

Report
Internship as a Newsroom Editor at DBC

By
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19303023

An internship report submitted to the Department of English and
Humanities in partial fulfillment of the requirements for the
degree of Bachelor of Arts in English

Department of English and Humanities
BRAC University
May, 2023

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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Acknowledgement

“Dear Almighty Allah,

Thank you for always protecting me and showing me the right path in my life.”

First of all, I want to thank Allah SWT for giving me blessings more than I deserve and for giving me the strength to fulfill my undergrad journey from BRAC University.

I am blessed to have such supportive parents in my life. They always showed me which path to choose but did not force me to do anything. They gave me the wings to fly. I am no one without my parents. I would like to thank my brother and my sister for believing in me and giving me strength whenever I needed their advice the most. My siblings made my Undergrad journey easier and happening.

With a deep sense of gratitude, I express my heartfelt thanks to all my faculty members and friends in my university. Sabreena Ahmed, Roohi Huda, Syeed Noman, Seema Amin, Anika Saba, Sabreena Ahmed, are those lights who always supported me and guided me throughout my undergraduate life. I would like to thank my friends who were there for me from the very beginning to the end of my university life with their constant love and support.

My dear supervisor, Tabassum Zaman, whose teaching gives me more power to think and analyze independently. She is an example of being humble and extremely supportive towards her students. Also, she explained amazingly how to write a report on Internship. I am truly grateful to her.

Lastly, I want to thank my onsite supervisor at *DBC News*, Naim Tarique for giving me the opportunity as an intern. He has faith in me and guided me throughout my internship process.

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Glossary

OOV: OOV is a script which is read by the news presenter. The OOV is made by the desk journalist/newsroom editor. It should not exceed more than 2 minutes.

Package: Package is also a script but it is larger than an OOV. The estimated time of the package is 3 minutes. However, this package is read by the newsroom editor as well as the news presenter.

Super: Super is the headline of a news article. When a news presenter starts to read the script a headline appears on the screen and that is called super.

Chapter 1

Introduction

When I was a child I always being annoyed by the news programs in the middle of entertainment, especially the TV show “Ittadi” on BTV. In the modern era everything has changed and now it is updated in our country. Moreover, we have many news channels where we can see only news for twenty-four hours. Nowadays people are dependent on the news channel on television to get authentic news because most of the social media-based news pages provide fake news. Even though people do not watch television that much, they can only rely on the television news channel to get the proper news. However, it is also true that many news channels have social media handles but they also know that they have two types of audiences, people in rural areas are dependent on television news channels rather than social media. So, news should be seen by all kinds of audiences.

I am fortunate that I had the chance to take my major in Media and Culture Studies at the Department of English and Humanities. When we see a news channel it looks perfect on screen but we do not know how the news is made and shown on the channel. To make a news report, reporters have to face certain rules to make it understandable to the audience. I experienced and enriched my knowledge about news media and writing news during my internship at DBC News. The Full form of DBC News is Dhaka Bangla Channel. DBC News is one of the best news channels in Bangladesh because of its authentic national and international news. I am grateful that I had the opportunity to work there as an intern at the International Desk. My work was to collect important news from renowned foreign online news portals and translate those in

Bengali. The news has to be very precise and at the same time authentic.

During my internship at DBC, I wrote several news articles mostly regarding international events. I had to gather key information for contemporary global events from several foreign sites such as Reuters and BBC. Since DBC is a Bengali news channel, I had to translate English news into Bengali while scanning for primary sources of news.

Some of the news articles that I had to write included the re-emergence and significant increase of COVID-19 cases in China, the protests in Iran regarding the headscarf, an IndiGo Airlines plane catching fire and being forced to land, and so on. I also worked alongside the chief editor to translate and write news regarding sports. At the same time, I shared my ideas regarding how the sports section could be improved through photos, catchy titles, a summary of the sports week, insights about matches, and so on and so forth. I had this in mind, especially in regards to the popularity of the world cup and how there is a larger target audience mostly focusing on news regarding football this year.

I gained several other skills during the internship period – including editing footage from live news reports and editing graphics aspects of the DBC channel, including the scrolling breaking news texts. Rather than focusing on just articles - working on the video and TV news channel side of DBC also provided me with certain skills on how to maintain and process information that is shown on TV channels. I believe this experience and newfound skills will further help me in my future projects, regardless of which company or agency I work for.

Some of the limitations I faced included the translation of certain English sentences into Bengali – as there are not always direct translations, and as such the author has to rewrite certain sentences in the most accurate ways. However, this was immensely helpful as I could eventually concisely summarize larger English articles into Bengali, which is also a significant skill.

Overall, I believe the first week of working with DBC has not only polished my previous skillset and added new ones, but also prepared me to work in a media industry with confidence.

I was introduced to the idea of fact-checking multiple sources before writing emerging current content. Cross-checking between several articles to see if most of the information, data and photos provided are accurate and represent what is actually going on at the ground level. Also, I learnt how to categorize which news gets the most priority and which ones do not get as much in terms of readership. International events that have socio-economic and political impact usually get the primary priority, regardless of whether these events influence Bangladesh directly or indirectly. Prioritizing and arranging which headlines and news come first and which ones come later was another skill that I picked up while working in the second week. Apart from working I acquired how to interact with people regarding issues of work, how to handle criticism and feedback from other editors and a few other interpersonal skills. I believe these skills will not only help me work in the media industry, but in any industry or organization that upholds such skills as relevant and necessary in the work environment. So far, I have gathered knowledge about writing news for television and gained interpersonal skills while working at DBC News. This will help me to start a career professionally.

Chapter 2

A Brief History about *DBC NEWS*

Dhaka Bangla Channel (DBC 24/7 News) is one of the new private TV channels of Bangladesh which provides service of 24-hour live news. It is mainly Bengali language digital cable television channel which has an English Department also. It started its journey on the 15th of June, 2016. About three months the channel was on test and on 21th of September, 2016 it officially went on-air. The channel has its own fully Earth Station which is used to broadcast digital signal to telecast Apstar 7 satellite whose downlink frequency is 4092 MHz.⁵ It transmits from its studio in Dhaka, Bangladesh and the satellite has a huge coverage area across the country. The logos of the channel have been designed by Sadek Ahmed.



Figure 1: Logo of *DBC NEWS*

The red indicates any emergency situation such as an ambulance, fire service etc. The logo of DBC News is colored red because it signifies that any emergency service and the fastest news

can be delivered to the public. In addition, this channel telecasts both English and Bengali news for both Bengali and English speaking people all over the world. From the beginning of its journey, this channel has become popular for its news presentation. It presents a wide variety of programming including news, talk shows, live talk shows, health shows, national and international sports shows, share business shows, and many other things. In addition, the DBC channel has incorporated a wide range of programs to attract viewership. They are listed below:

Rajkahon: is a talk show related to national and political issues of our country.

Choturongo: is an entertainment show.

Aurthony Songlap: is a talk show on Economy

This channel believes in good journalism which is the key element in making a good nation. It creates awareness among people of their rights and is dedicated to creating a sphere of public opinion and open criticism. DBC News believes in giving the news in a straight format, runs its operation based on the spirit of the Liberation War in 1971 and commits to provide correct information. Its stated objective is to maintain the sanctity of democracy and to show the power of information against extremism, militancy, falsehoods and provocations by providing objective and accurate information.

Chapter 3

Daily Activities at DBC News

Subject : Internship at DBC News

Dear Sir/ Madam,

We are pleased to inform you that we will provide an opportunity to your student **Sumaiya Akter Khushbu**, ID no : 19303023, to perform an Internship Program in our News & Current Affairs Department.

The internship program is for 03 (three) months, which will be started from October 26, 2022 to January 26, 2023, under the guidance of Mr. Tarique Mahmud Khan (Naim Tarique), Chief News Editor, News & Current Affairs Department.

Best regards


(Yesmeen Jahanara)
Head of HR & Admin

Figure 2: Appointment letter at DBC News

DBC News has few desks in the newsroom such as National Desk, International Desk and English Desk. I worked as an Intern at their International Desk. At first I was nervous but the work environment and co-workers were gentle and polite so I was comfortable shortly. I was assigned to write soft stories on my first day for practice. I wrote a script about a New Zealand couple who went missing from Iran. Moreover, New Zealand media reported that, “The newlyweds had not been imprisoned, but that they were unable to leave Iran and that their movements were being restricted and monitored by regime officials”. I translated the news from Reuters (an international news agency) and picked key information and wrote it precisely.

News on television is different from news articles. My responsibility was to choose news and write the script for the news presenter. After that, I had to collect the relevant footage such as videos from the internet and pictures to add to the script. In addition, when the News presenter reads the entire script that is called OOV and when the reporter reads the script that is called package. Package is larger than OOV. Package's estimated limit is 3 to 4 minutes and for the OOV it is around 2 minutes. Making news was the prior responsibility that my supervisor told me to do. After one week my supervisor Naim Tarique sir introduced me to new tasks which are updating daily headlines, top news, and scroll. Top news is the group of important news and it should be updated everyday. Headlines give the gist of the news and it appears before the news program. Moreover, scroll is a bunch of national and international news.

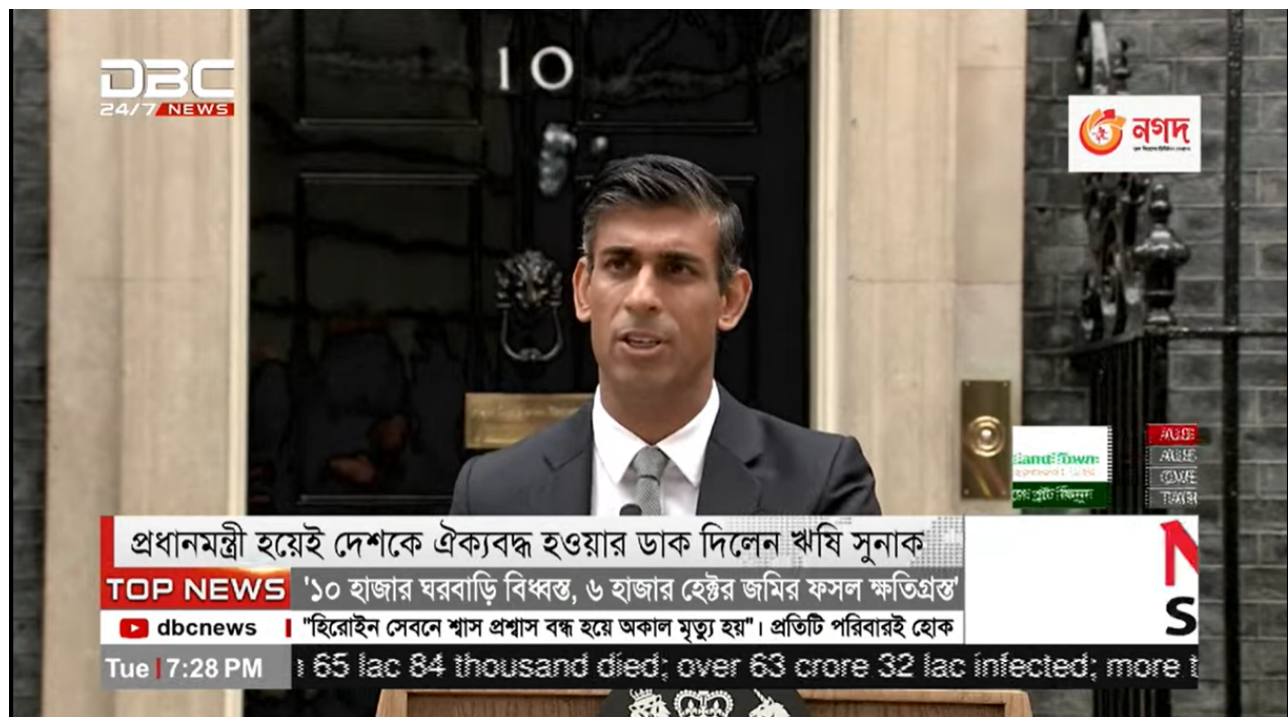


Figure 3: Headline, top News and scroll

At DBC News, I have learned a new style of writing reports compared to my undergraduate courses such Print Media (ENG 404), Editing (ENG 401), Copywriting (ENG 440) and Translation Studies (ENG 465), since DBC News follows the simple way of writing. While preparing news items, language has to be very straightforward and catchy to the viewers otherwise viewers can switch to the channel by using remote control. There are lots of television channels in Bangladesh so it is a question why people will watch news of a particular channel and what attracts people to watch news of that channel. The main thing should be kept in mind while preparing news is that, the more actual information a channel can provide to the public, the more the public will be interested to watch that channel's news.

I remember that the second week of my internship at DBC, I composed COVID-19- related news articles. The report discussed the existing status and the consequences of this infection. The news helped me conduct extensive research on the matter. Covering actual news was both educational and difficult for me. It showed me how news presenters give their news a voice and the methods involved in doing so. I also practiced soft story (These are light stories so it does not need urgent screening, but it is likely to be interesting to the audience) collectively. For example, Christmas holiday's and New Year eve. I learned of numerous landslides in other nations while reporting on the news. The most interesting exercise I had was learning how to give a voice on news. I was always intrigued by newscasters and curious about how they communicate the news. Working in DBC enabled me to work behind the scenes of these programs and capture the true essence of news broadcasts. People are captivated by the news of COVID-19, therefore I had to collect true facts and surveys to deliver valuable and accurate news to the public so that they do not receive incorrect or manipulated information and become alarmed. COVID-19 has been a sensitive topic that required careful handling. Packaged "soft stories" were exciting to practice. The soft stories must be enticing to the audience and give them a joyful atmosphere, which I practiced incorporating into my writing.



Figure 4: News on COVID-19

Chapter 4

News making for International Desk

Making news for the International Desk was the main job. I had to check all the leading international online news portals such as BBC, Reuters, NDTV, Hindustan Times, Al-jazeera, to collect the important news and translate the news for news programmes. Furthermore, choosing which one to write was not easy because my supervisor advised me that before writing a news article we have to look into two main factors which are proximity and timeliness for the international news. For example, COVID-19 increased in China and the country went into lockdown again and India's first voter died at the age of 105. These two incidents were newsworthy because it is important to know by everyone who was India's first voter and how he died. On the other hand, it is also very important to know about the latest COVID-19 news because it is still here with us and anytime it can spread massively.

Firstly, when I am done with choosing the news I read the news thoroughly. After that, I copy and paste the news, then mark or highlight the important points on the word document. Then, I started writing on Octopus software which is designed for the newsroom. Translating news is not easy because we need to explain all the incidents in a few words and precisely, the time limit for every news is around 2 to 3 minutes for each news. When the script was done I had to add "Super" which means the headlines while news on air. After translating the script I had to collect relevant footage for the news, as Reuters is the paid source of collecting footage so there was no issue in copyrights or the credit. When I collect any footage from YouTube or other sources then I have to put "Collected" and blur the source name from the video and all these tasks performed by the video editor and my role was there to guide him where and how to put the footage by

maintaining sync with the script. After writing the script and adding the footage one of my senior colleagues checks the script and fixes the error if they find any.

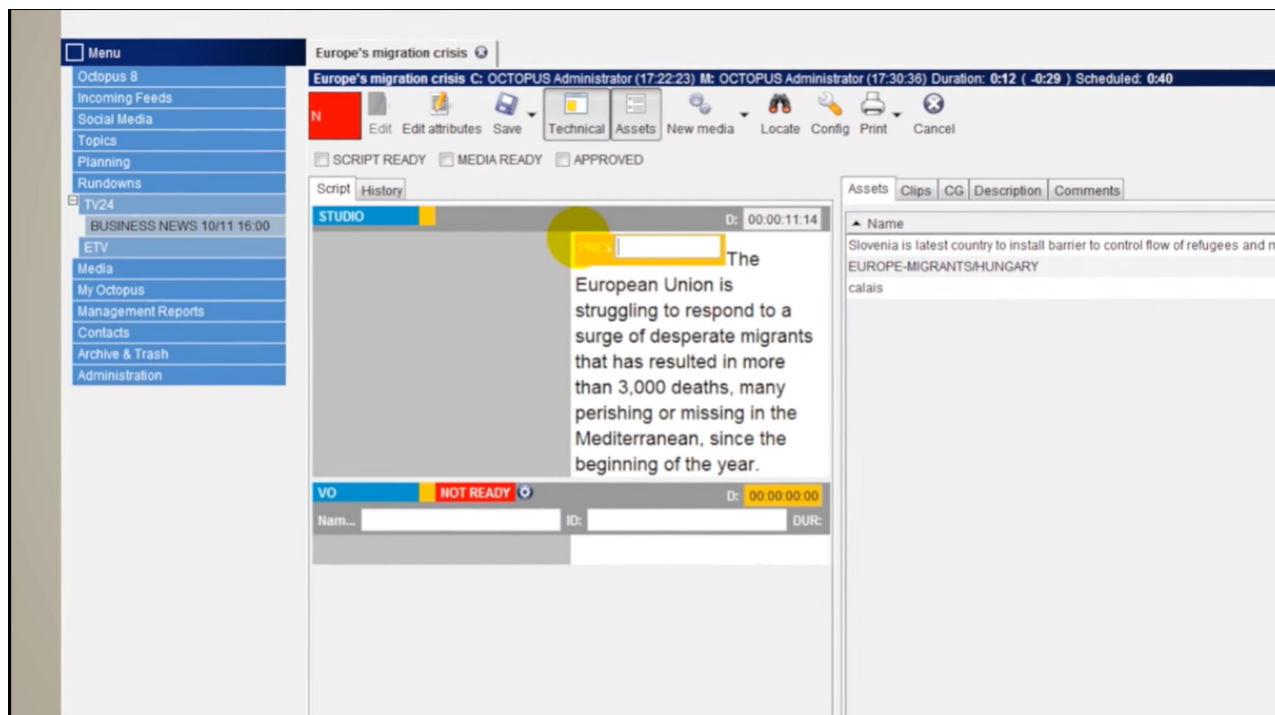


Figure 5: Octopus Software

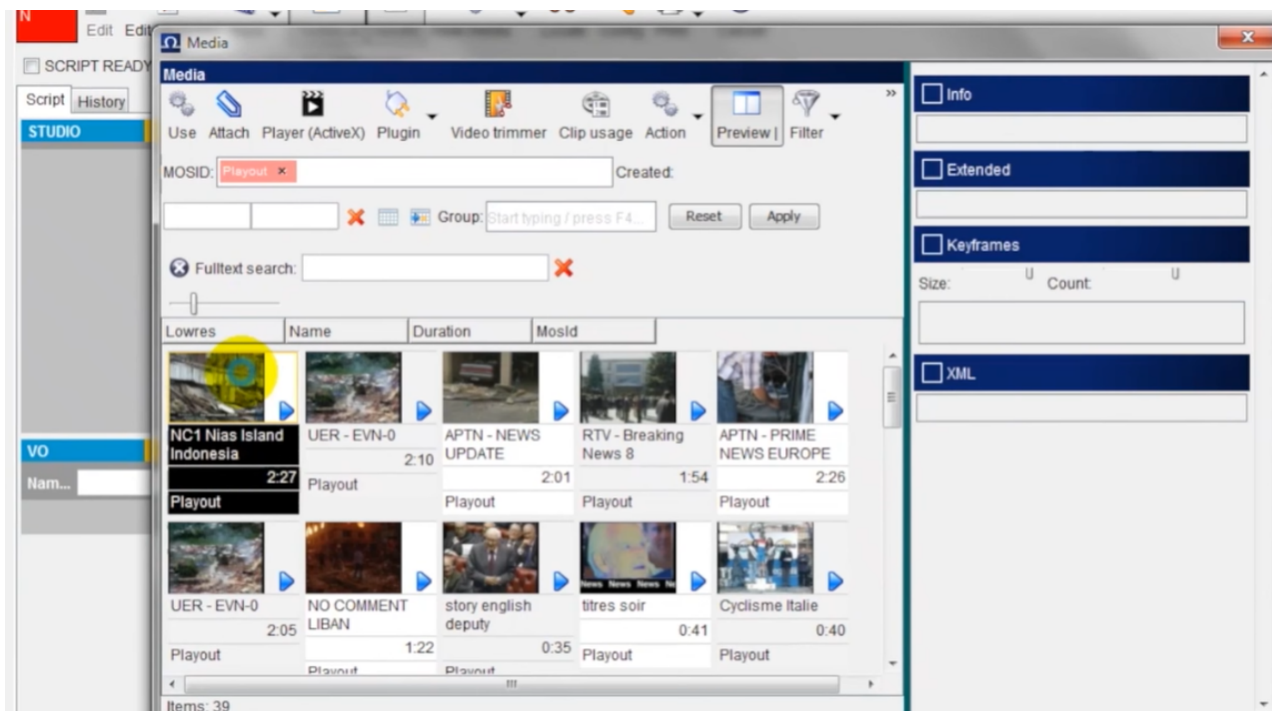


Figure 6: Footage preview on Octopus



Figure 7: Super/Headline

I also observed senior writers to learn how to create headlines. Organizing news in a more efficient manner, as well as scrolling techniques. To create captivating headlines, I must first examine the most effective approach. I followed the example of my seniors. They were quite helpful in this regard. There are certain guidelines to follow while crafting headlines. I imitated how my seniors made headlines while keeping in mind the norms. Every piece of news must be presented in an orderly fashion. No matter how smart the writing, if the news is not arranged correctly, it will be difficult for readers to follow. I learned how to organize the news so that people can understand the proper order of each story. Besides, scrolling is an important function on the television screen. For time limitation not every news can be reported promptly. There are constantly breaking news stories that cannot be censored in the news. Therefore, scrolling enables individuals to be aware of

events occurring in real time. This week taught me how to operate scrolling.

Chapter 5

Making Packages

Package news is an innovative way to convey news to the audience and the longest type of news storytelling. It is a kind of news with more detail that has a form of storytelling, characters, entertainment value and facts that deliver in-depth coverage of news by investigating. It includes the most recent and significant incidents on innovation, science, showbiz, trends and other issues of interest throughout the world. A news package usually runs for 1:30-3:00 minutes in length.



Figure 8: Package on Christmas

In figure number 8, you can see that the duration of this video is 2 minutes. As I mentioned that a package should not extend above 3 minutes because the strategy is to hold viewers attention. The most concerning part was to write the package and to do research. After reading it, I had to choose some reader friendly words and write the script in very few sentences. While writing a script for a package, I should keep in mind that there will be video sound and speech between the footage, and that the reporter should be able to finish his speech with pauses.



Figure 9: Package on Ukraine and Russia War

This package was very difficult for me to write as it is a very sensitive topic but my colleagues helped me throughout the time and I got to learn so many things from them. For example, how they express a situation with simple words and sentences.



Figure 10: Package on 6 killed in California shooting

I wrote this package with the help of my supervisor. One day he told me to do news for the English Desk and I did it. My supervisor wanted to see if I can take the pressure or can manage to write the script for English news. It was a great experience and he gave me some short news to cover. In this news mainly I covered how many people died, injured and where it happened. Also, if they were taken to the hospital or not.

Chapter 6

Work with on-site supervisor

Working with my on-site supervisor was exciting as well as challenging. The on-site supervisor made me learn new things every day and gave me English sports news to cover. He asked me to choose a headline for the news and then I came up with “Bangladesh’s dramatic win” and my supervisor was satisfied with the headline. As I have already mentioned, During the fifth week of my internship, I observed senior writers learn how to create captivating headlines. Organizing news in a more efficient manner, as well as scrolling techniques. To create captivating headlines, I must first examine the most effective approach. I followed everything that my supervisor told me to do. My supervisor was helpful enough and he also gave me a Bengali dictionary for a while so that I can use words wisely. There are certain guidelines to follow while crafting headlines. I imitated how my seniors made headlines while keeping in mind the norms. No matter how smart the writing, if the news is not arranged correctly, it will be difficult for viewers to follow. I learned how to organize the news so that people can understand the proper order of each story. There are constantly breaking news stories that cannot be censored in the news. Therefore, scrolling enables individuals to be aware of events occurring in real time. While writing a script for a package I faced difficulties but Naim sir made everything easy for me and he guided me throughout the internship. He told me that the topic of your package and work sentence structure and expression should be lively so that people watch it fully, if your package is dull and boring people will change the channel. He also added, your news should be based on people’s needs and demands. His instructions helped me a lot to write a better script. I have also practised voice recording in the panel. The panel was where our news's visual elements were edited by the experts. For example, footage cutting, voice recording, footage collage and so on and so forth. I have also covered the

news with the help of my English desk senior's which was about the Russia and Ukraine war. They enlightened me with some important points which helped me to highlight those in the script.



Figure 11: OOV

Chapter 7

Internship Experience

I was excited to go to an office or an organization and experience how an office works. Because students in media and cultural studies have the opportunity to intern at news stations, newspapers, or advertising firms. Therefore, when my internship semester started, I joined DBC News. I was excited to experience journalism at DBC News and was nervous because what would happen if I could not execute my duties properly.

I started my internship at the DBC News on October 26th, 2022. Our respected HR ma'am commanded that I have to maintain office time strictly but they would be flexible if I have any classes or exams. Also, I cannot leave the office without letting anyone know. Any seniors should be informed before I go.

On October 27th, I started my work at 8 AM. I am grateful to have such a supportive team with me at DBC News. My supervisor, Naim Tarique sir, was extremely kind to everyone whenever we needed any help. All my co-workers were so polite to each other. Whenever I needed help they willingly guided me.

The encouragement I received from my teammates pushed me to work harder everyday. I believe that a person's work environment, teamwork and support can encourage every individual in multiple ways. The tiniest task is just as significant as the largest on this broadcast platform. As a new intern, I was hesitant to communicate, even though I had to interact with my co-workers on a daily basis. As a result of this conversation, I became more invested in and dedicated to my work.

Moreover, when I had to make packages, I needed to be very cautious all the time. That particular work made me understand the importance of being attentive. Not only that, being punctual, polite towards others and respecting everyone are some of the main points I learned here at DBC News. For example, here I saw how seniors behave with juniors with immense respect. It made me understand that every individual is equally important.

Furthermore, my workplace taught me time-management skills and professionalism. Since media networks are continually engaging and ever-changing, time management is critical in the digital market. Working shifts from 8:00 a.m. to 3:00 p.m. was the norm for me. After office, at 3:30 I had a class with Roohi Hooda ma'am. So, the time was convenient for me to manage as the walking distance was for 5 minutes. Furthermore, on exceptional events, such as public holidays or religious festivals, there appears to be an increase in the normal flow of news items. I was stressed and anxious about the amount of work I had, yet I always completed my tasks timely. Besides, my seniors in the office were cooperative towards me and I fulfilled my duties accordingly.

Chapter 8

Theoretical Application to the Internship Experience

I chose an internship for experience and wanted to connect or relate with my bookish knowledge and my major subjects. As I have mentioned from my teens I always wanted to be a part of a news channel, when I got that opportunity I could not resist myself to grab that. Moreover, I got the chance to see how the media actually work. Therefore, during my internship at DBC News I gathered practical knowledge and sometimes I was amazed to see how beautifully I related all my bookish understanding in my workplace. Translation Studies (ENG-465), Editing (ENG-401), Globalization and Media (ENG-333), English for the Print Media (ENG-440) are some courses I will use to connect theories to my internship experience.

First and foremost, my onsite supervisor from the very beginning enlightened me about how to pick news because I was an intern at their International Desk. My work was to choose important news from authentic online portals such as Reuters, BBC, Hindustan Times, NDTV, etc and then translate the news precisely. In television we are not allowed to give much news, they are focusing on the quality not the quantity. Here I have applied five value factors which I have learned in ENG 440. These are Timeliness, prominence, proximity, consequence and oddity. While I was working I applied timeliness, prominence, and oddity most of the time. Timeliness is to write the script and on air it the exact same day when the incident happens. There is no room to show news that happened two days or weeks ago. For example, I was writing scripts about Covid19 which suddenly started spreading in China and when Rishi Sunak became Prime Minister in the UK. These two news stories were the most popular news at that time and everyday

got new updates on these issues. It was necessary to give updates to the audience about these matters.



Figure 12: News on Rishi Sunak

Prominence is the significance of a news story. For example, employees of Twitter quit their jobs after Elon Musk Owned it. This news had an impact on people globally and started criticizing Elon Musk. Why he did this to the employee was a significant question in the news. We saw many employees quit their job after Elon Musk's extremely hardcore work ultimatum.

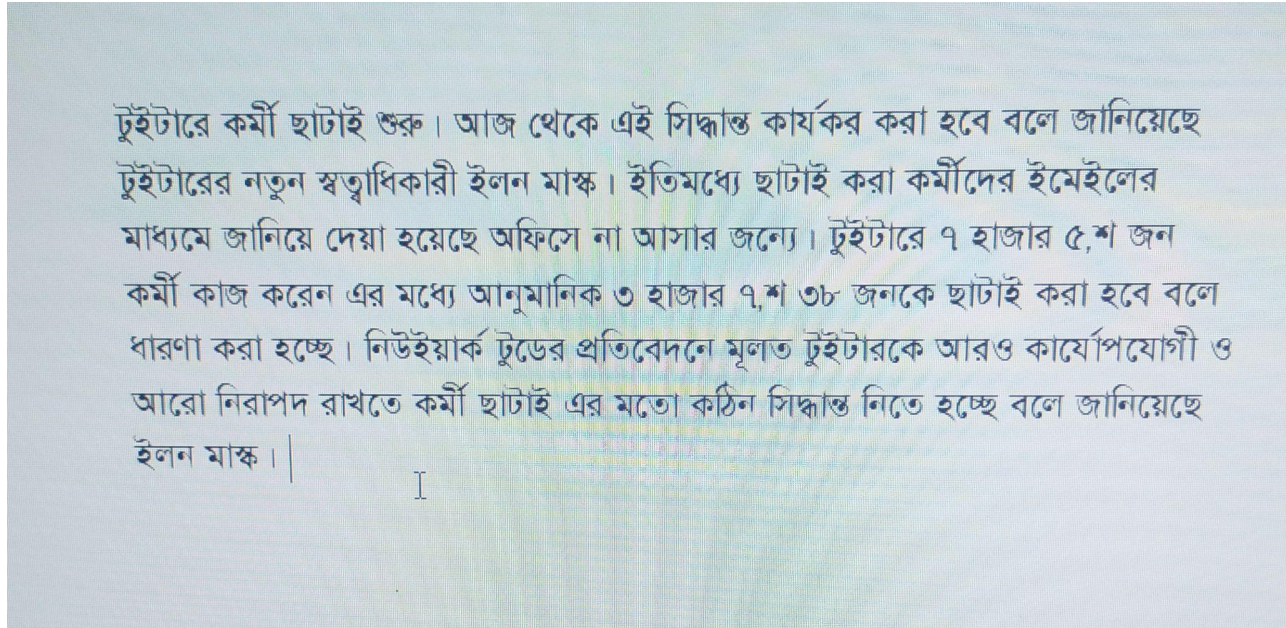


Figure 13: News on Twitter

First, we got the news of firing employees then we found the reason behind it. When the reason came out, that reason was the significance of the story. He fired employees to maintain the privacy of Twitter and wanted to make the place safer with new creative people. Significance of a news story can be changed and reporters should follow the gist of the news and present it to the audience.

Oddity is a different form of news which does not appear everyday. This type of news gets more attention than the usual one. The reason behind this may be the interest of people and they enjoy different news to watch and discuss about it later with their closed ones. During my internship I have got a local story to cover. As I have said, my supervisor wanted me to have knowledge about the entire newsroom. So, one of my senior colleagues and I worked on a local story which caught the audience's attention. The story was about a woman who is a fraud and did illegal things to her temporary partners.



Figure 14: News on Fraud Woman

As an intern of the International Desk at DBC News, my first work was to translate the news precisely and presentable in Bengali. Here, I have followed each and everything from the course which is ENG 465 (Translation Studies). In this course Sabreena Ahmed ma'am gave us many exercises to practice and present it in class. There were many rules to follow but I have applied three rules from the course which are choosing words, sentence's expression and structure, and being precise. Furthermore, ma'am told us that when you are translating in any language it should be precise and choose words wisely so that local readers can understand the translation easily in their own way. It should not be translating words by words but having to pick the gist of the story and try to make it as simple as possible in translation.

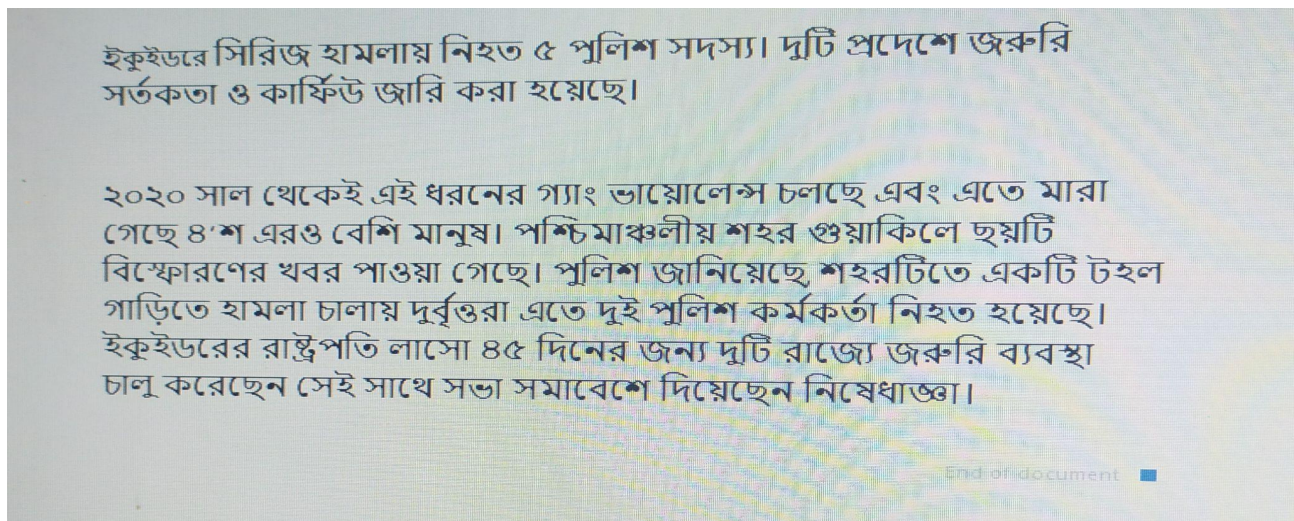


Figure 15: News on Ecuador gang attack

In this news I have not changed the word “Gang” in Bengali because I thought that gang is an easy word to catch and understand by the viewers and it's a familiar word. On the other hand, I have translated the word “Rogues” to “দুর্বৃত্তরা”. Translation was very tricky but at the same time enjoyable. I enjoyed the course too. Especially the way ma'am taught us was helpful and it was easy to apply it while interning.

Secondly, I would like to discuss the "Panopticon," which I studied in Cultural Studies (ENG331). This hypothesis was proposed by Jeremy Bentham, an English philosopher and thinker. For instance, a controlled or observed architecturally constructed institutional skyscraper. Bentham's panopticon is designed around a central tower surrounded by cells. The watchman is stationed in the central tower. The cells accommodate inmates, labourers, or children, depending on the role of the structure. Because of the tower's tremendous light, the watchman can see everyone in the cells. Individuals in the cells, on the other hand, cannot see a watchman and must assume that they are continuously being monitored. Michel Foucault, a French philosopher and critic, expanded the panopticon to depict societal control that reaches into everyday settings for all persons, not just those in prison (Foucault 1970). He contends that social citizens are continually absorbing authority, which he describes as one type of power for established norms and organizations. A driver, for example, may stop at a red light even if there are no other vehicles or cops in the area. Even though there are no consequences, the police are an accepted authority; people tend to respect the rules since they are self-imposed. As a result, my supervisors and seniors constantly observed me during my internship.

John Berger, the English art critic and novelist, beautifully described it in his book *Ways of Seeing*. According to Berger, an advertisement creates beauty by making viewers envious of an imaginary situation version of themselves that will become reality if they purchase a product. According to John Berger, "Publicity persuades us of such a transformation by showing us people who have apparently been transformed and are, as a result, enviable. The state of being envied is what constitutes glamor. And publicity is the process of manufacturing glamor "(131). Most individuals are keenly interested in celebrity rumors and news. They are always aware that their life is falling short of expectations. Many people become enamored with celebrity culture because they aspire to be famous. They find celebrity lives interesting, exotic, and mysterious. As a result,

many people aspire to live lifestyles similar to theirs. As a result, most individuals prioritize celebrity news over other essential news. This celebrity culture is appealing because the capitalist market promotes the desire to be or learn about their lifestyle. Many people seek out unnecessary criticism in order to relate the "celebrity life" with their own.

I do not think DBC News is the only channel or medium that constantly sells information about the glamorous world. If we can look outside of our country from India to America every individual is obsessed with the celebrity and their lifestyle and the media knows how to grab people's attention. For example, Pori Moni (Bengali actress) became popular after she got pregnant, she was popular before but people showed more interest when she conceived a baby. So, like DBC News, many other channels and online news portals covered the news in a different way and overnight it became an important national news because people want to know more about the matter. Also, DBC News has a program which is called "Choturongo". In this program they show celebrity lifestyle, news about films, drama, award shows, etc. News media are aware enough to create news based on celebrities or any other interesting matter.

The German philosopher and sociologist Theodor W. Adorno discussed the "Culture Industry" in his book "The Culture Industry (Selective essays on mass culture)". Also, he argued that the culture industry commodified and standardized all art. In turn this suffocated individuality and destroyed critical thinking. The majority of it is made up of news and media, but it also includes movies, music, show business, and fashion. Adorno contends that the cultural business is harmful because it tends to destroy analytical perspectives or opportunities. He claimed that by creating and disseminating cultural commodities through the media, the cultural industry abused the general populace. People lose their cognitive flexibility as a result of mass cultural consumption. Regardless of their financial situation, individuals were docile and satisfied thanks to the small

pleasures offered by popular culture. People were upset as a result of all these media-related topics, which made the celebrities affluent and successful.

According to Manfred B. Steger, globalization is a multidimensional phenomenon, creating economic, political, cultural, and even technological forms of connectivity. We meet new people, discover new things, and study new topics. "Cultural globalization involves the formation of shared norms and knowledge with which people associate their individual and collective cultural identities," said James Paul and Stager B. Manfred in their essay "Globalization and Culture, Volume 4 -Ideologies of Globalism." It promotes greater connection across various communities and civilizations." Globalization brings people from all around the world together. All of these events, from the conflict in Russia and Ukraine to the football games between Brazil and Argentina, are relatable to us and have an impact on us in different ways. Cultural globalization refers to the communication of thoughts, understandings, and value systems around the world, as well as the extension and improvement of social ties. This system is distinguished by extensive consumption of cultures propagated through the Internet, popular culture media, and internationalization. Cultural globalization entails the development of social conventions and understandings that people use to establish their personal and collective cultural identities.

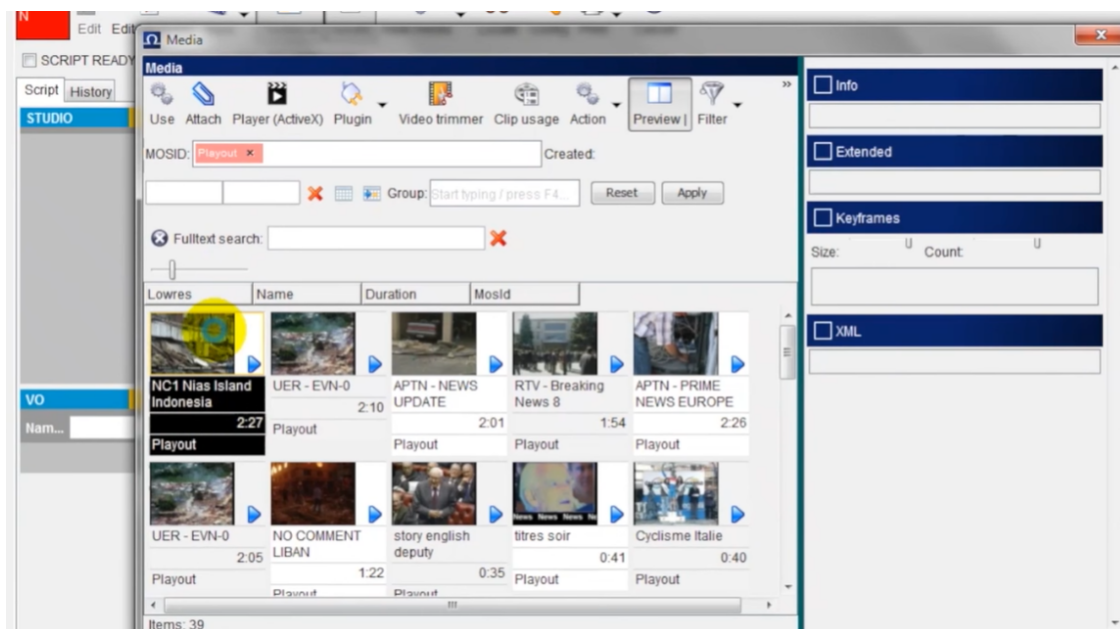
Chapter 9

Conclusion

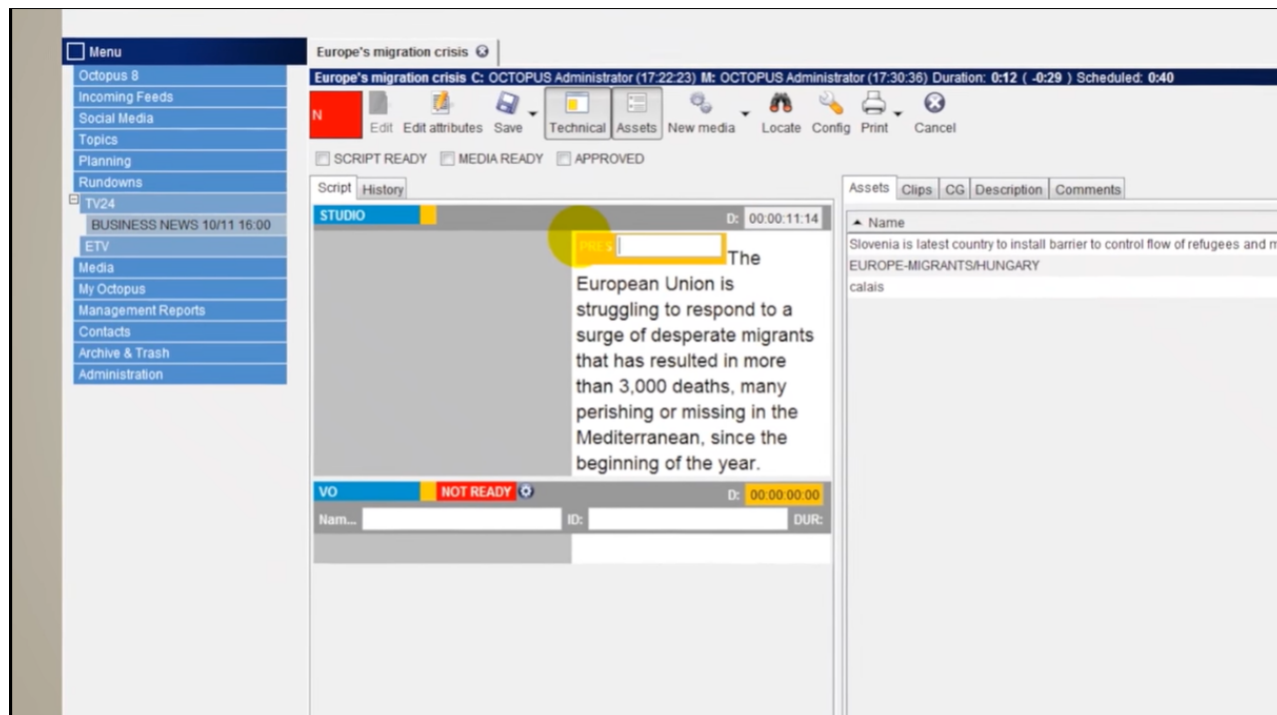
In conclusion, I would like to express my gratitude to the Department of English and Humanities for providing me with the opportunity to learn and explore. I am appreciative of my professors since they never lost hope in me and guided me on the proper path. I never realized the significance of practical life when I was studying. I never realized how drastically different the real world is from merely being a university student. I'm grateful to Naim Tarique sir, my boss at DBC News, who mentored me with a lot of compassion and patience. He lectured about and exemplified the journalism industry, as well as how to conduct oneself professionally. I have learned the value of time, the need for respect for others, and the necessity of patience and timeliness during my academic career and internship. Knowing that time and tide do not wait for anyone has made me treasure time even more. I count it a privilege that my major stream is Media and Cultural Studies. I was schooled by people, the community, lifestyle, feelings, and sentiments—all of which are relevant to journalism. The DBC News taught me the value of integrity and modesty in the workplace. I will always remember the lessons I learnt here, and I will keep applying them moving forward. I am appreciative of the support and encouragement I received from my DBC News coworkers at every turn. I initially entered the vast field of media through an internship, where I worked as an employee. This is not the conclusion of my journalistic career; rather, it is a new beginning.

Appendix

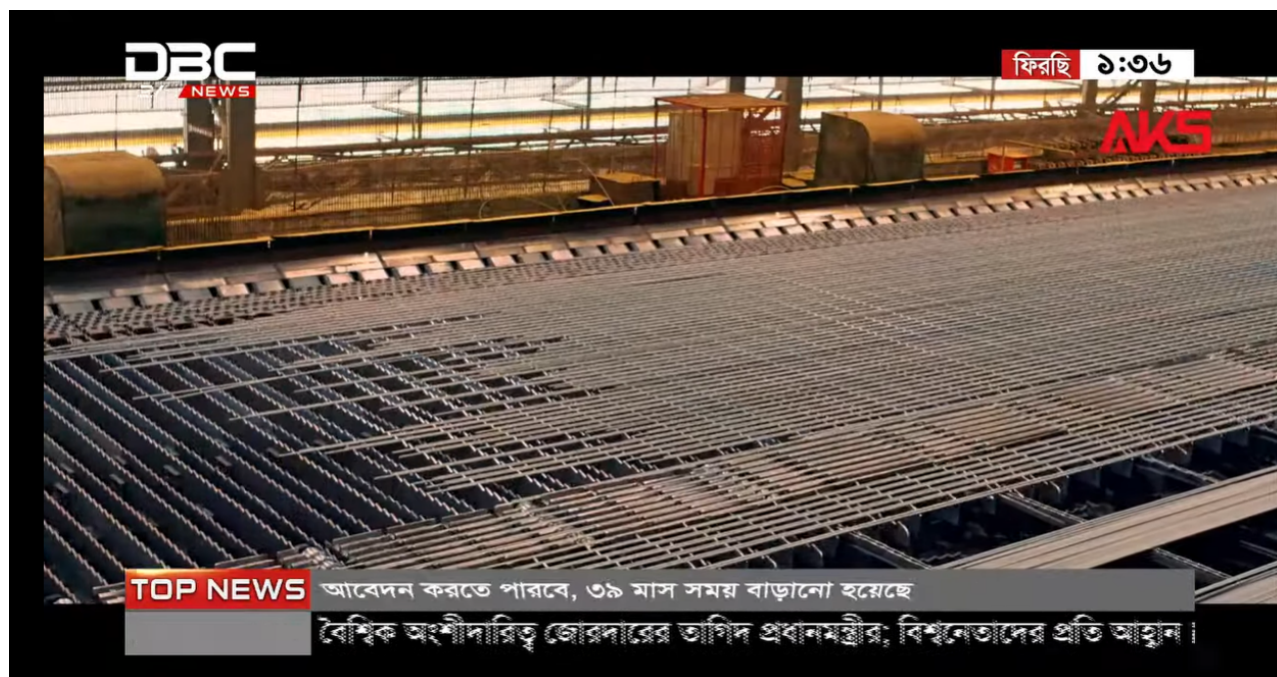
Newsroom activity during the internship period at Dhaka Bangla Channel (DBC News) is attached in this section for review.



Picture 1: Footage preview



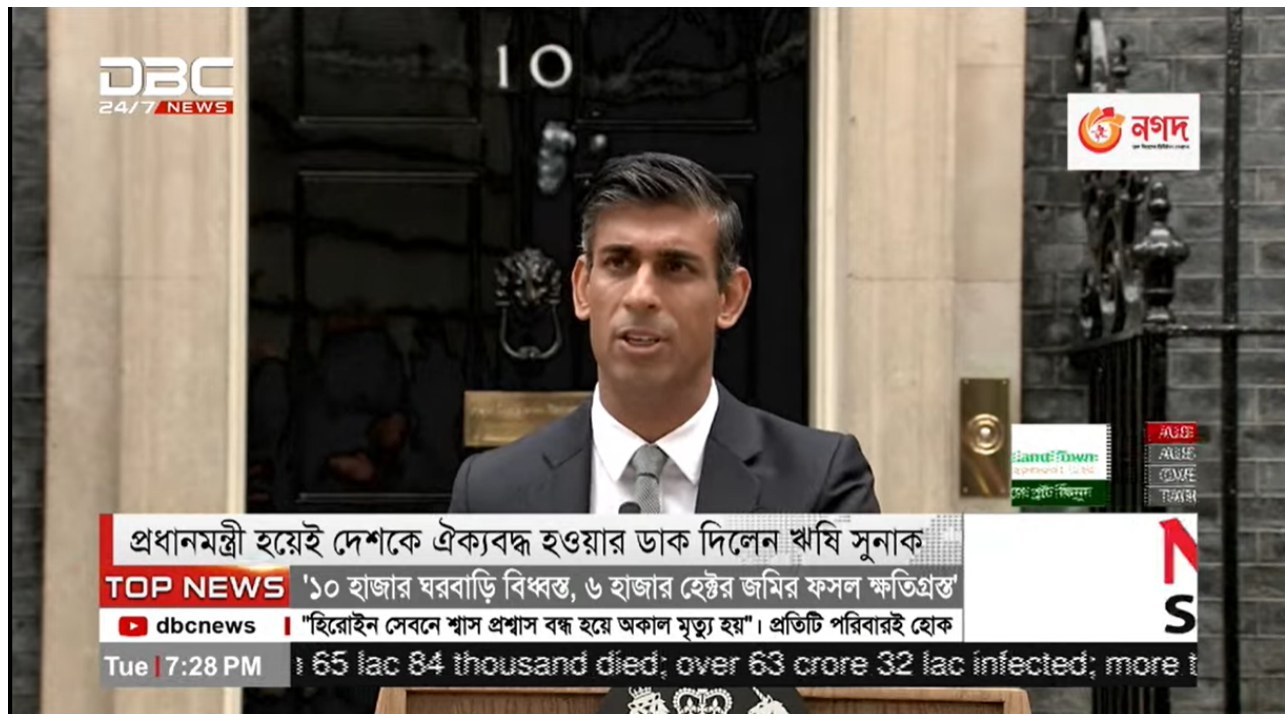
Picture 2: Octopus



Picture 3: Scroll



Picture 4: Super (Headline)



Picture: Top News

Internship Certificate



Date : Monday, 23 January 2023

INTERNSHIP CERTIFICATE

This is to certify that **Ms. Sumaiya Akter Khushbu**, ID No. 19303023, Major in Media and Cultural Studies of BRAC University has successfully completed an Internship Program in DBC News (Dhaka Bangla Media & Communication Ltd.), under the guidance of Mr. Tarique Mahmud Khan (Naim Tarique), Chief News Editor, News & Current Affairs Department, between October 16, 2022 to January 16, 2023.

We wish Ms. Khushbu all the best in her future undertakings.


(Yesmeen Jahanara)
Head of HR & Admin

Work Citation

Berger, John. *Ways of Seeing*. BBC and Penguin, 1972.

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