

Report on
Exploring various Aspects of Dhaka Bengla Media & Communication Limited

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An Internship Report Submitted to the Department of English and Humanities in Partial
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Declaration

It is hereby declared that:

1. The following report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published by a third party, except for scholarly quotes which are 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.

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Acknowledgement

I want to start by showing gratitude to the Almighty for giving me the courage that I always needed. I chose to enroll in BRAC University because of its esteemed reputation.

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Abstract

This internship report gives a thorough rundown of the encounters had while working at DBC News, a well-known media outlet in Bangladesh. During this internship, an exceptional chance to immerse oneself in the complex workings of the media industry was provided, creating a profound grasp of numerous parts of news production, content creation, and the always-developing media landscape. The document outlines the diverse range of tasks and obligations undertaken during the tenure as an intern at DBC News. This information provided an intriguing peek into the critical function of the media in influencing public opinion. The involvement included both direct participation in the creation of news articles and the selection of content for use on digital channels. The positive effects of media during the crisis and its function as a platform for political representation are also emphasized in the report. The direct experience at DBC News highlighted the importance of media in influencing public opinion and viewpoints. Furthermore, the research also takes a close look at the transformation that is now taking place in the face of mass media. The development of traditional media concepts is examined, especially in light of the rapid improvements in digital technology and the democratization of information sharing. The shift to digital media, and social media, and the empowering of individuals as content creators are all examples of this rapidly changing industry. Informative conversations with seniors throughout the internship period important ideas on media dynamics. The significance of responsible and ethical journalism also became a major part of writing any kind of content during the tenure at DBC News. To sum up, this internship report summarizes a detailed account of the experience working as an intern at DBC News

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Chapter 1: Introduction

1.1.Introduction

Like all other news organizations, DBC gives its viewers the opportunity to experience a variety of informational genres in a well-organized way. genres include local, global, politics, sports, business, religion, and education, among others. Dhaka Bengla Media & Communication Limited is the owner and operator of DBC, a private satellite and cable news station. Iqbal Sobhan Chowdhury, a former media advisor to the honorable prime minister Sheikh Hassina, is the creator and chairman of this news channel (DBC News). At the moment, this channel employs more than 500 people. It debuted on September 21st, 2016. Multiple forms of news are often broadcast on the news channel. As a result, many crucial concerns may undoubtedly be understood in observable terms by the audience. The diligent staff members who labor day and night to elevate this news channel to the top of the market cover the bulk of recently occurred situations in great detail in their programs.

In this report, I will add several layers to my report about how my internship with DBC News has gone so far and highlight my growth.

1.2 History of broadcasting media in Bangladesh.

In 1964, the public television network Pakistan Television Corporation (PTV) began broadcasting in Bangladesh then known as East Pakistan (“PTV’s Official Web Portal”). PTV East became Bangladesh Television (BTV) after Bangladesh gained its independence in 1971. Until the late 1990s, Bangladesh's BTV was the only television network. established on 25th December 1964. established on 25th December 1964. When BTV started transmitting CNN and BBC content in 1992, Bangladesh saw the arrival of foreign television items for the first time. According to MEDIA LANDSCAPES a website that provides expert analyses of the state of media of various countries; ATN Bangla, the country’s first satellite television channel in the

Bengali language, debuted in 1997. This signaled the start of private satellite television's emergence in Bangladesh. In 1999, Channel I became the second Bengali satellite television channel. In a short period of time, Channel I rose to the top of the television ratings in Bangladesh.

Bangladesh's first privately owned terrestrial television network Ekushey Television, debuted in 2000 (MyBangla24). However, due to financial issues, it was shut down in 2002. The Broadcasting Act, passed by the Bangladeshi government in 2001, made it possible for more private television networks to be established. Today, there are more than 100 television channels, both state-run and privately owned. In Bangladesh, satellite television is the most widely used type of television broadcasting. The arrival of foreign television, the growth of private satellite television, and the rising popularity of digital television are only a few of the notable developments that have shaped Bangladesh's history of television broadcasting medium. Television has grown to be one of Bangladesh's most widely used media platforms, and it has a significant influence on the cultural and political climate of the nation.

1.3 History of Dhaka Bangla Media & Communication (DBC News).



DBC logo

DBC, a privately held news station available via satellite and cable, is owned and operated by Dhaka Bangla Media & Communication Limited. The founder and chairman of this news organization is Iqbal Sobhan Chowdhury, a former media advisor to the honorable Prime

Minister Sheikh Hasina. There are currently more than 500 people working on the channel. On September 21, 2016, it made its debut broadcast. The audience of DBC's broadcasts can receive practical insights into important issues because the network covers a variety of news forms (DBC News). This news channel's rise to fame has been made possible by the committed team's persistent efforts day and night. Their shows provide in-depth coverage of recent events. honors have been bestowed upon the station, most notably the 2017 Bangladesh Television Award for the Best News Station. The channel uses equipment such as the Apstar 7 satellite to send optical signals for relaying the 4092 MHz downlink frequency which it operates from its own Earth Station from its Dhaka, Bangladesh, headquarters (DBC News). This helps the station to offer wide coverage of the entire country. Additionally, DBC caters to Bengali and English people globally by delivering news in both languages, Bengali and English. The channel has always been known for its excellent news presentation, but it also offers a wide variety of content. Included in this are news reports, enlightening health conversations, national and international sports coverage, economic analysis, share market updates, and a variety of interesting segments. DBC has expanded the variety of its programs to appeal to a larger audience.

1.4 Organizational structure:

DBC News is located on the fifth, sixth, seventh, and eighth floors of Ahsan Tower in Mohakhali, Dhaka. Different organizational divisions are located on each floor. The information desk is located on the fifth floor. All information regarding the news channel is provided from this floor. The cafeteria is also located on this floor, providing a place for employees to dine. Additionally, the agency's conference room is located on the same floor, which helps with meetings as needed. Moving to the 6th floor, the domain of videographers and video editors is present there. Videographers are used in this industry to edit footage in accordance with the reporter's instructions. IN order to follow the instructions of reporters during the editing process, video editors are crucial. Notably, the hotline sector is also located on this floor and offers on-demand technical support and problem-solving assistance for difficulties relating to on-set and office-related concerns. When necessary, they can manage practically all of the organization's personal computers and fix any issues they may have. There are two additional floors

above where the news channel's primary operations are carried out. On the 7th floor, there remains the newsroom where different desk reporters work alongside each other. The desks, which are arranged in a circle-like pattern, are where the reporters from various departments work. The national news desk, the international news desk, and the English news desk are all present there. The production team, which has the authority to provide panels for the reporters, also works there in the center. The chief news editor's desk for the English news section and other news sections is also present in the same area. They typically keep an eye on the reporter's work and also make special calls as needed. They basically supervise each reporter. There are rooms adjacent to the newsroom where the presenters broadcast and convey the news. One of these rooms is always in use, which is the main studio for broadcasting. The other rooms are used by the news presenters at this organization to practice delivering news in these rooms. There are the directors' workstations outside that room, where they supervise the presenters as they give their presentations. The 8th floor is also accessible by passing via the newsroom on the right. The staff members on this floor mainly work in the IT (Information Technology) department, which supports the online news portal through various sources such as Facebook, YouTube, and others. On each floor of the company, there are numerous CCTV cameras.

1.5 Program Time slots

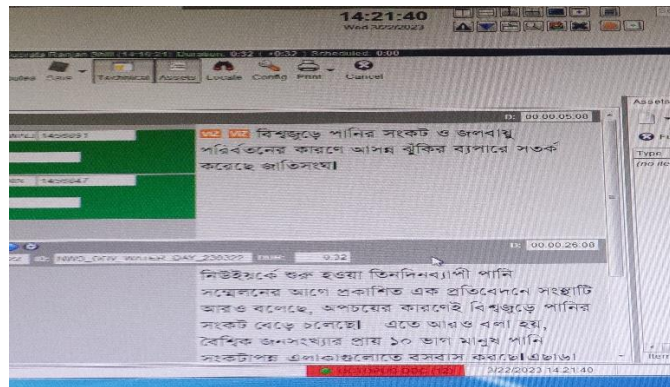
This network supports ethical journalism as a necessary component of building a just society. Additionally, it promotes rights awareness and is dedicated to creating a climate of open discourse and public critique. DBC News is dedicated to providing reliable information and believes in presenting the news in a neutral manner. Here are few important segments from the channel.

Name	Time	Description
Bangla news	7am, 9am, 11pm, 3pm, 6pm, 8pm, 2am,	From choosing any of the time slots a person must complete 8 hours shift.
English news	2pm, 5pm	Only slot for English News.
<i>Talikhata</i>	12,30pm	Talk show regarding businesses and economy.
<i>Khelar Duniya</i>	11 am on Mondays & Wednesdays	Program on international sports.
<i>Manchitro</i>	6.30 pm	It broadcasts various real-time events from across the nation based on a certain subject.
<i>Rajkahon</i>	10 pm,	Program addressing national and political topics of our country by inviting political of influential figures on the show
<i>Shongbad shomprosharon</i>	9 pm	speaks in detail about the day's most significant news.

Chapter 2 Internship

2.1: The tasks I perform on a daily basis at DBC.

I began my internship at DBC News, where I was initially placed in the International Department. Our primary focus is to craft comprehensive news reports for our audience, covering significant and current global events. To ensure the quality of our reports, we draw inspiration from reputable sources like BBC, CNN, and The Guardian, among others. Our goal is to provide thorough coverage of international incidents, striving to produce original and engaging content. During my first few weeks, I was assigned a specific task. This involved handling a concise news piece known as an OOV (Out of Vision), which is a television segment presenting images from a news program while the presenter delivers prepared commentary. Additionally, there are a few more



Picture of the octopus software to prepare OOV

substantial news items called packages. While an OOV constitutes a brief news item, a package comprises multiple segments.

2.2: Modifying news articles in the Bengali language.

Adapting to the task of producing news content in Bengali posed a significant challenge for me, as my undergraduate education primarily revolved around using English as the medium of communication. While I was proficient in written Bengali, becoming accustomed to the specific

format preferred by the news company proved to be quite challenging. In the realm of media, there's a frequent utilization of specific terms and specialized language that might be unfamiliar to those who are new to the field. To overcome this challenge, I proactively sought chances for learning and acquainting myself with this industry jargon. This involved utilizing available resources, carefully observing, and listening to colleagues during discussions. Engaging in conversations with peers about the technical intricacies of news coverage proved instrumental in overcoming this hurdle.

2.3: Publishing news articles on the official website.

I had the chance to explore multiple aspects of the media business while working as an inspiring intern at DBC News, contributing to the exciting field of news reporting. The posting of news stories on the official DBC News website was one of the important jobs in which I actively participated. This position not only allowed me to develop my abilities in content development and digital media management, but it also gave me vital insights into the inner workings of a respectable journalism company. It was a complex task that demanded attention to detail and adherence to the company's set standards to publish news pieces on the official website. I was asked to compile and organize information from numerous sources, including the BBC, CNN, and The Guardian, which frequently contained reports from official declarations, and vetted sources, in order to acquire the fundamental information. It was difficult but satisfying to write clear, interesting news items while maintaining the tone and writing style of DBC News. I had the chance to improve my writing abilities and discover how to communicate ideas clearly to a wide range of people. Understanding the fundamentals of web layout helped create aesthetically beautiful articles from text. I was taught how to improve the reader's experience by using pictures, infographics, and appropriate multimedia.

Chapter 3

Digital Journalism

3.1: Current status of digital journalism within our nation.

Digital journalism refers to any form of journalistic content published online. It can be in the form of text, audio, or video, and because it doesn't require printing and delivering material, it seems to be much simpler than traditional media. The several news categories that are distributed through blogs, emails, newsletters, social media, and other online communication channels make up digital journalism. Because viewers can pick when and how to obtain the news, publishers can conveniently distribute the news. Bangladesh's media industry has undergone a significant transition in recent years, with digital platforms becoming increasingly significant in determining how news is distributed, consumed, and engaged (IMS). Rapid technical improvements in the nation, along with rising internet usage and smartphone accessibility, have increased digital journalism's prominence in the media landscape. As of right now, Bangladesh's digital journalism scene is characterized by a dynamic interplay of possibilities, challenges, and changing trends. The abundance of online news portals and websites is one of the characteristics that distinguishes Bangladesh's present digital media environment.

Newspapers and television networks, two examples of traditional media, have expanded their audiences online so they may reach readers who like to read the news on the go through online. Several digital-only news sources have also increased in recent years, frequently providing real-time updates, multimedia content, and interactive features that engage readers in fresh and creative ways. Social media platforms have evolved into significant centers for the consumption and distribution of news. The people of Bangladesh are frequent users of social media sites like Facebook and YouTube, where news, videos, and opinions spread at incredible rates. In addition to being a source of information, social media also provides a platform for citizen journalism, allowing users to report on events, share their ideas, and add to the general conversation. The use of digital media has made it possible for a wider variety of voices to be heard. Independent reporters and bloggers now have a forum to share their viewpoints and look into subjects that might not be covered by mainstream media. A more inclusive and participatory media

environment is fostered by the interactive character of digital journalism, which also makes it easier for journalists to engage directly with their readers. Digital journalism in Bangladesh today is characterized by a complex interplay of innovation, accessibility, and challenges. The digital era has democratized news consumption and production, giving viewers new opportunities for engagement and allowing a larger range of views to be recognized (FOJO). However, upholding journalistic standards, accuracy, and media ethics calls for watchful attention. The landscape of digital journalism in Bangladesh is likely to keep changing as audience preferences and technology progress, influencing how information is delivered and understood in the nation.

3.2: DBC's strategy toward digital journalism.

Since its inception into the online domain, DBC News has embraced digital journalism with a strong commitment. The main objective of DBC is to increase their views, hence editors are given the freedom to investigate and compile content in an ethical manner. Keeping up with the most recent trends and utilizing digital tools to create new and exciting content, an online news platform is essential. Every editor who contributes to the news website embodies what a digital journalist at DBC should be. The initial creation of news information involves a number of sources. A regular stream of news stories is produced for the internet platform almost every hour, ensuring a daily flow of information. The initial information is expanded upon by editors to create substantial news articles. Additionally, data is gathered from other news websites, particularly well-known ones like Reuters, CNN, and the BBC. Material for entertainment and features can be found online from many different sources. ESPN is the primary source of news about international sports. Social media is used to guarantee a continuous, round-the-clock news cycle. Groups that offer assistance are a great source of information that calls for social interaction. DBC News always tries to provide all the recent updates regarding international and national events. Even editors are encouraged to suggest original features that appeal to readers and gather more viewers. maintaining an inclusive approach and ensuring thorough coverage the channel is successful in providing essential news to the viewers. DBC's dedication to ethical journalism is highlighted by the swift removal of content that violates societal norms or violates personal privacy.

3.3: Benefits of engaging digital journalism.

A more connected, aware, and active global community has been made possible as digital journalism has altered the ways in which news is created, consumed, and engaged. All over the world digital journalism is being conducted by almost all the leading broadcasting channels. There are numerous advantages of digital journalism. A few examples are given below (Scotchmer, 2020). For instance, immediateness in the news sector is very important. Breaking news and events can be reported instantly thanks to digital journalism. As soon as something happens, information can be spread instantly and reach a large audience worldwide. Readers are instantly informed of the most recent events thanks to this quick delivery, which improves viewers' understanding of circumstances. With the help of technology, journalists can now have direct dialogues with their audience through digital media. Instructiveness gives readers the chance to express their ideas, ask for clarifications, and participate in debates through comments, shares, and direct messaging. A sense of community and involvement is fostered as a result of this connection, which turns journalism from a one-way communication medium into a dynamic interaction of ideas (Steen, 2011). Furthermore, news articles can be accessed from anywhere in the world because of the digital landscape's ability to transcend geographic borders. Stories from many places become more widely known on a global scale, fostering intercultural understanding and giving voice to marginalized opinions.

With this accessibility of smart devices, a wider spectrum of people may access and interact with news content (Scotchmer, 2020). Digital journalism significantly reduces the costs associated with traditional print and broadcast media (Scotchmer, 2020). Reduced distribution and printing costs make it easier for start-ups, freelancers, and smaller media outlets to break into the market. A wider range of viewpoints that are inclusive and diverse are fostered by the democratization of the media industry. Moreover, digital platforms provide the freedom to use a variety of multimedia. News articles are enriched by images, videos, infographics, and interactive components, giving readers multidimensional knowledge. This multi-media strategy grabs readers' attention and improves how well they understand the news (Deuze, 2004). By collecting and analyzing user data, digital journalism now is able to gain important insights into the tastes

and behavior of its audience. These insights can help journalists customize their material to the interests of their audience, which will increase reader engagement and satisfaction.

3.4: Drawbacks associated with digital journalism.

The introduction of online journalism has fundamentally changed how news and information circulate, but it has also brought about a number of difficulties that have had a big impact on the accuracy and reliability of reporting. The rapid spread of false information and fake news because of the speed and convenience of publishing online is one of the most worrying issues (UNESCO, 2018). The public's trust in journalism as a whole has been eroded by the lack of strict editorial procedures allowing incorrect and biased news to enter the digital domain. Additionally, the desire for online interaction frequently results in the use of clickbait and sensationalism, which alters events to increase views and clicks at the expense of reporting neutrality. Fast-paced digital environments have led to readers having shorter attention spans, which has led to the development of bite-sized information that lacks context and depth compared to conventional journalism. Some digital platforms lack comprehensive editorial checks, in contrast to traditional media outlets, digital platforms sometimes release badly written or unchecked content that lowers the standard of journalism as a whole. Privacy issues have risen upfront as a result of digital journalism's reliance on data collecting for individualized content and targeted advertising. The collection and use of data from the viewers can be very dangerous if it is not used properly. Additionally, while the purpose of comment sections on online articles is to encourage involvement, they frequently turn into spots of toxic behavior, trolling, and hate speech. This troubling tendency prevents productive discussion and restricts readers from participating in a meaningful way.

Chapter 4

Influence of Mass Media

4.1 Attraction towards negative news more than positive news

I had the pleasure of obtaining hands-on experience in the fast-paced media and journalism industries during my successful internship with DBC News. I was able to contribute to the communication of information while totally involved in the news reporting process and to see the fascinating dynamics that influence the media environment. During my internship, I saw that audiences frequently preferred negative news more than positive news, which was a depressing fact that frequently caught my attention. Investigating this issue from the perspective of an intern provided an interesting look into the intricate details of human behavior and the function of the media in influencing those choices. Many researchers and media professionals have been curious about why individuals seem to prefer negative news items over positive ones. A few strong arguments became apparent as I perused press debates and examined viewing preferences.

One of the key reasons why individuals pay greater attention to negative news is the emotional impact. An audience's experience may be impacted more clearly and engaging when negative news tends to evoke more emotions, such as anxiety, anger, or grief. These feelings can give the news information a sense of importance and urgency (Evans, 2022). As part of their survival instinct, humans are hard-wired to be aware of potential risks and dangers. As people try to be aware of threats in their environment, negative news frequently sets off this innate reaction. Furthermore, curiosity and sensationalism also attract people towards negative news. Curiosity drives individuals to seek out novel or shocking information. Negative news stories often involve conflict, controversy, or scandals, which can be inherently captivating due to their sensational nature.

4.2 Political influence on media

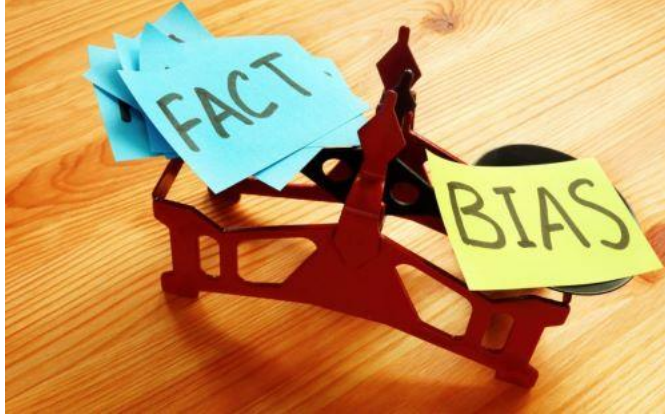
In almost every news sector political influence is very much present. My experience as an intern at DBC News in Bangladesh provided insightful knowledge about the complex interaction

between politics and the media. As an intern, I carefully examined how politics may affect the media environment. A current problem is the blending of politics and media. I saw firsthand how political objectives may quietly influence news coverage while I worked at DBC News. The public's perception is significantly shaped by this intersection, regardless of its complexity. Biased reporting may result from political interests directly owning or controlling media outlets. Political forces can influence editorial decisions, which can result in the exaggeration or exclusion of particular stories.

This internship experience made clear how important it is for media organizations to uphold objectivity and honesty. The dynamic interaction between politics and the media highlights how crucial media literacy and logical thinking are for news consumers. As an intern, this experience has broadened my appreciation for objective reporting and highlighted how crucial it is to maintain the accuracy of information distribution in the face of political pressure.

4.3 Propaganda Model

Edward S. Herman and Noam Chomsky created the Propaganda Model, commonly referred to as the "Propaganda Model of Media Control," as a communication theory. This model aims to clarify how certain economic and political forces impact and regulate media content, which can lead to a biased representation of information in mass media. In their 1988 book "Manufacturing Consent: The Political Economy of the Mass Media," the approach is described in detail (Neel, 2020). The Propaganda Model essentially argues that due to structural and economic interdependence, mainstream media often serves the goals of powerful elite groups, governments, and corporations despite their claims of objectivity and independence.



Facts vs. Bias

The model identifies five crucial filters that affect media content (Neel). Ownership is the initial filter. The content of media outlets can be shaped to suit the interests of the owners because they are frequently owned by major corporations or conglomerates. Advertising revenue is extremely important to media companies which is the second filter in the model. They might consequently omit material that could upset advertisers or harm their bottom line. Additionally, the news sources that the media relies on frequently come from organizations that are a part of the same elite power structures. This can result in a biased selection of news stories. Another filter that affects the biased depiction of some news is the term "Flak." Flak describes the unfavorable reactions or pressure from powerful individuals or groups in response to media material. Last but not least, anti-communist ideology advocated avoiding any issues that would damage the elite class's reputation. The Cold War era was when this filter was most important. Media may refrain from publishing material that contradicts or raises questions on existing views.

4.4 Role of media during a crisis

The media's role becomes crucial in creating informed communities and developing a sense of unity and resilience during times of disaster. In order for people to make educated decisions, the media plays a key role in distributing accurate and current information. By highlighting the work of first responders, medical experts, and community volunteers, the media shares inspiring stories of solidarity and compassion, encouraging others to make positive contributions. Media platforms serve as platforms for educating the public about safety precautions, providing advice on overcoming difficulties, and connecting individuals in need with resources. Media informs the

public on preventive measures and provides useful information via sponsoring expert interviews during tough times. Additionally, the media is crucial in maintaining transparent communication, holding the authorities responsible, and eradicating false information. This encourages the public and governing entities to trust one another, which encourages group cooperation in times of crisis. The power of the media to inform, motivate, educate and promote community resilience during crises is what makes it useful. It highlights instances of how mankind can work together. reporting makes a significant contribution to resolving crises with courage and coherence.

Chapter 5

Revolution in Mass Media.

5.1 Digital Mass Media

My experience as an intern at DBC News in Bangladesh gave me a first-hand view of the rapidly changing landscape of the mass media, which is presently undergoing a profound change. As an intern, I had the honor of seeing how media dynamics have changed in the digital era and taking part in it. Technological developments that have changed the way information is produced, shared, and consumed have sparked a revolution in mass media. I saw how traditional media forms are changing to fit the digital era during my tenure at DBC News. Real-time updates and a global audience are now possible because of the growth of online platforms, social media, and streaming services.

5.2 Digital VS Traditional Media

The revolution has significantly democratized the process of information sharing. Smartphones and social media have made it possible for citizens to participate in and contribute to citizen journalism (Kramp and Loosen, 2017). This dynamic has posed a challenge to traditional media enhancing the diversity of voices. Moreover, the participatory aspects of digital media have shortened the distance between audiences and news organizations. This face-to-face

communication promotes accountability, transparency, and ongoing feedback loops, which improves the credibility of media organizations. This change has increased the channels' availability for the broadcast of news while simultaneously encouraging voices from diverse communities. The introduction of digital media has posed a challenge to traditional media sources. Social media platforms have made it possible for people from every sphere of the world to become content producers and distributors. This enhancement in the diversity of voices not only enriches the information landscape but also challenges traditional media's monopoly on narrative shaping (Bhavsar, 2018).

Beyond diversification, the participatory nature of digital media has effectively collapsed the geographical barriers that previously existed between news organizations and their audiences. This direct and immediate interaction has ushered in a new era of engagement, the symbiotic relationship between digital media and audiences also presents a unique opportunity for news organizations to adapt and evolve (Kramp and Loosen, 2017). Direct feedback options allow media outlets to better understand the evolving needs of their audiences.

5.3 Difficulties in Digital Media.

Among the additional challenges introduced by the revolution are the rapid spread of false information and the need for critical media literacy. I witnessed DBC News putting extra effort into responsible reporting and fact-checking to mitigate the risks of misusing digital information. To sum up, during my internship at DBC News, I actively participated in the continuing development of the media. After seeing how traditional journalism is being mixed with digital technologies, recognizing the importance of citizen participation, and understanding the complexities of the digital age, I now have a deep respect for the dynamic character of the media sector and its endless possibilities.

Chapter 6

Application of theories and strategies with my experience

6.1 Editing

Effective article editing was an essential part of being an intern with the international desk at DBC News. Every one of the members of the DBC news had to be very careful while writing for online platforms. I myself needed to take part in the editing process while I was there, which improved my ability to edit for web-based media. Through this experience, I was able to improve my editing skills and enhance my understanding of web media. My successful internship journey was significantly influenced by the Editing course and its numerous components during my study. I learned a useful method during my Editing course called the 5Ws and 1H, introduced by Thomas Wilson (Richard Nordquist, 2020). When editing a news item, the 5Ws and 1H consist of asking "Who?", "What?", "When?", "Where?" and "How?". As the story is written in an inverted pyramid manner elements get easily set to position by using this method. These components should be included in each piece that attempts to be noteworthy, according to all my senior colleagues who were training me. I therefore carefully followed the 5Ws and 1H during the editing procedure.

Furthermore, there is no specific format for writing news on the web. Each online news site follows its own distinct organizational structure. Compared to traditional newspaper stories, all online articles on the web have to be brief. Reading a piece of news in print is different than reading it online. Information presentation is given a higher priority by online news editors. Stories had to be aesthetic in nature so that the readers could find an urge to give it attention. In order to make sure the articles I worked on matched these requirements, I used a set of editing rules for the web that I learned during the course.

6.2 Print Media

Every day, while composing my articles, giving due attention to story planning and adopting a reader-centric approach were two primary focal points. It is quite a hard job to incorporate all the

necessary information in a short article. As the articles on the web needed to be short, I faced serious pressure when making an informative news piece in the beginning. During my Print Media course, I studied the main key factors that define the value of news, including timeliness, proximity, consequences, closeness, and prominence. By incorporating these factors, I was able to focus on writing inclusive news much faster.

Just like any other news channel DBC too tries to post news as soon as an important incident takes place. This maintains the timeliness. Proximity maintains the relationship with the viewers. The readers will not likely read a news item 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. closeness and prominence are also given importance. These elements in a news article, generate more audience engagement. When a piece of news is about a celebrity or even regarding people having controversy. The audience shares a sense of closeness towards the celebrity because of the glamorous life they live. The news will be prominent only if it reaches the maximum audience.

6.3 Translation Studies

During my internship at DBC News, I had to translate English articles from to make a Bengali news report. Given that my educational background was primarily English-focused, this task was a little challenging for me to undertake because the news must be written in Bengali. Although I originally had some issues, the coursework I had during my Translation Studies, was quite helpful. I applied the sense-for-sense translation theory introduced by St. Jerome (Guo and Wan), which emphasizes the central idea and significance of the original text. Using this technique, I was able to produce aesthetically appealing and intriguing translations that were suitable for online news articles. I used this procedure to ensure that the translated texts were readable and easy to comprehend. Understanding the tone of the particular writing is very important before starting the translation. It is always important to match the tone with the original text.

Etienne Dolet a French scholar introduced five techniques for effective translation (Letrário, 2019). First, understand the content of the text. It is essential to understand the abstract of the source text to create content that is similar to the main text. Secondly, being proficient in both the source and target language is essential. A person who does not have a better grasp of both languages will not be able to deliver a prominent message to the readers. Thirdly, it is better to avoid word-for-word translation. Sometimes a specific meaning of a certain word is very crucial to find. So in order to create compact writing it is better not to follow the word-for-word technique. The fourth one is using common and everyday language. If the translation is done by using tough and crucial words it will be difficult for the readers to understand and it will also affect the proximity of the writing. Lastly, maintaining an overall harmonious style is one of the major parts to focus on during any kind of writing. If the content is not pleasant to read it won't be able to hit a nerve.

6.4 Cultural Studies.

I learned about the "Panopticon," a concept developed by Jeremy Bentham, during my course during cultural studies course. This idea centers around a strategy for keeping an eye on and controlling people by building a central tower that serves as a hub for surveillance. The tower's architecture allows for continual observation of people without their knowledge. The design makes sure that people are kept apart and are seen from all sides. A major aspect of the Panopticon is that those being watched, including prisoners, are unsure of when they are being watched. Nobody will be able to tell if they are being watched right now as a result of this system. The DBC News Room is just one example of how this idea is present in different facets of modern society. A number of cameras are observantly monitoring the area in the office. Additionally, the use of surveillance technologies has increased dramatically in contemporary times. The use of these systems has grown significantly during the past few years in a variety of settings, including corporations, industries, hospitals, mental health facilities, and educational institutions. These surveillance incidents highlight how prevalent the Panopticon idea is becoming, creating a society where constant surveillance is the accepted norm.

6.5 Globalization and Media

Understanding how media and globalization work together was something I learned both from books and my internship. In simple terms, globalization means the world becoming more connected, and media includes things like TV, movies, and the Internet. My internship experience showed me how these ideas actually happen in real life. Media also helps us feel like we're part of bigger groups, like people who like the same music or TV shows. I gained knowledge about how media and globalization interact during my education which also helped me in my internship. Media encompasses things like TV, movies, and the Internet, and in simple terms, globalization means that the globe is getting more connected. My internship experience demonstrated how these concepts are in use in our society. The media also gives us a sense of belonging to larger groups, such as those who enjoy the same TV shows or musical genres. Even though we are all interconnected, we each have our own individuality. This is made more interesting by the media. It blends local and international cultures. For instance, the media contributes to globalization by transmitting cultural values, concepts, and practices through global sociocultural contexts to promote homogenization (Matos, 2012).

The concepts of states, ethnicity, gender, class, and other groups are used by media to slowly establish people's identities. In the process of globalization through media, the local and the global are interconnected and simultaneously have an impact on one another. This contributes to the hybridization of cultures as well as cultural homogenization (Matos, 2012). In our country, we can also see the effect of globalization on various aspects of society. Indian movies and series are quite famous. Indian serials have remained a fan favourite even in Bangladesh for a very long time. In recent years another global culture has been followed by millions in Bangladesh which is the pop culture of Korea. People arrange various events like the annual ComicCon event where mostly young people gather to embrace Korean pop culture. They even acknowledge the Japanese comic culture by dressing up like the characters from the comic



Fake vs Truth

Furthermore, there is much fake news that regularly takes place in our country. During my tenure at DBC News, I was strictly instructed to avoid this kind of news. But sometimes the news gets so much reach that it seems like legit news. Naturally, news with attention-grabbing titles draws readers in very easily. As mentioned before the emotional effect is one of the main reasons why people pay more attention to bad news. When bad news has a tendency to stir up more negative emotions, such as anxiety, anger, or grief. The audience's experience may be more impactful and engaging. The negative news is sometimes become much more attractive because of curiosity and sensationalism. People look for unique or interesting facts out of curiosity. Conflict, controversies, and scandals are frequent themes in negative news articles, and because they tend to be sensational, they can be fascinating by nature.

Chapter 7

Conclusion

My decision to start my internship journey with DBC News has proven to be a remarkable and transformative experience. The internship has increased my knowledge of journalism and widened my perspectives. The chance to contribute to a prestigious news outlet like DBC News has developed my passion for learning about the details of this dynamic sector. My time at DBC News has taught me a valuable lesson about the critical part that carefully plays in news writing. This realization became more than just a theoretical concept as I saw the team's commitment to extensive research and providing accurate and informative reports. The dedication and expertise shown by the organization's staff were not only remarkable but also worked as inspiration for aspiring journalists. Each team member had a passion for producing news and was motivated by a sense of purpose. The management's emphasis on keeping these common values promotes a cooperative atmosphere where each person's contributions are acknowledged and work together in unity. The comprehensive approach has created a work environment that values teamwork and promotes professional growth. This commitment, teamwork, and vision create a workplace where skill development takes place in every staff. In conclusion, working as an intern with DBC News has been a journey of learning and development for me. It has strengthened my desire to pursue a career in journalism and provided me with the information, skills, and drive I need to succeed in the challenging and evolving media industry. The knowledge I have received and the experiences I had will always be cherished by me

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