

Report on

Internship Journey as Social Media Executive at *The Daily Star*

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

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Declaration

It is hereby declared that

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

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Acknowledgement

I am the culmination of my life's experiences. I want to express my admiration to everyone who has helped me grow as a person. Firstly, I would like to express my gratitude to my father Md. Luthfor Rahman Akonjee, and my mother Ayesha Rahman for everything they did for me. I would also like to thank my brother Bihan Akonjee, for supporting me and showing there is good in this world. It would have been impossible for me to come this far without their continuous support and blessing.

I want to show my sincere gratitude to Ms. Roohi Huda, Assistant Professor, Department of English and Humanities, BRAC University, as my internship supervisor. She guided me through this journey like a parent. I want to sincerely appreciate her invaluable guidance, constructive feedback, and continuous encouragement throughout the duration of writing this report. I would like to express my gratitude to Ms. Seema Amin for giving me the confidence to write creatively without fear.

I will always be thankful to each and every one with whom I am close to. Thank you for believing in me and continuously reminding me that I can do it. I would also like to thank my group of good friends that I made during my undergraduate career. Thank you all for being with me and making my life much easier. I would not be the person I am today without you all.

Finally, I want to express my gratitude to Mr. Azad Baig for his understanding and guidance throughout my time at *The Daily Star*. He taught me the fundamentals of online journalism. This internship report is dedicated to everyone who assisted, encouraged, and created a positive influence on my life in any way.

Letter of Transmittal

Ms. Roohi Huda

Assistant Professor

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Kha-224 Merul Badda, Dhaka, 1212

Subject: Internship report on Internship experience as a Social Media Executive At *The Daily Star*.

Dear Ma'am,

I am honoured to submit my internship report titled “**Internship Journey as Social Media Executive at *The Daily Star***” which is prepared under your kind guidance and supervision.

In this report, I have tried my best to include relevant, essential, valid information, and integrated theories in as comprehensive a manner as possible.

I believe that this report will meet your expectations.

Sincerely yours

Bornona Akonjee

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Department of English and Humanities

Date: November 12, 2024

Non-Disclosure Agreement

This understating is made and entered into by and between *The Daily Star* and the undersigned student at BRAC University named Bornona Akonjee for the commitment of avoiding the unapproved divulgence of confidential data of the organisation.

The Daily Star

Bornona Akonjee

Executive Summary

The Daily Star is one of the leading English newspapers in Bangladesh. The newspaper started its journey on January 14, 1991 and was founded by Mr. Syed Mohammed Ali. *The Daily Star* provides the readers with authentic and reliable news from all over the country following their motto “Committed to People's Right to Know.” The newspaper is currently managed by the co-founder and Editor Mr. Mahfuz Anam, who is devoted to maintaining the highest standards of journalism for the readers.

This report aims to elaborate on my 12-week internship experience as a Social Media Executive at *The Daily Star*, one of the leading dailies in Bangladesh. This internship experience provided me with on-field experience as a journalist. It also gave me an opportunity to apply my theoretical knowledge from the Media and Cultural Studies courses I took at BRAC University.

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Glossary

Panopticon: Panopticon is a correctional facility designed by English philosopher and Social Theorist Jeremy Bentham, which has an in-built system of control.

Gaze: The 'gaze' is an idea developed by French philosopher and theorist Michel Foucault, which describes an unknown overseer watching over people. This fear keeps people away from breaking rules of society.

Reach: It is a media analytics metric used in social media that refers to the number of users who have come across particular content on social platforms such as Facebook, YouTube etc.

E-Paper: Web/digital edition of a newspaper, usually published on a newspaper's website.

Visual: Visual media is a kind of interaction that tells a story or transmits a message using pictures, graphics, and videos.

Nutshell: a content type in social media, that presents information in a brief and straightforward manner, stripping away unnecessary details while retaining clarity and relevance.

YouTube algorithm: an AI-driven system that recommends videos based on user interactions and relevance.

YouTube shorts (Reels): videos that are not more than a minute long

Chapter 1

Introduction

1.1 What is Journalism

"I still believe that if your aim is to change the world, journalism is a more immediate short-term weapon." - Tom Stoppard.

In journalism, one must consider not just the readers, but also the tone with which the item is presented. It is important to remember the ABCs of news writing: accuracy, brevity, and clarity. Journalism is a method of collecting, investigating, drafting, revising, and presenting news. It includes political and social issues, current affairs and prevailing phenomena and delivers to diverse audiences using print, broadcast, and internet media. Journalism may expose gaps and inequalities that affect individuals without power. Journalism provides citizens with the information they need to make decisions about their lives, communities, societies, even the government. It ensures people are aware of issues that affect them. Journalism governs a nation forever. Journalism today spans several fields. It is reported by a handful of major news agencies. Examples include: audio (radio), audio-visual (television), print (newspaper, magazine, etc.), and the web, meaning the online news portals (*thedailystar.net, dhakatribune.net, tbsnews.net* etc)

1.2 Newspapers in Bangladesh

In Bangladesh journalism is flourishing with television, newspapers, and digital media outlets in both the commercial and public arenas. There are many newspapers published around the country. Only a handful of them are noteworthy. This implies that newspapers still play an essential role in Bangladesh's journalism. News sites and platforms are becoming popular as sources of information among people of all ages, especially among the country's younger

audience. Nearly all print magazines have digital substitutes, and they are beginning to serve as complete news publishing sites. People nowadays rely on internet news sources for the latest news and content. Besides these online editions of daily newspapers, there are hundreds of news sources on the internet around the country. In the current era of globalisation, the media is of paramount significance. Starting with influencing citizens about various injustices such as rape, murder etc and continuing conflicts in many areas of the world like Israel-Palestine issue, the media is a sort of authority utilized to govern the world. Societies stay updated about current affairs of the world through various media outlets.

In our country, there are three reliable online news sites available. They are websites linked with well-established media institutions such as *prothom-alo.com*, *thedailystar.net* and *dhakatribune.com*. *Bangladesh Betar* is Bangladesh's national radio station. The government-owned media plays an important part in the country's mass telecommunications network, which consists of 12 stations and six branches. It was formed in 1939. Websites associated with local media stations include *ntvbd.com*, *channelionline.com* and *radiotodaybd.fm*. Websites that are only available online include *BBC Bangla*, *Banglanews24.com*, *Risingbd.com* *bdnews24.com* etc.

bdnew24.com is the country's first online daily without a print version. It marked an age of change in our country's journalism sector. This strategy has now been adopted by several other online news sources. Every media organisation now wants to establish their own online news sites because of the huge engagement.

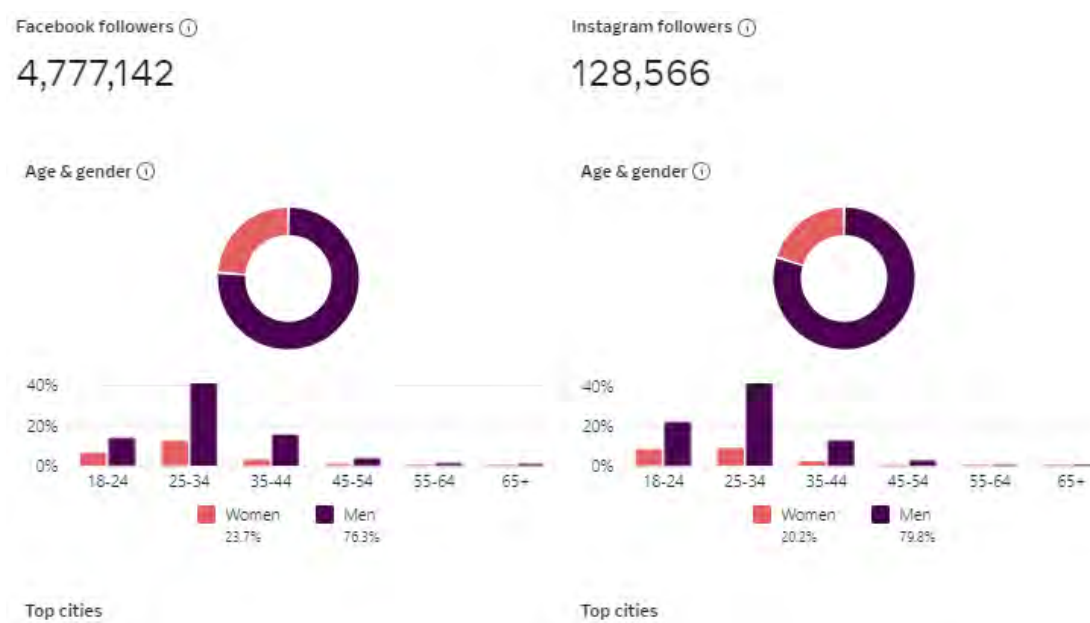


Figure 1: The Daily Star's audience on Facebook and Instagram

Media is the foundation of society and evolution. It serves as the efficient global connection and accelerator of globalisation. From the very beginning, globalisation happened through the media. I have always been intrigued by media and journalism. When I was little, I used to watch the news and the job of a journalist looked so interesting. Since then I knew I wanted to know more about journalism and how it works. After enrolling into Brac University's English and Humanities Department, I had the option to declare a concentration on Media and Cultural Studies. I chose Media and Cultural Studies since I have always been fascinated by how the newsroom works in our country. I wished to experience directly how journalists handle the exchange of news so seamlessly. While taking ENG440: English for Print Media, we were taken to *The Daily Star's* office for a guided tour of the newsroom.

Miss Roohi Huda was our course instructor. She is an Assistant Professor in Brac University's Department of English and Humanities. She arranged the guided tour at the *The Daily Star* office. We also had the opportunity to meet Ms. Aasha Mehreen Amin. She is the joint editor of *The Daily Star*. Since then, I have wanted to do an internship at *The Daily Star*. The journalists, sub editors, assistant editors were very friendly. I also noticed that they

managed to maintain a lively environment amid the rush hours of the newsroom.

As someone who is loud about any sort of unfairness, I believe that writing down and sharing my voice is the greatest and acceptable way to fight back and contribute to the greater community. This is the reason why I chose to do my internship at the renowned English daily- *The Daily Star*, where journalism is done without fear or favour. I was passionate about the internship throughout the three-month duration of my internship. *The Daily Star* is a newspaper with a wide circulation and an international reputation for quality in journalism. *The Daily Star's* devotion to thorough coverage, ground breaking reporting, and uncompromising pursuit of the truth connected strongly with my personal beliefs. I knew that interning here would bring me to the highest level of professionalism. Learning from the best, only teaches the best and that is what I gained.

The Daily Star's concentration on local news and comprehension of the regional idea were really valuable to me. I liked how the organisation is truly focused on empowering women and safety of the children. I aimed to improve my journalistic abilities while also learning about local concerns. *The Daily Star* covers a variety of topics, including politics, sports, entertainment, economy, and social concerns which sparked my fascination even more. I started my internship in the Digital section of *The Daily Star* as a social media strategist. During my internship, I learned the importance of timing, editing and accuracy checks before sharing the news. I also learned what grabs the attention of the majority of the audience when it comes to news sharing. If the news is not delivered and does not reach the audience properly, then it does not have any value no matter how important it is.

Chapter 2

Historical Background: *The Daily Star*



Figure 2: The logo of *The Daily Star*

2.1 History

The Daily Star is a daily English newspaper in Bangladesh. A greater number of individuals read it in the country than any other newspaper published in English. In light of *The Daily Star's* unbiased viewpoint on everything, it rose to prominence as Bangladesh's leading English-language daily newspaper. On January 14, 1991, Syed Mohammad Ali, the editor-at-large, launched *The Daily Star*. The publication of the newspaper coincided with Bangladesh's historic shift from military to legislative administration in the early 1990s. As such, it was challenging to fulfil the duties of an independent press.

Starting in 1991 with our "Commitment to People's Right to Know," it completed 33 years of journalism serving readers with devotion, integrity, and commitment to the public interest. The nation saw several upheavals throughout this time. Some were man-made and some were natural. For example, the political unrests like the election of 1991, natural calamities like the devastating cyclone that hit Bangladesh in 1991 etc. It supported its readers at every turn by providing them with the most accurate and timely news, features and editorials so they could

make well-informed decisions. To keep up with its growing expectations, it attempts to offer a range of supplements which include four weeklies, one biweekly, and one monthly.



Figure 3: The Daily Star newspaper

The Daily Star does not waive its support when it comes to the law, human rights, women's rights, national interests, liberty of the press, honesty, and accountability of those in the public and private sectors of business and government. Nobody has cause to question its neutrality. No political authority can take it lightly.

2.2 Governing Body

The Daily Star's editor and publisher is Mr. Mahfuz Anam. He is a former UN official and a freedom fighter. A Board of Directors consisting of six members oversees the publication.

The Chairman is the leader of the group, and the other members are called directors. The Board of Directors has no say in how policies are made; they are only in charge of the newspaper's earnings and investments. The editor, who is also one of the directors, is responsible for formulating policies. Transcom Group is the owner of *The Daily Star*.

2.3 Organogram

Ms. Aasha Mehreen Amin, the Joint Editor, oversees the news crew. Mr. Ziaul Haque Swapan is the Head of News room. There are also Mr. Naimul Haque Babu-Chief News Editor, Mr. Pinaki Bhattacharya- Head of Reporting and Mr. Mohammad Al-Masum Molla-Head of the Digital section. Formerly, the internet division operated independently, and the staff members were referred to as online journalists. However, the print and digital divisions now collaborate. The Head of Operations is Mr. Mizanur Rahman.

The major unit of the newspaper is its reporting staff, which is overseen by the chief reporter- Mr. Pinaki Roy. In addition to receiving information from the media around the nation, he assigns journalists to report on events and prepare special reports. He gives the reports to the news editors after getting them. The news editors are in charge of the page layout. For the reporting, they also compose the headlines. Before sending the reports to the news editors, the sub editors revise them. The Social Media Team then shares it across all platforms with the proper caption and visuals.

2.4 Facilities of the workers at *The Daily Star*

Facilities	Status
Own Office Building	Yes
Wage Board (8th)	Yes
Gratuity & Provident Fund	Yes
Increments & Special Bonus Canteen, Lounge, Day care Lift & Washroom Facilities	Yes Yes Yes
Training programmes	Yes
24-hour Internet Access	Yes
Transport	Yes
Health Insurance	Yes

2.5 Capabilities of staff members and the organisation

The Daily Star covers a wide range of news topics. There are currently 280 people working at *The Daily Star*. Forty of these workers are women. Within these divisions, a large number of women hold various policy-making positions. Currently, women make up 17% of the company's whole workforce. ([About The Daily Star](#) | [About Us](#))

The Daily Star provides excellent working conditions for its employees because it believes that high-quality work environments are essential for doing better work. The duration of work is 6/7 hours every day. There are holidays and opportunities to work from home on big occasions like Eid.

The Daily Star frequently holds talks, seminars, and roundtables on important subjects. like economic crises, political issues, board results etc. It honours excellence in a number of fields. For example, education, social contribution etc. Students who score high on their Board exams are awarded *The Daily Star* Award. Likewise, the university students who perform very satisfactorily, get an opportunity to become full-time employees after their internships. There are seasonal events like the seasonal fruit fair and Pitha Utshob etc held at *The Daily Star* office.

Chapter 3

Work of Social Media Executive (Digital)

3.1 Collecting news stories and links

Throughout my internship, I have observed that my on-site supervisor, Mr. Azad Baig gives the various assistants in the digital area different assignments. Every day, my team leader, Mr. Azad Baig, gave me different assignments to complete through the group chat. I also had to participate in the weekly online video calls using Zoom or Google Meet. I presented the information I had learned from the duties I had been given that week. At *The Daily Star*, I had to work 6 hours every day. I had to go to the office on two days out of the six days.

The initial step is to get the news story (and occasionally images) from the editors using a spreadsheet or a Discord channel. S/he then takes the story link from *The Daily Star's* website and makes sure that it has the news value factors or a combination of them that make a news story newsworthy. A social media assistant also suggests and sometimes passes a news story to the editors from various media outlets.

The Daily Star uses the five news value factors, just like other publications, to determine which news stories are most important. These include: prominence (the news's importance); timeliness (the recentness of the news); consequences (the impact or effect that the news has on the public mind); Proximity (distance between the readers and the place where the news takes place); and Oddity (the very uncommon news stories that only happen very occasionally).

I found out that *The Daily Star's* editorial board was trying to change the method in which the newspaper appeared online as soon as I started working there. The main objective of my team was to create concepts that would boost the user traffic (e.g., the amount of people who often visit the official website of *The Daily Star*). In addition, one of our team's main goals was figuring out how to get the newspaper's social media pages (e.g., Facebook and Instagram)

more publicity. For that I had to observe other news media like *The Business Standard* and *Dhaka Tribune*.

I had to monitor other news media for sources of news. At *The Daily Star*, *Prothom Alo*, *Dhaka Tribune* and *The Business Standard* are followed more seriously in terms of posting frequency and standard of the content.

3.2 Increasing the Reach of the Facebook Page

I had to carry out a number of activities in order to determine how to expand the reach of the official Facebook page of *The Daily Star*. I looked at the *Dhaka Tribune*, *The Business Standard*, *Nutshell Today*, *New York Times*, *The Guardian*, *The Telegraph*, and *The Washington Post* Facebook pages to have a thorough grasp of three important areas:

- Posting frequency
- Quantity of engagements
- Popular post genres or publishing patterns.

By checking the pattern of the way other media outlets post their news, I was able to suggest that *The Daily Star* should post more visuals because that's what attracts the audience. Again, I also noticed that the posting frequency should be minimised. In this way there are less chances to eliminate the reach of noteworthy news.

Chapter 4

News Sharing Procedure

4.1 Sharing News to the public strategically

News sharing in the news media refers to the process of distributing news stories and information to the public through various channels and platforms. This includes traditional media outlets such as newspapers, television, radio, as well as digital platforms like websites and social media. Sharing news strategically means making sure the information reaches the right people in a way they understand and find it engaging. It involves:

1. Knowing who your audience is.
2. Making your message clear and simple.
3. Using the right channels like social media or news outlets.
4. Timing it well for maximum attention.
5. Using visuals and stories to make it interesting.
6. Being honest and trustworthy.
7. Listening to feedback and adjusting.
8. Learning from each time you share news to do better next time.

In today's digital age, news sharing also involves leveraging technology to disseminate news rapidly and across borders. It reaches a global audience almost instantaneously. The evolution of social media and digital platforms has transformed how news is shared and consumed, influencing public discourse and shaping societal perspectives on various issues.

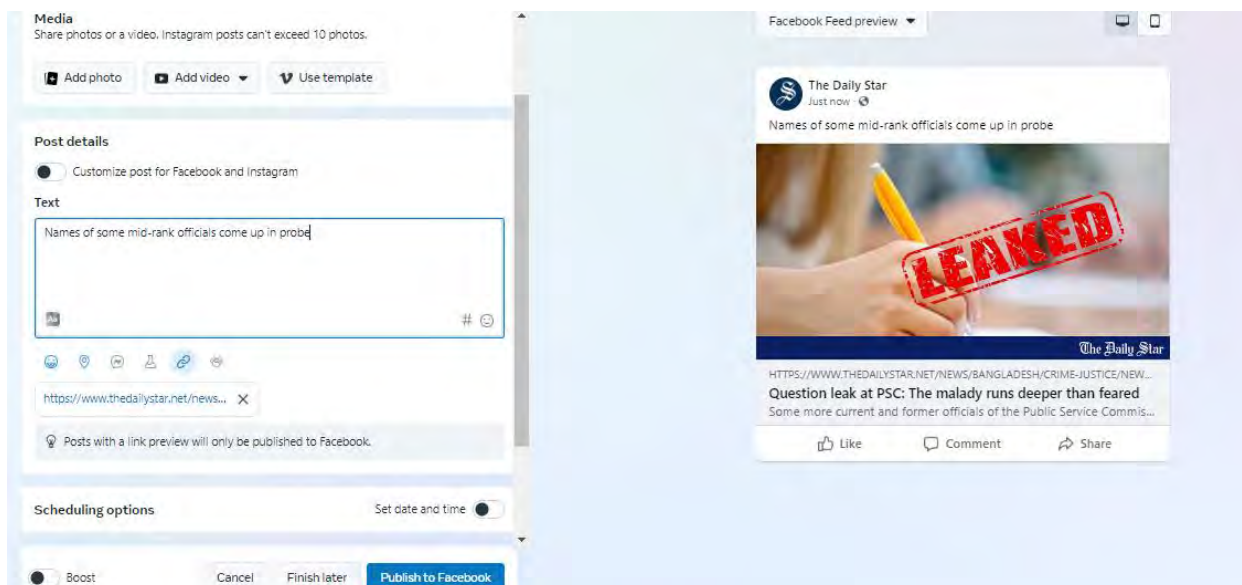


Figure 4: Publishing news via link and suitable caption

For sharing news, I had to take the link of the news and write a suitable caption that is catchy, understandable and interesting for the readers to read by clicking on it.

4.2 Writing headline/caption

A news story's headline serves as the first impression. I learned in the ENG401: Editing course that attention-grabbing headlines that catch readers' curiosity are essential. A brief overview of the entire news article should be provided using the fewest accurate words that help readers visualize the news in their minds. This serves to satisfy readers who choose not to read each news report through to the end rather just the first few sentences. Therefore, a social media assistant must carefully choose the words for the caption while sharing. My onsite supervisor, Mr. Baig, provided me with some advice on how to write a strong news caption during my internship.



Figure 5: shared news with accurate, brief caption

4.3 Proof reading the news

Proofreading is the process of reviewing and correcting written material to ensure it is free from errors in grammar, spelling, punctuation, and formatting. This step is crucial in the writing process because it enhances the clarity. It creates readability and professionalism of the text. Proper proofreading helps to eliminate misunderstandings caused by typographical errors or incorrect word usage. Thus, it conveys the intended message more effectively. Again, well-proofread documents reflect positively on the author or organisation. Whether in academic or the professional realm, or personal writing, proofreading is an essential practice that upholds the integrity and credibility of the written word.

During my internship, I had to proofread the news before sharing to correct any further errors. This was an essential part of my internship that made me understand the importance of accuracy in journalism.

4.4 Challenges of News sharing in a media house

I first believed that my internship would be a simple job. Later on, I realised how important and difficult every position is in the media. I put a lot of effort into writing an article to meet *The Daily Star's* social media guidelines. I occasionally had trouble managing my studies and internship hours. It was difficult to monetize the comments and responses because it was overwhelming to filter many vulgar or irrelevant responses. These encounters opened my eyes to the significance of the role of the social media strategists in the newsroom.

Working in the media requires a lot of experience, a knowledge of context, and a willingness to tackle problems. Overall, I thought the entire experience was really exciting and beneficial for honing my editing abilities.

Chapter 5

Visuals

5.1 What are Visuals

Visual media is a kind of interaction that tells a story or transmits a message using pictures, graphics, and videos. It is a potent tool that is becoming more and more common in today's culture. The need for visually appealing material is increasing.

Visuals play a pivotal role in news media by enhancing storytelling and engaging audiences on a deeper level. In a landscape saturated with information, compelling visuals such as photographs, videos, infographics, and interactive graphics capture attention quickly and convey complex stories efficiently. They provide context and illustrate the impact of events. It makes news stories more vivid.

Visuals also facilitate understanding across diverse audiences, transcending language barriers and cultural differences. In an era where digital platforms dominate, visuals increase the likelihood of content being shared. It reaches a broader audience. They are not merely supplementary, but essential in shaping public perception on critical issues. Therefore, integrating high-quality visuals into news reporting enhances both the immediacy and depth of storytelling, ensuring that important stories resonate effectively with the public.

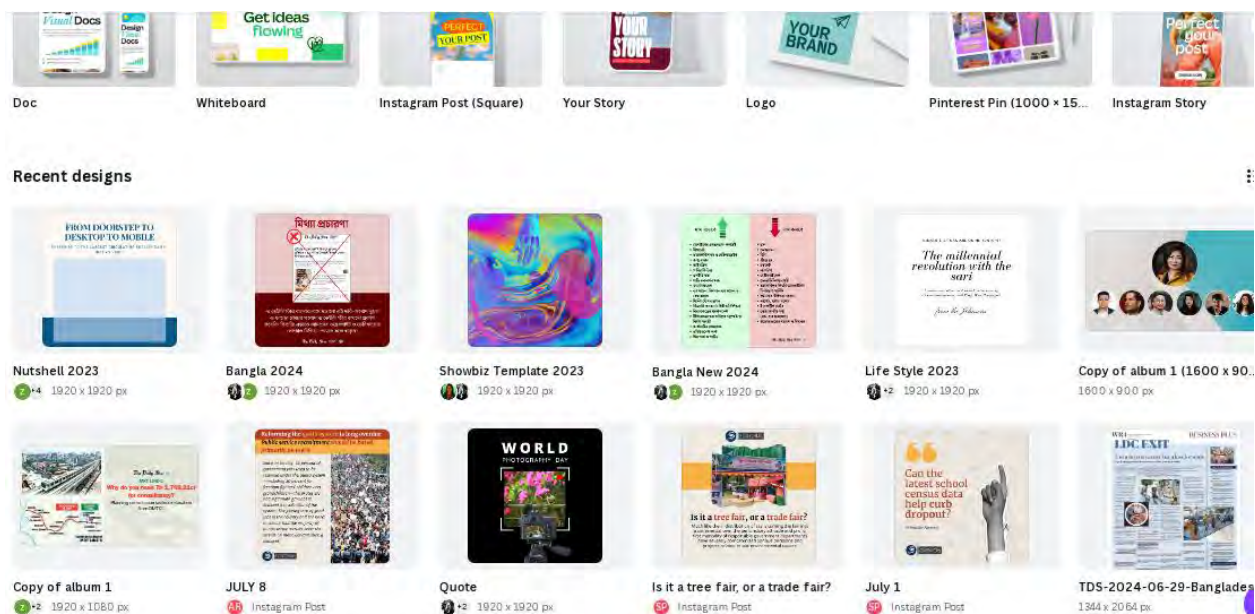


Figure 6: Templates and designs for news visuals

Throughout my internship, I created numerous visuals using the knowledge of the Editing course that I took with my internship supervisor Miss Roohi Huda. I created graphic visuals keeping in mind the strategies I learned. For example, in the Editing course, I learned how to layout pages of a newspaper. Using relevant pictures along with the news is important. Also, aligning and managing free space is essential. I also sometimes used the top heavy (more news stories and pictures at the top of the newspaper) and bottom heavy (more news stories and pictures at the bottom of the newspaper) tactic while printing out pages of a newspaper. Using appropriate colours and choosing easy fonts is crucial. For example, in the 2024 ICC cricket world cup *The Daily Star* used green and red (the colours of our flag) to reflect patriotism. In the headline the font we used was Times New Roman. This font is often used. This helped a lot. It also got me compliments on my work.



Figure 7: one of the templates for ICC world cup 2024

On point graphics increased the reach of the news. Using proper graphics and pictures that can accurately convey the context and emotion can be a tricky task.

Thursday, 3 April The Daily Star 

Govt raises tax-free income limit to Tk 3.5 lakh

Besides, the tax-free income threshold for women and senior citizens above 65 years of age has also been increased to Tk 4 lakh from Tk 3.5 lakh.

BUDGET
FY 2023-2024

Figure 8: Graphic visual

5.2 Making Nutshells

A Nutshell is a content type in social media in the newspaper industry. Nowadays, it is really trendy and catches most people's attention. It refers to summarising something. It means capturing the essential points or the core idea. It is a way of presenting information or a concept in a brief and straightforward manner, stripping away unnecessary details while retaining clarity and relevance.

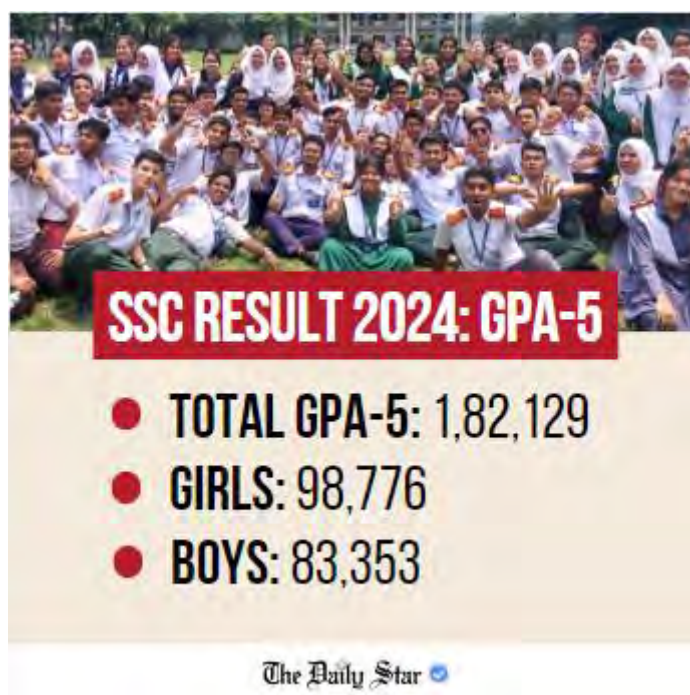


Figure 9: Nutshell with accurate straightforward and informative facts

5.3 The Inverted Pyramid Structure

Based on the inverted pyramid structure, the social media assistant needs to break down the information and arrange it chronologically while making a nutshell. Keeping the most important facts in the nutshell, the following paragraphs have the lesser and least important details. For example, a carousel is a slideshow or a rotating set of images with content displayed in a specific area of a social media platform like Facebook, Instagram, X (Twitter) etc. Users can usually navigate through the images with content on them by clicking on the arrows or dots. This takes the user to the website of *The Daily Star*.

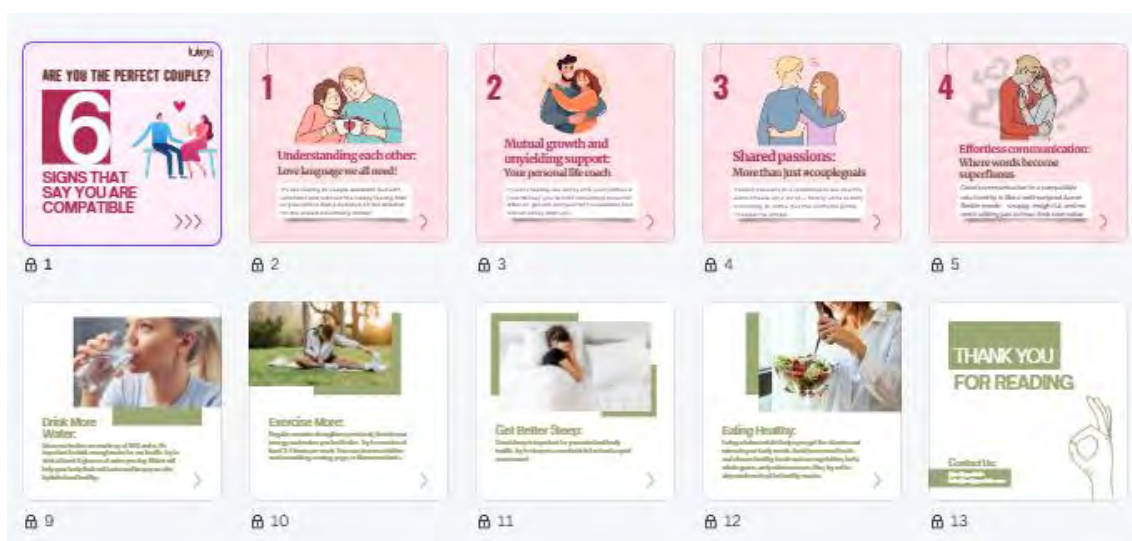


Figure 10: an image of two carousels

The images and the content are arranged using the inverted pyramid structure. This means the most important image with content appears first followed by lesser and least important images with content on them.

Chapter 6

Increasing the Reach of the YouTube Channel

6.1 Increasing the Reach of the YouTube Channel

Besides working on improving *The Daily Star*'s presence on Facebook, I worked to find ways of increasing the reach of the newspaper's official YouTube channel. This was not an easy task, as the YouTube channel was performing quite poorly at that time (i.e., videos on the channel were getting very little views). For this, I had to do some research about the 'YouTube algorithm', which is an AI-powered recommendation system designed to present YouTube's viewers with the most engaging content. Moreover, I watched nearly 80 videos in total from the YouTube channels of *The Daily Star*, *Dhaka Tribune* and *The Business Standard*. As I was watching the videos, I analysed various technical aspects (e.g., production quality, presentation approaches, content types, organisation of videos, posting frequency, uploading schedules etc.). I noted down my thoughts and observations. At the end of my research, I presented a list of recommendations to my team, which I believed would make the YouTube algorithm recommend videos from the *The Daily Star* YouTube channel to more viewers. For example, uploading business content in the early morning would attract the attention of businessmen going for work. And entertainment content should be uploaded more at night because more people scroll through social media at night after work.

6.2 Thumbnails, Titles and Subtitles

Firstly, I noticed that *The Daily Star*'s videos sometimes lacked an attractive eye-catching thumbnail. However, *The Daily Star*'s competitors such as *The Business Standard* usually had more astounding thumbnails for their videos (Figure 11). Adding a captivating thumbnail on a video greatly increases its chance of getting higher views.

Therefore, I suggested that *The Daily Star* appoint a professional thumbnail artist to improve this aspect. Besides an attractive thumbnail, the title of a video plays a vital role in ensuring that a video performs well. So, I emphasised on the importance of having a concise, strong and relevant title (Figure 12) for every video that would effectively convey a video's topic to the audience.



Figure 11: Examples of an effective thumbnail from The Business Standard



Figure 12: An effective thumbnail from The Daily Star

Furthermore, I had to consider what language the titles of the videos should be in. In spite of being an English-language newspaper, most of *The Daily Star*'s videos on YouTube were in Bangla. I recommended that the titles for Bangla videos should be in Bangla, and the title of English videos should be in English. I also raised the issue of adding subtitles (closed captions) in the videos.

Being an English-language newspaper, *The Daily Star* has a good number of audiences who have limited proficiency in Bangla. Therefore, adding English subtitles in a Bangla video (Figure 13) would certainly make such contents accessible to that particular group of viewers.



Figure 13: Example of a video in Bangla with English subtitles

6.3 Descriptions, Keywords and Hashtags

Next, from the research that I had done on the 'YouTube algorithm,' I came to learn that the first 150 words in the description box of a video were crucial in determining that video's performance on YouTube. This was due to the fact that whenever someone would search for a video, YouTube's search engine would take those words into account from the description box. Also, the algorithm would use the information from a video's description box to recommend personalised videos to millions of YouTube users.

Therefore, we worked to ensure that every video should contain a short, well-written description (Figure 14) that would effectively explain what the video is about.

Video details



The screenshot shows the 'Video details' section of a YouTube video. The title is 'যেভাবে ভয়াবহ ইসরায়েলি হামলা থেকে প্রাণে বাঁচলেন বাংলাদেশীরা'. The description is in Bengali, detailing the impact of the Israel-Hamas conflict on Bangladeshis. It includes a call to action to subscribe to 'The Daily Star!' and provides links to their social media profiles on Facebook and Twitter. On the right, there is a video player thumbnail with the same title and a video link: <https://youtu.be/ybBDw60yLq0>. The filename is 'Timeline 1.mov' and the video quality is set to 'HD'.

Figure 14: Example of a video with a good title and a well-written description

Additionally, we focused on the use of pertinent hashtags and keywords in the description box of a video (Figure 16). Using hashtags is a simple and effective method of informing both the algorithm and the viewer about the content. As a result, videos that are posted with pertinent hashtags are more likely to appear in viewers' YouTube streams.



The screenshot shows a list of relevant hashtags for a video. The hashtags are: #LebanonCrisis, #BreakingNews, #LatestNews, #TodayNews, #PoliticalNews, #News, #BanglaNews, #LiveNews, #24HoursNews, #TopNews, #TheDailyStar, #DailyStar, #DailyStarNews, #TheDailyStarBangla, #DailyStarBangla, #StarSports, #StarEntertainment, and #StarMultimedia. Below the hashtags, there is a 'Thumbnail' section with the text 'Set a thumbnail that stands out and draws viewers' attention. Learn more' and a thumbnail image showing a woman in a headscarf and a fire, with the same title as in Figure 14.

Figure 15: Example of a video with relevant hashtags

I also worked on ensuring that The Daily Star's Facebook and Instagram accounts periodically distribute links to the YouTube channel. Sharing the YouTube videos on Facebook at the same time guarantees that they are seen by a wider audience because The Daily Star Facebook page has a high number of followers. For the same reason, I suggested that the YouTube shorts (videos that are not more than a minute long) be shared on the newspaper's Facebook and Instagram accounts as well (Figure 17). These little movies are known as 'Reels' on these platforms. In general, I thought that The Daily Star YouTube channel will expand as a result of putting these improvements into practice.

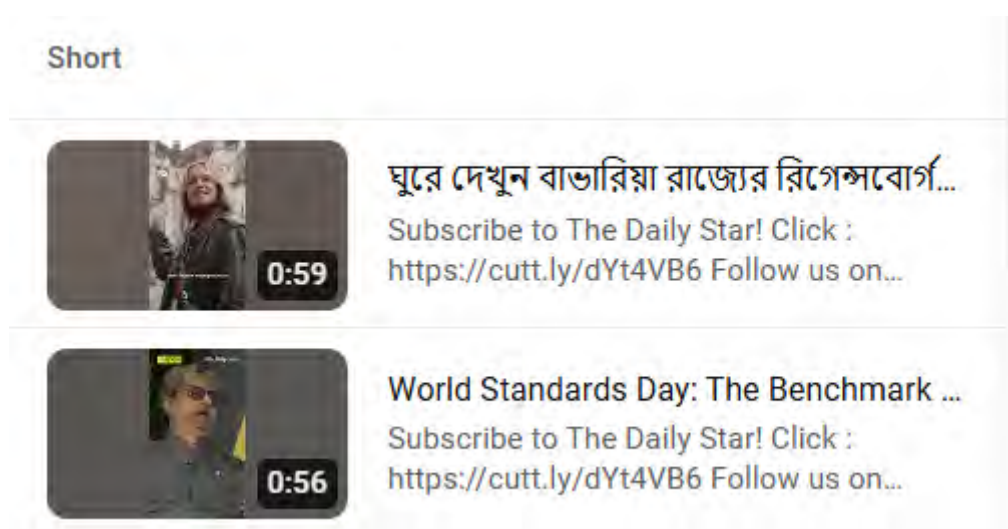


Figure 16: Picture of a shorts

Chapter 7

The 12th National Election Project

7.1 Creating Affidavit

Throughout my internship, I was given additional duties to complete. The newsroom is under more pressure as the election comes closer. For her election project, reporter Zyma Islam took me in her team. Our primary task was to demonstrate the increase in the wealth of the candidates and the corruption in their supporting documentation, including affidavits and tax returns.

My task for this project was to draft an affidavit. It was a long undertaking. For this piece, I collaborated with Ms. Tahira Utsa, a trainee reporter, and Ms. Prajakta Ray Chowdhury, a sub-editor intern. We created four spreadsheets and filled them with the nominees' names. To finish the affidavit, we worked day and night. We obtained the 2018 Halafnama booklets from the Election Commission. We also gathered the Halafnama from the website for the 2023 assets. When submitting an affidavit for nomination, MP candidates must include a total of eight parts of financial and personal information. It was the most difficult task for me to enter data on about 300 prospects. This is what we did for two whole weeks.

Additionally, I noticed that some applicants lacked a formal academic background. For example, even though they were MPs they only passed secondary school. We carefully reviewed the data several times while working on this project because the information they gave was completely unrealistic. For instance, twenty bighas of land are worth Tk 2,000 or a five-katha land in Khulna costs Tk 500!

NATIONAL ELECTION 2024

§
Staff Correspondent

Wed Dec 27, 2023 12:00 AM
Last update on: Wed Dec 27, 2023 10:25 AM

76 Shares

Most Viewed

- 1 Pressure piles on president to step down
- 2 IMF slashes growth forecast to 4.5 percent
- 3 41 Jamaat-Shibir activists acquitted after 11 years in Ramnagar

Record rise in candidates' wealth

TIB analysis on affidavits reveals Jan 7 polls to see highest number of aspirants with liquid assets of Tk 1cr or more

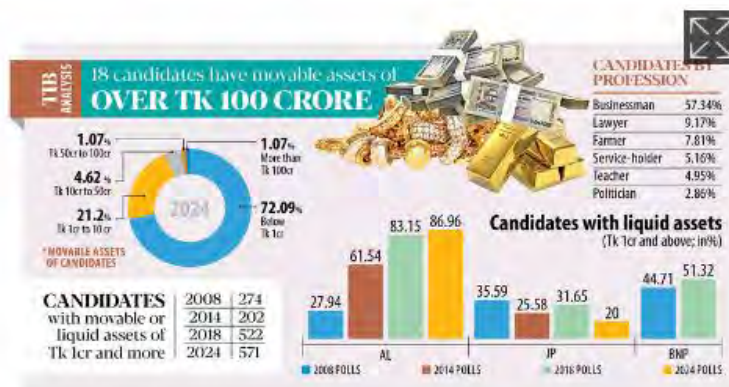


Figure 17: Report on affidavit

7.2 The Development of the Election Special Site

I got the chance to help with the website's development during the 12th National Election while I was an intern at *The Daily Star*. The complexities of online news coverage, real-time updates, and the teamwork needed to guarantee accurate and timely reporting were all very clearly evident because of the election. As members of the election coverage team, our main responsibility was providing real-time updates on votes, patterns, and changes during the voting period. We put in a lot of effort to improve *The Daily Star's* website's usability and functionality in order to accomplish this. Performance optimisation, live updating functionality, and smooth interface with different platforms for displaying data were all part of this. Me, Prajakta and Utsa had to proofread a lot of the data in a meeting room on a big screen to ensure accuracy.



Figure 18: Image of The Daily Star site

7.3 Live Vote Updates

Providing real-time reports on vote sums, area outcomes, and developing patterns was one of the main duties during the election. This required keeping a careful eye on social media, field correspondents, and government sources like politicians for the most recent information about the votes. I worked as a member of the website development team with editors, reporters, and data analysts to turn this information into interesting and educational material for our readers.



Figure 19: Image of The Daily Star site

7.4 Mapping of the site

We used mapping technology to display election results and constituency data in an interactive manner. This required adding specific visuals and mapping geographical data to *The Daily Star's* website. We wanted to provide our readers a more thorough grasp of the political scene and enable more in-depth research by presenting election data in a geographical context. Reporters, editors, and social media specialists collaborated to cover every facet of the election process, demonstrating the newsroom's intense election night activities. The team's commitment and professionalism did not falter in spite of the late hours. Every employee in the newsroom was essential for guaranteeing fast coverage, from confirming facts to developing captivating news stories. I was honoured to be able to work on this project.



Figure 20: Image of The Daily Star site

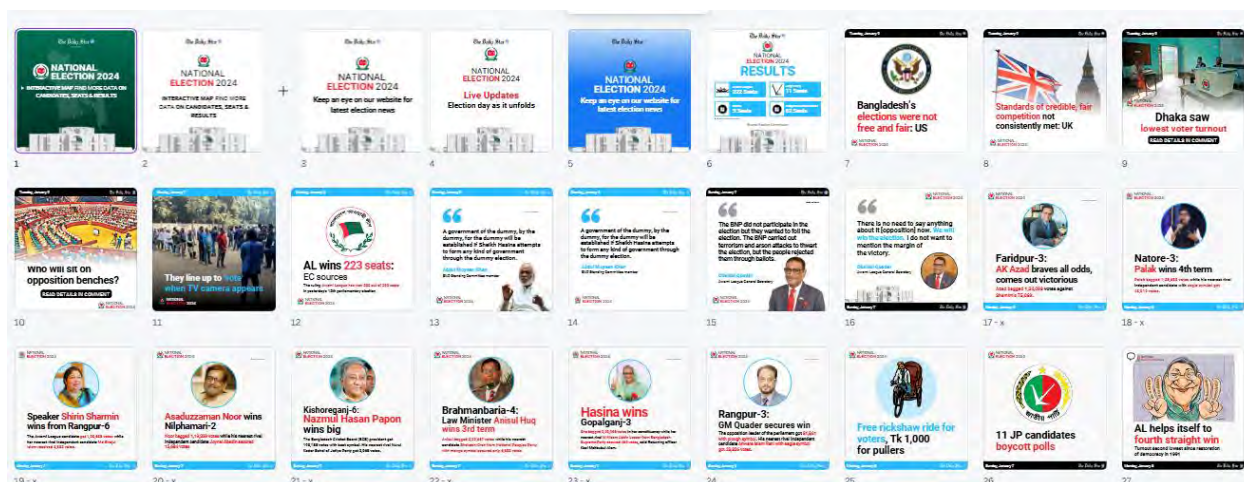


Figure 21: Image of the nutshells made for National Election 2024

Chapter 8

Application of Media Theories in My Internship

As a student with a Media and Cultural Studies concentration at Brac University's Department of English and Humanities, I took a variety of courses that taught me different theories. Yet theoretical knowledge is never enough for a student's progress. I firmly believe that only when information is applied in a real-world setting can one's opinion of knowing any theory be really understood. I was able to apply my theoretical knowledge in practical situations during my internship at *The Daily Star*. I encountered several circumstances during my internship when I could make connections with different theories that I had learnt in my media classes.

8.1 Homogeneity and Predictability

Theodor Adorno and Max Horkheimer, termed the products and process of mass culture as 'culture industry'. They believed that rather than being authentic artistic expressions, mass-produced cultural items like music, cinema, and magazines are essentially instruments of social control. Through the statement- "Under monopoly all mass culture is identical" (Adorno & Horkheimer, p. 94.) the concept of mass production becomes clear.

Cultural works are reduced to products created only for financial gain by the culture industry, which enforces an order that limits creativity. The two main characteristics of these items are 'Homogeneity' and 'Predictability.' The term 'homogeneity' describes how these cultural goods are repeated with very minor changes to guarantee broad appeal and mass consumption. Contrarily, predictability refers to how the structure of these items, such as entertainment and political news stories, follow established routines that provide viewers a sense of familiarity. These days, many newspapers have these two characteristics in common. I was required to often browse the Facebook sites of some of the most well-known English-language publications in Bangladesh throughout my 12-week internship.

There, I saw that all of these publications published their material in much the same ways. For instance, the news stories that go viral on Facebook. These articles were composed of a single image file with the headline of the news item put in a huge font and accompanied by an image related to the subject. Regardless of which of these publications published them, the majority of these messages had a similar appearance. The homogeneity remained even though some of these news organisations frequently made an effort to set themselves apart from their rivals. For example, the news of the actress Pori Moni being released from jail went viral in every media with the same controversial image.

8.2 Agenda-Setting Theory

The media shapes people's thoughts by giving some subjects more attention than others, even if it does not dictate what they should think. I helped set the agenda by choosing and pushing articles on important or trending subjects like the genocide in Palestine, Russia-Ukraine war issue while also managing *The Daily Star's* social media accounts. This helped the audience to direct their attention to those topics.

8.3 Panopticon and Gaze

The 'Panopticon' was created by English philosopher and social theorist Jeremy Bentham as a control architectural blueprint for institutional structures. In the latter part of the 18th century, he released this masterpiece. French philosopher, theorist, and critic Michel Foucault wrote an article titled "The Eye of Power" that addressed Bentham's Panopticon. 'Opticon' means to observe, and 'Pan' denotes everything. Bentham built the structure so that from his building, a single watchman could observe all the prisoners. For Foucault, 'gaze' is a monitoring technique. The panopticon relies on the possibility of the gaze (the watcher might be watching at any moment), which affects how people act, while the gaze involves how people are observed, shaping how they internalise their identity. Both reinforce power by creating self-regulation and control without physical enforcement.

This monitoring mechanism also applied to me during my three-month internship, since my supervisor reviewed my work. In addition, not only was my work reviewed, but the work of my senior editors and colleagues were reviewed as well by their superiors. My behaviour was also monitored. I saw CCTV cameras which worked as ongoing surveillance of my activities at *The Daily Star* throughout my internship. As a result, I stopped using my phone and concentrated on my work. Surveillance technologies enable people to become their own overseers by removing material constraints and physical aggression. I felt responsible for my actions as a result of internalising the gaze, as Foucault explains. I became more engaged and inspired to work to the best of my abilities as a result of this experience.

8.4 Commodity Fetishism

French philosopher Guy Debord is best-known for his 1967 publication, *The Society of the Spectacle*. The significant effects of contemporary capitalism on culture and interpersonal relationships are examined in this book. According to Debord, "the spectacle" is a universal force in modern society, where appearances, media, and images regulate all aspects of existence, influencing how we see the world. During my 12-week experience at *The Daily Star*, I could see the application to this theory in news media real life.

According to Debord, the spectacle alienates individuals from real connections and commodifies experience. Sensationalism and "clickbait" news prioritise entertainment and shock value over factual accuracy, turning knowledge into a commodity in the context of news media. I saw that *The Daily Star* also uses clickbaits sometimes in its contents to attract more readers. For example, sometimes the captions and pictures used for the entertainment news at *The Daily Star* may appear more shocking than the actual news is. This is similar to Debord's theory that society has shifted from "having" to "appearing," in which the look of news as an exciting commodity surpasses its role as a carrier of truth.

8.5 Cultural Imperialism Theory

During my internship at *The Daily Star*, I saw first-hand how Western media ideals and storylines frequently influence the material that the publication produces and distributes. This preference for Western viewpoints, norms, and subjects of interest for the readers may be reflection of the wider impact of Western media dominance. Local voices and viewpoints are frequently obscured or marginalised by the cultural narratives, which frequently come from Western nations. For example, the genocide in Palestine issue is covered by the major Western media in a way which presents common Palestinians as terrorists and makes unsupported assertions. It only presents one side of the story.

So, this applies to the theory of cultural imperialism. According to the cultural imperialism theory the local ideas are dominated by the mainstream western ideas. Cultural imperialism is maintained in part by *The Daily Star's* dependence on Western news and information sources like *AFP* and *Reuters*.

Chapter 9

Work Experience in Star Digital Team

I will never forget the invaluable experience I had interning as a social media executive at *The Daily Star*. From the start, my managers and co-workers have been really helpful. Mr. Zayed Afrid, a senior digital executive, patiently guided me through the training process. They pointed out errors and irregularities that I had overlooked such as typing errors, irrelevant hashtags, design of visuals etc. They taught me the details of language, style, and readability by not just pointing out errors, but by also providing explanations for the changes. In addition to enhancing my journalistic skills, this practical method helped me develop a deeper understanding of the significance of time management. I was always encouraged by my supervisor Mr. Azad Baig, Deputy Editor Ms. Farhana Ety and Chief Reporter Mr. Masum Molla. They were supportive from the beginning till the end, especially the Deputy Editor, Ms. Farhana Ety who acknowledged my dedication the most, and I am thankful for it.



Figure 22: With The Daily Star Social Media Team



Figure 23: The Daily Star “33 years anniversary” celebration with the employees.



Figure 24: A moment with the Editor Mr. Mahfuz Anam.

The Social Media Team was really friendly. We would talk about different news stories and how they could be effectively put in nutshells to convey important points. Everyone was willing to assist and learn from one another, and the atmosphere was cooperative. There were times when there were a lot of deadlines and pressure. Nevertheless, I had the support of my colleagues. They offered to help me with some of my work and shared their tactics with me about creating eye-catching designs for nutshells. We used to crack jokes to lighten the tension in the newsroom during stressful times like the election. This encouraging atmosphere fostered a genuine sense of belonging and collaboration.

In addition to my usual responsibilities, I was given the opportunity to collaborate with Senior Investigative Reporters such as Mr. Martin Swapan Pandey and Ms. Zyma Islam. They taught me data journalism. Filtering massive data sets to create or improve a news article is the foundation of data journalism, also known as data-driven journalism (DDJ). I occasionally worked on massive data sets for political news stories and other times for educational ones. I became extremely accountable for my duties as a result of this specific employment. I discovered that gathering and analysing data is an essential component of investigative journalism. The fact that prominent journalists like Ms. Zyma Islam trusted me with data entry makes me delighted as well.

Throughout the internship period, I tried to be really dedicated, reliable and trustworthy to my on-site supervisor and colleagues. I also got to know the importance of maintaining privacy and confidentiality of passwords to access the news portals and social media platforms. I needed the passwords to post news stories, nutshells and also videos.

Looking back, I am truly grateful for the many opportunities I had to develop my journalistic skills at *The Daily Star*. The experience provided me with a strong foundation in journalism. It also provided me with solid knowledge about professional life. Beyond the technical details, though, the most significant lesson I took away was the need for straightforward and clear communication. I developed a deep respect for the news media work

after witnessing how my colleagues worked. Being a member of such a committed team was an honour for me. I have no doubt that the knowledge and abilities I acquired will benefit me in my future work.

Chapter 10

Conclusion

Through this journey, I realised that work life is adventurous, and that it is necessary to push outside of one's comfort zone in order to pursue new interests. It also taught me to express my thoughts and opinions without fear. It always inspired me to think creatively and to be very conscious of how I stand out from the crowd. I came to understand the value of having a positive and encouraging team throughout the duration of my internship. In addition to fostering personal development, positivity inspires a group to perform better under pressure.

The Daily Star's dedication to providing the public truthful and moral journalism is reflected in its slogan. The media outlet tries to live up to the expectations of its readers because it appreciates them. During my 12-week internship at *The Daily Star*, I was able to sharpen my journalistic skills and academic knowledge in order to gain an important experience in the world of online journalism. I was able to apply my information gained from this journey to advance and develop into a responsible, competent person. In the journalism industry, real-world experience is essential. I had a great time interning at *The Daily Star*, and I want to use the knowledge I gained in my future work.

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Appendix-1

 **The Daily Star** 
Published by Borna Ak
February 5

Read more: <http://tinyurl.com/54tsykkz>

A Purchasing Managers' Index has launched for the first time in Bangladesh today, with data generated by the real-time, data-based early economic indication system set to be published in April.

Monday, February 5 **The Daily Star** 

Purchasing Managers' Index launched in Bangladesh

Data on economic indicators to be available from April onwards



Purchasing Managers' Index

 64 1 comment 3 shares

<https://www.facebook.com/DailyStarNews/posts/pfbid02kuud5GWEgAVZ6cLEw73ifogSF>

[mThz2WP5Dit8oP35KAqjv4R9zxeLTRHo9oatG5l](https://www.facebook.com/DailyStarNews/posts/pfbid02kuud5GWEgAVZ6cLEw73ifogSF)

Appendix-2



<https://www.facebook.com/DailyStarNews/posts/pfbid031k3g3UoCWjwPdr8WJHKuCsJC>

[Ntruse1XvTBL7GUfTXrA7HgNMB6gerHuUTFnTKhl](#)

Appendix-3



<https://www.facebook.com/DailyStarNews/posts/pfbid02G1Xs2KKiCed64pT7EjY1dcLw5q>

[LGhrDF7a8YPuovMDsJmdKPqKtDo88PbF4zzx7Zl](https://www.facebook.com/DailyStarNews/posts/pfbid02G1Xs2KKiCed64pT7EjY1dcLw5q)