

Report On
Learning the Cosmoses of Digital Media at *The Tech Academy*

By

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Bachelor of Arts in English
Department of English and Humanities

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Learning the Cosmoses of Digital Media at *The Tech Academy*'

An internship report submitted to the Department of English and Humanities of
BRAC University

By

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In partial fulfillment for the Requirements for the Degree of

Bachelors of Arts in English

May 2022

Declaration

It is hereby declared that

1. The internship report submitted is my original work while completing my 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 have acknowledged all main sources of help.

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Approval

The report titled Learning the “Cosmoses of Digital Media at *The Tech Academy*” submitted by Mehjabin Hossain (17203031) on Spring 2022 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts in English on May 10, 2022

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Acknowledgement

“Things do not happen. Things are made to happen”- John F. Kennedy

I always believed that things are made to happen. As I start my internship report, I first would like to thank the almighty for giving me needless opportunities to pursue my studies in my preferred field, and for giving me the ability to step on the road to achieving my dreams. I would then like to thank my parents without whom I would not be able to grab the slippery sand and dunes of life. I would like to thank all the faculty members of Brac University, especially those of the Department of English and Humanities, for having guided and counselled me throughout my undergraduate degree. Without their constant support and guidance, I would not have made it through my undergraduate studies.

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Glossary-

TTA - TTA is the full form of The Tech Academy

Copy- Copy is text or written material that can be used in or for photographs, videos or any kind of product or service that intends to persuade, sell or educate consumers about the same.



Chapter 1- Introduction

"The pen is mightier than the sword", states the English author Edward Bulwer-Lytton which certainly means that the power of written words is so much more effective than the act of violence.

The term " Media and cultural studies" is not confined to journalism only. We often tend to limit Media and cultural studies to journalism only and it would be unfair to do so. Hall stresses that culture is about the meaning and as such "permeates all of society." The Media and Cultural Studies program not only emphasises the study of media in their social and historical context but also in their economic and political context. It looks at how media companies develop and distribute cultural forms, as well as how they echo in everyday life on a personal, national, and global level.

Media provides one with a platform and a voice through which one can reach millions, be it through words written in newspapers or words spoken on various platforms like television, youtube, social media, websites, etc. Not to mention, Digital media has become one of the most powerful forces since the stride and glide of the pandemic. With the outbreak of covid in 2020, Digital media has become the most used and most effective tool, be it marketing, branding or

learning. For example - schools and universities opted for digital platforms to conduct classes since the Covid-19 outbreak. According to an article published by [*Forbes*](#),

“Digital is likely to be the clear winner, and companies – including ones that may not have had a Facebook page before – will need to adapt to the digitization and move into social marketing, content marketing, SEO and influencer-led campaigns.”

Digital marketing has become almost essential for any business particularly due to its low costs and straightforward policies. Bangladesh as well is not behind in the field of digital media and digital marketing. I have always wanted to share my voice and my thoughts with the masses. I have always craved to get connected and communicate with the community, with the mass of men and women. To me, Media and Cultural studies were intriguing and fulfilling at the same time. Taking up media studies could not only open my doors to connect with the community through writing but also through presenting, speaking, communication, designing and marketing! After I opted for pursuing Media and cultural studies, I encountered many courses that helped me grow, learn and equip me with the necessary tools to face the real world. Starting with the very interesting courses ENG 333 and ENG 331 which are Globalization & Media and Cultural Studies: Theory and Practice respectively indeed doubled my fascination with this field. Globalization and Media taught me some very important theories and introduced me to Kafka’s elements of realism and fantastic and of course sprinkles of Modernism. I learned theories related to Globalization, Consumerism and mediascape. ENG 331, which was a combination of both theoretical and practical knowledge, was one of the most interesting courses I have ever encountered. With this course, I had the opportunity to gather knowledge on intensive theories such as cultural hegemony, simulation and hyperreal, high culture and popular culture and many more. We were also taken to an exhibition visit at Bangladesh Shilpakala Academy. Moreover,

we also had a class where students sang cultural songs, recited poems and danced to a cultural song where I was a participant. This practical knowledge certainly helped me to understand cultural theories better. Courses such as ENG 401, ENG 440, ENG 466 which concentrated on media are the courses which helped me immensely to learn various methods of writing and also improve my writing skills. These courses not only helped to gather knowledge on the basic terminologies but also tids and bits of writing which are absolutely necessary. Starting from Copywriting to Editing to transcribing and translating, these courses had covered them all.

I am thankful to all my faculties who have helped to grow and taught me with utmost patience. I am also grateful to my supervisor Mr Fardin Wadud Ananta and the CEO of The Tech Academy for giving me the opportunity to explore, practice, learn and unlearn things that I always aspired to. My internship experience has definitely helped me to be more confident and self-reliant. Moreover, this internship experience has given me the opportunity to learn about the digital media marketing system and understand its work. Additionally, through my work, I have learned to become more outgoing and unreserved. I truly believe that my internship experience has given me the opportunity to apply my learning in real life and taste the bittersweet world of corporate life.

Hence Rebecca Ross Quotes: “Passion is wholehearted devotion; it is fervour and agony; it is temper and zeal.”

Chapter 2- History of The Tech Academy



The Tech Academy (TTA) is a brand of Gamify Limited. It's a space where futuristic science, technology, and innovation education is created, produced, and taught to children in Bangladesh and around the world!

TTA The Tech Academy– a brand of Gamify Limited STEM'ifying and Gamifying Education in Bangladesh and Beyond is a fusion of an Academy and an Innovation Lab and is also a social enterprise that teaches children (aged 8 to 16) Animation, Game Development, and Robotics to develop better critical, analytical, and problem-solving skills.

Since 2013, The Tech Academy or TTA has been focusing on **restructuring the education system** of the country by introducing **new, innovative, and custom-made methods** for creating a friendly, safe and fun environment for the children to flourish their creativity.

TTA's main goal is to make children fall in love with school and learning by **gamifying** the whole experience, all while teaching futuristic technology-enriched topics.

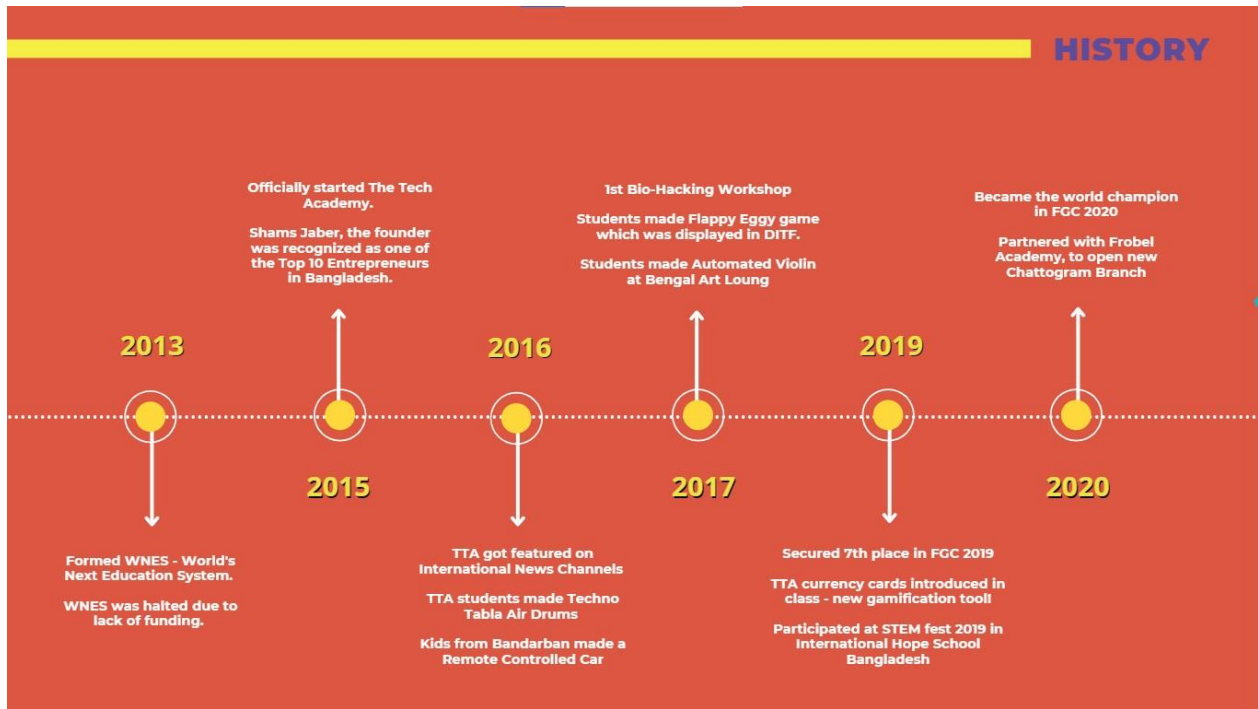


Figure 1: History of TTA

In February 2013, Mr Shams Jaber, the founder, came up with an innovative idea of an alternate school for street children. Numerous volunteers from BRAC University joined the cause.

Later that year, WNES School of Robotics was formed - World's Next Education System to teach children programming, robotics, and engineering. However, The Project required a lot of

funding, and due to the shortage of resources, project WNES could not sustain it.



Figure 1.2: Education For Everyone

In the year 2015, The Tech Academy launched itself officially and started its operations in *Moar*, Banani. From then till 2022, The Tech Academy has made numerous strides along with an International Championship Award and JBYA 2021. TTA's office is now known as The Fablab Dhaka and is conducting its operations in Fablab along with a branch in Chittagong. Moreover, TTA has also conducted its operations in Indonesia and Jakarta and is continuing to work towards achieving its goal, i.e. to Revolutionise the education system through GAMIFICATION and To make children fall in love with learning by gamifying the learning experience.

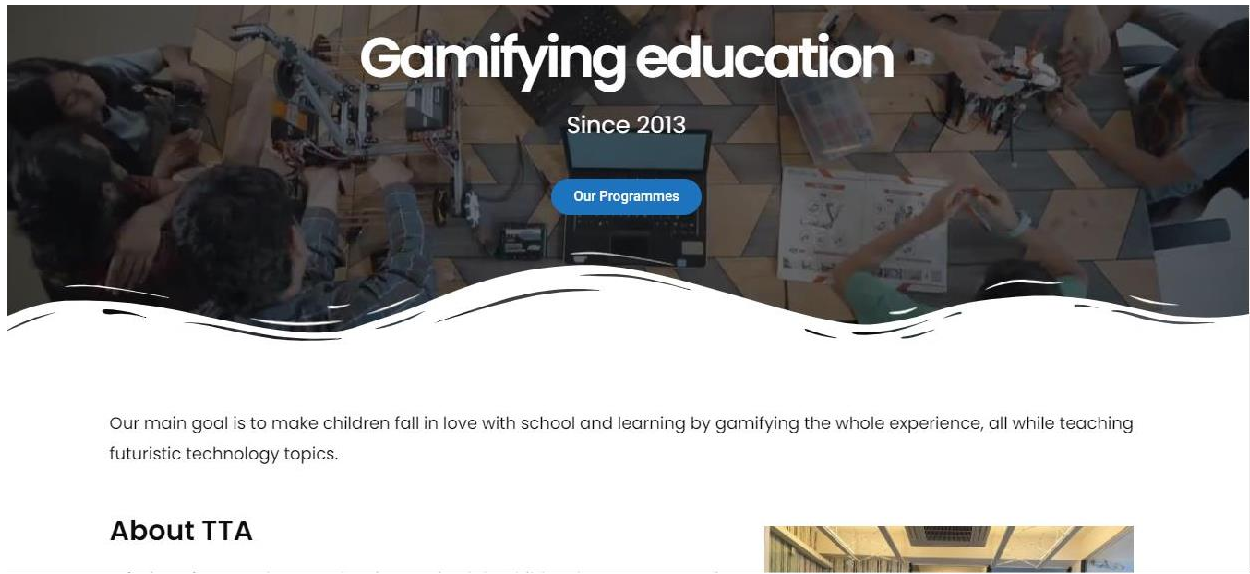


Figure 1.3: The Tech Academy Official Website

The official website of the Tech Academy and their official Facebook page covers many stories, campaigns, programs, blogs, information, etc. For instance, there is a short blog on “The Beginning” of TTA’s journey and another about the Journey of the *First Global Championship (FGC)* which was written by me. I, as a content writing intern, worked with these digital media platforms along with some other tasks. It also has a youtube channel which displays videos of some of TTA’s achievements and operations.

Chapter 3- Organisational Structure

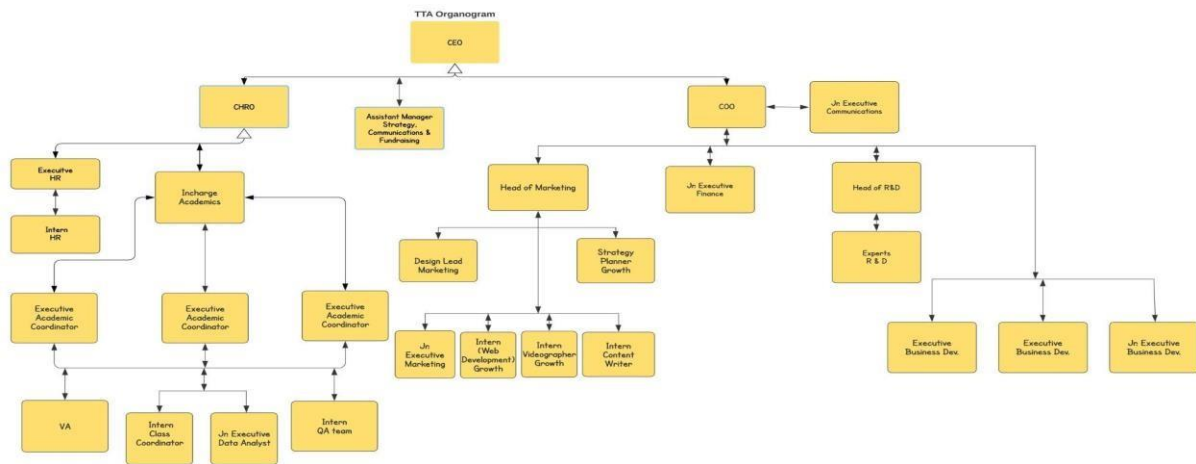


Figure 2: Organo

Drive Link for a better view of the above image - [organogram](#)

Chapter 4- The Marketing Team

It is no secret that marketing holds a crucial role in any kind of business. Likewise, The marketing team is considered one of the crucial departments at TTA and holds utmost importance. The Marketing department is segregated into two parts, the digital media marketing team and the strategy planner growth team. The digital media marketing team consists of a Creative design head, Jr. executives of marketing, content writing interns, and a videographer intern. The growth team is responsible for making strategic planning for the business to grow, making pitch decks, and presentations, ideating new strategies for the business to develop and many more.

But what is the responsibility of the digital media marketing team and how does it help the business? With the usage of digital channels, digital media marketers expand brand awareness through digital channels which can be both paid and unpaid, according to the company's decision.

Starting with content planning to media buying for the organisation, every step is done by the digital marketing team. Here is the process of the digital marketing team as follows :

Firstly, all the team members come together to plan all the marketing campaigns across the month & prepare the content calendar accordingly. The creative part is made ready through the interactive brainstorming session. Each member shares ideas throughout the session and selects the most interesting ideas to combine with the creative. After the planning session, the team starts to create digital assets, creatives and video content. The deadlines are then set for completing the creative and after completion, the contents are released online across all social media platforms.

The responsibility of a Content writing intern includes all the supportive copies for the creative part. A good copy helps the creative to engage with the target audience & generate a better distribution of reach & impression. Another major responsibility for the content intern includes writing blogs on topics that are relevant to the activities of the organisation. It helps to reach more organic audiences & enrich the SEO ranking. Furthermore, writing press releases, emails & written communications with the clients falls under the responsibility of a content writing intern.

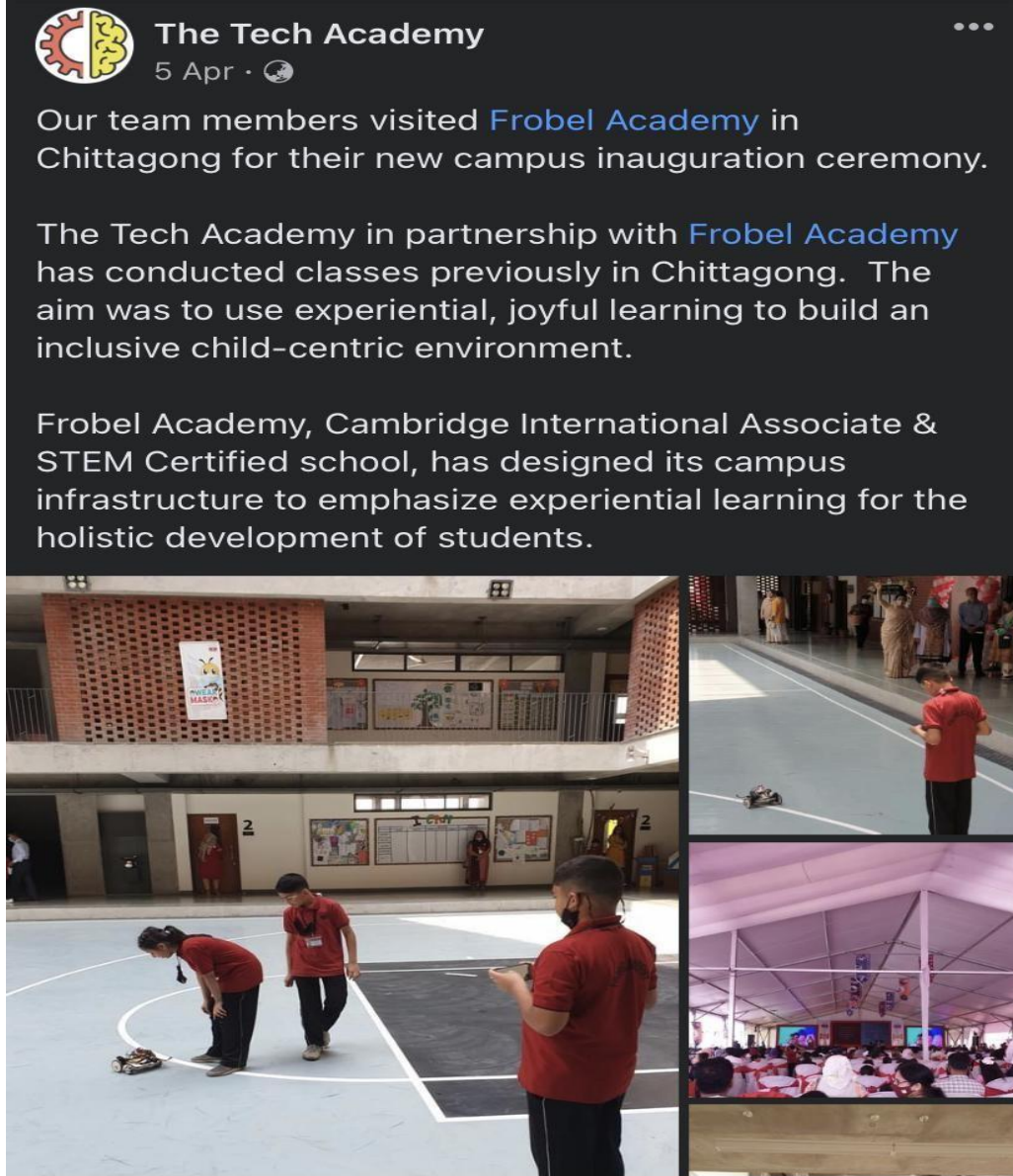


Figure 3 - Content from TTA's official Facebook Page

 thetech.academy ...

#IWD2022
#BREAKTHEBIAS



**CELEBRATING OUR POWER WOMEN
FOR AN EMPOWERED TOMORROW**

 *a brand of Gamify Limited*  +8801782304218

♥ 💬 📍 📌

Liked by  **abstraksus** and **10 others**

thetech.academy Today on International Women's Day we celebrate the hard work, sacrifices, bravery and resilience of women all around us. This day marks the importance of why women should be treated equally without any bias or prejudice.

With the theme 'Gender equality today for a sustainable tomorrow', this year Women's Day is commemorated to honour women of all ages and races to ensure a safe world and sustainable future.

Figure 3.1 - Content from TTA's official Instagram page

Chapter 5- My journey as an Intern

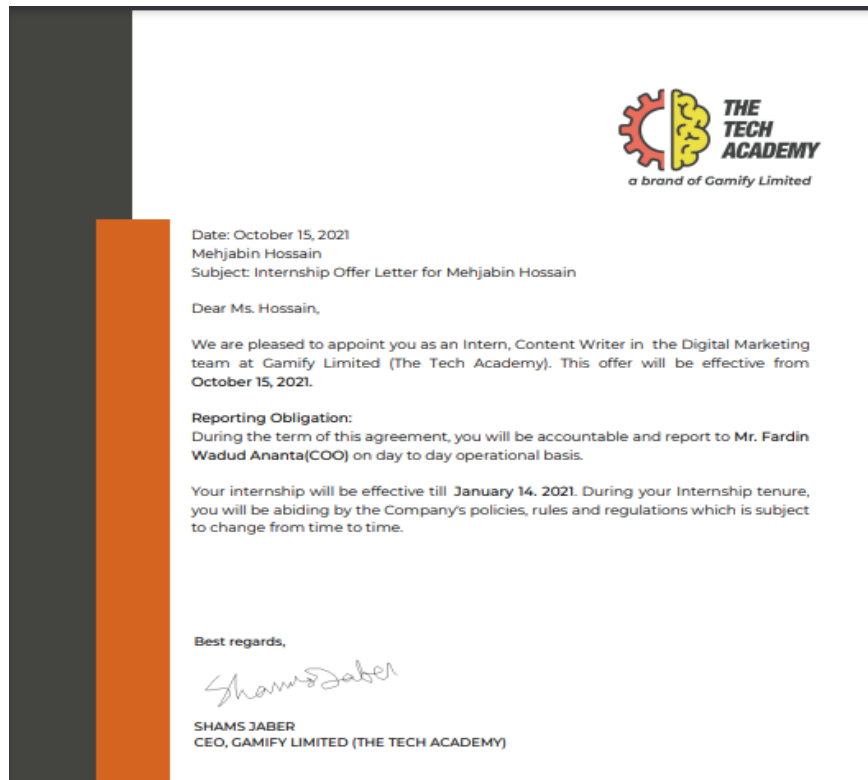


Figure 4- Internship Letter

My internship journey started on October 15, 2021, at The Tech Academy. I was thrilled and excited to start this experience for the first time. I started my internship when covid-19 was still a threat and some offices were conducting offices in a hybrid model to maintain social distance and ensure the safety of employees. Likewise, The Tech Academy also followed the Hybrid model where employees had to go to the office once a week, particularly on Sundays. Although I

did not get to experience a full-fledged corporate culture of working in an office, my internship experience was pleasant.

Our online office took place in Discord. The Tech Academy has its own server in discord where all employees join at their respective times. The server has different voice channels and different chat channels assigned for every team, such as the “Digital Marketing’ channel, “Task-team” channel “Management” channel and many more! Every member has to join their respective voice channels during office hours. There is a channel called “Task-team” where every employee is supposed to give updates on their work. HR then evaluates the tasks of every employee. I, likewise, used to join my respective voice channel during my office hours. At the start of the day, my supervisor would assign me tasks with deadlines that I had to complete. If I faced any issues, I could contact my supervisor just with a click. All important discussions and meetings used to take place in “meeting” channels. Moreover, every team member was connected to a WhatsApp group. We also had an announcement channel where every announcement was made, including employee leaves.

Our work from the office that took place once a week, mostly on Sundays, was always intriguing. Offline Office days used to be more fun than usual working days. On an offline office day, employees had to report at 11 am. sharp irrespective of their regular work schedule and stay at the office till 6 pm. We would work till 3 pm and then get involved with fun activities that lasted till 6 pm. This was an excellent way of building employee relationships. We would either play indoor games or celebrate a day or just talk with each other. Additionally, I was fortunate enough to attend the two-day retreat to Sylhet arranged by TTA. This retreat was to build employee relationships. One more amazing arrangement by the organisation and the retreat

was an amazing one. During the tenure of my internship, I also got the opportunity to celebrate a few events with the organisation. My colleagues and my supervisors were very supportive throughout which made me truly feel like a part of the TTA family and not just an intern.

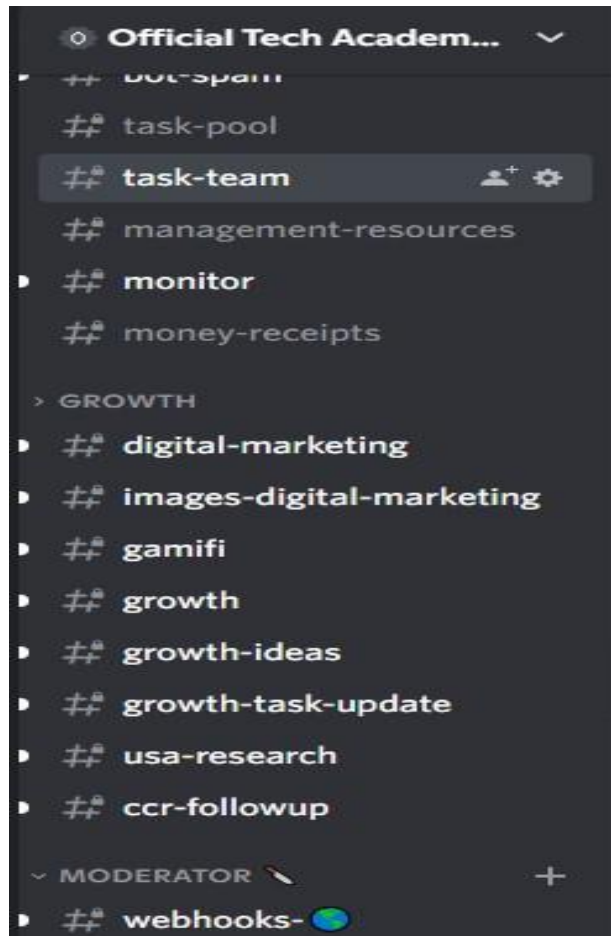


Figure 4.1 - The Tech Academy Server in Discord

Chapter 6 - Comparison of my work experience with an employee working in a Marketing Agency

Every Business organisation is different with different work cultures, work environments, co-workers and workloads. Different business firms face different legal and economic issues as well. Therefore, organisations need to apply different strategies to ensure swift operations. I, therefore, will compare the work experience of me and my fellow interviewee working in an agency.

With the consent of the participant, I interviewed them over the phone to fulfil my research objectives. I asked questions regarding his work network environment, gender discrimination if any and the overall experience.

Akhlahk Zulbazadain worked in a renowned marketing agency in Bangladesh, both as an intern and as an executive. When asked about the work culture, he mentioned that the work culture was very dynamic. He got the opportunity to do various tasks and learn. He also mentioned that working in an agency is a good catch for creative people as they can get their hands on various kinds of work. He informed me that when he had to work as an intern, his work hours were limited and maintained. However, when he joined as an executive, he had to work from 9 am to 9 pm which was hectic for him. Hence, the work experience was a bittersweet one for him. He wanted to work in an organisation where he could have a work-life balance but the work-life balance was almost like a myth to him while working for that agency.

Zulbazadain mentioned that the co-workers were very friendly and cooperative; however, not everyone could adjust to the work culture. “The workload was huge”, he said. He had to overwork to complete his tasks and that was draining him mentally and physically. His manager was supportive but his supervisor was not considerate, added Zulbazadain. When he was asked about whether there were any gender discriminations inside his organisation, he stated that he had not witnessed any towards females. However, I asked the question again clearly about all genders. . He then added that at times male members got more work than the female members. He also mentioned that there were four female members in his team of seven. Lastly, He shared his thoughts to bring a change in the work culture of agencies which impose overwork on employees. He also shared an example of an agency that is already working toward a change in the work culture for good. Altogether, he had a bittersweet work experience at the agency he worked in.

Whereas, My work experience was quite different from his. During the tenure of my internship, I was allocated fixed working hours and I never had to work beyond them. My work was diverse starting from writing two lines of photo captions to designing flyers. My internship was online and to keep a record of our work, we had to update our work in excel sheets designed by our HR which had points allocated. These points had a monetary value which did the job of incentives. This motivated employees to work effectively. Sixty per cent of the employees working in Tech Academy are female. According to an article published by *The Daily Star*, 59.8% of women in Bangladesh suffer from dysmenorrhea and Bangladesh is far away from providing any leaves concerning menstruation to the women workers. While the situation remains unchanged in most organisations, The Tech Academy took the initiative and introduced

menstrual leave for women. This, I believe, was an outstanding initiative taken by the organisation. Therefore, all women could take one menstrual leave each month. We also got an evaluation form to evaluate our supervisor just like we receive in our University. My supervisor was supportive enough to guide me through. Although, at times I could not connect with my supervisor due to his busy schedule. My co-workers were friendly and supportive and I did not face any harassment during my tenure. If the workload was burdensome, We had the privilege to go to our supervisors and inform them. However, we had tight deadlines quite a few times due to which I had to overwork. However, I later got the opportunity to let my manager know about it and the workload was diminished then.

However, as the organization I worked in is a Tech-Ed firm, I mostly worked on topics related to technology. Nonetheless, My experience working in this was satisfying and I assuredly got to learn many things.

Chapter 7- Writing Copies

Writing copies is one of the most important aspects of digital media marketing and this is the task I enjoyed the most throughout my internship journey. TTA, being a Tech- Ed organisation often conducts new events, programs, workshops etc. Therefore, to update all the clients with all the news and upcoming events, the social pages of the tech academy need to be maintained and keep up with the timeliness. And hence, it was very important to write relevant copies which would not only fill the customers with all the necessary information but also would persuade them to join in. During my internship, I had to write many copies and captions now and then. I did not face any language barrier as all the copies had to be written in English. While writing the copies I focused on the USP and applied the “Call to action” method that was taught during ‘Eng 404 Copywriting’ Course. The course Eng404 copywriting was a substantial help to me throughout. For every copy that I wrote, I tried to grab the reader’s attention and kept the language simple to make it more readable to the audience. I would like to elaborate on a new campaign that was to be introduced at the Tech Academy for which I had to write several promotional copies. I had to write several promotional copies to introduce a new campaign. There were 3 sub-parts of the same campaign. I found it difficult to find a different approach and tone for every promotional post. I had to modify the copies quite a few times following the instruction of my supervisor. I had to make sure to not make the copies monotonous and make the product which is the Campaign look attractive to the consumers.



The Tech Academy

25 December 2021 · 🌐



"Blessed is the season which engages the whole world in a conspiracy of love!"

–Hamilton Wright Mabie

On this holy occasion of Christmas, team TTA sends you my warm wishes. May the true spirit of Christmas shine in your heart and light your path.

Wishing you a blessed and happy holiday.

Merry Christmas! 🌲 🌲



Figure 5 - Copy for Christmas

Chapter 8 - Editing, Proofreading and writing articles

Editing and Proofreading the article was fairly simple as I had acquired the knack of it from the Editing course. However, I had to dig deep into the background information on which the article was written. While proofreading and editing the three documents, I made sure to keep the grammar, spelling, punctuation and sentence structure correct following the rules of editing that I learned in the Eng 401 course. Another exceptional article that I had to edit and proofread was on FGC 2020- First Global Challenge which is an International Robotics Competition. Initially, I had no prior idea about it. Therefore, I had to research and educate myself on the topic to get an understanding before I could start editing the article.

Most of the articles ranged between 300-400 words. Being a student of media and Literature, getting into the world of tech seemed quite challenging. The articles that I wrote were mostly related to tech, hence more factual than fictional. Writing articles took longer than usual as I had to involve myself in intense research. While it was not very smooth, it helped me explore the world of technology and development which I believe helped me enhance my skills. One article was on a game that was launched by the Ifad group and was showcased in DITF in the years

2017 and 2018. To write this piece, I had to get in touch with one of the young designers of the game and take an interview. This was a similar experience and learning to that of the English for Print media course where we had to take interviews to write about a news event.

One difficulty that I faced throughout was keeping the tone intact according to the target audience. Puns in the articles were not much appreciated hence the articles had to have the essence of sophistication. However, the experience so far has been knowledgeable and worthwhile.

Chapter 9 - Research Work & Writing

Being an English major, research was my flair. However, the devil in disguise was the topics that I had to research and jot down points which could later be used to write blog posts. Every piece of writing requires a little research but I had received around nineteen topics to research. As mentioned, most of the topics are related to tech, I had to educate myself first to get a proper understanding. While writing down the bullet points chronologically for each topic, I focused on how I could keep the reader's attention intact; one go-to formula that I have learnt throughout my undergraduate studies. I also focused on authenticity and tried providing relevant information to the readers which required intense research. During the course “ Eng 401 Editing “, we were taught to keep the language of an article simple if it targeted a mass audience. The target audience for these blogs included children as well, Therefore, I tried to use simple words, legible to the target audience. I included a grabber in each blog which is one of the principles in writing. I tried to follow the inverted pyramid while researching and jotting down information for the blogs.

My research tasks included both qualitative and quantitative research. Among the many topics that I researched, I had to conduct quantitative research by taking interviews with some students. With this, I learned to make questionnaires and surveys using google surveys. The research was conducted to collect data on an outdoor campaign by The Tech Academy which was pitched earlier. I had to interview ten students, record the interviews with the interviewee's consent and fill the questionnaires according to their answers. I was instructed to not give out the questionnaires directly to the students as the age group of the students I was working with was 8-

12 years. Therefore, I had to make sure to fill out the survey with proper answers and fulfil the purpose of the survey within the given deadline.

One major difficulty that I faced while conducting the interviews was managing the availability of the students within the given deadline. Students were not available during any holidays. I had also missed a deadline due to a holiday that occurred during the week.

Chapter 10 - Brochure Design

This is another task that I enjoyed the most during my Internship. Although there is already a design team that is dedicated to designing templates, my supervisor had asked me whether I could work with the design team to design a few flyers and a brochure. During the course “ Eng 404”, we were assigned a group assignment to design a brochure. Hence, I already had some knowledge of designing a brochure. As I was already writing copies for that particular campaign, I, therefore, grabbed the opportunity to learn something new. While working with the design lead- Miss Prima, I learned how to design brochures and flyers using the *Canva* app. I was assigned to design flyers and brochures for the “Winter Camp”.

While designing the flyers, I focused on the typography and the information as this plays an important role. I used a standard theme that goes with the company and highlighted the key points on the flyer. I used two font styles in the flyers and chose the colours of the fonts according to the theme colour. The sizes of the fonts varied according to the header, body and footer. The experience of designing the flyers was enjoyable and as mentioned, I could relate it with my lessons taught in “ Editing” and “Copywriting” courses.

For the brochure, the target audience was new consumers and hence I had to make it accordingly. I had to make sure to fill in the customers with enough information about the organisation. After receiving instruction from my supervisor, I began my work of designing the brochure using *Canva*. I tried to maintain the theme according to the organisation and make the copy of the brochure attractive. I had to write a promotional introduction about the organisation and the facilities that they provide. I tried to input visuals that are catchy yet sophisticated. I tried to highlight the important parts and used a font that matched the theme and the design of the brochure.



Figure 6- Flyer for Winter Camp

Chapter 11- Relating theories to my Internship experience

As mentioned above, the media major courses namely Eng 333(Globalization and Media), ENG331 (Cultural Studies: Theory and Practice), ENG401 (Editing), ENG404 (Copywriting), ENG440 (English for the Print Media) and ENG465 (Translation Studies) helped me to build my foundation towards my career into the world of media. Likewise, my internship experience has also opened the first door for me in understanding the workspace. The courses that I did throughout my undergraduate years were a mixture of extensive theories and practice and my Internship allowed me to apply those theories in real life and get first-hand experience.

Chapter 11.1- Simulation and Simulacra

According to the famous French sociologist, Jean Baudrillard's theory of Simulation and Simulacra, there are "three orders of Simulacra ". The first order of simulacra is associated with the premodern period where the image is simulated from the real and the image is just an illusion. The second order of simulacra relates to the industrial revolution where due to mass production the original loses its essence or originality and such production threatens the original. For example- photography and ideology. And the third order of simulacra which associates with

the postmodern age where the representation determines the real. There is no difference between reality and representation, there is only a simulacrum. (Dino) Likewise, Media Culture and the world of media try to interpret ourselves for us through media images. It compels us to think in a way as if we are unsuccessful in life if we fail to purchase or possess certain things. People no longer buy goods/services because of real needs but because of desires that are determined by commercials or media lenses. For example, when someone owns an Apple product, he/she gets a feeling of superiority over others who do not own an Apple product. But why is that? It is because Apple has built its brand image in such a way in a society where owning an Apple product gives one the feeling of sheer achievement.

During my internship, when I wrote copies to sell a service, I had to write it in such a way which would convince the customer to buy the service, that would give an impression to the customer as if they are buying the best service in the market. This is nothing but the phenomenon of simulation and simulacra where representation determines reality. Here, The advertisement was to be made in such a way which would affect the ideologies of the clients and would influence them to buy the service. For example, one copy that I had written stated: “..... unique gamified experience like no other.” This statement is trying to persuade the customers to buy the service while proving its uniqueness which is like no other ordinary service. This would then give the customers an expression of exclusiveness and this will make their lifestyle better.

Chapter 11.2 - Timeliness

Timeliness is one of the five factors of Journalism and the most important. However, timeliness not only applies to Journalism but to all kinds of marketing. The courses - Eng 401 and Eng404

taught us that timeliness refers to the events that have just occurred and are newsworthy and time is a very crucial factor for every organisation. For example- If the news of Sri Lanka's Bankruptcy was reported after a year of its occurrence, the news would be of no use because it would lose its importance and fail to serve its purpose. People would be left uninformed about the concerning event. Likewise, TTA held an outdoor event on the 25th of December, 2021. All the students and employees were invited along with other guests. If the occurrence of that particular event was not marketed and informed to its consumers through social media or other forms of media before the 25th, no one would know about it. The event would eventually fail to serve its purpose. Had the news of the event been conveyed after the 25th, the news would fail to serve its purpose. Therefore, every organisation must maintain timeliness.

Chapter 11.3 - Globalisation and Media Scape

“We should try to understand how ‘flows’ or ‘scapes’ sweep through the globe, carrying capital, images, people, information, technologies and ideas.” (Tzanelli, 2011, p. 384). Arjun Appadurai, the famous Indian-American anthropologist argued that we, the first world and the third world, the East and the West are not merely just two separate worlds. Instead, we all influence each other in terms of culture, ideologies, knowledge, etc. There is a global cultural flow across. Appadurai, through his theory of Media Scape, writes that the media's reach across the globe is tremendous. He wrote about the power of the media to spread information across the globe. In today's era, the world is interdependent by cross-border trade in goods and services, technology, and flows of investment, people, and information. (PIXIE). Likewise, the organisation I worked in conducted its operations in Indonesia and the US. Children from foreign countries participated

in classes via one platform where they shared ideas and knowledge. The children from the Tech Academy participated in an International Tournament as Team Bangladesh among other teams of 174 participating countries. This can be an example of cross-culture communication where they recognize both differences and similarities among cultural groups to effectively engage with each other. And this news could not be delivered all over the country without the engagement of the media.

2020 ,The Champions

Consisted of 10 young, enthusiastic teenagers with 4 mentors Team Bangladesh formed at The Tech Academy snatched their victory in First Global Challenge 2020.

The journey wasn't easy and yet it was worth it and Team Bangladesh has proved it by winning the competition.

Bangladesh became the global champion in 2020. A team consisting of 8-16 year old kids winning in such a big stage was a very proud moment for people of Bangladesh. We made it happen with our hard work, determination and passion for what we do.



Figure 7 - Blog post on FGC 2020

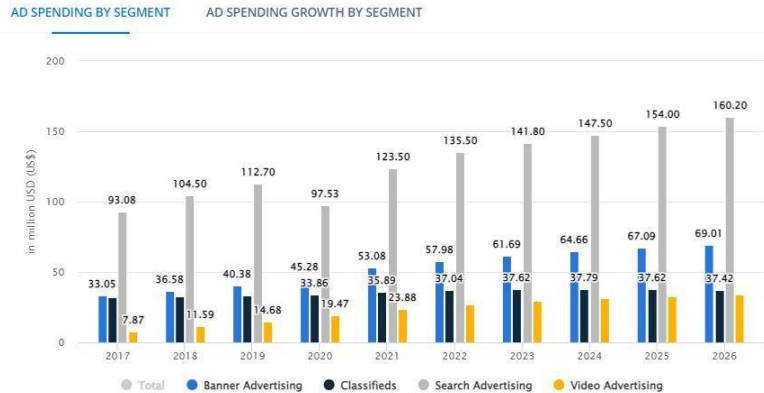
Chapter 12- The rise of digital marketing in Bangladesh

Any method of advertising that helps firms engage with potential clients via the internet and other forms of digital communication is known as digital marketing. To be more exact, digital marketing is a type of marketing that uses digital platforms and technologies to deliver a message to a potential customer. Complete digital marketing includes not just social media, email, SEO, and web-based marketing, but also text and multimedia messages as a marketing channel. In April 2022, there were five billion internet users in the world, with a \$786 billion market.



Source : [Statista](#)

Bangladesh has 123.82 million internet subscribers in January 2022 (The Financial Express, 2022). According to a study conducted by Kepios, the number of internet users in Bangladesh increased by +11% between 2021 and 2022. With the growing number of internet users in Bangladesh, it is expected that by the end of 2022, \$257.60 million would have been spent on digital marketing. So the market size is getting bigger with time and a new window of opportunity is opening every day in digital marketing.



Source- www.google.com

The use of digital marketing in Bangladesh is not new but the adaptability of using online services has increased massively after the Covid 19 pandemic. People are now more familiar with not only online shopping but also with booking, food delivery, ride-sharing, online education, health consultancy, and many more. Almost every sector is getting digitised and offering products and services online. As everything is going online marketers are now concentrating more on digital marketing.

With digital marketing, marketers are not just reaching out to their potential customers but also can track the result and forecast trends with analytics. Furthermore, the expense of marketing is getting more affordable with digital marketing practices.

With digital marketing efforts, you can now reach millions of people online at a very little cost; in certain instances, organic digital marketing does not even cost a thing. When a brand uses the power of social media algorithms to keep its content consistent, it can establish an online customer base and engage with them for free using organic digital marketing. Brands may promote their products and services to a larger audience and create more revenue with paid digital marketing. In addition, digital marketing allows you to show your ads to the audience you want to interact with. This targeting can be so niche that you can even show your ads to people living in your target market area. With the detailed targeting tool, marketers can communicate with potential customers who have similar interests.

On the other hand, you can reach out to the consumers of your competitors using a lookalike audience. With the use of augmented reality features, brands can now create AR-based advertisements which allow you to try out a product virtually while you click on the ad. Also, it enables you to promote your products globally, meaning you can run advertisements from Bangladesh but customers from other countries will see the ad. So if your business is export-oriented, you can communicate with them sitting here in Bangladesh within a very limited budget. Almost every brand had a reduced budget for digital marketing a few years ago, but due to increased return on investment and the efficacy of instant results, brands are now spending

more on digital marketing. It is not just allowing you to reach broader audiences but also enables you to make your business global and accessible from anywhere in the world.

As a result, demand for digital marketing in Bangladesh is fast expanding, and new digital marketing solutions are emerging. More digital marketing businesses are starting to appear to meet the demands of this growing industry. More opportunities are becoming accessible, including digital marketers, SEO specialists, copywriters, content marketing professionals, data analysts, digital media planners, and more. Brands and organisations are also forming in-house digital marketing teams.

I worked closely with Tech Academy's digital marketing team as a content marketing intern. Here, I learned how to write copy for digital marketing campaigns firsthand. I had to participate in every brainstorming session for new campaigns because every digital marketing campaign required fresh concepts, creative copy, and captions. We used to settle on the campaign's major topic during these brainstorming meetings, and then I had to produce creative copy and relevant captions. To create organic content marketing, I also had to publish blogs and communication briefs. This experience allowed me to rediscover my creative writing abilities and established me as a communication expert in the educational technology industry.

Chapter 13- Conclusion

My internship experience has not only taught me to learn and relearn things but also has given me a platform to explore my potential and has improved my self-confidence. I not only got to apply my learnings but also get my first-hand experience, especially in copywriting. I have explored the various sectors of digital media and marketing which have opened numerous doors for my career. The decision to pursue my Internship in TTA was worthwhile as I was not confined to only one sector. Rather, I got the opportunity to explore the marketing sector along with the consumption of digital media. I have improved my skills both in communication and writing which indeed will help me in my career. Now, I feel more confident to conduct interviews and talk to people in general. The internship experience has also given me an expression of empowerment that I can carry along.

I would like to take this opportunity to thank my co-workers and supervisors for being patient, friendly and helpful. Despite my mistakes, my supervisors handled matters with patience and care. In my opinion, one of the most praiseworthy parts of TTA is its work culture where there is minimal corporate politics and fixed working hours. One aspect that intrigued me about TTA was its concept to make education learning joyful and rewarding through gamification.

I have always believed that the more we explore, the more we can unleash our potential. Working in Tech Academy filled me with the knowledge of the world of Tech which I think was lacking a little. Apart from my regular tasks, I also got to learn the usage of a Game Developing software and I have become more tech-savvy. Additionally, I received knowledge about corporate culture and the importance of time management. One fun fact is that I was also the “birthday posts writer” in charge as I was assigned to write all the birthday posts for all TTA members.

This end of my Internship tenure marks the beginning of another chapter in my life. I shall forever be grateful to my teachers for their constant guidance. It has been a privilege to be a part of the TTA family. To conclude in the words of Robert Browning, -

But I have promises to keep, And miles to go before I sleep, And miles to go before I sleep.

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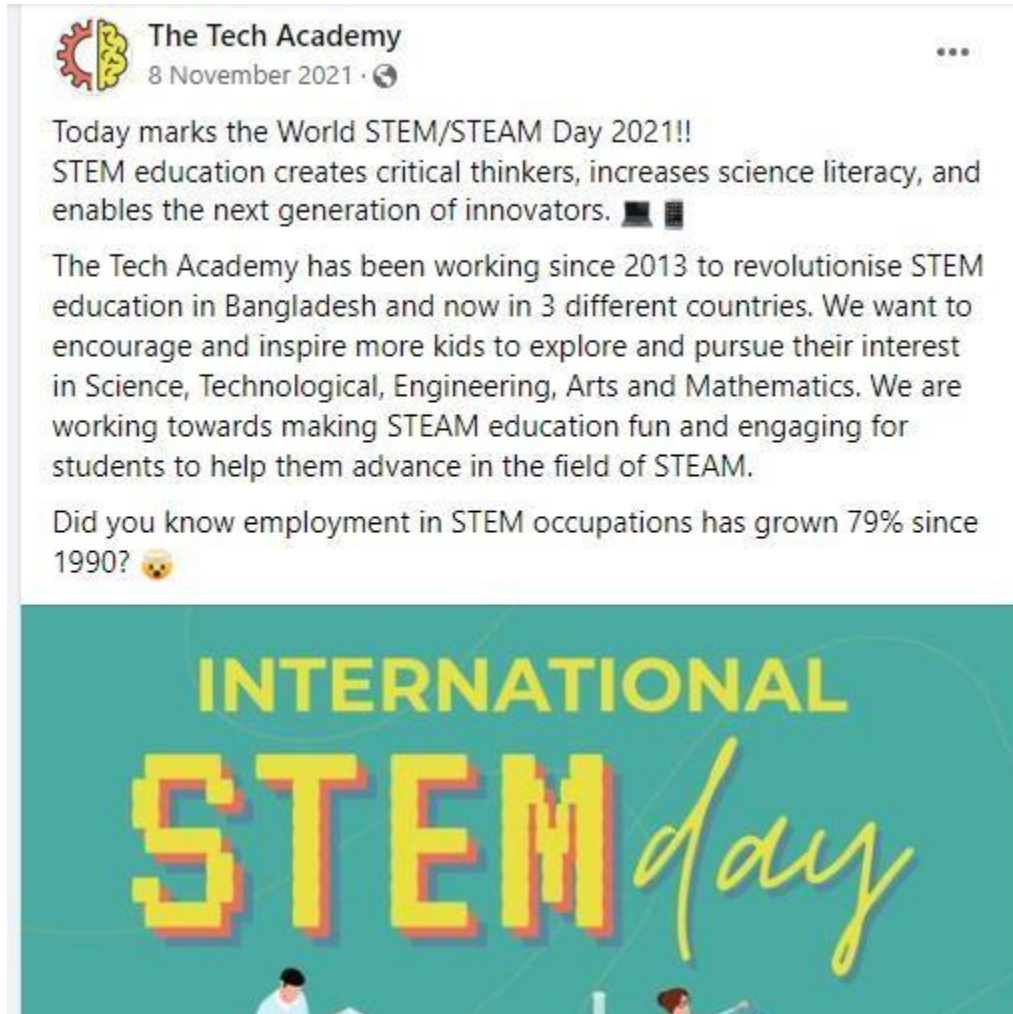
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Appendix-




The Tech Academy
8 November 2021 · 🌐

Today marks the World STEM/STEAM Day 2021!!
STEM education creates critical thinkers, increases science literacy, and enables the next generation of innovators. 🖥️ 📚

The Tech Academy has been working since 2013 to revolutionise STEM education in Bangladesh and now in 3 different countries. We want to encourage and inspire more kids to explore and pursue their interest in Science, Technological, Engineering, Arts and Mathematics. We are working towards making STEAM education fun and engaging for students to help them advance in the field of STEAM.

Did you know employment in STEM occupations has grown 79% since 1990? 🤖



INTERNATIONAL
STEM day

Appendix 1



The Tech Academy
13 December 2021 · 🌐

TTA Students

At TTA, children build robots, design animation and develop video games. But most importantly they enjoy learning. TTA's unique gamified classroom model allows children to learn with fun! Hear from the kids at TTA what they have to say about their experience at TTA!!

TTA Winter Camp is an amazing opportunity for children (aged 8- 16) to experience the exciting world of Animation , Robotics , Game development . Children will be able to learn, design , Innovate and develop the most desired skills in this fast changing world. Our workshops are designed with a unique Gamified approach to make learning fun and

[See less](#)

👍❤️👍 32 862 views

❤️ Love 💬 Comment ➦ Share

Comments See all

Appendix 2



The Tech Academy
16 December 2021 · 🌐

Today marks the 50th Victory Day of Bangladesh. On this day in 1971, the nation emerged as an independent country following a nine-month-long bloodstained War of Liberation against the Pakistani occupation forces. 50 years is a special milestone. Team TTA wishes you a very joyous Victory Day. 🇷🇺

👍❤️👍 10 2 shares

❤️ Love 💬 Comment ➦ Share

Write a comment... 🗨️ 😊 📷 📺 📹

Appendix 3



The Tech Academy

29 December 2021 · 🌐



Dr. Hameeda Hossain, founding member of Ain O Shalish Kendra, ['Hamdu' of our students] visited us at The Tech Academy yesterday. Thank you ma'am for spending some time with us on your birthday!

Our team along with all the youth of Bangladesh are always inspired by your contributions to the human rights movements of this country.



Appendix 4



*(Moar) Ventura Iconia, Level 3, Plot 37, Road 11, Block H Banani Dhaka, Bangladesh
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The Tech Academy is a social enterprise that provides computer programming, electronics and robotics education to children and teenagers of Dhaka and Chittagong. The Tech Academy was founded in 2015 by Shams Jaber but the initiative dates back to 2013 when Shams with some of his friends started the first program in Bangladesh to teach robotics to children institutionally.

Currently, The Tech Academy has more than 60 students who are enrolled in its programs after school in Banani, Dhaka. They all come from mostly English Medium schools who pay a fee monthly to avail the service. Beyond Banani, Tech Academy has taught coding and electronics to street kids, working children in partnership with various organizations like 'Ain O Shalish Kendra' and 'Bangladesh Legal and Service Aid(BLAST)'. Outside Dhaka its been teaching its programs Mro Tribal Kids in the Chittagong Hill Tracts for last 3 years. Overall, The Tech Academy has so far reached out to more than 250 kids overall from all socioeconomic backgrounds.

Appendix 5

Full Brochure- https://thetechacademy.net/wp-content/uploads/2020/05/The_Tech_Academy1.pdf

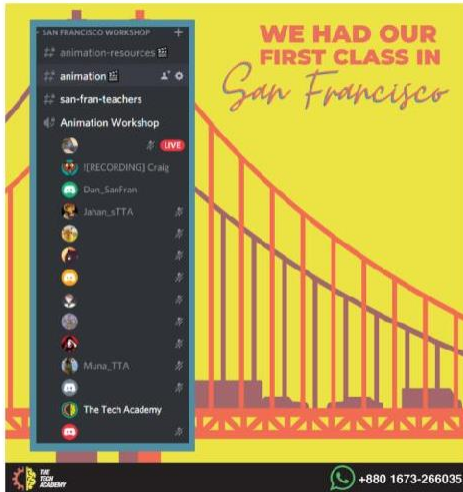


2021 , Defending Champions

We entered FGC 2021 as the defending champion, more prepared than ever to retain the winning spot. We participated with a fresh team with 7 new members participating in FGC for the very first time. Experienced in Robotics, team Bangladash is well prepared and ready for the upcoming challenges. We are already in a good spot in the leaderboard and all set to jump in when the challenges come.

Appendix 7

Full Blog Post- <https://thetechacademy.net/fgc-2020/>



The Tech Academy USA Gamification Limited

The Tech Academy gamifies the learning process for students all over the world through an addictive teaching approach for kids. In the mission towards revolutionized education, TTA wants to create a superior alternative to the classroom to make education more fun for children.

After successfully operating for 7 years in Bangladesh & teaching 750+ students overall, TTA expanded their operation this year to Sanfrancisco, USA. With that, TTA became the first Bangladeshi Ed-tech company to branch out in the US.

Founded by Shams Jaber, TTA Bangladesh is registered as Gamification Limited in the US. Our project manager Daniel Mango, who is an educator himself, believes the Gamify method can bring a change to the education scene in the US with our unique way of teaching. TTA already has started operations by running an extra curricular animation program collaborating with Encinal Senior and Junior High School, San Francisco students. Earlier this year, TTA arranged an online animation workshop & received amazing feedback from the students after the workshop.

Appendix 8

Full Post- <https://thetechacademy.net/san-francisco-branch/>

Thank You