

Report on
A Profound Learning Experience at *The Daily Star*

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An Internship Report Submitted to the Department of English and Humanities
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Declaration

It is hereby declared that :

1. The following report submitted is my/our own original work while completing my degree at BRAC University.
2. The report does not contain material previously published by a third party, except for scholarly quotes which are 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.

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Acknowledgement

Commencing with gratitude to the Almighty for providing me the strength to carve my own path, enrolling in BRAC University is a choice I made despite initial disagreement with my father.

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Glossary

Panopticon : Panopticon is a type of prison where a central observation point allows the watchman to observe all the prisoners, without them knowing whether they are being watched or not.

Data Journalism : Data journalism is a type of journalism that involves collecting, analyzing, and presenting information in the form of data.

Chapter 1

Introduction

Embarking on the journey of an internship at *The Daily Star*, Bangladesh's preeminent English newspaper, is a prospect that ignites a fire within me. The fact that it is the largest circulating English newspaper in Bangladesh, the very idea of immersing myself in the dynamic realm of journalism through this platform, fills me with excitement and determination. With its legacy of insightful reporting and unwavering commitment to upholding journalistic integrity, *The Daily Star* embodies the epitome of responsible journalism in Bangladesh. Here, every word carries the potential to spark change and influence the society. The opportunity to be a part of this esteemed newspaper was both an honor and a privilege. It was a chance to walk alongside seasoned professionals, learn from their expertise, and be mentored by individuals dedicated to the noble pursuit of truth.

Years ago, starting from the tender age of two, my passion for television series and films sparked a deep-seated dream in me to be involved in the media world. Growing up, however, I encountered my religious constraint that prohibit direct involvement in the media. Undeterred, I set my sights on a role that would bridge the gap between my fervor for media and my beliefs. There were certain courses such as Editing (ENG401), Copywriting (ENG404), Globalization and the Media (ENG333) that ignited my interest in pursuing a career in journalism. While Globalization and the Media broadened my understanding of media production, distribution, and reception, Editing and Copywriting aroused my interest in writing. Moreover, having grown up using *The Daily Star* as a medium to enrich my vocabulary, the idea of interning at the

newspaper was nothing short of a childhood dream that turned into a potential reality when I received a call from HR for the interview. Unwavering in my determination, I even considered skipping the internship in Summer 2023 if I was not selected at *The Daily Star*. Thanks to the Almighty, the dream of teenage Farhana became a reality, as I joined the team on June 11, 2023. It was funny how I too had this misconception like many others, that writing, editing and publishing were the only three sectors a newspaper has. To my surprise, it actually offered a multifaceted array of roles and departments to explore. Fueled by my lifelong fascination with the people of the entertainment industry, I eagerly put forward my keen interest to work in the Arts and Entertainment sector. This led to my internship being placed under the mentorship of Mr. Salman Ahmed, Senior Executive of Brand and Marketing, who was in charge of organizing and managing the grand event of **Blender's Choice The Daily Star OTT and Digital Content Awards 2022**. Paired with fellow intern Mr. Mehran Alam, we invested our hearts and souls to ensure the event's resounding success.

In today's rapidly evolving entertainment landscape, Over-The-Top (OTT) platforms have become an indispensable component, offering the convenience of on-demand accessibility and personalized content. Their versatility appeals to a wide-ranging audience, ensuring a niche for various genres and styles. Bangladesh, with the pioneering BanglaFlix, has embraced the OTT revolution as well, ushering in a digital era of entertainment through platforms like Chorki, Hoichoi, Bongo, and Biscope. OTT's hallmark lies in providing viewers with the flexibility to consume content at their convenience, eliminating the need for fixed showtimes at theaters. Simultaneously, for content creators, it unfolds an abundance of opportunities for both earning and self-promotion.

In this particular context, **Blender's Choice The Daily Star OTT and Digital Content Awards** serve as a beacon of recognition, aiming to honor the significant contributions within the realm of OTT. Paying tribute to outstanding works and performances in this field, it ignites inspiration in rising stars aspiring to make their mark in OTT. Organizing such a monumental event posed significant challenges, yet I poured my all into it, making the most out of my internship. My primary responsibilities included managing the event's social media presence, particularly the Facebook page, where I wrote captions for posts. I also conducted extensive research on various award shows to devise comprehensive marketing strategies of our own. Besides, I was given copies to write for other mega events held in association with *The Daily Star* during my internship period. In short, this internship has not only enriched my understanding of the media landscape, but also allowed me to contribute meaningfully to the ever-evolving world of entertainment, alongside exploring my expertise in copywriting. Hence, I consider it a great honor and privilege to complete my internship at the leading English newspaper in Bangladesh, dedicated to ensuring the "People's right to know".

Chapter 2

History of *The Daily Star*

The Daily Star

Figure 1 : Logo of *The Daily Star*

Pioneered by Syed Mohammed Ali on January 14, 1991, *The Daily Star* unveiled itself as a new entity in the realm of Media and Journalism, establishing its first printing office in Motijheel. Alongside him, other founding members such as Azimur Rahman (Chairman), A S Mahmud (Managing Director), and Tawfiq Aziz Khan (Managing Editor) laid the foundation for *The Daily Star*, propelling it to its current pioneering success. Originally owned by Mediaworld ; Latifur Rahman's Transcom Group now holds the majority of shares in *The Daily Star*. In addition, the newspaper is run by the Board of Directors, comprising six members, including the head of the body, the Chairperson, Mr. Azimur Rahman. While the Board of Directors handles income and investment of the newspaper, the policymaking is overseen by the Editor, who also serves as the publisher.

Moreover, *The Daily Star* encompasses various sections, which are as follows : News, Reporting, Sports, Editorial, Metropolitan, Business, National Page, Law and Rights, Lifestyle, Showbiz, Computer Operator and Circulation. At present, 280 staff members are employed at

The Daily Star, working on different shifts based on their respective sectors. On the other hand, Administration, HR, and Finance units operate from morning to dawn. Other units like reporting, news, editorial, graphics and production function at night. Being in the Business Development unit, office hours varied daily and often extended into late hours, causing a lot of inconvenience for me.

In terms of its source of income, newspapers like *The Daily Star* often diversify their revenue sources in order to remain financially sustainable in the forever-evolving media landscape. Notably, its revenue stems from various channels, excluding the printed copy of the newspaper priced at BDT 20 on weekdays and BDT 25 on weekends. The original price of printing the copy costs a little more than 25, resulting in no profit. Nevertheless, major sources of income include event sponsorship, digital marketing, syndication and licensing, partnership and collaborations.

Embracing its values and objectives, *The Daily Star* upholds the theme of “Journalism Without Fear or Favor,” a phrase coined by Adolph S. Ochs, an American newspaper publisher and former owner of *The New York Times* and *The Chattanooga Times* (now *Chattanooga Times Free Press*). This made the publication always stay unbiased and dedicated to delivering truthful news to its readers, free from political interference, misinformation, rumors and subjective interpretations. The newspaper commenced its journey with a spirit of challenge and humility, adopting a neutral stance in conflicts between good and evil, right and wrong while emphasizing justice and fairness. Beginning its journey during a pivotal time in Bangladesh, post the fall of military autocracy in the early 1990s, it holds the enormous responsibility of upholding the

notion of a free press. Henceforth, it takes pride in steadfastly pursuing the same objectives and core values, without relenting for the past 23 years.

Chapter 3

Daily Insights at *The Daily Star*

3.1 Event Planning and Coordination

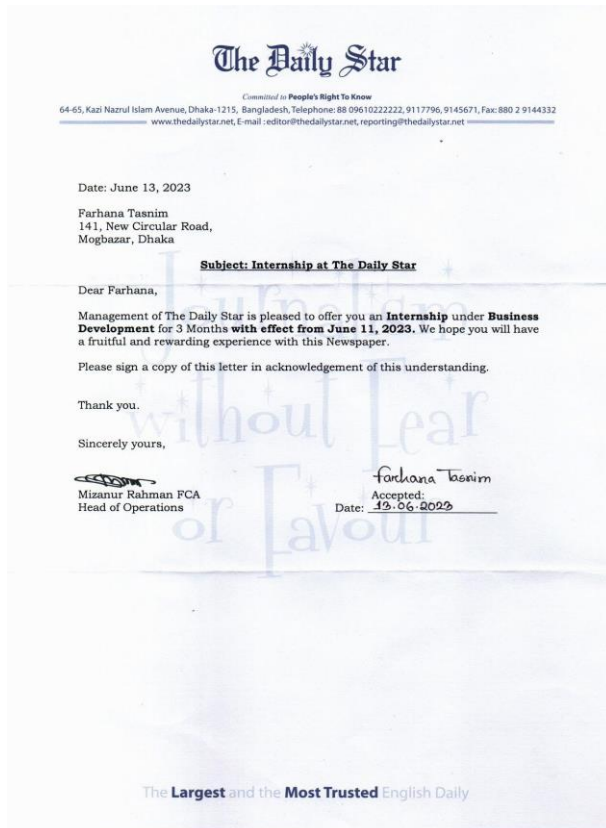


Figure 2 : Joining letter at *The Daily Star*

My internship journey started on 11th of June, 2023, after I was asked to report to the office by Mr. Salman Ahmed on that very day. I was then introduced to Mr. Mehran Alam, my fellow intern, with whom I would be partnering on the same project - **Blender's Choice The Daily Star OTT and Digital Content Award 2022**. This prestigious award show had successfully launched the previous year, and was now entering its second edition. Hence, the vision of this project was clear : elevating the award show to new heights! A brand new Facebook page was established with the name **Blender's Choice The Daily Star OTT**

and Digital Content Awards, along with an Instagram page with the username **ottdc_awards**. I was given the responsibility of elevating the reach of both pages through various marketing tactics. Meanwhile, Mr. Alam took charge of technical works along with the intensive fieldwork that required visits to different places to conduct meetings with sponsors, partners, participants,

and attendees. Throughout the internship period, our communication and coordination revolved around a dedicated WhatsApp group created for the event, where we discussed different event logistics before making any collective decision. It was, in fact, our central hub for communication and direction as Mr. Salman entrusted us with tasks, and we relayed the updates and progress of the work in the same group. Also, through group discussions, we finalized the date for the event to be October 21, 2023 at the Hall of Fame at the Bangabandhu International Conference Center.

3.2 Task Delegation and Team Collaboration

As I was doing the Translation Studies course along with my internship, it required careful time management to ensure a harmonious blend of my internship and studies. Therefore, I dedicated four days a week to working at the office, leaving Thursdays and Saturdays free for my classes. This allowed me to actively engage in my studies while making valuable contributions to the internship.

Additionally, the success of this internship was significantly bolstered by the great coordination within my team, as well as with my fellow colleagues working on the same floor. This collaborative spirit, combined with the flexibility to work from home when necessary, made this experience truly remarkable. Furthermore, Mr. Alam became an invaluable source of support and mentorship for me. He generously imparted his technical knowledge to me, making me learn technical work on the PC. Truly speaking, Mr. Alam and I formed a formidable team, dividing equal workflow among ourselves, having each other's backs, and delivering the best results to Mr. Salman. He handled all the fieldwork that included meeting with sponsors, OTT platform

owners, actors-actresses, while I took charge of the tasks like writing emails, composing posts, generating captions, and conducting market research for social media content. This balanced approach allowed us to deliver our work on time, without overburdening anyone, fostering a sense of mutual support and teamwork within us.

3.3 Content Review and Curation

The idea of watching movies and series as a part of a job initially surprised me. However, a significant portion of my internship was spent going through every piece of content created in 2022 – series, films, music, original works, and videos made by content creators. It was then my responsibility to select the best pieces and submit them for possible nominations. In order to ease this process, I was provided with subscriptions to major streaming platforms in Bangladesh, such as Binge, Chorki, and Hoichoi. For the sake of this task, I watched and assessed more than two hundred films and series, in addition to an extensive number of individual works produced by various Bangladeshi content creators. After carefully analyzing each content on the basis of quality, theme, purpose, popularity (views and reviews), and my own opinion, I curated and submitted the chosen works to their respective categories for possible nominations. Throughout the process, I made sure that only the most deserving entries made it to the nomination list.

3.4 Documentation and Reporting

Starting on June 13, 2023, when content submissions for nomination began, I was given the responsibility of documenting and reporting the entries received for the event. This was organized through an Excel sheet, where the contents submitted via the provided link were categorized based on the respective award categories they were being submitted into. My

primary responsibility was to ensure that each submission met the necessary requirements and was placed in the right section. Due to which, I monitored the Excel sheet on a daily basis, recording the number of submissions received each day. Simultaneously, I also identified and documented submissions that did not follow the submission rules, or failed to provide the required information. Subsequently, I reported those findings to Mr. Salman, including the total number of submissions, those that were being disqualified due to not following the rules, and recommended adjustments in our marketing strategy to boost audience engagement and increase the number of submissions by the audience in all categories.

Figure 3 : Entries for all categories

However, in certain categories, the entries made by the audience fell short of our expectations. In response, my fellow intern Mr. Alam and I adopted a proactive approach. We

A1	User Name																	
1	User Name	User id	User email	User phone	User PRODU	Submission id	Nomination category	Nominating by	Name of	When wa	Brief des	Why cont	Thumbnail of nominated c					
2	sabrina	93		01799798768		357	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
3	sabrina	93		01799798768		361	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
4	sabrina	93		1799798768		7053	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
5	sabrina	93		01799798768		365	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
6	sabrina	93		01799798768		369	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
7	sabrina	93		01799798768		381	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
8	Shrabonti Suchandrima	765		01872227005		405	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
9	Humayun Rashid Samrat	421		01676665139		133	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
10	Ashrafuzzaman	737		01841006239		321	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
11	Md Saiful Islam	901		01711876308		541	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
12	Orfin Avil	937		1859838110		589	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
13	Farhana Tasnim	281		1922260186		609	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
14	Shahnim saif ruhan	1081		1624892685		617	Best Actor (Male)	Nominating Myself					https://ottidcawards.thedaj					
15	Farhana Tasnim	281		1922260186		713	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
16	Farhana Tasnim	281		1922260186		737	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
17	Farhana Tasnim	281		1922260186		753	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
18	Farhana Tasnim	281		1922260186		769	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
19	Farhana Tasnim	281		1922260186		889	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
20	Farhana Tasnim	281		1922260186		1149	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
21	Farhana Tasnim	281		1922260186		1185	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
22	Farhana Tasnim	281		1922260186		1253	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
23	Farhana Tasnim	281		1922260186		1329	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
24	Mahmuda Sultana Rima	793		1308252448		1501	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					
25	Mahmuda Sultana Rima	793		1308252448		1505	Best Actor (Male)	Nominating as a Representative					https://ottidcawards.thedaj					

divided those categories into two and took it upon ourselves to fill those categories with

deserving contents. This was a strategic move to make sure that no deserving candidate was overlooked or missed out on the chance of being nominated, where his/her content or performance truly stood out.

Chapter 4

Comprehensive Summary of Internship Activities

4.1 Market Research and Data Journalism

During the course of my internship, I undertook a multifaceted approach of research that took a significant part of my time at *The Daily Star*. The objective was to optimize our project's reach and enhance audience engagement. The research incorporated elements of both market research and data journalism, employing data-driven methodologies to attain our goal. For this role, my responsibility included conducting extensive research of major award shows such as The Academy Awards (The Oscars), The Grammy Awards, The Billboard Music Awards, and The International Indian Film Academy Awards (IIFA). This involved a comprehensive analysis of their social media strategies, content promotion, and audience engagement tactics. Much like a data journalist, I gathered and scrutinized these data, curating a collection of posts for our social media platform, contributing to the growth of our page and online audience.

In parallel, I delved into market research by meticulously reviewing all content released in 2022, ranging from films and series on various OTT platforms to digital content from a multitude of content creators. This comprehensive content analysis focused on evaluating content quality, relevance, performance of the artist, and audience appeal. The goal was to ensure that our award nominations represented the best of the industry. This task equipped me with valuable skills like data collection, analysis, and reporting, significantly contributing to the success of **Blender's Choice The Daily Star OTT and Digital Content Award 2022**.

4.2 Social Media Engagement

Throughout this internship, I played a key role in cultivating the engaging presence of **Blender's Choice The Daily Star OTT and Digital Content Awards** on social media platforms. My core responsibility included writing compelling captions for our social media posts, encouraging our audience to actively engage by submitting content and voting for their favorite artists. An example of such captions is illustrated in Figure 4.

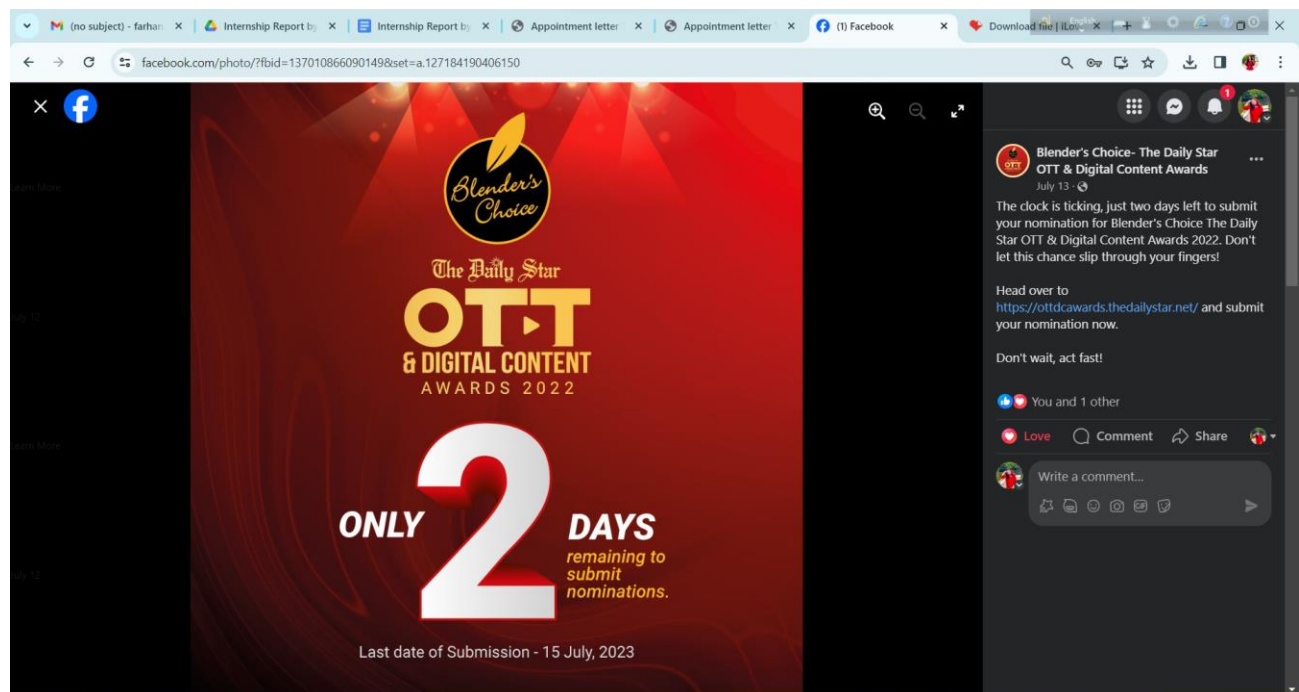


Figure 4 : Caption writing for post

Additionally, I held the responsibility of overseeing audience engagement on our social media handles, both Facebook and Instagram. This involved promptly responding to the audience's queries and concerns. My role encompassed monitoring the comments of the social media pages to ensure they remained positive and respectful. Any comments that were hurtful or inappropriate were removed to maintain a safe online environment.

4.3 Administrative and Strategic Contributions

In addition to my research and content management roles, I also made significant contributions in administrative and strategic works for the event. This included jury selection, email composition and managing collaborative meetings. To elaborate, I had the privilege of making the jury list for this prestigious award show, meticulously selecting experts in their respective fields. For individual categories, we finalized experts like John Kabir, Raka Nowshin, Ahmed Hossain, Sadat Hossain, and Md. Azim Hossain. For the music category, there were Foad Nasser Babu, Ziaur Rahman, Fahmida Nabi, and for popular category, Tariq Anam Khan, Animesh Aich and Nurul Alam Atique were finalized. By having these individuals on the jury board, I ensured that the most qualified individuals were involved in selecting the best of 2022. Then, I composed and sent emails to the nominees, notifying them of their nominations and extending invitations to join us at the award night on 21st October, 2023. Besides, I attended and managed collaborative meetings with the editor of Arts and Entertainment, Sadi Mohammad Shahnewaz, along with the directors of Showbiz at *The Daily Star*. The aim of these collaborative sessions was to discuss and determine the hosts and performers of the award night, who would create a buzz among the audience and would be remembered for a long time.

4.4 Candidate Evaluation and Online Voting Portal Creation

Sl.No	Category	Content Name	Link	Platform	Artist / Crew Name	Remark from T
Green means contents have been selected by both The Daily Star Team and Ispahani Team						
1	Best Actor, Male	Kaiser	https://www.hoichoi.tv/bn/shows/watch-kaiser-bengali-web-series-online	Hoichoi	Afran Nisho	
5	Best Actor, Male	Redrum	https://www.chorki.com/bn/videos/bangla-movie-redrum	Chorki	Afran Nisho	
3	Best Actor, Male	Mayashalik	https://binge.buzz/playing-vod/5523	Binge	Ziaul Faruq Apurbo	
4	Best Actor, Male	Tin Shoroter Golpo	https://www.bioscopelive.com/watch/FPeci8EYvqY?contentUvid=251ccc2f-789e-4d61-8d19-528a5ca38386&isTvod=false	Bioscope	Mosharrar Karim	
2	Best Actor, Male	Karagar	https://www.hoichoi.tv/bn/shows/watch-karagar-bengali-web-series-online	Hoichoi	Chanchal Chowdhury	
2	Best Actor, Female	Sabrina	https://www.hoichoi.tv/bn/shows/watch-sabrina-bengali-web-series-online	Hoichoi	Nazia Haque Orsha	
5	Best Actor, Female	Karagar	https://www.hoichoi.tv/bn/shows/watch-karagar-bengali-web-series-online	Hoichoi	Tasnia Farin	
3	Best Actor, Female	Taan	https://www.chorki.com/bn/videos/bangla-movie-taan	Chorki	Shobnom Bubby	
1	Best Actor, Female	Sabrina	https://www.hoichoi.tv/bn/shows/watch-sabrina-bengali-web-series-online	Hoichoi	Mehazabien Chowdhury	
4	Best Actor, Female	Redrum	https://www.chorki.com/bn/videos/bangla-movie-redrum	Chorki	Mehazabien Chowdhury	
1	Best Actor, Negative Role	Syndicate	https://www.chorki.com/bn/series/syndicate-crime-thriller	Chorki	Nasir Uddin Khan	
5	Best Actor, Negative Role	Refugee	https://www.hoichoi.tv/bn/shows/watch-refugee-bengali-web-series-online	Hoichoi	Afzal Hossain	
2	Best Actor, Negative Role	Taan	https://www.chorki.com/bn/videos/bangla-movie-taan	Chorki	Shohel Mondol	
3	Best Actor, Negative Role	Kaiser	https://www.hoichoi.tv/bn/shows/watch-kaiser-bengali-web-series-online	Hoichoi	Imtiaz Barshon	
4	Best Actor, Negative Role	Kalo Projapoti	https://binge.buzz/playing-vod/5137	Binge	Lutfur Rahman George	
4	Best Actor, Supporting (Male)	Muntasar	https://binge.buzz/playing-vod/5423	Binge	Shatabdi Wadud	
1	Best Actor, Supporting (Male)	Both	https://www.hoichoi.tv/bn/shows/both	Hoichoi	Afzal Hossain	
5	Best Actor, Supporting (Male)	Kaiser	https://www.hoichoi.tv/bn/shows/watch-kaiser-bengali-web-series-online	Hoichoi	Mostafizur Noor Imran	
3	Best Actor, Supporting (Male)	Redrum	https://www.chorki.com/bn/videos/bangla-movie-redrum	Chorki	Manoj Kumar Pramanik	

Figure 5 : The Nominee list

One of the pivotal tasks during this internship was to oversee the contents and shortlist the top five for nomination in each of the 28 categories. For this, board meetings were arranged with our partner Ispahani, Mr. Sadi Mohammad Shahnewaz, editor of Arts and Entertainment, along with my team as the board members. Over the course of three intensive days, we thoroughly examined all the submitted content to ensure that the best in each category received their well-deserved nominations.

Once the nominees were finalized, Mr. Alam and I undertook the task of creating the online voting portal for the event. This encompassed gathering high-quality images of the nominees and integrating them into the website. Thus, our combined effort in candidate evaluation and online voting portal creation proved the way for the show's success.

4.5 Additional Copywriting for Promotional Purpose



Apart from my core responsibilities at *The Daily Star*, I got the opportunity to venture into the world of copywriting. This opportunity arose when Mr. Salman asked me to write promotional copies for DARAZ on projects in collaboration with *The Daily Star*. For those projects, I was tasked with writing attention-grabbing headlines and news summaries, which were displayed in a photobooth-style format, resembling *The Daily Star*'s cover page. This opportunity allowed me

for DARAZ Influencer Connect

to translate my passion for copywriting into a real-world setting.

It challenged me to encapsulate the essence of news stories in a succinct and engaging manner. This is because as an intern for the **Blender's Choice The Daily Star OTT and Digital Content Awards 2022**, I realized that the scope for showcasing my keen interest in copywriting was somewhat limited. Hence, when the opportunity walked into my door, I poured my all into these two copies, ensuring they served their purpose well. Consequently, these have enriched my internship journey, fostering a holistic understanding of event coordination, copywriting and media.

Chapter 5

Application of Media Theories, Concepts and Techniques

in My Internship Experience

5.1 ENG401 : Editing



In the course of my internship, though I did not have much scope of utilizing my editing skills, I adeptly employed editing techniques while composing promotional content for events like DARAZ INFLUENCER CONNECT and Rise Above All 2023 Powered by DARAZ, that *The Daily Star* was collaborating with Utilizing the editorial approach, I focused on encapsulating the newsworthiness of the events through compelling headlines that adhered to journalistic standards. For this, I applied the

Figure 7 : Editing for collaborative work with DARAZ

inverted pyramid structure, incorporating the 5Ws and 1H (Who, What, When, Where, Why and How), and condensed detailed information about the event into a lead paragraph. The paragraph was crafted mimicking the style of front-page news stories. This approach ensured that essential information was presented at the very beginning, making it easier for readers to easily grasp the main agenda. While implementing this method, my objective was not only to capture the

audience's attention through compelling headlines, but also to convey the significance of DARAZ events in a manner reminiscent of news coverage. Thus, employing the inverted pyramid structure not only facilitated a comprehensive overview, but also addressed essential questions including the 5Ws and 1H, enhancing the newsworthiness of the event.

5.2 ENG333 : Globalization and the Media

The strategic market research and technical operations I conducted during this internship were heavily shaped by the course content of ENG333 : Globalization and the Media. Knowing that globalization and media are interconnected, I drew inspiration from major international award shows such as IIFA, GRAMMY, and ITA and applied strategies derived from their social media presence and suggested relevant content ideas for our own platforms. To elaborate, by closely examining promotional content from these globally recognized award shows, I promptly suggested creating similar videos and posts for our social media, catering to our interconnected global audience. Acknowledging the interconnectivity of this globalized world, I realized that both national and international audiences would perceive the award show through the lens of the videos and posts we shared on social media. Hence, embracing these international standards in our marketing strategies would undoubtedly allow us to grab audience from beyond borders. Simultaneously, I actively contributed to developing the voting portal and crafted bilingual captions in both Bangla and English to engage a diverse audience in Bangladesh and beyond. Similar to how K-Pop unites people globally through fans voting for their favorite artists in award shows, whether national or international, crafting these bilingual captions also helped me engage audiences in the voting process. This strategy aimed to resonate with people from diverse lingual background, enhancing audience engagement on a global scale. This practical application

of both technical knowledge and approaches learned from the Globalization and the Media course significantly contributed to the overall success of the award show.

5.3 ENG331 : Cultural Studies : Theory and Practice

During my second year of undergraduate life, I was introduced to the term 'Panopticon' in the Cultural Studies course. It is a theory by the English philosopher and theorist Jeremy Bentham, introduced in 1787. The theory describes a type of prison building featuring a central watchtower with powerful lighting, enabling the watchman to oversee all the prisoners of the surrounding cells at the simultaneously. The catch here is that the prisoners remain unaware of whether they are being watched, leading them to behave well, as if they are always being watched. The idea is to induce a sense of constant surveillance and maintain discipline among the prisoners. French historian and philosopher Mitchel Foucault further emphasized this idea, using 'Panopticon' as a metaphor to analyze disciplinary society and power structures. He also argued that 'Panopticon' is a movement of punishment to discipline through spectacular displays of power and surveillance. In simple terms, according to Foucault, 'Panopticon' symbolizes a form of power where individuals regulate their behavior due to the constant possibility of surveillance (Storey 136). Reflecting on Foucault's words, beyond the real prison, the idea of 'Panopticon' is often mentioned in discussions to talk about general surveillance and control in modern society. In other words, there is a tendency among people to obey authority, which is a form of power that establishes discipline within an organization. Therefore, when people believe that they might be under constant observation, they tend to regulate their behavior to conform to established norms, even in the absence of actual surveillance. Considering my internship experience, I realized that constant monitoring and evaluation of my work and conduct on 15

different criteria mirrored the concept of 'Panopticon' during my internship. With my supervisor's desk right behind me, I was extremely conscious of my actions during office hours. Policing myself, I never dared to look behind to know whether he was actually watching me or not. Thus, the threat of always being watched became a powerful mechanism of self-discipline for me. Although his desk was indeed out of my sight, I was mindful of his presence all day, which made me more attentive in my work. This experience solidified the impact of authority surveillance as a potent influence fostering discipline within organizational settings.

5.4 ENG404 : Copywriting

Unfortunately, my direct involvement in copywriting was somewhat limited throughout my internship at *The Daily Star*. However, I sought to use the copywriting techniques I acquired in the Copywriting course whenever the opportunity arose. I had the chance to do this while creating copy for posters that urged viewers to submit content and participate in voting. As taught in the course, giving the audience a 'Limited-time offer' or deadline, and incorporating time-based language encourages them to act sooner than they actually intended to (Blake and Bly 6). This creates urgency and prompts immediate action from the audience. Keeping that in mind, I infused urgency and empowerment among the audience by incorporating compelling keywords such as "Vote now!" and "Hurry up!" Additionally, displaying notices like 'One Day Remaining', 'Two Days Remaining' before the deadline of voting contributed to creating urgency among the audience, encouraging them to vote for their favorite artists. This employment of proactive language and action-oriented keywords ensured that our audience not only noticed, but were also awakened to the call to action. Writing copy for posters, thus,

enabled me to draw upon copywriting techniques of creating urgency I had learned in the Copywriting course.

5.5 ENG465 : Translation Studies

As previously mentioned, a key responsibility during my internship at *The Daily Star* involved crafting social media captions. Within this role, I seized the opportunity to apply the translation methods I learned in my Translation Studies (ENG465) course to the dynamic realm of social media. This task involved writing bilingual captions for audience engagement during content submission and voting for **Blender's Choice The Daily Star OTT and Digital Content Award 2022**. It required a seamless translation between Bangla and English to cater to our diverse audience, employing St. Jerome's sense-for-sense translation theory. His theory emphasizes the central idea and significance of the original text, proficiency in both Source Language (SL) and Target Language (TL), avoiding word-for-word translation, using common language, and maintaining a harmony throughout. This allowed me to generate aesthetically appealing and intriguing translations that were suitable, readable and easily comprehensible for all. In addition, I incorporated the 'Borrowing' method for translating terms like 'content,' 'digital,' and 'OTT' in Bangla, ensuing consistency with global terminology. Besides, I applied five effective translation techniques, discussed by Hatim and Munday, while working on the captions. Firstly, understanding the content of the source text (ST) was important. Secondly, proficiency in both source and target language was essential as well, though I faced challenges due to having less knowledge of aesthetically compelling Bangla words. Despite this, I managed to incorporate words that conveyed the exact meaning in Bengali. Thirdly, I realized the importance of avoiding word-for-word translation, instead, opting to preserve the core message

of the text for concise writing. The fourth technique enabled me to write in common and everyday language to enhance reader comprehension. Lastly, maintaining an overall harmonious style was quite needed, since content that was unappealing to read failed to resonate with the audience. Therefore, I made sure that the translated captions not only preserved the core essence, but also resonated effectively with the target audience in both languages.

Chapter 6

Challenges and Learnings During the Internship

Amidst the triumphs, challenges emerged, providing fertile ground for personal and professional growth. For me, not owning a personal laptop became a significant hurdle, leading to conflicts and disagreements with my supervisor. His disappointment with me for not working on a laptop and using my phone while sharing documents with him created quite a tense environment. On the bright side, this was not only an obstacle, but also an opportunity for growth. Reason being, this hurdle pushed me to adapt and enhance my computer skills. Besides, engaging in productive discussions and occasional disagreements with my supervisor polished my skills in effective communication and problem-solving.

Additionally, managing a packed meeting schedule of three consecutive days for selecting the nominees was another hurdle for me since I had never attended such meetings before. However, amidst the chaos, I found solace and support from my colleagues and teammates. Their unwavering guidance turned these series of obstacles into productive and enjoyable learning opportunities. As a result, I could come out as an experienced intern in social media management, market research, content analysis, and content writing.

Chapter 7

Holistic Look at the Internship Experience

Internships, in my opinion, serve as a transitional phase prior to delving into the real-world setting. This is specially important for students of Media and Cultural Studies, since it allows them to encounter office dynamics and culture by interning at newspapers, news stations and advertising agencies. I was therefore excited as much as I was worried to start interning at *The Daily Star*. Reason being, I was an introvert, and had no prior work experience in a setting as formal as that. As a result, I was both worried and careful about my work at *The Daily Star*.

It was June 7, 2023, when I went into the office for the first time for my interview. Following the interview, I was told to wait for the weekend to know the result. I received a call from Mr. Salman Ahmed on June 11, inviting me to join the OTT team. I was trembling with anxiety as I first walked into the office as an intern on June 11. I was then introduced to Mr. Alam, who worked with me on the same project. Following that, I met other colleagues on the same floor, along with Mr. Milton Talukdar, the digital creator, and Mr. Akram Hossen, the designer at *The Daily Star*. Despite their higher positions, everybody was quite cordial and welcoming towards me. The best part was that regardless of age or position, everyone addressed each other as ‘bhaia’ or ‘apu’. Yet, I was so nervous that I was unable to talk properly with them. Nevertheless, Mr. Salman Ahmed, my on-site supervisor, was kind and considerate enough to treat Mr. Alam and me to lunch at the office canteen. His kind gesture made me feel welcomed and eased my tension, allowing me to calm myself.

My internship journey began the next day, as I entered the office sharply at 10 am. I was told to sit beside Mr. Milton Talukdar, who in my opinion, was the best co-worker one can ever

have. We greeted each other and asked about what was happening in each other's daily lives, making this little conversation our daily routine. Then, Mr. Salman introduced me and Mr. Alam to **Blender's Choice The Daily Star OTT and Digital Content Award**. As my supervisor divided the duties among us, I was asked to watch all the contents and movies released in 2022, do frequent market research, take care of the social media handles, and make sure both the pages (Instagram and Facebook) get enough reach before we stepped into the voting process.

As we proceeded to work, my first couple of days went very smoothly. I continuously generated captions for posts to keep the content submission process going, conducted thorough market research on various top-notch award shows like The Academy Awards, Grammy Awards etc., attended and managed small meetings with the Arts and Entertainment team for the updates on our work and such. Later when I was given the subscriptions of major online streaming platforms like Hoichoi, Chorki and Binge to watch all their contents and submit them for nomination, I had this feeling that there can be no better job than this, where the company pays for you to watch movies and series! During that time, I was rarely told to come to the office, and was instructed to stay at home and complete watching every single content on those OTT platforms.

Like there is no rose without a thorn, the internship was not all smooth sailing. Things started getting rough for me as the nomination process approached. For the first time, I got shouted at by my supervisor, for something that was not my fault. It happened due to a miscommunication. I arrived early for a scheduled meeting, but later than the time my supervisor asked me to. The reaction I received for that, I absolutely did not expect. To be specific, neither I was used to such behavior or such problems, nor did I know how to handle them. However, this incident taught me time-management and professionalism. I realized the value of time and how

to handle such situations that are not on your side with professionalism. As a result, later on after that day, I was always available at the office one hour before my call time.

Besides, due to not having a laptop, I wanted to be present at the office as much as possible, and do my work on the PC. However, it was not possible, as most of the time I was told to work from home. Knowing that there was a lack of seating arrangement at the office, I realized that I have to cope up with this situation and do my best with all I had.

Nevertheless, the best part of this entire internship journey was meeting some senior colleagues who were more like sisters. We were lunch partners, as I met them in the office canteen during lunch. As some of them were copywriters and some were content writers, they pushed and encouraged me to write articles and publish them. I wrote two articles because of the encouragement I received from them. Though it did not get published, it was a stepping stone for me to realize how much I am interested and in love with journalism.

Wrapping it up, my internship journey at *The Daily Star* was not just a checkbox in my academic journey. Rather, it was a rollercoaster of challenges, victories and personal growth. Navigating the hurdles, being successful, and soaking in the growth - these were the building blocks that shaped my internship tale at *The Daily Star*. As I reflect on this transformative experience, I believe that these valuable lessons will undoubtedly echo in my professional endeavors ahead.

Chapter 8

Conclusion

In all honesty, transitioning from choosing Media and Cultural Studies as my area of concentration to securing an internship at Bangladesh's leading English newspaper, *The Daily Star*, has been a tremendous honor and privilege. For me, an internship has always been a gateway to the real world, serving as a bridge that connects the theoretical aspects of Media and Cultural Studies to the dynamic realities of the professional world. This internship, therefore, became an invaluable opportunity of experiencing office dynamics, understanding office culture, and contributing to journalism. The realization is firmly rooted in the understanding of the pivotal role that practical work experience plays in today's fiercely competitive job market.

While studying at BRAC University's Department of English and Humanities, I was unsure of what I wanted to become in life. More specifically, uncertainty clouded my understanding of the purpose of my life. However, it was the courses in the stream of Media and Cultural Studies that sparked my interest in journalism, making me realize that writing was always my true passion. Fortunately, even before this epiphany, I made the bold decision to pivot from MBBS and pursue a Bachelor's degree in Arts.

Shifting gears to the internship, I started off this journey as an introvert, devoid of any prior professional experience. Hence, I took this opportunity with a blend of eagerness and caution. Nevertheless, as I bring the curtain down on my internship at *The Daily Star*, I now stand at the intersection of anticipation and accomplishment, reflecting on a transformative journey that has not only shaped my personal outlook but also fueled my personal growth. Moreover, beyond tangible work experience, the internship has taught me meaningful things,

adding value to both my personal and professional life. These invaluable lessons include the virtues of patience, professionalism, time management, punctuality, adaptability, conflict management and the essence of teamwork.

Lastly, I am immensely grateful to my supervisor, Mr. Salman, along with my co-intern Mr. Alam for turning this internship into a worthwhile learning experience for me. An amount of equal appreciation goes to my other office colleagues, who were more of mentors than acquaintances to me, providing unwavering support and guidance at every step. Adamantly, the journey continues, with the lessons learned forever echoing in the pursuits that lie ahead, shaping not just my professional career, but the essence of who I am becoming.

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