

II Semester Portfolio

- Shristi Memani

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Reporting Piece

The Buttery smooth conference of Butter

“Butter is a fun and lively song. It’s an airy and refreshing dance-pop song. The melody is very addictive and if you see the performance, it’s all very addictive and it’ll stay with you.” – Jeon Jungkook.

The Pop-Sensation, BTS, held a global press-conference on 21st May, 2021 at 2:00pm KST, in order to give an insight on the bands new digital single “Butter.” The conference, hosted by Kim Il-Joong, took place at the Olympic Hall in Seoul Olympic Park in the presence of a few on-site reports along with reports joining virtually. The conference was held while keeping in mind the COVID-19 guidelines and strict COVID-19 preventions measures were undertaken.

Unlike their previous releases wherein the song is released after the conference, Butter was released an hour prior to the conference at 1pm KST.

The conference began with the seven members introducing themselves and greeting the reporters, respectively. All the members, individually, thanked the on-site media reporters for making it to the conference despite the situation. The members were formally dressed in suits. The questionnaire for the conference was sent in advance to BTS by the global media about the single Butter. Through the conference, BTS answered questions relating to the making process, concept picture, the meaning and idea behind the song and future goals and projects.

“We prepared a song that is easy to listen to; therefore, it’s not a heavy or profound message. It’s a very cute song; you could think it to be kind of like a confession song.” replied Jimin, when asked about the meaning behind the song, as BTS’s songs generally hold deep and fervent meaning.

When asked about what each member has been doing recently, the members answered that they have been preparing for performances and shows, making music, catching up with family and friends, exercising, and working on solo music and activities.

The first half of the conference focused on questions related to the new single Butter while the second half of the conference was questions sent by the prominent media houses. The press-conference is available on HYBE's YouTube channel, HYBE Labels.

Words Count: 355

Journaling Piece

First off, the song ‘Butter’ is so good. I’m in love and can’t stop listening to it. Just like the members said in the press-conference, it’s a very, like VERY, addictive song. The song is very refreshing, uplifting, and flirtatious. I really loved and enjoyed the song!

The press-conference was held at 10:30 IST on Friday and I couldn’t watch the live as I had class at that time. I remember feeling sad about not being able to watch the press-conference as these conferences are quite interesting to watch and I like watching them. Even though I wasn’t able to watch the live, I kept getting Twitter notification (Yes, I have a twitter account just for BTS) about the press-conference. These conferences are usually in Korean, (as the band is a Korean band) hence, the international fans couldn’t understand much of what they were saying in the conference. Therefore, at times like this, the twitter translators come into play.

There are many translator accounts on twitter dedicated to translate the Korean content of the band in English and many other languages. These accounts are run by fans who translate content for free so as to help the international side of the fanbase understand what the members are saying and for them to not feel left out. And I also happen to come under the category of “an international fans who can’t understand what they are saying.” Even though, I can understand some basic Korean words but understanding the words at a conference is far from my capabilities. Thus, I have to rely on the translation accounts to help me understand. Because of the tweets, I got a general idea about the conference.

I watched the whole conference after it was uploaded on the YouTube channel of BTS’s label, HYBE Labels. The video is about 26 minutes long and honestly, I didn’t even know how the 26 minutes went by. I was pretty focused watching the whole conference.

The way Jin and Taehyung (V) entered the venue was quite funny and cute, it made me giggle. Taehyung's hairstyle really made him look like a poodle, it was really adorable. His hair style took twitter by a storm. As a fan, it was really reassuring to hear about Yoongi/Suga's shoulder recovery. I liked the questions asked by the western media. The replies of the members were very smart and good.

Two questions stood out to me. The first one question asked the group of how it felt being known worldwide, given that there was a time when they would've to wear name tags in order for people to recognize them. This question was a deep and a very good question. Even RM was kind of stunned by it, as before answering to the question he let out a "woah" sound. It was a question that gave out nostalgic feeling. The other question not only stood out to but it also left quite an impression on me. The question is very simple but the way it was framed was quite impressive. The question asked the member about the lesson they learned in the rollercoaster year of 2020 (which was a difficult as well as the most successful year for the band) that they would carry along in 2021. The use of the term rollercoaster really made the question more interesting. Rollercoaster is an apt term for describing the whole year of 2020.

Overall, the press-conference was very interesting and fun. The host did great job too. The question and the answers were good and the little laughter was the cherry on top.

Words Count: 599

Reflection

This semester's portfolio has helped me learn a lot in terms of academics and on persona level too. Regardless of it being my second time writing the portfolio, there were still a lot of difficulties that I faced. Even though the guidelines were pretty much similar to the one's last semester, there were still a lot of first times.

It was my first attempt at reporting a press-conference. I had a lot of difficulty in choosing an online event for my reporting part. There weren't many events that I was aware of. I just had like three to four options, the press-conference included. The options in context are, one was the press-conference, obviously, one was an interview and the other was a concerts. I pondered a lot on which to choose. Initially, it was supposed to be the concert but I failed to find the video of the concert; hence I had to cancel that out. It didn't take me much thinking in what to choose between the press-conference and the interview. I opted for the press-conference because I thought that I would have more to say about the conference when compared to the interview. I would be able to meet the word limit for the reporting as well as the journaling part if I chose the press-conference. So that's how I chose the conference.

My difficulties with the reporting didn't stop there. After having to break my head in choosing the event, I thought the rest of the part should go smoothly but I guess that was a wishful thinking on my part, because it only got tougher. Now that I had chosen the press-conference, I had no idea on how to report it in the 'reporting' style. Writing an article would be easy but writing a report about a press-conference was something I had never done. I spent a lot of time researching on how to report it but failed to find satisfactory results. Then I, somehow, managed to finish the report, even though I wasn't sure if I did it correctly.

I didn't face much difficulty in my journaling part as it was easy to write about it given that I had chosen a press-conference from which I could just talk about the questions and stuff (that's exactly what I did).

The curation of the articles was something entirely new this semester. Last semester we had analysis of the newspaper and this time it was curating the articles. You could say that the curation is an upgrade of the newspaper analysis? Anyways, the first time I read it, I was absolutely clueless. My mind went, "What curation?" "How do we do that?" "What does that even mean?" Such thoughts filled up my mind. After asking my tutor and teacher, I finally understood what it meant. Well that's one level completed!! Now let's move on to the next level, shall we? Next was the challenge of finding or choosing articles. I browsed through tens of articles before choosing the five in my portfolio. After that was done, I was stuck at how to curate them? What should I write? How should I write? And yet again, I managed to somehow finish the curation part. I choose articles related to BTS because I had written my report on them and to play safe, as I was confused a little, I went with articles of them.

Now let's talk about the Main lead of my "most difficult part" show – The Creative Writing prompts.

I had the worst time with the Creative Writing part. The prompts this year were so good that I couldn't come up ideas that could do justice to them. The first prompt didn't take me much time as we had done it in class. I just edited it a little and it was ready. But the second prompt gave me a headache. I just couldn't come up with words that would do justice to it. One day, when my creativity decided to work, I got a few amazing ideas and completed my Creative Writing part.

I had a lot of fun writing the portfolio this semester. Not gonna lie though, it was quite stressful too. Having to choose an online event finding the articles for curation, coming up with stories for the Creative Writing part – all of this amidst the research paper for Optional English, the general class assignments and extra classes – it got a little hectic. But again, I was grateful to the department for reducing the work load of the portfolio; it was a great help as well as relief.

I think all of this would have been different if it weren't for the pandemic. We would have been making progress in the class itself without slacking and also would've had our doubts cleared sooner. I really did wish for this to be offline rather than online, as the face-to-face interactions, interviews and fun are all missing. It would've been really great to get to interview our seniors or other people and increase our social circle rather than just interviewing people we already know.

Additionally, the fun I would have attending a college event with all my classmates and friends and then writing about the whole experience sounds so fun and amazing, but I can only imagine this because of the pandemic. Regardless of all these difficulties and sadness, there are good things too.

Writing this semester's portfolio has greatly affected me. It helped me know about myself even better. I have seen a lot of improvement when compared to last semester. I could meet the word limit this semester, I could come up with sentences and better observations, I had an idea of what I was going to and had written. I was able to try a new style of reporting as well. I also had a better idea about how to analyse articles, thanks to this semester's classes, what all points to notice and write and how to write your observations.

All in all this semester was a bit smoother (like butter) when compared to last semester.

Words Count: 1023

Curation Pieces

I've looked at five pieces under the category of Music, which comes under the Entertainment beat. The five publications that I looked at were – [CelebMix](#), [Forbes](#), [Bollywood Hungama](#), [MTV](#), and [Elite Daily](#).

- *BTS: Their success is organic, you refuse to admit it – by Ellie Nicholas.*

This article really impressed me. It spilled the tea, if you may. The article is a response to another article published by another reporter (Tom Breihan) who, as the headlines suggest, refused to admit that BTS success is organic. The article published by Tom Breihan was a rant about how BTS had destroyed the relevancy of music charts due to fans buying their music. It can be clearly seen that Tom Breihan failed to do his research before writing his article. I really like how Ellie, in her article, responded to the stupid claims made by Tom Breihan. Ellie started off her piece by stating BTS's achievements, which was very clever of her given the reason as to why she was writing this piece in the first place.

“If you are able to build up a fanbase big enough that they purchase your music when we live in an era where streaming is cheaper, it shows how much they value the art you produce.” THIS! This is my absolute favourite line in the whole article. This line screams BTS to me. ARMY, the biggest fandom in the world, appreciates BTS's music so much and that is the reason they enthusiastically support and love all their releases.

The article felt more like a blog piece, if you may. Here, Ellie didn't try to hide her emotions and her frustration with the industry, which isn't something usually done in news articles. The overall article, personally, was very good. Ellie backed all her claims with facts and proofs and had done her research, unlike Tom.

- *BTS Aren't Ruining The Billboard Charts. They Were Already Broken – by Bryan Rolli*

Yet another article spilling the tea. This article, too, is a response to the Tom Breihan article. Bryan, just like Ellie, started his article with BTS's achievements. "This should come as no surprise to anybody who keeps abreast of pop music news, as dozens of prominent entertainment publications (Forbes included) have spent the past week churning out headlines about the Korean pop septet's new single breaking records on YouTube, Spotify and beyond." This was like a slap on Tom's face and supports my claim that Tom had not done his research on the group. I really liked how the article mocked the industry with genuine facts without sounding rude or frustrated. "He's talking about bundles. Billboard stopped counting these bundles toward its charts last July while also ceasing to allow physical music bundled with digital downloads to be reported as digital sales. That means artists must actually ship physical products before they can be counted toward the charts." By this statement, Bryan points out Tom's mistake. Tom missed out on the fact that the Bundles are no longer counted towards the charts, which was one of the main reason many mainstream acts charted high on charts.

"Just because a song doesn't fit your preconceived notions of what a hit sounds like or how it is achieved doesn't make it less legitimate." "To accuse them of ruining the pop charts in the process is to ignore decades of foul play surrounding the Billboard charts as well as BTS's own stratospheric success, which took years to cultivate and which shows no signs of diminishing." I believe that these two statements speak for themselves.

Bryan called out all the wrong-doers without sounding frustrated or angry, two of which could be felt in Ellie's piece. Both of the reporters covered the same news but gave completely different vibes. Nevertheless, I enjoyed reading both pieces.

- *BTS' RM expresses the feeling of freedom original track 'Bicycle' – by Monica Yadav.*

The piece talks about the new song titled 'Bicycle' released by BTS's leader RM for Festa, a two weeks event celebrating their debut anniversary. The article uses the word "unversed" before explaining what Festa meant. I wasn't quite sure as to what that meant so looked it up and learnt that it meant "not experienced, skilled, or knowledgeable." The way the article used it was funny and kind of savage.

The article explains about Festa and then quotes RM's letter that was released along with the song. One-fourth of the article quotes his letter and another one-fourth quotes the lyrics of the song Bicycle. These two occupy half of the article. The other half praises RM's lyricism alongside quoting John Eun who helped RM in producing, writing and arranging the song. The article finished off by talking about the Festa and Muster.

"RM's way with words can't be described in words. He is insightful, thoughtful, and comforting when it comes to music." I liked this line the most in the whole article.

- *BTS and the power of loving yourself – by Sevana Ohandjanian*

From the perspective of a fan, this piece is very well written. It highlights BTS's amazing lyricism, the bond with their fans, the amazing and lovely fandom, the charity both do, and one of the major reasons why BTS is known globally. It covers it all.

I would highly recommend this piece to people who have a little or no idea about BTS and their lyricism.

- *The Meaning of BTS' Jin's New Solo Song Will Make You So, So Emotional – by Michele Mendez.*

This is a very light-hearted piece. It talks about the song ‘Tonight’ released for Festa 2019 by Jin, vocalist of the group, in honor of his late pet. The article, similar to the Monica Yadav’s piece, starts off by explaining what Festa is and what happens during Festa. Then the piece talks about the few of the lyrics before wrapping up with the full translations of the song. This is a short piece. I liked the piece but I wouldn’t say I completely enjoyed it. I wished if the writer included a bit more of her feeling or probably few fan reactions, like tweets. I just felt that this piece was lacking something.

Words Count: 1022

Creative Writing Pieces

1. The Milky's Way.

There was once a girl, Milky. A cheerful, lovely, and bright girl who was loved by many. She light up the room she entered and was always there for everyone when they needed her. She would do everything without asking anything in return. People who knew her and were close to her always thought that she might not have anything to worry because she would always smile, which was true until that one day that completely changed her, and when her personality took a 360° turn. Milky always valued her family and friends the most. She would choose her family or friends over anything. They were the most precious things to her. She had many friends when she was young. However, when she grew a bit older the list kept reducing not because she would push them away rather because they would walk away due to various reasons. So when she was around 17 years old, she had only about five close friends. They were a gang of their own. The whole apartment (Milky lived in an apartment) knew her and her gang. Milky was so well-known in her apartment that people would often recognize her family through her. People would often say “Oh! You’re Milky’s dad” or “Oh! You’re Milky’s mom.” Milky’s friends were her biggest supporters and would always hype as well as help her. She had some of the best memories with them. Milky would often consider her friends as “Stars” and would always say that they are a constellation themselves. A group of 5 friends who make the best constellation in the whole wide world.

All this fell apart one day, when her constellation broke and shattered. Her five stars constellation broke apart when one star drifted away. So far away from her that she could only see her virtually. The star didn’t drift away alone, along with it drifted the other stars too. The now-so-perfect constellation was gone. The stars didn’t just take their and milky’s memories but also took away milky’s smile and her bright personality. The one star that got away first was the

star that had kept them joint together. You could say it was the center or the joining point. Milky who had a warm smile plastered on her face, who would talk to anyone and make them feel comfortable with her, had now turned the complete opposite.

Milky would always be ready to go out regardless of the time. But now she would always sit at her home and watch videos non-stop, regardless of the time. Her family, who was always happy and would always appreciate her for even the smallest thing she did, were now annoyed and worried about her. Milky would stay on her phone every day and not do any work. This made things complicated and her mom was annoyed at her for not helping her even a little bit. Milky would often hear her mom say “ You used to do everything before what happened to you now?” or “Earlier you used to do the work even before I told you to do it but now even after repeated telling’s you don’t do it. What’s gone into you?” Milky knew she was wrong and that she needed to change but she didn’t know how. She would always decide that she would help her mom but her body would just not move. It was like her body was no longer listening to her. She wanted to change so badly and wanted to go back to how she was or the least be someone new who was not this hopeless however deep down she knew it wasn’t possible. Until the day, she came across a video.

That video completely changed her life and this time for the good. The video and the people in that video made her want to change herself. The video was something she had never seen and was curious about it. So she looked it up and was amazed by what she had found. Milky wasn’t much of a music person and would rarely listen to music, which was until the day she saw that video, a music video. The singer’s in the music video become a huge part of her life. BTS and their songs helped Milky change. Through the BTS fandom, ARMY, Milky met the most beautiful and the most amazing people. The ARMY friends had now become her biggest

supporters and would always hype as well as help her. She now has some of the best memories with them.

Over time and with the help of BTS and ARMY, Milky walked out of her own little “dark” world and entered the real world where she caught up with her 4/5 stars again. Milky’s life seemed to come back on track. Milky who was so dull and reserved had now seem to open up a little and smile more. Milky, who thought that her life would no longer change and had lost all hope, was proven wrong by BTS and ARMY. They gave her the love and warmth that she wanted and that others failed to give her at that time. Not similar to the earlier day’s but Milky had turned into a brighter person.

On her way of losing and gaining stars, Milky had collected a galaxy of her own, which she would call “The Milky’s Way.”

2. Rain so divine which every color fails to define.

“Rain is not just droplets of water; rain is a feeling, an emotion.

Rain is sadness and disappointment.

Rain is beauty and strength.

Rain is the kind of divine, which no color can define.”

For the general idea, when clouds are filled with water droplets and these droplets get too large and heavy when joined together, it rains. This is what we have learnt about rain during our time in school.

But, is rain really just drops of water falling on earth just because the clouds were feeling too heavy and had forgotten to freshen up?

Rain is not just tiny droplets of water; rain is a wide range of emotion, actually a whole new emotion in itself.

When I was young, my dad always told me not to play in the rain or I would catch a cold or fever. Cold and fever were the type of sickness I hated the most and still do. Therefore, I would often avoid getting wet in the rain and would have the thought as to why people said that getting wet in the rain was the best and the most fun activity. I would often ponder over that thought, until that one day.

One day, my friend – fed up of the health lecture that I would give her every time she got wet in the rain – forcefully dragged me into the rain. I did try to flee thinking about cold and fever but all of that was in vain. My friend was like Hulk; her strength was something that I, to this day,

cannot beat. After repeated failures I gave up, anyhow I was completely wet by now. I saw her dancing, splashing water, and jumping in the puddles accompanied with loud laughter's and a bright smile on her face. I was intrigued as well as fascinated. Curiosity gives you a feeling of desperation and most of the times people give in to curiosity without considering the consequences, that's the effect of curiosity on you. In about five minutes, I'm having one of the best days of my life. I'm dancing as if there is no tomorrow, laughing as though I have never laughed in my life and jumping in the puddles as though I want the ground to break – all this with the brightest smile my face has ever shown. It was a new feeling, an emotion I had never felt and never knew I needed in my life. (Oh! And to my and the whole world's surprise, my dad didn't scold me. I think he kind of saw this day coming.)

That day, I fell in love and thought that this was the most colourful night of my life. From that day onwards, I eagerly waited for it to rain just so I could feel that emotion and relive that colourful night again.

When it rains people use umbrellas in order to avoid being wet. Umbrellas of all colours are seen on the street. The sound of the rain falling and the colour of the umbrella people are walking with – what a heart-warming and mesmerizing scene.

When it rains, people are either happy or sad. RM, a member of BTS, in his song 'Forever Rain' sings,

“I wish it rains all day; Cause then people wouldn't stare at me; Cause the umbrella would cover the sad face.”

Here, RM conveys his wish for it would rain every day, for when it rains people wouldn't stare at him and he could cover his sad face under his umbrella. This is one of my most favorite lines

because of how true it is. I believe many people do this, including me. And that we might have not noticed this, if not for it being mentioned here.

Many of you might already know that emotions have color. In art therapy, colors are associated with the emotions people feel. Warm colors, such as red, yellow and orange, spark a variety of emotions ranging from comfort and warmth to hostility and anger. Cool colors, such as green, blue and purple, often spark feelings of calmness as well as sadness. Now you might wonder, what does it have to do with the rain? Well, it has a lot to do with rain after all only when it rains can one see a rainbow.

The colors of rainbow are – Red, Orange, Yellow, Green, Blue, Indigo and Violet. These are the colors mentioned in the ‘colors of emotion’, if you may have not noticed already. As for Indigo and Violet, both the colors are either a shade of green, blue or red. Indigo is a greenish dark blue color while Violet is a mixture of red and blue.

Rain is often associated with sadness and depression. And rainbow, to most, can be associated with beauty and happiness. Rainbow appears when sunlight goes into a raindrop, bounces out of it, and refracts into the 7 colors of visible light. Rainbows are basically an illusion which can be seen but cannot be touched or approached.

After a heavy storm appears a beautiful rainbow which brings upon a smile on people’s faces and leaves them mesmerized and stunned. People, too, after a heavy storm of sadness and disappointment appear out strong and beautiful leaving people around them stunned and mesmerized, just like the rain and the rainbow.

Rain is the color of the faces it falls on, rain is the color of the people it brings a smile upon, rain is the color of the emotion it makes people feel, rain is the color of the rainbow, rain is the color of people and earth. Rain is not colorless; instead, is the most colorful.

Words count: 1852