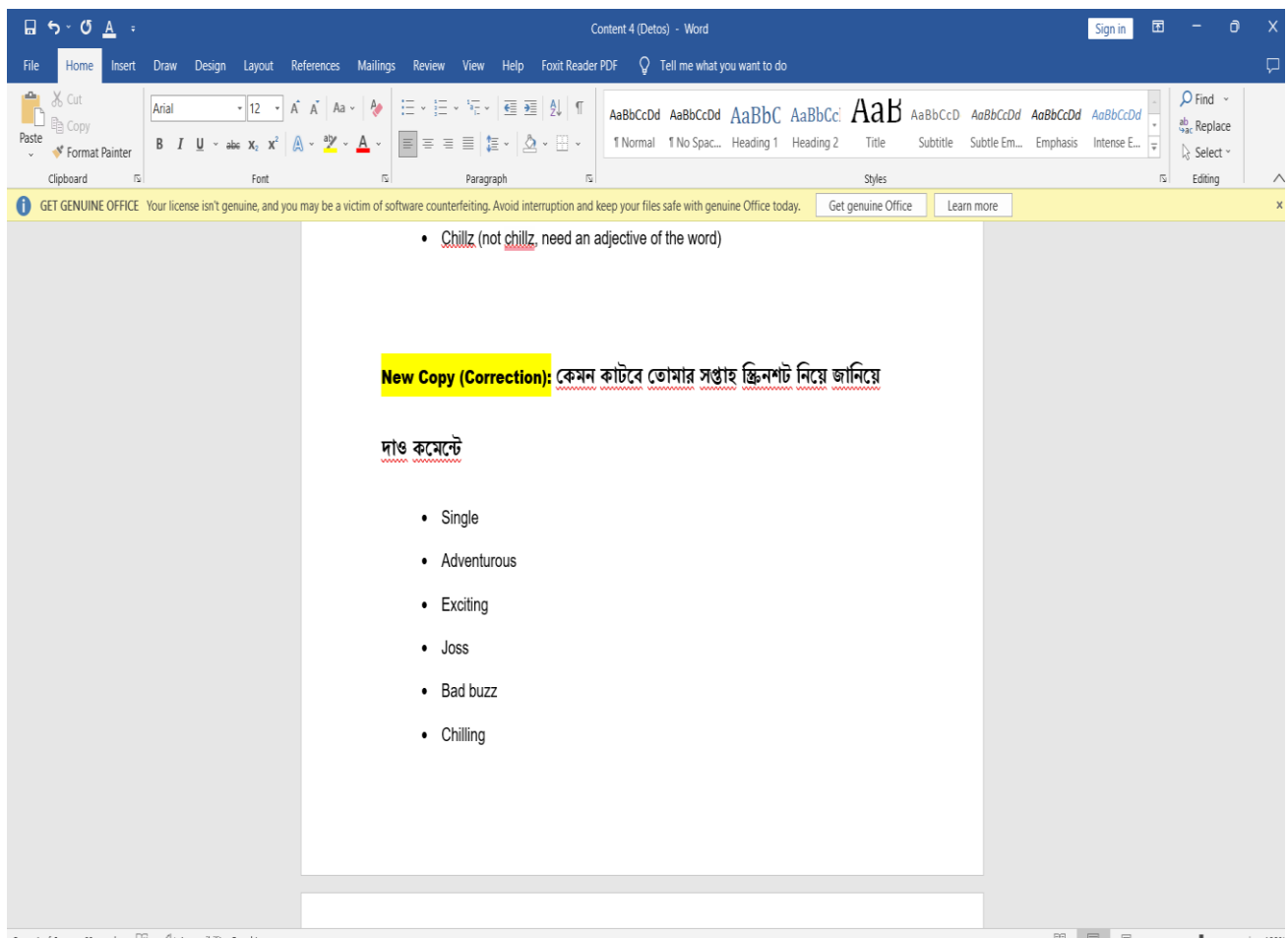


Figure 5.3: Still image of the draft of the brand Detos

Previous static copy for the brand Detos (not approved)



Figure 5.4: Unpublished engagement static post of the brand Detos

My version of the new static copy for the brand Detos



Figure 5.5: New static engagement copywriting post for the brand Detos published on Facebook

Link of the published copywriting post: <https://fb.watch/kfgkhFqJri/>

Challenges and Mistakes: After I was given a brief one of the silliest mistakes made by me was not hearing the discussion and noting down what I was assigned which is why I was confused and I hesitated to confront my supervisor and it eventually became quite a challenge for me Hence, I wrote the wrong copy in Bangla, and instead of writing the adjectives in English structured in the wheel of the motion copy of the product I just generated the words.

Learning Outcomes: One of the most significant aspects of writing copy that I learned is to focus on a discussion and brief with the copywriting supervisor, brand service manager, and team members. Secondly, if the brief is not being comprehended it is my responsibility to communicate, confront and clear out all the confusion. The third is to study, understand and follow the assigned brand's previous contents.

We are humans after all and sometimes we unconsciously make mistakes but we shall always be careful and learn from them to avoid committing them more often.

Project 6

Project name: Idea generation, writing copy and caption for International Women's Day for the brand Lemon Bright

Client: Lemon Bright

Created Date: 23rd February 2023

Published Date: 8th March 2023

Project Brief: It certainly had been a great opportunity for me because I was assigned to write copies for various significant events as the days passed which encouraged me to work with confidence and dedication. However, as Women's Day was near, I was assigned to write a copy on this event for one of the well-known dishwashing brands called Lemon Bright.

Lemon White is one of the brands owned by Quazi Enterprises Limited that serves as a dishwashing liquid soap consumer product.

My Responsibilities and Tasks: I was briefed to research the contents of various dishwashing brands for the event of International Women's Day and generate ideas on my own.

After I was given the instructions, I took some time to study a few contents of different brands that do not only involve dishwashing products but products of diverse categories. I also explored a few creative platforms on the internet such as Behance and Pinterest which would help me to visualize and write a creative copy for the event of International Women's Day for Lemon Bright. However, I noted quite a few relevant pieces of information and began to construct ideas in connection to the contents. I finally managed to write a copy about the event and had it observed by my supervisor.

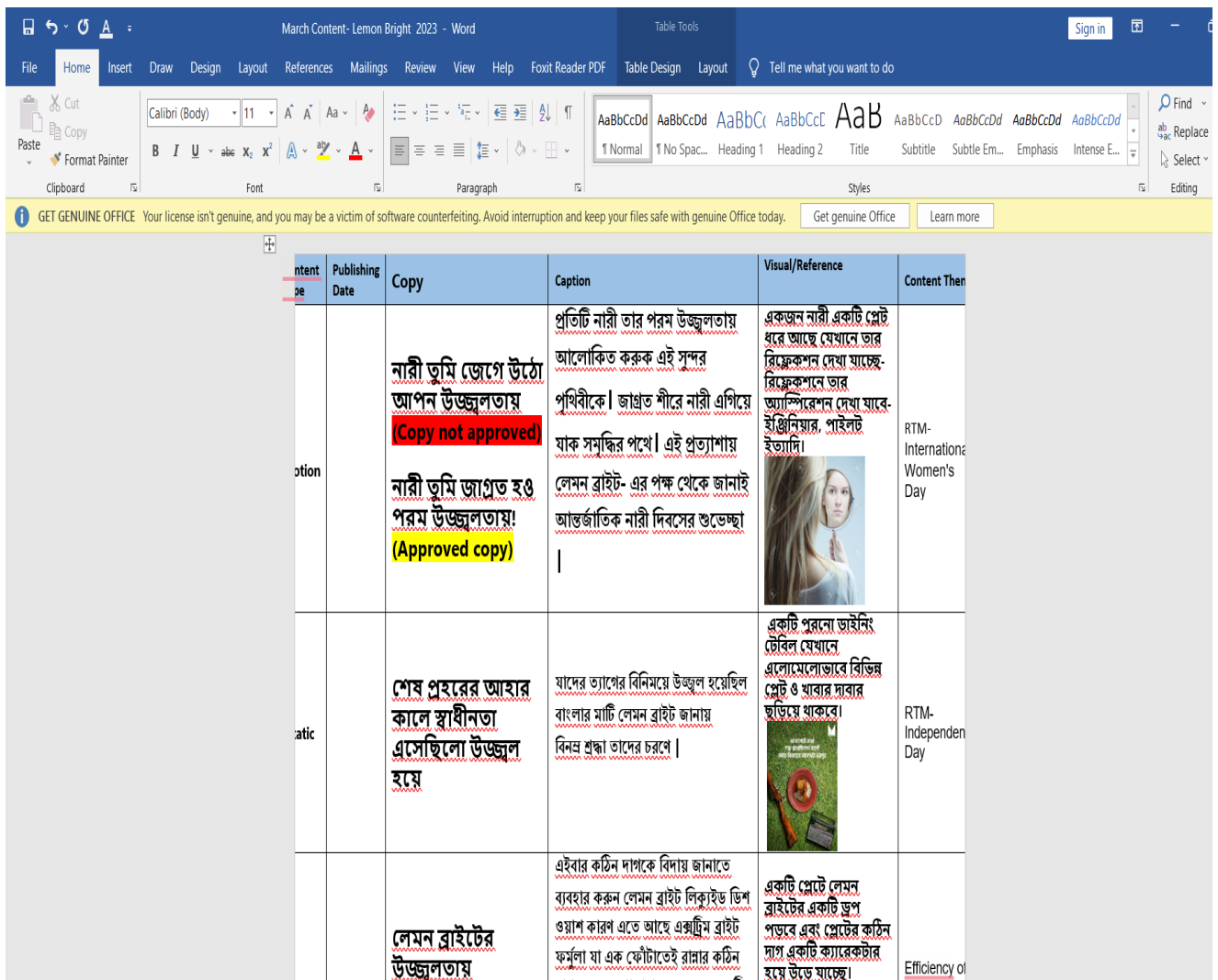


Figure 6.1: Still image of the draft of the copy for the brand Lemon Bright

A published static copy of “International Women’s Day” for the brand Lemon Bright



Figure 6.2: Static post of International Women's Day for the brand Lemon Bright published on Facebook

Caption: প্রতিটি নারী তার পরম উজ্জ্বলতায় আলোকিত করুক এই সুন্দর পৃথিবীকে। জাগ্রত শীরে নারী এগিয়ে যাক সমৃদ্ধির পথে। এই প্রত্যাশায় লেমন ব্রাইট- এর পক্ষ থেকে জানাই আন্তর্জাতিক নারী দিবসের শুভেচ্ছা।

Link of the published copywriting post:

<https://www.facebook.com/LemonBrightLiquidDishWash/photos/a.101334831678079/675336114277945>

[9/675336114277945](https://www.facebook.com/LemonBrightLiquidDishWash/photos/a.101334831678079/675336114277945)

Challenges and Mistakes: This was one of the very first projects where I was able to avoid making mistakes. Although I had the first copy that I wrote for International Women's Day changed and not approved. But I managed to create a qualified copy that was approved and published in the end.

Learning Outcomes: While I researched for writing a copy for this event, I learned about various unique ideas for International Women's Day from different social platforms which helped me structure my ideas.

On the other hand, as the days passed, I learned that writing a copy involves great teamwork. Starting from brainstorming to constructing ideas, discussing with my copywriting supervisor and brand service team, and finally explaining the visuals to the art team requires a lot of effort and dedication.

Project 7

Project name: Idea generation, writing copy and caption for Independence Day for the brand Lemon White

Client: Lemon White

Created Date: 28th February 2023

Published Date: 25th March 2023

Project Description: As the Independence Day of our country was forthcoming it was certainly an honor for me that I was assigned to write a copy for the event for the brand Lemon White. I began my journey as a copywriting intern by working for this remarkable brand of Quazi Enterprises Limited. Therefore, I was able to comprehend how this specific brand intends to communicate with the audience through the copies. However, my supervisor still managed to brief me patiently on the content to ensure the foremost outcome.

My Responsibilities and Tasks: While I was preparing to write a copy for the brand Lemon White for Independence Day I along with my supervisor sat for a discussion. I was briefed to be very careful about writing a copy of the event on Independence Day as it is deemed to be a very special occasion in our country. I researched quite a few contents about the event on Behance and Pinterest and noted pieces of significant information through it. I, however, brainstormed and constructed a few ideas before writing the copy. Later, my supervisor and I along with our brand service team, sat for a discussion about the content of the event and decided on the final output. However, at the end of our discussion, I was instructed to provide the art team with details of the concept, design, and copy.

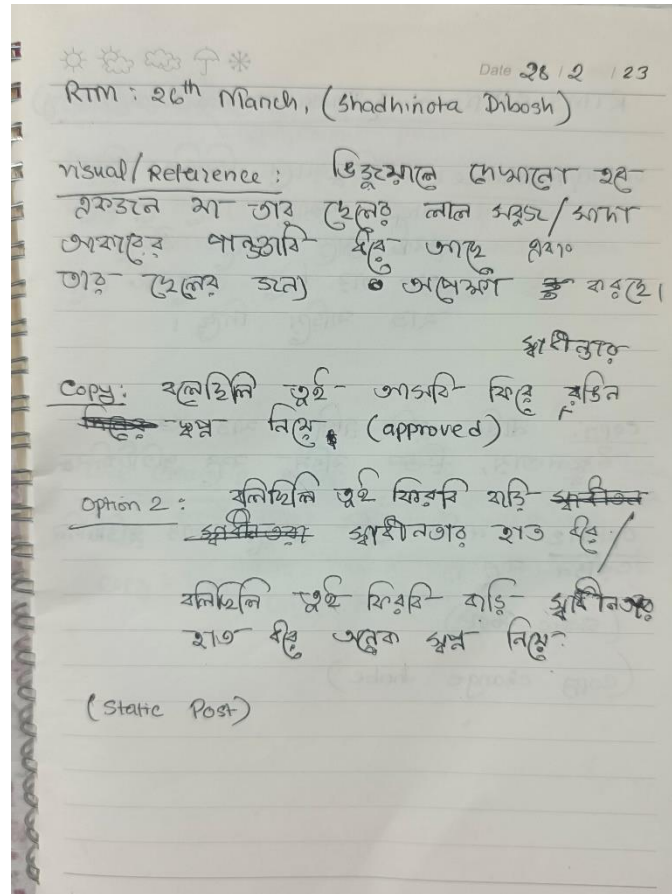


Figure 7.1: Still image of the rough of the content ideas and copies for the brand Lemon White

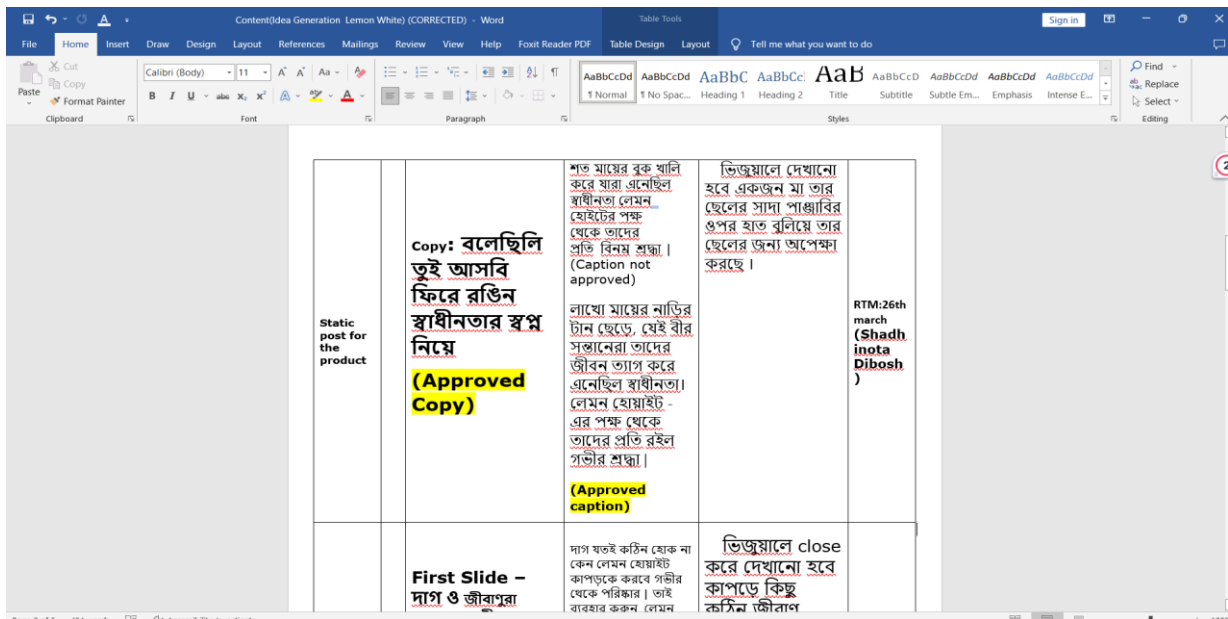


Figure 7.2: Still image of the draft of the copy for the brand Lemon White

A published static copy for Independence Day for the brand Lemon White



Figure 7.3: Static copywriting post of Independence Day for the brand Lemon White published on Facebook

Caption: লাখো মায়ের নাড়ির টান ছেড়ে, যেই বীর সন্তানেরা তাদের জীবন ত্যাগ করে এনেছিল স্বাধীনতা।

লেমন হোয়াইট -এর পক্ষ থেকে তাদের প্রতি রইল গভীর শ্রদ্ধা।

Link of the published copywriting post:

<https://www.facebook.com/QuaziLemonwhite/photos/a.137435027752531/752287942933900/>

Challenges and Mistakes: I sought and tried my very best to avoid making mistakes, especially in this content as it was about one of the significant events in our country but unfortunately, I ended up making spelling errors. Additionally, the caption that I wrote for this copy had errors in the structure of the sentence hence I had to rewrite the caption again.

Learning Outcomes: I learned the significance of writing a copy of special events which made me more aware. On the other hand, while working on content like this it is also expected for the copies to be changed sometimes because it varies depending on the client's feedback. Although, I deemed myself to be fortunate that I did not have to change the copy I had written of Independence Day for the product Lemon White.

Project 8

Project name: Idea generation, writing copy and caption of T20 Cricket Series for the brand Bashundhara LP Gas

Client: Bashundhara LP Gas

Created Date: 9th March 2023

Published Date: 9th March 2023

Project Brief: It was a great honor for me that I was assigned to write a copy for one of the leading industries in Bangladesh, Bashundhara Group for one of its pioneering enterprises known as Bashundhara LP Gas Ltd.

It is the country's largest pioneering business enterprise owned by, the Bashundhara Group and the first private-sector LP Gas importer, cylinder distributor, and marketing firm.

However, as the T20 match was taking place my supervisor along with our brand service team gave me an overview of the company and instructed me to write a constructive copy of the event for the brand.

My Responsibilities and Tasks: As it was my first time writing a copy for one of the hierarchal pioneering enterprises of Bangladesh, Bashundhara LP Gas Ltd. I was expected to carefully study the previous contents of Bangladesh T20 cricket, comprehend their intentions to intrigue the audience, write a constructive copy and meet the required deadline.

Initially, after I was provided with all the details about the company, I researched a few of the cricket contents of different companies that are connected with sports and wrote my final copy and had it checked by my supervisor.

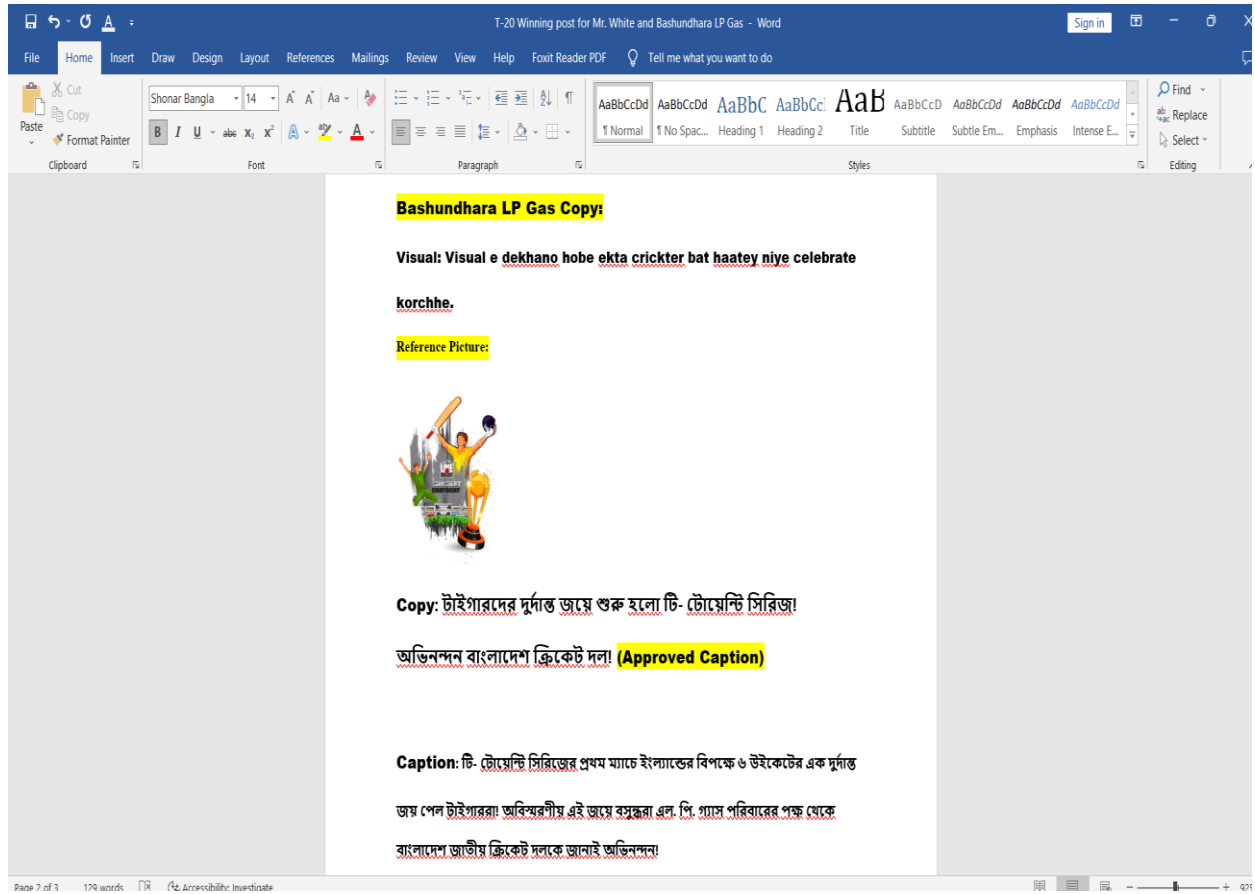


Figure 8.1: Still image of the draft of the copy and caption of the brand Bashundhara LP Gas

A published static copy of T20 cricket series for the brand Bashundhara LP Gas



Figure 8.2: Static copywriting post of T20 cricket series for the brand Bashundhara LP Gas published on Facebook

Caption: টি-টোয়েন্টি সিরিজের প্রথম ম্যাচে ইংল্যান্ডের বিপক্ষে ৬ উইকেটের এক দুর্দান্ত জয়ে পেল টাইগাররা! অবিস্মরণীয় এই জয়ে বসুন্ধরা এল. পি. গ্যাস পরিবারের পক্ষ থেকে বাংলাদেশ জাতীয় ক্রিকেট দলকে জানাই অভিনন্দন!

Link of the published copywriting post:

<https://www.facebook.com/blpgl/photos/a.1492041717756146/3037672626526373/>

Challenges and Mistakes: It was the second time where I managed to avoid making mistakes while writing a copy. Even though it was quite challenging not to make any errors while crafting a copy but I, fortunately, was able to write it without making any corrections. However, the copy of the T20 for Bashundhara LP Gas Limited was finally approved and published within the given deadline.

Learning Outcomes: I learned that the pioneering enterprise of Bangladesh Bashundhara LP Gas Limited is very specific about its contents. The company is aware of its brand image which is why whenever content was made it had to be checked at its earliest so that if any errors occurred, they would have been taken care of within no time. While writing a copy for them I also learned that I was limited to using a few specific words for their product which I would rather say helped me write a concise copy.

Project 9

Project name: Writing Press Release on the campaign “Eagle mosquito coil extended the hand of amity to the underprivileged”

Client: Quazi Enterprises Ltd. (Eagle Mosquito Coil)

Created Date: 21^h March 2023

Project brief: Even though copywriting became a part of my task I was also instructed to write press releases. Since it was the month of Ramadan and one of our prominent clients Quazi Enterprises Limited through one of their brands "Eagle Mosquito Coil" sought to run a campaign for the underprivileged people of the society hence, I was assigned to write a press release about the event.

It was certainly a humble initiative and a simple gesture of kindness by one of the remarkable brands of Quazi Enterprises Limited "Eagle Mosquito Coil" to stand beside the underprivileged people of the society.

My Responsibilities and Tasks: As I have written a press release for Quazi Enterprises Limited earlier as my very first project I was able to comprehend the approach of writing the press release this time. However, since it was the time of Ramadan and the campaign was about extending hands and standing beside the underprivileged people, I was thoroughly briefed by my supervisor with details to write the press release with dedication.

I was provided with a press release in Bangla of the same event and was instructed to write in English. I gathered pieces of information from the Bangla press release before proceeding with it as it assisted me to write the press release in English. Later, as I completed writing the press release in Bangla, I send it to my supervisor for proofreading and to have his overview.

প্রেস বিজ্ঞপ্তি

রমজান উপলক্ষ্যে কাজী এন্টারপ্রাইজেস লিমিটেড সুবিধাবঞ্চিত মানুষের দিকে বাড়িয়ে দিল সৌহার্দের হাত গত ২২ মার্চ ২০২৩ তারিখে কাজী এন্টারপ্রাইজেস লিমিটেড-এর ব্র্যান্ড ঈগল মশার কয়েল-এর পক্ষ থেকে সুবিধাবঞ্চিত ৪৫০ টি পরিবারের মাঝে রমজান উপলক্ষ্যে উপহারস্বরূপ বিতরণ করা হয় খাদ্য সামগ্রী। “সৌহার্দের সাথে আছি পাশে” শীর্ষক এই কার্যক্রম অনুষ্ঠিত হয় রাজধানীর মোহাম্মাদপুর ও মিরপুর এলাকায়।

কার্যক্রমটি শুরু হয় মোহাম্মাদপুর এলাকার সুইচ তাহমিনা বানু বিদ্যালয়কেতন স্কুলে যেখানে ৩৯০ টি সুবিধাবঞ্চিত পরিবারের মাঝে খাদ্য সামগ্রী বিতরণ করা হয়। ২২ তারিখ সকাল ১০টায় মোহাম্মাদপুর এলাকায় খাদ্য সামগ্রী বিতরণ কার্যক্রম শুরু হয়। এরপর বিকেল ৩ টায় মিরপুরের সুবিধাবঞ্চিত শিশুদের স্কুল, স্কুল অব লাইফ-এ ৬০ টি সুবিধাবঞ্চিত পরিবারের মাঝে খাদ্য সামগ্রী বিতরণ করা হয়।

“সৌহার্দের সাথে আছি পাশে” এই প্রয়াসের আওতায় সুবিধাবঞ্চিত পরিবারের মাঝে ২ কেজি চাল, ২ কেজি আলু, ১ কেজি পেঁয়াজ, ১ কেজি ছোলা বুট, ১ কেজি মুড়ি, ১ লিটার সয়াবিন তেল ও ঈগল মশার কয়েল বিতরণ করা হয়।

জনহিতৈষী এই অনুষ্ঠানের প্রধান অতিথি হিসেবে উপস্থিত ছিলেন কাজী এন্টারপ্রাইজেস লিমিটেড-এর সিইও জনাব রফিকুল আমিন। অনুষ্ঠানে আরও উপস্থিত ছিলেন কাজী এন্টারপ্রাইজেস লিমিটেড-এর ব্র্যান্ড ম্যানেজার জনাব ইশতিয়াক নাহিদ।

“রমজানের সময় অনেক সুবিধাবঞ্চিত পরিবার, পরিবারের খাদ্য চাহিদা মেটাতে অসুবিধার সম্মুখীন হয়। এমতবস্থায়, আমরা, কাজী এন্টারপ্রাইজেস লিমিটেড সুবিধাবঞ্চিত মানুষের পাশে দাঁড়ানোর একটি ক্ষুদ্র প্রয়াস নেই। আমাদের এই প্রচেষ্টার মাধ্যমে যদি অল্প কিছু পরিবারের মানুষের মুখেও হাসি ফোটাতে পারি তবে তা আমাদের জন্য অনেক সন্তুষ্টির বিষয় হবে। আমরা চাই, কাজী এন্টারপ্রাইজেস লিমিটেড -এর মতো অন্যান্য ব্যক্তি ও প্রতিষ্ঠানও তাদের নিজেদের জায়গা থেকে এগিয়ে আসুক ও সুবিধাবঞ্চিত মানুষের পাশে দাঁড়াক।” বলছিলেন জনাব রফিকুল আমিন, সিইও, কাজী এন্টারপ্রাইজেস লিমিটেড।

PRESS RELEASE

Eagle mosquito coil extended the hand of amity to the underprivileged

On March 22, 2023, Eagle Mosquito Coil a brand of Quazi Enterprises Limited, distributed food items as a contribution to underprivileged families on the occasion of Ramadan. The program titled "Shouharder Shathe Achi Pashe" was held in the Mohammadpur and Mirpur areas of the city. This small initiative was taken for the underprivileged on the occasion of Ramadan as a part of Eagle Mosquito Coil's public welfare activities to stand by underprivileged families.

The event took place on the 22nd, at 11:30 a.m. in Switch Tahmina Banu Vidyaniketan School in the Mohammadpur area, and ended at 3 p.m. at Provat Anondo School located in Agargaon and School of Life, in Mirpur, where the gifts were distributed among many underprivileged families.

Mr. Rafikol Amyeen, CEO of Quazi Enterprises Limited, was the chief guest of this philanthropic event.

“During Ramadan, we wanted to put smiles on the faces of underprivileged families. That is why we, Quazi Enterprises Limited, made a small effort to assist the underprivileged. We, however, hope that other individuals and organizations, such as Quazi Enterprises Limited, will step forward and support the underprivileged.” Mr. Rafikol Amyeen, CEO of Qazi Enterprises Limited, stated.

Mr. Ishtiaq Nahid, Senior Brand Manager of Quazi Enterprises Limited, along with senior officials was also present at the occasion.

Challenges and Mistakes: Although I was briefed by my supervisor on the event of writing a press release, I encountered a few challenges. While I completed the writing of the press release I had it proofread by my supervisor and was given humble feedback. But later when it was sent to the brand service, I was told that I have to make a few changes in sentences. After the feedback was given to me, I wrote the press release again and send it to the brand service and the second time I got the feedback of re-writing again because the client was not convinced much. The third time as I proceeded to re-write the press release, I sat for a while, took some time, and tried to be patient and more careful. However, the third when it was sent to the client my writing of the press release was appreciated but I learned it would not be published unfortunately.

Learning Outcomes: While writing this press release, I learned and realized that sometimes the feedback may be provided not only once but multiple times and it is our responsibility to be patient and not be disheartened or give up but try harder to improve.

Project 10

Project name: Idea generation and caption writing for Ramadan Health Tips for the brand Bashundhara LP Gas

Client: Bashundhara LP Gas

Created Date: 23rd March 2023

Published Date: 3rd and 5th April 2023

Project Description: It was another project where I was assigned to write a caption for one of the leading organizations in Bangladesh called Bashundhara Group for one of its pioneering enterprises known as Bashundhara LP Gas Ltd.

Since it was the time of Ramadan and Bashundhara LP Gas Ltd. serves as one of the biggest distributors of LP gas cylinders they intended to offer a few good health tips to their consumers through their social media posts.

My Responsibilities and Tasks: While writing captions for this post I had to read a series of content and articles about health tips and among them had to determine and collect a few significant tips for consumers in the month of Ramadan. I had to learn about each tip from different articles which was quite a challenge for me yet I managed. However, after my research was completed, I sat at a meeting with my supervisor to discuss and later I was instructed to write a caption that would be convincing to the audience and would create a great image for Bashundhara LP Gas Ltd.

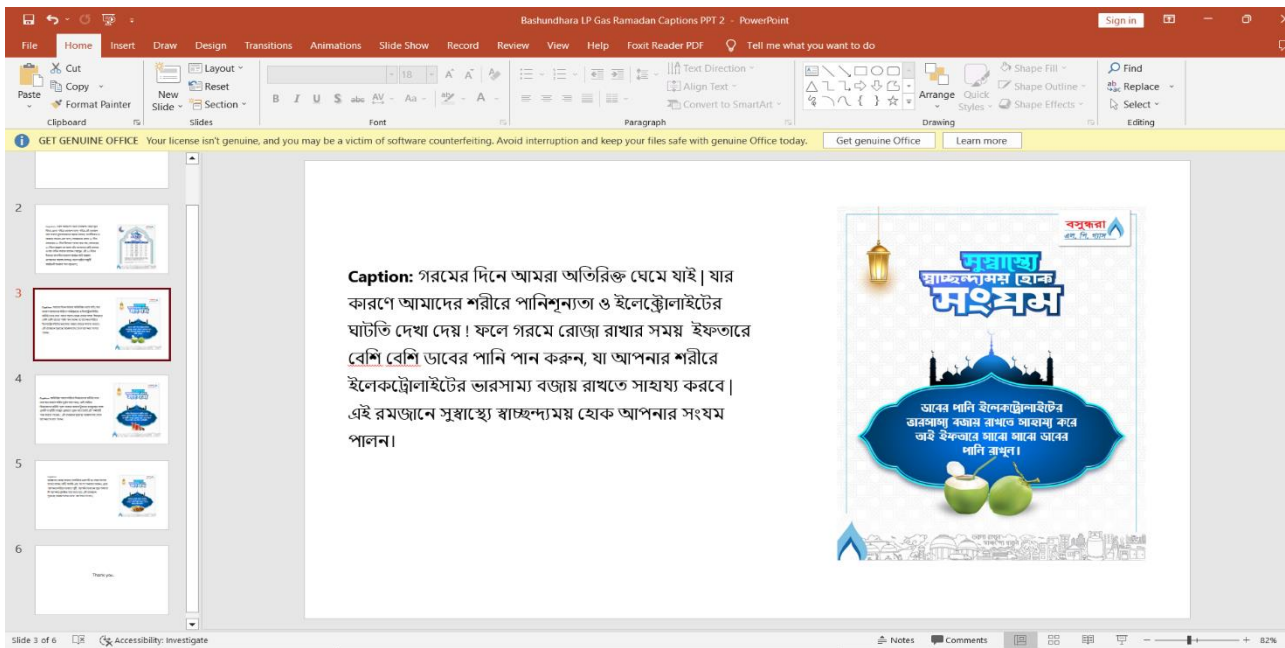


Figure 10.1: Still image of the draft of the caption of the Ramadan post for the brand Bashundhara LP Gas

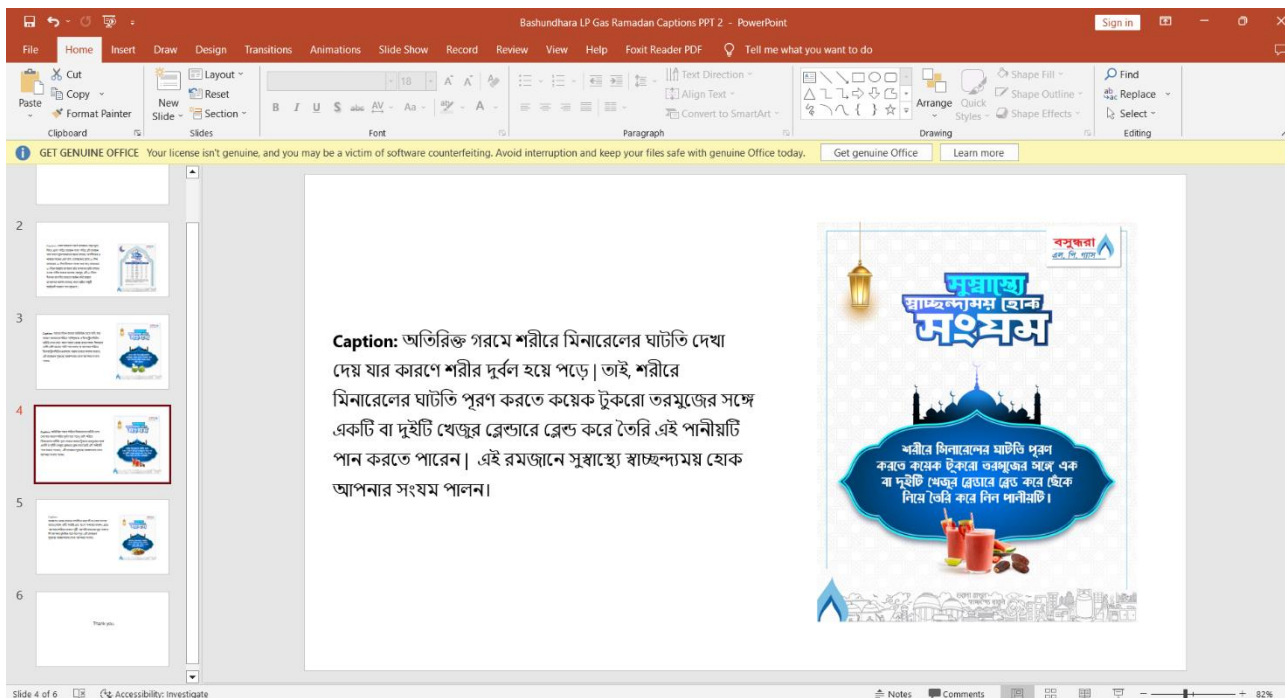


Figure 10.2: Still image of the draft of the caption of the Ramadan post for the brand Bashundhara LP Gas

Ramadan Health Tips Static post for the brand Bashundhara LP Gas

Caption: গরমের দিনে আমরা অতিরিক্ত ঘেমে যাই। যার কারণে আমাদের শরীরে পানিশূন্যতা ও ইলেক্ট্রোলাইটের ঘাটতি দেখা দেয়! ফলে গরমে রোজা রাখার সময় ইফতারে বেশি বেশি ডাবের পানি পান করুন, যা আপনার শরীরে ইলেক্ট্রোলাইটের ভারসাম্য বজায় রাখতে সাহায্য করবে। এই রমজানে সুস্বাস্থ্যে স্বাচ্ছন্দ্যময় হোক আপনার সংযম পালন।



Figure 11.3: Static post with the caption for Ramadan Health Tips of the brand Bashundhara LP Gas published on Facebook

Link of the published captioned post:

<https://www.facebook.com/blpgl/photos/a.1492041717756146/3051610528465916/>

Caption: অতিরিক্ত গরমে শরীরে মিনারেলের ঘাটতি দেখা দেয় যার কারণে শরীর দুর্বল হয়ে পড়ে। তাই, শরীরে মিনারেলের ঘাটতি পূরণ করতে কয়েক টুকরো তরমুজের সঙ্গে একটি বা দুইটি খেজুর ব্লেডারে ব্লেড করে তৈরি এই পানীয়টি পান করতে পারেন। এই রমজানে সুস্বাস্থ্যে স্বাচ্ছন্দ্যময় হোক আপনার সংযম পালন।



Figure 10.4: Static post with the caption for Ramadan Health Tips for the brand Bashundhara LP Gas published on Facebook

Link of the published caption post:

<https://www.facebook.com/blpgl/photos/a.1492041717756146/3052655778361391/>

Challenges and Mistakes: The biggest challenge I faced while writing captions was to research specific and relevant articles for the health tips chosen for these contents. I had to read multiple articles that would convince the consumers to maintain the tips provided for them. On the other hand, I had done a few spelling errors which were later corrected.

Learning Outcomes: As I was assigned to write captions for these contents, I had the opportunity to get enlightenment from the articles I researched for specific health tips. I learned about the usage and positive outcomes of specific edibles that intend to keep our bodies healthy. Even though reading multiple articles was quite a challenge but I felt fortunate that I was being able to learn more about health and wellness.

Internship Outcome

My journey as an intern began at one of the top-tier advertising agencies in Bangladesh called Papyrus Communications Limited. I started this journey of mine with a positive mindset, courage, and an intention to offer my best to the organization while developing my knowledge and skills at the same time. I aimed to acquire enlightenment through all the instructions I was provided with and the work I was assigned during my internship journey while contributing to the greatest extent at the same time. In addition, I had the remarkable opportunity to attain practical work experience that involved multiple tasks in this spectacular agency.

As a result, it was an incredibly fulfilling journey for me at the organization where I worked as an intern to be able to apply the learnings and skills I have attained from my academic journey at the University of Liberal Arts Bangladesh (ULAB).

At the same time, I consider myself to be fortunate as I was able to gather skills of practical work experience and also have the unwavering support of my organization which motivated me to progress in every step of the journey as an intern.

Realization: In reflection on my academic journey, I realize I was capable of playing a leadership role in the majority of my team projects at the University of Liberal Arts Bangladesh (ULAB).

However, in light of my internship journey, I was not required to leadership skills but was assigned tasks to work in a team. I was always called upon for discussions and sometimes offered suggestions. My seniors on the other hand, always assigned me to work with instructions and deadlines. If I encountered challenges while accomplishing the tasks I was assigned I had my seniors to rely on which gave me a sense of security.

Besides, I was often appreciated for my time management, being a good team player, and working responsibly with empathy.

Workplace Log

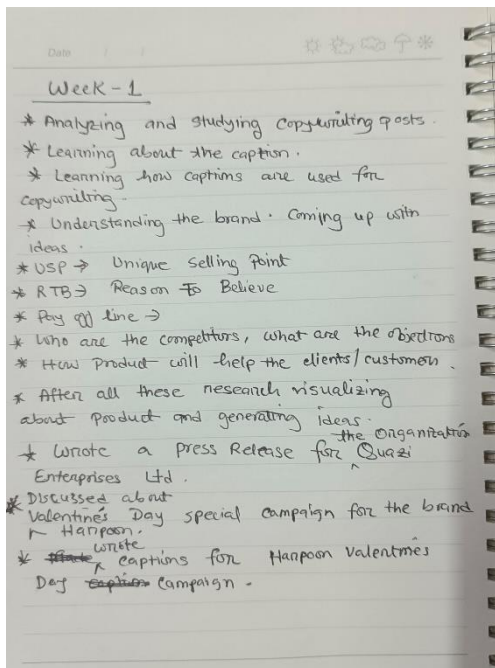


Figure 1.0: Image of Worklog 1

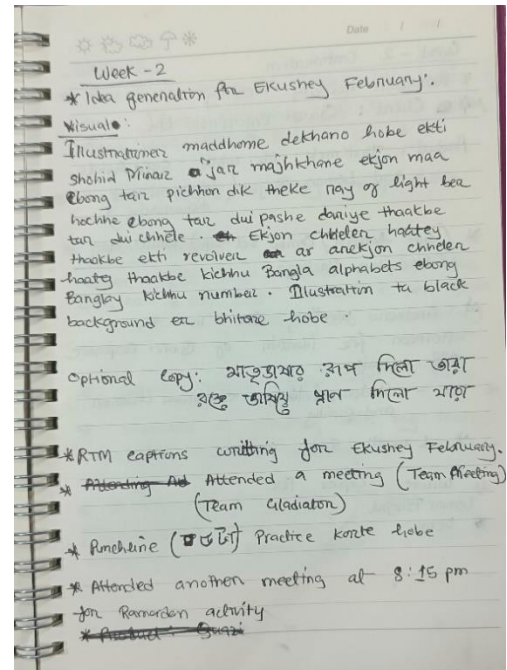


Figure 2.0: Image of Worklog 2

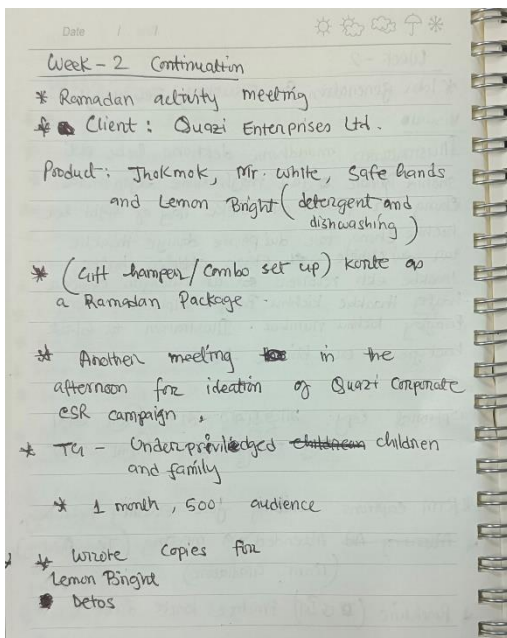


Figure 2.1: Image of Worklog 2 (continuation)

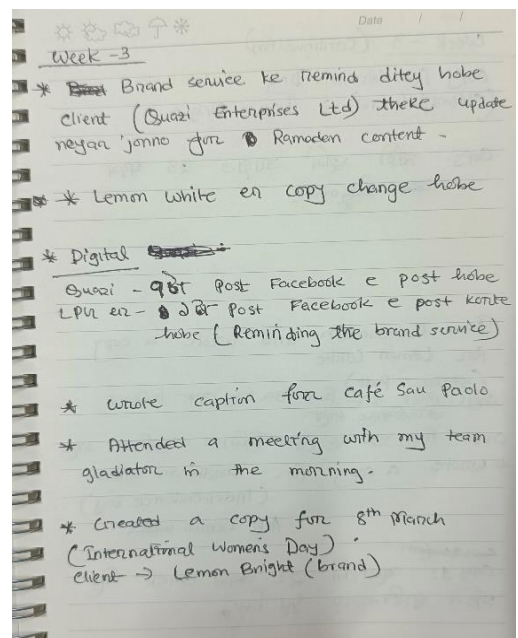


Figure 3.0: Image of Worklog 3

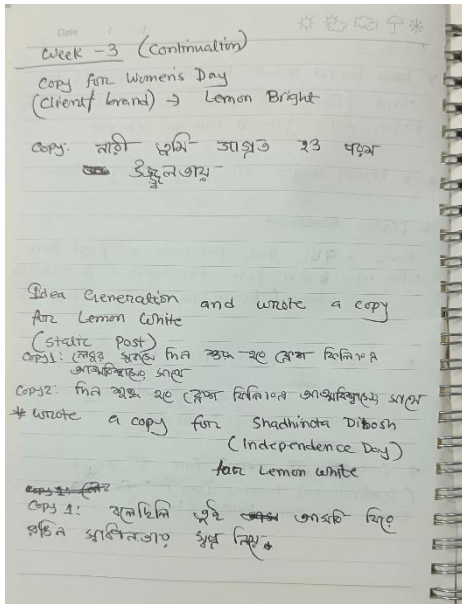


Figure 3.1: Image of Worklog 3 (continuation)

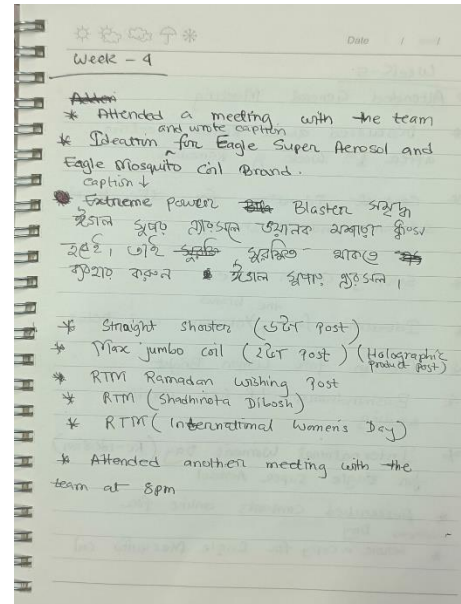


Figure 4.0: Image of Worklog 4

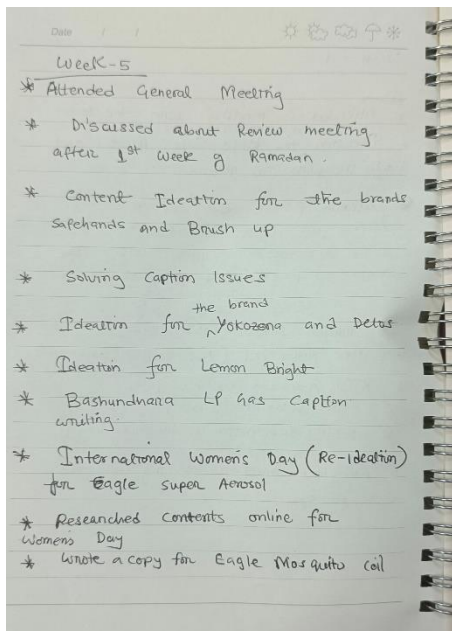


Figure 5.0: Image of Worklog 5

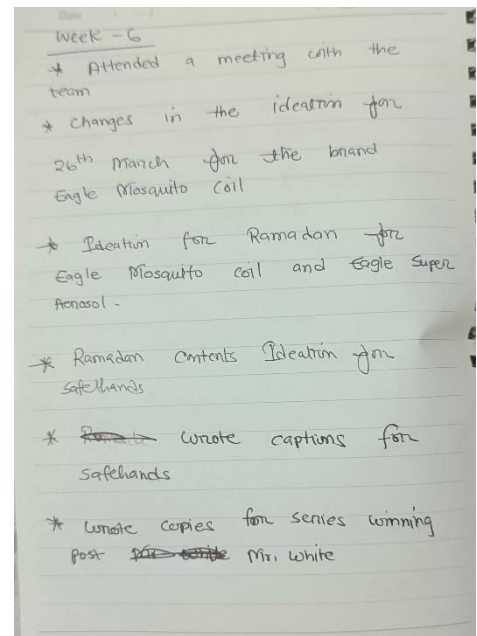


Figure 6.0: Image of Worklog 6

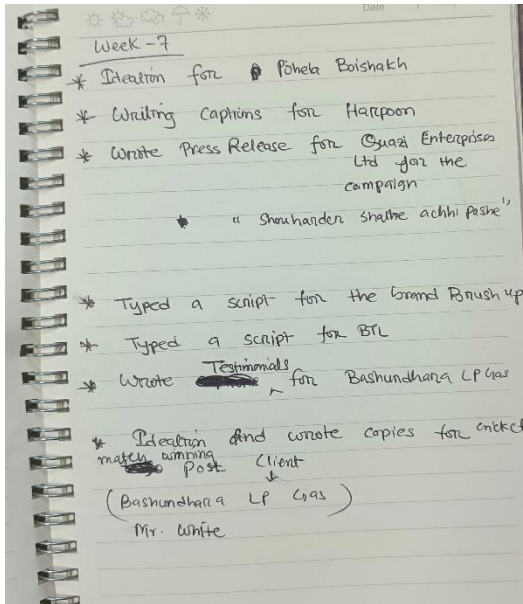


Figure 7.0: Image of Worklog 7

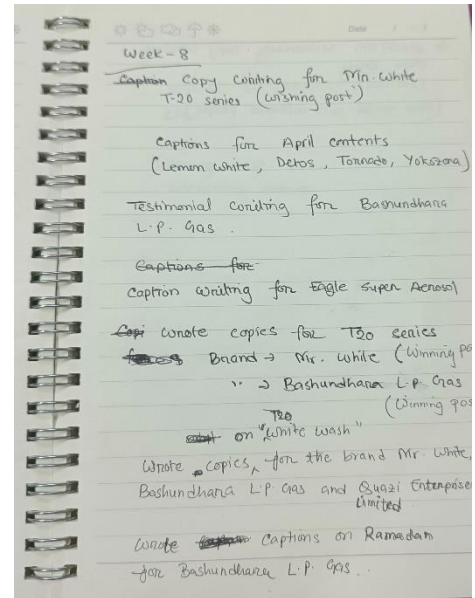


Figure 8.0: Image of Worklog 8

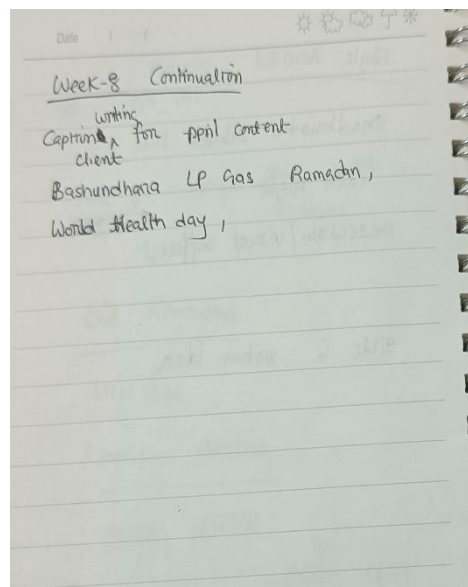


Figure 8.1: Image of Worklog 8 (continuation)

SELF-ASSESSMENT FORM

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

Name of Intern: Ira Hossain

University ID: 182012023

Name of the Institute/Organization:	Papyrus Communications Limited		
Corporate Office Address:	Ashor, House no.72 (level 4&5), Road no. 3, Block-B, Niketan, Gulshan-1, Dhaka 1212		
Email:	info@papyrus.bd mushfiq@papyrus.bd	Web:	https://www.papyrusbd.com/

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

40+ Hours (Approximately)

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

Yes. 4000 BDT 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.	3
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	4
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
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	4
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	5
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	5
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	4
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4.12

5. General Comments

It certainly was a journey of enlightenment at Papyrus Communications Limited and I am grateful that I was able to make the most of the lessons I had learned throughout the years of my academic Journey at the University of Liberal Arts Bangladesh (ULAB). It helped me to achieve a considerable amount of knowledge and experience out of my internship than I would have otherwise. No matter what my future endeavors are, whether in the field of copywriting or my other professional life, I believe that what I have learned and experienced at Papyrus Communications Limited will be worthwhile.

Signature of Intern IRA HOSSAIN

Professional Competencies

Professional competencies are sets of skills acquired throughout one's professional journey to become competent in any field of work. The following are the professional competencies I developed during my internship period:

Skills

- Brainstorming
- Critical Thinking
- Microsoft Word and PowerPoint
- Writing Press Release
- Copy Writing

Attitude

- Time Management
- Work responsibly and Ethically
- Ability to work in Team
- Being honest and empathetic
- Reliability

Knowledge

- Division of work
- Eagerness to learn and improve
- Ability to work under pressure
- Meeting deadlines
- Understand the clientele demands
- Work with dedication

Appendix

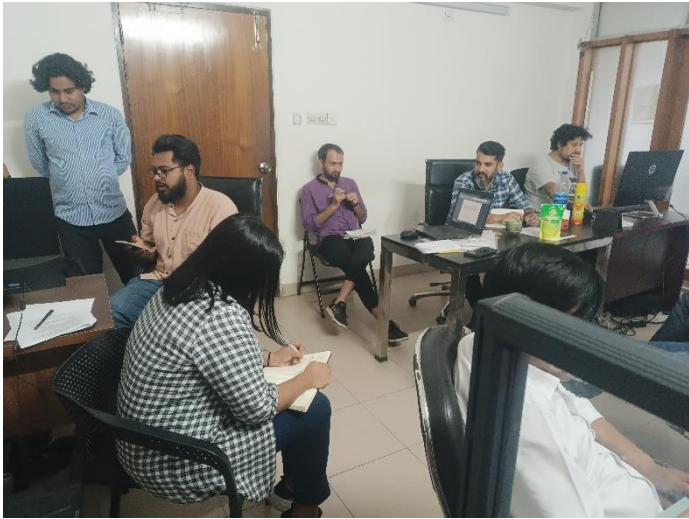


Figure 1.0: At my very first meeting as an intern

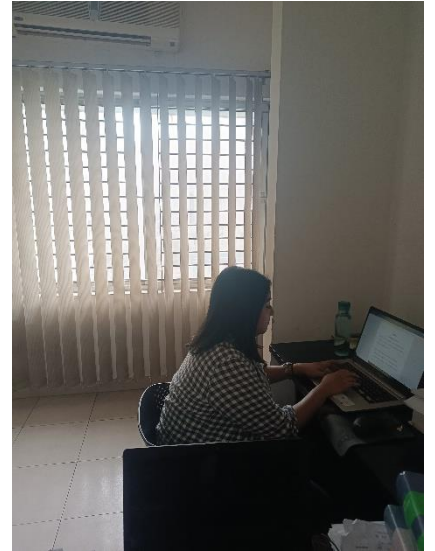


Figure 2.0: During my work

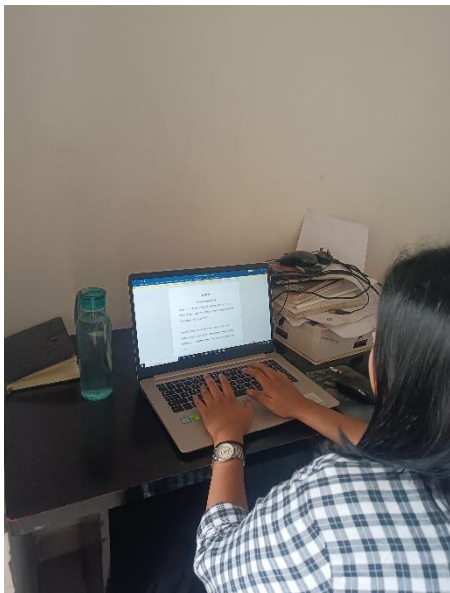


Figure 3.0: During Work



Figure 4.0: With my colleagues on our beautiful office balcony on Valentine's Day



Figure 5.0: Musical session during



Figure 6.0: During Break



Figure 7.0: The last day as an intern
(My colleagues bidding me farewell)



Figure 8.0: Workplace Lounge

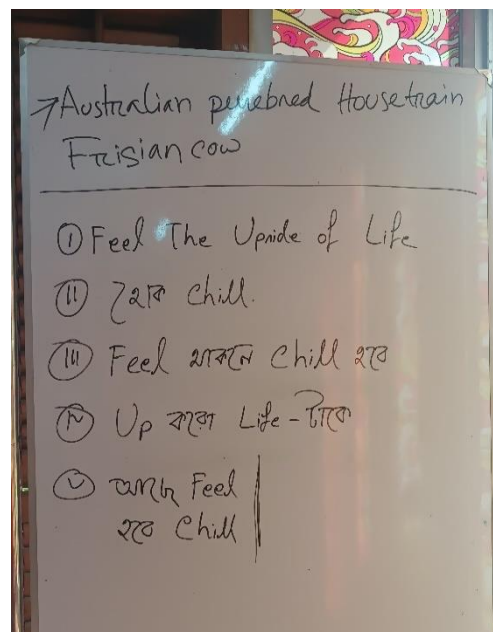


Figure 9.0: During brainstorming session and Ideation

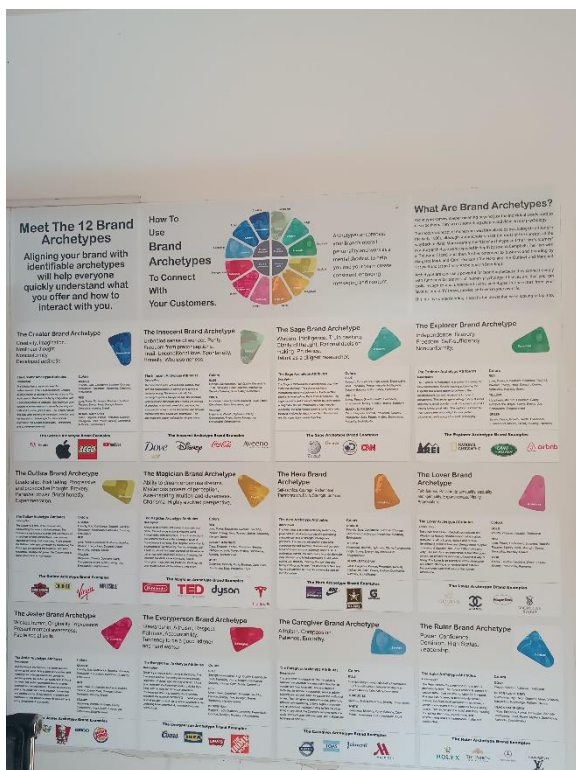


Figure 10.0: Chart introducing various international leading brands

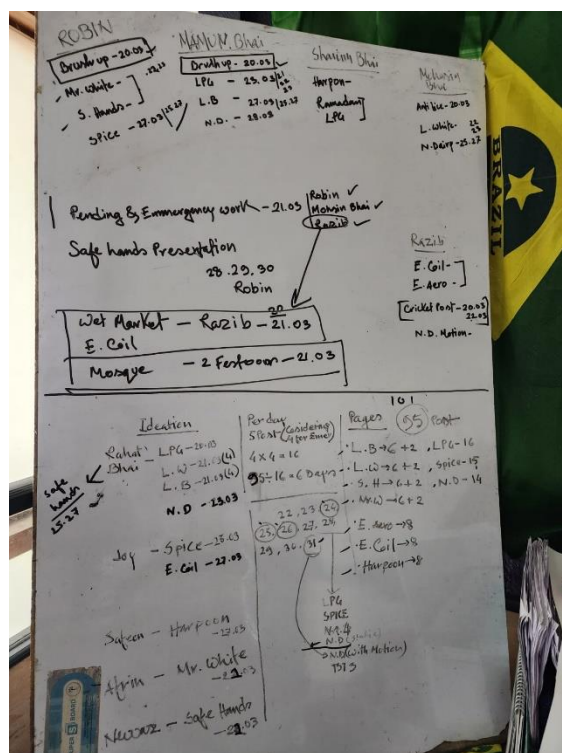


Figure 11.0: During meeting and brainstorming session

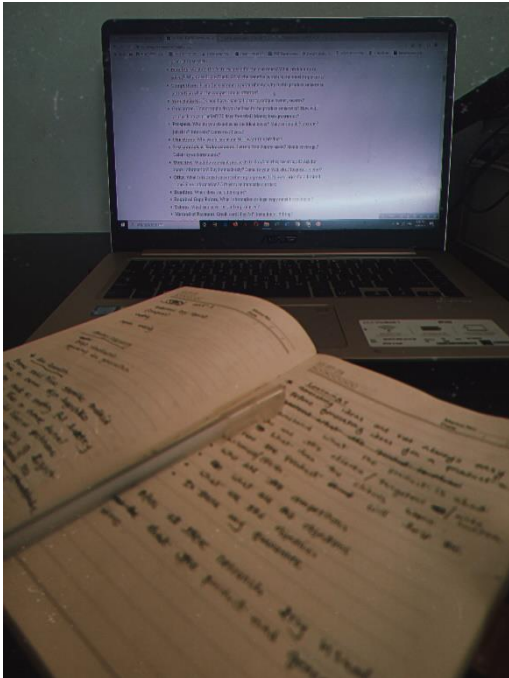


Figure 12.0: During work

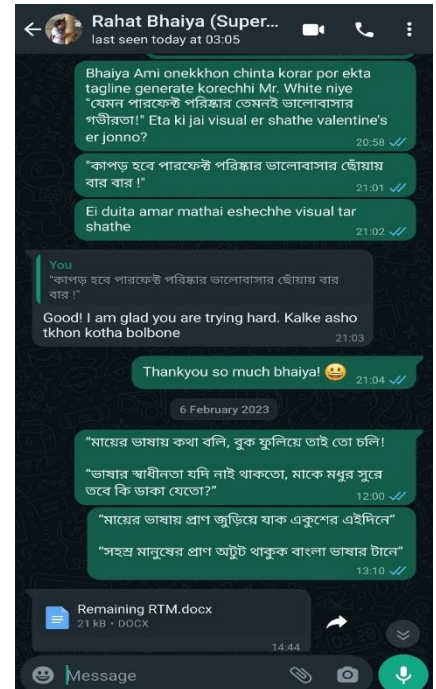


Figure 13.0: Screenshot of work conversation

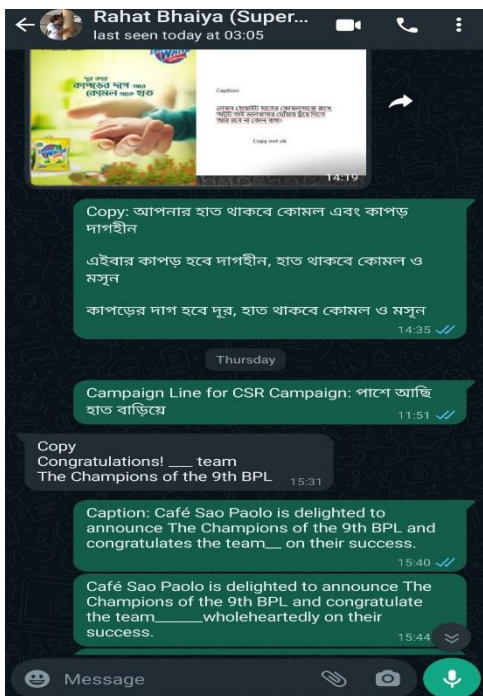


Figure 14.0: Screenshot of our work conversation

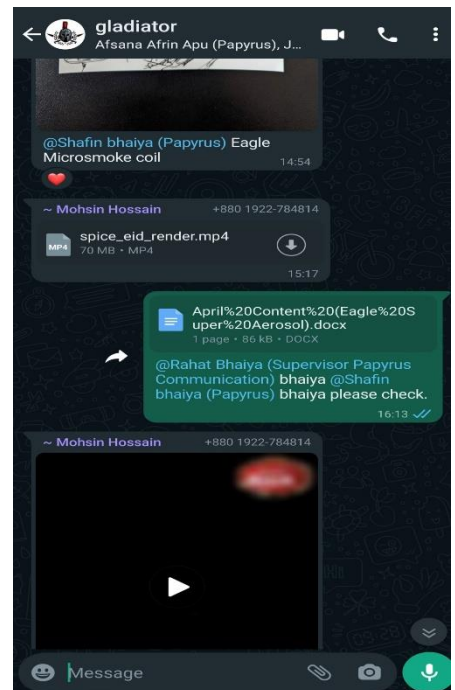


Figure 15.0: I worked as a copywriting intern under a team called Gladiator

A few of the other copies that I have written:



Figure 16.0: My copy for the brand Lemon White



Figure 17.0: My copy for Bashundhara LP Gas Ltd.



Figure 18.0: My copy for the brand Mr. White



Figure 19.0: My copy for the brand Eagle Mosquito Coil

Concluding Remarks

The end of my internship journey at Papyrus Communications Limited made me proud as I believe I was able to carry out the responsibilities I was provided with. I had a remarkable working environment which gave me a sense of security at the same time. My coworkers were all certainly polite and helpful. They never failed to assist me with the tasks when I encountered difficulties. My supervisor and colleagues appreciated me often no matter how minor the work was which inspired and motivated me to improve, progress, and work dedicatedly. My journey as an intern was an excellent hands-on learning opportunity that strengthened my self-esteem. I am looking forward to learning even more to improve and achieve my goals to bring about a significant impact in the realm of Public Relations and beyond.

Reference:

Rahman, M. (2021, September 7). *Home*. Papyrus Communications Ltd. Retrieved May 3, 2023, from <https://www.papyrusbd.com/>