

Report

Internship as a Feature Writer and Sub-editor at Dhaka Post

By

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

Department of English and Humanities

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Declaration

I hereby declare that:

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

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Dedication

To Almighty Allah, my Parents, and Tazdad

Acknowledgments

Before anything else, I would like to express my gratitude to Allah SWT for bestowing upon me more payouts than I earn and for allowing me to complete my undergraduate studies at BRAC University.

I was raised by such supportive parents is a blessing in my life. I was consistently guided in my decision-making process without any form of force. I would be nothing without my parents. I express my gratitude to my younger sister and brother for their constant backing and mental support during moments when I required most of their wisdom. My siblings made my undergraduate experience more enjoyable and convenient.

I would like to extend my sincere appreciation to all the esteemed faculty members and friends at my university. Throughout my undergraduate career, Roohi Huda, Sabreena Ahmed, Syeed Noman, Seema Amin, and Anika Saba. Asifa Sultana and Tabassum Zaman were the ones encouraging and supportive figures. From the commencement to the conclusion of my undergraduate career, my companions provided unwavering support and affection. For this, I am extremely grateful.

My esteemed supervisor, Tabassum Zaman, whose guidance has empowered me to consider and analyze independently. She exemplifies the qualities of humility and unwavering support for her students. She also provided an exemplary explanation of how to compose an internship report. I am extremely appreciative of her.

In conclusion, I express my gratitude to Md Ariful Islam, my supervisor at Dhaka Post, for granting me the privilege of an internship. He provided guidance and supported me during every step of my internship.

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Chapter: One**Introduction:**

Dhaka Post is an online news portal that endeavors to furnish the nation's audience with precise and unbiased news and perspectives. The online news portal commenced operations on February 16, 2021, under the slogan “সত্যের সাথে সন্ধি”, The online media registration process for Dhakapost.com was initiated by the Ministry of Information and Broadcasting, Government of the People's Republic of Bangladesh, on July 24, 2022. The proprietor of Dhaka Post is Bijoy Bangla Media Limited (BBML). The US Bangla Group of Companies maintains a sister concern known as The Bijoy Bangla Media Limited (BBML).

Dhaka Post places particular emphasis on district-by-district and national news. In addition, the publication encompasses a wide range of topics, including international affairs, athletics, entertainment, education, information and technology, features, lifestyle, and columns.

This particular online news portal distinguishes itself from others by employing "multimedia" journalism, wherein it presents readers with domestic and international news in addition to audio, video, infographic, and web stories. The Dhaka Post, an online news portal based in Dhaka, Bangladesh, is widely recognized for its daily news coverage online.

The online news portal of Dhaka Post contains numerous sections, including media news, national political news, international news, and sports news. It provides regular updates on a variety of news items for its online audience. The personnel at this establishment consistently monitor current events and provide the most up-to-date news to the patrons. Dhaka Post informs

the public of current events so that they are aware of global affairs. It is common knowledge that the news and media are the primary sources of information regarding global affairs.

As a student concentrating in media and cultural studies, I needed to complete an internship at a media-related organization, such as a news organization or media agency. Having submitted my curriculum vitae to Dhaka Post, I was honored to be offered an internship opportunity there. An extraordinary experience ensued. It was, without a doubt, a journey filled with ups and downs, during which I honed my abilities and gained countless new insights. It was my very first official work experience and a moment I will never forget.

As an intern at Dhaka Post, I expressed my preference for working in a specific section and demonstrated my enthusiasm for joining the Feature content-making desk. I also was inclined to seek employment at Dhaka Post in Bengali and English. There are versions available in both English and Bangla. On October 1, 2023, I commenced my internship as a feature editor intern at the central desk of Dhaka Tribune. I joined the department responsible for creating and editing feature content, working under the guidance of the Feature Editor. as a sub-content creator and editor. I was mandated to acquire knowledge and undergo training as a feature sub-editor inside the team and then requested to assume a full-time position. Also, I did all my work at Dhaka Post in Bangla Version.

The news desks of the publication include a national desk, an international desk, a sports desk, and a travel and tourist desk. I was directed to work a total of 5 hours per day and had the option

to take a day off once a week, Under the guidance of the feature editor of Dhaka Post, I engaged in independent work.

Dhaka Post Feature Editor write for all sections- Sports, Health, Lifestyle, Entertainment, Career advice, and Tourism. The vast diversity of various segments has helped me explore my creative writing potential. The outlook of Dhaka Post to cater to the youth is also encouraging and welcomes fresh perspectives.

Accordingly, as an intern feature writer, I was assigned to work on different pages. In my first two weeks, I had the opportunity to write for multiple sections including Health, Career advice, and Lifestyle. Writing the articles was fairly simple with all the necessary facts at hand. On the contrary, it was fun and challenging to write articles summarizing details to fit a rigid structure. The limitations given were similar to the ones given in the English for Print Media course. Within a given range of 400-500 words, I was required to write the necessary details while maintaining consistency and flow of transition within and between paragraphs. The three of the articles I wrote were Under the Feature Segment.

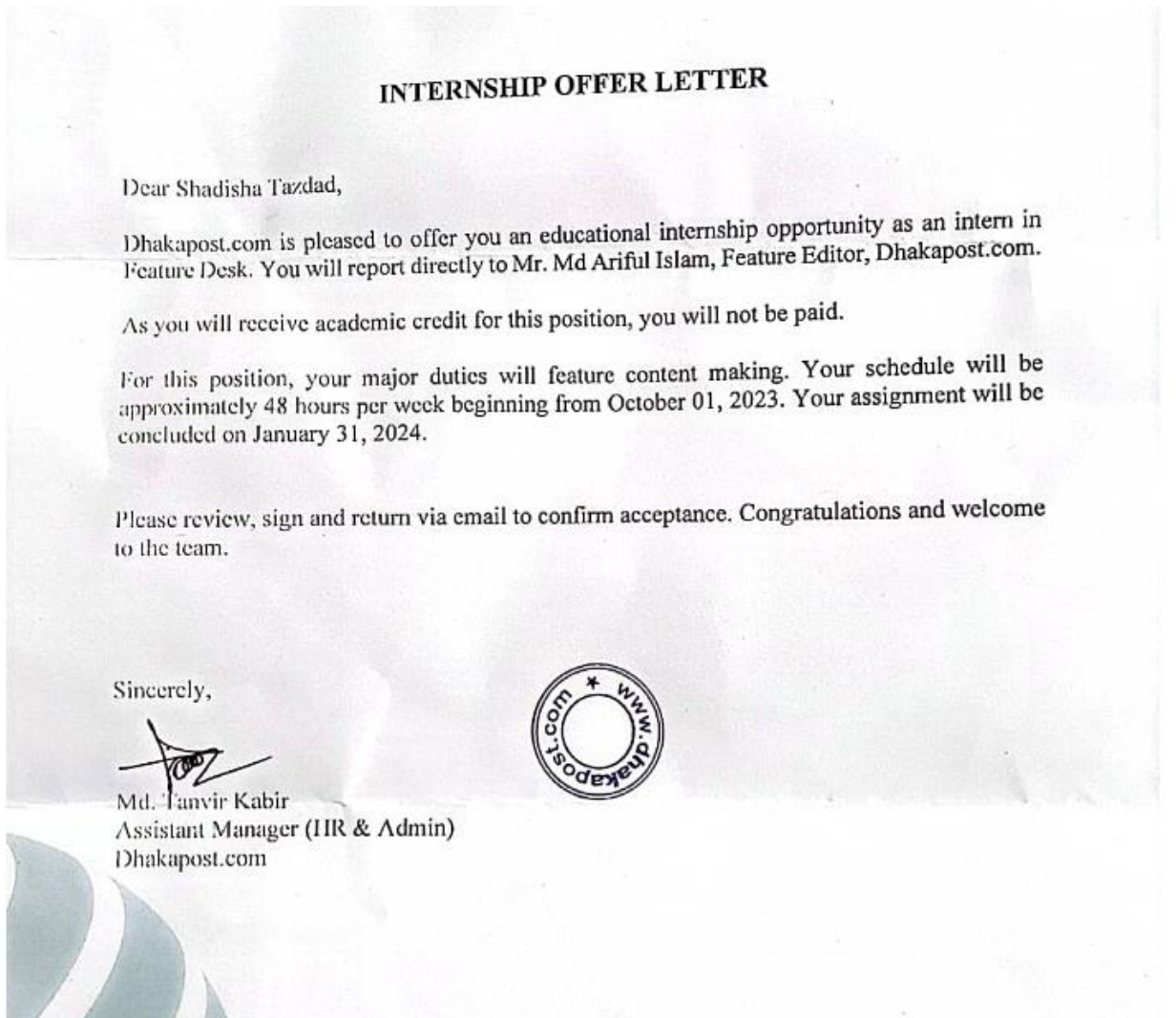


Figure 1: Appointment letter at Dhaka Post

My internship at Dhaka Post was, for three months. During this period, I worked from 11 to 5 for the whole week except Sunday and Tuesday. My responsibilities included researching and creating feature content. This experience allowed me to develop my writing and editorial skills while gaining valuable insights into the workings of a prominent media organization.

Chapter: Two

A Brief History of *Dhaka Post*

Following the Bangladeshi constitution's fundamental tenets, the *Dhaka Post* seeks to galvanize public support for the liberation war. Dhaka Post is dedicated to upholding the country's essential values, with a particular emphasis on democracy, secularism, and national sovereignty.

Furthermore, *Dhaka Post* advocates for the civil and human rights of every citizen of the nation.

Dhaka Post was officially launched on 16 February 2021. Mohiuddin Sarker, Editor of Dhaka Post, has been a very prominent face in the field of the country's journalism sector for more than 20 years. Dhaka Post is owned by Bijoy Bangla Media Limited (BBML). The Bijoy Bangla Media Limited (BBML) is a sister concern of the US Bangla Group of Companies.

Dhaka Post upholds the utmost integrity in its business operations. To preserve *Dhaka Post's* integrity, they uphold the following principles: impartiality, accuracy, and fairness. We consider the confidence of the general public to be our most valuable asset. Additionally, we are transparent with our viewers.

Politically speaking, *Dhaka Post* is a nonpartisan publication, unaffected by political parties' agendas. Moreover, disputes between right and wrong or justice and injustice, maintain a neutral stance. Dhaka Post never compromises on matters such as national interests, human rights, the rule of law, gender issues, or press freedom, regardless of the repercussions. The special part of the paper that the unique environment of a bilingual and multimedia-focused newsroom.

The verification of facts is regarded as one of the most critical components of journalism. The information undergoes multiple rounds of verification by *Dhaka Post* before its publication on its website. We maintain correspondents in each of the nation's 64 districts. The substantial workforce of correspondents dispersed throughout the nation assisted the *Dhaka Post* in reporting on various events and obtaining statements from all parties involved in any given situation. In addition, our correspondents verify the information that witnesses, locals, and administration provide.

The target audience is consistently presented with precise information by *Dhaka Post*. However, errors are still possible in journalism, even when proper procedures are followed. Given the current situation, *Dhaka Post* readily recognizes the error.

After conducting a thorough fact check, *Dhaka Post* strives to promptly inform its readers of any errors and clarifications. They endeavored to ensure that the matter was crystal plain to the entire audience so that anyone could comprehend the process and rationale behind the correction of that error. When significant corrections are made, the *Dhaka Post* website features a "rejoinder" that indicates the change plainly and concisely.

The Editor regulates all *Dhaka Post* departments, including the news, reporting, and editorial units. However, the Editor receives support from the chief reporter and news editor.

Each department appoints an "In-charge" who is responsible for managing the workflow of their respective teams. The chief reporter oversees the reporting staff, whereas the news editor manages the *Dhaka Post*'s central department. The In-Charges of their respective departments oversee all other divisions, such as digital, technology and web, sports, entertainment,

international, English, country, and feature. Senior sub-editors provide support to each faculty department leader.

The writing of editorials, columns, and opinions is the responsibility of the research and development department, as directed by the Editor of Dhaka Post. Furthermore, they amass editorials authored by other esteemed authors. Under the purview of the Administration and Human Resources division, the entire management structure is overseen, including the accounts, production, store, and establishment departments. The accounts department is responsible for the *Dhaka Post's* financial and accounting operations.



Figure 2: Logo of Dhaka Post

Dhaka Post's logo stands for their honesty, loyalty, and transparency to their targeted audience.

So that they could give the proper news to the readers.

Chapter: Three

My daily tasks in *Dhaka Post*

Dhaka Post Feature Editor write for all sections- Sports, Health, Lifestyle, Entertainment, Career advice, and Tourism. The vast diversity of various segments has helped me explore my creative writing potential. The outlook of Dhaka Post to cater to the youth is also encouraging and welcomes fresh perspectives.

Accordingly, as an intern feature writer, I was assigned to work on different pages. In my first two weeks, I had the opportunity to write for multiple sections including Health, Career advice, and Lifestyle. I was to write articles sometimes based on the necessary facts at hand. Or summarizing details of the news. Between 400-500 words. I was required to maintain consistency and flow of transition within and between paragraphs. I write three of the articles under the Feature Segment.

My main duty was to handle the sequence, which was the key aspect of my job. Providing translation services for news articles, features, and other types of information from English to Bengali. This necessitated preserving the initial significance, style, and setting while guaranteeing language precision and cultural appropriateness. Accompanied feature writing, frequently enhancing its accessibility to a broader readership.

I also did content management, which refers to the process of organizing, storing, and controlling digital content systematically and efficiently. I was responsible for controlling the editorial calendar, communicating with other authors and editors, managing the publication process, and ensuring regular updates of the website. This also involved enhancing material for search engine optimization (SEO) and tracking audience interaction. Provided support in feature authoring and translation, ensuring efficient workflow and maintaining consistency in content.

These activities combined improved my adaptability as a content creator and manager, enabling me to contribute to the success of the publication in many roles. Elaborate explanations and precise illustrations of each assignment will be provided in the corresponding chapters.

I began my internship at Dhaka Post in October, embarking on a three-month journey that provided a wealth of experience and learning opportunities. Each week, I dedicated 30 hours to immersing myself in the vibrant world of media and journalism. My days typically started with research tasks, where I delved into various topics to gather information and insights for upcoming features.

After a few weeks of getting acclimated to the environment and processes, I was given the chance to work directly with the senior feature editor of *Dhaka Post*. This phase lasted for about a month and was an invaluable learning experience. I observed their techniques and received guidance on how to refine my writing and editorial skills.

In the final month, I joined the Feature content-making desk. This was where I truly got to demonstrate my enthusiasm and creativity. I participated in team meetings, contributing ideas for new content and collaborating with colleagues to produce engaging feature articles.

The internship culminated at the end of January, leaving me with a solid foundation in media practices and a deep appreciation for the teamwork and dedication involved in producing quality feature writing.

Chapter: Four

Editing News Articles

During my third two weeks of internship at Dhaka Post, I got my desk from where I can work on my own. I wrote Two articles. My working days have been scheduled and are manageable when required. Due to a consistent theme of content Travel and Tourism being covered by the lifestyle portal during my days at work, the articles I wrote were mainly about updates on different traveling places and suggestions across the world. As I love traveling. So, the head of Features at my office encouraged me to write more. And I did write five articles but those were not published.

On the other hand, I was learning Translation as well as applying the course ENG465 which I did at Brac University. Translating Bengali to English along with sense for sense and word for word was quite easy for me to do. The difficult part was English to Bengali because the Bangla language has various meanings and senses in a very diverse way. After doing eight to ten translations, I did better. Though it was not for publishing it was for learning purposes as the head of Feature said to me.

During my tenure at Dhaka Post, I played a substantial role in editing and interpreting news items. These duties were crucial in guaranteeing the precision, comprehensibility, and availability of the content for a wide-ranging audience. Below is an overview of the essence of these obligations:

Verifying that every news piece adhered to the publication's criteria for language, style, and factual precision. This required thorough scrutiny and verification of details. Ensuring a uniform tone and style throughout pieces, while also ensuring clarity, conciseness, and reader engagement. Enhancing the coherence of the articles by restructuring the text, polishing the headlines, and incorporating pertinent subheadings. This also involved the process of making difficult material easier to understand without sacrificing its essence.

Editing was crucial in achieving the publication's objective of providing precise, captivating, and easily understandable news. These tasks enhanced my principal work as a feature content writer, enabling me to make valuable contributions to the Dhaka Post's editorial standards and expand its reach. Specific editing and translation projects will be thoroughly described in their corresponding chapters, providing detailed accounts.

Chapter: Five

Feature writing:

As a feature writer, in-depth articles and analysis Feature writing is a form of journalism that delves more extensively into stories, offering additional depth, vividness, and intricacy compared to conventional news reporting. It delves further than the basic facts and details typically included in regular news articles, examining the fundamental reasons, consequences, and human aspects of a topic.

Feature articles explore the complexities of a subject. Feature writing diverges from news stories by devoting ample time to delve into the background, context, and intricacies of a subject, rather than prioritizing immediacy and conciseness. This may entail conducting historical research, conducting in-depth interviews, and performing meticulous analysis.

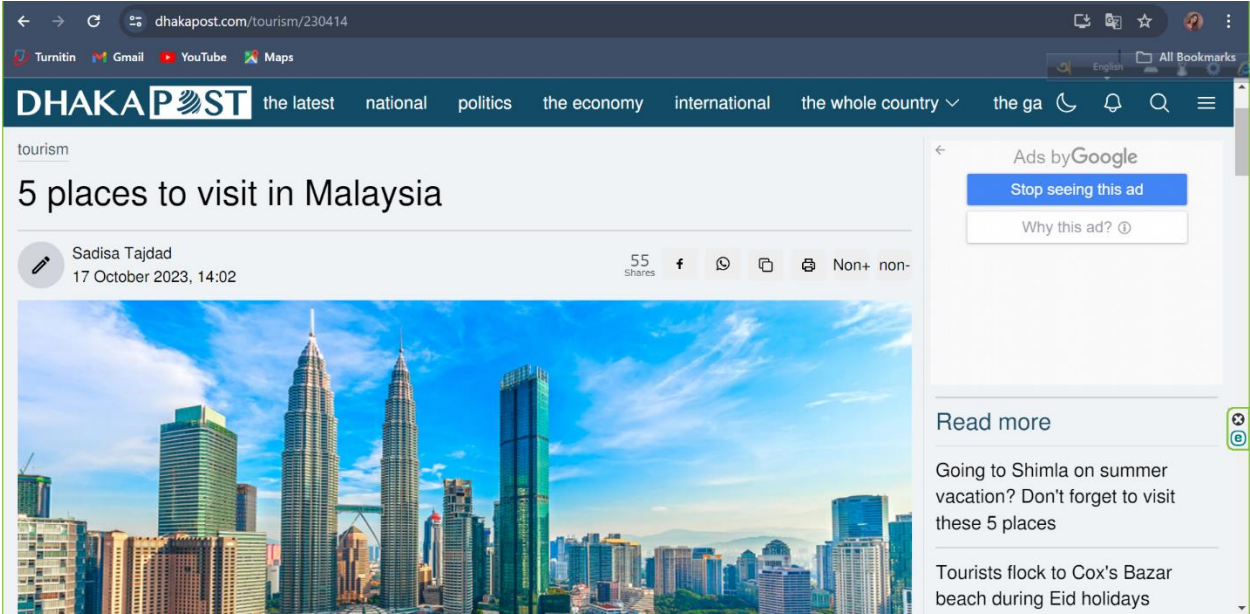
Feature writing frequently utilizes a narrative approach, recounting a tale rather than simply giving information. This entails the utilization of literary methods such as evocative depictions, the growth of characters, and a well-organized narrative. The objective is to captivate readers by evoking strong emotions, so ensuring that the story remains ingrained in their memory and leaves a lasting impression. Human interest is a crucial element in feature writing. It emphasizes individual narratives and firsthand encounters, adding a human dimension to larger topics. This may entail the examination of people's profiles, firsthand narratives, or case studies that exemplify broader patterns or phenomena.

The purpose of the lead in a feature story is to instantly captivate the reader's attention. The introduction can commence with an anecdote, a compelling statement, or a dramatic scene. Similarly, the purpose of the conclusion is to create a lasting impact by offering a thought-provoking finale that deeply affects readers. Thorough research and interviews are essential components of feature writing. Writers get information from various sources to enhance the depth and veracity of their narrative. This may involve conducting interviews with specialists, witnesses, or anyone directly impacted by the narrative.

As a feature content writer, I frequently employed creative writing techniques to enrich the tale. Metaphors, similes, and other forms of figurative language can effectively communicate intricate concepts in a manner that is easy to understand and captivating. Additionally, authors may employ tempo, dialogue, and tension as means to sustain reader engagement.

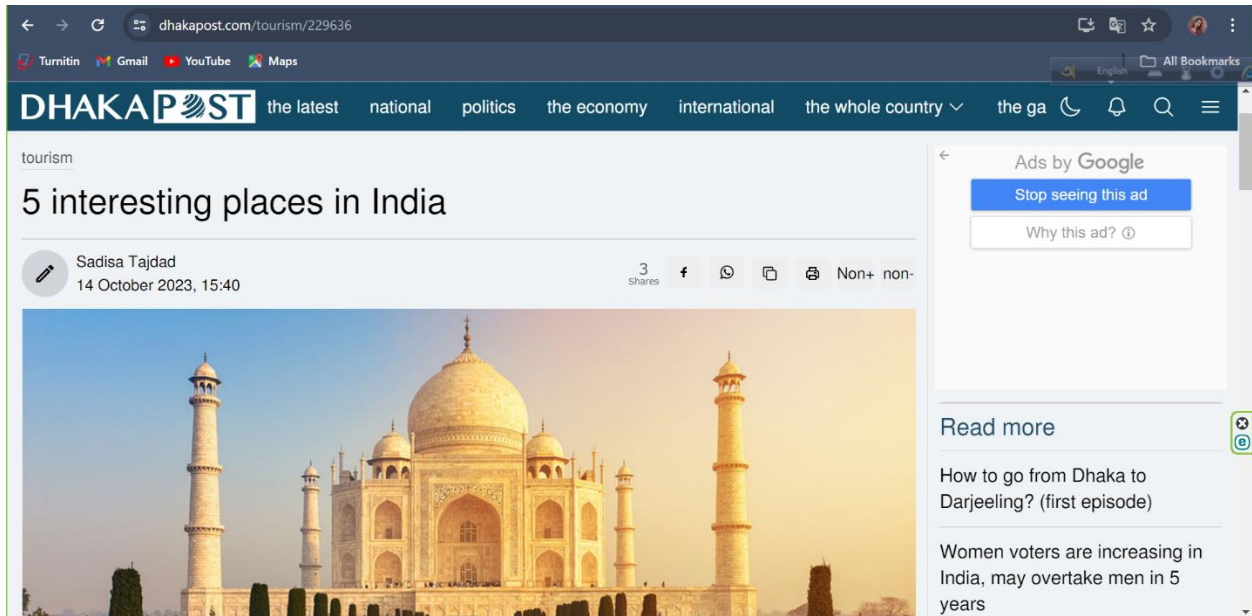
Essentially, feature writing revolves around the art of narrative. It involves the process of vividly portraying a story by incorporating intricate particulars, capturing human curiosity, and delving into the intricacies of the tale, all while upholding the principles of accuracy and impartiality in journalism. Literary journalism is a kind of writing that merges the factual basis of journalism with the imaginative methods of literature. Its purpose is to provide information, and entertainment, and captivate readers on a more profound level.

Figure: 03



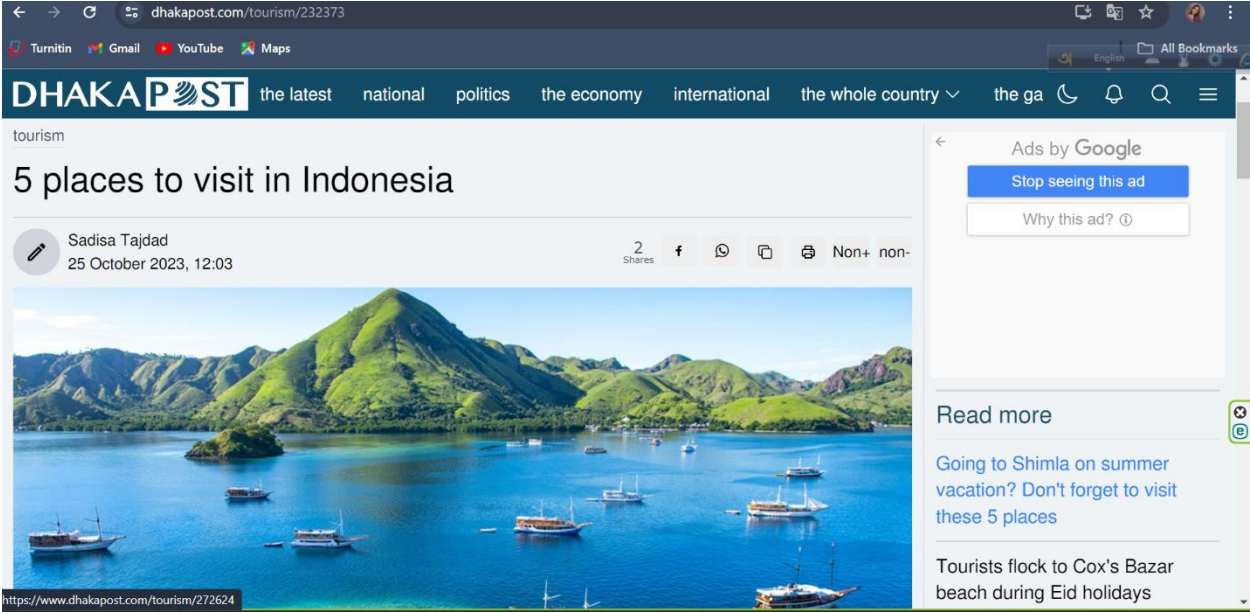
After researching this content, the feature articles explore the complexities of a subject. Feature writing diverges from news stories by devoting ample time to delve into the background, context, and intricacies of a subject, rather than prioritizing immediacy and conciseness. This article conducted historical research, conducted in-depth interviews, and performed meticulous analysis of feature content writing.

Figure: 04



While I was writing this article first, I had to research India's top interesting places of India. The interesting to know about the amazing places of India. I chose the top five interesting places in India so that I could give proper legitimate information to the readers.

Figure: 05



Indonesia is a large country in terms of population and land area. The country is particularly known for its own cultural and geological diversity. Since my childhood, I was a bit too lazy to know or learn something about global information or knowledge. As a feature content writer, I learned a lot about the best tourists and interesting places all over the world. So, I tried to spread my interest and suggestions to my readers.

Chapter: Six

Editing and translation:

In feature content writing editing and translation are essential stages in content development, with each having a significant impact on the quality and efficacy of written content. Editing is the process of improving a text by making it clearer, more logical, and easier to read. This procedure generally consists of several stages: substantive editing, which concentrates on the structure and substance; line editing, which refines sentence flow and style; copy editing, which rectifies grammatical faults and guarantees consistency; and proofing, which identifies any remaining minor errors before publication. Every stage is specifically designed to gradually refine the writing, enhancing its appeal and professionalism.

Translation is the act of transferring written content from one language to another while maintaining the original meaning, tone, and context. The translation goes beyond the simple substitution of words; it necessitates a profound comprehension of both the original and target languages, along with their corresponding cultural subtleties.

The convergence of editing and translation is especially crucial in the creation of top-notch multilingual material. Following the initial translation, the text frequently goes through a comparable editing procedure as the original content. This entails assessing linguistic precision, cultural appropriateness, and stylistic coherence. Editors working on translated content must possess proficiency in both languages to guarantee not just the accuracy but also the fluency and engagement of the translation. This cooperative endeavor between translators and editors

guarantees that the result adheres to the identical criteria of excellence and comprehensibility as the original material.

Ultimately, both editing and translation necessitate discerning attention to detail and a profound comprehension of language and culture. Editors and translators collaborate to overcome language barriers and provide content that connects with a wide range of people. Their collaborative endeavors guarantee that the ultimate content is refined, precise, and culturally suitable, so enhancing its accessibility and influence on readers across diverse linguistic and cultural backgrounds.

Working at Dhaka Post, I encountered several difficulties when translating and editing news items. To demonstrate the procedure and the challenges faced.

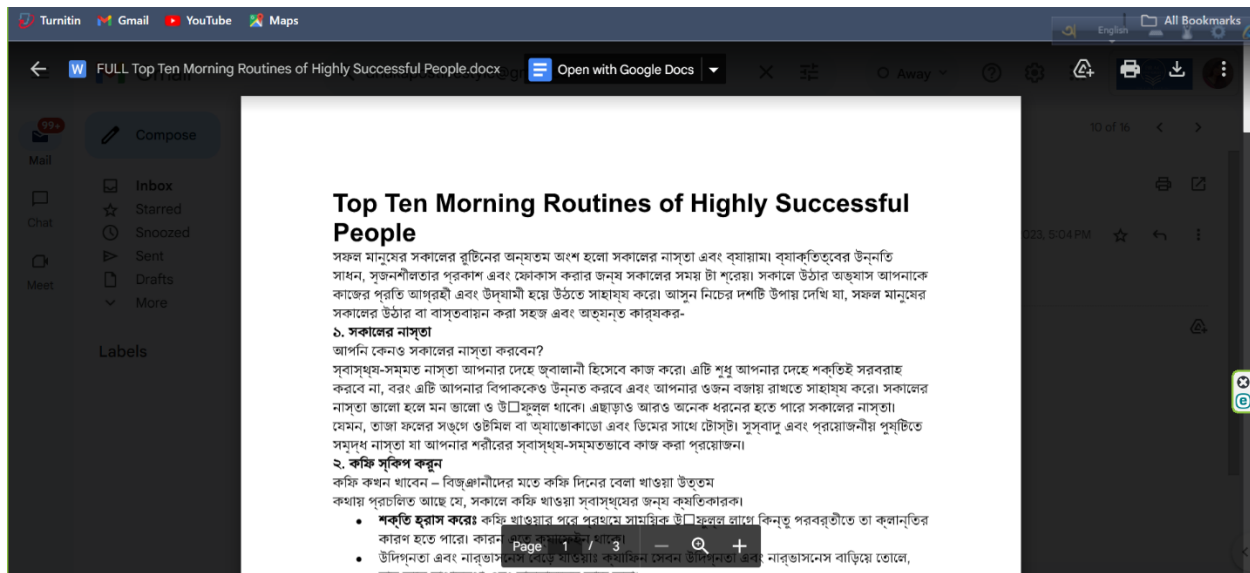
As a feature content writer at Dhaka Post, I encountered distinctive difficulties when translating articles from Bengali to English. The challenges encompassed preserving the initial tone, faithfully communicating cultural subtleties, and guaranteeing that the translated material remained captivating and approachable for English-speaking readers. In this explanation, I will outline the translation process using an illustrative scenario and emphasize the encountered difficulties.

The original Bengali text exhibits a nostalgic and hopeful tone, emphasizing the cultural and economic importance of the Renaissance. It was essential to maintain this tone in English.

"A silent revolution is currently taking place in the tranquil villages of rural Bangladesh." Traditional handicrafts, once on the verge of annihilation, are currently seeing a thriving resurgence, revitalizing age-old artisanal traditions.

The translated content had to maintain its appeal to English-speaking readers while staying faithful to the original.

Figure: 06



In this article, I had to translate the article in Bengali with a sense-for-sense which I learned from the ENG465 course. It was a bit difficult because when it's a general translation it focuses on word-for-word translation but in this case, I had to focus on sense-for-sense translation so that I could give the readers a good translated sense-making article.

Bengali exhibits a greater degree of emotional expression and subtlety in its tone. To effectively convey this sentiment in English, it was necessary to select words and change sentence structure with precision to ensure clarity and captivate the reader. Bengali phrases possess the characteristic of being lengthy and intricate. It was often necessary to break them down into shorter, concise lines for English readers without losing the original meaning.

Again, it had also the same way of translating but this article I found a bit difficult to translate in sense for sense. Because the given English article was complex to translate into Bengali sense-for-sense translation was tough.

Figure: 07

dhakapost.com/jobs-career/252360

Turnitin Gmail YouTube Maps

DHAKA POST সর্বশেষ জাতীয় রাজনীতি অর্থনীতি আন্তর্জাতিক সারাদেশ খেলা বিনোদন জবস

জবস

সফল ক্যারিয়ার গড়ার ১৫টি কৌশল

সাদিসা তাজদাদ
১৩ জানুয়ারি ২০২৪, ০৮:০০

182 Shares

জীবনে সফল হতে চান না এমন মানুষ খুঁজে পাওয়া যাবে না। স্ব-উন্নয়নে মনোযোগী হলে ভবিষ্যতে ব্যক্তি ও কর্মজীবনে ইতিবাচক ফলাফল আসে। অনেকে দ্রুত সময়ে ক্যারিয়ারের উন্নতি করতে পারেন আবার অনেকের সময়ের প্রয়োজন হয়। কারণ তারা জানেন, প্রতিযোগিতা সব সময়ই থাকে। তাই তারা সফল হওয়ার জন্য যথাযথ উদ্যোগ গ্রহণ করেন এবং জীবনে সফলতা লাভ করেন।

Ads by Google
Stop seeing this ad
Why this ad?

Finally, after taking so much time doing a translation this article came out good to publish in

Dhaka Post news portal.

Chapter: Seven

Content management:

Content management is a holistic procedure that encompasses the generation, arrangement, dissemination, and upkeep of digital content. As a feature content writer, the primary focus is to ensure that each piece of content not only fulfills rigorous standards of excellence but also corresponds with the broader strategy and objectives of the organization. The process commences with content development, which needs thorough preparation and research to generate captivating and enlightening articles, blog posts, and multimedia pieces that captivate the audience and satisfy their informational requirements.

Distribution is the third crucial stage in content management. It entails the strategic dissemination and promotion of material through multiple channels to efficiently reach the intended audience. This may encompass the organization's website, social media platforms, email newsletters, and other digital marketing methods. The scheduling and regularity of information dissemination are meticulously strategized to optimize the extent of audience reach and interaction. Furthermore, the use of analytics tools aids in comprehending the most effective channels and types of content, enabling data-driven modifications to the content strategy.

To guarantee the production of feature writing and translations of exceptional quality, I adhered to a well-organized workflow. This approach entailed a series of processes aimed at preserving the original tone, accommodating cultural subtleties, and effectively captivating readers. Below is a comprehensive outline of my workflow, providing a step-by-step description of the operations performed and the data observed.

Identifying pertinent and captivating subjects through collaborative brainstorming sessions and editing meetings. Factors that influence content selection include audience preferences, popular subjects, seasonal motifs, and input from past pieces. Developing a comprehensive plan to systematically structure the article. Historical data regarding the performance of similar features, as well as keyword research to optimize SEO. Generating the initial version by utilizing the outline and gathered information. Criteria for evaluation include the number of words, conformity to the outline, and the integration of significant elements. Evaluating the document to ensure logical connections, clear expression, and smooth progression. Issues such as grammatical and syntactical problems, readability scores, and maintaining consistency in tone and style. Presenting the completed version to the editorial staff for their endorsement and arranging for its inclusion in the publishing schedule. Ensuring the article is appropriately formatted and optimized for search engine optimization (SEO). Tracking the performance of a publication after it has been released.

Content maintenance is the process of ensuring that all published content stays up-to-date, precise, and pertinent. This encompasses routine evaluations and revisions of current content, rectifying non-functional hyperlinks, rejuvenating obsolete information, and enhancing content for search engine optimization (SEO). Ensuring the consistency and excellence of content over a prolonged period is crucial for establishing and preserving the confidence and credibility of the audience. In addition, a successful content management strategy entails the process of storing outdated content that is no longer pertinent but may still possess historical significance. This approach ensures that the content ecosystem remains both dynamic and user-friendly.

Content management is a perpetual process that encompasses careful planning, strategic implementation, and continuing optimization. By prioritizing these fundamental elements, feature content writers and content managers guarantee that their organization's online presence remains robust, captivating, and pertinent in a constantly changing digital environment.

Figure: 08

The screenshot shows a news website interface. At the top is a dark blue navigation bar with links for Home, National, International, Sports, Entertainment, Lifestyle, Feature, Technology, Archive, and Prayer Time, along with a search icon. Below the navigation bar, the word "Feature" is displayed in a large, bold font. The main content area is divided into two columns. The left column features a large photograph of two women carrying heavy loads on their heads, wading through floodwaters. Below the photo is the headline "Coastal Children: Confronting Challenges and Shaping the Future". The right column contains two smaller article teasers. The first is titled "Popular tourist spots in Sylhet" and includes a small image of a person in a field. The second is titled "10 best places to visit in Bangladesh" and includes a small image of a river. To the right of the main content is a sidebar with an "Ads by Google" section. It contains a blue button that says "Stop seeing this ad" and a link that says "Why this ad?". At the bottom of the sidebar, there are small icons for social media or sharing.

The primary focus is to ensure that each piece of content not only fulfills rigorous standards of excellence but also corresponds with the broader strategy and objectives of the *Dhaka Post*.

Chapter: Eight

Related Theories to My Work

During my internship, I had exposure to theories and concepts in the field of media and cultural studies, which greatly facilitated my work. I adhered to and found resonance with numerous theories imparted by my esteemed professors. Here, I shall explore some theories that I could use in my work at Dhaka Post.

While working on Content and Article I kept in mind the 5Ws and 1H approaches that I learned in ENG401: Editing Course. The five Ws and one H are commonly referred to as "Who?", "What?", "When?", "Where?", "Why?", and "How?". The following factors are crucial while composing a narrative for a newspaper. A news story should possess the 5WS and 1H elements. I previously considered these factors when composing a narrative. In addition, I adhered to the five indicators of news value, namely proximity, prominence, timeliness, consequence, and peculiarity. Five essential variables contribute to the newsworthiness of news for readers.

Being a student of Media and Cultural Studies and a feature content writer at Dhaka Post, my expertise lies in editing, translation, feature writing, and content management. These skills can be further strengthened and understood within the framework of many theoretical perspectives. These ideas offer valuable perspectives on the processes involved in media production, cultural portrayal, communication methods, and audience involvement.

This theory explores the mechanisms, frameworks, and methodologies employed in the production of media material. Cultural studies examine the processes through which culture is

created, distributed, and consumed, with a particular emphasis on the influence of media in shaping cultural identities. This branch of study explores the process of translation and its effects on communication and cultural interchange from several disciplines. Guaranteed the accurate translation of culturally sensitive content while maintaining the original meanings and subtle nuances.

Implemented rigorous editorial guidelines and employed collaborative methodologies to create exceptional features of superior quality. Took into account the audience's interpretations and feedback when writing. Ensured efficient communication and reduced interference in delivering information. Evaluated and enhanced the possible influence of material on audience attitudes and actions.

While I was translating my content, I was also applying the course ENG465 which I did at Brac University. Translating Bengali to English along with sense for sense and word for word was quite easy for me to do. The difficult part was English to Bengali because the Bangla language has various meanings and senses in a very diverse way. As I am a BracU student I lost connection with the Bangla meanings of different words. After doing eight to ten translations, I did better. Though it was not for publishing it was for learning purposes as the head of Feature said to me.

Furthermore, my internship at Dhaka Post provided me with a substantial amount of information and practical expertise within the realm of online news platforms. The acquisition of knowledge and expertise was accompanied by many hurdles. I encountered several obstacles and acquired

the ability to effectively manage them, which I believe was a valuable component of my professional journey. Initially, I lacked any prior proficiency in composing a content report and revising content and articles. My supervisor assisted me in acquiring the knowledge. During my initial day, I was able to produce a mere two pieces. However, after a week, I was able to generate and revise a total of seven to ten tales in a single day.

As a feature content writer at Dhaka Post, my role included bringing theoretical frameworks from print media to an online platform while adapting to the distinct characteristics and dynamics of digital publishing to bridge the gap between theory and practice. Here is how I applied theoretical knowledge to practical situations and successfully managed the transition:

Gaining knowledge of the manufacturing procedures, editorial criteria, and methods to engage with the audience. Utilized gatekeeping theories and news values to choose and present feature topics. Worked closely with editors and designers to uphold editorial standards and improve reader engagement. Examining depictions, self-perceptions, and hierarchical relationships in media material. Ensured inclusivity and cultural awareness in feature articles through diverse representation. Integrated voices and viewpoints from underprivileged populations to accurately represent the cultural diversity of Bangladesh. Comprehending communication processes, techniques for receiving feedback, and reactions from the audience. Interacted with readers via comments sections and social media platforms to encourage discussion and assess audience responses. Modified the content in response to input from the audience to enhance its relevance and impact. Investigating the principles of translation for linguistic and cultural adaptation. Provided translations of articles and modified cultural references to cater to an audience that

speaks English. Ensured that translations preserved the original tone and context while enhancing readability for Internet audiences. Examining the influence of media content on audience attitudes and actions. Created features to provide information, knowledge, and motivation to readers. Assessed the extent and impact of content using analytics to enhance content strategy and messaging. Online platforms facilitated the use of dynamic content formats, such as videos and interactive graphics, which improved engagement and narrative. Digital publishing has enabled broader dissemination and availability, reaching people beyond the usual reading of printed materials. Online platforms facilitate direct involvement with readers through comments, shares, and social media interaction, promoting a sense of community and debate. Modified writing techniques to cater to online readers, emphasizing brevity and easily scannable text for digital consumption. Utilized visually captivating designs and multimedia components to attract and maintain the interest of online readers. Executed SEO tactics to improve exposure and findability in online search results, improving headlines, meta descriptions, and content structure.

As a feature content writer at Dhaka Post, I applied classic print media theories to the digital landscape and adjusted to the changing demands and preferences of online consumers, effectively bridging theory and practice. My goal was to combine academic knowledge with practical methods to produce compelling, culturally aware, and influential material that connected with readers on many digital platforms.

Analyzed engagement analytics to enhance content strategy and optimize future results.

Examined reader input to ensure that the material is in line with the expectations and preferences

of the audience. By incorporating these theoretical frameworks into my work, I improved the quality, efficiency, and cultural appropriateness of the features created for Dhaka Post, resulting in a more knowledgeable and involved readership.

Chapter: Nine

Conclusion

The internship I had at Dhaka Post has been extremely beneficial in giving me practical insights into the ever-changing field of digital media. During my time in this position, I was able to utilize the theoretical information I gained from my studies in Media and Cultural Studies in practical situations. Specifically, I applied this knowledge to tasks such as writing, editing, translating, and managing feature content.

As a feature content writer, I acquired the ability to connect theoretical concepts such as Editing, Feature editing, translation, and content management with practical applications. Additionally, there is some degree of content manipulation involved.

In addition, I had the issue of modifying theories of print media to suit an online medium. Although certain elements, such as flexibility and interactivity, made it easy to shift smoothly, other factors necessitated modifications in writing style, visual presentation, and content optimization to meet the tastes of digital audiences. By conducting experiments and engaging in continuous learning, I effectively overcame these hurdles and made valuable contributions to Dhaka Post's objective of providing useful and interesting material to its readers.

Ultimately, my internship at Dhaka Post has provided me with invaluable skills, experiences, and perspectives that will certainly influence my future profession in media and journalism. I am

appreciative of the chance to have been a member of such a proactive and innovative firm, and I anticipate utilizing the knowledge gained in future pursuits within the industry.

This internship report serves as a comprehensive account of my academic pursuits and practical involvement as a student majoring in Media and Cultural Studies at BRAC University. I attempted to document my experience as an intern at Dhaka Post. I have acquired the skills to effectively manage multiple responsibilities within a restricted timeframe and cope with work-related stress. I believe it enhanced my diligence and adaptability. This internship has significantly bolstered my self-assurance and refined my aptitude for effective communication, a quality that cannot be acquired through any written material. Finally, I would like to express my sincere appreciation to all the esteemed faculty members and my supervisor at Dhaka Post for their unwavering love and support during the duration of this endeavor. I will always value and appreciate their wisdom and support.

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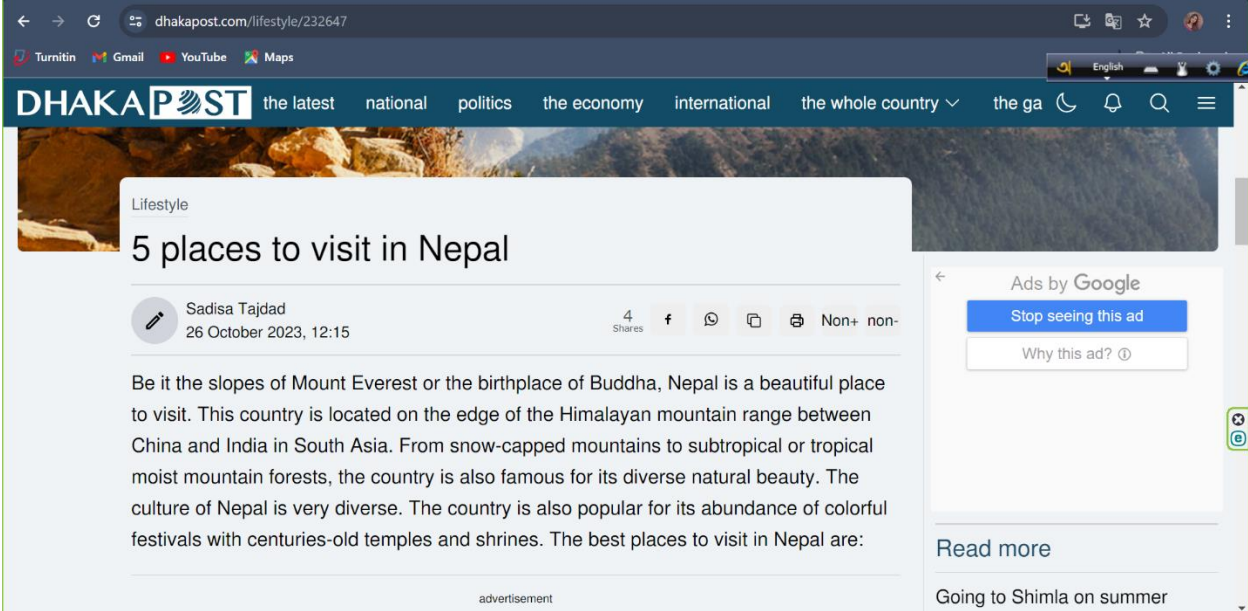
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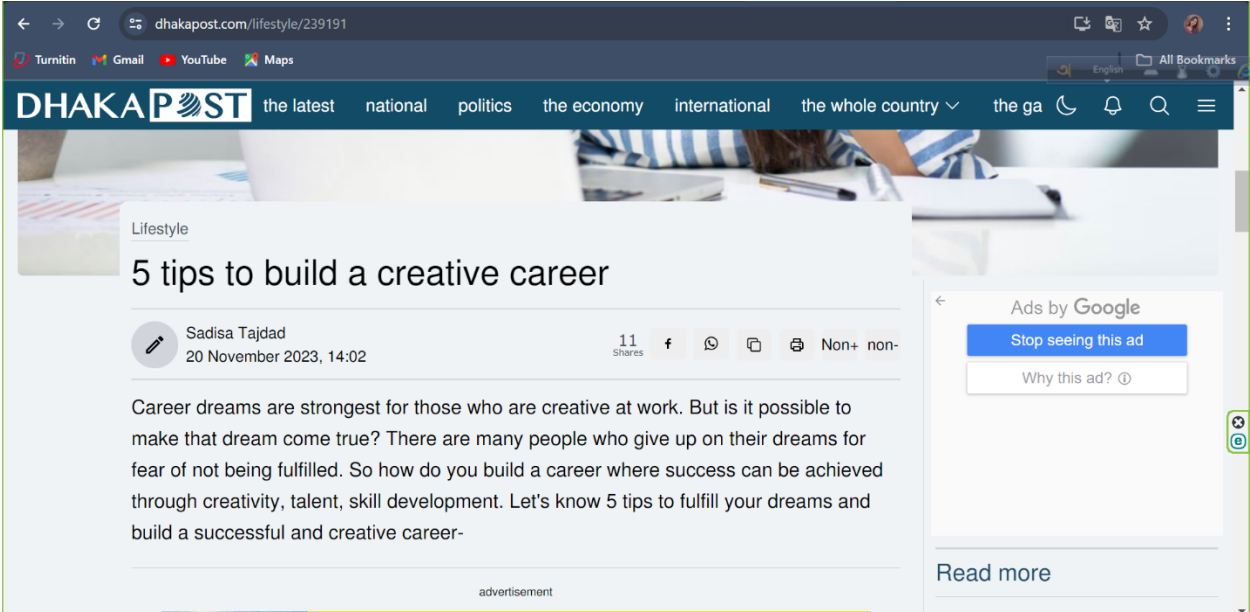
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Appendix: 01



Nepal is a beautiful place to visit. This country is located on the edge of the Himalayan Mountain range between China and India in South Asia. Also, the interesting part of this writing was I am a mountain lover. While I researched Nepal the beauty of nature attracted me. Though I never traveled outside of Bangladesh. But near future, I will visit Nepal for sure. Along with the clear point I wrote the article.

Appendix: 02



The main focus of the article was to suggest some tips to career-oriented optimistic readers so that they could fulfill their dreams and build successful and creative careers.

Appendix: 03

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Lifestyle

Losing confidence? Do what you can to get back

Sadisa Tajdad
3 October 2023, 14:03

5 Shares

Does your confidence seem to be slipping lately? It can happen. You don't know exactly what to do in this situation. You are not the only victim of such situation, there are many others like you. Most people may run into such problems at some point or another. But don't despair.

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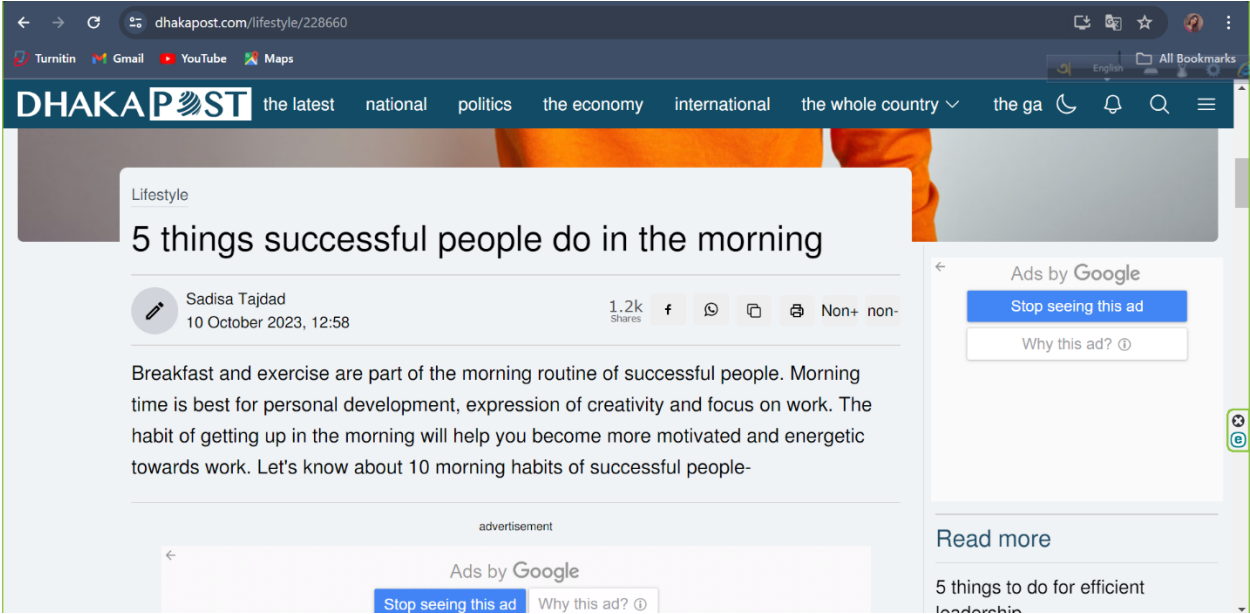
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How to know if your girlfriend is

This article was mainly for those people who lack confidence and It's a common problem going on. The purpose of this article is to give some tips so that specific people can get connected with the facts.

Appendix: 04



As I am also an early riser and a morning person the purpose of this article is to let know the readers the positive and successful points of the fact.

Appendix: 05

The screenshot displays the DHAKA POST website homepage. At the top, a dark blue navigation bar contains the following menu items: Home, National, International, Sports, Entertainment, Lifestyle, Feature, Technology, Archive, Prayer Time, and a search icon. Below the navigation bar, the main content area is divided into several sections:

- Top Row:**
 - Article 1:** "Tanguar Haor: Dreamlike aquatic serenity" with an image of a boat on a lake.
 - Article 2:** "40 countries offer visa-free travel for Bangladeshis" with an image of a person on a path in a valley.
 - Article 3:** "Best restaurants for nature lovers in Dhaka" with an image of a restaurant table.
- Second Row:**
 - Article 4:** "10 resorts near Dhaka for weekend away" with an image of a resort building.
 - Article 5:** "Biggest bank robberies of all time" with an illustration of two robbers carrying money bags.
- Right Side:** A section titled "Popular This Week" featuring a small image and the headline "Jamuna Group will train and rehabilitate CRP patients".

At the bottom of the page, the DHAKA POST logo is on the left, and the text "Editor: Mohiuddin Sarker" is on the right.

Distribution is the third crucial stage in content management. It entails the strategic dissemination and promotion of material through multiple channels to efficiently reach the intended audience. Identifying pertinent and captivating subjects through collaborative brainstorming sessions and editing meetings. Factors that influence content selection include audience preferences, popular subjects, seasonal motifs, and input from past pieces. Developing a comprehensive plan to systematically structure the article. Historical data regarding the performance of similar features, as well as keyword research to optimize SEO.

