

Report On

Exploring Aspects of Digital Journalism as Practiced in

DBC

By

Mantaka Ishraq
16103024

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
April, 2020

© 2020. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Mantaka Ishraq

16103024

Supervisor's Full Name & Signature:

Rukhsana Rahim Chowdhury

Senior Lecturer, Department of English and Humanities

BRAC University

Approval

The report titled “Exploring Aspects of Digital Journalism as Practiced in DBC” submitted by Mantaka Ishraq (16103024) of Spring 2020 has been accepted as satisfactory in partial fulfilment of the requirement for the degree of Bachelor of Arts in English and Humanities on April 10, 2020.

Examining Committee:

Rukhsana Rahim Chowdhury

Senior Lecturer, Department of English and Humanities

BRAC University

Professor Firdous Azim

Chairperson, Department of English and Humanities

BRAC University

Executive summary

The media sector has undergone radical changes and transformations significantly over the past years. Digital journalism is a result of a radical transformation of news-making due to current global developments. The conventional perception of journalism as a discipline has shifted dramatically, largely because the modern media landscape has created new opportunities but also challenges associated with professional practice. This paper aims to provide a theoretical perspective on digital of online journalism. At the same time, the chapters address different types of online-based journalistic output and professional standards imposed on online news-making journalists, taking into account the latest developments in the creation of digital communication modes. The first chapter includes a brief history of media, news & DBC. The second chapter talks about my work duties and experience. In the third chapter, I have described online news portals in general and the fourth chapter explains how those online portals function through digital journalism. Moreover, the fifth chapter includes my observation of the influence of mass media. The sixth chapter of this paper relates my academic learnings with my internship experience & the last chapter concludes the paper with my insight into the whole matter. This paper goes beyond from a basic internship report to research on digital journalism comparing general theory of digital journalism and realistic understanding of digital journalism which is an ongoing, innovative, truly professional and widely executed practice.

Table of Contents

CHAPTER 1- Introduction	1
1.1 Introduction	1
1.2 Definition of Media	1
1.3 History of television	2
1.4 History of broadcast media in Bangladesh	3
1.5 History of Dhaka Bangla Media & Communication (DBC News)	4
CHAPTER 2- My Internship.....	8
2.1 My work duties and experience.....	8
A. Working as an audio and copy typist:	8
B. Working as an analyst:	9
C. Discovering interesting content:.....	10
D. Working as an entertainment news writer:.....	10
E. Working as a translator:.....	11
F. Working as a feature writer:	11
CHAPTER 3-Online News Portal	12
CHAPTER 4- Digital Journalism.....	15
4.1 Definition	15
4.2 Present state of digital journalism in our country	16
4.3 DBC's approach to digital journalism.....	17
4.4 Advantages of digital journalism.....	18
4.5 Disadvantages of digital journalism	19
4.6 Misuse of digital journalism by the online news portals in Bangladesh.....	20
CHAPTER 5- Influence of Mass Media.....	22
5.1 Why do people like negative news more than positive news	22
5.3 Political influence on media	27
5.4 Role of media during a crisis.....	29
CHAPTER 6- Theories of Media	32
6.1 Editing	32
6.2 English for the Print Media	33
6.3 Translation Studies.....	35
6.4 Cultural Studies: Theory and Practice	35

6.5 Globalisation and The Media	36
CHAPTER 7- Conclusion.....	38
7.1 Conclusion.....	38
7.2 Recommendations	39
Works Cited.....	40
Appendix	42

CHAPTER 1

Introduction

1.1 Introduction

Today, mass media is essential for reliable news and viewpoints. Not only it presents news, but it also offers different types of learnings. Mass media play a vital role in the modern world, transmitting information at a fast pace and providing entertainment to a broad audience. The media consists of the press, television, radio, books, and the Internet. Media has the capability of manipulating people's attitudes through the creation of a specific type of message. In this paper, I will discuss the practice of digital journalism in mass media, how it affects people through my experience as an intern in DBC News and also from the theories that I have learned. As media is also related to the informative work in the present decade. I will also discuss various types of issues happening in the mass media.

1.2 Definition of Media

The term mass media is a form of communication that performs on a large scale, reaching and involving almost everyone in society to a greater or lesser degree. As much the mass media have an impact on the cultural, social, economic, political, spiritual, and religious aspects of our society, it has also been influencing our thinking, feeling, and acting as well. Media feeds people with the most recent information and creates a need for change in modern society. Radio, television, film, newspapers, and online media can reach all of us in this age of technology, and each seeks to improve its communication methods to become more effective as a medium. The news media or news industries are mass media outlets that concentrate on transmitting news to the general public or a target audience. Those include

print media, news broadcasts, and the recent addition, the Internet. As DBC News deals with the latter two, as a member of mass media, it has a significant impact on people.

Mass media can play both a positive and negative role in society. The influence of mass media has grown in size with the advent of new communication technologies. By slowly influencing public opinion on personal views and even self-perception of individuals, media affects the socialization process and influences our ideology and thinking. The mass media influences our expectations and beliefs of social reality by showing only certain facets of truth, and by repeating images and messages regularly. On this matter Noam Chomsky said,

The major media-particularly, the elite media that set the agenda that others generally follow-are corporations "selling" privileged audiences to other businesses. It would hardly come as a surprise if the picture of the world they present were to reflect the perspectives and interests of the sellers, the buyers, and the product. [...]Journalists entering the system are unlikely to make their way unless they conform to these ideological pressures, generally by internalizing the values; it is not easy to say one thing and believe another, and those who fail to conform will tend to be weeded out by familiar mechanisms. (91: 8)

1.3 History of television

Television has become one of the essential ways in which people see the world around them. The groundwork for modern TV established during the 1880s when a German inventor created simple moving pictures using a filtered light seen through a rotating disk. During the 1920s several scientists started experimenting with radio waves to transmit still

photographs. Though, in 1928 General Electric first combined the idea of a device that could display moving images with the technology to broadcast them through a wireless network.

The technology gradually improved during the 30s and 40s. In America, the first regular broadcasts began in 1939, although it wasn't until after World War II that television began to take off as a typical home appliance. After 1945, TV sales in America increased. The first colour broadcast was made in 1954.

Television arrived years later in the rest of the world, and it wasn't until the late 1960s that television became popular in homes in the West. By the 1970s, with 24-hour programming, mass advertisements, and syndicated programs, TV had become the dominant media power it is today. Satellite television in the 1980s shrank the world, allowing live feeds from other countries and time zones. As a result, "the number of TV channels has grown dramatically, from a small number in each country too, potentially, hundreds of channels accessible through cable or satellite" (Dickens 88). The new millennium witnessed the emergence of digital TV, the future of television.

1.4 History of broadcast media in Bangladesh

Television in Bangladesh started in 1964 through a pilot TV project partly initiated by Nippon Electric Company. The first television signal broadcast in Bangladesh was in 1964 by the then state-owned television network Pakistan Television Corporation (PTV). A satellite station was operating from Chittagong along with two relay stations in Khulna and Rajshahi by the late 1960s. In 1970, 35 hours of weekly telecasts began, which were mostly in Bengali. After the liberation of Bangladesh, Sheikh Mujibur Rahman made Bangladesh Television (BTV) Corporation government-owned. As Mursalin says, "After the war, Pakistan Television Corporation became Bangladesh Television Corporation. For the first one year, BTV was run by the money it made in the war period as in the time of the liberation

war[...]Then President Bangabandhu Sheikh Mujibur Rahman made an ordinance to make it state-owned "(81). Since then, the BTV has expanded significantly.

Cable TV was launched in the early 1990s then it became more popular in Dhaka and Chittagong in millions of homes. Nearly 2000 cable operators were running that time with 200-250 subscribers each.¹ The first privately-owned channel Ekushey TV broadcasted by the end of 1999. Cable TV in our country has come a long way since then. At present, there are four government-owned and twenty-nine privately-owned television stations in Bangladesh.

While all private channels are operated autonomously, and Parliament passed a bill allowing autonomy to government-owned Bangladesh Television (BTV)², the public still claims that BTV and some private stations do not have real autonomy. Most journalists practised self-censorship at the television stations out of consideration of what they thought it desirable to the government. I will discuss more of this in chapter 2.

1.5 History of Dhaka Bangla Media & Communication (DBC News)



DBC NEWS LOGO DESIGNED BY SADEK AHMED

DBC News is a 24-hour satellite television news channel in Bangladesh. Iqbal Sobhan Chowdhury founded it on 21st September 2016. He is the media advisor of Bangladesh's

¹ See more at <https://www.calcable.org/learn/history-of-cable/>

² <http://www.pressreference.com/A-Be/Bangladesh.html>

Prime Minister, Sheikh Hasina. Sahidul Ahsan was the founding managing director & the founding news editor was Monjurul Islam.

The Dhaka Bangla Channel, also known as DBC 24/7 News, is one of the new private TV channels in Bangladesh, providing 24-hour live news. It is mostly a Bengali digital cable television channel. However, it also has an English Department, which started its journey on 15th June 2016. The channel was to test for about three months, and on 21st September 2016, it was officially on air. The channel has its own operated Earth Station, which is used to relay optical signals to telecast the 4092 MHz downlink frequency of Apstar 7 satellite. It transmits a wide coverage area throughout the country from its studio in Dhaka, Bangladesh.³

This channel also telecasts news in both English and Bengali for Bengali and English speaking people around the world. This channel is known for its news presentation since the beginning. Currently, this channel offers a wide variety of programming, including news, health discussions, national and international sports shows, share market or economy-related programs, and much more. DBC has also introduced a large variety of programs to gain viewership which are:

Name	Time	Description
Bangla news	8am, 9am, 10am, 12pm, 3pm, 6pm, 8pm, 12am,	
English news	2pm, 5pm	
Onyapakkha	11 am on Sundays & Tuesdays	Talk show regarding working women and women empowerment

³ See more at <https://dbcnews.tv/>

Shomadhan shutro	10.30am, 8.30pm	Talk show on different issues and their solutions to women & children right.
Talikhata	12,30pm	Talk show on business, economy & share market.
Krishi Kotha	4,30	A program focusing on agricultural development in our country.
Khela niye khela	11 am on Mondays & Wednesdays	Program on international sports.
Manchitro	6.30 pm	It telecasts different live situations from all over the country based on a specific issue.
Uposhonghar	Monthly program.	It does not have specific criteria.
Rajkahon	10 pm,	talk show related to national and political issues of our country
Shongbad shomprosharon	9 pm	Talks elaborately about the most important news of the day.

Although DBC News started as a TV channel only now, it also has an online news portal as well. The online news portal began on 1st June 2018 on the website

<https://dbcnews.tv/>. It is currently 344th most visited website in our country, and the number is getting lower every day as it improves.⁴ The online news portal is updated every minute with instant news where people can get access to the news minutes after something happens. The articles are shared from the website to its Facebook page, also named dbcnews.tv, which currently has 2.3 million followers. The Facebook page allows us to interact with our audience and monitor their reaction.

This channel believes in ethical journalism, which is essential to creating the right country. It also helps people make aware of their rights and is committed to building an environment of public opinion and open criticism. DBC News believes in giving the news in a neutral format and is committed to providing accurate information.

⁴ See https://www.alexa.com/siteinfo/dbcnews.tv#section_traffic

CHAPTER 2

My Internship

2.1 My work duties and experience

I did twelve weeks of my internship from 12 September 2019 to 12 December 2019 at Dhaka Bangla Media & Communication Ltd, also known as DBC News. I worked as an intern at the online news sector of DBC. Everyone else working in this section is designated as Online News Editor. This whole section is overseen by the head editor of DBC, who was also my supervisor. The online sector mainly runs an online news portal <https://dbcnews.tv/> where the written versions of the news get published. As it is a TV channel which focuses on the visual media only, the website fulfils the purpose of a digital print media. As an intern, I did not have any specific task. My duties were changed now and then depending on the needs of the online news sector. Some of my responsibilities are explained below:

A. Working as an audio and copy typist:

The online news portal team's task is to select news topics from the rundown and write an online news article about it.⁵ The writers can take information from the visual report done by the reporters, the video clips, messages or written reports that the reporters have sent. I worked as an audio typist when I listened to those video/audio footage, live footage and interviews to extract information typed to form my news article. Sometimes, reporters send their reports through mail or text messages; thus, I also worked as a copy typist when I wrote my article using those resources.

⁵The rundown helps to visualize the newscast with all its sequences in the right order. It is like a server with a chart of upcoming news and programs that is linked to every PC in DBC news room.

The screenshot shows a software window titled "NewsRoom - Kota (2005-11-18)". It contains a table with columns: ITEM, S, Script, Talent, Shot, Format, ERT, SOT, Total, Prelim, Hit Time, and Segmen. The table lists various news segments with their respective times and formats. The interface also includes a menu bar (File, Edit, View, Rundown, System, Help), a toolbar, and a status bar at the bottom showing start/end times, length, time left, countdown, difference, and user information.

ITEM	S	Script	Talent	Shot	Format	ERT	SOT	Total	Prelim	Hit Time	Segmen
8	X	1st Billboard			VO	00:00		00:00		02:19:43 PM	02:13
9	X	FORECAST 1ST	HDISO	2 Shot2 Shot		00:13	00:45	00:58		02:19:43 PM	03:11
10	X	Slash	Olson		VO-vid	00:00		00:30		02:20:41 PM	03:41
11	X	Low Levels	HD		VO-vid	00:30		00:30		02:21:11 PM	04:11
15	X	Delta-P			PKG-vid	00:00	01:30	01:30		02:21:41 PM	05:41
12	X	Red Cross	SO		VO-vid	00:39	00:11	00:50		02:23:11 PM	06:31
13	X	Storm Deaths	SO			00:19		00:19		02:24:01 PM	06:50
14	X	Delta-L	HDISO	2 Shot2 Shot		00:16		00:16		02:24:20 PM	07:06
16	X	Delta-T	SO			00:18		00:18		02:24:36 PM	07:24
17	X	TEASE 1	HDISO	2 Shot2 Shot	VO-vid	00:18		00:18		02:24:54 PM	07:42
	X	BREAK1				00:00	00:20	00:20		02:25:12 PM	08:02
	X	Segment 2				00:00		05:47		02:25:32 PM	05:47
18	X	PAWS	CANDY	FULL 4 SHOT	INTERV	00:03	03:00	03:03		02:25:32 PM	03:03
3	X	IRAQ	fred smith	2 tight	VO-JPKG-	00:29	01:38	02:07		02:26:35 PM	05:10
19	X	BUMP 2	CANDY TED	4 SHOT1 SHOT		00:07	00:10	00:17		02:30:42 PM	05:27
	X	BREAK 2				00:00	00:20	00:20		02:30:59 PM	05:47
	X	Segment 3				00:00		02:50		02:31:19 PM	02:50
23	X	MARKETS			SOT-CG	00:00	00:48	00:48		02:31:19 PM	00:48
21	X	MR. FOOD	TED CANDY	2 SHOT	PKG-	00:06	01:38	01:44		02:32:07 PM	02:32
22	X	BUMP 3	CANDICE	2 Tight	RDR	00:08		00:08		02:33:51 PM	02:40
	X	BREAK 3				00:00	00:10	00:10		02:33:59 PM	02:50
	X	Segment 4				00:00		02:09		02:34:09 PM	02:09
24	X	ILLNESS	CANDICE	MCU	VO-	00:16		00:16		02:34:09 PM	00:16

Start 02:17:30 PM End 02:37:11 PM Length 00:19:41 Time left 00:16:21 Countdown 00:00:20 Difference 00:00:01
User: Ralph

PICTURE OF A NEWSROOM RUNDOWN

Every newspaper or news portal of our country has a different writing style. I had to observe my co-workers for a week to adapt to the writing style of DBC. I also had to type very fast as the news keeps flooding every minute and the online portal needs to be updated with latest items of news as soon as possible otherwise the website does not get many views. My typing skill undoubtedly got improved through this internship.

B. Working as an analyst:

The work of an analyst is to perform an analysis of a topic. I did not do any severe kind of analysis but had to do some fact-checking now and then. I could do that by researching online, or I was also allowed to call somewhere to know real information. For example, I once called the Tejgaon fire station to confirm whether a building at Kawran Bazar was really on fire or not. They said it was right then I asked some more question about

the fire hazard and wrote an article based on that.⁶ Moreover, I also had to perform online research when my co-workers asked me to assist them in finding true information.

C. Discovering interesting content:

I had to search through the internet and social media to find exciting issues or buzz topics that people were talking about. As most of our target customer is middle-aged to older people, thus I had to find topics that would interest that kind of people. Sometimes I used to find astonishing news published in international media and write the article in my own way with giving proper reference to the original news. For example, I wrote an article on "A horn appeared on top of an old man" which I found on the NDTV website of India.⁷

D. Working as an entertainment news writer:

After a few weeks of experimenting, I figured out that we get out most views aside from urgent news from politics, entertainment and sports. Since I have a feeble understanding and interest in politics and sports, hence I started writing entertainment news articles.

Therefore, I started collecting materials from social media and wrote news articles on Hollywood, Bollywood and Dhallywood. After few days, I noticed that news on Dhallywood or Bengali Cinema were getting more views than any other entertainment news topics. Especially any news on Opu Biswas, Sakib Khan or actress Mosheim was getting double the amount of views. Thus I started to write more about them daily. It worked. From this analysis, it was clear to me that the majority of target audiences of our website is from the middle to the lower-middle-class sector of our society which seeks interest in 'Bangla

⁶<https://dbcnews.tv/news/%E0%A6%AA%E0%A7%8B%E0%A6%9F%E0%A7%8D%E0%A6%B0%E0%A7%8B%E0%A6%AC%E0%A6%BE%E0%A6%82%E0%A6%B2%E0%A6%BE%E0%A6%AD%E0%A6%AC%E0%A6%A8%E0%A7%87%E0%A6%B0%E0%A6%86%E0%A6%97%E0%A7%81%E0%A6%A8%E0%A6%A8%E0%A6%BF%E0%A7%9F%E0%A6%A8%E0%A7%8D%E0%A6%A4%E0%A7%8D%E0%A6%B0%E0%A6%A3%E0%A7%87>

⁷ <https://dbcnews.tv/news/mathay-shing>

Cinema'. Therefore, I proposed to my supervisor about opening a new sub-sector about Dhallywood in the entertainment area of our website.⁸

E. Working as a translator:

I also had to work as a translator because our news portal features many international news pieces every day. As DBC does not have correspondents outside Bangladesh, those are taken from Reuters, BBC and Al Jazeera etc. reputed news sources. I used to bring news pieces from there which are usually in English and translate them into Bengali for our online news portal. Currently, the news portal publishes news only in Bengali, but there is a proposal on hold to open an English section of the portal as well.

F. Working as a feature writer:

I wrote many lifestyle and health features that might interest and benefit the readers. I chose topics mainly focusing on weight loss, skincare and how-to articles. Of these, I would like to mention one that was the most popular. It was 'how less amount of onion can make your food delicious'.⁹ I guess it was a hit because at that time, the onion price in striking high in our country. Because of which people were buying less amount of onion those days. The article was popular because it explained ways how we could make our regular dishes delicious even with less amount of onion. When this news was shared to Facebook, many people commented on the post tagging their friends and family and appreciated it.

⁸ <https://dbcnews.tv/news?category=dhallywood>

⁹ <https://dbcnews.tv/news/%E0%A6%85%E0%A6%B2%E0%A7%8D%E0%A6%AA%E0%A6%AA%E0%A7%87%E0%A6%81%E0%A7%9F%E0%A6%BE%E0%A6%9C%E0%A6%AC%E0%A7%8D%E0%A6%AF%E0%A6%AC%E0%A6%B9%E0%A6%BE%E0%A6%B0%E0%A6%95%E0%A6%B0%E0%A7%87%E0%A6%B8%E0%A7%81%E0%A6%B8%E0%A7%8D%E0%A6%AC%E0%A6%BE%E0%A6%A6%E0%A7%81%E0%A6%B0%E0%A6%BE%E0%A6%A8%E0%A7%8D%E0%A6%A8%E0%A6%BE%E0%A6%B0-%E0%A6%89%E0%A6%AA%E0%A6%BE%E0%A7%9F>

CHAPTER 3

Online News Portal

Online journalism emerged from the online emergence of news. The web edition of a newspaper is an online newspaper. Newspapers can be published online through a version of E-paper or through online news portals where news items are published separately.

Previously, only newspapers or print media published online versions of their news items, but with time the broadcasting media like NTV, Independent Television, DBC etc. has also entered the world of online news in our country. Even Prothom Alo, who started their online journey with e-paper, eventually opened a news portal as well to follow the trend. Moreover, there are also online-only news portals that do not have any print or broadcast media like bdnews24.com. They do the job mostly through digital journalism. Through the growth of online news portal services and the introduction of e-papers, most news and magazine industries are heading online. With the growing technology, newspapers and magazines certainly would fail to survive in the future without a strong online presence.

In the recent past, Bangladesh has been experiencing a significant boost in the growth of online news portals due to the advancement of wireless communication technologies. The flexibility of online content development has been a vital perspective leading to the rapid expansion of online news portals across the country flourishing with a culture of digital journalism. Thus, the news agencies are now booming with our insatiable desire for knowledge, mostly online. Although some are powerful and accurate sources of information, the other online news sites are only sub-par like earki.com or prothomalu.com. However,

those are sometimes more popular than the authentic ones. The government tries it's best to suppress these sites but these keep mushrooming every day.¹⁰

Going online created more opportunities, such as competing with broadcast journalism to get the breaking news in a more reasonable time. Also, reading a newspaper and sitting in front of the TV to get the news has become a difficulty in this fast moving world. People now want the latest information as fast as possible through the internet. That is why many newspapers are now going out of business. Many in the newspaper or broadcasting industry see the credibility, strong brand recognition and the close relationship they have with advertisers as their chances of survival. However, now the advertisers are also more focused on digital marketing rather than print or broadcast marketing as it is more cost-efficient. As Nguyen says about those who are entering the online news media, "they do so driven not by the desire to innovate and fully exploit the potential of online news, but because of the fear that the internet will replace traditional media in the news market" (230).

Though the online news media is relatively new in Bangladesh, this media emerged a few decades ago in the developed countries like the USA, UK and in some other parts of the world in the early 70s and 90s. In Bangladesh, online newspapers are growing day by day in the country. It has gained great popularity among the readers and viewers, especially it has attracted the young generations of the country. The founder of such digital news media in Bangladesh is bdnew24.com. it is the country's first Web-based newspaper, that has opened a new age in the journalism field in the region. Bangladesh is now being seen by hundreds of online newspapers over recent years. Currently, there are 78 authentic news sites in our country and hundreds of news portals.¹¹ Some of the mainstream online news media are as follows: bdnews24.com, banglanews24.com, risingbd.com, banglamail24.com,

¹⁰ <https://www.thedailystar.net/bangladesh-national-election-2018/facebook-shuts-down-fake-bangladeshi-news-sites-ahead-bangladesh-election-vote-1676464>

¹¹ <https://www.24livenewspaper.com/all-bangladeshi-newspaper>

natunbarta.com, justnewsbd.com, Barta24.Net, prothomalo.com, dbcnews.tv, thedailystar.net etc.

However, there are still some challenges for this media. Given the promising future of computer-mediated communication in Bangladesh, high internet prices, inadequate law and inadequate skills are creating obstacles for these media. Lack of internet access for the masses and lack of education are two of the biggest challenges for media of this kind. Mobile data is still very costly in our country. To ensure the participation of the maximum level of people, the cost of the internet should be reduced to a great extent.

CHAPTER 4

Digital Journalism

4.1 Definition

It can be said that any type of journalistic content posted online is known as digital journalism. Thus it is also known as online journalism. It can be in the form of text, audio, or video, and it appears to be much simpler than conventional media, as it does not require printing and distributing content. Digital journalism consists of various types of news circulated via blogs, e-mails, newsletters, social media, and other online contact channels. It allows publishers to deliver news conveniently since the viewers can choose when and how to access the news. It brought news from a commodity that is consumed once a day to an ongoing phenomenon to be consumed on social media and news websites in real-time. Pavlik talks about three types of new media tools as an integrated system of news gathering and production for the reporter in the digital field. Firstly, “tools for image acquisition and processing in which journalists interact directly with the content of those images”. Secondly, “tools for processing handwritten notes and audio content”. Thirdly, “mobile journalist workstation” (p 4). This means that, online journalism requires many digital and interactive components that include documents, photos, hyperlinks, videos, and feedback by users that are published on social networks.

This type of journalism is usually performed by digital journalists who can be anyone who plays an editorial role at virtual, physical, or blended newsrooms. Which includes reporters, publishers, copy editors, authors, creators, graphic designers, compilers of newsletters, social media publishers, etc. People can now respond to journalism in such ways that were unthinkable before the internet. Presently, news articles have a segment called comments where people can relate to their interests and give their opinions. It helps

journalists to get insight that they wouldn't have obtained on conventional media. However, it also makes it harder for journalists to control the content.

4.2 Present state of digital journalism in our country

As Bangladesh witnesses a change in taste of media audiences, there are already a variety of news websites and portals in service already collecting a large amount of online traffic. Almost all mainstream news sources have their online versions & many more are also following the path. Most of the time, digital journalists, working in these portals, collect their news content online. In Bangladesh, most online news portals have their reporters, or they publish the news that their affiliated broadcast or print media has produced. However, those contents are not enough to keep the flow of the news in the portal 24/7. Thus, digital journalists always keep an eye on social media to gather news content.

In traditional journalism, usually, a reporter or stringer seeks or investigates an issue and makes a report for the media they work. However, in digital journalism, anyone can point out a problem in social media, and if it is severe enough for a digital journalist, it becomes a news article. Most of the content of Bangladeshi online portals come from help-seeking Facebook groups. Similar to 'Desperately Seeking Dhaka,' 'Do Something Exceptional,' 'We are Bangladesh' etc. people usually post in these groups first when they see something significant, meaningful, or even injustice. For example, if an accident occurs somewhere in Dhaka, people nearby will take a picture and share it in any of these groups with the necessary information included. When this is seen by a digital journalist, he/she will post about the article on his/her online news portal. About BBC's online forum method, its editor Herrmann says that,

If something has happened somewhere—there's been an earthquake somewhere and we say to people: 'Are you there? Tell us what's happening'—and they send us

accounts or pictures. How we decide what to publish is based on editorial merit, does it add to the story? Does it tell us anything new? And if it does, we'll want to publish it. Before we use it there's a whole series of checks that we need to carry out just like with any journalistic information processing (p 94).

This is how digital journalism should be done for every online news portals, and most of the recognized portals follow this method while they take information from help-seeking groups and make content.

4.3 DBC's approach to digital journalism

DBC has taken digital journalism seriously since it started its online journey. Every editor is given the freedom to explore and get as much news as possible in an ethical way. DBC's primary goal is to increase viewership. Thus the editors must be following the latest trends and use digital resources to bundle the content in an accessible way. DBC, every editor who works at the online news portal section, can be called a digital journalist. We gather our news content from three sources. Firstly, we go through the rundown every hour and write a news article that is updated on the rundown and broadcasted throughout the day. The information which is given in the rundown is usually very brief as the newsreader only gets a few seconds for each of the news pieces. The editors of online news portal sections take that brief information and research more information about it to write a detailed news article. Sometimes we receive data from the reporter's file, and if that is not enough, we try to collect it through the internet. Secondly, we get content from other news websites. We get mostly international news from international news websites. DBC has an affiliation with Reuters; thus, we can avail of many global news pieces from the Reuters server. However, we get entertainment news pieces and content for features from the internet. For international

entertainment news, we use the content with proper credit that other international news portals have published. For national entertainment news pieces, we mostly take help from national online entertainment portals. For international sports news, we receive information from ESPN. Thirdly, we use social media to get the rest of the content to continue the flow of news 24/7. For example, we regularly check celebrity accounts on social media to get their life updates or new releases. We also periodically check help-seeking groups to get as much content as possible and select those which we think need social attention. Other than this, we are also allowed to think of a random topic to write a feature about it that may be liked by the public. Sometimes when the editors are off duty and if they see something newsworthy around them, they send it over the editors' messenger group to inform others who are on duty to write an article about it. It must be noted that the news that editors publish is checked by the chief editor every hour. If we post anything that violates anyone's privacy or any type of social conduct, the news article is removed immediately.

4.4 Advantages of digital journalism

The benefits of online journalism seem to be countless. Compared to the enormous financial investments involved in building a traditional newspaper company, the cost of publishing online is inexpensive as it does not include daily printing costs and wages for workers. Publishing online also is both fast and convenient. Posting news updates can be done with a click of a button without any pressure. It also avoids the loss of money resulting from unsold newspaper copies.

Moreover, the feedback method of digital journalism is more reliable and more accessible than a traditional newspaper's Letter to the Editor section. Admins can respond to comments almost instantly and get the viewer's perception. There is a one to one connection established, and the public can sense the actual presence of an online news site because of the

potential communication on both sides. Therefore, it can be called an engaging platform where the feedback and responses to a story are rapid, editors and journalists are always in touch with the readers who make them more responsible.

4.5 Disadvantages of digital journalism

Although the internet is the most effective medium to share news, with loads of advantages, there are some disadvantages as well. On the internet, there is no deadline, so the news has to be published as quickly as possible. That means sometimes it is done with less research, lower contemplative time, and indeed less time to observe how the published news story turns out. Sometimes the viewer gets distracted while reading a news article online. All the advertisement links make the reader not finish the article. That reduces the value of the news. Usually, nothing can be altered after a story is published in the newspaper, or broadcast on radio or television. However, News articles may be modified and edited over the internet. So individuals or organizations who are not satisfied with an article call and ask for a change either kindly or forcefully, even though it is genuine. Also, writing a news article online can be done rather fast. Still, to make something meaningful out of it, the output can be labour-intensive with some interactivity. Although the story is adapted to what the internet offers, it's going to be so much more work than doing the same story without personalization.

Other than this, Digital journalism changes the conventional newsroom's Power structures. The movement of a news cycle is so fast that the news from the morning becomes valueless by the evening. The need to keep the cycle moving continuously, and to maintain online trends, reporters and authors sometimes have more power than a conventional newsroom editor. The editor's importance can not be questioned in a newsroom, but a digital newsroom is more liberated because digital journalism depends more on skills than writing. Unlike traditional newsroom, a desk job beginner who is excellent at assessing trends

online and writing viral stories may be more useful than a professional writer in a digital newsroom. According to Steensen, "newsroom autonomy, newsroom work culture, the role of management, the relevance of new technology and innovative individuals are vital factors as to how innovative online newsrooms are" (p 827). DBC's online news portal faces less of this disadvantage as the digital newsroom is placed within the main newsroom of DBC, and the chief editor who is in charge of the English News is also in charge of the online sector as well.

4.6 Misuse of digital journalism by the online news portals in Bangladesh

The more online media is expanding, the misuse of online access to content is increasing as well. While working in a sector of digital journalism, I had a chance to observe the news portals of Bangladesh. Digital newspapers often publish news to attract certain readers who have minimal regard for the actual news. They place a lot of focus on that type of news & skip or loosely report important news. Coverage of critical national and international affairs is frequently overshadowed by the headlines of rumours, scandal, entertainment, or rape cases. Sometimes, the report turns into an appealing picture and a headline-based approach. Whatever that is written on the headline might change once the news is opened. After reading the news attracted by the headline, many readers feel cheated as there is no similarity between the headline and news article. This is common in most of the news portals in Bangladesh. In DBC, we also have an option to give two types of headlines. One for the social media and another for the actual news, but we are not allowed to input any information in the headline that is not true for the real news.

Another negative thing is that digital journalism often gives priority to velocity rather than accuracy. Most of the online portal's primary goal is to post news as soon as possible so that they can get more viewers than others. But in this competition, they often forget to

double-check whether the information they are putting is correct or not. They neglect that it's vital to authenticate news. It's not a form of responsible journalism. Publications should only publish the news if they have physically sent the reporter to collect the information. However, in Bangladesh, if one portal publishes a piece of hot news, others also post that news by paraphrasing the article slightly without authentication to get views. Observing some online newspapers in Bangladesh, it is seen that some online news is published based on a rumour that at one time proved not to be true. It also publishes perverted or partially facts.

Nevertheless, posting news without data authentication conflicts with journalism's ethics and is a sign of bad journalism. Moreover, A rather unfortunate phenomenon for a lot of online newspapers these days is stealing or duplicating news from the internet. Even though “The Internet is a tool for secondary data collection and for accessing public transactional records. It is essential that all journalists critically evaluate the information they obtain online, to verify online information from off-line sources and never to rely exclusively on online information for a story” (LĂZĂROIU 156). Many immature digital journalists do their job by taking stories from another site without mentioning the primary source. Some of this negative journalism is gradually creating a wrong impression of online media, reporters, and journalism among ordinary people for which they lose a lot of respect for the occupation.

However, Digital journalism isn't just about negative journalism. In Bangladesh, some influential online newspapers have gained the readers' trust by publishing unbiased and reliable news.

CHAPTER 5

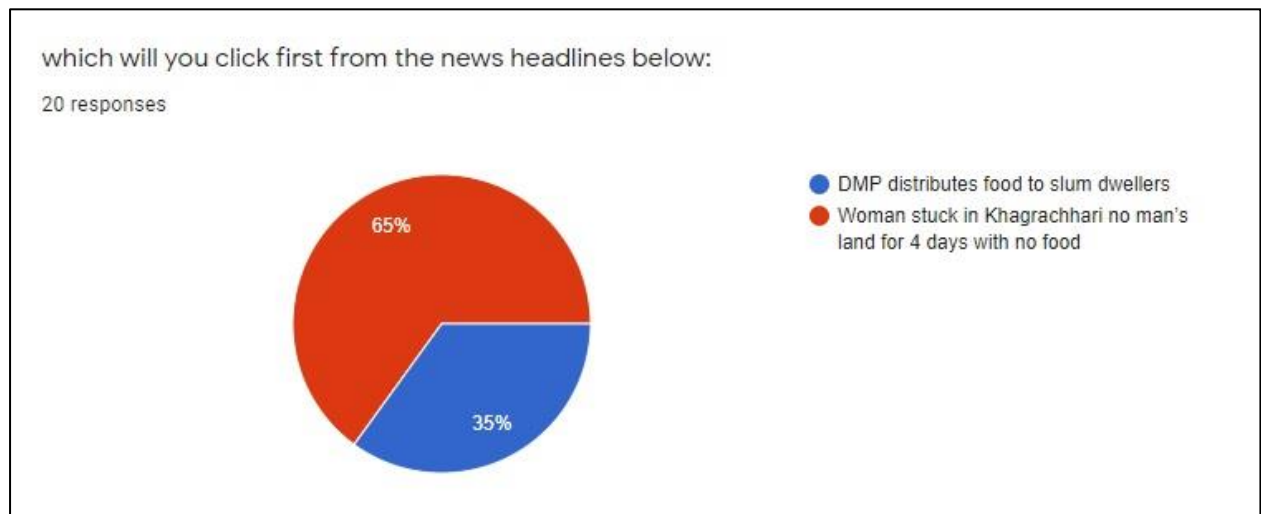
Influence of Mass Media

5.1 Why do people like negative news more than positive news

While I worked in DBC, I observed that we were publishing & broadcasting a majority of negative news than positive ones. When I asked my supervisor about it, he said that is what people are interested in & that is what we serve them. While working in the online section, I also noticed that the negative news articles always had more views than positive ones. It has become our habitat that whenever we see a crisis happening, we are more eager to know about it. Once at DBC, there was a report from one of the reporters that cricketer Sakib Al Hasan was seen entering the Anti Corruption Commission (DUDOK). One of my colleagues asked me to write an article about it. There was no more information about why Sakib might have been gone there. So I went to the internet and found a relation, Sakib Al Hasan was the brand ambassador of DUDOK at that time & I assumed he might be gone there for this purpose.¹² However, when I wanted to include this in the article, my senior colleague told me not to write it and indicate negative consequences in the report. He also said to me that the negative aspect would attract more readers as just previously, Sakib was banned by BCB, and the whole country was outraged by that. Any follow-up negative news regarding this will catch their attention. Thus, I wrote the story that way, but later, when we received more information from the reporter, the news was updated with accurate information. To research in-depth on this matter, I did a small survey on 20 people by giving them a positive & a negative headline. I asked them which news would they click first, and

¹² <https://dbcnews.tv/news/%E0%A6%A6%E0%A7%81%E0%A6%A6%E0%A6%95%E0%A7%87-%E0%A6%B8%E0%A6%BE%E0%A6%95%E0%A6%BF%E0%A6%AC-%E0%A6%86%E0%A6%B2-%E0%A6%B9%E0%A6%BE%E0%A6%B8%E0%A6%BE%E0%A6%A8>

the majority voted for the negative news headline. Both of the headlines were from the same newspaper on the same day in the same context.



The news is flooded every day with stories of war, extremism, violence, pollution, injustice, drugs, and exploitation. It is not only about the headlines but also the op-eds and regular stories. The online portals also keep warning us that anarchies, pandemics, infectious diseases, chaos, and so many disasters are coming. The simple answer to why media keeps reporting negative news is that bad stories always stands out. Every day, the good news is published, but these reports just don't stand out in the crowded field of crime, fighting, corruption, and bad weather. According to Stafford, "people respond quicker to negative words. In lab experiments, flash the word 'cancer,' 'bomb' or 'war' up at someone, and they can hit a button in response quicker than if that word is 'baby,' 'smile' or 'fun.' We are also able to recognize negative words faster than positive words, and even tell that a word is going to be unpleasant before we can tell exactly what the word is going to be."

Another thing to remember is that it's become a free market for news. When the content flow was more limited, an editor used to determine what's necessary to know. With increased competition between news networks and more objective methods for assessing public interest these days, the selection of stories is now decided by the audience. When the viewer is more interested in following negative news, the editors would not prefer losing

readers; thus will prefer more negativity. There is a theory called negativity bias related to this. This theory explains why we are motivated collectively to hear and recall the bad news. It also shows that we have developed ourselves to respond quickly to possible threats. Bad news makes us change what we do to avoid risk. As Baumeister says, "The negativity bias refers to the phenomenon in which people value positive information less than negative information" (352). However, A Russian news site, City Reporter, only posted good news to its viewers for a whole day. According to a post by one of the editors, the site took positive news articles to the front of its pages & lost two-thirds of its regular readership that day¹³, which once again answers why the media focus more on negative stories than the positive.

5.2 Ethics in Media

The basic principles that direct the reporters are known as journalistic ethics. They set out both the expectations and responsibilities that should be practised by journalists and everyone else working in the area to practice their work appropriately. The principles of journalism changed over time. The values are set out in hundreds of codes of conduct, charters, and views expressed by media and professional organizations. Although the majority of the news media have their own written ethics codes, many share these basic principles: truthfulness, accuracy, avoiding libel, fairness, independence, harm minimization, and accountability. If a journalist or news agency violates specific codes of integrity, they may lose their reputation & credibility.

Journalists have a responsibility to look for the facts and report them as accurately as possible. Diligence should be taken seriously, meaning all the facts relevant to a story should be confirmed by checking multiple sources to share a true story, which is often violated by some news portals in our country. If we see a recent example, on 28 March 2020, it was

¹³ <https://www.facebook.com/photo.php?fbid=875836822467690&set=a.398327576885286&type=1&theater>

published by many portals that Actor Kazi Maruf has been affected by COVID-19. However, on 29 March, the actor confirmed that it was not valid. That means all those portals just followed each other and published the news without checking the fact with the actor himself, which does not pursue ethical journalism.



করোনা আক্রান্ত নায়ক কাজী মারুফ ও তার স্ত্রী
জাগো নিউজ - Mar 28, 2020
 বর্তমানে মারুফ তার স্ত্রীকে নিয়ে নিউইয়র্কে অবস্থান করছেন। ছেলে ও ছেলে বউয়ের করোনা আক্রান্তের খবরটি নিশ্চিত করেছেন কাজী হায়াৎ। কাজী হায়াৎ বলেন, 'একটা দুঃসংবাদ পেলাম আমার ছেলে মারুফের স্ত্রী করোনা আক্রান্ত হয়েছেন। মারুফের শরীরেরও করোনার লক্ষণ দেখা দিয়েছে। আমার ছেলে ও তার স্ত্রীর জন্য সবাই দোয়া ...

নায়ক কাজী মারুফ ও স্ত্রী করোনাভাইরাসে আক্রান্ত
পাঠক নিউজ - Mar 28, 2020
 সঙ্গীক করোনা আক্রান্ত চিত্রনায়ক মারুফ
24 Live Newspaper - Mar 28, 2020
 করোনা আক্রান্ত; মৃত্যুর সঙ্গে লড়াই করছেন নায়ক মারুফ ও স্ত্রী
Bangla Insider (press release) - Mar 28, 2020
 স্ত্রীসহ করোনা আক্রান্ত নায়ক কাজী মারুফ
sharenews24.com - Mar 28, 2020
[View all](#)



করোনা হয়নি, আমরা সুস্থ: মারুফ
Dhakatimes24 - Mar 29, 2020
 স্ত্রী এবং তিনি সুস্থ আছেন বলে গণমাধ্যমকে নিশ্চিত করেছেন আমেরিকার নিউ ইয়র্কে বসবাসরত বাংলাদেশি চিত্রনায়ক কাজী মারুফ। এই নায়ক ও তার স্ত্রী রাইসা করোনাভাইরাসে আক্রান্ত হয়েছেন বলে শনিবার গুঞ্জন ছড়িয়ে পড়ে। কয়েক ঘণ্টা পার না হতে সেই গুঞ্জনেরই ইতি টানেন 'ইতিহাস' ছবির নায়ক কাজী মারুফ। তাদের নিয়ে ...

Journalists also cannot print false statements that may harm the reputation of an individual. True statements can be libellous as well in most jurisdictions, and news agencies must avoid libel. While working at DBC, during late November, a coworker received some files from an anonymous source, which had many intimate pictures of actress Mithila and Fahmi. We all knew that the audience had always been curious about Mithila, and scandalous news like this would surely get millions of views within hours. Yet, our chief editor was against publishing it thinking of the ethics. However, while we discussed whether to publish

it or not, somoynews.tv had already published it, and within hours, it had become the hot gossip of the day. Gradually many more portals started posting the images adding lustrous headlines, but we stuck to our position of not posting it. Later, Mithila filed a defamation case against those portals, and in early December, the high court ordered to take down their photographs from the internet.¹⁴ Somoy news even had to apologize publicly for being guilty of libel.

Moreover, most stories have at least two sides. While there is no necessity to present every side in every piece, stories should be balanced with proper context. While reporting a crime, news should include the criminal's statement as well, along with the crime if the criminal is captured. Objectivity may not always be feasible, but honest journalism creates faith and trust. Journalists must have critical voices & must not act on the favour of particular interests, whether they be political, commercial or social. News agencies must not take the side of any particular political interest. Yet everyone is afraid in our country to criticize the government and do not publish controversial news thinking of getting charges. For example, the casino business was running for a decade in our country. It was illegal, but an open secret & no agencies did not make news about it as there were influential political leaders behind this business. However, when the government officially took action against it, every news agency started reporting about it. Besides, news agencies should listen to their viewers. Journalists should write according to their own opinion and take responsibility for their actions to ensure public accountability. On 2 November 2019, a student died due to electric shock at a Kishor Alo function, but no news agency posted about it on that day. As Kishor Alo is a magazine from the popular news agency Prothom Alo, thus every other news agency was waiting for Prothom Alo to respond first. It was Prothom Alo's duty to publish about it

¹⁴ <http://www.newagebd.net/article/93108/remove-mithila-fahmis-secrets-online-hc>

and be accountable and explain the situation, but they did not. Which made them the wrong person in this context and lost credibility. However, when the incident became viral on social media, the next day, every news agency published about it.¹⁵

It is possible to agree on ethical journalism standards quickly. Still, it is more difficult to apply them in real life as the purpose of revealing the truth may often conflict with the duty of limiting damage. It is up to journalists and editors to choose how to behave & work "with the heavy responsibility resting on journalists, a responsibility of supplying mental food and guidance to millions, a responsibility of teaching the entire people" (Mehren 169).

5.3 Political influence on media

News media are sometimes accused of being biased. Political bias includes angled and manipulating facts to make a political party or candidates look more appealing. It seems to be a part of media bias, which generally applies to how political parties and policy issues are portrayed by a journalist, news agency, or TV program. There is political bias beyond the interpretation of points of view that support a specific political figure or party. It may have a constant effect on readings and interactions between individuals. The existence of political bias has a profound impact on the actions of voters and election outcomes. Political bias happens when there is a lack of political neutrality.

The rightist criticizes the news media for being too liberal though the opposite is claimed by the leftists. The media, therefore, seeks to stay as neutral as possible, but it can be challenging to preserve political neutrality as the government monitors private media in different ways. Most of the controlling is done by rules, legislation, licenses, and

¹⁵ <https://bdnews24.com/bangladesh/2019/11/02/dhaka-residential-model-college-student-electrocuted-at-kishor-alo-function>

taxes. State-owned media, online portals, and individual media platforms are regulated by media funding from interest groups. All editorial and broadcasting decisions are taken by politicians, government officials, and civil servants through censorship measures that are implemented to monitor the content. Political groups tend to express their opinions to the public through media and seek to manipulate policies, public opinion, and behaviours. Often interest groups include policies to cover matters of their interest and set up lobbies to control the mass media. Sometimes, they manipulate sponsors and advertisers to threaten media channels. Besides, political groups use PR campaigns to gain media recognition and publicity.

Each government in Bangladesh had oppressive laws and rules against opposition parties that often include the media. Here, two main political parties frequently put themselves on the opposite pole of practices and policies. Television channel ban, imprisonment of journalists, shutting down media agencies, death threat, corruption, biased opinions from reporters are not unusual in our country. For example, Ekushey TV, formed at the time of the government of the Awami League, was suspended for more than four years by the then governing BNP for broadcasting unbiased news.¹⁶ Moreover, according to Adnan, "Mahmudur Rahman, editor of 'Amar Desh' newspaper, was being arrested from his office and kept in jail for more than a thousand days for continuous publishing of anti-government reports. Amar Desh is still closed" (p 3). Currently, the News channels only focus on the ruling party. There is very few news about the opposition party. Same goes for DBC as well. The editors of DBC are not allowed to publish any anti-government comments said by the opposition party leaders. Although DBC is run by the media advisor of the PM Sheikh Hasina, yet this channel is not biased towards the government. They provide the current

¹⁶ <https://rsf.org/en/news/government-closes-leading-ekushey-television-after-court-withdraws-licence>

information for the mass and criticizes the actions of political leaders of the ruling party whenever needed. According to a survey result performed on 3 TV channels, "Out of the total 51 reports covered by the three channels on power, politics and elites; 36 items (70.58%) were covered on the ruling party. While the BNP, one of the largest political parties in the country got 7.84 percent coverage with only 04 items covered. A total nine items were covered on 'others' meaning the elite persons, civil society members, international political persons and so on." (Islam 250). Thus, it is right for other channels as well to focus on the ruling party more.

5.4 Role of media during a crisis

Mass media have a significant role in providing information to make people aware of the situation in times of crisis. The press can both calm the community and ask them to take meaningful action or terrorize the people and spread chaos. Media in times of crisis are critical because the whole society needs knowledge and awareness. Fear, public unrest, and tension are factors that significantly increase the interest around the crisis and the consequent media use. Mass media reporting is expected to be fair, impartial, and non-promotional during and after crises and emergencies so that the incidents are reported accurately and reliably.

However, not all media do so. During my internship period, the DBC newsroom faces a crisis of onion price hike. During October-November of 2019, consumers experienced an unexpected and rapid increase in retail prices of onions. The average price per kg of onion jumped from BDT 50 at the end of August 2019 to BDT 210-220 in mid-November.¹⁷ The decision of the Indian government to ban the export of onions was responsible for this

¹⁷ <https://thefinancialexpress.com.bd/views/views/onion-price-hike-and-market-intervention-1574523563>

situation. This news went viral on social media, and every news portal started to publish various news articles with negative headlines to take advantage of that. The price hike is a normal process of economics, which gets adjusted in no time, but as media put so much attention towards the onion price hike that time, it created panic among the people. It was published through the media that there is a shortage of onion that had no valid proof. Yet people believed the media and started panic buying the onion, which later on created actual shortage as people were buying more than they need. To stay in the competition, DBC did the same. For two months long, we posted many articles related to onion as it was trending at the time. However, some portals started to post misleading news, which created confusion and more panic. For example, a piece of news was posted titled "now salt price increases after onion." It was news of India, but in the headline, it was not mentioned. People started sharing that news without even opening the news. Soon the rumour spread that there was a shortage of salt, and people started buying salts in bulk, which led to an actual shortage of salt for a small period. In DBC, while following social media, when we saw the situation, an online desk editor wanted to write an article about it to post as salt was trending at that time & people would click on any news about salt at that time. Yet our chief editor denied to post it as he guessed it was nothing but a rumour. Responsible news media agencies always think of the consequences first rather than viewership.

Besides, during a disaster or crisis, the media seem to only on the crisis and nothing else, which sometimes results in spreading panic and negativity. During the 2020 pandemic, when I go through any news portal, more than 90% of the news is bad news. Seeing all these bad news all day long deeply affects people's mental health. Although news media must inform every aspect of a disaster towards people, however, media can also make an effort to share some positivity and lighten people's day.

CHAPTER 6

Theories of Media

6.1 Editing

As an intern at DBC News online desk, editing was an essential skill that I had implemented. As I mentioned before, everyone who works at the DBC online news desk is designated as online news editor. I completed a course on editing, which indeed developed my editing skills for the web media and enhanced my knowledge about journalism. There are many aspects of this course which had a far-reaching impact on my internship experience.

Firstly, writing a compelling headline was a daily job of mine. Every day I had to write at least ten news articles that had to have attractive headlines. Thus, I followed the six basic rules of writing headlines given by Martin Gibson & according to the rules, I read and understood the story first before writing a rough headline. Then I chose specific, meaningful words that go well with an action verb. I also tried to keep the word limit under 7-10 and used to start over whenever I am stuck. Although I wrote mostly Bengali articles, yet the rules are the same for writing headlines no matter which language it is written, and it worked well in my case. Some of the articles that I wrote are in the appendix section.

Secondly, as the software and technology are continually improving, there is no specific format of writing news for the web. Every online news portal follows its structure. However, it is valid for all online articles that it is shorter than newspaper articles. Reading a story on the web is not same as reading a newspaper. Online news editors put more focus on the presentation of the news. If the aesthetics are not pleasant, then the reader might not feel like reading the news. Thus I followed some editing instructions for the web that I had learned in the course. I often used bullets and lists while writing features though I did not face the need of writing subheads as the articles used to be very short. I always divided the articles into multiple short

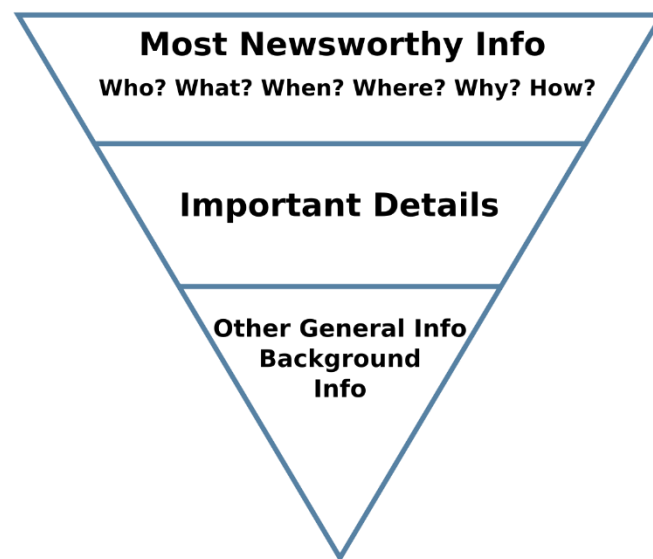
paragraphs with adequate space between them. Besides, the links were in blue. These were done so that the article looks lighter and easier to read.

6.2 English for the Print Media

Even though my course title defines it only teaches us about 'English' that is used in print media, it is not correct. I had learned about the print media and how it should be operated in general from this course. It improved my skills necessary to work or write for newspapers, journals and online media as well. Planning a story and feature writing was two of the most important things that I was able to use practically in my internship.

Firstly, to plan a story, the first thing to do is deciding which news value factors can be brought out in that story. The fundamental news value factors are timeliness, proximity, impact, prominence, oddity, relevance and conflict. A piece of news can not check every box of this list & different news agencies has different choices over news value factors. For example, in DBC, timeliness, proximity, impact & relevance are given more importance than the other three. A piece of news is posted as soon as the incident happens to maintain the timeliness. Sometimes, we post it online immediately even before broadcasting based on its relevance. Proximity is always a priority to online news editors because viewers will not read a news article if it is not relatable to them. That is why we give more importance to the national news and less to divisional news so that it is read by people all over the country and has an impact on a higher number of people. Oddity, prominence and conflict are given more importance in the online sector than the broadcasting sector because these elements in a news article, generate more audience engagement. When a piece of news is extraordinary, about a celebrity or even controversial, people share it more on social media and talk more about it to express their opinion. After selecting the value factors, the story is written in an inverted pyramid manner. According to that, the 5w and 1h is written in bold on top of the news. Then

the important details are written in separate paragraphs. The last paragraph includes background information of the story.



Secondly, I wrote a lot of feature articles, mainly focusing on health & beauty. As I learned during the course that feature articles include a relatively timeless story that has a natural human interest. The first few features that I wrote were about health & beauty, and since those had acceptable views, I continued to write more in that genre. Some aspects make feature articles different from news articles. Although web articles are short in general, features can be longer even on the web. For example, when I wrote a feature on hair care, it did not have an inverted pyramid format. The story started with making the reader think about his/her hair fall problems; then it explained the solutions. The features that I wrote were all soft news as those did not feature any recent event. For feature writing, I used mostly three tools to gather information. Those are observation, interview and background research. All of these were done online as it was more convenient. For example, before writing the hair care feature, I observed the girl groups on Facebook to see on which topics were trending. After selecting the hair care topic, I consulted a known dermatologist through Facebook as well. For additional info, I searched through Google to get some useful tips.

6.3 Translation Studies

The learnings from my translations studies course came in hand while translating the international news pieces. As dbcnews.tv is a Bengali online news portal, the international news pieced had to be translated from English to Bengali. Since I had an English educational background, this task was given to me at the beginning of my internship. I did my translations according to the sense for sense translation theory. Sense for sense translation is of the free kind which allowed the sense of the original content to be translated. It produces aesthetically pleasing and creative text. Since an online news article has to be aesthetically pleasing and easy to read, this method was best for me. Besides, I strictly follow Dolet's five principles of translation. First, I understand the tone of the source news. If it is written in a serious tone, then I use a serious and formal tone in the translated news as well. Second, I only translate from English to Bengali or Bengali to English as I have equal knowledge of both the languages. Third, I try to avoid word for word translation. Fourth, I avoid complicated words from the source news and translate in a simplified manner as viewers do not like to read wordy news articles. Finally, I assemble words adequately to form a meaningful sentence structure.

6.4 Cultural Studies: Theory and Practice

The course on cultural studies made me look at the relations between society and understand the means of cultural production in our community as well. Usually, it is complicated to categorise the viewers of an online news portal as there are various types of the news posted each day and it is impossible to figure out what kind of audience we have and what those audiences like to read. However, I was assigned to write news articles for the entertainment sector and figure out which topics were more attractive to the target audience.

Thus, I started collecting materials from social media and wrote news articles on Hollywood, Bollywood and Dhallywood. After a few days, I noticed that news on Dhallywood or Bengali Cinema were getting more views than any other entertainment news topics. Especially any news on Opu Biswas, Sakib Khan or actress Moushumi was getting double the amount of views. Thus I started to write more about them daily. It worked. From this analysis, it was clear to me that the majority of target audiences of our website is from the middle to the lower-middle-class sector of our society. 'Bangla Cinema' is a popular culture of that society, brought the attention of those audiences to my articles. Before I have had studied about popular culture and its development only in books but seeing that practically was a new experience for me.

6.5 Globalisation and The Media

The globalisation and the media helped me understand the media's role in the progress of globalisation by the book. In contrast, my internship experience gave me a chance to observe it in reality. There are many theories of globalisation that I could relate with the news media once I started to work there. I tried to find if any cultural homogenisation and hybridisation were happening through news worldwide which are two of the essential theories of globalisation.

Globalisation is intimately interconnected with the media. Globalisation growth has significantly accelerated with the growth and advancement of media technologies in aspects of TV, movies, web, news, etc. Media functions as an entity of globalisation by transmitting cultural values, ideas and activities through global socio-cultural environments to facilitate homogenisation. Media systematically constructs the identity of people around the boundaries of states, ethnicity, gender, class, race etc. in a variety of ways, which contribute to the development of homogenisation. The local and global are intertwined and

simultaneously influence each other in the process of globalisation through media. This contributes not only to homogenization but also to the hybridisation of cultures as the global turns into local & the local turns into global sometimes. News of every kind does share awareness across borders. However, online news portals do not always share only hard news. Reading different articles can reshape our thinking without us even realizing. For example, the TV media has already homogenised our culture with Indian culture. The news portals of our country keep posting about Indian celebrities, and the cultural hybridisation continues. As people of our country prefers the Indian culture more and more, our entertainment media has also started to adopt that culture into their contents to keep up with viewers preference. Broadcasting media also plays a similar role in the process of globalisation as well. As Robertson says, "An 'international' TV enterprise like CNN produces and reproduces a particular pattern of relations between localities, a pattern which depends on a kind of recipe of the locality. This standardisation renders meaningful the very idea of locality, but at the same time diminishes the notion that localities are 'things in themselves' "(p 38).

CHAPTER 7

Conclusion

7.1 Conclusion

All in all, this article aimed to discuss the aspects of online journalism, its features and potential value to the media in general. It also attempted to determine the effects of new technologies, including the challenges in online news media. Focusing on the media and its role in the twenty-first-century globalized world, we have to accept that the methods of reporting public affairs news and opinions are fundamentally changing. We are experiencing the emergence of new media outlets on a global scale. These developments are manifesting in all facets of the journalism industry. In addition to examining the strategic and technological changes in news-making, constant reconsideration of the interests of the readers is also needed. Although traditional press remains influential on the middle-aged and older people, the youth seem to avoid the long-standing means of media and favour their phone screens over broadcast or print. Nearly all of them watch or track mass media production through digital sources of information and pages available on social media. It appears that social media is today's most important communication platform. Their growth can decide new ways and variations of journalism, either facilitated by qualified professionals or disseminated by other types of creators.

I think that there is more area to show creativity in digital journalism compared to traditional journalism and media. In online journalism, the digital dimension might be fundamental to the journalistic narrative, but the content only flourishes within the author, editor or publisher's creative control. Many of the older journalists and scholars are not as tech-savvy and may not know digital journalism as well. Nevertheless, this aspect is currently

essential in the academic curriculum of journalism. While graduates of traditional journalism programs are entering a shrinking job market, there is a brighter future for those who are familiar with technology and have some experience creating digital media content.

7.2 Recommendations

In the present era of information technology, digital journalism has become a necessity in the scenario of Bangladesh's online newspapers. Thus, professional management, successful regulation and legal security are essential to ensure the advancement of online journalism. As many online news sites in Bangladesh violate copyright law when they make content for their pages, specific legislation should be provided for this matter only, and the penalty of violating copyright law should be strictly enforced.

If online media does not maintain the quality of journalism and editing, it may not be the focus of attention to the mass for a longer time. Sadly the situation has now worsened by the contrary use of technology. Most online publications have taken advantage of digital journalism because of the deficiency of precise regulation. Setting up an online news site would make registration compulsory. Doing so may reduce unethical news production in online media. One major flaw of digital journalism is that it is not trusted by many. This is the field that needs to be developed most evidently. This new age of outright false news is built upon biased news cycle that was practised before. The online news industry can, therefore, work harder to gain the credibility of the public. It can be done by implementing the rules of good journalism by refusing baseless stories.

Works Cited

- Adnan, Tariq. "Freedom of Press and Broadcasting Media in England and Bangladesh." *Journal of Mass Communication & Journalism*, 2018.
- Baumeister, Roy F., et al. "Bad is stronger than good." *Review of general psychology* 5.4 (2001): 323-370.
- Chomsky, Noam. *Necessary illusions: Thought control in democratic societies*. House of Anansi, 1995.
- Dicken, Peter. *Global shift: Mapping the changing contours of the world economy*. SAGE Publications Ltd, 2007.
- Herrmann, Steve, et al. "News Journalism in the Digital Era." *St Antony's International Review*, vol. 3, no. 1, 2007, pp. 91–98. *JSTOR*, www.jstor.org/stable/26227041. Accessed 1 Apr. 2020.
- Islam, Sheikh Mohammad Shafiul. "Coverage Bias of Bangladesh Television Media: A Portrayal of Power and Politics." *Jurnal Komunikasi: Malaysian Journal of Communication* 32.2 (2016).
- LĂZĂROIU, GEORGE. "THE FUTURE OF JOURNALISM." *Geopolitics, History, and International Relations*, vol. 1, no. 2, 2009, pp. 154–158. *JSTOR*, www.jstor.org/stable/26804005. Accessed 30 March. 2020.
- Mehren, E. J. "Foreword: Ethics in Journalism." *The Annals of the American Academy of Political and Social Science*, vol. 101, 1922, pp. 169–169. *JSTOR*, www.jstor.org/stable/1014604. Accessed 7 March. 2020.
- Mursalin, Khandakar Rubyat. "Commercialization of Television in Bangladesh." *IOSR Journal Of Humanities And Social Science*, vol. 24, no. 5, May 2019, pp. 78–84., <http://www.iosrjournals.org/>.

Nguyen, An. "Harnessing the Potential of Online News: Suggestions from a Study on the Relationship between Online News Advantages and Its Post-Adoption Consequences." *Journalism*, vol. 11, no. 2, Apr. 2010, pp. 223–241, doi:[10.1177/1464884909355910](https://doi.org/10.1177/1464884909355910)

Pavlik, John V. "New Tools for News Gathering." *Journalism and New Media*. Columbia University Press, 2001, pp. 49-60. *JSTOR*, www.jstor.org/stable/10.7312/pavl11482. Accessed 30 March. 2020

Robertson, Roland. "Globalisation or glocalisation?" *Journal of international communication* 1.1 (1994): 33-52.

Stafford, Tom. "Psychology: Why Bad News Dominates the Headlines." *BBC*, 29 July 2014, <https://www.bbc.com/future/article/20140728-why-is-all-the-news-bad>.

.Steensen, Steen. "What's stopping them? Towards a grounded theory of innovation in online journalism." *Journalism studies*. 2009 : 821-836.

.

Appendix