

A Writer's Role in Understanding Internal and External Communication Writing Styles



Shahneela Tazrin Hossain

182013054

Department of English and Humanities

(Summer 2022)

A Writer's Role in Understanding Internal and External Communication Writing Styles

Internship Report Submitted to

University of Liberal Arts

In Partial Fulfillment

of the Requirements for the Degree of

BA in English

Shahneela Tazrin Hossain

182013054

Academic Supervisor: Mohammad Zaki Rezwan, Senior Lecturer & BA Coordinator

Site Supervisor: Fauzul Reza Kabir, Manager External Affairs, City Bank Limited

Summer 2022

CERTIFICATE OF APPROVAL

I hereby declare that this thesis is the student's own work and effort. All sources of information incorporated here have been duly acknowledged. This thesis has been submitted with my approval.

Mohammad Zaki Rezuwan
(Supervisor Name)

Designation

Department of English and Humanities

DECLARATION

This internship report is a presentation of my original research work. Wherever contributions of others are involved, every effort is made to indicate this clearly, with due reference to the literature, and acknowledgement of collaborative research and discussions.

Shahneela Tazrin Hossain

(Student Name)

Student ID -182013054

Department of English and Humanities

Acknowledgement

I am eternally grateful to my academic supervisor, Mohammad Zaki Rezwan, Senior Lecturer and BA Coordinator, Department of English and Humanities, ULAB, for his patient guidance throughout this internship report. He gave me the courage to complete my report. I would also like to thank my family for their support throughout this final semester. A special thanks to my friends for their unending encouragement regarding my research. Despite my constant flurry of questions about corporate style writing and research, they supported me without annoyance. Finally, I would like to express my heartfelt gratitude to my aunt, father, mother, sister and my husband for encouraging me despite my hard times and challenges. This internship report would have been incomplete without their encouragement and patience.

Table of Contents

Abstract:	7
Chapter 1: Introduction	8
Chapter 2: Literature Review	11
Chapter 3: Writing Process in Corporate Affairs.....	15
Chapter 4: Analyzing Brand & Communication Writing Styles.....	20
Chapter 5: Comparison of Internal and External Communication Writing.....	27
Chapter 6: Conclusion.....	30
References.....	33

Abstract

The aim of this report is to navigate the ways of a writer's perspective on understanding a particular target group and b) understanding the difference between Corporate Affairs writing (Internal Communication) and advertising languages (External Communication). I was working as an intern in City Bank Limited in the division Brand & Communication and Corporate Affairs. My basic role was to assist in preparing CSRs related reports, depicting the scenarios the internal communication sector required, under the corporate affairs section and to proofread the communication templates before they went on social media such as press advertisements, EDMs and social media captions in the Brand and Communication section on behalf of the external communication sector. Studies of Øyvind Ihlen, Jennifer L. Bartlett and Steve May highlight how the writers need to be given a particular scenario to work in order to engage in a piece of writing. The engagement into a particular scenario is extremely important for the writer in order to understand the specific genre and the purpose of the writing. A writer needs to depict and elaborate the scenario in a very short and communicative manner. Here I was in charge of crafting various documents for which I was given the translation of the scenario on the basis of which I created the report. Additionally, I had to adapt to the writing situation accordingly and migrate my thought process from a report writing for Internal communication to a caption writing for external communication. I was assigned to work with both Corporate affairs which dealt with Internal communication and Brand & Communication which covered the external communication sector. This report is crafted on the bases of an empirical research, the primary sources comprise of the reports, communications, caption generation etc. These were developed by me after I got pre pre-briefing from my site supervisor. The navigations of this report will assist the future corporate affairs and brand division writers to understand the writer's perspective on understanding a target group for writing a particular CSR, proposals, sponsorships and brand communication.

Chapter One

Introduction

Writers need to understand and depict a particular scenario, engage and achieve a writing balance to deliver a message. This is even more interesting when the writer explores and discovers various situations where that person has to dilute in the circumstance to achieve the writing goals. During my internship period I was designated in the role of being a writer and editor of the Brand & Communications and Corporate Affairs division. This role was to ensure smooth execution of writing various CSRs, sponsorships, proposals etc. Generating a report studying this area was challenging since this research field is new, because maximum research depicts perception on CSR writing and theories which only focus on the writing styles but the mention of the cognitive process of writing is not elaborately studied. Similarly, there was very bare minimum research on how writers need to be flexible and be able to change their role in order to understand the target group. Therefore, I found a gap to find out the difference between a functionalized concept and confinement of creativity also, writer's perspective on understanding a target group of people. This report is based on observation and the situations I had to go through when I was preparing writings and my edits. To explore the research topic deeply, I collected a list of articles which contained the writer and situations a writer had to go through while creating a specific writing, additionally I collaborated those with my primary resources (CSR writings, proposals, and sponsorships as data and analysis of those data collection).

Background

I worked for three months in City Bank Limited, one of the leading financial institutions. In City Bank I was designated in the Brand& Communication and Corporate Affairs Division, and my site supervisor was the Manager of External Affairs division of the Corporate Affairs. During my internship period, my responsibility was to assist in CSR, proposal, sponsorship writing, generating captions and taglines for various events and also brainstorming various ideas for OVCs. My work hours were from 9am till 5pm, and during my work hours I was given tasks on the basis of assignments with a due timeline according to

which I had to complete my tasks. Besides I worked on different administrative tasks such as drafting memos for boards, small memo backgrounds, and also as a copy checker for various situations. Here I worked in three departments merged together which are Brand, Communications and Corporate Affairs. I was mostly given writing tasks which were in both English and Bangla and also was given a particular context on the basis of which my writings developed. In case of Brand and Communication division the main focus was advertising, which was to make the customers more engaged minimalized short language is used. The customers are the main priority and the branding contrives on the factors which make the structure of writing more evident so that it can reach the target audiences. Whereas in case of a Corporate Affairs writing the main agenda is to create a straight cut environment which also ensures that the CSR for donations, CSR for sponsorships proposals, Board Memos, Memos etc. are all written in a formal manner infused with emotions, integrity etc. This opportunity helped me to gather some experiences on corporate writing methods, including the shifts that helped me to understand the migrations of the writing styles.

Methodology

I have incorporated empirical research by accumulating data from the documents, case studies and observation, “This research type is founded on the view that direct observation of phenomena is a proper way to measure reality and generate truth about the world” (Bhattacharya, 2008). For this report an analytical approach is used to compare the data to various theories that helped me to develop a better engagement of my internship topic. The prior focus is mostly on the development of thought processes which accustom writing. Here I had to ensure that the entire depiction is being portrayed in a structural manner. I had to keep working for three different sectors together where communications, corporate affairs and brand management involved different strategies. The process of blending in the facility is achieved when the teams are operating separately but clustered in different segments. Here the entire working pattern is ensuring to have a proper refinement of the situation. Thus, it is contributing to the explorations and understandings of how writers connect to a target group before a thorough writing engagement. Also, how the limitation of the writing expression is imposed which is why the writing faces a stream of continuous

feedback. This gave me an opportunity to understand the differences between various forms of formal writings. Here I had to be open to various situations because the tasks that were given to me had flexible dynamics including limitations and also, I had to be creative. I was focusing on communication writing as well as brand related works which were centered by generating appropriate captions for various communications. Additionally, this report is also accumulated with a touch of institutional theory and cognitive process writing theory, also an analytical approach that helped me an elaborative understanding of the topic. Lastly, this report also analyzed the result of my outputs when a particular writing was being constructed.

Research Questions

1. How is Corporate Affairs writing different from Academic writing?
 2. What is the importance of Pre-writing for both Corporate Affairs and Brand & Communication?
- (Inspired by “Cognitive Process Theory of Writing” by Linda Flower and John R. Hayes)

Chapter Two

Literature Review

A search for previous work depicting writer's behavior for a target group showed me that there were various sources available on the basis of which I could establish an argument. The sources were mostly on qualitative research which consisted of a number of frameworks which helped me to have an elaborate understanding of the topic I was working on.

This research work is mostly focused on the ways the writer needs to be engaged in the writing before replicating it in the context. Linda Flowers and John R. Hayes defined in the paper "A Cognitive Process Theory of Writing", Writing must have the basic principle of planning in a uniform manner and also must contain an adequate amount of revision. Additionally, the units of models compose of three major elements, the task element, the writer's comprehending memory and the writing process (Flower and Hayes, 1981, p.369). There are differences in writing forms, when the writing is for communication it will have a different structure and the portrayal of the message is going to be different, also when the writing is a Corporate Social Responsibility (CSR) writing the entire concept will follow a different structure as Oyvind Ihlen, Jennifer Bartlett and Steve May portrays in "Corporate Social Responsibility and Communication" "It is through communication that ideas are accepted or rejected; truth is not discovered or unearthed and cannot be determined in a priori way." (Barlett, Ihlen and May, 2011, p.10) In this article, the main focus is on how the CSR writing is articulated in the form of communication depicting various scenarios which helped me in forms on the basis of which the writing structure differed from one another. I took ideas from this study which helped me to validate the patterns of communication writing. This article illustrated the importance of communication in a CSR report and how to critically think about a CSR before writing it.

The basic practice of CSR is to depict a particular picture in a simplistic manner also to ensure the key elements to be featured accordingly, in the article "Corporate Social Responsibility: A Review on

Definitions, Core Characteristics and Theoretical Perspectives” by Aminu Ahmadu Hamidu, Harashid Md Haron and Azlan Amran, a clear depiction about what the CSR writing is mostly portrayed, the values are the mere focus on which the framework of the CSR writing is designed and it has to be kept in the mind of the writer while drafting a particular writing. (Hamidu, Haron and Arman, 2015, p.86) For example, when a CSR writing is for a particular donation it will have a different tone and when the CSR is for a particular sponsorship it will have a very different form of engagement. Correspondingly, an important approach is to understand the institution as the main idea is to portray the institution in a symbolic manner along with the clear picture of its members as mentioned in the paper “Institutional Theory Approaches” (John C. Lammers, 2005) for instance, all the topic sentences (for CSR, Communication, advertisements) should contain the name of the institution. When I was working with various CSR writing, I had to be flexible in changing my tone in my writing because a report writing tone differed from communication or advertising writing. Additionally, there was a particular structure which had to be thoroughly maintained for example the topic sentences, this had to hold the institution’s name or had to portray an image which had the name of the institution in a positive manner.

On the contrary, when the writer is working towards a particular group the interpretation of writing is completely depending on the reader, as stated in the article “Transforming Texts: Constructive Process in Reading and Writing” by Nancy Nelson states “When creating texts, writers make some assumptions about the knowledge that their readers will bring to theable to supply” (Nelson, 1991, p. 17) As a result there is no right or wrong to a particular format which must be followed in order to understand the meaning of writing. Sometimes the writing lacks the actual emotion which the reader wants to be infused in the writing; this is when the communication between the both of them plays an important role. I also had to be flexible to various changes during writing because of the constant feedback which I received from the reader. In the article “Social Cognition and Written Communication” Donald L. Rubin pointed out the difference of thoughts, feelings and perceptions of the reader can play an important role is highlighted; to understand the readers the writer has to incorporate the emotion after thoroughly receiving the clear

instructions (Rublin, 1981, p.221). I took ideas from both sides as when the writing was generated it contained the feedback the reader (Site Supervisor) wanted to show in the writing. Also, I had to be open to understanding the emotion which had to be reflected in my writing as instructed by my supervisors.

According to Martin Nystrand's article "A social-interactive model of writing" the constructive side of composing a writing is explained where the main focus is how the writer is able to translate the information and connect it to the purpose of writing. This connection is established by following the "social-interactive model" (Nystrand, 74). Similarly, in the chapter of the book *Critical Transitions: Writing and the Question of Transfer*, chapter two, "ATTENDING TO THE SUBJECT IN WRITING TRANSFER AND ADAPTATION", Stuart Blythe points out the main elements the writer has to keep in mind while constructing a writing, which is to be adaptable as well as understand the key elements of the genre, where the knowledge domains and creativity both play equal parts. (Blythe, 2017, p.52) These two articles depicted my situation as I was being dictated the actual scenarios in Bangla Language and afterwards I translated the message in English. This was mostly for the Letter of Achievements or Sponsorship Proposals etc. I was asked to craft. When the situation was to generate a particular tagline, varieties of situations and scenarios had to be kept in mind.

The article "Writing as Thinking" Keith Oatley and Maja Djikic elaborates the factor of how the writer has to read his or her own writing in order to resolve the problems and the repetitions that he/she undergoes. This reading can help in accumulating the real picture of where the writing is taking its turn and also help the writer to elaborate on the "externalized thought in language form" (Oatley and Djikic, 2008, p.13). In my research, many times the writer had to be a reader which helped to have an elaborative understanding of the writing process. Thoughts and the information about the topic were thoroughly improved when the revision process was taking place by the writer as a reader. This article highlighted an important step of revision which I had to keep in mind while constructing a particular writing. It explains how the perspective of the writer is completely taking a migration in the form of a reader. The writing gets a thorough revision and also an improvised version of writing is established.

In conclusion, I had to understand the key ideas of the forms, methods and the frameworks which helped me to assemble my writing. Theories that involved understanding the writing procedure were cognitive processes of writing and institutional theory. There are various situations that portray the challenges that the writer has to go through and also the boundaries that the writer has to face which confines them to fully express their creativity as mentioned in the past studies. Therefore, the past studies depict a detailed condition of the similar situation that I had to go through and also how the writing solutions acquired from the past studies helped me overcome the writing challenges.

Chapter Three

Writing Process in Corporate Affairs Division

In this chapter, the main idea is to elaborate the writing situation I had to encounter when I was writing for the internal communication section of the institution which was CSRs, Proposal, Memos etc. During the internship period, my key responsibility was to assist in CSR, proposal, sponsorship writing generating captions and taglines for various events and also brainstorming various ideas for OVCs... My key responsibility in this role was to write or craft various CSR reports, write various proposals, board memo drafting etc. Here the messages that the CSR report contained were mostly reflection of a particular condition based on which the bank had to invest financially. In case of writing a CSR, I had to follow the instruction from the supervisor, this was mostly given in Bangla language. Furthermore, I was also given the main document containing various information such as (medical certificates, transcripts etc.) which contained the gist of the CSR on the basis that the CSR reports were crafted.

CSR is Corporate Social Responsibility under which the Bank finances for the welfare of the society following the guideline of Bangladesh Bank and invests, or donates for the welfare of the society.

Example 01: CSR for medical treatment of (¹Name)

Cost approval for the donation of CSR activity for medical treatment of (Name) is currently suffering from Frasier Syndrome, Alport's Syndrome and Premature Ovarian failure. She is admitted in Christian Medical College, residing in Vellore India. Her father had a brain stroke and was paralyzed for nine long years and he expired in 2013, her mother is also suffering from other medical conditions. Due to (Name) Frasier syndrome, her kidney is damaged completely along with her ovary and uterus. There is an urgent need for renal transplant to save her life. A lot of amounts have already been spent on her treatment and her family is having a serious financial crisis. For her further treatment, she needs 30-40 lacs more. To continue this

¹ name of the patient

expensive treatment, he asked for a donation from City Bank. City Bank wants give a donation of BDT (²Amount) for her medical treatment as a CSR policy. Due to CSR no VAT and TAX will be applicable here. The amount needs to be paid in the account of (Name) ³xyz Bank Account.

Therefore, the proposal was submitted for your kind approval

This data was generated by me and for this particular data I had to understand the draft from my supervisor. Before constructing the writing, I had to get the clear picture of this particular data, the pre-conditions of writing were mostly the identifying the key factors, which was, the recipient's Identity, what was his/her condition, understanding the present situation for which the donation is required, Comparison of her/his approach towards the financial institution and lastly relating the precondition of CSR guideline, (Bangladesh Bank guideline) under which the CSR will be generated. All these factors generated the formation of this particular writing which followed the writing structure in a formal manner. Immediately after writing this particular CSR, I had to send it to the supervisor for feedback. The supervisor revised this writing and afterwards approved it. In this case the writing structure was established by following the three basic units of the model which involves the environment in which the task is performed, the writer's long-term memory and the process of writing which created the foundation of the writing (Flower and Hayes, 369). In the case of writing this CSR I had to understand the pre-conditions of writing, which included the organizing of the text which was the basic plan on the bases of which the writing developed chronologically.

Example 02: Cost approval for the sponsorship of ' ⁴Film Name' an anthology film of online OTT platform

² Amount- amount of the money

³ xyz- name of the bank where the amount is to be transferred

⁴ Film name- the name of the film which

⁵OTT platform is a Bangladeshi subscription-based over-the-top media service and original programming and production company. OTT platform is going to launch an anthology film titled “Film Name”. This film assembles three different stories on contemporary topics which are directed by three prominent directors. Story 1: “⁶Story Name” directed by Director’s name, Story 2: “⁶Story Name” directed by Director’s name and Story 3: “⁶Story name” directed by Director’s name. The release dates of the episodes are in June 2022. OTT platform approached for a sponsorship proposal which includes various offers. Prerelease offers include presence in two press advertisements, trailer placing the Brand Logo on OTT platform, Prothom Alo and Sponsors’ Facebook Page. The Release offers include “brand presents” with the Logo appearance on the very first screen in every episode, 2 Facebook programs with celebrities on Prothom Alo and OTT platform Facebook Page, 50 people in Premium from CBL, also 50 Digital Cards, and 5 hard copies. The Post Release offers include 1500 Complementary codes for this content for Brand customers; at least 5 short cuts from the film will be posted on social media with sponsors’ logo on the corner. OTT platform proposed a Sponsorship Opportunity of BDT (⁷amount) excluding VAT and TAX and City Bank wants to sponsor an amount of BDT (amount) including VAT and TAX for this particular initiative.

Therefore, the proposal is submitted for your kind approval.

At first the information was given to me from the supervisor along with a detailed template of a previously referenced proposal, the real proposal copy from the OTT platform that contained all the information, the release date, directors and their names, offers for the release such as the (Facebook, digital cards etc.) and also the amount details. All the required data was provided by the site supervisor to me and afterwards the entire sponsorship was structured by me after two to three feedbacks. For this proposal I had to understand the sponsorship with a pre briefing from the supervisor and the entire data was explained to me sequentially. I had to understand who directed the film (names and designation), the offer information

⁵ OTTp- over the top platform

⁶ Story name- the name of the ottp movie

⁷ amount- amount of the proposal

and their full approved information, to whom this sponsorship is addressed to and the development of writing was a gradual development.

I have crafted many CSR reports on my total internship period along with other works. For this I had to understand the situation of the precondition of writing before jumping into the writing. Things that I understood while crafting the CSR were the challenges of understanding the situation properly, in case of medical related CSR I had to understand the pattern very well on what was the cruciality of the situation which led toward a donation. Additionally, when a CSR for financing someone's education was crafted, engagement of understanding the background of the person who needed help was extremely important and afterwards the writing was generated following a sequence depicting the crisis with an informative language. In case of writing a Sponsorship proposal I had to keep in mind the main ideology which the proposal reflected where the data and the information had to remain correct and also the reflection of the purpose of the sponsorship is fully understood. "Also, the writer can be the reader, can replay an externalized thought in language form back to himself or herself, and take part in the iterated movement by which thoughts can be." (Oatley and Djikic, 13). In this case a sequence of maintaining a proper revision of writing was thoroughly maintained as I had to make sure that the proposal had no information gap. In this writing I had to keep in mind that the proposal had to keep a proper order of sequence for the writing development.

The importance of revision is mainly due to making sure that the details are not being missed when the writing was established. Additionally, I had to ensure that I was careful and flexible while writing the offer details. In this case the crafting of the details was patterned in a way, which kept the room of self-editing which was done by the site supervisor according to his preference, such as the "complementary code", information on "shortcuts" these could be changed after the final decision. The combination of content structure which the writer is choosing is completely the writer's own uniqueness which she depicts in her own way. (Nelson, 10) If the final decision needed changes in information than these could be altered as per the final decision, keeping this in mind I catered the cost approval.

In conclusion, when I was developing a report, I had to keep in my mind that I was open to adjusting myself in various stories. The data was mostly fragmented pieces of information which I had to put together and create a story. I had to craft many CSR reports and most of the CSR reports were of different topics. At times I had to craft two or three reports at the same time, for this situation I had to be flexible to be engaged in some very basic migrations to adapt to various writing situations. Additionally, this helped to understand how the migration of writing works because when I was assembling the pieces. Lastly, when I was writing a report, the emotional involvement was also there which made the report more realistic.

Chapter Four

Analyzing Brand & Communication Writing Styles

The main focus of this chapter is analysis of Brand and Communication Division's writing styles, which is mainly the external communication sector of the institution where I was working. Brand positioning is made up of series structures that make branding more attractive to its customers. In this case I had to consider easy and flexible sentence constructions that made the advertising more eye-catching and also readable for the people who followed the social media platforms. The advertising language has to be crisp and has to have a particular touch to it so that it makes a very light sounding yet has a very particular message. Here I mostly focused on following some specific terms when I was working in the branding team as well as the communication sector of the financial institution. This section mostly focuses on the data collections where I had to go through a series of feedback. The data collection consists of a contrastive analysis describing the main outcomes of the feedback and how I overcame those situations.

I had to craft/brainstorm captions for social media and generate taglines for an event etc. Such as when I was working with the Brand division of City Bank there were scenarios which I was unable to understand, mostly the importance of simplicity in depicting an idea or advertisement details as a caption, tagline or a small description.

Data Collection 1:

“Let the Eid celebrations begin today with City Bank ⁸Brand name Cards and save up to 50% on Shopping, dining, electronics and much more at various online and retail stores!”

⁸ Brand Name: the name of the brand such as “American Express”, “CityGem” etc.

Data Analysis

I had to make a clear understanding of the caption because without this the challenges faced by me were more. In this case I had to keep in mind the Brand positioning sector for generating the caption. It was important for me to get hold of the boundaries of the offers such as this particular caption segment which had a clear boundary of customer facilitation “City Bank Brand Name Cards”. There were many cases when I had to have a clear understanding of the offers and the sectors which can avail the offers. For this particular caption I had to point out the main features before jumping into the writing directly (understanding the offer details of various cards). This first version of this caption was lengthier than also contained more details and depth of Eid celebration was highlighted. Many times, the writing process involved “thinking out loud” in the form of jotting notes because the writer had to migrate the “false starts”, incomplete or fragmentary thoughts etc. (Flower and Hayes, 1981, p.368). For this caption many feedbacks were received and after understanding the brand positioning the intern got the basic idea of caption processing and afterwards got this edited version approved.

Data Collection 2 part one

Facebook caption:

“OTTp is going to release an anthology movie ⁹Movie name” presented by City Bank limited on 23rd June 2022. This movie is directed by three iconic directors, Director 1, Director 2 and Director 3. Brand Name Card Members can enjoy 35% savings on their OTTp subscription.”

Data Analysis

This was the first attempt made by me and this was rejected, because the length of the caption was too long. Also, for this I had to redo the caption. Also, there was a requirement that the length had to be

⁹ Movie Name: the name of the sponsored movie

short and it must contain the message in a brief manner, this is because audiences do not like to waste much time while reading the advertisement and also the contents of the caption. Secondly, I was instructed to use a bit of informal touch to the language and insert a phrase as an opening sentence.

Data Collection 2 part two

Feedback version of the caption

“Planning to Binge a Film this weekend? Watch and Enjoy, City Bank presents OTTp Original Film "Movie name" releasing on 23rd June 2022, directed by three most iconic directors of this nation,¹⁰Director 1, Director 2 and Director 3.”

Data Analysis

This was the crisp part of the caption crafted by me and this also had to undergo feedback from my supervisor because the main idea of the content was too detailed. In case of caption writing this particular segment had to have a language with a punch which was the opening line “Planning on a weekend Binge” and straight after this I had to jump on the details of the sponsored product. The interest that is being drawn upon must be kept in a thorough insight with the changes of the disillusion of that particular branding platform. This is the entire brand execution, made of certain principles which are needed to be properly understood and it plays a proper set of rules and regulations. This caption had feedback that the language was being a bit informal because here the main idea is to highlight the financial institution and afterwards the sponsored film not vice versa, but the language of this caption spo

The length of the caption is shortened and also the main idea of the caption is depicted made straight to point using the main agenda of the brand making sure that the people who are going to read the caption depicting the real scenario. After receiving the last approval for the caption, I had to be very clear

¹⁰ Director name: The names of the director of the sponsored movie

about my position, also had to understand the targeted audiences, and the purpose of short language (Rubin,215) otherwise.



Approved caption

I had to keep in mind the basic side of Brand equity, which was an accumulation of various terms helping me to develop a particular writing structure depicting various situations in mind. The following section contains the description of the basic features that helped me have a clear conception about Brand equity, data collection and analysis describing my view on how I improved myself with various lessons on tagline generation and caption writing.

Awareness: The brand needs to keep up with the awareness of the particular surroundings and also need to make sure that the customers are aware about the how the company is dealing with various global situations.

Value: This particular platform has values which is the driving factor of this organization, to make sure that the diversity of the platform is achieved and is ensured that the people who are working on the designated roles need to keep the values in count.

Accessibility: In order to get preference from the customer the audiences must have a particular accessibility of sharing their opinion on a particular topic on the basis of which various events were conducted create both the employee and customer engagement

Emotional Connection: In order to establish an emotional connection, the brand is working day and night to connect to his or hers' customers and employees in this way the marketing is also getting a preference

Data collection 1:

I was in charge of generating a tag line which depicted the scenario of women's role in the society and their work life balance. The instruction of the tagline was given to me via an email. This email was forwarded to me to understand the background of the event and afterwards generate the tag-line.

“Hope you are doing well. As discussed with you over the phone Kindly requesting to create a banner and the tagline for the event. This event is designed for our internal female employees. Where our respected colleagues will guide and share their thoughts regarding the work life balance, time management, Financial Management & Legal rights (Property & Marriage)”

Here I was given the main idea and also some post briefing describing the angle to work on to generate the tagline. There were many Google searches involved which helped me to craft a tagline. The options which I came upon are:

Tagline suggestions I developed after understanding the background of the event:

“Aspire to Inspire”, “Conquer From within”, “Choose to Shine”, “Believe in your Growth”, “Live your Potential” and “Fearless Empowerment”.

All these were my options. I submitted these to my site supervisor and afterwards, “Aspire to Inspire” tagline was selected as the tagline of the event.

Data Analysis:

To brainstorm this tagline of the event I had to make sure that I understood the brief instruction delivered by the supervisor. Also, I had to understand the main angle of the phrasal formation and its relevance to the brief. The importance of drafting a caption by thinking the main angle of the event was the most necessary part of brainstorming the tagline, as the drafts led towards the perfect discovery (Oatley and Djikic, 2008, p. 13). The small phrases delivered the main idea of the program which led towards the final approval of the tagline.

Data Collection 2 part one:

“We believe that the journey towards empowering women starts from home. Keeping this in mind City Alo organized; Aspire to Inspire, an event for the female employees of City Bank, to emphasize the importance of work-life balances which would help them reach their true potential at work while balancing life outside work.”

Data Collection 2 part three:

In case of generating the captions I had to understand the angles of writing very carefully from my supervisor because the thought process took its turn when the pre-briefing was taking place. I had to be very careful about maintaining what is the basic angle of writing to be maintained while I was making notes on the caption generation. The pre-brief was that I had to keep the aura of women empowerment and also engage in the roles women need to play in their lives in general; additionally, I had to think on the aspect of work-life balance on the basis of which this discussion of the event took place. The serial on the basis of which the event was taking place was also an important part to be kept in mind while drafting the caption. “In order to engage successfully in a new writing situation, a person must have some grasp of several domains of knowledge.....genre to be produced, and the rhetorical and procedural preferences of a discourse community” (Blythe, 2017, p.52). Lastly, the number of attendees and what will be the future impact of such discussion was also an incorporation which I had to keep in mind while drafting this caption.

Here I maintained a standard tone in the language which has been merged inside the caption in a way so that it did not sound out of context.



Approved Caption

The chapter *Brand and Communication Writing Styles* illustrated how I was adjusting to the short writing structure. Here the multiple feedbacks have given me an analysis on how the short languages play an important role in engaging its audiences. The feedback helped me create a self-structure for creating the edits. As this platform highly works on customer satisfaction, I had to understand the template structure which was inviting the customers and also creating a thorough depiction of understanding the customer's minds.

[1] Brand Name: the name of the product

[2] OTTp-Over the Top platform

Chapter Five

Comparison of Corporate Affairs and Brand & Communication Writing

The final chapter is going to draw an analogy between the chapter three: *Writing Process of Corporate Affairs Division* and Chapter four: *Analyzing Brand and Communication Writing Styles* evaluating various writing circumstances and discussing both the positive and negative side highlighted in Chapter one and Chapter two writing. In Chapter one of this paper the main idea was to replicate how I have faced least feedback while crafting various reports as instructed by my site supervisor (CSR writing, sponsorship proposals). I had to make sure that the points that I am trying to establish have a clear back up from the secondary resources, where the previous studies align with my arguments accordingly. Contrastively, when I was working for my Chapter two there was a clear replication of describing multiple feedbacks that I have received on my data collection (Caption writing, taglines generation etc.) how I overcame that situation and improved my writing was the main argument of Chapter two. This final chapter is going to compare and contrast both the chapters thoroughly by describing the positive and negative sides of the both chapters along with some suggestions which can work as a guideline.

In the course of CSR and sponsorship writing, I was given the main idea piece by piece which was accumulation of the raw data and also the translation of the scenario on the bases of which I developed my writing. Chapter one discussed how CSR writing was a combination of information and imagination, and this made me adapt to the writing situation. As I was also imagining the situation and empathizing the circumstance this helped me to creatively exercise emotions in my writings because there was no pressure on me and all I had to keep in mind is to incorporate the facts and positioning them correctly. Such as in case of a CSR for donation on a particular educational purpose, I had to go through the person's educational history and also the crisis details, but the chronology of story development was on my hands. This ensured me to incorporate my flexibility of writing the story in my own way.

The negative side of this line was that I had to have a proper attention to the story development because of the series of events that lead towards the main story, if it was not properly executed, this would create problems. Story development has to have a close relation to the data that was provided to me. The report was crafted on the foundation of the data in case CSRs and Sponsorship Proposals had a very limited amount of audience to whom these reports were concerned. This made the writing challenges less for me and I could be more creative. “Thoughts one achieves in one’s final draft cannot be articulated at first” (Oatley and Djikic, 2008,p.12). Additionally, on the positive side of my situation, I was not restricted with uncountable boundaries which resulted in a feedback free writing. Here I had the flexibility to illustrate my understanding before making a perfect ending to what I was supposed to do.

Chapter two illustrated the challenges that were faced by me mostly, which is, making language simpler, shorter only depicting the main purpose of the advertisement writing in the form of a caption. When I was making the captions everything about the event or the product had many details which I had to have a clear understanding of. The writing situation was explained to me in both English and Bangla Languages and also the site supervisor gave me a detailed understanding, but I was unable to make the language short-sounding and crisp, as the details that were given to me created confusion in what I was writing. Also, I always thought out of the box by creating various “punch lines” so that the captions do not sound much monotonous keeping the essential details included there. This created more feedback because all the captions of the financial institution had a very similar template such as the topic sentences had very similar opening lines and my added punches made it sound informal. So I always had to keep in mind that the language that I am using is completely formal. Also my feedback was mostly redoes that chronologically made my writing dull because whenever I was trying to insert my creativity and out of the box audience engagement the writing was getting rejected. The caption writing made me understand that whenever writing works as a mass communication the entire message has to sound crisp and short. Also, if the caption is a promotion of a product, it must have a tone of excitement, whenever the caption highlights an event; the tone has to sound empowering or sad depending on the event. Simultaneously, I got the hold of the tone

of the writing and made myself adjust to the template. My writing became solid and was able to execute a draft and on that the captions which got approved eventually.

Here the positive side of social media engagement writing is, I was able to understand how an idea is implemented using simple language amongst mass people. This is because when people understand a message, they are more engaged with it and the shortened length can help them to read the message on the go. In case of captions if the language is hard to read this can be easily avoided by mass people and the hard language can make the reading dull. Working in this sector of writing taught me to think about situations in an easy manner and illustrate it in its simplistic form of language. In the course of writing Chapter two, I got to figure out the solutions and it has helped me to solve my writing confusions.

Lastly, a guideline on my experience would include, understanding the target group clearly before stepping into the writing sector which applies for both the divisions Corporate Affairs and Brand & Communications. The person who is responsible in delivering the message reports has to have an emotional connection to which is going to help him/her to write a story. This depiction will help the targeted audience to understand the actual emotion in a clear and engageable manner. In case of writing both a CSR, caption or tagline generation the importance of understanding emotion is a vital point. Both of the chapters have helped me analyze how different a particular language tone makes in terms of delivering a message. If the writer does not understand the tone which the supervisor wants to highlight, the writing development encounters complications. The tone has to depict the main emotion of the writing, also help the audience engage more if they have a clear understanding of the message.

Chapter Six

Conclusion:

In my internship period, my key responsibilities were to assist in CSR, proposal, sponsorship writing, generating captions and taglines for various events and also brainstorming various ideas. The importance of revision is mainly due to making sure that the details are not being missed when the writing was established. In case of generating the captions, I had to understand the angles of writing very carefully from my supervisor because the thought process took its turn when the pre-briefing was taking place, I had to be very careful about maintaining what is the basic angle of writing to be maintained while I was making notes on the caption generation.

My findings on chapter two, “Writing Process in Corporate Affairs Division”, was that in order to generate any kind of detailed report I had to understand the details of data that was given to me, also create my own understanding of the story. Here the messages that the CSR report contained were mostly reflection of a particular condition based on which the bank had to invest financially. In this role I prepare CSR policy for the Bank to ensure bring more benefits for the bank, comply with central banks guideline or CSR policy through Banks CSR projects and ensure the preparation and submission of CSR related reports for internal and external audit management. When a CSR was crafted, engagement of understanding the background of the person who needed help was extremely important and afterwards the writing was generated following a sequence depicting the crisis with an informative language. This was achieved when I took notes thoroughly from my site supervisor, also while I was creating the writings, I had to be very careful about maintaining the format. In the Corporate Affairs sector, I was able to incorporate my creativity by empathically understanding the situation. My key responsibility in this role was to write or craft various CSR reports, communicate with all cross functional teams about briefs, feedbacks, new concepts, Act as a catalyst in creating access and facilitate approvals as well as managing and resolving regulatory issues and so on ideas and deliver as per their need. Write various proposals, board memo drafting etc. For example,

when the data was about a student asking for donation, it was just that individual's appeal to City Bank, there I had to understand and draw an analogy on why the donation was required and depict the circumstances chronologically using my creativity.

On the other hand, for chapter three, "Analyzing Brand & Communication Writing Styles", I had to understand the template of the communication carefully and on the basis of that I had to create captions. At times I had to craft two or three reports at the same time, for this situation I had to be flexible to be engaged in some very basic migrations to adapt to various writing situations. To brainstorm a caption, I had to make sure that I understood the brief instruction delivered by the supervisor. There was very little room for incorporating my creativity here because City Bank had some protocols which did not encourage creative out of box contested writing. Though the caption writing was maintaining the same monotonous tone there was nothing that I could do. I was unable to include a catchy topic sentence because I was restricted with boundaries to do so, even though the caption was catchier and more attractive with some punch line as it sounded informal, I could not include this to my writing. For example: For a sponsored movie, the opening sentence, "Planning on binging", "This weekend, binge on." sounded too informal and for this the regular template of "City Bank brings you.... movie" was the only template I had to follow.

Lastly, my final chapter "Comparison of Corporate Affairs and Brand & Communication Writing" made me clearly understand my challenges in writing down the positive and negative side of both chapter three and chapter four. From the final chapter I was able to understand my struggle, which was migrating from the Corporate Affairs sector to Brand & Communications. My overall findings include understanding the topic before engaging into the writing situation, for mass communication easy language writing is appreciated. As I was given my tasks on assignment basis, I had a particular deadline for one work and as soon as I was done preparing a CSR, I had to gather ideas for captions. The ideas sometimes became clustered because before I was unable to create a simple form of caption writing immediately after finishing a big report. In order to engage myself in that writing situation I had to clear my mind by taking a short tea break, also completely forgetting about the writing for fifteen minutes or so helped me calm

myself and start with the assigned task. This method which I discovered was entirely for my own comfort. As soon as I discovered my comfort, I was able to generate the work of both divisions with equal force. The pressure got reduced for which the writing quality developed eventually. My limitation was understanding the picture fully before writing down the actual story, as it was a Bank where I worked maximum information remained confidential, at times I was only given to form a template imagining a writing situation dictated by my site supervisor. These made the writing more complex because I was not exposed to the real story on the bases of which I could form my writing, and eventually my point of view differed from the angle of the actual story. In order to engage in further research an individual has to understand the Internal communication (Corporate Affairs) and external communication (Brand & Communication) writing styles, afterwards the situation is going to differ from one objective to another depending on the institution.

References

- Bhattacharya, H. (2008). "Empirical Research". In L. M. Given (ed.), *The SAGE Encyclopedia of Qualitative Research Methods*. Thousand Oaks, CA: Sage, 254-255.
<https://dx.doi.org/10.4135/9781412963909.n133>
- Blythe, Stuart. "Attending to the Subject in Writing Transfer and Adaptation." Eds. C. M. Anson and J. L. Moore. *Critical Transitions: Writing and the Question of Transfer*. Boulder, CO: U. of Colorado Press, 49-67.
- Camilleri, M.A.(2015). "Valuing Stakeholder Engagement and Sustainability Reporting". *Corporate Reputation Review*. 18(3). 210-222.
- Flower, L. & Hayes, J.R.(1981). "A Cognitive Process Theory of Writing". *College Composition and Communications*. 32(4). 365-387. doi:<http://www.jstor.org/stable/356600>.
- Hamidu.A.A., Haron, M.H. & Amran, A. (2015), "Corporate Social Responsibility: A review on Definitions, Core Characteristics and Theoretical Perspectives". *Mediterranean Journal of Social Sciences*. 6(4). 83-95 . doi:10.5901/mjss.2015.v6n4p83
- Halme, M., Roome, N., Dobers, P. (2009)"Corporate responsibility: Reflections on context and consequences" *Scandinavian Journal of Management*, 25: 1-9 URL:
<http://dx.doi.org/10.1016/j.scaman.2008.12.001>
- Ihlen, O. Bartlett, L.J. & May,S. (2011). "Corporate Social Responsibility and Communication". *The Handbook of Communications and Corporate Social Responsibility*. 3-22.
- Nystrand, M. "A Social-interactive Model of Writing". *Written Communication*. 6(1), 66-85
- Nelson, N.(1991). "Transforming Texts: Constructive Processes in Reading and Writing". *Written Communication*.7.256-287
- Oatley,K.& Djic,M.(2008). "Writing as Thinking". *Review of General Psychology*.12(1). 9-27
- Rubin, D. L.(1984). "Social Cognition and Written Communication". *Written Communication*. 1(2). 211-245
- Torrance, M. & Galbith, D.(2006). The Processing Demands of Writing. *HandBook of Writing Research*. 1-16