

Report on

Internship Experience as Social Media Strategist at *The Daily Star*

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20303026

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

October 2024

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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

Where I stand today is a result of the steadfast encouragement and belief of the people around me. This report would be incomplete without expressing my gratitude to each of them.

First and foremost, I want to thank my parents for their constant support and encouragement. Their efforts, especially in ensuring I could commute safely to BRAC University from Dhanmondi after the university relocated to its permanent campus in Merul Badda was immense. They made it possible for me to focus entirely on my goals. Their love, patience, and belief in my dreams have always been my greatest strengths.

I am deeply grateful to Ms. Roohi Huda, Assistant Professor, Department of English and Humanities, BRAC University, my internship supervisor. Her guidance and insights played a crucial role throughout my internship, and her encouragement kept me moving forward even during the most challenging times. I am thankful for her patience and dedication in helping me grow both professionally and personally.

My sincere appreciation goes to Mr. Azad Baig, my on-site supervisor at *The Daily Star*. He presented me with challenges that pushed me to think critically, and in doing so, helped me develop resilience. His mentorship taught me the importance of perseverance, adaptability, and facing difficult tasks head-on.

I also want to express my gratitude to my colleagues at the Digital Desk. A special thanks to Ms. Farhana Eti and Mr. Tanjeel Rezwan, whose collaboration, guidance, and camaraderie made my internship an enriching and memorable experience.

To my friends Prajukta and Bornona, thank you for your continuous support and encouragement throughout this journey. Your constant support and belief in me made even the toughest moments more bearable.

Finally, I dedicate this report to everyone who has offered his/her support and kindness throughout my internship period.

Letter of Transmittal

Roohi Huda

Assistant Professor

Department of English and Humanities

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Subject: Report on Internship experience as a Social Media Strategist at *The Daily Star* Social Media Department

Dear Ma'am,

It is my privilege to present the internship report titled, "Internship Experience at *The Daily Star* Social Media Department," prepared under your esteemed guidance and supervision. Throughout this report, I have made every effort to provide accurate, relevant, and essential insights, along with well-supported theories, to deliver a clear and comprehensive account of my experience. I hope this report fulfills your expectations and provides a thorough understanding of the work and learning undertaken during this period.

Sincerely yours-

Maisha Tasnim Sreshtha

20303026

Department of English and Humanities BRAC University

Date: October 31, 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 Maisha Tasnim Sreshtha for the commitment of avoiding the unapproved divulgence of confidential data of the organisation.

The Daily Star

Maisha Tasnim Sreshtha

Executive Summary

The Daily Star is a well-known and reliable English newspaper in Bangladesh. The newspaper started its journey officially on January 14, 1991, and was founded by Syed Mohammad Ali. *The Daily Star* provides the citizens of the country with authentic and reliable news following the motto, “Your Right to Know”. *The Daily Star* is currently managed by freedom fighter and former UN official Mahfuz Anam, the editor, who is committed to maintaining the highest standards of journalism ethics. This report aims to elaborate on my 12-week internship experience as a Social Media Strategist at the Social Media Department of *The Daily Star*, the industry-leading English daily in Bangladesh. This internship experience provided me with a valuable hands-on approach to digital journalism and allowed me to apply my theoretical knowledge from my Media and Cultural Studies courses at BRAC University.

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Glossary

SEO: Search engine optimisation (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

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.

Digital Security: Digital security, also known as information security, is the practice of protecting digital information from unauthorised access, use, disclosure, disruption, modification, or destruction.

Panopticon: The panopticon is a design of institutional building with an inbuilt system of control, originated by the English philosopher and social theorist Jeremy Bentham.

User Traffic: It refers to the number of visitors to a website, and the pages they click on.

Homogenisation: It is the process of making different things more alike, often smoothing out unique features to create a consistent look or feel, reducing their unique qualities.

Gaze: It represents a form of power and control through observation, where individuals, aware they are being watched, begin to monitor and regulate their own behaviour.

Chapter 1

Introduction

According to a report published by Indiana University, roughly 62% of the younger generation get daily news via social media platforms and the percentage is increasing at high rates. With that aim in mind, as a student with a concentration in Media and Cultural Studies at BRAC University, I chose to pursue my internship at the leading English newspaper *The Daily Star*. I have done my internship in the Social Media Department. This stellar newspaper has been publishing news through social media platforms such as Facebook, Twitter, LinkedIn, Instagram, WhatsApp, and even on growing sites like TikTok, boasting about 4.7 million followers on Facebook alone. Additionally, my interest in understanding how these social media platforms operate in the context of sharing and spreading news led to my decision to join as a social media intern.

1.1 What is Digital Journalism

Digital journalism involves creating, delivering, and consuming news through online platforms, as well as integrating technology with news reporting. It explores how digital tools and audience interaction transform traditional media and journalistic methods. This field examines the roles of news organisations, tech companies, and emerging technologies in terms of news dissemination. Unlike conventional journalism, digital journalism prioritises immediate updates, interactive content, and diverse formats, offering an active, multi-layered approach to news in the digital age. It combines perspectives from media studies, technology, and communication to understand the evolving news environment.

Furthermore, interning with the digital team taught me the importance of prioritising news, that is, acknowledging which stories are more important than others. This ensures that our website does not lag behind in disseminating information. For example, if someone passes away today, I cannot post about it tomorrow as it would lose its relevance to a great extent. Similarly, cricket or football scores need to be broadcast immediately. This aligns with timeliness, an important news value factor that I learned about in ENG 440: English for Print Media course.

Regarding social media, the reach of posts is paramount. It is important to keep in mind that sharing news is not the only goal, but it is essential to also consider how many people are getting the news. So, I was taught to maintain a moderate time gap between each post so that it gets the opportunity to reach people, allowing enough time in between before another article is posted. It is also important to balance consistency. For a newspaper's social media page, consistency ensures that the audience knows when to expect updates, whether it's breaking news, feature articles, or multimedia content. For instance, if *The Daily Star* posts news updates on Facebook at regular intervals—such as every morning, afternoon, and evening—readers will begin to associate these times with fresh content and will check the page accordingly. That's how consistency can be maintained. Additionally, it is essential to understand which post is more important than the other. For example, business news should reach people mostly in the morning from 9am to 10am, as most people would want to be aware of the current economic state. I have also learned that news with pictures get more priority than those without images, and it is better to post this kind of news later or when the picture is attached.

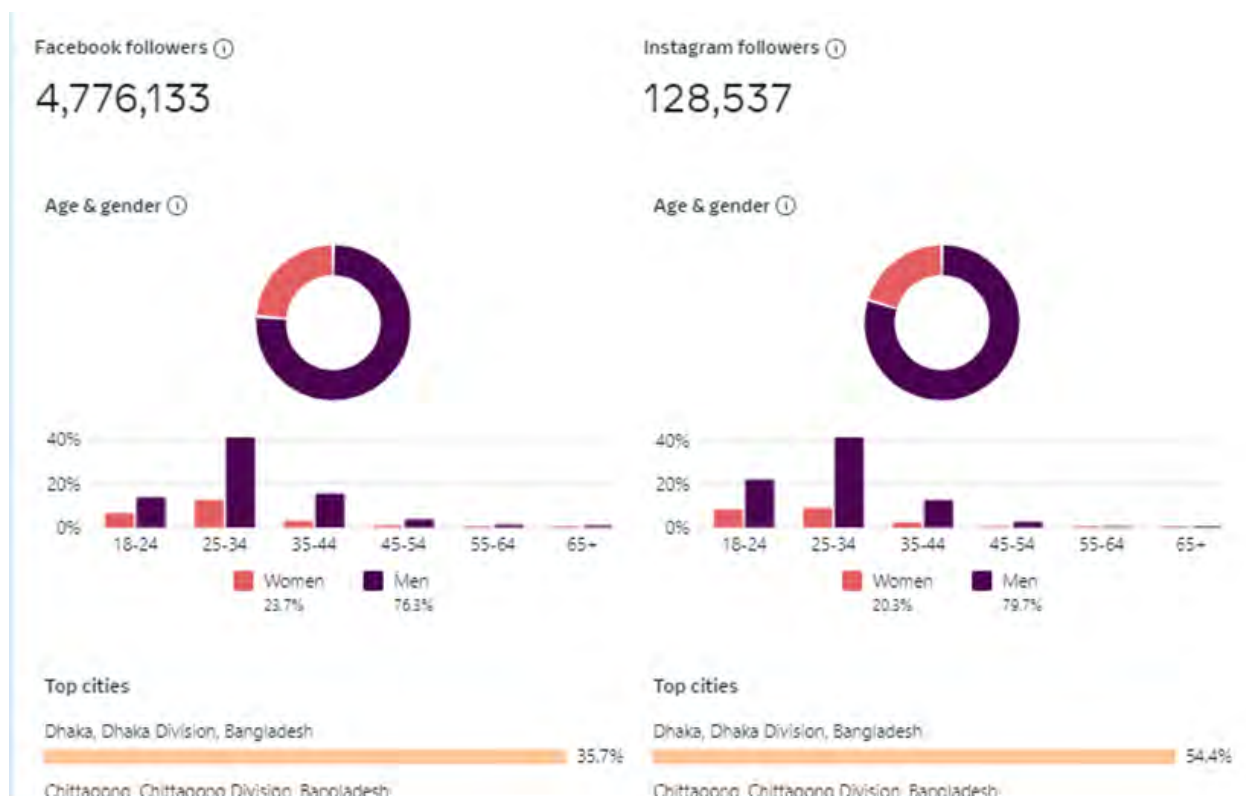


Figure 1: The Daily Star's audience on Facebook and Instagram

The Daily Star not only honed me into a disciplined intern but also helped me become more sociable. In the office, I learned how to interact appropriately with senior colleagues and have the right balance in conversations. Before, I struggled to stand up for myself, but my coworkers helped me develop confidence that I could not have gained otherwise. Now, I understand that communication is key in both journalism and personal life. Each day, I had the opportunity to learn and grow under the mentorship of many skilled individuals.

Chapter 2

An Overview of *The Daily Star*

2.1 History

The Daily Star, founded on January 14, 1991, by Syed Mohammad Ali, has firmly established itself as Bangladesh's foremost English-language daily newspaper. Emerging during the pivotal transition from military rule to parliamentary democracy in the early 1990s, it garnered the essence of a free press despite challenges. Emblazoned with the motto "Your Right to Know" on the upper-left corner of its front page, *The Daily Star* has steadfastly maintained its impartial stance on all issues for the past thirty-three years. It has become the country's most respected and widely read English newspaper by persistently advocating for the public's views on the workings of democracy and the safeguarding of democratic principles.



Figure 2: The logo of *The Daily Star*

2.2 Governing Body

Mahfuz Anam, a former freedom fighter and United Nations official, now serves as the editor and publisher of *The Daily Star*. The newspaper is governed by a six-member Board of Directors, led by a chairman, with the other members designated as Directors. The Board focuses exclusively on the newspaper's income and investments, and does not participate in policymaking. The responsibility for policymaking rests with the Editor, who also serves as one of the Directors.

2.3 Organogram

The news team at *The Daily Star* is led by Ms. Aasha Mehreen Amin, as the Acting Executive Editor. Mr. Ziaul Haque Swapan serves as the Head of News Room, while Mr. Naimul Haque Babu holds the position of Chief News Editor, and Mr. Pinaki Bhattacharya is the Head of Reporting. Mr. Mohammad Al-Masum Molla oversees the digital division. In the past, the digital section operated separately, with its staff known as online journalists. However, the digital and print sections now work together seamlessly. Mr. Mizanur Rahman manages the overall operations.

The Social Media Team is led by Mr. Azad Baig, the Head of Social Media. Mr. Zayed Ibne Quadir holds the position of Social Media Executive, while Mr. Mehedi Rahman Ullash serves as the Social Media Assistant. The Head of Social Media is responsible for overseeing the selection and distribution of content on social media platforms and the website, ensuring it aligns with the overall strategy and engages the audience effectively.

2.4 Capabilities of Staff Members and the Organisation

The newspaper is divided into many sections: news, reporting (the process of gathering, verifying, and presenting news and information to the public through research, interviews, and fact-checking), sports, business, editorial, metropolitan, national page, law and our rights, lifestyle, culture, online, establishment, circulation, advertisement, computer operator, and reading section. The Daily Star also has supplements such as Star Weekend Magazine, Star Showbiz, Star Campus, Star Lifestyle, Weekend Read, and Star Holiday. These sections employ a total of 280 individuals, including 40 women. Many of these women hold various policy-making roles within the divisions. Currently, women represent 17 percent of the total staff. ([About Us | The Daily Star](#))

2.5 Working Hour

In the Social Media Department, staff members work in shifts, each lasting six hours. Shifts begin at 9 am with a minimum of two people working per shift. This schedule continues until 2 am. The night shift ends at 12 am, with an additional two hours available for remote work from home. Additionally, they have only one day off, and the Staff of these sections get their day off on different days of the week.

2.6 Working Environment

The newspaper fosters a healthy and supportive workplace, understanding that a positive environment is crucial for achieving the best results. *The Daily Star* believes that building a strong relationship among its team is crucial to enhance these connections. Besides the

anniversary celebration, the newspaper hosts an annual cultural event where employees and their families come together, and everyone gets the opportunity to bond and get to know each other better.

2.7 Facilities of the Workers at *The Daily Star*

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

Chapter 3

Daily Operations of *The Daily Star*

Social Media Department

3.1 Responsibilities and Initial Training

I began my internship on February 1. On my first day, my supervisor instructed me to review *The Daily Star's* Facebook and Instagram pages to understand the news coverage on each topic. Since Instagram is primarily visual, he asked me to identify which types of visuals garnered the maximum public attention. My supervisor then briefed me on my office hours and days off, stating that both interns and employees must adhere to their designated shifts as *The Daily Star* operates on a shift basis.

For the first ten days, my office in-charge (sub-supervisor) guided me through various tasks. These included sharing news across all social media platforms such as Facebook, Instagram, LinkedIn, Twitter, and WhatsApp; creating nutshell summaries; writing clickbait captions; and translating Bangla news into English.

3.2 Publishing Process

While interning in the Social Media Department, after ten days of initial training, I was asked to create a new Facebook account using a real name. I then had to email my respective concerns; Mr. Palash Das, Mr. Azad Baig, Mr. Zayed Ibne Quadir, and Mr. Mehedi Rahman Ullash regarding access to the social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and WhatsApp. Facebook alone has nine pages, and among them, I was given access

to these pages to moderate their daily operations. The pages include the main page of *The Daily Star*, The Daily Star Bangla, The Daily Star বাংলা - আজকের সংবাদ, The Daily Star Sports, Star Business, and Star Showbiz.

Furthermore, for posting on Facebook and Instagram, I was trained to use Meta Business Suit, a Facebook authorised app. Using this app, it was possible to post on both social media platforms at the same time. It has the option to “customise post for Instagram” by switching that option on

3.3 What is a Nutshell?

A nutshell is a small picture that features a news headline and its featured photo to provide visually appealing information. Audiences easily connect to visuals. As a result, important news such as a kidney transplant racket, sports news (for example, someone winning the chess championship), or entertainment news like (Arifin Shuvoo leading in an Indian web series) receives greater attention. Nutshells are created using a software called Canva. Figure 3 is an example of a nutshell.



Figure 3: Nutshell

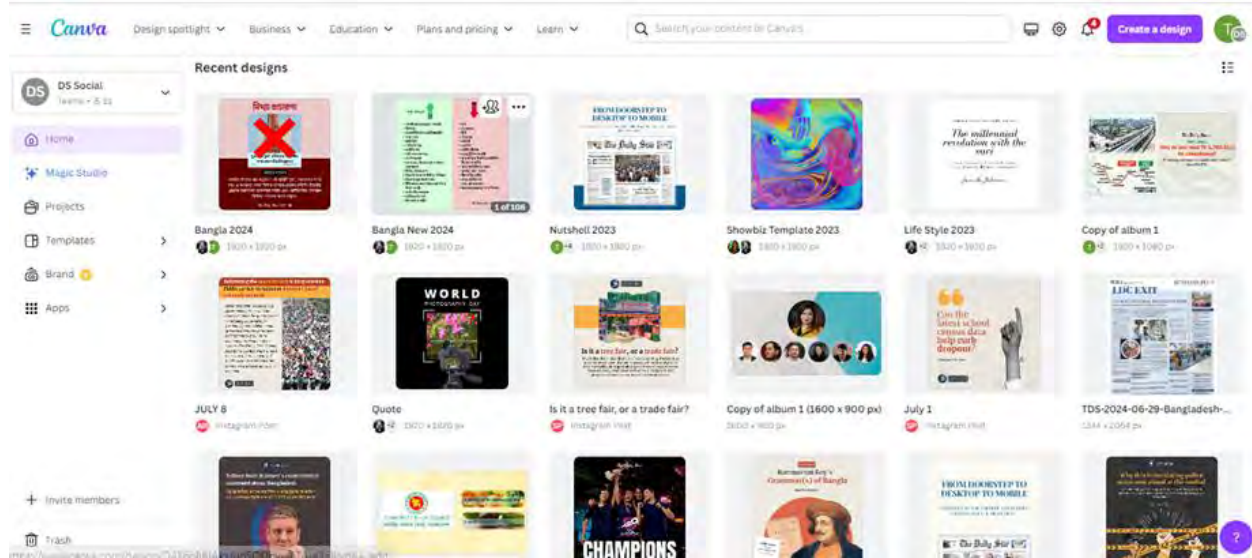


Figure 4: Canva Tool

All our social media operations are managed through the Discord app. There are different channels for each section. For example, the TDS English channel is designated for central news such as accidents, politics, weather, and nationwide news. The Bangla TDS channel contains all the Bangla content. Additionally, there are channels for Arts and Entertainment, Star Lifestyle, DS Marketing, Tech & Startup, and Opinion, among others. My usual shift used to run from 9am to 3pm. My first task each day was to post all the news published online after 2am, when the night shift ends, on Facebook and Twitter.

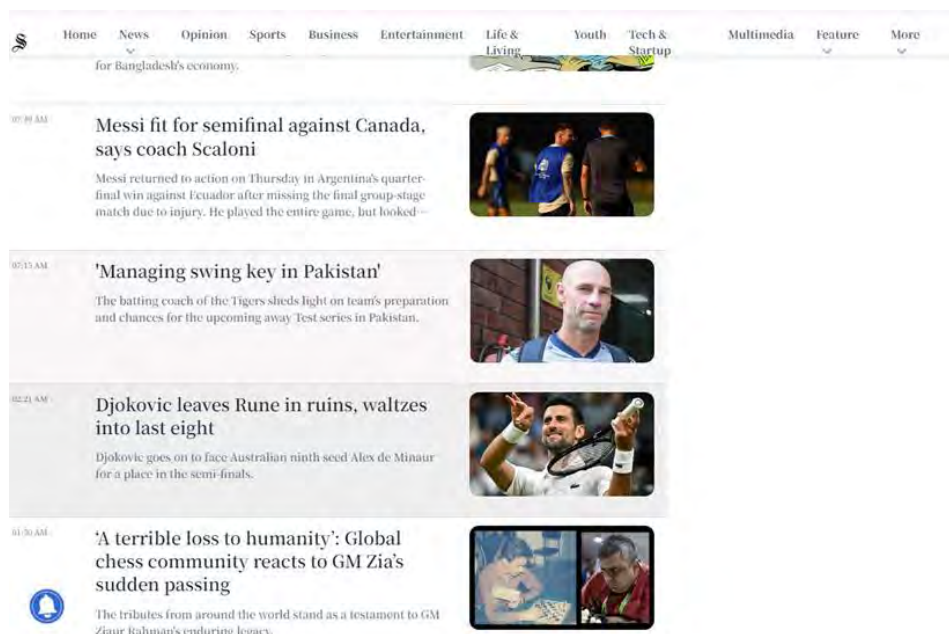


Figure 5: Overview of Today's News

3.4 Translation

Apart from translating, while interning in the Social Media Department, I was involved in creating visual content. Sometimes, Bangla news articles were visually compelling, and to create content for our English page, we had to translate the headlines and content of the news into English. This process allowed us to share the news visually in English. While doing so, one important thing I learned about translation is most of the words in a language have equivalent words with the same meaning in different languages. Therefore, it is important to remember that translations should convey the intended meaning of the original language, even if they are not word-for-word. Additionally, I was asked to use midget words as they are widely used in news headlines writing in order to fit into the limited headline space. Furthermore, midget words have a much larger semantic category, and are also more vibrant and adaptable. For example,

SL: জামিনে কারামুক্ত মির্জা ফখরুল ও আমীর খসরু

TL: Fakhrul, Khasru walk out of jail

For space issues, I had to eliminate prepositions or conjunctions to make the visual headline as small as possible. Of course, I had to get it approved by my superior, and they would correct my mistakes if needed.

Chapter 4

Maximising the Reach of the Facebook Page

When I joined *The Daily Star's* Social Media Department as an intern, the organisation was experiencing a sudden decline in engagement on its social media platforms, particularly Facebook. The sheer volume of content being posted on Facebook meant that users were exposed to an overwhelming number of posts, making it difficult for any single post to stand out. Additionally, the overflow of content was impacting the quality. As a result, the posts lacked the necessary appeal to engage the audience. Consequently, *The Daily Star* began to lose its audience.

4.1 Reduce the Weight of Contents from the Main Page

As mentioned before, *The Daily Star* maintains secondary pages for each category, such as Arts and Entertainment (Star Showbiz) and Sports (The Daily Star Sports). The initial strategy was to post entertainment news exclusively on the Star Showbiz page, with the same approach applied to other categories. However, if an entertainment news story has the potential to attract the mainstream audience, such as Shah Rukh Khan coming to Dhaka, it would also be posted on *The Daily Star's* main page. The key was to be selective with the news posted on the main page to reduce clutter and maximise audience reach.

4.2 Be Strategic with Time

Regarding social media, the reach of posts is paramount. It is important to keep in mind that sharing news is not the only goal, but also considering how many people are getting the

news is also essential. So, I was taught to maintain a moderate time gap between each post so that it gets the opportunity to reach people on time. Additionally, it is essential to understand which post is more important than the other. For example, business news should reach people mostly in the morning from 9am to 10am, as most people would want to be aware of the current economic state. Another crucial aspect of social media is the frequent changes in its algorithms. These updates are made by platforms like Facebook and Instagram to enhance user experience and engagement. For instance, these platforms might prioritise posts from friends and family over branded content, or they might give preference to posts with higher engagement rates. Therefore, interns, were often advised not to share multiple news pieces of the same category at once. For example, if we had three business-related news articles, we would not share them all immediately. Instead, we scheduled them to be published throughout the day with considerable time gap. In the meantime, we interspersed other types of content, such as lifestyle or opinion pieces, to maintain engagement levels.

4.3 Writing Captions as Teasers

During my internship program at *The Daily Star*, we had a very interesting session on how to write captions. Captions are very important to catch readers' attention; therefore, choosing and then modifying a caption according to the story is essential. During this session, the director of the digital growth of *The Daily Star* introduced us to a new concept called a 'teaser'. To amplify its effectiveness, we were encouraged to take a moment to read the news first and then choose or write a caption that would create curiosity among the readers, compelling them to click on the news immediately to read more. We were encouraged to follow the international news agency for example British Broadcasting Corporation (BBC), to learn how they write their captions to get the public instantly click on the links. For example, readers would

click on news concerning the public like the quota reform movement with or without a captivating caption. However, the strategy applies to normal news like a feature titled “Library Lane: The Forgotten Bookshops of New Market”; A gripping caption for this feature would be needed to attract the readers.



Figure 6: Clickbait caption

Additionally, in media, certain words may need to be avoided due to public sentiment. For instance, instead of mentioning the name of the victim, we should always highlight the culprit's name in order to not hurt public sentiment and to keep the victim's privacy intact.

4.4 Maximising Quality Content over Quantity

To maximise a good number of audiences, having quality content is important. Posting as many nutshells as possible is never a good choice, but creating at most two nutshells with great visuals can attract more audiences than twenty minimal nutshells. For example, in an ongoing protest, the main context can be highlighted using one or two pictures to attract the audience rather than including every minor detail of the protest, which would overshadow the main argument.



Figure 7: Examples of The Daily Star's highlighted contents



Figure 8: Examples of Dhaka Tribune's multiple nutshells on the same day

Chapter 5

Uploading Links and Photos via Meta Business Suite

While interning in the Social Media Department, after 10 days of initial training, I was asked to create a new Facebook account using a real name. I then had to email my respective concerns Mr. Palash Das, Mr. Azad Baig, Mr. Zayed Ibne Quadir, and Mr. Mehedi Rahman Ullash regarding access to the social media platforms such as Facebook, Twitter, LinkedIn, Instagram, and WhatsApp. Facebook alone has nine pages, and among them, I was given access to these pages to moderate their daily operations. The pages include the main page of *The Daily Star*, The Daily Star Bangla, The Daily Star বাংলা - আজকের সংবাদ, The Daily Star Sports, Star Business, and Star Showbiz. The links to the news are provided in the Discord app, as mentioned previously. After publishing the assigned articles, I was told to react to the links. This would indicate that I have posted the articles on the designated platforms.



Figure 9: Discord social sharing channel (One of many)

5.1 Publishing Process

Furthermore, for posting on Facebook and Instagram, I was trained to use Meta Business Suite, a Facebook-authorized app. On this app, it was possible to post on both the social media platforms, Facebook and Instagram at the same time. It has an option called “Customise post for Instagram.” Switching on that option showed two types of previews: one for Facebook and one for Instagram.

5.2 Publishing Pictures

Below is a series of screenshots to help understand how to post on both social media platforms using just one app.

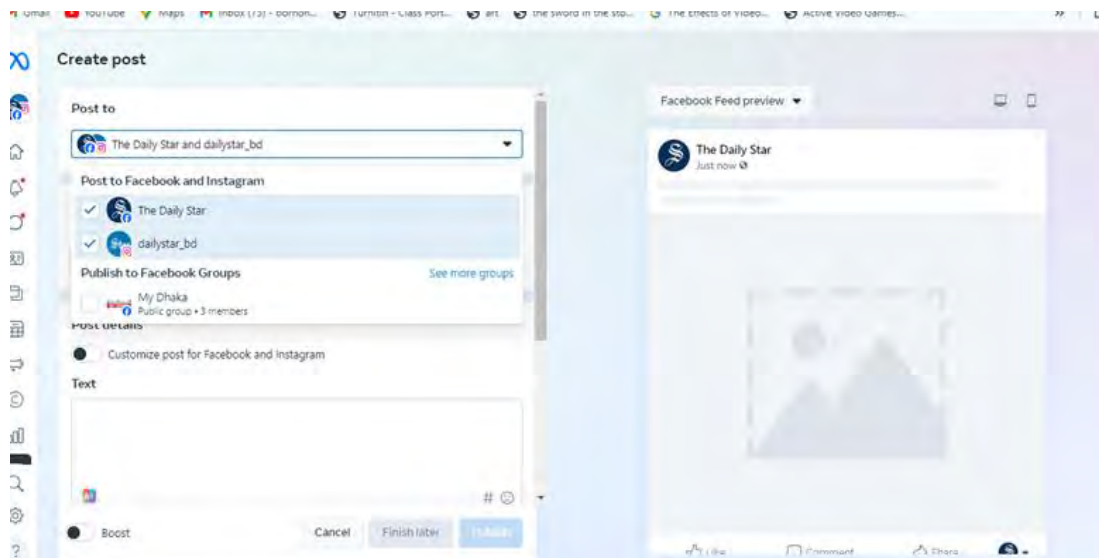


Figure 10: Selecting both Facebook and Instagram

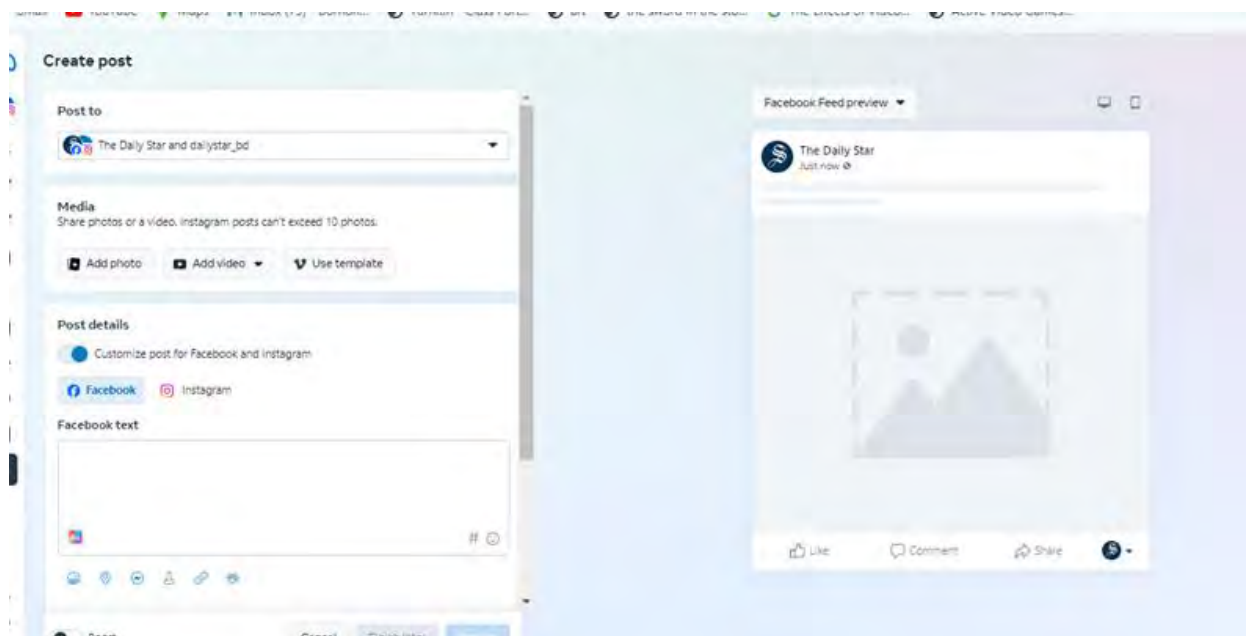


Figure 11: Customisation on

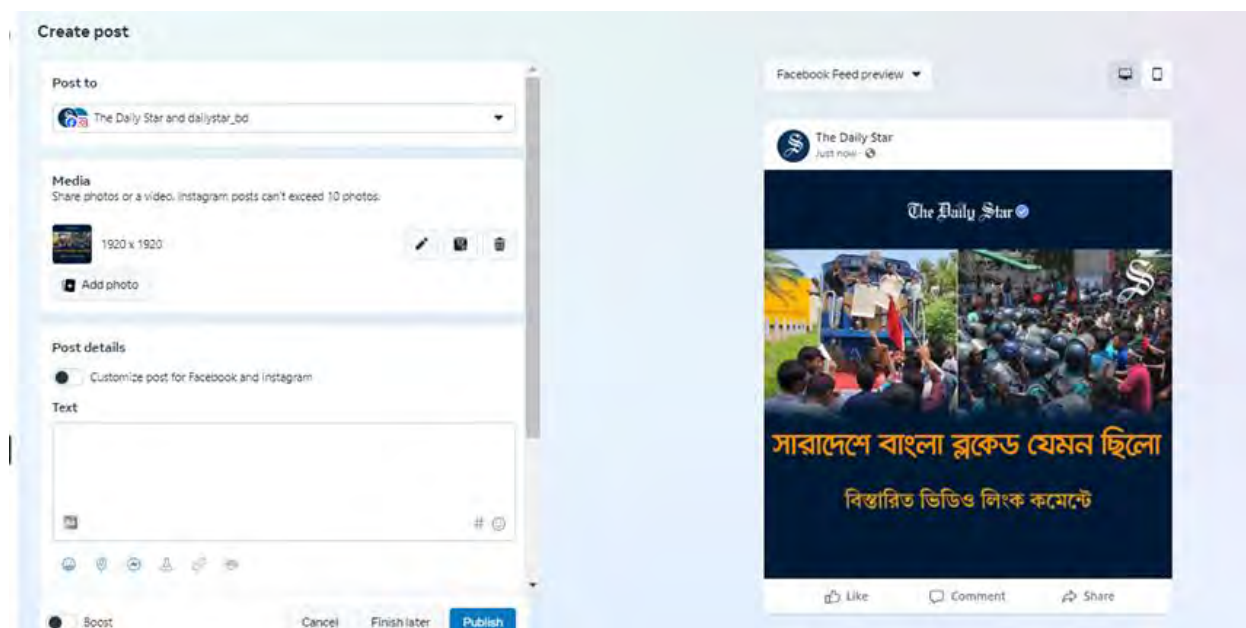


Figure 12: Preview of Instagram

5.3 Publishing Links

We only published links on Facebook, as Instagram does not support links. So, on the Meta Business Suite, we first pasted the link of the news provided in the Discord app into the text box. Then, when the preview of the news appeared, the link was removed from the text box.

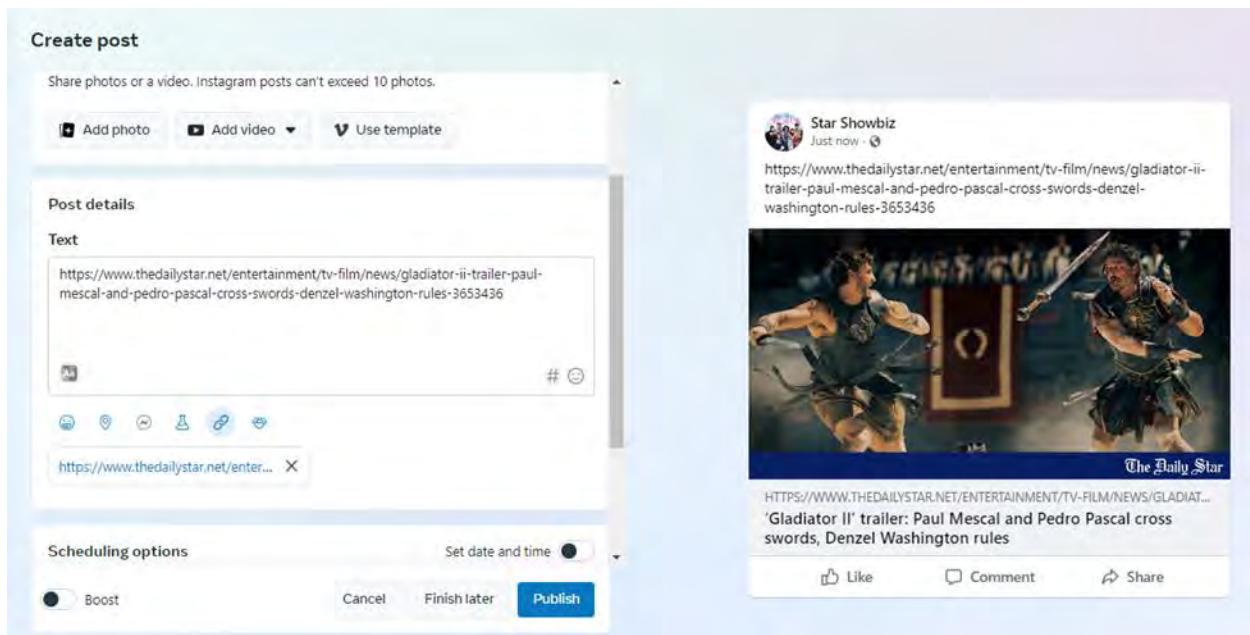


Figure 13: Facebook preview of the link on the right side

Even after removing the link from the text box, the link would stay. An example is given below.

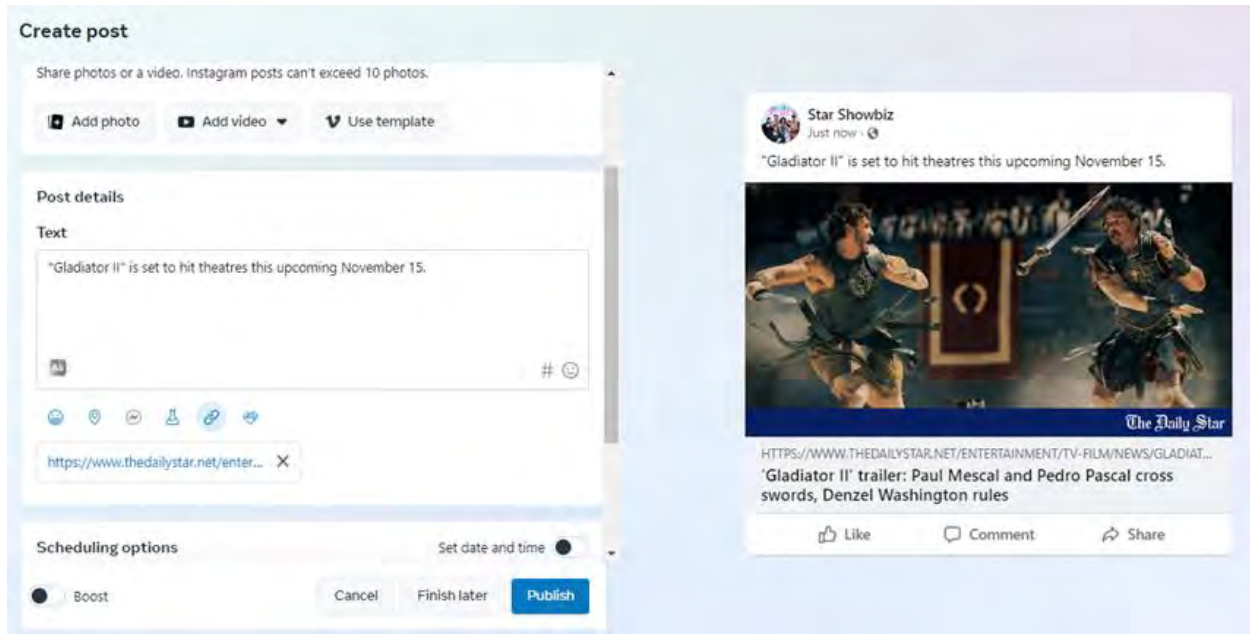


Figure 14: Final preview with a caption

5.4 Scheduling Links and Nutshells

While interning at a newspaper agency, I learned that time consistency is essential for news reach. However, I also learned that we have to be strategic to reach as many audiences as possible. I was taught to schedule posts in the same Meta Business Suite app so that they can be automatically posted at the designated times, avoiding the risk of forgetting and preventing heavy traffic on Facebook. Posting 4 to 5 pictures one by one may result in a loss of audience, as would posting links to the news right after another without keeping at least a 15-minute gap. To avoid this, *The Daily Star's* Social Media team has devised this scheduling strategy to maintain balanced traffic flow.

Scheduling options

Set date and time

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

Jul 11, 2024

11:00 AM

Active times

Review

Request review

Your post will be saved as a draft. Other people who manage content for your Facebook Page or Instagram account can review and publish this post.

Boost

Cancel

Finish later

Schedule

Figure 15: Scheduling posts

Chapter 6

Improving the Website's User traffic

Focusing on boosting user traffic for *The Daily Star* website, our team aimed to brainstorm strategies for this enhancement. One key approach was to expand the newspaper's reach on Facebook, thereby encouraging more readers to visit the site for further exploration of news stories discovered on the social media platform. However, to ensure that visitors spent a longer time on the website, certain elements needed improvement. Also, as mentioned before, our operations were fully done on the Discord app where we had all the channels for its designated news categories. However, the social media strategist came up with a new way to identify these improvements, I frequently reviewed both the web and mobile versions of the site, taking note of features and aspects I found appealing or otherwise. Based on these observations, I worked on identifying ways to enhance the overall user experience.

6.1 Page Layout and Space Management

From my observations while browsing *The Daily Star's* website, I noticed that the site's home page in the web version does not highlight the main content of the day. For example, August 27 is the death anniversary of the national poet Kazi Nazrul Islam, and the entertainment section wanted to keep that content in the No. 1 category. Even after new content comes in, the death anniversary of poet Nazrul will be at the top.

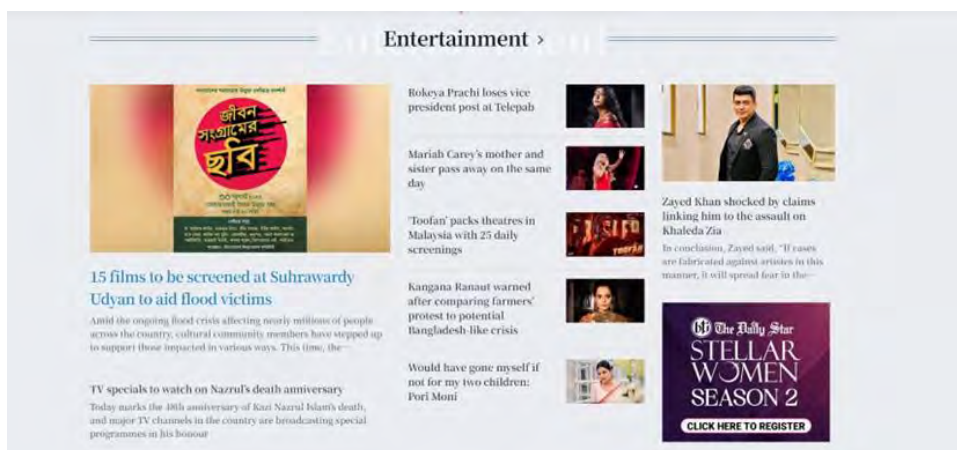


Figure: 16

In the above image, the second content titled “TV Specials to Watch on Nazrul’s Death Anniversary” contains no preview image, making it hard to identify whether it is news or an extended version of the first article.

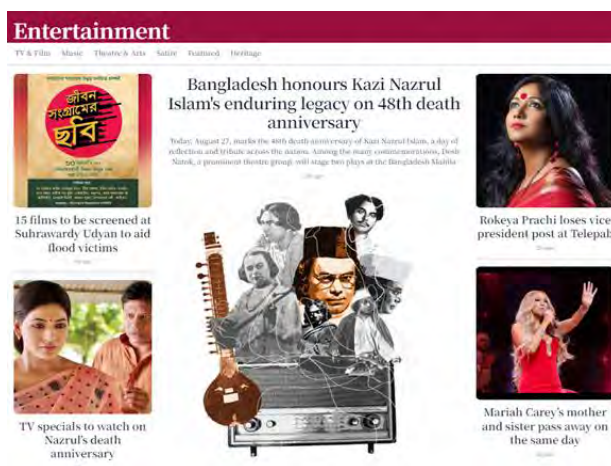


Figure: 17

As we can see in Figure 15, some changes have been made to the layout to truly highlight the content of the day, unlike Figure 14, where it does show or highlight the content, but not in a

very visually appealing way. I felt that this small issue would certainly dissuade users from spending more time on the website.

Additionally, the previous home page layout contained too many articles within a short space. This made the home page look congested and disorganised. I felt that there should be more space in between articles so that the home page does not look so cramped. As for the mobile version of the site, I noticed that when I scrolled down and opened an article, and then tried to go back to where I left off, I was taken back to the top of the home page. But in such a case, it would be ideal if I am instead taken back to where I was at just before clicking on that article. I found this small issue quite perplexing, as I had to keep scrolling up or down repeatedly to return where I was beforehand. I felt that this small issue would certainly dissuade users from spending more time on the website. I have suggested to my superiors that they review this issue to ensure that the design does not lead to the audience being dissatisfied.

Chapter 7

Proper SEO Technique

Search Engine Optimisation (SEO) is vital to ensure that *The Daily Star's* website ranks at the top of search results when users enter relevant keywords. To achieve this, implementing effective SEO techniques is crucial. The first step in planning an SEO strategy is understanding *The Daily Star's* readership and target audience. This involves recognising the specific market the newspaper serves and focusing on the people who are most likely to engage with the content. By identifying this audience, SEO efforts can be tailored to reach those who will benefit most from the news and the features it provides such as the articles they want to click on and read. *The Daily Star's* target audience forms the core of the SEO strategy, influencing keyword selection, content formats, and overall optimisation efforts.

7.1 Improving Search Engine Optimisation

Recently, the social media team has come to know that the keywords that already exist in the paragraph are important to include in the SEO. But what is more important than that is highlighting the keywords that are commonly used in other news. For example, the recent ongoing issue surrounding the quota reform movement 2024. Other related terms for this are 'Student Against Discrimination (SAD) Movement,' 'Sheikh Hasina resigns,' 'interim government,' etc. Here is an image attached for better understanding:

User Information
Associated with: shahnewazbybrand@gmail.com

Title Text
Popular bands boycott Joy Bangla concert
Title text is used in the tool tip when a user hovers their mouse over the image. Adding title text makes it easier to understand the context of an image and improves usability.

Alt Text
Quota reform protest 2024 | Popular bands boycott Joy Bangla concert
Alternative text is used by screen readers, search engines, and when the image cannot be loaded. By adding alt text you improve accessibility and search engine optimization.

Tags
quota reform protest 2024, Boycott Joy Bangla concert, cryptic fate, Arbovirus, Popeye, bangla five, Sina Hase

Link
Internal Link Picker

Figure 18: SEO 1

Here, “Title Text” is the headline of the news, which has been kept as it is. However, in the “ALT Text” (Alternative Text), the main headline will also be included along with the key term aligned with the ongoing issue, as shown in the picture: “Quota Reform Protest 2024.” The same thing goes for the “Tags,” which are the keywords of the news. For example, the main keywords of the news are 'Cryptic Fate,' 'Arbovirus,' etc. However, since the news centres around the issue of the quota reform movement, this phrase has also been used in the tags.

7.2 Description and Google News Keywords

The description is those 150 words of a news article that contains the maximum number of keywords used as tags. This is due to the fact that whenever someone searches for news, Google’s search engine takes those words from the description box into account. For instance, the Joy Bangla Concert, known for bringing popular bands together and attracting a youthful audience is facing backlash due to violence associated with the quota reform movement's protests.

▼ BASIC TAGS

[Browse available tokens.](#)

Page title

Bangladeshi Bands Boycotting Joy Bangla Concert Due to Quota Protests | Popular bands boycott Joy Bangla concert | The Daily Star

The text to display in the title bar of a visitor's web browser when they view this page. This meta tag may also be used as the title of the page when a visitor bookmarks or favorites this page, or as the page title in a search engine result. It is common to append '[site name]' to the end of this, so the site's name is automatically added. It is recommended that the title be no greater than 55 – 65 characters long, including spaces.

Description

Bangladeshi Bands Boycotting Joy Bangla Concert Due to Quota Protests: The Joy Bangla Concert, known for bringing popular bands together and attracting a youthful audience, is facing backlash due to violence associated with the quota reform movements' protests.

A brief and concise summary of the page's content that is a maximum of 160 characters in length. The description meta tag may be used by search engines to display a snippet about the page in search results. This will be truncated to a maximum of 380 characters.

Abstract

Bangladeshi Bands Boycotting Joy Bangla Concert Due to Quota Protests: The Joy Bangla Concert, known for bringing popular bands together and attracting a youthful audience, is facing backlash due to violence associated with the quota reform movements' protests.

A brief and concise summary of the page's content, preferably 150 characters or less. Where as the description meta tag may be used by search engines to display a snippet about the page in search results, the abstract tag may be used to archive a summary about the page. This meta tag is no longer supported by major search engines.

Keywords

Quota reform protest 2024, Boycott Joy Bangla concert, Cryptic fate, Arbovirus, Popeye, Bangla five, Sina Hasan, Bands boycotting Joy Bangla

A comma-separated list of keywords about the page. This meta tag is no longer supported by most search engines anymore.

Figure 19: SEO 2

Here, the news is about the ban of the “Joy Bangla Concert,” so putting this line from the news in the description box enhances its reach in Google's search engine. Similarly, to maximise reader engagement, we put the news headline in the description box because 150 words in the description help connect with a broader audience, as mentioned before.

In terms of Google News keywords, BBC, Al Jazeera, and CNN are news channels that follow social media integration. These organisations leverage social media platforms to promote their content, driving traffic back to their websites. Social signals such as shares, comments, and likes can indirectly influence search rankings by increasing content visibility.

Chapter 8

Integration of Media Theories and Terms During my Internship

Theories from media and cultural studies courses often seem distant when confined to classroom discussions. But once I began my internship at *The Daily Star*, theories I had learned in class started making sense in a practical way. Suddenly, ideas like Adorno and Horkheimer's 'Culture Industry', Foucault's 'Panopticon', and even the 'Cultural Imperialism Theory' were not just mere theories—they were realities I could see and experience around me.

During my internship at *The Daily Star*, I realised that theories like 'Cultural Imperialism' or Foucault's 'Panopticon' were more than just academic jargon. The push to create content that appeals to a broad audience often led to articles looking quite similar across different publications, just like Adorno and Horkheimer described in their analysis of mass culture. For instance, when a major blockbuster like a Marvel or DC superhero movie is released, many entertainment websites and magazines publish articles that follow a similar template. These pieces typically have headlines such as "Everything You Need to Know About [Movie Title]," feature reviews that emphasise the film's action sequences, visual effects, and star performances, and frequently use phrases like "a must-watch for fans." This uniformity reflects the tendency of mass culture to produce homogenised content across media outlets, reducing variety and critical engagement. The theories I had studied in my courses such as ENG 331: Cultural Studies: Theory and Practice, ENG 333: Globalisation and the Media, and terms I learnt in ENG 401: Editing, and ENG 440: English for the Print Media suddenly came to life as I observed and navigated through the day-to-day operations of a newsroom. Each theory became more than just

a theory in a textbook. It was something I could see and experience firsthand in the decisions made, the contents created, and the way news stories were presented.

8.1 Application of Cultural Imperialism Theory

Every time a major international story broke out, like the Israel-Palestine conflict or the US elections, I noticed something interesting. The newspaper would rely heavily on articles and reports from Western news agencies like Reuters or AFP. It was not that the local team did not have their own opinions or resources, but these Western sources came pre-packaged with detailed information, expert quotes, and visuals that were easy to incorporate.

This dependency felt like a shortcut that influenced how stories were framed and presented. For instance, a story on a crisis in the Middle East might emphasise points that align with Western narratives, such as focusing more on political leaders' reactions in the US or Europe rather than probing into the perspectives of people actually living through the conflict.

In a way, it was almost like adopting someone else's view of the world without questioning it too much. I saw how easy it was for a local newspaper to become an extension of a global media network, thus unintentionally promoting a certain worldview that might not reflect the sentiments of the local audience. This experience drove home the idea of cultural imperialism—how local media can get influenced, even dominated, by external influences, sometimes at the expense of representing its own voice.

8.2 Foucault's Theory of Panopticon

Michel Foucault, a French historian, philosopher, author, literary critic, and political activist, introduced the theory of the Panopticon,—the idea that people modify their behaviour

when they feel they are under constant surveillance. This was applied where I did my internship. If we consider the way social media platforms operate, we can see they are a modern-day example of Foucault's 'Panopticon,' though in a much more invisible and pervasive way. On these platforms—be it Facebook, Instagram, or X (formerly Twitter)—users are constantly aware that their actions are being tracked. Every post, like, or comment is not only visible to their friends or followers, but also scrutinised by the platform's algorithms. These algorithms do not just watch; they analyse behaviour to tailor advertisements, suggest content, and influence what appears in your feed. This creates a subtle yet powerful form of surveillance.

Many users are careful about what they post, knowing that their content could be seen by future employers, family members, or even strangers. They might choose to highlight only the best aspects of their lives, sharing polished, curated versions of reality to appear more successful, happy, or interesting. Others might shy away from sharing controversial opinions or engaging in heated debates, aware that any post could resurface years later and cause problems.

What is fascinating here is that there is no need for an external authority to enforce these choices. The platforms themselves do not explicitly say, "You must behave this way," but the very knowledge that you are being observed—whether by the algorithm or by a large, unseen audience—makes people self-regulate. This is the essence of Foucault's 'Panopticon'. Just like the prisoners in the tower, social media users internalise the pressure of being watched. In this sense, social media becomes not just a space for connection, but a tool that subtly shapes how we present ourselves, constantly aware that we are under observation.

During my internship at *The Daily Star*, the sense of being observed by colleagues and supervisors was always present, subtly influencing how I conducted myself. Regardless of

whether I was drafting social media content, participating in meetings, or even just walking through the office, I was acutely aware of the gaze around me. This awareness led me to shape my behaviour in a way that I thought aligned with the professional expectations of the organisation.

For instance, during team meetings, I would often have ideas or suggestions that felt bold or unconventional. But instead of sharing them freely, I would find myself holding back, carefully considering how they might be perceived. I thought how my suggestions would reflect on me, worried they might come across as too risky or out of line with the standard practices of the team. I chose to contribute only when I was certain my input was safe and would be well received. This was my way of self-regulating, driven by the silent ‘gaze’ in the office environment.

Even in casual interactions, in the office I found myself adjusting my tone, striving to present myself as confident, and knowledgeable, yet cautious not to seem over confident. No one explicitly instructed me on how to behave, but the unspoken awareness that my actions and words were being noticed led me to constantly monitor, and refine how I carried myself. It was much like Foucault’s Panopticon—where the feeling of being observed encourages self-discipline, even without direct supervision.

8.3 Homogenisation of Content:

The pressure to produce articles that would attract clicks and social media engagement often meant that most news stories had to follow a certain format – short, catchy headlines, bold images, and simplified content. Even when I pitched unique story ideas, the final product often ended up looking similar to other pieces across different media outlets. For example, if one

newspaper used the headline “10 Best Street Foods in Dhaka You Have to Try,” you would witness that within a few days, similar articles with slightly tweaked titles would be published in other newspapers.

It was not about copying but about a kind of unspoken rule on what the successful content should look like. This is exactly what Adorno and Horkheimer meant when they talked about the ‘Culture Industry’ – where everything starts looking the same because media outlets are competing for the same audience, and are driven by similar metrics like engagement and reach.

8.4 News Value Factors

Other terms that came into play was the five news value factors I learned when I took ENG440: English for the Print Media course. The five news value factors are prominence, consequence, proximity, timeliness and oddity. These factors acted as a guide for determining which stories would get more attention. For instance, I noticed that stories involving prominent figures or high-impact events received significantly more engagement on social media. This made me realise how *The Daily Star* and other news outlets decide what to prioritise based on these values to maximise readership.

Prominence and Consequence: Stories covering significant events or influential figures like political leaders or celebrities naturally attracted more reader engagement. A well-written article on a speech by a renowned politician would get far more comments and shares than an equally well-written piece on a lesser-known social issue.

Proximity: Although proximity is supposed to be about how close a news event is to the audience, in the age of globalisation, I saw that its relevance had diminished somewhat. Now, a story happening halfway across the world could gain just as much traction as a local one, as long as it tapped into topics that connect universally. A clear example of how proximity has shifted is the coverage of the COVID-19 vaccine rollout. Even though the vaccines were developed and distributed initially in countries like the United States, the United Kingdom, and India, news about their progress, effectiveness, and availability was widely reported in Bangladesh. Local media closely followed updates on vaccine approvals, distribution plans, and global vaccination rates. The news story resonated in Bangladesh because it directly impacted people's lives, regardless of where the development was happening. This highlighted how global health concerns have made proximity more about relevance, and shared interest rather than just geographical closeness.

Timeliness: Whenever an article was not published quickly enough—say, a few hours after the event—it would get lost in the sea of updates on social media, leading to low engagement. The pressure to post quickly was immense, and it made me appreciate the role of timeliness in keeping content relevant and engaging. During my internship at *The Daily Star*, I experienced firsthand the importance of timeliness, especially when covering live events like Bangladesh's cricket matches. Whenever the national team had a game, our social media team would be on high alert, constantly monitoring every ball, wicket, and boundary. We published live updates, brief articles on significant moments like a game-changing partnership or a standout performance, and quick analyses during the match itself.

Oddity: Finally, stories that had something unusual or quirky in them would often surprise me by how much attention they received. Even small pieces of news about unexpected

incidents or very rare occurrences would quickly become viral, proving that oddity still has a strong influence in media. An example of oddity garnering media attention was the report of a rare two-headed calf born in a village in Jessore, Bangladesh. The unusual birth left local farmers and

residents astonished, and within a short span of time, images and videos of the calf circulated widely on social media platforms. The news story was soon covered by several news outlets, including *The Daily Star*, which highlighted the rarity of the phenomenon, and the fascination it evoked across the nation Jessore. Despite being a local event, the peculiar nature of the occurrence captivated national interest, demonstrating how stories featuring unusual elements can attract significant attention.

These experiences turned the theories and terms learnt in the classroom discussions into real insight about how the media industry operates. I could see firsthand how newsroom decisions were not just influenced by professional standards, but were also shaped by larger, often invisible forces like cultural dominance, surveillance, and the demand for mass appeal.

Chapter 9

My Internship Experience

My internship in the social media department was a real eye-opener—exciting, challenging, and at times, a little overwhelming. Honestly, it was not always a smooth ride, especially in the beginning. There were moments when I questioned whether I would be able to make it through, but looking back, those struggles are what helped me grow the most.

One of the first things I had to learn was how to create nutshells—those small but essential images with catchy headlines and visuals that grab attention on social media. Figuring out how to align the text perfectly with the image, making sure everything looked clean and balanced was a lot harder than I thought.

My first few attempts were quite unsuccessful. Either the headline would be too big, or the image would not fit correctly, in the allocated space and the whole thing would look off. I remember spending hours tweaking a nutshell, only to have it come back with corrections all over it. It was frustrating because I was trying so hard, but I just could not get it right.

It took time (and a lot of trial and error), but slowly I started to improve. I asked my colleagues for tips and took extra time to study the design elements of successful nutshells. Eventually, I began to get the hang of it, and the sense of accomplishment I felt when I finally created a nutshell successfully was totally worth the struggle.

If I am being honest, my professional relationship with my supervisor was not the greatest at first. He was not exactly the most welcoming or encouraging person, and there were

times when I felt like nothing I did was good enough for him. I remember one day after I turned in a nutshell

I had worked really hard on, and he just looked at it and said, —This is not going to work. You will not make it here if you keep doing this.”

For a moment, I felt like I could not do anything right, and I seriously doubted myself. But instead of letting it put me down for long, I decided to use it as a motivation. I worked even harder to prove to myself (and to him) that I could do better. It was not easy, but it pushed me to grow a thicker skin and to really focus on improving my skills.

One of the bright spots during my internship was my interaction with the digital desk team. Even though I was officially part of the Social Media Department, we worked closely with the digital desk team, and I found them to be incredibly supportive.

Unlike the tough feedback I often got from my supervisor, the people at the Digital Desk were much more approachable. They were always willing to help and encourage me to learn. If I was struggling with something, they would patiently explain how to do it better. We would have lunch together or often go out for coffee, and those informal moments helped me feel more connected and a part of the team.

I remember once we all went out to have lunch, and a senior sub-editor shared some really useful tips about balancing creativity and structure in digital content. It was one of those

moments that made me realise how important it is to have people around you who support your growth and want to see you succeed.

Looking back, my internship was full of ups and downs. Learning how to create those tricky nutshells, dealing with tough feedback, and pushing through moments of doubt were all part of the journey. But I am glad I went through it, because those challenges made me stronger and more confident in my abilities.

The best part was finding a group of people who were there to help me during my internship. My colleagues on the social media team as well as the digital desk were a huge part of my growth. I am very grateful for the friendships I built, and the mentorships I received during that time.

On my last day of the internship, two of my senior colleagues from the digital desk, Ms. Farhana Akhter Eti and Mr. Tanjeel Rezwan, took the time to give me some thoughtful feedback, stating, “You are very punctual, friendly, and know how to maintain a good relationship with colleagues. Although we have never worked directly together, I can tell you would make a great colleague.” Hearing that from them meant a lot because it showed that even though we had not worked side by side, my efforts and attitude still left an impression.

To show my appreciation to everyone who had helped and supported me along the way, I treated the whole team to coffee and brownies. It was a small gesture, but it felt like the perfect way to end my internship on a positive note. Little did I know that day had an even bigger surprise. I found out that I had been selected for another internship programme at *The Daily Star’s* Arts & Entertainment Department, towards the end of my internship at the Social Media Department.

In the end, my internship was not just about learning new skills. It was about learning how to persevere, grow through challenges, and find support in unexpected places.

Chapter 10

Conclusion

To sum up, my internship at *The Daily Star's* Social Media Department was a transformative experience that allowed me to apply the theoretical knowledge from my Media and Cultural Studies coursework in a practical setting. It gave me the opportunity to develop skills in content creation, translation, and digital strategy while working through real-world challenges. The constructive feedback I received motivated me to improve and become more adaptable. Ultimately, this internship not only sharpened my professional abilities, but also helped me build meaningful relationships, and opened the door to further opportunities within the organisation. Moreover, this experience really showed me the importance of being open to constructive criticism. It was not just about meeting expectations, but about constantly improving and pushing myself to do better. Through this process, I started to truly see the value of teamwork and building strong connections with others. The relationships I formed with my colleagues played a big role in helping me handle my tasks more smoothly and grow more confident in my abilities. I learned that social media operations are not static; they require flexibility, quick thinking, and a keen eye for detail. This internship helped me develop the ability to adapt swiftly to the changing trends in digital journalism, and it that made my work more relevant and engaging for a contemporary audience.

In the end, this internship was about much more than just learning technical skills. It was a journey of personal growth. It equipped me with a clearer understanding of how digital media works in today's fast-changing world, and taught me valuable lessons that have already opened up new opportunities for me. I feel more prepared to handle bigger responsibilities now, and with

my upcoming internship in the reporting section of *The Daily Star's* Arts & Entertainment Department. I am excited to continue learning and expanding my skills in this field.

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Appendix

Monday, October 28, 2024

The Daily Star

Home News Opinion Sports Business Entertainment Life & Living Youth Tech & Startup

THEATRE & ARTS

S
Arts & Entertainment Desk
Sat Aug 10, 2024 03:36 PM
Last update on: Sat Aug 10, 2024 08:38 PM

[f](#) [x](#) [w](#) [v](#)

Celebrating SM Sultan's birth anniversary: The timeless legacy of a pioneering art icon



Illustration: Maisha Tasnim Sreshtha

Most Viewed

- 1 A good example of a bad plan
- 2 How has the interim government fared so far?
- 3 President's fate: No hasty decisions, need to follow constitutional process, says Fakhrul

Figure 18: Screengrab of the illustration for the news story

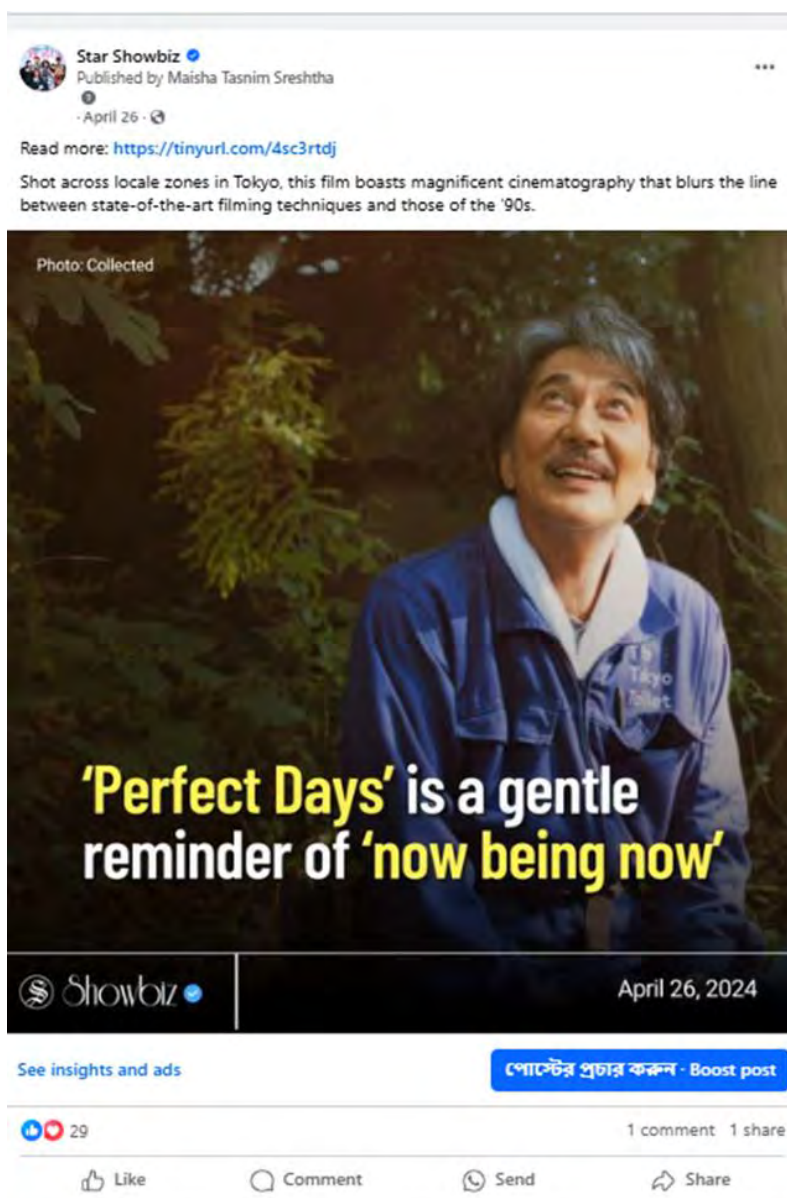


Figure 19: Nutshell created and posted on social platforms by myself



Figure 20: Nutshell created and posted on social platforms by myself