

**Report on**  
**Internship as Sub-Editorial Coordinator at *Counterpoint***

By  
Niloy Vincent Gomes  
20303053

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  
Brac University  
May 2026

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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 that 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.

**Student's Full Name & Signature:**

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Niloy Vincent Gomes  
20303053

**Supervisor's Full Name & Signature:**

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Roohi Huda  
Assistant Professor, Department of English and Humanities  
BRAC University

## Letter of Transmittal

Roohi Huda

Assistant Professor,

Department of English and Humanities,

BRAC University Kha 224, Merul Badda, Dhaka 1212, Bangladesh.

Subject: Internship report on internship experience as a Sub-Editorial Coordinator at *Counterpoint*.

Dear Ma'am,

I am delighted to present my internship report titled "Internship as a Sub-Editorial Coordinator at *Counterpoint*." I would also like to acknowledge that it would have been impossible to write this report without your guidance and help.

In order to make this report the best I could, I have not only included everything significant that I learned and worked on at *Counterpoint*, but also incorporated some of the theories I have come across in various media courses over the past four years.

I hope this report meets your expectations.

Sincerely yours,

Niloy Vincent Gomes

20303053

Department of English and Humanities, BRAC University.

Date: May 25, 2026

## **Non-Disclosure Agreement**

This agreement is made and signed by the undersigned student at Brac University, Niloy Vincent Gomes, and *Counterpoint*. The purpose of this agreement is to avoid the unauthorized disclosure of the organization's confidential data.

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*Counterpoint*

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Niloy Vincent Gomes

## Acknowledgment

At the end of my bachelor's at the BRAC University, I would like to remember all the people who stood by me the whole time. Without them, I would not be able to complete my bachelor's degree.

The very first person I would like to thank is my mother, Sharmin Jahan, for always believing in me. She never gave up on me, even during the hardest times of my life. Without her love, encouragement, and support, I would not be able to pursue my bachelor's degree. My father, Liton Gomes, thank you for standing by me and giving me courage whenever I was at my lowest. He is my inspiration in life. I thank him from the core of my heart for what he has done for me.

I want to express my deepest thanks to Ms. Roohi Huda (Assistant Professor, Dept. of English and Humanities, BRAC University), who was my internship supervisor. She helped me whenever I needed it and gave me the right direction during this period. I want to offer her my heartfelt appreciation for being such a great source of inspiration and guidance. I would also like to express my gratitude to all my peers and faculty members, such as Professor Dr. Sayeed Noman, Dr. Sabreena Ahmed, Dr. Tabassum Zaman, Senior Lecturer Ms. Samirah Tabbasum, Mr. Mohammad Zaki Rezwan, Ms. Seema Nusrat Amin and others. Their continuous guidance has made my time at Brac University productive and enjoyable.

I would also like to thank my friends who made this journey enjoyable and possible. Prithwraj Chowdhury, Usha Bin Farid, Fairuj Homayra, and Mushfa Rahman, thank you for supporting me.

I express my gratitude to Mr. Zafar Sobhan, Editor of *Counterpoint*, for granting me the opportunity to do an internship at *Counterpoint* and acquire knowledge about journalism. I

am also grateful to Ms. Sabiha Akhand Rupa, as my organizational supervisor, who, despite being extraordinarily busy with his duties, took time out to listen and guide me.

I dedicate this dissertation to all the people who were by my side and the strangers who have been kind to me.

## Table of contents

| Serial no.        | Content                                                 | Page Number |
|-------------------|---------------------------------------------------------|-------------|
| <b>Chapter 1:</b> | <b>Introduction.....</b>                                | <b>1</b>    |
| 1.1               | What is Journalism .....                                | 1           |
| 1.2               | Newspapers in Bangladesh.....                           | 2           |
| <b>Chapter 2:</b> | <b>History of <i>Counterpoint</i>.....</b>              | <b>4</b>    |
| 2.1               | History.....                                            | 4           |
| 2.2               | Governing Body.....                                     | 4           |
| 2.3               | Organogram.....                                         | 5           |
| 2.4               | Capabilities of Staff Members and the Organization..... | 6           |
| 2.5               | Facilities of the workers at <i>Counterpoint</i> .....  | 7           |
| 2.6               | Working Hours.....                                      | 7           |
| 2.7               | Social and Economic Commitment.....                     | 7           |
| <b>Chapter 3:</b> | <b>Work of Sub-Editorial Coordinator.....</b>           | <b>8</b>    |
| 3.1               | Content Coordination .....                              | 8           |
| 3.2               | Planning and Scheduling.....                            | 8           |
| 3.3               | Editing Support and Publication.....                    | 9           |
| 3.4               | Communication and Administrative Work.....              | 9           |
| <b>Chapter 4:</b> | <b>Creating and editing digital content.....</b>        | <b>11</b>   |
| 4.1               | Role of Digital Content in Modern Journalism.....       | 11          |
| 4.2               | Creating Reels, Shorts, Carousels, and Photo Cards..... | 12          |
| 4.3               | Editing Process and Editorial Standards.....            | 13          |
| 4.4               | Challenges in Digital Content Creation .....            | 14          |
| 4.5               | Skills and Professional Learning Outcomes.....          | 14          |
| <b>Chapter 5:</b> | <b>Podcast .....</b>                                    | <b>15</b>   |

|                                                                               |                                                                |           |
|-------------------------------------------------------------------------------|----------------------------------------------------------------|-----------|
| 5.1                                                                           | Podcast as a Tool of Contemporary Journalism.....              | 15        |
| 5.2                                                                           | Types of Podcasts .....                                        | 15        |
| 5.3                                                                           | Podcast Production Process.....                                | 17        |
| 5.4                                                                           | Challenges in Podcast Production.....                          | 18        |
| <b>Chapter 6:</b>                                                             | <b>Technical skills and production work .....</b>              | <b>19</b> |
| 6.1                                                                           | Different Types of Editing Tools .....                         | 19        |
| 6.2                                                                           | Creating Podcast Intros and Outros .....                       | 20        |
| 6.3                                                                           | Publishing Process .....                                       | 20        |
| <b>Chapter 7: Database management and printed newspaper distribution.....</b> |                                                                | <b>22</b> |
| 7.1                                                                           | Importance of Database Management at <i>Counterpoint</i> ..... | 22        |
| 7.2                                                                           | Managing the Contributors Database .....                       | 22        |
| 7.3                                                                           | Printed Issue Distribution Process and Coordination .....      | 23        |
|                                                                               | with the Distribution Team                                     |           |
| <b>Chapter 8:</b>                                                             | <b>Application of media theory in my internship .....</b>      | <b>25</b> |
| 8.1                                                                           | Panopticon and Gaze.....                                       | 26        |
| 8.2                                                                           | Cultural Imperialism Theory.....                               | 27        |
| 8.3                                                                           | Gatekeeping Theory.....                                        | 29        |
| <b>Chapter 9:</b>                                                             | <b>Work experience at <i>Counterpoint</i>.....</b>             | <b>31</b> |
| <b>Chapter 10:</b>                                                            | <b>Recommendations for <i>Counterpoint</i>.....</b>            | <b>32</b> |
| <b>Chapter 11:</b>                                                            | <b>Conclusion.....</b>                                         | <b>34</b> |
|                                                                               | Works Cited .....                                              | 35        |
|                                                                               | Appendix .....                                                 | 36        |

## **Glossary**

**Op-ed:** The full meaning is Opinion-based journalism. In this type of journalism, writers express their thoughts, opinions, and in-depth analysis rather than reporting facts.

**Digital content:** media content such as reels, shorts, podcasts, and carousels created for social media.

**Carousel:** A series of images that can be used as slides in social media to present information in a visually engaging, swipe able format.

**House style:** A set of rules and guidelines followed by the newspaper for writing, formatting, grammar, and presenting the newspaper to maintain consistency.

**Panopticon:** A concept of surveillance introduced by Jeremy Bentham, where an individual regulates their behavior because they are being watched.

## 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, Oscar-winning British playwright and screenwriter.

Journalism is the collection of news, commentaries and issues about different events. It is the preparation to unveil the truth through audiovisuals, television, radio, print media, newspapers and the internet. Journalism mainly refers to the printed news in newspapers, but in this era, journalism is no longer bound only to newspapers, but also to electronic media. The process of gathering news about an event, researching it, and gathering information and verifying it through fact-checking is part of journalism. It can be published through print media, digital media, or social media. The news can be about political events, current affairs, geopolitics, popular trends, or opinions of other people on different topics. In this era, people are concerned about their surroundings, and they want to know about the things that are happening. People are eager to learn about the new things that might help them financially, politically, socially, or intellectually. Journalism has different sectors, and the news is covered by various news portals. The newspaper is the oldest form of media, but now there is television, radio, and the social media pages (Facebook, Twitter, Instagram) of newspaper. Additionally, websites of newspapers such as *The Daily Star*, *Dhaka Tribune*, *The Delta*, *gram*, *Counterpoint* etc. are also there.

## 1.2 Newspapers in Bangladesh

Journalism in Bangladesh is now growing rapidly with many news media outlets across the country. Different media are growing, including newspapers, television, and digital media, in both the public and private sectors are expanding. There are many television channels and newspapers throughout the country. There are many daily newspapers with a print version, but not all of them are good and trustworthy. The news portals of Bangladesh play a vital role in everyone's life. The rapid growth of different media platforms of newspapers and digital platforms are becoming popular among the people, mostly the Gen-Z. Though the traditional way of publishing news is through newspapers, digital platforms are now having an impact on the lives of people, as people are relying on the news. There are different platforms available in Bangladesh. One of them is print newspapers with digital platforms (*The Daily Star, Dhaka Tribune, Prothom Alo, Counterpoint*). The audio-visual news platforms are television channels (*SomoyTv, Channel24, Independent TV*) and radio stations (*RadioFoorti 88.0 FM, Dhaka Fm 90.4, ABC Radio 89.2, Bangladesh Betar, etc.*) These media platforms also have websites and social media pages. But few newspapers such as *Nutshell Today, Paper Rhymes, The DeltaGram*, etc. do not have any print version. They can only be accessed by social media (Facebook, Instagram). These news portals do not have any printed issues, and they publish their news through their news portals on social media. *bdnews24.com* has a website and also a Facebook page. This type of news platform is now becoming common and growing very fast in the Bangladeshi journalism sector.

I was always keen about media. From the beginning of my bachelor's, I had a plan to declare my concentration in Media and Cultural studies. I had the opportunity to pursue my bachelor's degree in English from BRAC University when I got admitted to the Department

of English and Humanities. After that, I decided to declare a concentration in Media and Cultural Studies, and I have fulfilled my wish of knowing more about media and journalism.

Ms. Roohi Andalib Huda, my supervisor, helped me line up my interview at the *Counterpoint*. I have interned from November 1, 2025 to January 31, 2026. During my internship, I worked as a Sub-Editorial Coordinator. My responsibilities included creating reels, shorts, carousels and podcasts. I had the chance to learn from scratch. It is an opinion-based newspaper. I have worked alongside the Editorial Coordinator, Ms. Sabiha Akhand Rupa, and Assistant Editor Ms. Shanim Tasneem and Mr. Fasihul Alam.

*Counterpoint* is an opinion-based newspaper, so the motto here is that the voices of other people need to be heard, and *Counterpoint* is keen on this. It focuses on the opinion of other people and what people might think about certain things, such as community, politics, sports, the economy, or anything that is contemporary. *Counterpoint* is committed to the people and the people only; it has given people the chance to speak about their thoughts and opinions. I knew that this internship would not only be about knowing more, but about enhancing my skills. I also knew it would be about creating a bridge between *Counterpoint* and myself after my internship as a Sub-Editorial Coordinator was over.

## Chapter 2

### History of *Counterpoint*

#### 2.1 History

*Counterpoint* is Bangladesh's only weekly analytical newspaper. The newspaper started its journey after the July uprising of 2024. Mr. Zafar Sobhan is the founder of *Counterpoint*. The motto of the newspaper is to focus on the opinions of other people and its analysis of different events. Currently, *Counterpoint* is the only newspaper that has analytical articles. Moreover, there are different types of podcasts that have an impact on different generations.

*Counterpoint Generations*, The J-Z show, J&J fireside, those are the podcasts *Counterpoint* is producing at present. The *Counterpoint Generations* has a fanbase because of the talks from different generations. The newspaper aims to make a path for people to state their opinions. They are doing it perfectly. As *Counterpoint* is completely new, it has yet to have its own style and design. The first hardcopy of volume 1 was published on 9th November 2025. The newspaper is full of quality content, and its website is well-organized with articles of different genres. Though the newspaper is new and it started from scratch, I believe that *Counterpoint* will be one of the most well-known and reliable newspapers within a few years.

#### 2.2 Governing Body

Mr. Zafar Sobhan is the editor of *Counterpoint*. He worked for *The Daily Star*, and he was the founder editor of the *Dhaka Tribune*. The head of the governing body is Mr. Zafar

Sobhan. He left *Dhaka Tribune* after the July Uprising of 2024, and started *Counterpoint*. Mr. Jyoti Rahman is the executive editor. Both the editor and the executive editor are policymakers of *Counterpoint*. They also play the role of the directors of the newspaper.

### 2.3 Organogram

The whole team is led by Mr. Zafar Sobhan and Mr. Jyoti Rahman. Ms. Shanim Tasneem is the Senior Editorial Assistant, and Mr. Fasihul Alam is the Junior Editorial Assistant. Ms. Mitchella Chowdhury is a Junior Editorial Assistant. The whole team is run by Ms. Shanim Taseem. The decisions are taken by the editor and the Human Resource Management. Mr. Bashir Ahmed is the distribution manager of *Counterpoint*. Mr. Shamim Rahman is the head of operations.

The editor and the executive editor gather and provide all the analytical articles from the writers who write for *Counterpoint*. They provide the articles to the editorial team, and they edit them, and post them on the website and social media sites. Moreover, they select only a few articles for print as there is a large number of articles that cannot be printed in a single issue of a weekly. The layout is done by Mr. Mahbub Islam and Ms. Chowdhury. Ms. Chowdhury works as a Junior Editorial Assistant. Before the printing and layout, all the edited articles are submitted to the editor. After the editor's confirmation, the page layout is finalized and the articles are printed. The Editorial Coordinator, Ms. Sabiha Akhand Rupa produces the podcast, reels, carousals, edits the videos of the shoot.

## 2.4 Capabilities of Staff Members and the Organization

The newspaper focuses on analytical articles and opinions on different topics. Only a few people are working at *Counterpoint* at present. The whole team consists of 12 people, though there are three teams. The editorial team consists of three people, and the head is Ms. Shanim Tasneem. Ms. Sabiha Akhand Rupa is the head of the Editorial Coordinator Team. Bashir Ahmed is the distribution manager and head of the newspaper. There are six males and six women working for the newspaper. Ms. Tahmina Rahman is the head of Human Resource Management.

*Counterpoint* has a family-friendly environment to work in. As the total number of people is less in number, everyone helps each other for a better output.

## 2.5 Facilities of the Workers at *Counterpoint*

| Facilities                | status |
|---------------------------|--------|
| Own office                | Yes    |
| Gratuity & Provident Fund | Yes    |
| Increment and bonus       | Yes    |
| Lounge and daycare        | Yes    |
| Lift and washroom         | Yes    |
| Training Programs         | Yes    |

|                          |     |
|--------------------------|-----|
| 24- Hour Internet Access | Yes |
| Health Insurance         | Yes |
| Transport                | Yes |
| Casual Leaves            | Yes |

## 2.6 Working Hours

The whole team has to work five days a week at the office. There are two days off a week. The usual office hours are 11 am to 7 pm. It is a total 8-hour shift for everyone. The editorial team has to work more than 8 hours on the day of the layout. If someone has an emergency or issues, they may work from home.

## 2.7 Social and Economic Commitment

*Counterpoint* is committed to conveying the message of the common people, and being the voice for everyone. They join the fest and other training programs to promote their work and enrich their knowledge. They offer internship opportunities for university students, and there is also the option to continue as a permanent employee.

## Chapter 3

### Work of Sub-Editorial Coordinator

#### 3.1 Content Coordination

*Counterpoint* is a weekly opinion-based newspaper. The editor and Executive editor collect and receive all the articles from the writers. The Sub-Editorial Coordinator finalizes arrangements with the writers, and sets the deadlines to submit their articles. After receiving the articles, the editor reads the articles, and if the article seems suitable to publish, then he sends it to the Editorial Board. The editorial board has to edit the article and choose a proper eye-catching headline to grab the attention of the reader. After that, the article gets published with the green signal of the editor. Not all the articles got published in a week, in the hardcopy of the newspaper. Some got published in the website and social media platforms. The printed articles are the most important rather than the other ones. The Sub-Editorial Coordinator has to select the news and categorize it according to its importance. The Sub-Editorial Coordinator makes sure that the alignment of the pictures, lines, and design are perfect. The Editorial Coordinator has to work alongside the editorial board members and help them with page layout and the articles.

#### 3.2 Planning and Scheduling

The most important thing to do after drafting the articles and completing the layout is printing and publishing. The editorial team helps with the editing and layout. The Editorial Coordinator has to see the final output before the printing of an issue, and helps to manage the editorial calendar. He also coordinates the weekly plans with the editors to make it a

smooth experience for everyone. He has to ensure the articles are ready to be printed on time. The Sub-Editorial Coordinator has to track the time of the podcast shoot, edit the videos on time, and post them on social media. Moreover, the Sub-Editorial Coordinator has to prepare the studio before the shoot, so that the shoot occurs smoothly. He has to check the cameras and battery, set up everything and shoot the podcast on time. Additionally, he has to look after and schedule when the shorts, reels, or carousel are going to be posted on social media.

### **3.3 Editing Support and Publication**

With the help of the Editorial Coordinator, the sub-editorial coordinator creates reels, shorts, careousel etc. The Sub-Editorial Coordinator has to create all those things from an article. The process is simple. Firstly, he needs to read and select the lines that tell the story to the reader easily, in less than one minute. While editing, he needs to focus on the line alignment, grammar, and the source of the image of the incident on which the news story is based on *Counterpoint* is using. *Counterpoint* needs to follow its house style for design and writing. Fact-checking is also an important part of editing. It includes names, dates, quotes, numbers, etc. Before printing, *Counterpoint* the Coordinator team members need to double-check the page layouts and story orders. *Counterpoint* Coordinator Team members ensure the corrections, updates, and edits.

### **3.4 Communication and Administrative Work**

Building communication, organizing people, time, and content are one of the major tasks of the Sub-Editorial Coordinator. Maintaining and updating the database, keeping track of the word count, and maintaining the writers' details are the other tasks. The Sub-Editorial

Coordinator is a bridge between the editorial, production, design, and marketing teams, and between selecting pull quotes, and the rest of the content. Keeping everything together and making everything work are the main targets of the Sub-Editorial Coordinator.

## Chapter 4

### Creating and Editing Digital Content

#### 4.1 Role of Digital Content in Modern Journalism

The modern world is no longer following the traditional style of printing news. Journalism has some beyond that. Modern journalism now has a separate part. Social media platforms are now the new area of journalism and the spreading of news. Gen-Z is the common target audience on social media. As they spend more time on social media, they have less interest in reading the newspaper or any type of digital article. Here, digital content is needed to grab their attention. Reels, shorts, carousels, and photo cards are impactful in this generation. As the pattern of journalism is changing, so the reader. The headlines and the cover page of the reels, shorts, carousels, and photo cards should be eye-catching. It has to be concise so that the reader is interested to read or watch the news. The headlines are not more than 8-10 words, and the shorts or reels are no longer than one minute.

For a newspaper like *Counterpoint*, digital platforms play an important role in analytical and opinion-based articles. People may have their own opinions based on the articles that have been published. On social media platforms, people connect, and they can share their opinions as well. It encourages the readers and audience to have a broader discussion by giving them the opportunity to be interactive. Readers can comment after reading articles on the social media page of *Counterpoint*. Creating digital content is not only for promotional purposes, but to unite people, and this is one of the components of modern journalism.

## 4.2 Creating Reels, Shorts, Carousels, Photo cards

During my internship at *Counterpoint*, the core responsibilities I was assigned to were creating digital content for social media. The process of creating that content began by reading the articles carefully, finding the key points, and selecting the proper lines. The core points and the pull quotes are mostly important to keep the essence of the story. The process of storytelling is one of the core things to do while creating digital content. For example, I created carousels from the op-ed titled, “Iran, Israel, and the Illusion of War” by Saif Sayeem. To create those carousels, I first read the full article carefully, and selected the most important lines, quotations, and information that could explain the story within a short space. After reading and selecting the lines from the articles, the Sub-Editorial Coordinator has to show the content to the Editorial Coordinator, who will fix any errors in line selection or any issues that hinder smooth storytelling. If the story and lines are approved by the editorial coordinator, it needs to be submitted to the Editor of *Counterpoint*. The editor then checks the lines and sequence for the final time, and approves the article for the creation of digital content. The editorial team sometimes helps with the articles, and selects the important lines. I arranged the contents slide by slide according to the storytelling sequence so that the readers could understand the topic easily. I used 10 slides for this carousel, with a dark green background and white text to match the serious tone of the topic. The contents are the way of connecting and engaging with the people. Therefore, everything has to be errorless. The house style must be followed here. Before publishing, the contents were reviewed by the Editorial Coordinator and approved by the editor.

*Counterpoint* is focusing on social media activities to keep people engaged about important topics like the *Counterpoint Generations* podcast reels and different articles posted on social media. I helped to create reels from the *Counterpoint Generations* podcast by

selecting impactful lines and editing short clips to attract the Gen-Z audience. For example, on episode seven Mr. Zafar Sobhan and Professor Rehman Sobhan talked about football and how they both support Manchester United. Moreover, they also talked about the upcoming football World Cup. I selected a few important parts from the podcast to create shorts. To create this short, I reviewed the whole episode. I noted the time frames according to the engaging topics of the podcast. After that, I trimmed the video using Capcut. I kept only the selected clips so the total duration remained under 60 seconds. After that, I added the *Counterpoint* logo on the top right corner. Finally, I exported the video in 1080x1920 pixels (9:16 aspect ratio) for vertical viewing on Instagram Reels and YouTube Shorts.

### **4.3 Editing Process and Editorial Standards**

Technical skills and editorial judgement are required while editing the digital content. It includes alignment of the text, image, visuals and audio. All those things need to be put together to make it visually appealing. Moreover, grammatical errors must be avoided, and the date, time, year, and place should be added properly according to the house style of *Counterpoint*. The house style ensures the professionalism and credibility of the news.

Fact-checking is crucial while creating and editing digital content. Things such as the name of the author, date and place of the incidents, images and visuals used in the contents like reels and shorts should be addressed properly. Moreover, quotes used by the reporters or columnists from somewhere else, have to be checked for accuracy. As this is an opinion-based newspaper, while creating and editing the digital content, the risk of misinterpretation of the opinion has to be avoided. Moreover, the visuals or the cover should not be misleading. Particular steps, such as verifying authenticity, ensuring relevance, maintaining context, cross checking with the article, are taken into account so that the visuals are not oversimplified or

mislead the author's opinion. Accountability is essential while creating digital content for articles. Therefore, after creating the content, it needs to be checked before sharing and posting it on social media by following the editorial guidelines.

#### **4.4 Challenges in Digital Content Creation**

There are several challenges to creating digital content from op-eds. The opinion-based articles are long, and they rely on different contexts and reasoning. Therefore, it is sometimes hard to make it short with a limited space and time. The analytical articles need to be put in a digital format without losing their depth or meaning.

The time limitation is another challenge that I have faced throughout my internship. There are other things such as keeping track of the database, shooting of the podcast and editing the raw footage to do alongside creating the digital content. The podcast editing and the lack of device configuration sometimes disrupted my workflow. There were challenges with the quality of the visuals, lighting, audio, and copyright issues. The challenges included the overheating issue of the camera, low light podcast set, background noise. Moreover, the configuration of the computer was not suitable for editing podcast videos.

#### **4.5 Skills and Professional Learning Outcomes**

Though there are challenges, I have learned quite a lot from *Counterpoint*. The creation of the reels, shorts, postcards, and carousels made me creative about storytelling; it improved my time management and collaboration skills with other team members. This also improved my way of understanding the viewer and audience and the role of journalism in digital storytelling.

## Chapter 5

### Podcast

#### 5.1 Podcast as a Tool of Contemporary Journalism

In contemporary journalism, podcasts play a significant role as there is a completely separate fanbase. But the podcast is a lot rawer and more unfiltered than the articles or the printed form. Two or more than two people may join the podcast on various interesting topics. Most of the time, the topics are contemporary and exclusive. The viewers' interest must grow to watch the whole episode. In-depth analysis, discussions, different perspectives and opinions are part of the podcast.

A podcast is more effective in opinion-based journalism. As for *Counterpoint*, they have focused on helping viewers connect more with them about contemporary issues. For example, the discussion about the reform proposals and the election of Bangladesh were the hot topics of the podcast. Different opinions and interpretations about the topics make the podcast more unique than the other. This type of podcast engages the audience with contemporary topics and encourages them to state their opinions. This is better than the published form of op-eds.

#### 5.2 Types of Podcast

During my internship, the *Counterpoint* has produced several podcasts. To be exact, there were five podcasts ongoing at that time. The most famous podcast that has a huge fanbase is *Counterpoint Generations*. Mr. Rahman Sobhan and Mr. Zafar Sobhan are from different generations, and their thoughts and opinions differ as well. The podcast topics are

contemporary most of the time. They talk about everything that is going on in the world. They talk about politics, culture, sports, the economy etc. This podcast is weekly, the shoot is on Monday, and it is published on Tuesday after editing.

The other four podcasts are also interesting. Mr. Zafar Sobhan and Mr. Jyoti Rahman both have a podcast. They talk about the books of 1971, and the name of the podcast is *Counterpoint Conversations*. The thumbnail of the podcast, Ekkattorer Boiguli, represents all the books related to the liberation war of 1971. They talk about those books, but sometimes they talk about the predictions of 2026. The prediction of 2026 is a quiz format for common people. Anyone may participate in the quiz via *Counterpoint* website or its social media platforms such as Facebook or Instagram. Both the Editor and the Executive Editor talked about the possibility of what might happen in 2026. They state their opinions and share their thoughts on different questions and topics in this show. For example, a few questions were, “Will Jamat-A-Islam win 25% or more votes in the upcoming election? Or will the National Citizens Party win 5% or more of the votes in the election?”

*The J&J Fireside* is conducted by Mr. Jyoti Rahman and Mr. Rubayet Sarwar. In this podcast, they talk about contemporary issues rather than focusing on past topics. Most of the time their opinions are different as there are two people talking who have different perspectives.

Another podcast is *The J-Z show*, Mr. Zafar Sobhan and Mr. Jon Denilowicz who is a retired American diplomat are the hosts of the show. There is always a guest who is present in this show. The guest makes it different from the other shows. They talk about geopolitics. They also focus on current issues, and topics such as the upcoming elections, war, economy, and incidents that are the hype in the world or the country.

The last show that went live from May 2026 is *Cultural Bourgeoisie*. The host was Mr. Jyoti Rahman, and the co-host was Mr. Ehteshamul Haque. They discussed popular culture in Bangladesh and around the world. In the first episode of *Cultural Bourgeoisie*, they explored the adventures of the famous Bengali detective Feluda in the Rajasthan desert, as shown in the book and movie *Shonar Kella*. The episode also covered broader works of Satyajit Ray.

### 5.3 Podcast Production Process

As a Sub-Editorial Coordinator, I was actively involved in the production of the podcast from the beginning. One of the podcast episodes I worked on was *Counterpoint Generations*. The pre-production task was the main factor in terms of producing a podcast within the time. The set needed to be ready before the shoot. Checking the camera, batteries, lights, and temperature of the room were important tasks. This is because the camera becoming overheated is an issue. Eliminating background sound is essential for a smooth shoot of a podcast.

During the podcast production, the focus was given to the set, and then on the host and guest. I used two cameras for this episode. One wide shot camera captured the host and the guest together. The other close-up shot focused on the person speaking. The timing of the podcast shoot is scheduled by the editor most of the time. Therefore, the production team must be ready within the due time. Most of the time, for an uninterrupted, smooth recording, the camera had to be adjusted perfectly so that color, frame, and sound were properly captured. After the recording, the major task is to edit the video. There are close-up shots that need to be inserted in the middle of the editing part, as it seems more professional, and the

focus is on one person. After editing with different editing tools, for example, Premier Pro or Capcut software, the podcast is ready to be published on social media.

#### **5.4 Challenges in Podcast Production**

There are several challenges while producing a podcast like the *Counterpoint Generations*. If the podcast shoot is in the studio, then the camera is a major issue. I have faced an overheating issue with the camera while recording. I had to take a five-minute break after every 15 minutes, and this interrupted the flow of the podcast. The quality of the camera's recorded sound was not proper and clear; there was background noise. Therefore, I had to use OBS, a sound recorder and balancer while recording. The studio of *Counterpoint* is not that spacious. As a result, setting up two cameras in the studio and taking close-up shots from different angles were not convenient options for me. The outside noise needed to be avoided at any cost. Moreover, the difficulties with the editing tools are sometimes enormous. This is because the configuration of the computer is sometimes unable to match the quality of the recording. However, I have adapted to everything, and learnt the value of teamwork by experiencing these challenges and resolving them.

## Chapter 6

### Technical Skills and Production Work

#### 6.1 Different Types of Editing Tools

During the internship at *Counterpoint*, the Sub-Editorial Coordinator had to use different types of video editing software to create the digital content. The video editing software or tools play a crucial role in terms of efficiency, accuracy and consistency of the production. The video editing software is used to select visuals, trim them, add text and subtitles, and ensure that the pacing is accurate. This software is also used to combine all the visuals. Graphic design tools were used to create the introduction and outros (ending). Motion array is one of the most reliable sources for creating motion graphics. The introduction of the podcast were created using this software. Moreover, VOX media was used for creating an introduction sometimes. VOX helps create proper intros with a vast amount of elements. To create a proper intro for a podcast, these are the editing tools that have been used throughout the internship. However, after a few months, *Counterpoint* was using Canva (a software widely used for graphics design, posters, and videos) for video editing and creating introductions and outros. The Capcut is another famous editing tool that I have used for editing podcast videos occasionally. This is easier and more reliable than any other software. The Microsoft Clipchamp is a software used for adding all the edited parts by using other tools such as Premier pro Or Capcut. This editing tool is used only for merging the videos' introductions and outros.

## 6.2 Creating Podcast Introduction and Outros (Ending)

Introductions and outros are basic elements for a podcast. This helps the podcast to have an identity and to grab the attention of the viewer. While creating a podcast introduction, I had to learn about Motion Array, and then Premiere Pro and After Effects. Premier Pro and After Effects, which are widely used softwares for video editing, animation and post-production work are basically used for professional video editing. By using these, I selected a few templates from the software, and then started to edit them to create the introductions. I have used VOX because it is a documentary-style and highly visual approach to storytelling. This is a software that can make any complex topic engaging and easy to understand. For *Counterpoint Generations*, I have used Premiere Pro and After Effects. But after that, for other podcast introductions, I have used Canva and CapCut. For every podcast, I had to select a theme for the podcast, focus on the visuals, sound and mostly the duration of the intros. The intros should not be more than 8-10 seconds.

Introductions and outros are the core elements of a podcast that engage the audience and enhance the credibility and acceptance of the show. But the outros help the viewer to be in touch with the social media platforms. The outros that we created were simple cover pages that showed how to subscribe to the social media sites of the *Counterpoint*. In almost every podcast, we have used the same outros, as that seemed to be the appropriate thing to do. The outros were kept short.

### 6.3 Publishing Process

The publishing process of digital content or even printed content needs approval from the Editorial Board. The editorial board decides when and where to publish the content. The Editorial Board reviews the script for the reels and carousels or postcards, and if they are alright, then the final check is made by the Editor for approval to be posted. The podcast introductions are made using different themes and designs, so that the Editorial Board has a choice to choose the ones it thinks is more appropriate. After the approval of the reels, shorts, and post cards, the editor approves them, and the Editorial Board schedules the publication by using Meta Suite. Meta Suite is a software for posting content and it schedules them to be posted at the allocated time on the Facebook page of *Counterpoint*. The digital content is uploaded every six to seven hours most of the time. Therefore, the time management for posting and publishing other digital content like carousels and shorts is also important.

## Chapter 7

### Database Management and Printed Newspaper Distribution

#### 7.1 Importance of Database Management at *Counterpoint*

Database management is important because it makes everything easier. The Sub-Editorial Coordinator updates the database every week or every day. In a professional newsroom, the database creates a bridge between the Editorial Team and writers, and it builds long-term organizational memory. At *Counterpoint*, the database helped to coordinate with the Editorial Team, writers, and the Distribution Team. The Sub-Editorial Coordinator at *Counterpoint* had to keep the database updated with the editorials, contributors' and reporters' names, articles, word count, digital platform contents, distribution list, and the people who have subscribed to have a printed issue. This type of database management creates less confusion and ensures a smooth workflow.

#### 7.2 Managing the Contributors Database

During my internship as a sub-editorial coordinator, another responsibility was to keep track of the database related to the editorials and the writers. The contributors' list helps to find out the printed articles, and the articles published online. Moreover, it is helpful to keep track of the writers and their articles for the upcoming week. The list includes the profile of the reporters, columnists, contributors, the number of articles they have written so far, and their email addresses, phone numbers and whether the articles have been published online, in print form or both. It helps to coordinate with the writers, follow up on them and plan the upcoming issues of the newspaper.

### 7.3 Printed Issue Distribution Process and Coordination with the Distribution Team

*Counterpoint* launched its first-ever printed issue on November 9, 2025. The distribution team started its work when *Counterpoint* launched its hardcopy. It created its own distribution system. But there are always issues that arise. The Editorial Coordinator and the Sub-Editorial Coordinator worked alongside the Distribution Team so that the distribution process went smoothly, and so that every subscriber of the printed issue has their printed issue on time at their houses or workplaces. From the beginning, the Sub-Editorial Coordinator was active with the subscriber's database. From November 1st, 2025, *Counterpoint* started creating a subscriber list when the first issue was launched on November 9th. The database helped a lot when people did not receive their issues on time. I had the opportunity to contact all the subscribers to ensure that they received the first issue of *Counterpoint*. We created two databases, in Bangla and in English, so that it would be easier for the hawkers to reach the addresses of the subscribers quickly. Moreover, the communication process was via WhatsApp. As a result, it was quick and convenient to send messages. Initially, the Coordinator Team and the Distribution Team were facing problems with the distribution process. The subscribers were complaining that they did not receive the hard copy. The Coordinator Team and the Distribution Team solved the issue by checking the subscriber database, confirming addresses through WhatsApp communication, and coordinating with the hawkers so that the newspapers could be delivered properly. The Coordinator Team was checking every subscriber via WhatsApp to confirm if they had received their issue. That is when the Coordinator Team discovered that Mr. Daniel Rehman, a subscriber had not received his copy. The Coordinator Team quickly made a list of affected subscribers, and passed it to the Distribution Team. The next day, Mr. Rehman and the other

subscribers who had not received their printed issues finally received their copies. Through this process, the distribution problem was resolved.

After a few months, the distribution process was completely alright, and every subscriber was getting their issues on time. But *Counterpoint* has a vision. Therefore, it is now moving forward and providing supplemental copies at coffee shops like Gloria Jean's Coffee, and The East Bengal Coffee Shop, so that people read more and know more about *Counterpoint*. I was a part of the distribution team, and worked with it during the entire duration of my internship. I went to the coffee shops and talked with the owners of the shops about whether they were interested in showcasing the supplementary copies that *Counterpoint* was providing. Some (Gloria Jean's Coffee, East Bengal Coffee shop) said that they were interested to display the supplemental copies, and a few of the coffee shops such as Arabika Coffee, Cafe Sao Paulo were not interested. After that, the Distribution Team started providing them with the weekly copies, and people started reading the first ever opinion based English newspaper of Bangladesh.

## Chapter 8

### Application of Media Theory in my Internship

In the book *The Division of Labor in Society* Emile Durkheim clearly stated the purpose of human life which is to fulfil the needs of society and family. Everyone has a moral duty towards society. As Karl Marx stated, humans sell their labor for wages and live their lives. Therefore, according to Marx, under capitalism, people sell their labor to survive and organize their lives with the little wage they earn. For example, the people of Bangladesh sell their labor to live their lives. They have a moral duty towards society and family. A vast number of people and workers are working for different organizations or companies in the country, following the guidelines of their workplace.

They follow the rules: they work for a set period of time every day, sometimes they work extra hours, and receive compensation for those extra hours. Payroll is processed weekly or monthly for their work. Every person engages in this type of act to take the organization forward. Michel Foucault, a French philosopher, literary critic, political activist and teacher, in his book *Discipline and Punish* wrote that society follows certain rules to move forward. Certain practices and behaviors help to perform organizational tasks properly. There is a certain timeframe, space and responsibility of the people to ensure the effectiveness of the organizational growth. *Counterpoint* has the same structure and working environment. The employees have certain tasks to do, roles to play, and responsibilities to maintain that align with their positions. The staff members work for several hours, and have coordination among other departments such as the Editorial Team, the Coordination Team, the Distribution team, and they show their accountability. Additional work hours are dealt with compensation. This shows the ethical standards of *Counterpoint*.

## 8.1 Panopticon and Gaze

For architectural and institutional design, philosopher and social theorist Jeremy Bentham introduced the concept of the panopticon. This concept talks about the observation and monetization of people by an unknown force. This was developed in the eighteenth century. This concept was introduced so that an observer may observe and monitor all the individuals, even without being watched. Michela Foucault, in the article titled “The Eye of Power,” discussed Jeremy Bentham’s panopticon. If we separate the words we get ‘pan’ and ‘opticon.’ Pan refers to everything, and opticon refers to observing. Jeremy Bentham proposed a model of a watchtower from which a single person can monitor and observe all the individuals. According to Michel Foucault, this refers to surveillance and power, and he refers to it as the ‘gaze.’ This idea helps to create discipline in the workplace as it makes the individuals conscious of the fact that they are being watched all the time. Foucault believes this helps to reduce the external force and helps people to avoid clashes and stay within their expected behavior.

I have spent most of my time at the office. I had no idea whether the CCTV was functioning properly or not, but I was aware that I was being watched all the time. Therefore, it prevented me from using my phone for no reason, and it helped me to concentrate on my work fully. Moreover, my supervisor was already there to review my work. I was accountable for doing my part of the work properly. As a result, I became my own observer without even knowing it. Foucault describes it as the ‘internalization of the gaze.’ I was always aware that I should act properly, and do my work even when I was working alone. The fear of being watched all the time took a place in my unconscious mind. In other words, I internalized the gaze.

## 8.2 Cultural Imperialism Theory

Every developing country is influenced by other developed countries and their culture. The media and communication system play an important role in the development of culture. Western ideologies, consumer values and norms have an effect on local cultures and identities. Western culture and ideology influence the local culture. The way information and communication have an influence on developing countries is enormous. Consumerism, fashion, film, digital content and media are shaping the lives of people. Generation Z is following this type of trend. They are the biggest consumers in the world right now. They follow fashion, watch films, and are highly active on social media. As a result, they are adopting the new things introduced by the giant companies like Apple, Nike, Adidas etc. From language to social practice, changes through cultural imperialism. The Western media influences our language, fashion, and consumerism through cultural imperialism.

During my internship at *Counterpoint*, I have learned that Western media influences the media of Bangladesh. *Counterpoint* operates in a global media environment. This is because the editor, Mr. Zafar Sobhan, has many podcasts with the former American Diplomat, Mr. Jon Danilowicz. They both talk about political issues like war and elections. Western media narratives influence the people of Bangladesh. Its agendas, narratives and political discourse heavily influence the information flow of *Counterpoint*.

Though *Counterpoint* is an English opinion-based newspaper, it never left out its native audience from any context. It includes the proper context for the locals to understand the narrative, and the main theme of the news. For example, the op-ed titled “When Memes Rewrite the Law” explains how social media culture influences people’s understanding of

Bangladesh's legal system of marriage. It shows how Facebook posts, memes and content can influence people. Memes mislead people into understanding the new regulations of the marriage law in Bangladesh. The article helps the readers to understand how global trends shape the way Bangladeshi people interpret serious issues like marriage. Most of the articles are culturally relevant. For example, the op-ed titled "How Bangladeshis are Being Trafficked to Fight in Ukraine," reflects a global war issue between Russia and Ukraine. This shows how Bangladeshi people are getting involved in the war as a result of becoming victims of human trafficking. This article is explained and analyzed in a proper way so that it is understandable and relevant to Bangladeshi readers. This is an example of global media homogenization.

Advertising and consumer culture are another mainstream part of imperialism, and the cultural theory of globalization. The target audience of *Counterpoint* are people between the ages of 18 to 50. It is hard to convince teenagers and Gen-Z to read the newspaper. Therefore, the only way to gain their attention is by being 'cool.' It is possible to create cool content by compressing the news and creating reels based on the news. The Coordination Team created carousels and reels from the news to make it interesting for Gen-Z. It focuses more on how the news is presented, and the best way to present the news is by storytelling. People belonging to Gen-Z like to connect different events to their lives. Creating postcards with interesting themes, such as contemporary social issues, pop culture, youth lifestyle, and global conflicts attracts Gen-Z. As they spend most of their time on their smartphones, the best way to make them read is by creating visuals for them. Western culture affects our culture and shapes the next generation which is Gen Alpha. The narrative is simple, and as an intern, I have learned about the homogenization of cultural imperialism. I learned homogenization of cultural imperialism through the adaptation of global media trends in local journalism. Adapting to global media trends, visual style, and storytelling techniques are

important to engage the Gen-Z audience. The Western media influences the local culture. The presentation of local news is also shaped by the global media. The global news media creates reels, shorts, memes, and visually appealing graphics to attract the Gen-Z audience. As a result, the local media follows similar globalized content to remain relevant and competitive among the Gen-Z audience. *Counterpoint* follows the content style of the BBC (British Broadcasting Corporation) in terms of creating its local visual contents.

### 8.3 Gatekeeping Theory

Gatekeeping theory is one of the most important theories in Media and Cultural Studies stream. This theory was introduced by German psychologist Kurt Lewin. Although Kurt Lewin introduced the theory during World War II in the context of food selection, later it was applied to journalism by an American scholar named David Manning White. The theory explains the process by which information is selected, filtered, edited, and approved before reaching the audience. It refers to the role of the editors, journalists, and media organizations when it comes to selecting which news articles, visuals, headlines, and opinions will be published, and which ones will not. The media organizations cannot publish every piece of information they have. Therefore, the Editorial Board acts as a gatekeeper and controls the flow of the information. It also works as a process of surveillance and monitoring. This is because the Editorial Board decides what is important, relevant, accurate, and appropriate for the audience.

During my internship at *Counterpoint*, I observed the application of the gatekeeping theory. As *Counterpoint* is an opinion-based newspaper, every op-ed has to pass through several stages before publication. The editor and the Editorial Board work together on this before the publication of certain op-eds. They select the op-eds for the print issue, based on the importance and relevance of the topic. The other op-eds are published online in the

website of *Counterpoint* ([www.counterpointbd.com](http://www.counterpointbd.com)), and on social media (Facebook, Instagram). This is because of the limited print space. This process applied the gatekeeping theory.

The gatekeeping process was visible while selecting headlines and pull quotes. To choose a proper headline, it is necessary to identify the central idea, and make it active and concise. Moreover, to select the pull quotes I had to highlight 3-4 impactful lines. The focus is on key arguments of the topic. While creating carousels, reels, and photo cards I had read the full op-ed to select important lines. I had to identify the important lines carefully, so that it tells a story within short time without losing the op-ed's meaning. I had to keep in mind that the text and visuals must attract the reader. The selected lines, headlines, and visuals were reviewed by the Editorial Coordinator and the editor before creating the contents. Moreover, before publication of the contents the editor approves them. The filtering process ensures that the contents remain meaningful, accurate, visually attractive, and follow the house style of *Counterpoint*.

For example, I selected pull quotes and important lines before creating reels and shorts from op-eds. While creating the reel from the op-ed titled, "Whose Religious Sentiments Count?" by Mirza R. Ahmed, I read the whole op-ed thoroughly. After reading the whole op-ed, I selected the important lines that tell a story in less than 60 seconds. The Editorial Team checked the selected pull quotes and important lines to verify if the lines represented the op-ed properly. The Editorial Team also checked the headline and the visuals I used, so that it did not mislead the audience about the op-ed. Therefore, the Editorial Board's approval was necessary before publishing the reel online. This shows how the gatekeeping theory is applied in digital journalism.

Throughout my internship, I have learned that gatekeeping is an unavoidable and a necessary part of journalism. It helped *Counterpoint* to maintain accuracy. It helped me to

understand and experience how gatekeeping theory works in the journalism sector. I have learned how it is used to select the headlines, pull quotes, and the role it plays in digital content creation and editorial approval.

## Chapter 9

### Work experience at *Counterpoint*

From the beginning of the internship, I have learned how the different branches of journalism such as page layout, editing etc. work. *Counterpoint* may have a small team, but it can work together and make things work well. I have created a bridge between my academic knowledge and professional practice. Working alongside a small team made it easy for me to complete my task at *Counterpoint*. Everyone was always helpful towards me. From the beginning of my internship, Mr. Fashiul Alom (Assistant Editor) has helped me with the database. Ms. Sabiha Akhand Rupa (Editorial Coordinator), my supervisor, has always been by my side. Moreover, Ms. Shanim Tasneem, another Assistant Editor, has always helped me by giving feedback on creative projects, such as the reels or shorts.

Since the team at *Counterpoint* is small and the members are not vast in number, it always felt like a family. Whenever the work pressure is intense, they all work together to make it easy. They sometimes volunteered to take on other tasks, so that the task of the day is complete. Moreover, every feedback made me work better, and I have learned new things everyday.

I am always thankful for having the opportunity to complete my internship at *Counterpoint*. I have learned a lot during this period. The process of editing an op-ed, the process of laying out a page before an issue was printed, creating reels and shorts, and producing a podcast are things that were completely new for me. However, I have learned those things by working with the team. My communication skills have improved over time,

and I have become more confident than before. I am hopeful that the things I have learned will help me throughout my future career in journalism.

## Chapter 10

### Recommendations for *Counterpoint*

*Counterpoint* has successfully established itself as Bangladesh's only weekly analytical newspaper. There are different fields where *Counterpoint* can improve its working environment and operations. During my internship at *Counterpoint*, I observed a few areas need improvement. They are training for interns, a bigger newsroom and podcast set studio space, better cameras, lighting, audio setup and computers that are upgraded. These factors can enhance the productivity of the employees, and overall quality of journalism.

The first recommendation is training programs for interns and employees. Many interns join the organization with limited knowledge and experience in journalism. They do not have proper knowledge and experience about digital content creation, podcast production, and newsroom management. Formal training programs would be effective for the interns to adapt more quickly to the environment. *Counterpoint* can create opportunities for its interns and employees to attend training programs on content creation, podcast production, social media management, digital storytelling etc. The trainings can enhance the capability of the interns and employees. Moreover, it can improve their skills and confidence.

Another recommendation is to expand the newsroom and podcast studio set. During my internship, I experienced difficulties while setting up the podcasts set because of limited space in the studio. A more spacious studio would be effective for the production of podcast recordings. It would be more comfortable and productive for the employees.

*Counterpoint* needs to upgrade its technical equipment and software. Modern journalism depends on digital content, such as reels, carousels, podcast etc. Therefore, *Counterpoint* needs to invest in high performance computers, podcast cameras, improve the lighting system, and audio recording equipment. This would improve production quality, and reduce technical difficulties. It would also resolve the problem of device overheating, slow rendering, and poor audio quality.

## Chapter 11

### Conclusion

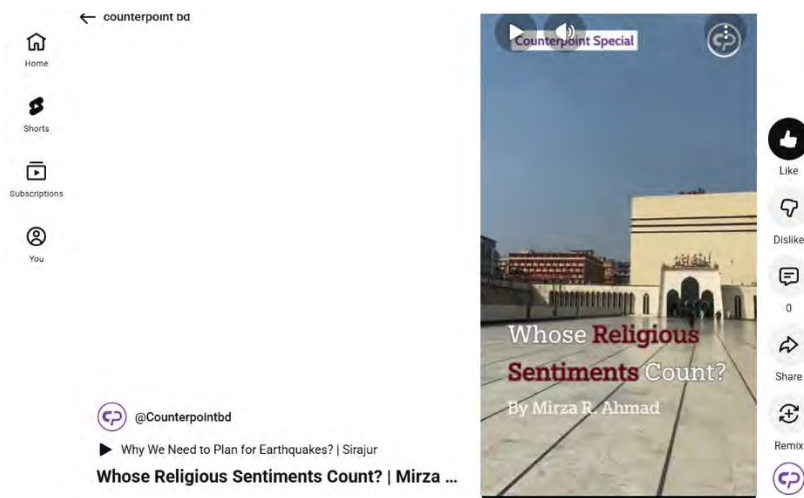
During my internship at *Counterpoint*, my academic knowledge met the practical aspect. I have learned more and more, and it has made me realize the quote from the film *Forrest Gump*, “My mama always said, life was like a box of chocolates; you never know what you're gonna get”. I had both good and bad experiences throughout my years at BRAC University. I started my bachelor's in the Microbiology in the Mathematics and Natural Science Department. But after completing the first semester, I decided to change my department, and I transferred to the Department of English and Humanities. This is because I found no interest in Microbiology. I had to fight with my family to change my department, and to pursue my bachelor's in the Department of English and Humanities. My journey in this department was smooth, and I enjoyed the courses that I took from the Media and Cultural Studies stream. This internship has unfolded my capability to do things that I once thought would never be possible. I learned the importance of interacting with a cheerful team where everyone helps each other. Positivity helps everyone grow faster, and it helps everyone to realize their potential even more when they are under pressure.

*Counterpoint* offers a different aspect of modern-day journalism. It is focused more on other people's opinions rather than focusing on its own. It has created a gate for everyone to share their opinions about different ongoing topics or issues that are happening around the world. It made a promise to keep it simple for the common people. I have enjoyed my internship at *Counterpoint*, and I hope to apply what I learned during my internship in my future career in journalism. I plan to do a master's in journalism from an European University.

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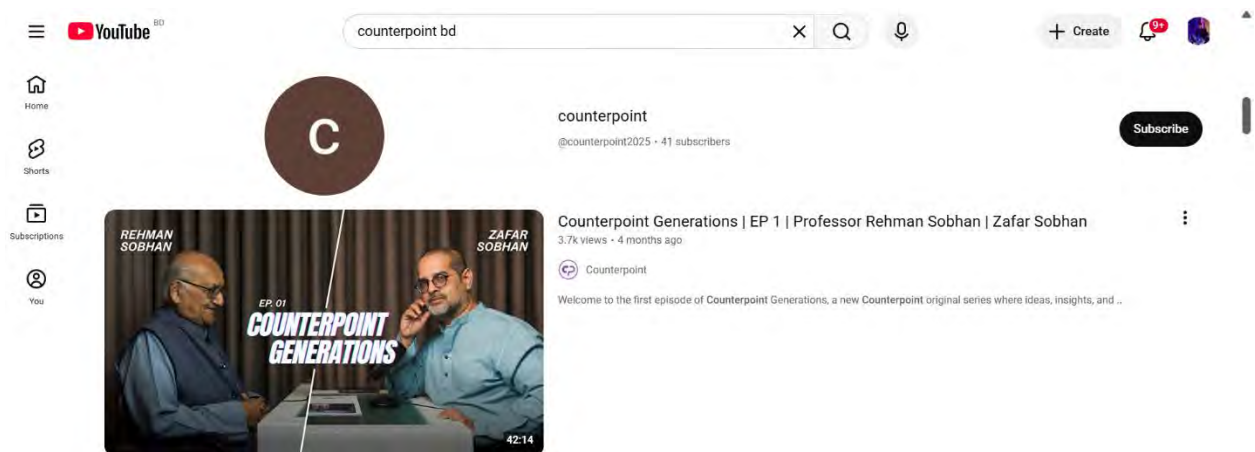
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## Appendix -1



<https://www.youtube.com/shorts/QDiZvjFY2xc>

## Appendix – 2



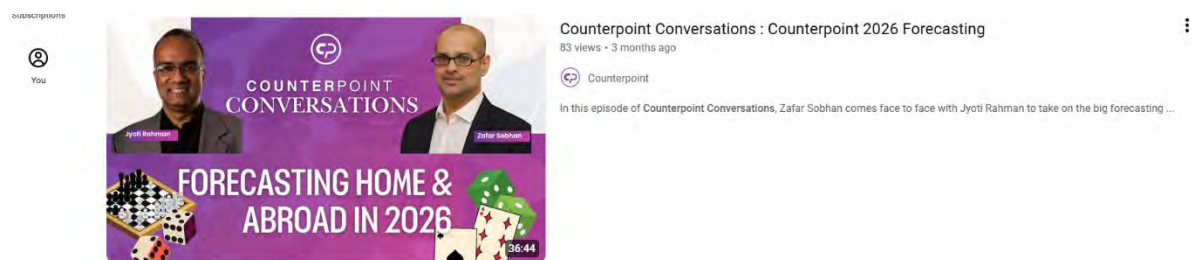
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## Appendix – 3



<https://www.youtube.com/watch?v=E-iopbYnJSw>

## Appendix – 4



[https://www.youtube.com/watch?v=aey\\_vFfdgpk](https://www.youtube.com/watch?v=aey_vFfdgpk)