

Report on
Exploring the World of Print Media at *The Daily Star*

By

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ID: 17203030

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

Department of English and Humanities

BRAC University

May 28, 2024

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Declaration

It is officially stated that

1. The internship report I have given is a true reflection of work that I produced during my time at BRAC University.
2. The internship report solely comprises information that has not been previously published or produced by a third party, unless such sources are duly acknowledged with complete and accurate citations.
3. The internship report does not include any content that has been approved or presented for another academic qualification at a university or any other educational institution.
4. I have recognized and acknowledged all primary sources of assistance.

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Letter of Transmittal

Samirah Tabassum

Lecturer,

Department of English and Humanities

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KHA 224, Progati Sarani, Merul Badda, Dhaka 1212

Subject: Submission of Internship Report

Dear Madam,

I am delighted to share my Internship Report titled "Exploring the World of Print Media at *The Daily Star*". This report highlights my intensive three-month internship at *The Daily Star*, where I acquired in-depth knowledge of the complexities of the newspaper industry.

Throughout my report, I have tried to express the many aspects of my growth as an individual and professional throughout my internship time. The paper presents a systematic account, covering many facets of my duties, encountered difficulties, and the priceless knowledge acquired from *The Daily Star*.

I can assure you that all the elements of the report are delivered with sincerity and honesty. The narrative is an honest and straightforward description of my efforts, achievements, and insights acquired during this transforming experience. Furthermore, I am easily accessible for any further conversations or explanations you may need about the substance of this report.

I would want to sincerely thank you for your advice and support during this journey. I eagerly anticipate any thoughts and comments you may provide.

I express my gratitude for your consideration.

Sincerely yours,

Md Sayeb Al Amin

17203030

Department of English and Humanities

BRAC University

Date: May 28, 2024

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Non-Disclosure Agreement

This agreement is established between *The Daily Star* and the signatory student from BRAC University's English and Humanities Department. Confidential Information will encompass, without limitation, sensitive business details, trade secrets, financial data and any other non-public data revealed by the disclosing Party.

Md Sayeb Al Amin

17203030

Department of English and Humanities

BRAC University

Date: May 28,2024

Acknowledgement

Life is a one of a kind journeys packed with an infinite number of hidden diversions and complexities that require us to overcome the challenges before molding us into distinct individuals. The time that I spent in university never fails to bring me memories of experiences that were full of excitement and drama. Along the way, I have discovered that it takes me to understand the fact that difficulties are changes that do not last forever and I believe that the sun rises after the dark, every bad time has come to an end and there will be brighter days to come.

Most importantly I thank Supreme Allah for directing me all the way and all achievements and successes in life. I am also very thankful to my family for their unconditional love and my colleagues for sharing their experience with me in which they have been making it to success. I would like to express my immense gratitude to the highly proficient tutors who have played a great part of what I am today as well as they have made it possible for me to reach further beyond all that has been taught and done within learning institutions where knowledge acquisition is not the only thing that is concerned but it is also to be put to use for personal and professional growth. They have really helped me unravel the potentials I have and develop in my personal progress. This is revolution in the way I have viewed the processes of studying.

Ms. Anika Saba has challenged my preconception and understanding of history through her insightful lectures thereby bringing about a better comprehension and appreciation of the subject. Moreover, it has led to critical thinking. Through her support of creating an intellectual curiosity environment, she has been a vital component in helping me become better at reasoning and in improving my overall academic performance.

The teaching methodology of Roohi Huda, involving direction on theoretical and working knowledge, helped me grasp Roohi Huda lessons to full extent. I have a strong belief in my ability to resolve issues through an artful and determined approach because she encourages both my own ideas and artistic solutions. Abu Sayeed Mohammad Noman was not typical faculty. His gift or profound knowledge, skill, and experience, has not only broaden or exemplified the information but also developed a growing interest for further learning. I am inspired by his advice to study more about my career and excel in university and beyond. I would especially like to express my gratitude to my supervisor, Samirah Tabassum, for her multifaceted role as an incredible teacher and mentor that extends beyond the typical boundaries of academia. Her mentoring helped me flourish academically and professionally. Learning encompasses more than just the dissemination of information. The journey of transformation is facilitated by dedicated mentors. I am reminded of this when I recognize the crucial contributions that these esteemed faculty members have made to my education. They have helped me grow as a person and as a thinker and I appreciate their hard work.

I would like to express my deepest gratitude to all of the members of *The Daily Star* newspaper. Muhammad Tanjim Ferdous has provided me with invaluable assistance and direction during my internship. For this, I am grateful. The experience was very unusual and motivating. Nevertheless, I would want to finish by expressing my appreciation to the whole team with whom I had the privilege of working throughout my internship. Their enthusiasm, politeness and friendliness made the challenges seem doable, making the encounter one of my finest academic experiences.

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Chapter 01

Introduction

We live in a civilization where information is always changing and it affects our daily lives and the way we see the world. Since the late 90s, when cell phones first became widely available, there have been dramatic shifts in the way people communicate. Modern people are actively looking for news rather than passively waiting for it and their reliable mobile phones keep them connected to a changing world. The media acts as an agent to ensure that information is continuously communicated and transmitted without disruption. You can only imagine how fast news consumption was in the past. But with social media and online news these days, information is always at our reach. These days mobile phones are more than just information storage devices. They serve as a gateway to a constantly changing universe. The paradigm change in communication affects not just our ability to get information but also our way of living life and our thinking processes. The media plays a crucial role in helping to promote this transition. It shapes our worldview like a story rather than just delivering facts. Media comes in a wide variety of forms such as blogs, podcasts, social media sites, television, the internet, and newspapers. In this era of digital technology, individuals have the ability to obtain their desired outcomes from it.

As an Enh student at Brac University, I decided to choose Media and Cultural Studies as my major as I always had the interest to know more about media and culture. I wanted to learn more about how the media works in this country and see how information gets spread directly. So, I applied for an internship at *The Daily Star*. *The Daily Star* seemed like the perfect place for me to explore and improve my writing skills since I have always loved writing.

An institution that provided a friendly, warm and secure atmosphere was *The Daily Star*, which is widely recognized as the oldest and finest English newspaper in Bangladesh. *The Daily Star* was not only a place of employment for me. This internship gave me the chance to satisfy my hunger to learn more about writing, communicating with people and how a media outlet that is deeply rooted in Bangladesh's cultural and social context works.

My internship in the NGOs and Foreign Missions area of *The Daily Star's* Business Development section was a decision that I made after giving it a lot of consideration and thoughtful deliberation. This particular area serves as the focal point for *The Daily Star's* expansion working with teams from Advertising, Social media, Writers, Supplements and other departments. The combination of my expertise in cultural studies and confidence in my communication abilities drew me to this section where I saw an exceptional opportunity to collaborate with advocates who work for policy change and government stakeholders.

This area is key to coordinating operations across departments and drives *The Daily Star's* growth. My duties in this department went beyond communication. Furthermore, I had to understand the government policies and culture. I worked directly with the policymakers who works for the betterment for our country. It helped me to understand the picture of politics and our society. However, in this report I tried to provide a comprehensive overview of the stimulating experience I had throughout my three-month internship at *The Daily Star* which introduced me to the diverse realms of business development, culture, and media.

Chapter 02: A brief history of *The Daily Star*



Picture 1: *The Daily Star* Official Logo

2.1. Introduction

The media play a very important role in our lives because information is constantly reaching us and changing how we see things. From the late 1990s to now, communication has changed so much that we are not only users but also avid seekers of information. Our computers have become our windows to a world that is always shifting. The media, as the main distributor of this always changing and expanding stream of information, has a vital responsibility in ensuring its smooth and continuous transmission.

2.2. *The Daily Star*: A Tapestry of Information

There are a lot of different types of newspapers in Bangladesh but *The Daily Star* stands out because it is a historical newspaper that is dedicated to performing great journalism. The inception of this English-language daily occurred on January 14, 1991, under the visionary leadership of Syed Mohammad Ali at a critical juncture in the history of Bangladesh. As the country shifted towards a parliamentary democracy, *The Daily Star* successfully embraced the responsibilities of a press that was free.

The Daily Star has established a notable reputation for its journalistic excellence, which is exemplified through its utilization of special supplements that capture the intricacies of significant events on a local and international scale. *The Daily Star* is known for its thorough reporting as well as rich stories. These special supplements are produced in recognition of historical events which highlight on cultural celebrations and serve business interests with a journalistic perspective.

The special supplements are meticulously created with a specific purpose, acting as vivid representations of events that deeply connect with the readers. These supplements provide vitality to the newspaper by highlighting important national milestones, worldwide celebrations, or notable local achievements. Furthermore, it transcends geographical limits. The newspaper adeptly captures the essence of many cultures and groups navigating through a varied range of world events. Through these supplements, readers may delve into the nuances of cultural celebrations and celebrate independence days, allowing them to broaden their perspective on the complexity of the lives of people.

The special supplements of *The Daily Star* adeptly combine journalistic expertise with a festive atmosphere, surpassing the mere dissemination of information. *The Daily Star* maintains high-quality journalism while managing the balance between financial interests with editorial integrity. These special supplements designed for business purposes are carefully crafted to blend in with the journalistic style and allow companies to successfully engage with the audience. These supplements aim to provide readers with insightful viewpoints to deepen their knowledge of the events that they commemorate rather than simply preserving facts. *The Daily*

Star aims to provide in-depth coverage that goes beyond current events, offering a wealth of information that enhances the reader's understanding of the globe.

2.3. Objectives and Values

The Daily Star's primary objective is to unwaveringly uphold the principle of "PEOPLE'S RIGHT TO KNOW." The newspaper functions as a steadfast champion for democratic ideas with the goal of strengthening public sentiment on the functioning of the system of democracy. *The Daily Star*, with its impartial stance toward conflicts between justice and injustice, good and evil is guided by nonpartisan principles. Its advocacy encompasses national interests, journalistic freedom, gender concerns, human rights and the rule of law.

2.4. A Multifaceted Presence

The Daily Star demonstrates its dedication by having a diverse online and print presence. The print edition which is a standard 20-page daily, covers a wide range of topics in its many sections such as Business, Sports, City news, Arts and Entertainment with weekly Supplements. *The Daily Star* has a strong online presence in the digital world, constantly updating with news from both national and international sources around the clock. By actively participating in diverse social media platforms, the newspaper demonstrates its commitment to modern journalism and embraces the digital era.

Every day *The Daily Star* struggles with the conflicting demands of space and time that come with covering news stories every day. The newspaper is required to submit reports in a timely manner while effectively utilizing the limited space available for printing in accordance with the strict time constraints.

The problem is to achieve deadlines while balancing breaking news and excellent content. *The Daily Star* is a monument to the craft of journalistic curation in a world when information is abundantly available, making sure that each story, analysis and feature gets the attention it deserves.

Despite these limitations, *The Daily Star* maintains a steadfast dedication to providing exceptional journalism. The Editorial team deftly balances the requirement for exhaustive, well-researched articles with time-sensitive reporting. The final outcome is an informative and illuminating newspaper that helps its readers make sense of the world.

2.5. The Governing Body and Its Work Environment

Mahfuz Anam is *The Daily Star's* Editor and Publisher. Rokia Afzal Rahman is the chairman of the six-member board of directors that oversees the publication. Despite the media realm's reputations for being quite uncompromising, *The Daily Star* surely strives to ensure a safe and healthy work environment while also demonstrating a vested interest in the professional development and welfare of the diverse staff.

2.6 Training.

The Daily Star has a fundamental commitment to the training and development of skills. The newspaper has comprehensive in-house training programs focused on skilled enhancement of all major personnel cadres like writers and sub-editors.

These are models that go beyond the standard constraints of what a newspaper may assist in creating the impression of outsiders and sharing their great experience in workshops. These attempts are made to not only educate the newspaper but also to guarantee that their employees stay at the top of its professional publication.

All of *The Daily Star*'s employees are also sent from and to their internships and exchange programs in different continents of the world. These measures are taken to ensure that staff members are well informed about the perspectives and reporting techniques of various international newspapers to boost the newspaper. The newspaper understands that in a rapidly changing media world, an organizational contribution to these types of employee development is a commitment to ensuring that the information organizes and disseminates it is always accurate and relevant.

2.7. Social and Economic Commitments

The Daily Star meets its social and economic obligations outside of the journalistic sphere by regularly hosting roundtables, seminars, and dialogues on current issues. The newspaper contributes in a variety of activities including debates, tournaments, talent hunt programs and award ceremonies which provide recognition for outstanding performance in a variety of sectors. *The Daily Star* is dedicated to developing the future generation of journalists and offers internship opportunities to undergraduates in addition to maintaining a welcoming and gender-inclusive workplace.

2.8. Gender Policy

The Daily Star may not have any official gender policy but in terms of empowering female journalists in particular, its deeds speak louder than words. The newspaper is dedicated to cultivating a gender equilibrium among its staff giving priority to the advancement of competent female applicants in diverse positions.

The Daily Star adopts a proactive approach in combating gender discrimination in the absence of government instructions. Indeed, *The Daily Star* has always been at the forefront of creating a friendly environment for its female employees, promoting a place where it is all about the experience and no emphasis on the gender of a particular laborer. A strong commitment to this matter is reflected in the newspaper's daily operation and the overall ambiance of its culture.

This newspaper's stance on time for work, time for family is accompanied by a generous maternity leave that makes the life of a future mother way more comfortable. The implicit issue of *The Daily Star* zero-tolerance policy is heavily underscored by no formal complain about the harassment ever officially being filled. A welcoming daily encounter that is in perfect harmony with the associated traditional phrase can effectively boost the female employee's positive outlook.

2.9 Navigating Challenges with Integrity

Even though *The Daily Star* was influential, its newspaper and online platform could not avoid any controversial circumstances. Thus, in 2016, the editor, Mahfuz Anam, demonstrated a rare form of integrity by admitting editorial decisions. The consequences of such daring roles were severe, and due to this statement, he exemplified the highest standards of transparency.

Chapter 03: Activities at *The Daily Star*

I started my journey to further my career by interning at *The Daily Star* Newspaper, specifically working under the business development department. It was a learning curve where I had to learn a variety of things, including sending invitations in proposal making and improving emails.

I was guided by my teacher, instructor and also supervisor who happened to be in charge of NGOs and Foreign Missions at *The Daily Star*. Nonetheless, beyond professional skills, my learning experience was advanced. *The Daily Star* nurtured an amazing ethos that went beyond a typical workplace environment; this became obvious to me on my first day of internship. There was a tangible sense of camaraderie among them. I received greetings that were well above what the office could provide from staff members at *The Daily Star*. I remember being told to call everybody “Bhaiya” (brother) or “Apu” (sister), irrespective of their ages or positions. I received the required instruction and encouragement from his watchful oversight to successfully complete my allocated responsibilities. The sense of belonging and relaxed climate was at the backdrop of the operation thanks to this innovative method. Tanjim Ferdous who was the in charge of NGOs and foreign missions was my first mentor at *The Daily Star*. He helped me adjust in the work I am doing now.

It was his heartwarming support as well as the happiness he carried with him that made me be not only my adaptation simpler but also be in position to solve the challenges that I had on my



Picture : While Working in the Desk

own.

My major responsibilities were generally around managing communications at special roundtables, collaborating on the "Development Discourse" show's editorial content, and also doing translation and content. The different places at my work left me to distinctive circumstances and became of incalculable value, as well.

i. Communications for Roundtable Discussions:

The communications for the roundtables interviews, which falls on me as a part of the Business Development Team. This job post involves sending e-mails and making direct contact to ask for the slots to be given to others. Using these contacts, I learnt how to handle communication and to cope with the difficult situation happen around, when working as the project coordinator.

ii. "Development Discourse" Show Support:

An honor given to me was to collaborate with my boss and create the production of the show "Development Discourse" which was our main attraction at *The Daily Star*. My job encompassed a variety of duties from the show's quality control, production schedule management to creating luring, short but informative headlines. To successfully ensure the show's content was suited to its audience and led to its success, I heavily built on the skills and tips that I acquired during my assignments for the ENG401 editing course and the ENG404 copywriting course.

iii. Translation Tasks:

My endeavor in discovering translation methods and applying them to the data and information translation between Bengali and English helped me to improve my skills. However, it is apparent on the outset that translation is the art of finding expression in another language for a ready-made thought. Therefore, the course equipped students with the skill of using the right techniques to achieve the desired effect. This information not only helped me to get over the language barriers while I was expected to translate articles and posts from Bengali to English

in new projects of *The Daily Star*, but also assisted me in responding to the challenges of language when interpreting stories in local languages by other media entities.

iv. Content Creation:

Comprehensive content development had been my target for my internship, I use. I was provided with the opportunity to make subtitle for videos, video editing, corollary translations and description posting from Bengali to English. Such training exercises made me a better both at the writing as well as development of multimedia contents.

v . Professional Etiquettes:

At that occasion when I attended the ICT Award Function, I received the opportunity to grasp adequate knowledge of formal protocol and etiquette. The programme had great importance as its Minister for Planning attended as the chief guest. Perhaps the most significant lesson I learnt at these events was helping me to get to know not only visitors of such high caliber but also witnessing the commitment of the organization in organizing the event.

vi. Public discourse :

The Daily Star unveiled the "Public Discourse" the roundtable format with great pride at the conclusion of my internship, as part of an innovative effort to promote informed citizenship and stimulate constructive social transformation. This new platform, which stood out by its dedication to fair study and discussion that was not influenced by politics, became a shining example of how to have a thoughtful talk about Bangladesh's most significant problems.

Public Discourse originated from *The Daily Star*'s steadfast commitment to serve the public interest. This roundtable series was created as a platform for in-depth study and productive discussions to address difficult modern concerns by providing thorough assessments and practical answers. Every issue of Public Discourse began with a substantial researching process which aimed at providing sufficient information to the readers in order for them to have full understanding of all issues taken separately. The research groups attached to *The Daily Star* published articles with refinement through the fusion of facts, analytical opinions & ground level perspectives which were imperative to unbiased discussions. It was quite important for *The Daily Star* to get a clear picture of all the issues, therefore, there were government officials who had a stake in the discussions. The findings were gained from engagement in dialogue with the major stakeholders. They were involved in open and honest talks. The approach was eventually resulted in a partnership between people and the government officers.

Fundamentally, Public Discourse took on a unique expression by its deliberate decision to not partner up with or accept sponsorships from brands. This deliberate choice made guaranteed the forum will always be free from commercial influence, putting the quest of social change and the integrity of discourse first. The lack of outside interference highlighted *The Daily Star*'s dedication to objectivity and openness. *The Daily Star*'s dedication to hosting Public Discourse was driven by a deep feeling of duty to the residents of Bangladesh. The newspaper acknowledged its function as an informant and a catalyst for promoting good change by initiating important discussions and motivating tangible outcomes.

However, I was assigned to another event, "Blender's Choice - *The Daily Star* OTT and Digital Content Awards." I was there to document every detail of the event, unlike most participants who were only there to have entertainment, so that when the time came, I could provide my

employer a detailed report. Despite my prior experience attending several performances and award celebrations, this one stood out as it had a large number of celebrities.



Picture : Blender Choice OTT Awards

The idea of finally getting to meet two of my favorite celebrities was too exciting to resist. On October 21, the occasion was held and prominent individuals who honored us with their attendance were Chanchal Chowdhury, Afran Nisho, Mehzabin Chowdhury, and Tasnia Farin. I greeted these personalities on behalf of the Ispahani group as well as *The Daily Star* crew. Everything about the event went well, with the exception of one big glitch: the hosts' inconsiderate efforts at comedy. Their jokes didn't appear natural or appropriate for the workplace; instead, they made people laugh involuntarily. Several top members were present, including the CEO of Ispahani and Mahfuz Anam, the Editor and Publisher of *The Daily Star*.

I immediately informed my supervisor of my evaluation and recommended that each host be reevaluated for next Daily Star events. This minor inconvenience did not detract from the overall excellent quality of the show.

On December 30, I felt gloomy and anxious since I would have to leave my workplace before my supervisor decided whether to grant my request for an extension. I had expressed interest in having my internship extended, but my supervisor had not responded, so there was an air of unease. However, on the last day of December, when office staffs were counting down until the end of working hours, my boss sent me a surprising message that strangely comforted me. He offered me full-time job as a "Project Coordinator. " I was quite happy and surprised at the same time, and I feel really honored to work for *The Daily Star*.

Over the past few months as an intern of *The Daily Star*, I had gotten numerous invaluable knowledge and experience, and the opportunity to stay with the company filled me with gratitude and accomplishment. I was so happy to be able to contribute more consistently to the company and hence, the career path that had been shaped by the supportive work environment at *The Daily Star* remained a significant factor for me. The end of my internship at *The Daily Star* was full of exciting and equally unexpected occurrences. This gave me the feeling that I had a special role to play in the media landscape, and that I was specifically dedicated to *The Daily Star*'s stated objectives.

Chapter 4: Communications and Coordination at *The Daily Star*

While I was an intern at *The Daily Star*, I was surprised to discover how this communication and cooperation network was so varied and at the same time so complex. It was both challenging and really inspiring. The academic courses I completed, including CSE101: Introduction to Computer Science and Bus201: Business communication classes, shaped my experience into a valuable one. These courses were more than academic pursuits; they also served as tools of use to me as I navigated the busy work environment of *The Daily Star*. With the help of the skills I developed in CSE101, I was mainly focused on steering through an abundant array of digital media that act as a modern-day basis for journalism. The daily responsibilities included the Excel management of the data, the understanding of the email correspondence through cc and bcc optimization. Throughout the process, I came to understand that efficiency and precision were crucial for entering the data and creating the spreadsheet, to ensure proper event coordination. This minute data wasn't only about the writing down of entries. It was not only about arranging the events, but also about writing the story of every event we did and ensuring that everyone knew their place in the entire effect we wanted to reach.

The Daily Star

PREVENTING CHILD MARRIAGE

Parents' roles, social norms key obstacles

Speakers tell event



Speakers at a consultation session, titled “Envisioning a Child Marriage-Free Nation”, organised by Care Bangladesh, in association with The Daily Star at The Daily Star Centre yesterday.

PHOTO: STAR

STAFF CORRESPONDENT

Improving skills of and economic opportunities for teenage girls can help prevent child marriage, said speakers at an event yesterday.

They also said the roles of parents and prevailing social norms are the primary obstacles to prevent child marriages.

They stressed for strengthening Child Marriage Prevention Committee

(CMPC) to curb the menace.

The speakers made the remarks at a consultation session titled “Envisioning a Child Marriage-free Nation”, organised by Care Bangladesh, in association with The Daily Star at The Daily Star Centre.

“While there are committees to prevent child marriage, there is a big question on their initiatives in this regard. These committees must

work at the local level to prevent child marriages on a national level,” said Rasheda Akter, child protection and gender justice advisor, Plan International Bangladesh.

“Also, raising the youth consciousness about the impacts of child marriage will help greatly in near future to mitigate it,” she added.

Rawnak Jahan, director of Care

SEE PAGE 4 COL 5

Picture : Communication and Coordination during Roundtable Discussions. I am the second person from the left.

The course on corporate communication that I took helped me to figure out networking ideas that I could use as I communicated with both internal and external stakeholders with a lot of complexity. My ability to establish relationships that were crucial to the effective planning of events was made possible by my understanding of the three different forms of networking: operational, personal, and strategic. I experienced that the ability to adapt, like postponing a group meeting, only proved my networking skills. Being able to quickly adjust, by clearly explaining changes and keeping our event on track even when things were changing laid a strong foundation for the network we set up and it also helped me make smart decisions.

My coursework contributed a lot to my capacities to handle the meeting effectively as it was an important part of event's organization and carrying out the roundtable discussion. Our internal meetings were productive and successful because we followed the procedures, for example, setting agenda clearly, sticking to a strict schedule, and ending with detailed action plan. These scheduled meetings gave us tools to visualize the outcome of our events and pitch ideas corresponding to *The Daily Star's* mission to enlighten and engage the audience.

Among all that I learned from my job; the power of narrative was present in almost everything I did. Each round table and event were a "story within a story" which had been put together through the collective efforts of many voices. Besides written form, storytelling was additionally apparent through the structuring of sessions in which people shared dialogues and discussed the role that narratives play in us as a society. When I understood just how powerful stories could be in a workplace, that was a momentous confirmation of what my faculties had taught me.

The October 19th roundtable conference is the highlight of my internship at *The Daily Star* as it combined both my theoretical knowledge and practical skills acquired in the workplace. In contrast to a regular day at work, this event was like a very intense inquiry where I had to be the most precise, accurate, flexible and strategic.

Digital skills were among the several factors that had to be addressed during the planning phase. The table of guests which I designed in Excel represented much more than just data entering. All essential details regarding the participants including their name and contact detail were arranged in a neat manner so that it could easily be seen by anyone. The reason for this detailed scheme of planning was not only technicality but also for the sake of showing our appreciation to the contribution of each member in the discussion that followed.

This event was a success mainly because of the fact that communication was carried out correctly. The process of composing the emails of invitation turned out to be a great storytelling practice. Every communicating was composed not to only enlighten the recipients but also to encourage them to take part in the discussion which was able to influence public opinion and legislation. Taking care of all the guests and engaging them in upcoming conversations needed a complex counterbalance between the formal and the personal.

When the *Care Bangladesh* organization made an unanticipated request with the aim of changing the program's agenda at the eleventh hour, strategic collaboration eventually gained more importance. Hence, I was put in a situation where my adaptability, as well as communication were really tested. Making follow up calls to each invitee to tell them the new time and ask if they would still be available was obviously a difficult task but this was necessary

given that the meeting was very important. It underlined the ability to adapt quickly and how to respond calmly and coherent when experiencing high-stress conditions.

The realization of smooth operations of the event on that day involved the management of different and sophisticated milestones. And from the moment the first guests arrived, I was vigilant as I was offering cordial greetings, directing them to their allotted places, and meeting their needs. This direct connection was more than just sticking to the procedure; it was an opportunity to show the warmth and the precision of how *The Daily Star*'s public discourse conducted.

While the conversations drilled down, the complexity of speaker rotation and time management gradually emerged. A mixture of aggressiveness and diplomacy had to be applied so that each speaker could preserve their allocated time while the level of discussion and the flow of the session remained intact. There was no room for compromise and an apt communication combined with a wholesome approach was needed.

The event's success indicates the great teamwork displayed by all participants who were part of the roundtable discussion. *The Daily Star* notices this and proceeds to feature it in a full-page supplement. Although my contribution in this process was major, administrative, I felt the sense of accomplishment as I witnessed the power of media of shaping public conversation. I successfully applied my academic lessons to the field of journalism, by illustrating the usefulness of the new technologies, proper communication and development of strategies. This was a challenging but rewarding experience, and it has developed my professional skills while reaffirming my desire to have a career in media and cultural studies.

Chapter 05: Art of Taking Interviews

Throughout my time working at *The Daily Star*, I was profoundly exposed to the realm of journalism, where the skill of conducting interviews serves as a critical instrument for uncovering truths, disseminating narratives and influencing public opinion, as opposed to being a mere conversation.

A journalist's skill in recognizing and capitalizing on the elements that contribute to news value is closely linked to the ability to conduct engaging interviews. By using these factors as guidelines, journalists can sort through the huge amount of data and find stories that are really important to the public. In this section, I will discuss more about each factor including what they mean and how they affected, how I did my job especially when I was getting ready for prominent interviews.

1. Consequence : This determinant evaluates the influence or repercussions of a news article on the viewers. It addresses the question, "How will this narrative impact my readers' as well as viewers' lives?" As the story's impact or consequence increases, so does its news value. By comprehending the repercussions of a narrative, I was able to concentrate on topics that significantly affected the lives of the audience. For example, within the framework of the electoral process, the attitudes and objectives expressed by political figures such as Member of Parliament, Nahim Razzak had a profound impact on the people. Along the lines of the idea that news is most important when it can change people's lives, this knowledge helped us prepare by guiding us to ask questions that would reveal how the results of the election of 2024 might affect people.

2. Timeliness: The proximity or immediate relevance of a narrative is referred to as its timeliness. It adheres to the guiding principle that the audience will find more value in more recent information. This factor puts recent news at the top of the list by asking, " Is this

information important right now?" The utmost importance of the interviews' timeliness was emphasized in light of the prevailing political atmosphere and the forthcoming elections. The material was considerably more pertinent and captivating for our audience due to our emphasis on recent occurrences, forthcoming policy determinations, and the immediate projects of political figures. It emphasized how important and timely the discussions were, giving our users information that was both useful and current.

3. Prominence: Prominence assesses the importance attributed to the characters or entities that are featured in the narrative. People naturally pay more attention to stories about famous, well-known, or important people because they have an interest in what they do and think. Naturally, the relevance of our discussion programs increased due to the popularity of our interviewees, MP Nahim Razzak and Professor Dr. MD Tanzimuddin Khan. Their important social roles and positions within society made their ideas, views, and comments newsworthy. This particular factor played a crucial role in the process of subject selection for our interviews, assuring that the discussions were not only enlightening but also powerful and influential.

4. Proximity: The term "proximity" describes how emotionally or geographically near an audience is to a narrative. Content that is more personally or emotionally relatable to the audience is more likely to grab their interest. The story's importance to the local public or group is taken into account by this factor. Following the notion of proximity, we prioritized interviews and stories that were directly related to the issues and interests of our local audience. By prioritizing narratives and issues that struck a chord with our audience on a personal level, we increased the content's relatability and interest. This method was reflected in our choice of interviewees and topics.

5. Oddity: Oddity is the attribute that stands out as the most distinct or the most marked features of a story. This attracts the audience by providing of information that is outside the norm, which is like the saying "Man bites dog." Even though it didn't always work, taking unusualness into account was part of the process of looking for unusual stories and points of view. This portrayed in successfully creation of attention - catching material that was not only new but also offered the audience a new narrative or illuminated the hidden concerns that defied obviation.

Over the period of working, I came to know the things that make the story more gripping while I also became better at preparing interviews and conducting conversations using the news value factors. It enabled me to actively participate in a debate on many big issues, such as elections, through insightful interviews that resonated with the audience at many levels by linking theoretical knowledge and the professional field.



Photo taken by me during Interview process

Another important part of my internship was editing text to make it clear, concise, and impactful, which echoes what I learned in ENG 401 : Editing course. Editing is not only about correcting mistakes in grammar and punctuation but about making sure the overall message is clear and concise. It's also a matter of making the story fluent and making certain that everyone is treated fairly, and treating interviewees with appropriate conduct. On the other hand, the aspect of editing the interview was rather tricky because one has to strike a balance between preserving the speaker's motif and creating a final product that is informative and entertaining. The interview of the Member of Parliament Nahim Razzak brought out a particular complication for me. I had to work on getting through his inadequate responses to our insightful questions nevertheless keeping the interview intact and keeping the audience engaged.

My academic courses teach me the importance of coming up with an interview agenda before each interview. Researching the interviewee, establishing objectives and asking insightful questions, are crucial steps. I was able to easily implement the practical skills that I had gained in the election process by taking an active part in interviews with personalities such as Dr. Md. Tanzimuddin Khan, an eminent professor, and Nahim Razzak, a member of parliament. Now also taking into account how loaded the topic was and how we knew nothing about it beforehand, the independence talk with Professor Khan was very hard. This incident taught me that a thorough preparation combined with the flexibility which I've gained as a university student can be an essential trait in my life and hopefully career as well.

As far as my professional and academic experiences are concerned, these experiences confirm the essence of consent and ethics in an interview. Ethical journalism is based on three pillars: the interviewee's level of cooperation, their feeling of ease and the reliability of their story. This aspect was, actually, very vivid in my job as it ensured that every interviewee I dealt with

was not only enlightening and friendly, but also done in a way that they felt their dignity and rights were well respected.

The mentioned principles can all be used in the process of the interview itself, which is kind of a philosophical masterpiece when the last chord is hit. Creating an atmosphere where the person interviewed is especially treated as important and respected facilitates meaningful and honest conversations. The practical application of the knowledge I had learned, came useful during live interviews, where technical difficulties and unexpected responses arose. The meetings were intended to develop a concept which was entertaining, factual and instructive as well as gather facts from people who attended the event.

My experience as an intern at *The Daily Star* was a life-changing one in which I was able to put many of the key concepts I learned in university into practice. The event confirmed the significance of my academic education, where I acquired excellent skills from well-established professors such as Roohi Mam and the confidence to challenge the eternal journalistic market. Practical knowledge I acquired during my study, made me feel at ease with theoretical and practical challenges, which I fully overcame during my internship and really learned to deal with the complexities of news value and to develop my mastery of interviewing and editing.

Chapter 6 : Copywriting

Copywriting is the fusion of an art that is a mixture of strategic thinking and creative writing with the aim of forming messages that are both catchy and lead the reader to respond our way.

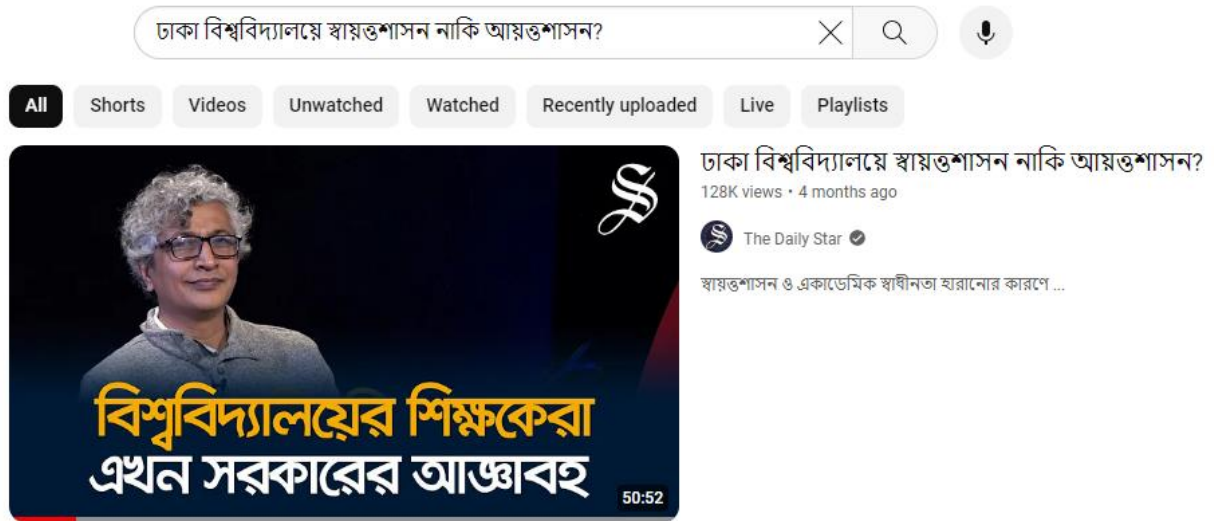
It allows brands to communicate with their consumers by serving as the channel through which advertising and marketing takes place. We learned that copywriting is more than just writing

in the course ENG404: Copywriting which is taught by Roohi Hooda. It is about connecting with people and persuading them. We studied a range of strategies, the importance of a compelling headline and the way in which each paragraph of copy should fulfil two objectives: captivate the audience's interest and convey a significant message.

Headlines are critical determinants of reader engagement with an advertisement, functioning as gatekeepers (Hernández, 2016) . The purpose of a headline is to get people's attention, send a message, and urge them to read the body copy. We studied many techniques for crafting headlines, ranging from incorporating humor and utilizing the 'reason why' approach to use command statements and thought-provoking questions. I needed this copywriting foundation to use these concepts throughout my internship period at *The Daily Star*.

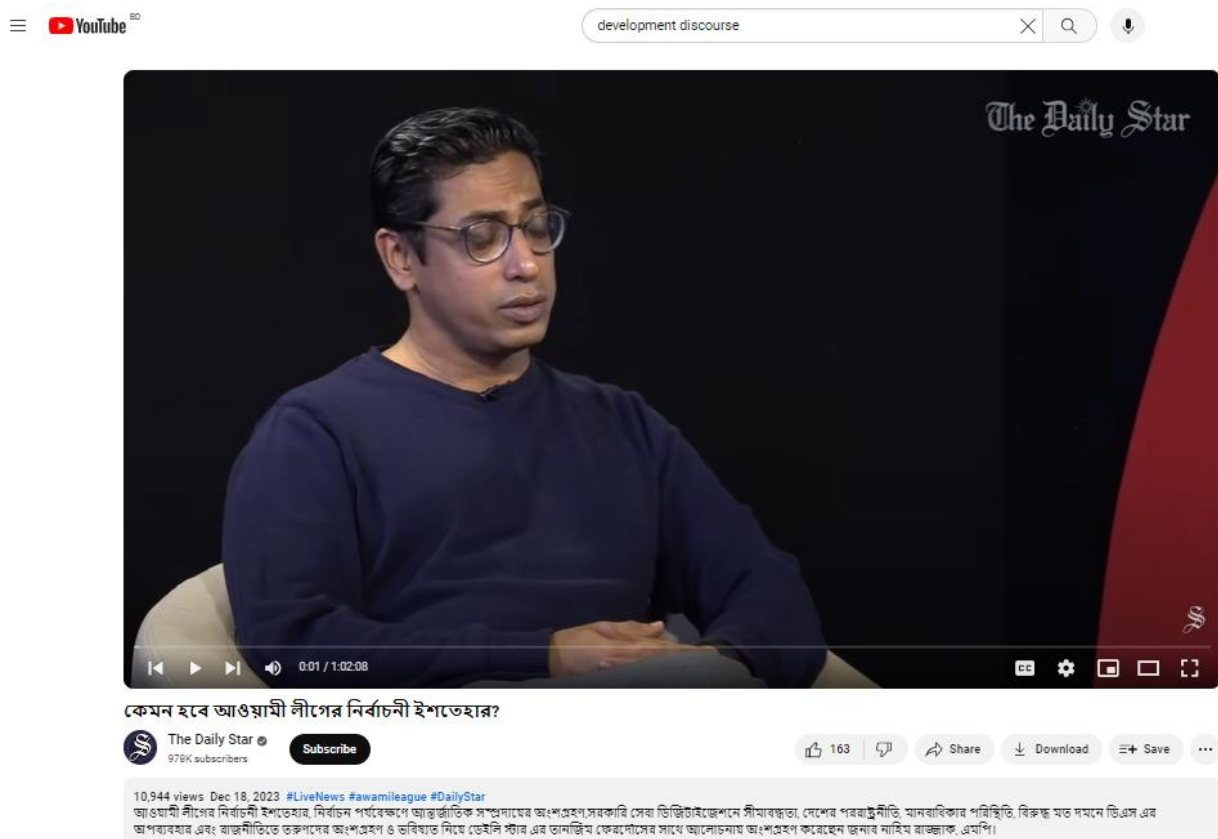
My work experience at *The Daily Star* offered a real opportunity to use the copywriting ideas acquired in ENG404. My responsibility was to provide material for different communication platforms, specifically focusing on crafting descriptions as well as headings for social media postings, especially for interviews along with roundtable discussions. These events played a vital role in fostering debates on many subjects and assuring active participation from a large audience. When dealing with material for interviews with important individuals like Tanzimuddin Khan, the difficulty was to condense the main points of the discussion into an

engaging title that would attract the interest of viewers.



Picture : Thumbnail and Title copywriting content produced by me

This necessitated a meticulous harmony between providing information and captivating the viewers, urging them to go further into the subject. One specific assignment was creating captivating titles for banners and posters promoting our roundtable discussions. The copywriting ideas were crucial in this situation. Roohi Miss's teachings influenced my approach to headline writing, which emphasized appealing to the audience's questioning and concern. I wanted to make our content stand out from others on the market and get people's attention by using techniques like asking thought-



Picture 4 : Copywriting using the technique of asking provocative questions

provoking questions and emphasizing unique sales propositions . For example, Nahim Razzak YouTube video Title.

Changing the length of sentences and using simple language was another idea that made sure the copy was easy to read and interesting. Copywriting techniques included more than just creating text; they also involved knowing the requirements and preferences of the target audience as well as the environment in which the intended content would be seen. The implementation of this comprehensive methodology facilitated a sophisticated conversion of scholarly insights into effective competencies, thereby positively impacting the communication endeavors of *The Daily Star*.

The combination of the acquired theoretical knowledge from ENG404 and the practical skills obtained during my internship proves the contagious and dynamic nature of copywriting. It

was barely possible but I felt the success when the challenging mission of theoretical concepts understanding was carefully achieved. This made the notion that good copywriting is not just having words that fit more strongly. It involves the capability to tell a story that has very profound connections with the audience, enticing them to be engaged in directly with the topic. The experience taught me that writing content is not only about teaching but also impelling its readers to act mindfully using the reader's empathy, humor and their psychology.

However, *The Daily Star* and the *UNDP* got together and created a campaign regarding the problem of harassment of women. The purpose of this program was not only to challenge and counter prejudices that justify unacceptable behavior but also to clarify that assaulting people because of their clothing is never acceptable. The message of the campaign was strong yet sensitive requiring careful communication to make sure it was delivered politely and successfully across a range of media channels.

I was partially responsible for converting the campaign's main message into language that was compelling, delicate, and sensitive. Based on what I learned in ENG404, I went into this task with a clear understanding of what the audience wanted and what the campaign's goals were. I wrote headlines and body content for posters, digital advertising, and social media postings. I made sure the copy was reader-focused, directly appealed to the audience's self-interest, as well as projected empathy and urgency.

Communicating directly with the audience was one of the first takeaways from *Roohi Miss*. For instance, I produced clear headlines that expressed the campaign's goal while I was creating them for the advertising materials, such "Dress is Not Consent" using the hashtag "No Excuse." This method was based on the idea that being clear and straight can greatly improve the target audience's ability to understand and engage.

Throughout the process, I kept thinking of Roohi Miss's words on the significance of being audience-centric. By tailoring the campaign's content to align more closely with the desires and



Picture 5 : Copywriting content produced by me while working with the campaign of UNDP

requirements of the prospects, I ensured that the idea of empowerment and consciousness was clearly and significantly received by our intended audience.

After careful reflection, the internship proved to be an illustrative instance of how effectively copywriting can influence public dialogue and encourage substantial participation. It provided an in-depth understanding of the copywriter's responsibilities as a strategist, storyteller and sympathetic observer of human nature. As I progress in my professional path, the insights acquired from ENG404 and the experience I had at *The Daily Star* will continue to be crucial, providing guidance in the development of persuasive copy.

Chapter 07: Translations

In the field of translation studies, as explained in ENG465 under the direction of Sabreena Miss, translation is the careful process of converting material from a source language (SL) to a target language (TL) while preserving the original message's core meaning and specifics (Baker, 2018). There are many types and techniques involved in this process that a translator needs to be able to learn.

Various Forms of Translation

- Gist Translation provides a reduced version of the original text that concisely summarizes its key points. It is especially beneficial for condensing information or when a concise synopsis of the original material is required.
- Exegetic Translation delves deeply, offering a thorough justification and analysis of the original text. This form is crucial for writings necessitating a more profound comprehension, such as literary masterpieces or specialized academic information.

- Intralingual Translation refers to the process of restating or condensing a document in the same language in order to provide clarification or simplify the content. This is a very important tool in providing access to information for those who are working towards education.
- The most conventional form of translation is interlingual, the process that entails translation of another language into a target language. Within this context, language is the initial starting structure for the communication of cultures, providing a medium for the exchange of thoughts, knowledge and stories using various languages.
- Intersemiotic translation is a method that converts spoken language into non-verbal forms of communication like pictures or music. It's an interdisciplinary method that incorporates multimedia and creative expressions in addition to standard language translation.

Strategies of Translation

Catford's explanation of the essence of translation shifts enlighten the concept of translation as a first principle (Catford, 1965). These types of changes can be categorized as class, structural, unit or intra-system type and they each impact the way the translation diverges from or corresponds to the original meaning and structure. It is truly significant to define and manage this transformation to ensure the authenticity and quality of the original text.

The course goes on to deal with a different range of translation strategies and it gives the major stress on achieving a proper equilibrium between free translation (sense-for-sense) and literal translation (word-for-word) (Baker, 2018). Each method has its own advantages, and in many situations, the method will be chosen based on the sort of text, its content, and the group to whom it is targeted. In technical materials, where accuracy is crucial, a literal translation would

be favored; however, in literary or cultural works, where the substance and feeling are more significant than precise language, a sense-for-sense translation could be more appropriate.

- Literal translation, which is an approach focused on a strict word-for-word and sentence/structure transfer from SL to TL, is a translation approach where translators emphasize the direct and precise transfer of words and structure.
- Communicative translation is such a type of the translation that aims to preserve the true comprehension and the meaning of the given source content; this applies commonly to declining the structure of sentences and changing the words to find an exact equivalence in the target language.

Each style of translation requires a thorough grasp of text type, content, as well as context, as well as the use of unique methodologies to distinguish between SL bias and TL bias, which range from literal to free translation, in order to effectively convey the desired message.

During my internship, when we launched the campaign in partnership with the *United Nations Development Programme (UNDP)* in early December, we had to rethink our communication methods and find new ways to translate the many stories and messages that were important to the campaign because we were now focusing on such an important and controversial topic. It was all about making sure the campaign's important themes could be understood and felt by people of many backgrounds and languages, so that more people would be sympathetic to harassment victims.

The translation assignments I had been assigned throughout this campaign were significantly impacted by the scholarly perspectives I acquired in ENG465: Translation Studies, taught by

the esteemed Sabreena Miss. I learned a lot in class about how to translate texts that have a lot of important emotional and cultural meanings hidden inside them. When I was translating the traumatic stories of harassment victims, I was unable to stick to the word-for-word translation principles instead opting for the sense-for-sense translation principle, when the main focus is on the essence, rather than the exact word order. This method was effective to resolve the difficulty of emotions and experiences which were not just highly personal but also with multiple layers of culture and emotions.

It became clear that translation plays a crucial role in such campaigns as those that aim at discouraging female grooming and harassment. All the narrations I could gather was a portrayal of the person's experiences and was full of memories and cultural messages that required a lot of time and effort for me to understand, in order to handle it carefully. While translating narrator words into the target language, I had to pay attention to not only to keep the narratives' integrity but also make them more accessible and appealing for the wider audience; this process turned out to be a fragile exercise of balancing. Catford argued in support of the shift analysis the comprehensiveness of which logically demonstrated a possibility of distortion of some meanings even as a result of small changes between source and target texts. I had to rearrange my methods because effectively dealing with such kind of information required both the flexibility and adaptability from my side. For technical terms which needed accuracy, I relied largely on word- for -word approach, and for colloquial phrase and culturally significant

allusions, I used more free and contextual approach.

Story 1:



Wearing a western dress that day, I didn't consider it indecent. While walking to a coffee shop, I faced harassment from a passerby. A guy touched my back, and despite my initial doubt, I slowed down. To my dismay, he matched my pace, persistently following. The situation escalated when he touched and pinched my back, leaving me deeply traumatized. A simple walk turned into a distressing experience, making me wonder why these things happen. It reminded me that harassment can happen to anyone, no matter what they wear. Nobody should have to go through that.

Even though I started my day with a good note but this incident left me with heavy heart only.

I carried the weight of the experience, wishing for a world where people can walk around freely without being afraid of such things, regardless of what they're wearing. It's a simple hope for a safer and more respectful world.

Story 2:



Since I started working, I rely on the bus for my daily commute. Some days I get a seat, and other times I stand. On the day I wore this Salwar Kamiz, the bus was packed, and no seats were available, so I stood. A seemingly kind guy offered me his seat, opting to stand himself. While I appreciated the gesture, it didn't take long to realize his true intention. Standing beside me, he uncomfortably pressed his genital against my shoulder, continuing even after my repeated objections.

This distressing encounter continued for an hour, with no one intervening despite my raised voice. Even after getting off the bus, he started following me. I hastily took a rickshaw, and, to my dismay, he did the same. I got very scared. However, thanks to Allah when I spotted a colleague on the road. I asked the rickshaw puller to stop, and I went to the office with my colleague. I noticed the guy changed his direction after that.

Recalling that day still sends shivers down my spine.

Picture : Stories that I translated

As this project revealed, translation can be a hub of the wheel for social development. Through translation we ensure that voices of victims of harassment are magnified by overcoming language barriers, which in turn deepens the minds of the community toward the issues behind what people have gone through. The knowledge I get in Sabreena Miss's class wasn't just idea but also, those were methods that I used for the hard job of translation for UNDP. It was a true lesson for me when I was being entrusted with the protection of the original and authentic data while also aiming to make such information accessible to a vast number of users.

Chapter 08: Theoretical Foundations in Practice

I was lucky enough to experience putting into practice the theoretical concepts I got subjected to in my academic life, especially those of Michel Foucault and Arjun Appadurai. This allowed me to see at the work done behind the scenes in order to televise actual happenings.

I experienced firsthand how the Panopticon theory by Foucault, a mechanism for observing inmates from a central location without them sensing the presence of surveillance, operates (Foucault, 1975). This particular implementation took place in the editorial room of *The Daily Star*. The open-plan office area promoted a regulated work atmosphere by imitating the Panopticon's structure with its array of workstations facing the Centre. The editorial authority that constantly observed every piece of content that my team and I generated to ensure that it followed to the ethical norms and social expectations of our audience, was the manifestation of the gaze, which is Foucault's metaphor for society surveillance. Similar to how the invisible watchdog of the Panopticon maintains order without direct action, this supervision did not strangle innovation but rather steered it within the parameters of ethical journalism.

Arjun Appadurai's notion of "Mediascape" profoundly influenced my daily tasks at *The Daily Star*, providing a unique challenge and chance to actively participate in the worldwide exchange of cultures using the medium of media (Appadurai, 1996). The concept of mediascape, which highlights the dynamic and constantly changing environments formed by the media's ability to spread cultures across boundaries, was evident in the editorial choices and content selection at *The Daily Star*. While working on variety projects during internship program, I realized how fast world of media is changing with both global and local issues.

The roundtable conversations that I took part in facilitating were not only local but global ones as well and quite often concerning cross cultural issues and the common world challenges we all deal with. These board meetings, where subjects like social injustice, political unrest and

climate change were discussed, were a smaller version of the media world, which would connect a local problem with global stories and give space to the participants to look at the local issues from a global perspective.

The significance of the media landscape was further demonstrated through its partnership with the UNDP on a campaign addressing the issue of women harassment. The project manifested through the instance where the local activities affect global trends although they have the links with local socioeconomic problems. Like any volunteer, I am in charge of interpreting the local narratives and marketing materials. This makes my job especially interesting as it involves keeping the regional interactions real while rendering them comprehensible and relevant for the worldwide audience. This expected a holistic understanding among the media terrain, which had stories reaching beyond their places of origin to become a part of the discussion on women empowerment and equal rights on the global scale.

Moreover, the job I ever had translating news items from one language into another acted like an instant interaction with the media as well. For this assignment, in addition to the language skills, I had to demonstrate cultural awareness, where I learned about the interconnectedness of various types of cultures around the world. This taking of content translation meant that we did not just move across time and space, but that we combined old and new civilizations into unified entities that appeared to live in our readers' living rooms. The theories that I made use of for my class work also became my tools for the analytical and practical aspects of my internship. Through the lens of Foucault, I have come to realize the complexity of power structures within the media industry, as well as the concept of surveillance. I meanwhile can say Appadurai's conception of mediascape has given me a large framework to analyze our very work among global interactions of cultures. However, these lessons were not abstract

philosophies but concrete applications that I relied on when I was on the field handling complicated tasks.

Chapter 09 : Conclusion

My hands-on internship at *The Daily Star* enabled a detailed discovery of the nature of print media under the umbrella of theoretical knowledge with practical understanding, and offered spendable service on the difficulty of dealing with the details of media services and journalism. Moreover, it contributed in the making of me a better person. My abilities were broadened, and the older skills were improved. From taking part in interviews to gaining insight into the entire workflow from editing and translation, every job was another step in comprehending the detailed structure of a media and its all-encompassing role in the shaping process of the public conversation. Media's strength in creating awareness and the duty of ethical communication were explicitly highlighted in the cooperation with United Nations Development Programme (UNDP) through a project to deal with female harassment and the intricacies associated with indelicate codes.

A deeper understanding of the society influence and my position in this system was achieved through an application of ideas of Arjun Appadurai and Michel Foucault to real empirical cases. Through an application of the concepts of the Panopticon and the mediascape, my knowledge of how media practices are interconnected across many cultures and societies has been enhanced as I analyzed how *The Daily Star*'s organizational culture interacts with local and global narratives.

The way I have grown both personally and professionally through the internship has been one of the most beneficial for me. Ethical journalism, professionalism, and cooperation are the values that I have learned throughout the internship. It has taught me an importance and

necessity of having a certain decency and strong work ethic because this profession demands a highest level of its presence. Moreover, I found a new desire to enter into any journalistic business that would enable me to make a difference.

In conclusion, my work experience at *The Daily Star* was integral to my academic and career path, in connection with the principles taught in the class and the real-life problems. It has broadened my skills, helped me to understand media processes better, and may lead to my greater passion for journalism. Through the internship I underwent, I will no longer have to wonder what my future aspirations on the media and communications would be. It is now certain because of my experience and the things I've learned. In the future, I want to apply what I have learned at *The Daily Star* into with the vast media landscape. The internship set some challenges for me and the positive results i experienced showed me how to negotiate with the realities and contributed to my keenness to join the advocacy of media studies and media debate improvement. The truth, glory, and the everlasting strive for the highest editorial standards are the compass of *The Daily Star* which I'm going to take in this expedition.

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