

**Report On**  
**Internship as a Content Researcher and Writer at Tycoon Tales**

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

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# *Declaration*

It is hereby declared that

1. The internship report submitted is my own original work while completing the undergraduate degree at BRAC University.
2. The report does not contain material previously published or written by a third party. Information taken from outside sources is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. All sources of contribution and assistance have been thoroughly mentioned.

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# *Acknowledgement*

“To know, is to know that you know nothing.”

*-Socrates*

If I am being honest, this report has been the result of a very unique rollercoaster ride that was my life as I took the journey of an undergrad student.

Thus, I must begin by expressing a deep gratitude towards my parents. Before enrolling in BRAC University, I told myself that I would pursue my Bachelor’s degree for my mother. I dedicate this report to my parents, particularly my mother for being patient with me.

Amma, Abba- you both have sacrificed so much for me and prayed for my successes in life. I am grateful that I am your son.

With that, I would also like to thank all my well-wishers who have been with me through thick and thin. All their presence has been a blessing in my life for I was always growing and learning from them. Joining the English and Humanities Department was a significant moment for me, to realise that I enjoyed reading, learning, and knowing something was an amazing epiphany. The more I learned, I realised I enjoyed the process of learning. To see the world with a diverse lens of critique and thought was an absolute paradigm shift. Hence, I thank the Department of English and Humanities, and all my faculties without whom my journey would be incomplete as all of their lectures pushed me towards becoming more aware and accepting.

I would like to thank my internship supervisor, Tabassum Zaman ma’am; thank you for being my Cultural studies faculty. Your lectures made me fascinated by the extent how much media and culture are intertwined. The media and culture connection has made me more inquisitive about how culture will evolve as media as we know it is constantly changing. I have realised that there will be no end to knowledge and information– I have found a treasure trove that will not run out.

As Socrates said before –the more information we gain, the more we will realise that we know very little– this very fact terrifies and excites me, just like a roller-coaster ride does.

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## CHAPTER 1:

# *INTRODUCTION*

Over the period of time, social media like Facebook and Instagram have evolved and expanded into a platform of diverse marketing and business possibilities. One of the possibilities that I gradually observed was that people of my age group are sharing a captivating picture with a headline that tells the entire gist of the news and a small caption in the comments that links itself to the original news outlet post. A new format of news— a flashy visual, a comprehensive headline, a connected caption that elaborates on the headline for those who are curious and lastly, the link of the original news if anyone wants to read the entire news from the original link – became very common and popular amongst social media users. I did not know this was curated news, something that I would be spending the last formative weeks of my undergraduate life on.

As a student of Media and Cultural Studies, I was always intrigued by news, entertainment and media broadcasts. As my time for starting an internship drew closer, I found myself a unique opportunity to work as an intern in a startup. This particular startup, *Tycoon Tales*, was set up to curate news content about business, marketing, economics, and public relations in a way that would be palatable for audiences. I grabbed the opportunity to get myself acquainted with the process of how news is being curated for the new generation audiences and what it truly takes for an internet news company to slowly build itself up from the ground with a small team and a big ambition as I joined *Tycoon Tales* on the 28<sup>th</sup> of July, 2023.

To get the opportunity to see how these news posts were made along with how the inner workings of the company were being developed for three months was very enlightening for me.

Though I was not aware of the phenomenon called news curation, companies like *Cablgram* and *Nutshell Today* have been operating since 2021. By 2023, both the mentioned companies have grown exponentially as reliable video/audio internet news companies on which a huge number of audiences depend for daily news updates. This emerging need for people to stay updated with the latest news while scrolling through their feeds on social media apps and the streamlining process to get that news to the people became very interesting as I immersed myself in the process.

Moreover, with every passing year, newer media formats are emerging and each iteration utilises newer advancements of technology of its time. The jump from physical paper towards the digital world consisting of codes and data of the internet has made the distribution of information and news reach a bigger audience, within just a matter of seconds. Thus keeping up with the latest trends and effective practices of media and journalism is a paramount for anyone working in the field of news and journalism.

However, with an increase in efficiency, the information overload for readers along with misinformation being spread throughout the World Wide Web has caused a huge number of people to become sceptical of news and the latest updates. People want to be informed, but due to the fast-paced nature of the modern 21<sup>st</sup>-century lifestyle, they do not get the opportunity or lack the interest to essentially read an entire page's worth of news; particularly if the news requires one to click and go to a different internet link. Thus, a gap between people's need to stay informed and updated with new information and their interest in going to another website or news portal. Thus, **Content Curation**, a form of collecting and distributing specialised content for a niche audience under a single source, slowly gained momentum on the internet.

## What is News Content Curation?

Just like any curation, internet content curation, depends on collecting and categorising relevant information, images, and video/audio media, then displaying it under a single institution or platform's name for everyone to engage with. With the rise in the use of social media platforms— Facebook, Instagram and other social media websites— by all walks of life in Bangladesh, there is a simultaneous increase in the number of platforms dedicated to curating news for a particular group or audience.

News curation is a type of content curation, a process committed to finding, evaluating, filtering, and sharing the most appropriate information on a particular topic for an audience. Simply said— by going through various sources, the best pieces of editorial journalism or the most important news developments are selected and shared with an audience. Since the internet is vast, news content curation focuses on building a rapport with the audience about a niche topic or subject, so that consistency can be maintained without disturbing the trustworthiness of the platform.

Modern internet users are quick to move on from one content to another and will likely not find it necessary to read the news if it will take too much time or the news does not meet their niche. Having all sorts of information, some relevant and some irrelevant, travelling the airwaves, news curation provides the world with reliable information and news. The process of news curation involves maintaining authenticity for information and giving credit to original authors whose work has been shared while helping the audience grow as well.

In this report, I will talk about how I started as a fresh intern in a fresh startup that deals with news curation, and how the company was slowly building itself up and growing its audience. I will also talk about all the necessary skills I gained while studying media and culture at Brac University that made me a good fit as a content researcher and content writer intern.



## CHAPTER 2:

### ***ABOUT TYCOON TALES***

*Tycoon Tales* is an online media platform dedicated to delivering news and information on business, startups, commercial industry and economics, along with marketing and success stories of accomplished individuals in the corporate world of Bangladesh, and around the globe. Its target is to showcase the business and corporate world and educate its audience, while people associated with Bangladesh's corporate world will get a platform to connect with an audience.



**Figure 1. Tycoon Tales Logo (Tycoon Tales)**

Figure 1 above is the logo of *Tycoon Tales*, the stylised “TT” representing the company’s name. The name is indicative of its function, for the company wants to showcase the “tales” of “tycoons” to encourage future entrepreneurs and educate about various industry and corporate practices and shifts. The font and the colour have been designed to catch the attention of the readers, the distinct yellow shade (#f0bf26). This particular choice was made by the founders to invoke confidence, excitement, and enthusiasm from the audience as the world of business and corporate culture often deters people from engaging with it due to its complicated nature.

## An Overview of the company vision

*Tycoon Tales* aims to become a hub of news and information about everything related to business, startups, marketing, industry and economics, and success stories of accomplished individuals by making content simple and striking for the mainstream audience.

This media platform was founded by Sakib Rahman (Founder) and Jobair Rubel (Co-Founder) in July 2023, with a primary goal to provide insightful content to their audience, enabling them to learn and stay updated on any latest business-related trends. Through captivating visuals and concise written content, *Tycoon Tales* ensures that the audience receives accurate information efficiently.

The media platform is committed to building an ecosystem where startup owners can come and share their stories and experiences, aspiring entrepreneurs can gain knowledge on new trends in business, marketing, and economics, and guide them toward the path of success.

Furthermore, *Tycoon Tales* is currently developing a podcast that will bring specialists in the corporate world to talk and share their stories and advice for everyone. A magazine is in development that will showcase successful leaders and their stories from around the world. With more exciting projects still in development, promising more valuable content for the audience.

*Tycoon Tales* is on a mission to deliver valid news and updates with quality content to its audience every day.

With a vision to establish an insightful platform that benefits businessmen and aspiring entrepreneurs globally, providing them with the knowledge and resources they need for success.

## A humble beginning of the Startup

After going through the vetting process through online sessions and being briefed about doing the remote work of this internship, I officially joined Tycoon Tales after signing the offer letter on the 1<sup>st</sup> of August, 2023.

Since it is a startup, the company is yet to establish a physical corporate office and most of its operations are held, and executed through remote work, virtual meetings and seminars. The company is a fledgling startup that is still building up its content library along with establishing its own corporate identity.

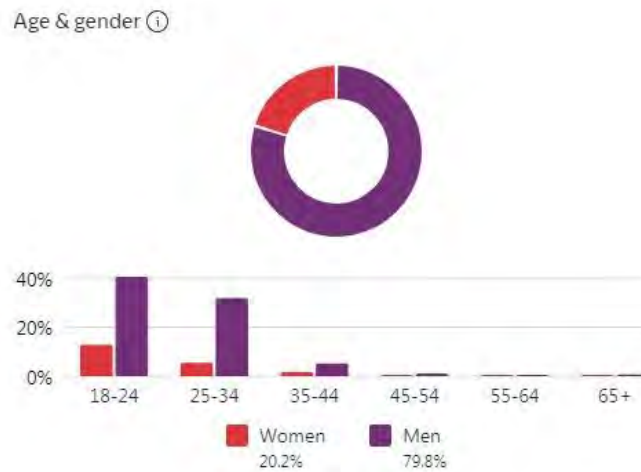
During my tenure as an intern at *Tycoon Tales*, there were three established departments in the company– the writing department, the research department and the community management department. The first internship program that I was recruited to had 15 interns, who were responsible for carrying out regular tasks for the 3 departments on a daily basis. The company's 2 founders regularly provided the tasks and interns rarely interacted with other collaborators of the company. All of the 15 interns had their own designated departments, with distinct duties and workflow.

As a content-writing intern and a content-researcher intern, my duties were spread across two different departments and my functions for both departments were evaluated individually. My primary duty at the writing department was to help build up the content library from the ground up. That meant establishing a writing style that is common across every news curation platform on social media while creating an identity and space for *Tycoon Tales* to build its future content.

The first cohort of interns was recruited to jumpstart its news content curation phase – to slowly build a library of content while researching ways to improve the platform and finding innovative ways to engage with the audience.

The founders were working alongside the interns to establish credibility for the brand. The internship work is very compartmentalised in *Tycoon Tales*, keeping the duties of the interns specific and direct according to the job responsibility. The key figures in the company worked with all the necessary physical and legal work, and they provided mostly support and guidance that was relevant to complete write-ups and conduct research.

During the news curation period, the platform grew steadily and slowly, targeting the age demographic of people between 20-35 years old as shown in Figure 2. below. This particular age group is more likely to engage with business-related content. A lot of experimenting, trial and error with writing and research had been observed during this time. The experimentation period required a lot of restructuring and quickly changing strategies to observe audience engagement.



**Figure 2. Age and gender of the demographic that engaged with Tycoon Tales till October 2023**

Even though *Tycoon Tales* had been a newly formed company, the company witnessed significant growth with a skeletal crew and no physical office. This growth also will pave the way for diverse content and reach more people and more Tycoons to showcase. As time progresses, this company will grow and expand operations to various other platforms ensuring efficient and reliable news and information for the business savvy and the curious ones.

## CHAPTER 3:

# *STARTING AT THE STARTUP*

## My Initial Brief of Work

Sakib Rahman, the founder and my internship supervisor, provided me with the initial brief of how *Tycoon Tales* will be operating. During the first meeting on October 2<sup>nd</sup>, 2023 of the Content Research Department, which had two other interns including me, we were provided with instructions about how to conduct research and collect relevant news for the platform. Our instructions were— to always avoid scandalous news, news with political and sports themes should not be given any importance unless there are business-related implications related to such information, and no entertainment and celebrity-related news.

Moreover, we were provided with a list of news outlets, particularly the business and economics section of those outlets, of 12 local Bangladeshi and 15 international news websites. I was tasked with keeping a regular eye on the latest updates on seven international news websites: *Bloomberg Businessweek*, *Business Insider*, *Wion Business-Economy*, *Billboard Business*, *New York Post Business*, *The Times of India Business News*, and *Hindustan Times Business*.

For the Content Writing Department, the meeting took place on 3<sup>rd</sup> October, where seven interns initially joined. We were given the name of *Caption Commandos*—for our key role was to generate headlines, summaries and a brief explanation— the caption— for the news articles that were forwarded from the Research Department. Our task would be to turn the jargon-heavy and

complicated news into a small, easily understandable and simple reading material. We were to avoid taking any sides or biases, and just plainly provide the key information to the audience

## My Workflow

Following my briefs for both departments, I was added to the centralised communication group chats of *Tycoon Tales*, along with *Content Box* for the research and *Caption Commandos* for the captions, on WhatsApp.

### CONTENT BOX (CONTENT RESEARCH)

My regular duties as a content researcher were to regularly visit my allotted seven news websites and go through all the latest news on their respective business sections, filter out the unwanted news and select any relevant news like news on the stock market, new startups, price hikes, business deals of conglomerates and corporations and the economy. My task was to go through the latest articles posted, check their date and headlines to make sure that it will be relevant to the *Tycoon Tales* brand, then take the link of the selected news articles to the *Content Box*. The *Content Box* Chat group is used by all Research Interns to post their articles' links along with the first paragraph of the news so that our supervisor could review all the filtered news and pass it onto the Writing team.

After I had gone through all my websites and selected the relevant news articles, Sakib Rahman, the head editor, would review and select the final news and forward it to the *Caption Commandos* and on average up to 10 links used to be provided by each research intern regularly.

Most of the International news websites would get updated after midnight, thus I had to be active late at night to do content research. My supervisor dubbed the research department as one of the main pillars of the *Tycoon Tales* platform because, without regular and timely research, content

for the next day will not get written and published on time. The majority of international news would be provided late at night, and during the night the head Editor would go through all the provided links and forward the final selected news to the Content Writing department.

### CAPTION COMMANDOS (CONTENT WRITING)

After the research team's selected news articles were reviewed and finalised, those articles and their respective website links were forwarded to the writers. Each writer intern would be assigned a news article and a specific time by which a caption must be submitted. On average, most of my caption deadlines would be by 7 PM of the evening.

As a content writer, my task was to read the entire article which would be around 500 words, and do more secondary research by reading more articles related to such news, to ensure credibility and cross-check the accuracy of the news. Then, I primarily had to generate a news headline that would be easy to understand while conveying the entire gist of the news in a single line. Additionally, I had to write a small caption of around 120 to 180 words for the Facebook post. I had to proofread the captions along with providing relevant emoji, adding a tentative headline for the picture and submitting it.



Since the work was remote, no specific time was allotted for assigning articles, so staying alert in the communication groups became an unspoken rule. After my submission, my supervisor would edit the work further and pass it on to our graphics designer to design a fitting visual for the article. Finally, the post would go live on the Facebook page followed by other pages for everyone to see.



Figure 3a. The Caption of a News Post

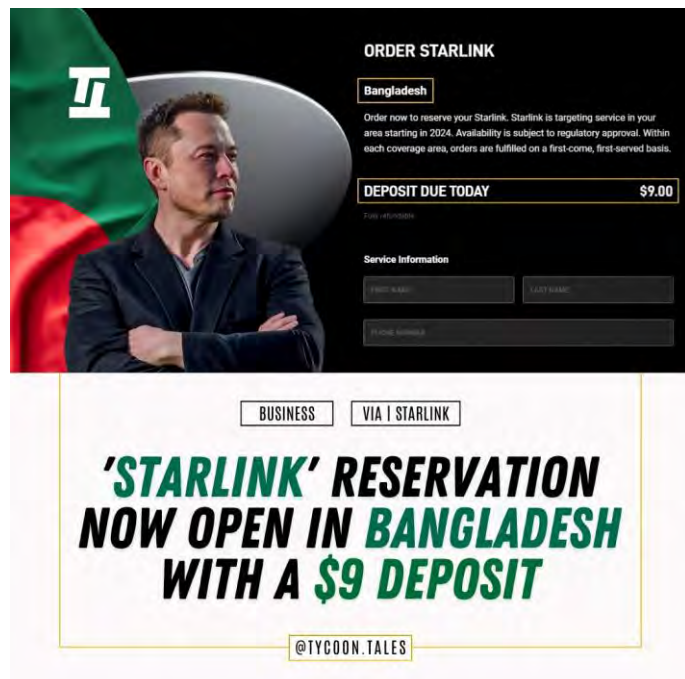


Figure 3b. The Visual for the News Post of Elon Musk and Starlink

Figures 3a and 3b illustrate the first news I worked on for for *Tycoon Tales* on 27<sup>th</sup> July 2023. The entire news was provided on Facebook and Instagram as illustrated above.

During my tenure as a Content Writer, I was tasked regularly with writing captions for news and more than 25 posts were published on the social media pages and website of *Tycoon Tales* that had my work on it; their website was still under construction and has yet to be launched publicly as of writing this report.

## CHAPTER 4:

### *EARLY STARTUP EXPERIMENTS AND GROWTH*

My very first task at *Tycoon Tales* involved ensuring a steady growth of the new company by producing quality content and maintaining regularity. Establishing credibility for news companies is a difficult task, particularly when a news company is experimenting with the type of content they want to publish and work with. At the time of my joining *Tycoon Tales*, the company had not set up their website, or LinkedIn page and even their Facebook page had merely 102 followers. Thus, there were no regular visible progress or engagement on the news posts and not seeing any significant response from the audience was very discouraging for all the interns initially. The Facebook posts did not get much exposure, averaging about seven to nine likes during the month of August.

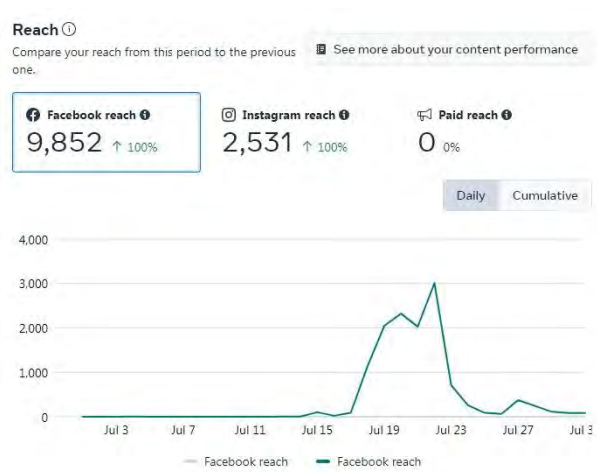


Figure 4a. Tycoon Tales' Audience reach for July 2023

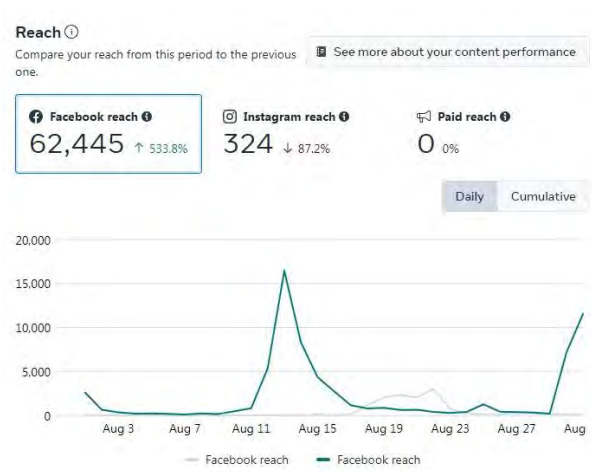


Figure 4b. Tycoon Tales' Audience reach for August 2023

Compared to July, *Tycoon Tales* witnessed six-times the reach as with regular news postings as shown above in Figures 4a and 4b.

however, from the middle of September, our followers started to slowly grow. By the end of September 2023, Tycoon Tales had organically reached 1000 followers and more than 600 hundred likes due to regular content posting without any monetary boosting from the management.



Figure 5. Tycoon Tales' Audience reach for September 2023

From August to September, the reach doubled, marking the best month during my time as an intern at *Tycoon Tales* as shown in figure 5.

## Experimenting and Brainstorming Phase

The month of August was utilised to slowly streamline the process of finding and filtering news and posting articles regularly. My task was to research articles for the writing team, write captions and submit them for regular posting. My supervisor called the writing team the lifeblood of the page, for producing and posting content would grow the page steadily.

During August, we had frequent meetings with the management where we focused on work quality and maintaining regularity. Additionally, there were many major brainstorming sessions that I was allowed to join. Every one of the interns was asked to pitch ideas about new types of content formats and themes. All of the suggestions were heard by the founders and taken into consideration. I suggested the possibility of conducting podcast sessions with corporate specialists, that idea was received well and that idea was developed separately. Unfortunately, due to a lack

of funds and the arrangements for a podcast production development requiring elaborate planning, that pitch was not realised during my time as an intern.

Due to the initial low exposure and lukewarm reception of the Facebook page of *Tycoon Tales*, a pitch was made about making reels—a short video format with audio commentary—and in August one of my captions that I submitted for a news post, was repurposed as a script for a reel on Facebook, as an experiment. The article that was highlighted in the reel was about a London-based entrepreneur buying an abandoned staircase, as shown in Figure 6.

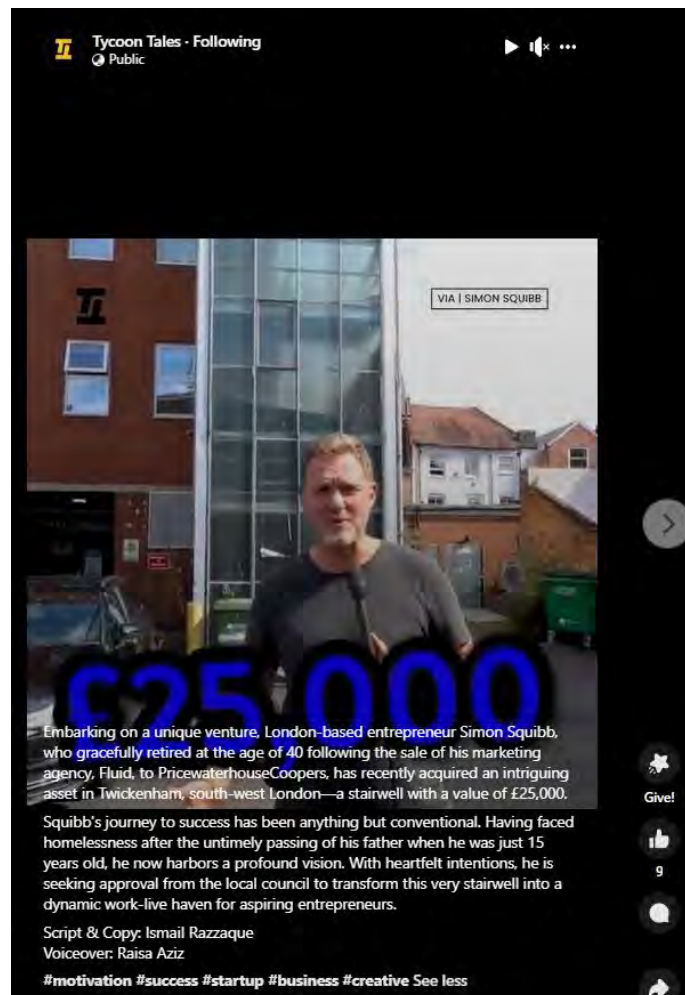


Figure 6. The first news reel experiment using my work

I wrote the article summary and caption for a news post which was reworked by the head editor as a reel illustrated in Figure 6 and this was my first credit as a writer in Tycoon Tales. Due to *Tycoon Tales* being a new company, the reach of that reel was not very high.

## NEW CONTENT FORMATS

Two new formats of our content— *Monday Marketing* and *Friday Feature*— were launched in the month of September. The *Friday Feature*, as demonstrated in Figure 7a, would highlight a success story of startups and entrepreneurs in Bangladesh and *Monday Marketing*, shown in Figure 7b, would talk about prominent aspects of marketing. Both these formats were **Carousel** content— 8 pictures and short sentences accompanying visuals to tell a story or provide information.

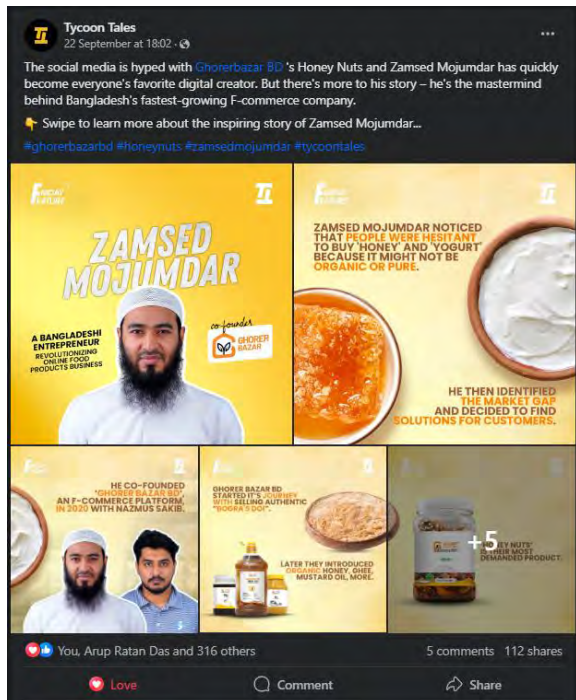


Figure 7a. The first published Friday Feature

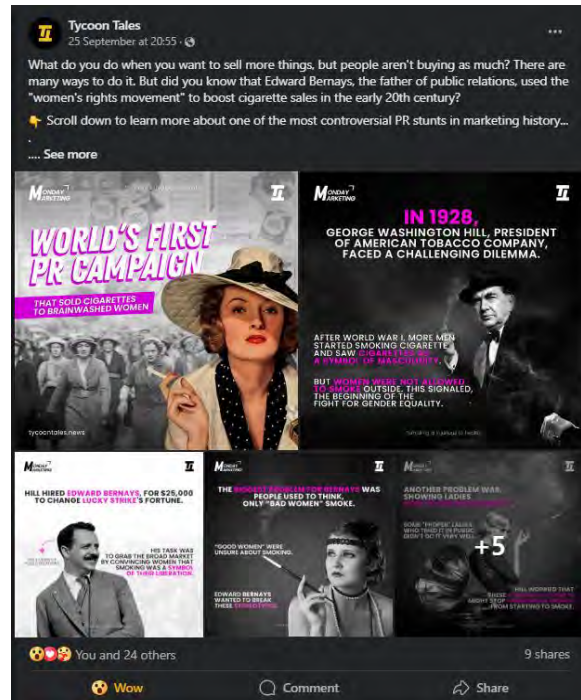


Figure 7b. The first published Monday Marketing

The carousel content type uses eight to ten slides to briefly state important facts about the featured individual or phenomenon to inform the audience with visual aids. Usually this sort of content is considered a long format of content in social media as a single post has multiple images. Thus, these posts can be used to provide larger information spread throughout 8 slides without seeming too information heavy or boring. The main purpose of carousel content is to dedicate a single post to highlight someone's achievements in a single feature-like post. Unlike a short news post, the carousel content takes information from multiple credible sources to form a simple and comprehensive narrative to inform or educate the audience.

The first published *Friday Feature*, was well received amongst the audience where an emerging entrepreneur's work was showcased and that post was liked by more than 300 people online and shared 112 times on Facebook. The *Monday Marketing*, that featured the history of PR campaign of cigarettes, which did not get much engagement with just 24 likes and 9 shares. Both were written and researched by other writers.

During the development of the carousel feature, I was assigned to do a feature on Ed-tech Startups in Bangladesh. I did my research by searching the internet for all Bangladeshi education and technology based startups, following which I made a list for approval from the management. The list was finalised with five Ed-tech startups (*10 Minute School, ROOTs Edu, Shikho, EduHive & Applystart*).

For all the five companies, I collected information regarding their respective founders, the dates these companies were established and collected news articles mentioning these companies name in a single document file. After the collection of all information, I read all the articles for each startup and visited their websites to read up on their mission statements to write a draft for individual startups, which took two weeks to complete. In my draft, I highlighted each startup's initial journey, the respective services they provide for students along with how much funding each startup has managed to get till date. The entire feature draft required much more attention and care due to all the important dates, names, funding amount attached to each company. However, after my submission, that draft was put on hiatus and no further initiative was taken for that feature carousel.



Figure 8a. The first page of the Carousel Feature

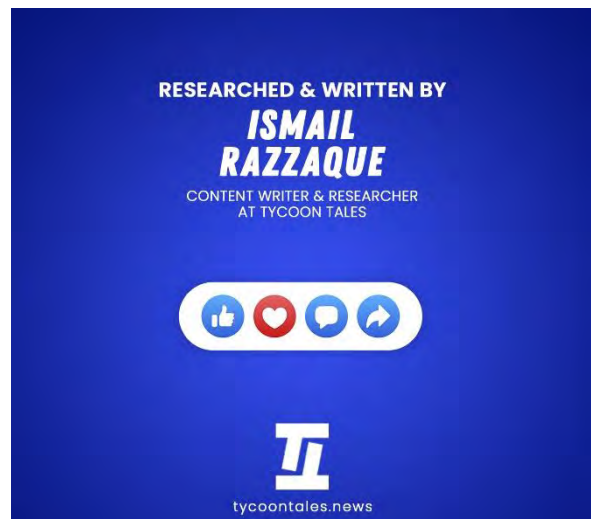


Figure 8b. The last page with my name credited for the feature

Another carousel feature of mine did get published later in October— featuring Rohani Binte Baharin, shown in Figures 8a and 8b, the lead designer of the 3<sup>rd</sup> Terminal of Hazrat Shahjalal International Airport (HISA) that was inaugurated on October 07, 2023.

This feature was about the lead designer of HSIA, where Baharin's accomplishments were highlighted for the audience to know about. For this feature, I collected all available resources

from the internet that had Rohani Binte Baharin and read through every single article and attribution given to her work to produce a draft that had all information about her achievements, prior works along with her accolades.

## CHANGES TO THE WEBSITE LAYOUTS

Alongside producing content, my another task at this initial stage was focused on formulating improvements for the company website. During the brainstorming period, I made a small suggestion about changing the layout of the under-construction Tycoon Tales website and my suggestions did not fall on deaf ears. The entire website was restructured and is currently still undergoing development, as demonstrated by Figure 9.

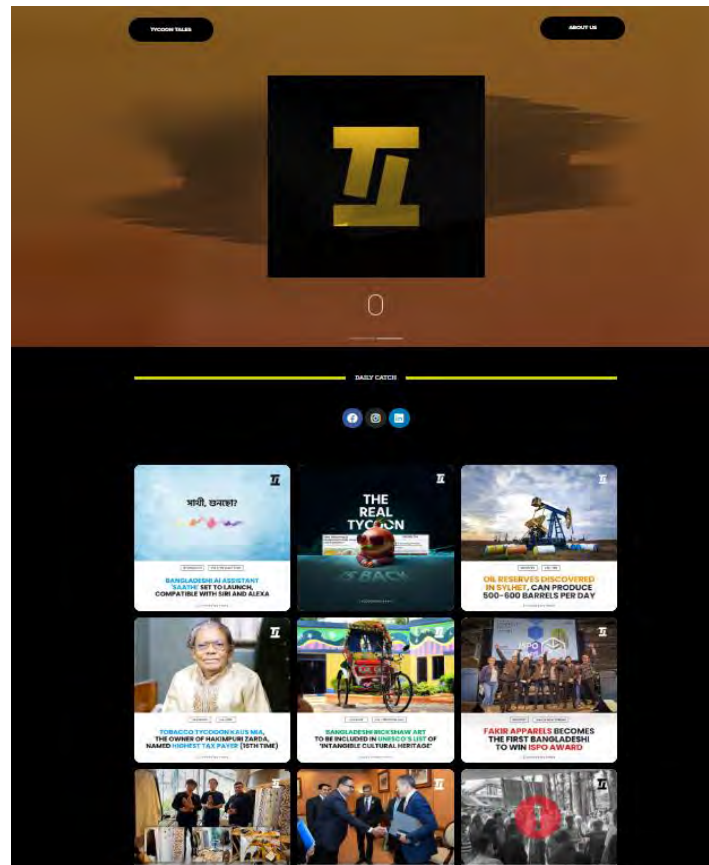


Figure 9. The redesigned under construction website (via Tycoon Tales)



The new design was made to be a simple, single-page and grid-like for ease of access for this sort of content, the previous design is defunct and during construction that version was not permissible for documenting for this report.

Since the content library of *Tycoon Tales* was not diverse, many initial website features like blogs, editorials and videos felt unnecessary for the time being. Moreover, the content library relied on already published news. This made the news feature itself problematic, as it involved reposting news from reputed outlets rather than producing original content.

Hence, the new grid design allowed for a single page album where *Tycoon Tales* could showcase their already published content just like they were published on Facebook without encroaching on other reporter's work. To be able to contribute to the expansion of the website as an intern was an amazing opportunity.

## Challenges faced

The experimentation phase also meant that a lot of work would not be published. I was tasked with writing Carousel content for Edu-tech Startups in Bangladesh in September, even after spending two weeks on research, proofreading and confirming all data, my submitted work was not published because of other developments. Another feature content where I sat through the *Wanderlust 2023* Event, the iPhone 15 launching event, on September 12 was not published as well for the graphics team is short staffed and generating 8 new visual slides within 20 minutes was still too ambitious.

Since the work had been remote, that also meant that no work hours were fixed, sometimes entire days would pass without any work, while sometimes there would be work throughout the day

including the night. Covering the *Wanderlust* event also meant pulling an all-nighter. Putting an entire night's worth of work and the content not going up has been an educative part of my journey as a writer. Sometimes putting in the work may not be enough and to still keep myself going was a huge cognitive dissonance that I had to overcome during my time as an intern.

The growth of the startup was gradual and rather slow, something that I was not used to before. However, going from 102 followers to 1000 followers in a month and tracking 1200 followers within the 3<sup>rd</sup> month was very much a needed boost for all interns in the four departments.

The key challenge for me was to get myself acquainted with the concepts of business and economics— coming from a science and arts background, I was not aware of the terms and many phenomena of business, marketing and industry. That meant I had to actively learn about the niche of Tycoon Tales while working. Fortunately, my supervisor was very helpful and patient in guiding me in those regards.

## Tycoon Tales growth over 3 months

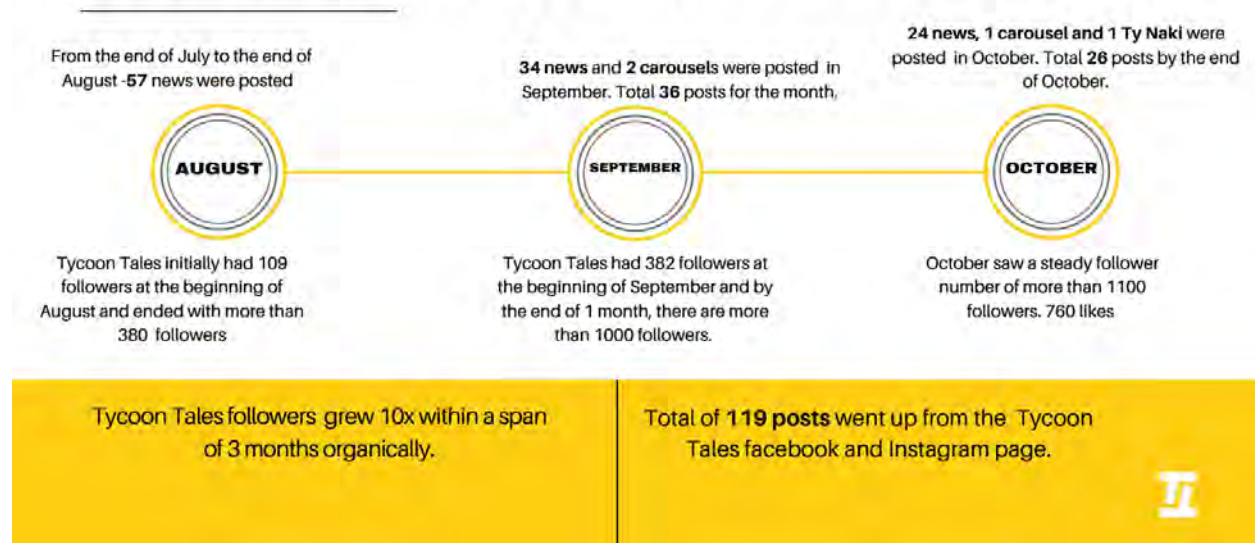


Figure 10. A simplified infographic showing the gradual growth Tycoon Tales observed from August to October 2023.

As shown in Figure 10 above, *Tycoon Tales* experienced rapid growth from August to September and made gradual progress during October.

Despite not receiving financial support for promoting content or engaging in paid promotions from brands, Tycoon Tales made encouraging progress. The content library grew to 119 posts by October, which will be useful to establish a rapport for the corporate partnerships, future collaborations and will work as a launching pad for attracting guests for the podcast.

## CHAPTER 5:

### ***TURNING NEWS INTO CONTENT***

As a student of media, I have been taught to write an article or news, by going out and gathering information in person and reporting my findings by taking an angle. However, my work was not to formulate new or original news but to write a copy by summarising the main article into smaller and easy-to-understand versions.

Unlike traditional journalism, news content curation relies heavily on a primary news source. News will be initially published by any news outlet, which will then be collected by a secondary news media and presented in an accessible form under a single page for a specific target audience. Thus, instead of getting all the news of the day, the audience can choose the kind of news they subscribe to.

For *Tycoon Tales*, their niche and focus were just for the Business-related news and developments to be catered to the general audience without having to worry about the complicated statistics and broad content.

## Process of Content Curation

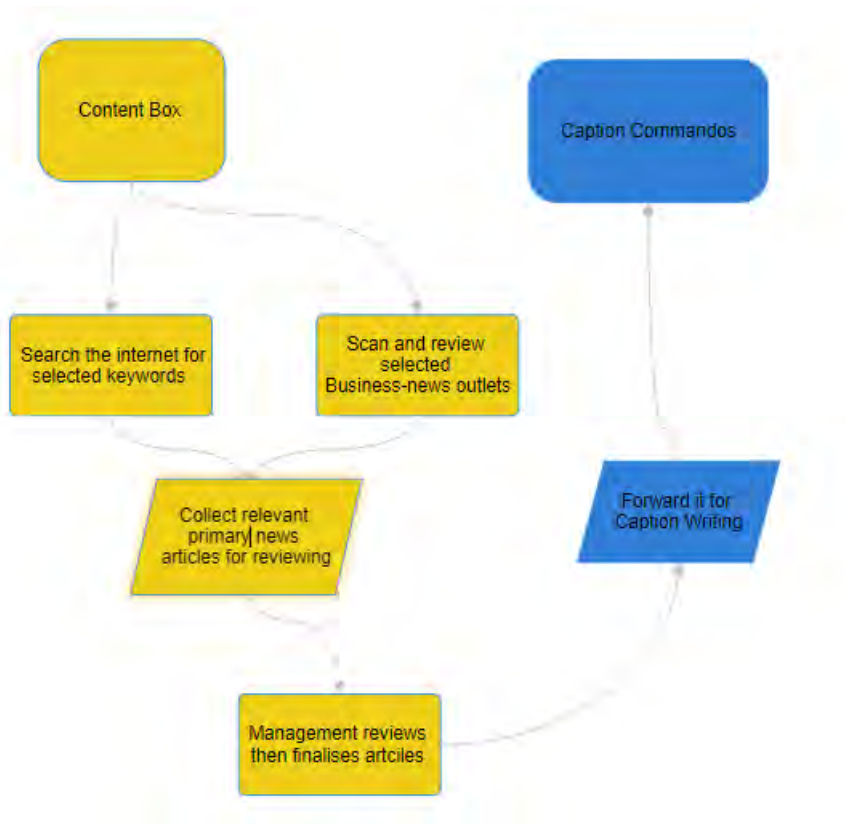


Figure 11a. Sample of Primary Source News (via The Guardian)

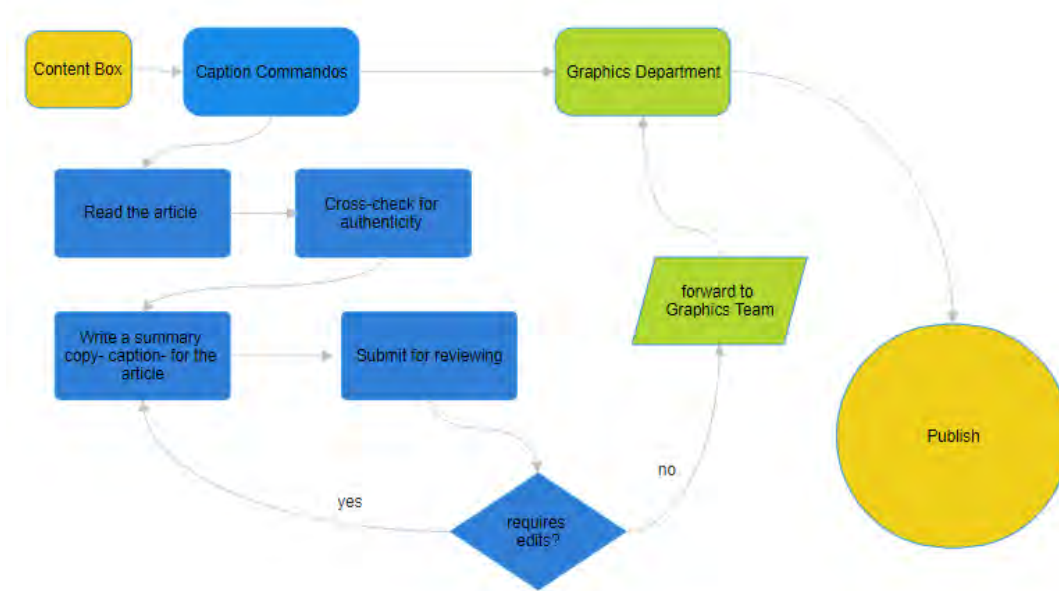


Figure 11b. The Draft of my caption for Tycoon Tales for the news shown in Figure 5a.

As seen above, Figures 11a and 11b illustrate the process of writing a caption draft. A primary news source—that has keywords like business, industry, entrepreneur, or economics—is collected by the Research team and collected in the *Content Box*. The primary source news is reviewed by the Head Editor and sent to the *Caption Commandos*, where content writers will read the entire article and cross-check authenticity with other news sources to generate a copy for publishing as illustrated in flowchart 1 and 2.



**Flowchart 1: The Simplified Workflow for Research Department**



**Flowchart 2: The Simplified Workflow for Writing Department**

That copy will be forwarded to the Graphics department which will develop a visual aid with all the references and finalised headlines to make content for news curation. *Tycoon Tales* takes relevant news for its general audience to become aware of first then if the audience desires, they can read the entire caption and summary after seeing the visual, as illustrated by figures 12a and 12b.

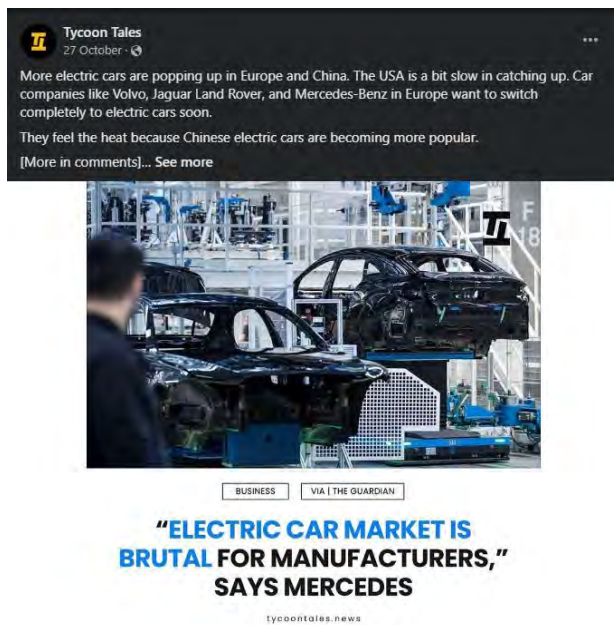


Figure 12a. The Final news content post with captions and edited Headline for the news illustrated in 5a.



Figure 12b. The summary of the news written by me along with the original news link

The overall process generates a single news content for *Tycoon Tales* to curate for its audience. This process is meant for curating specific content for the fast-paced consumer habits that people have developed by using smartphones.

In layman's terms, this content curation for news can be called the process of repackaging the same product with a new box, specifically designed to attract attention. The sample highlighted in figures 11 and 12, the content for this was about how the European car manufacturers were having trouble keeping up with electric vehicles imported from China, how Chinese manufactured vehicles are more affordable than the European ones. The entire news focuses on Mercedes having

trouble keeping up with Chinese automotive companies inside European markets. *Tycoon Tales* took this news and repackaged it by shortening the details for the Facebook post and designing a visual that would grab the attention of any car-enthusiast.

## MAKING THINGS EASY FOR THE AUDIENCE

To maintain audience interest, the curated content would generally avoid any heavy or difficult-sounding words and technical jargon; the entire headline would provide the main point of the news to the reader along with a complementary striking visual instead of drawing the audience to read the entire news. News that will fit into a single Facebook picture post and for the caption– a 50-word caption of the entire news that would provide just enough information for someone to become aware but not too detailed to know the entire development. Those 50-word captions are followed by a “More details in the comments below” line for people still curious to read.

In the comments section, there would be the three small paragraphs of summary, illustrated in figure 12b, of the main article of around 120 to 180 words– each paragraph would contain a single topic and an emoji for that topic. The original link for the news article would also be added to the end of the summary to give proper credit to the original authors and sources. The picture would also include the source of the news for anyone not interested enough to read further after seeing the picture.



This format was designed after carefully observing the algorithms of Facebook and Instagram, similar to the visual storytelling of internet memes but instead of satire, we provide real information with original news links. This work required three different departments to make a single news post– Research, Writing and Graphics– something my supervisor, Sakib Rahman, explained by saying, “We do the extra work so that our audience doesn’t have to” and that is the crux of content curation.

*Tycoon Tales* had started with the 120-word summary with three paragraphs and emoji to be placed as captions for the picture but within five days of my joining, the new 50-word caption rule and details in comments strategy were made the norm, as illustrated below in figures 13a. and 13b.



Figure 13a. This news has the 3 para caption with 150 words rule with just the source link in the comment section

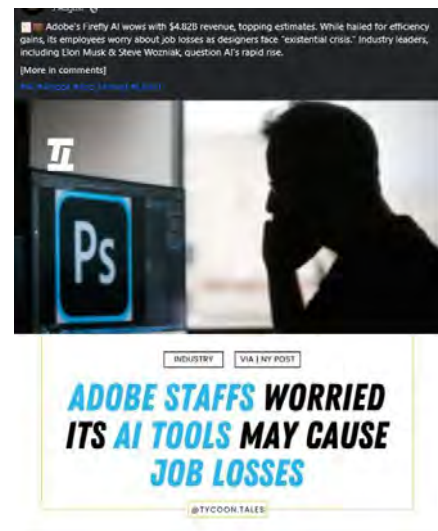


Figure 13b. This news has the caption with 50 words rule with the "More in Comments" summary

As shown above, the visual style becomes shorter and more streamlined– instead of reading a small paragraph on top of the image in 13a, people only will read a single line as shown in 13b. Moreover, the main reason is that Facebook’s algorithm does not boost any post with a big caption

and only five hashtags can be attached to the post for Facebook to circulate it. Thus, Tycoon Tales used this method so that it would be more likely to be noticed on Facebook.

## NAVIGATING ARTIFICIAL INTELLIGENCE

Furthermore, another challenge for a Content Writer is the emergence of Artificial Intelligence (AI). Since early 2023, the emergence of AI-generated content has saturated the online space. As Facebook and Google do not put AI-generated content on the top searches, and since *Tycoon Tales* is a new platform, the content must be human-generated so that top search results would display their news and posts. Otherwise, the Tycoon Tales brand will struggle to gain credibility, and the content library would go to waste.

To tackle this issue, the content writing team was provided with an open-source AI content detector, that allowed up to 1500 characters to be analysed to check the percentage of how much is human-generated and how much content is AI-generated. *Tycoon Tales* utilises open-source tools to build itself up from the ground and will shift to official enterprise tools used in content curation as the company brand grows further. I managed to keep my work 100% human-generated, as demonstrated by figure 14, and did not utilise any AI-generative tools for my work throughout the entire period of my time as a content writer intern.

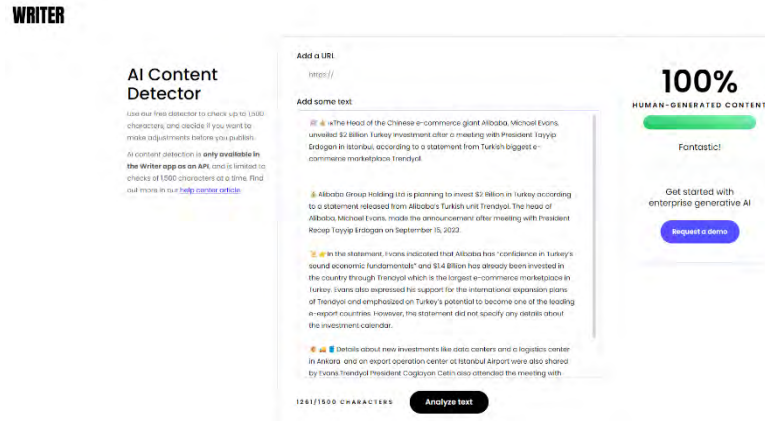


Figure 14. AI Content Detector with a result of my work (via Writer.com)

Moreover, content mechanically produced by AI at an accelerated pace does not allow for people to truly read, absorb and retain any news for long. Thus, building up a singular brand with a specific category or niche to collect information and news then regularly updating the Facebook page to cater to a specific audience would very much be welcomed by audiences. The news content curation process and its format incorporate everything that works in media: news from reputed outlets, a visual language suitable for the contemporary internet, and keeping up with technological advancements.

Overall, the “new” format of Content Curation has shown much promise, audiences take news more willingly and with time as the *Tycoon Tales* content library grows, much more new content format will be introduced in the future. This prospect of new content formats will also enable many liberal arts students to participate in something new and diverse as technological advances continue.

## CHAPTER 6:

### *APPLICATION OF COURSEWORK*

My time in Tycoon Tales would not have been this eventful without the skills and knowledge I procured from the Media Major courses of the English and Humanities Department. Since I interned in a startup, the company did not have any established structure and with every progress, I gradually realised that in a startup, my work would give the company its structure. The fact that I would be one of the few to layout the groundwork for a news media company in its infancy was overwhelming for me, and I would not be able to handle such responsibility without everything Brac University had prepared me for. All the theories I learned from the diverse range of courses, along with the group assessments and papers I had to write, were finally put to the test in practice. Without any established corporate structure and physical office, I had to put my best foot forward during my time of internship.

Throughout my internship period, I found myself constantly linking and revisiting concepts I learned from the major courses of Media and Cultural Studies. Sometimes concepts I learnt from ENG 331: Cultural Studies: Theories and Practice and ENG 333: Globalisation and the Media kept lingering in my thoughts as I generated content for an internet news media company. While the lessons and structures of ENG 401: Editing, ENG 404: Copywriting and ENG 440: English for the Print Media formed the base of my contributions in *Tycoon Tales*, for my work was responsible for building up the initial library of content in the company and the mentioned courses provided structure to my work.

In short, all my lessons and theories became the tools I used during my internship. In this chapter, I will mention such theories and what skills and knowledge I honed from those very courses.

Initially, during the early days of the internship, I found myself constantly going back to a concept I learned from my ‘Globalisation and the Media’ course– “McDonaldization” (Steger 71), a term coined by George Ritzer, an American Sociologist. According to Ritzer, “the principles of the fast-food restaurant are coming to dominate more and more sectors of America as well as the rest of the world” (Steger 71). With the age of the internet making information readily available, smartphones have now become the source for people to consume information at a fast pace. Instead of fast-food, people are consuming information, thus long-form information has now become undesirable to most internet-surfing audiences. Hence, content curation meets the demand for packaging information in a market where people have too much information to consume and very little time. I realised that I am making attempts at offering efficient information in a predictable, or recognisable, way to meet my audience’s needs. Even my company’s vision is to present information about their niche “in a simple and striking way”.

Not to mention, news requires to meet the “McDonaldization” principles (Steger 71)– how “efficiently” we can convey the entire news, while “calculating” which news will get more engagement, filtering out news by “predicting” audience tastes and the entire process needs to be done in a “controlled” predetermined set of rules– made me realise that the theory applies to practical situations. In the pursuit to keep up with the fast-paced nature of internet news, I realised that cultural globalisation has turned the creative process into a rigid compartmentalised “routine operations of ‘rational’ fast-service” (Steger 71).

Moreover, the concepts of Globalisation and “Glocalisation ... a complex interaction of the global and the local through cultural borrowing.” (Steger 75) had a constant contribution to my

understanding of my duties as an intern researcher, I researched mostly international news from seven renowned news outlets while observing which global brands my local audience resonated with— one particular observation I made was that my supervisor veered more towards covering news about anything Elon Musk did, even though most Bangladeshi audiences did not directly benefit from Musk’s contribution to global economics. Everyone in the world was focused on Musk during that time period due to the controversial acquisition of Twitter, now X. Thus, everyone had to capitalise on these events by focusing on anything Elon Musk did next.

Moreover, the name “Elon Musk” was well-known to Bangladeshi audiences and the fact that it covered certain business-related information was enough for that content to be published.

Following my realisation about the standardisation of generating content for *Tycoon Tales*, I made another connection about the form and presentation of the news content that went up on Facebook— all of the curated content had a factor of “Homogeneity” about them. During our experimentation phase, the founders asked all the interns to observe other news pages on the internet, particularly by browsing Facebook, I noted that most of the news content curators (*Cablgram*, *Nutshell Today* and so on) had similar styles and *Tycoon Tales* also followed those style, occasionally breaking visual norms just for the carousel contents. Unlike *Tycoon Tales*, most news content curators posted about almost everything from sports, entertainment to political developments but all those news posts were similar. I remembered that Theodor Adorno and Max Horkheimer, intellectuals of the Frankfurt School of thought, talked about the culture industry from my ‘Cultural Studies: Theories and Practice’ course. Both Adorno and Horkheimer claimed that the products of the culture industry were marked by their “Standardization” (Adorno and Horkheimer 95) and “Mechanical Reproducibility” (Adorno and Horkheimer 100).

I finally understood the meaning behind Adorno and Horkheimer's statement about the culture industry merely supplying the means to satisfy specific needs. I realised that I was part of generating content for the business-related and economics-related topics, which were watered down and simplified for general audiences. My work was to satisfy the people's need to be updated. Hence, people being informed on a surface level knowledge after reading and watching a small internet post on their feed is all that mattered. Whether anyone would open the entire post to go to the original detailed news website was completely left to the audience's whim. The main objective of the news post of *Tycoon Tales* is also to build a content library by "mechanically reproducing" content for their portfolio that can be showcased for future projects that may open up possibilities for commercialisation.

Not to mention, I was given instructions and notes specifically to avoid the usage of complicated words, I was required to meet the standards of the reading capacity of the general audience by conforming. My work required summarising large news articles, which meant that I had to turn two or three sentences into a single one and naturally certain single words can convey what multiple simple phrases meant, however, I had to keep my writing "standard" by any means necessary.

Another aspect of my work that I connected to the theories I learned was "Simulation and Simulacrum", by philosopher Jean Baudrillard (12). He talked about how society has become so saturated with simulacra that everything seems to become meaningless. I had to take published news, which was reported based on some real-world occurrence, then I took that work and summarised it into bite-sized consumable content for everyone to consume— my work had no originality because it was a copy of an image of the real-life situation that was recorded by journalists. The essence of content curation work involves creating a copy of existing content,

hoping to prompt people to visit the original source. However, the fast-paced internet-dwelling audiences rarely visit those original articles for people who do not have the time any more. There is more information than there is time, and thus the audience satisfies their curiosity with just the copies.

Lastly, I emphasized the absence of a pre-established structure in startup culture and highlighted the importance of the basics learned in 'Editing,' I would not have been able to keep myself working—staying alert of spelling errors, getting the names of people and places right making sure meaning of the original work did not get changed in the captions. The theories I read in 'Copywriting' about how I should start selling from the first line, how I should keep my sentences simple and how I should present a story provided me tremendous confidence during my writing. 'English for the Print Media' course provided a very strong backbone for my skills. I learned how to write obituaries, features and op-eds, how to avoid libel, I learned about interviews and how to prepare for them. All these lessons prepared me for any work *Tycoon Tales* would demand from me. One time during the internship I was asked to research a recruitment firm "Chowdhury Aktar & Associates" so that I could interview a specialist from that company. Due to scheduling conflicts that interview did not move forward but I did manage to revisit all the theories about conducting interviews I learned from the course and prepare a plan that I could pitch to my supervisor.

To conclude, all the courses I did in English and Humanities from Brac University provided me with diverse perspectives and thoughts along with theories that I would frequently revisit every time I took on a task as an intern. I learned to conduct brainstorming sessions, become a part of a team and contribute fullest without hindering anyone in *Tycoon Tales* from making ambitious decisions. The lessons and skills I acquired in Media and Cultural Studies empowered me to remain proactive and confident as I navigated the startup's workflow and environment.



## CHAPTER 7:

### *CONCLUSION*

During my twelve weeks at *Tycoon Tales*, I understood the key difference between working in a startup and an already established company. I joined during the initial days of the News Media Platform company, which meant I would need to do a lot of work in research and writing that may or may not see the light of the day. Occasionally, some projects required me to work all night, yet the work wouldn't get published. I had to accept that growth and progress does not occur overnight.

Moreover, the work culture in startups, as I found interning at *Tycoon Tales*, was very informal and less streamlined. The hierarchy of positions had not been present in this company, and that meant everyone could contribute and place their opinions and suggestions freely to the people in charge. Even the founder duo wrote and researched content with us, which was a new experience for me to see the bosses working and learning alongside their team. Finding myself experiencing working directly under the creators of a company and helping them realise their goals from my first official work was a rewarding opportunity for a student of Media and Cultural Studies like me. This internship allowed me to build my potential up and I got to see the potential of how new media will evolve as we move forward.

In the fast-paced world of media, taking things at our own pace was a new understanding for me, something I might have not even considered in other situations. Being patient and working tirelessly to build something, helping the company find its footing as it expands its enterprises and slowly watching the community of audience growing— I have learned crucial lessons in life. Working as a writer or any sort of journalist, or copywriter means to establish trust and credibility between the audience and this trust takes a long time to be earned.

Working with a small crew and no office was also something very new for me, and frankly being a fresher I cannot say I expected anything grand as well. However, the small team did not mean that the pressure and the responsibility would be any less if I worked in an established institution. Tycoon Tales provided all the necessary guidance and held regular online seminars for each intern's growth and learning—how to communicate in a corporate environment, how to collaborate and how to network amongst industry peers— all these lessons were slowly instilled upon every intern which included me as well.

I could not fathom the rapid growth of the page without any capital investment and monetization unless I saw it before my own eyes. I counted how our followers and audience base increased in a mere two weeks. Seeing the under-construction website was also encouraging, but even after 3 months, our graphics team is still short-staffed and that means our content is yet to become regular. There have been plans for much expansion in the form of video content, podcasts and magazines and I believe that executing all those plans would require a village.

The key difference that I found working in a startup was instead of going and assimilating to the ways of an established company's culture, I got to be part of the beginning of a company's culture. Truly a rare opportunity I found myself, not only learning about online content curation and building a platform but also seeing something grow to something more.

I shifted to the study of Media and Culture from Computer Science, and this decision has led me to many new experiences and provided me with much new perspective and knowledge I craved throughout my life. Some knowledge I did not even know I needed to grow. A key problem of mine was I always chased value and valuable objects— this caused my life to become unbalanced, I did not know what I wanted or even needed to grow. Going through the entire undergrad experience as a Media and Cultural Studies major made me realise that the process of growing lies

in surrendering yourself to the process of learning. This realisation came after a great deal of ups and downs in my life and now I look forward to whatever life will teach me as I jump headfirst into the world of media industry, hopefully culture too.

Overall, following my academic training for media and cultural studies, I found a unique opportunity to see how an internet news company was being set up. During the internship, I saw how using only Facebook, the company started its run without any monetary investment. I got the opportunity to research about many Bangladeshi companies whose existence was unknown to me. I understood that all businessmen, big or small, in Bangladesh had every right to be celebrated and discussed by everyone. However, during the span of my internship, I saw that people do not engage with positive news or encouraging stories of entrepreneurs. They engage with entertainment-related or negative news much more readily. I learned how informally startups operate, how the initial months require everyone to work continuously and how difficult it is to build credibility for companies. Finally, my main takeaway from the internship was that news has become very accessible and news has also become excess in amount, thus many new media companies are now just collecting news and summarising them with new graphics and this process works due to the vastness of the internet.

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