



Department of Media Studies & Journalism
Internship Report

Prepared By: Md. Al-Amin

ID: 182012024

Term: Summer 2023

Course Code: MSJ 11498

Host Organization: Desh Television



Date of Submission: 07 September 2023

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Student's Details

Name: Md. Al Amin

ID: 182012024

Department: Media Studies and Journalism

Concentration: Digital Journalism

Career goal: To be a successful digital media expert.

Internship Details

Host organization: Desh Television

Address: Karnaphuli Media Point 42, Shaheed Sangbadik Selina Parveen Sarak, W Malibagh, Dhaka 1217

Name of the Supervisor: A H Murad

Designation of the Supervisor: Lead Content Editor, Desh TV Digital

The section you worked in: Intern (Desh TV Digital)

Internship Start Date: 1 June 2023

Internship End Date: 30 August 2023

Work hours per week: 48 hours

Acknowledgments

I am incredibly fortunate to have successfully completed my internship, and my heart is filled with deep gratitude for Almighty Allah and those who paved the way and offered their guidance.

I extend my sincere appreciation to the Department of Media Studies and Journalism at ULAB for being instrumental in my self-discovery journey and for affording me numerous opportunities to demonstrate my capabilities. My heartfelt thanks go out to all the faculty members at ULAB and every individual who played a role in shaping this remarkable journey.

I reserve special gratitude for my supervisor, Syeda Sadia Mehjabin, whose unwavering guidance and support were vital in navigating my path within the realm of journalism, ultimately culminating in the successful completion of my internship project.

Additionally, I wish to convey my deep appreciation to Desh Television, my host news organization, and to my supervisor, Suruj Ahmed, the News Editor, and A H Murad, the Head of the Digital Department. Their willingness to provide me with this internship opportunity at Desh TV is something I am truly grateful for. I must also acknowledge the entire Desh TV team for their warm and hospitable environment, which made my internship feel like a home away from home.

A heartfelt debt of gratitude is owed to my parents, friends, and teachers their constant support and unwavering encouragement have been my pillars of strength. It is their belief in me that instilled the confidence necessary for my success. A special note of thanks is extended to my fellow MSJ classmates and colleagues, whose valuable insights, advice, and suggestions greatly contributed to the completion of this report.

In closing, I offer my prayers for the abundant blessings of Almighty Allah upon each one of you. Once again, I thank you all for your unwavering support and encouragement.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works, or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying but also the extensive use of another person's ideas without proper acknowledgment (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my work or my group's unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow, anyone to copy my work to pass it off as their work.

Name: Md. Al Amin

ULAB ID: 182012024

Al- Amin
Signature

INTERNSHIP REPORT APPROVAL FORM

Student Name: Md. Al Amin

ID No.182012024

Major: Digital Journalism

Year: Summer 2023

Local Phone: +8801731307867

Email: al.amin1.msg@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: Desh Television

Internship /Project Report Topic:

Semester (Tick one): ☐ Spring 2023 ☒ Summer 2023 ☐ Fall 2023

Advisor APPROVAL

(Please place a Tick)

☒ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: Syeda Sadia Mehjabin

Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd

Phone: 01713008008

Introduction

Enrolled in the Media Studies and Journalism program at ULAB, I embarked on a transformative journey culminating in an essential internship. Specializing in digital journalism, I yearned for hands-on experience in a news environment to align theory with practice.

My role stationed at the central desk facilitated interactions with diverse professional reporters, editors, and correspondents. Observing their unique journalistic approaches expanded my horizons and laid a solid foundation for my career path.

My fascination with multimedia led me to delve into thumbnail design, YouTube SEO, sub-editing, and OBS software. As a thumbnail designer, I delved into the visual aspect of storytelling, mastering the art of encapsulating narratives in a single frame. My venture into YouTube SEO honed my skills in optimizing content for digital platforms, navigating the complex landscape of algorithms and analytics. The realm of sub-editing polished my content curation prowess, enabling me to refine narratives for maximum impact. Proficiency in OBS software provided the tools for seamless live streaming, enhancing my capabilities as a digital communicator.

Throughout this internship, I imbibed practical wisdom and skills. Guided by experienced mentors, I learned to craft compelling narratives tailored for digital consumption. Converting information into engaging news content became an intuitive process. Further, I honed the craft of assembling dynamic digital packages, equipping me with a valuable skill set for my impending career.

My internship experience culminated in a comprehensive understanding of digital journalism's intricacies. The journey fortified my skills and knowledge, solidifying my readiness for a dynamic career ahead. Armed with this proficiency, I am poised to contribute meaningfully to the evolving landscape of media and communication.

Expectation and Objectives

Being passionate about media studies and journalism, my goal has always been to do reporting exceptionally well. Securing an internship with a reputable media organization was a huge step in that direction.

When I started this phase, I had the following goals in mind:

- Develop your desk report skills.
- Adapt to the workplace environment and dynamics.
- Improve your writing abilities for better communication.
- Understand the vocabulary and organization of news scripts.
- Develop time management skills.
- Develop a strong sense of journalism ethics.
- Organize your workload well.
- Create a reliable industry network.
- Gain exposure to actual journalism.
- Improve spelling precision and linguistic proficiency.

During my internship, these goals materialized as follows:

Sharp observation helped me become familiar with the office dynamics and organizational behavior. I got more proficient at writing as I learned how to write news scripts.

My time and workload management skills were refined by the fast-paced journalism environment. I learned more about the significance of professional ethics.

I made important industry relationships that will be useful to me in the future.

In essence, my internship strengthened my practical skills, which was what I had hoped for. I am equipped for a successful journalism career thanks to this experience.

Host Organization: Desh Television

Desh Television Limited is a Bangladeshi global satellite TV channel in the Bangla language. It was launched on 26 March 2009. It is on the air 24 hours a day seven days a week with a rich mix of News & Current Affairs, Sports, and Entertainment programs catering to viewers within Bangladesh as well as Bengali expatriates residing overseas in this footprint region.

Desh TV is committed to upholding these dreams of our people. Desh TV also salutes the cross-section of Bangladeshi people and the red and green flag held high by them with pride. It believes in the fact that modernity is manifested in connecting with our eternal values. It believes in bringing to the fore the culture and beliefs of all ethnic, linguistic, and religious backgrounds. Desh TV also believes in basic human rights and very importantly, in the right to information of all Bangladeshis. It believes in open doors and windows so that the world culture can mingle with ours freely and we can go forward, hand-in-hand, towards life's greater glory. Desh TV has 2.1 million followers on Facebook page and 1.2 million subscribers on Desh TV YouTube. Desh TV also has several other pages and YouTube.

Organization Profile

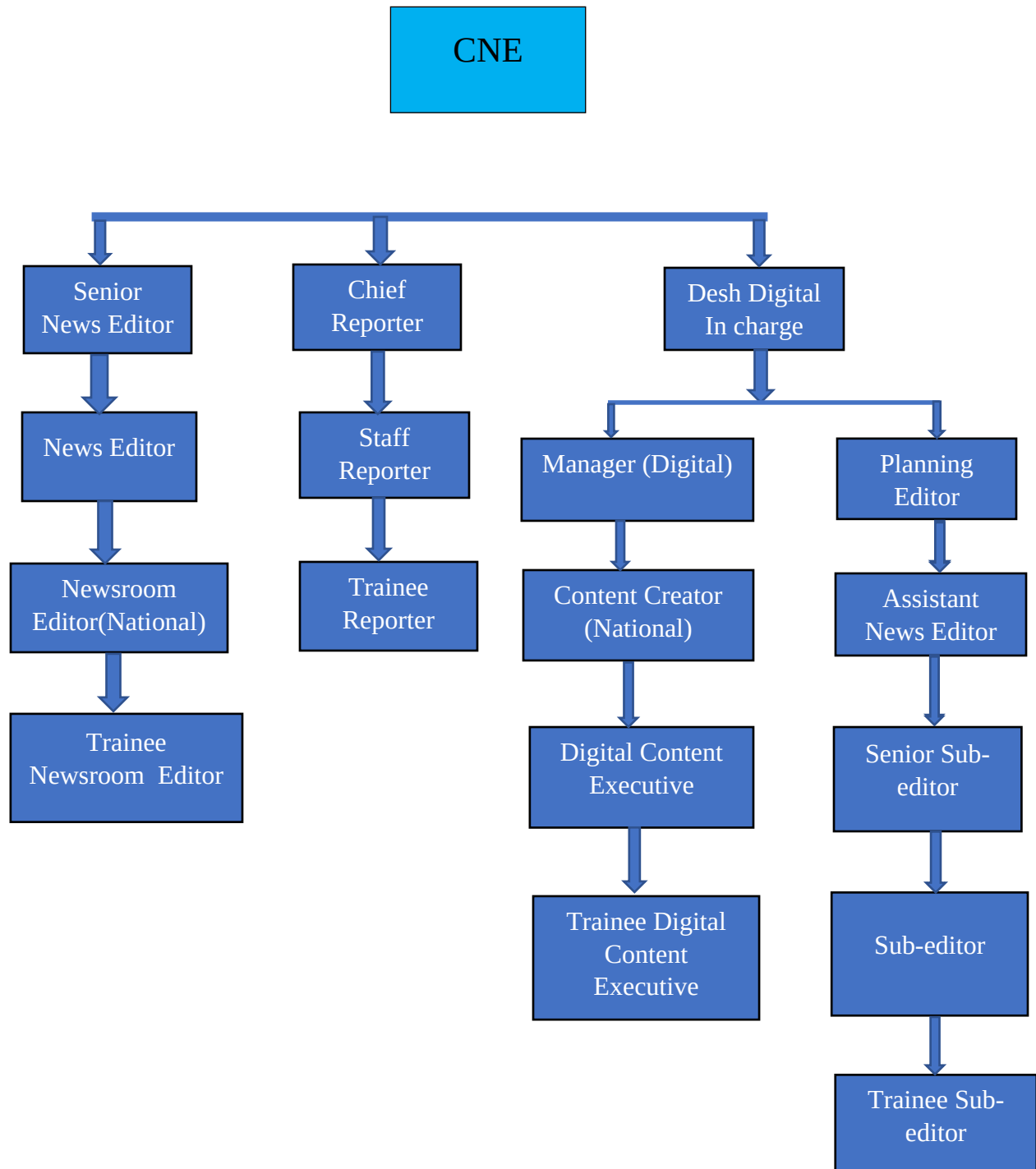
Date of Inception: 26 March 2009

Head of News: Faruq Hossain

Log



Organogram:



Tasks

I had the opportunity to complete a wide range of tasks during my internship at the renowned media organization Desh TV, each of which added to my thorough awareness of the media and journalism scene. These experiences strengthened my abilities and gave me useful insights, setting me up for a fruitful career in the industry.

- YouTube SEO
- Thumbnail Design
- Sub Editing
- Digital Platform Uploading (FB & YouTube)
- OBS Software Utilization
- FB Live Programming

I expanded my skill set and deepened my understanding of media operations through my internship at Desh TV, where I acquired first-hand experience with these activities. Without a doubt, the experience and useful insights I obtained during this time have equipped me for a fulfilling future in journalism.

Project Details

Project 01

Project Name: Preparing Title & Thumbnail for Chittagong -10 by-election.

Project Type: Thumbnail Design & Digital Upload

Assignment Date: July 4, 2023

Project Description:

For this particular job, I worked on developing enticing titles and thumbnails for the coverage of the Chittagong-10 by-election. Increasing audience engagement required summarizing election information and creating visually appealing thumbnails. I have to work with the SEO also. Finding keywords for youtube and Facebook.

My Responsibility:

I was in charge of keeping track of Chittagong-10 by-election updates and gathering reliable data. To improve the timely and appealing election coverage, I came up with succinct, impactful titles and worked with the design team to develop interesting thumbnails.

My Research Note:

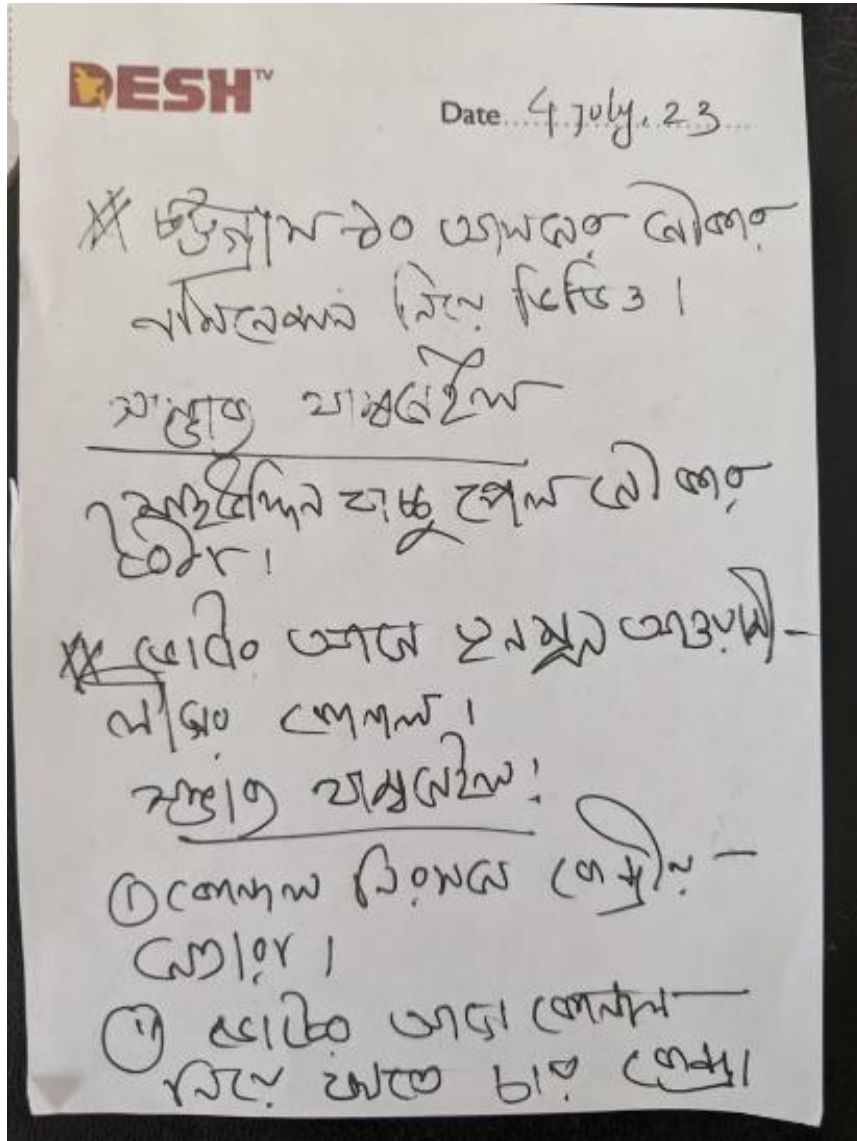


Photo 1.1: A research note on the package on Thumbnail Design & Digital Upload

My Project:

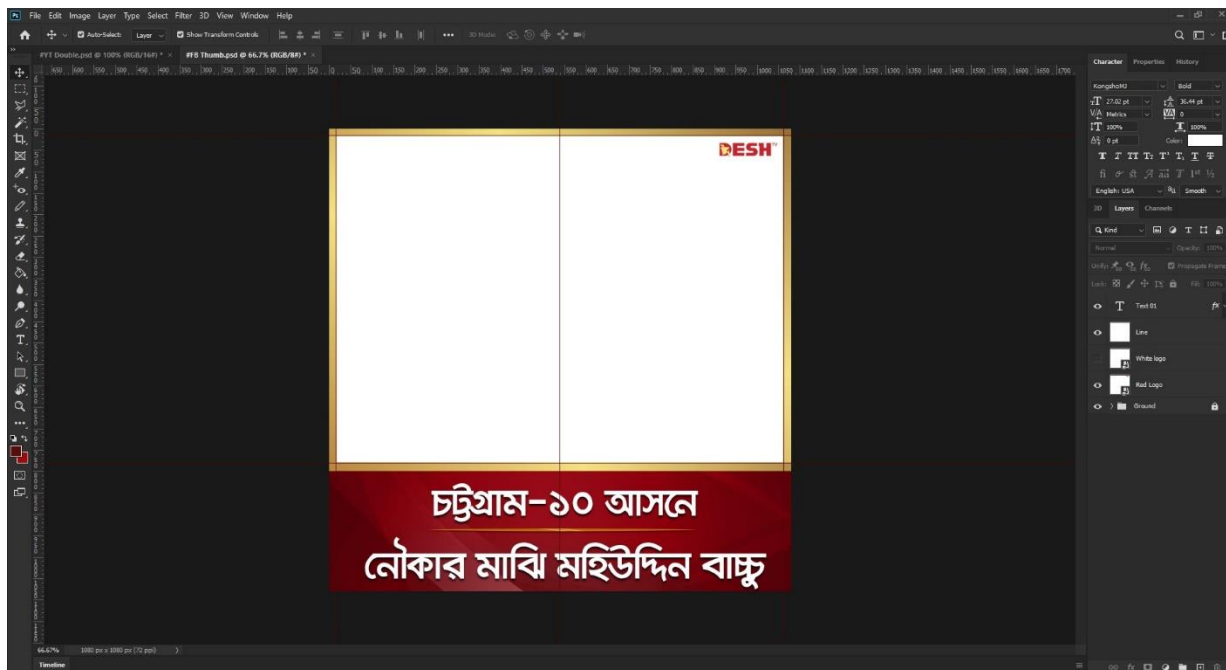
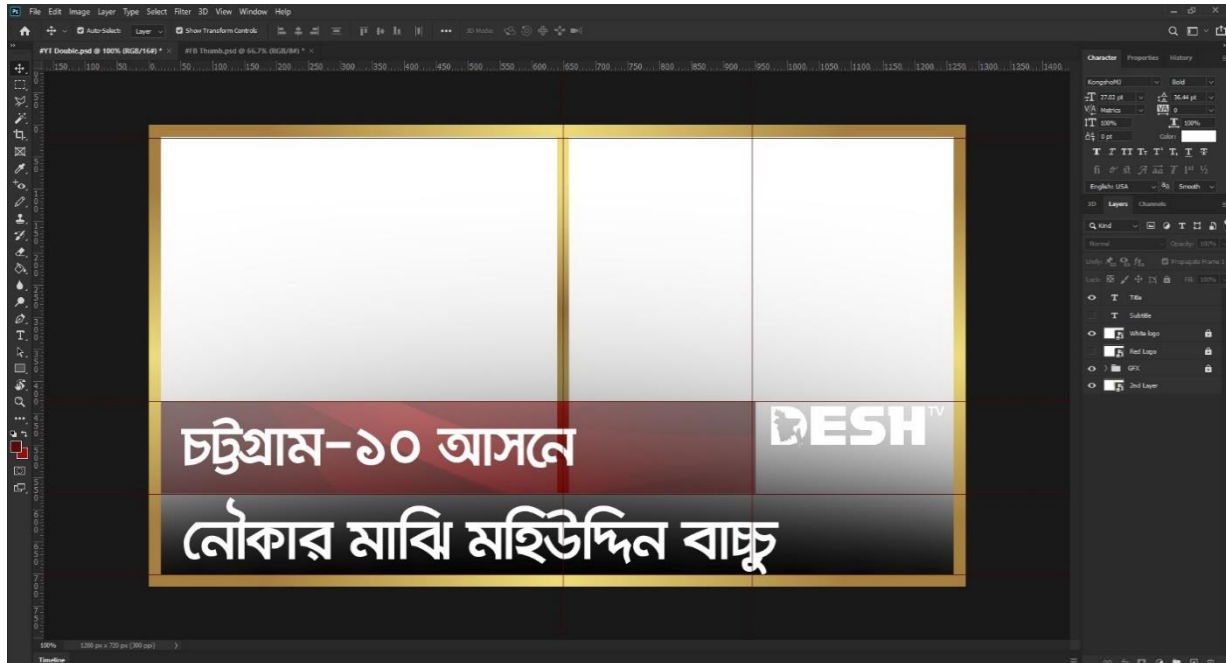


Photo 1.2: Facebook & YouTube Thumbnail Preset

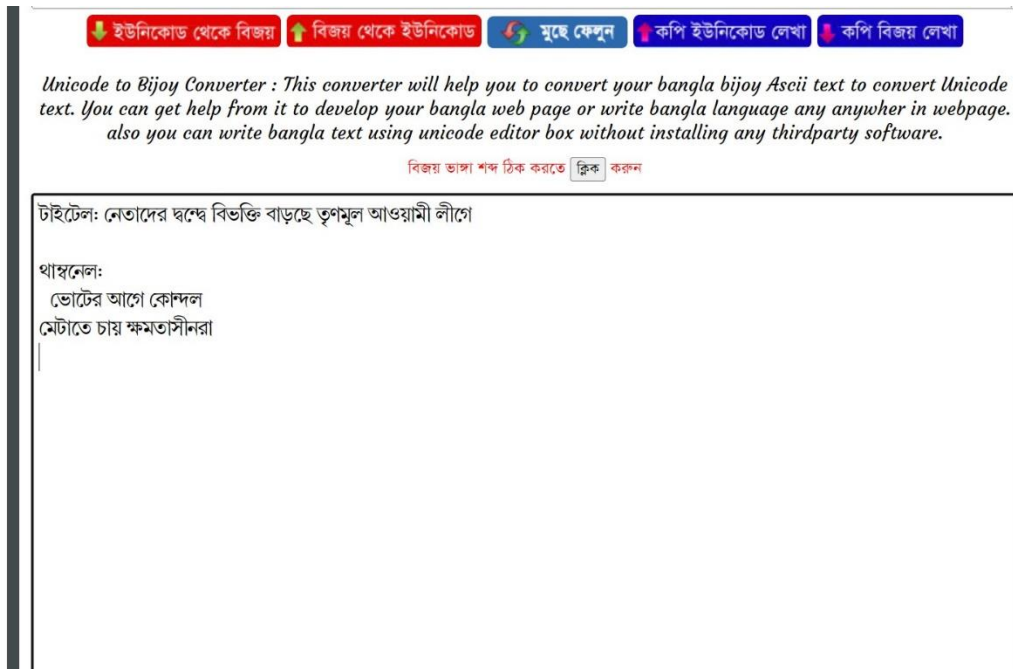


Photo 1.3: Brainstorming Title & Thumbnail Headline



Photo 1.4: Edit & Final Draft

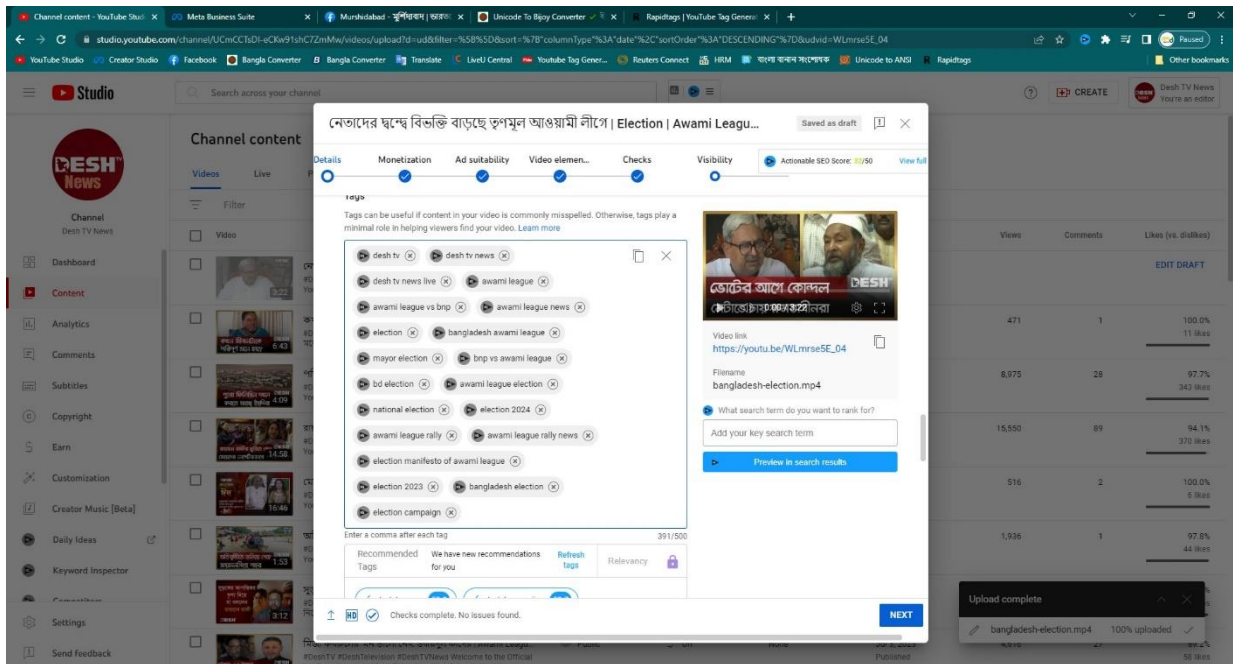


Photo 1.5: YouTube SEO

YouTube

Search

vidi

OVERVIEW THUMBNAIL

SOCIAL

0 YouTube Likes +0 to likes

Connect more friends

Auth Facebook

SEO

3:20 373 0

7 desc link count 0

COMPARE VIEWS IN THE FIRST 28 DAYS

This video VS This channel average - Upgrade

1K 500 0

0 1 2 3 7

নতাদের দ্বন্দ্ব বিভক্তি বাড়ছে তৃণমূল আওয়ামী লীগে | Election | Awami League | Desh TV

Desh TV News 874K subscribers

Subscribe

No views 14 seconds ago #DeshTV #DeshTelevision #DeshTVNews

0 0 Share Save

Desh TV News 1 m ·

নতাদের দ্বন্দ্ব বিভক্তি বাড়ছে তৃণমূল আওয়ামী লীগে

See translation

DESH TV

1

Photo 1.6: Published Version

Published Copy:

YouTube News Link: https://youtu.be/WLmrse5E_04

Facebook News Link: <https://www.facebook.com/deshtvnews/videos/233155289654487>

My Mistakes:

1. Did lots of mistakes editing In Photoshop
2. Initial struggle with designing engaging thumbnails, impacting click-through rates and viewer engagement
3. Challenges in managing playlists and annotations led to disorganized content and missed promotional opportunities.
4. Lack of effective communication and collaboration with the content team
5. Didn't Know Unicode to Bijoy Convert for writing in Photoshop.
6. Can't know How to use YouTube SEO
7. Photoshop layer management problem.

My learning:

1. Learned how to make thumbnails.
2. Learn how to make headlines.
3. Learned how to analyze SEO data.
4. Enriched knowledge of Photoshop layer management

Project 02

Project Name: Preparing Title & Thumbnail for RPO Amendment for EC.

Project Type: Thumbnail Design & Digital Upload

Assignment Date: July 4, 2023

Project Description:

The task titled "Preparing Title & Thumbnail for RPO Amendment for EC" involved creating succinct titles and compelling thumbnails specifically for social media sites like Facebook and YouTube. I helped these platforms communicate important information more effectively and increase audience engagement by doing so.

My Responsibility:

As part of my duties, I had to come up with names that would catch readers' interest and effectively summarize the RPO Amendment for EC. In addition, I worked with the design team to produce visually appealing thumbnails that were geared for websites like Facebook and YouTube. I wanted to improve the media's online profile and successfully engage the digital audience with essential material, so I aligned both elements.

My Research Note:

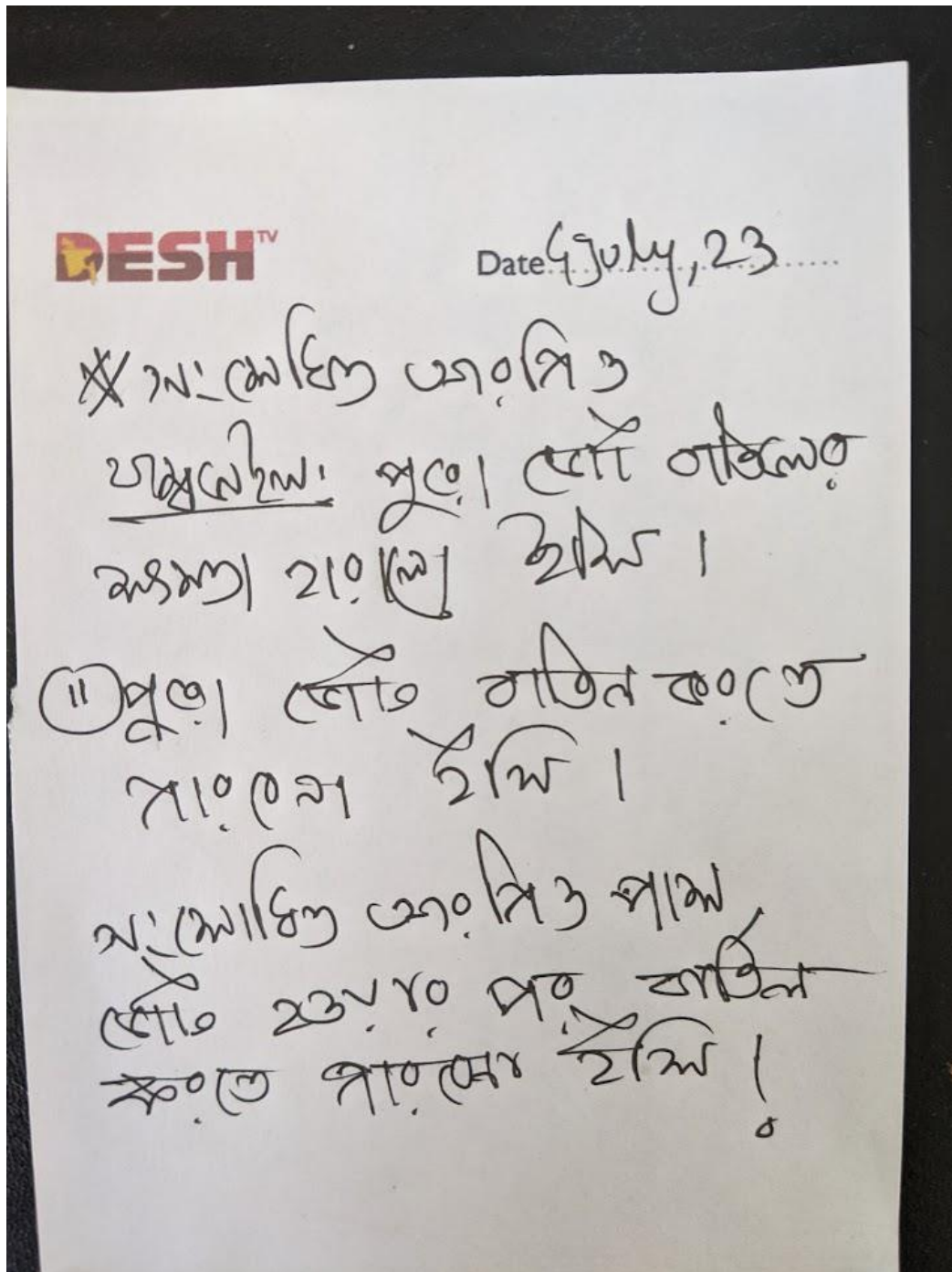


Photo 2.1: A research note on the package on Thumbnail Design & Digital Upload

My Project:

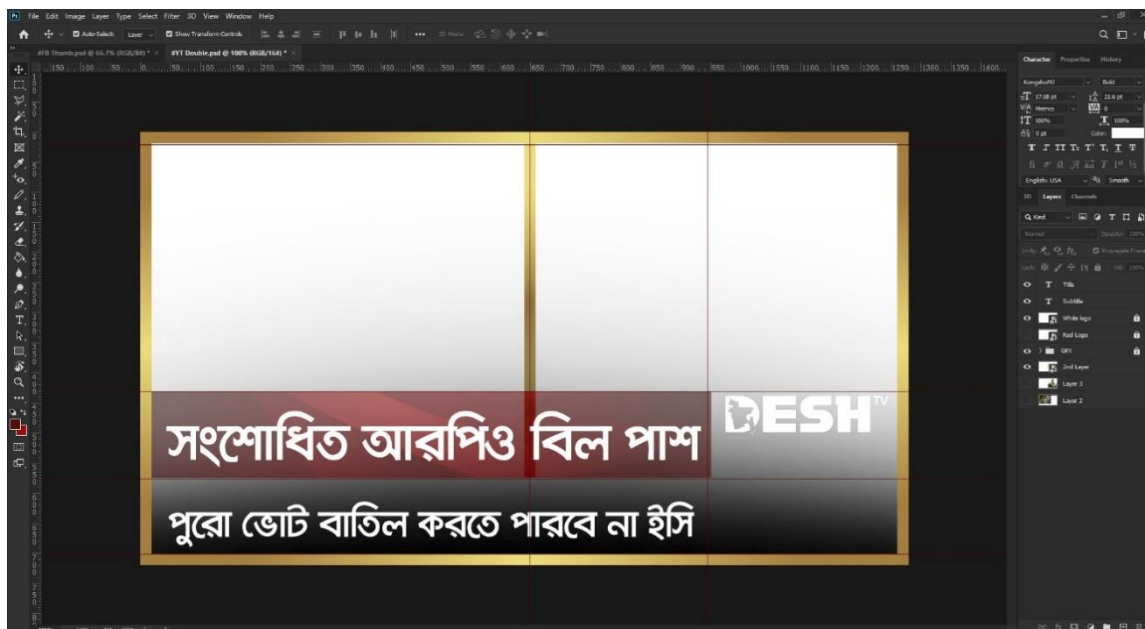
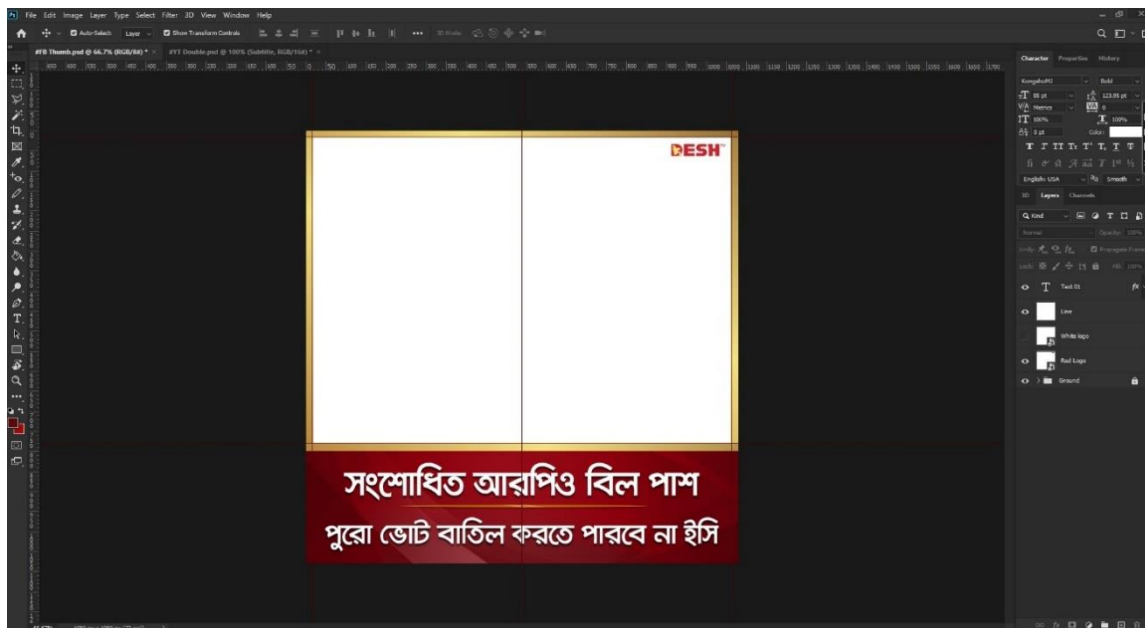


Photo 2.2: Facebook & YouTube Thumbnail

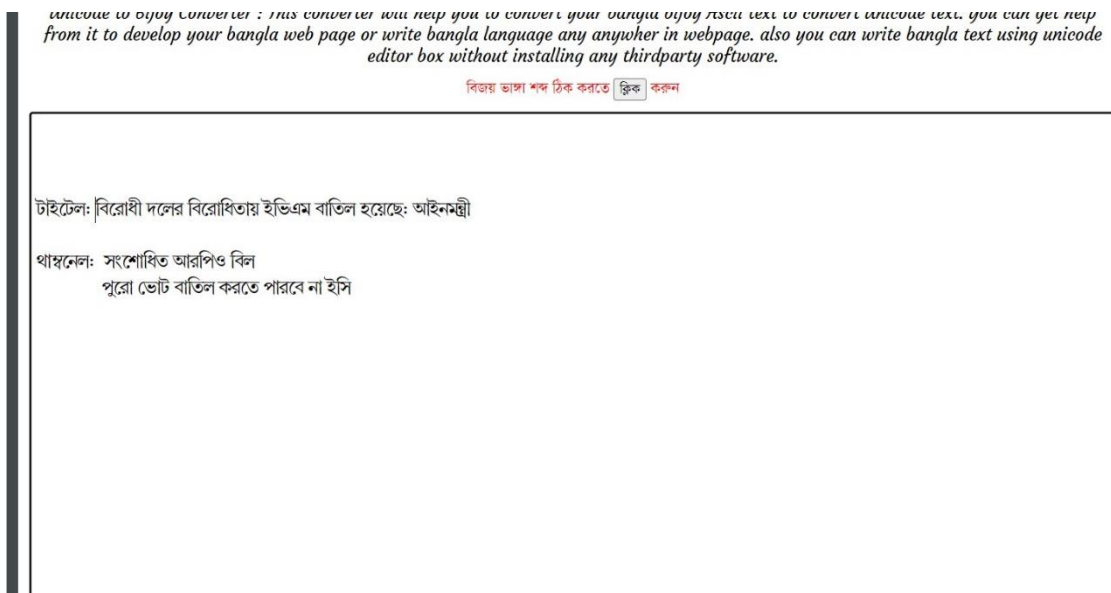


Photo 2.3: Brainstorming Title & Thumbnail Headline

Video details

UNDO CHANGES

SAVE

Help viewers explore key places in your video. These are public places like restaurants and shops – we don't display your current location or other private info. [Learn more](#)

☒ Allow automatic places

Tags

Tags can be useful if content in your video is commonly misspelled. Otherwise, tags play a minimal role in helping viewers find your video. [Learn more](#)

desh tv

61.0

desh tv news

desh tv news live

RPO Bill

#1

rpo bill

#1

rpo

#1

bangladesh parliament

bangladesh parliament election

Election

election

Enter a comma after each tag

145/500

Templates

Translate

Keyword Inspector

Copy Tags

145 / 500

Photo 2.4: YouTube SEO

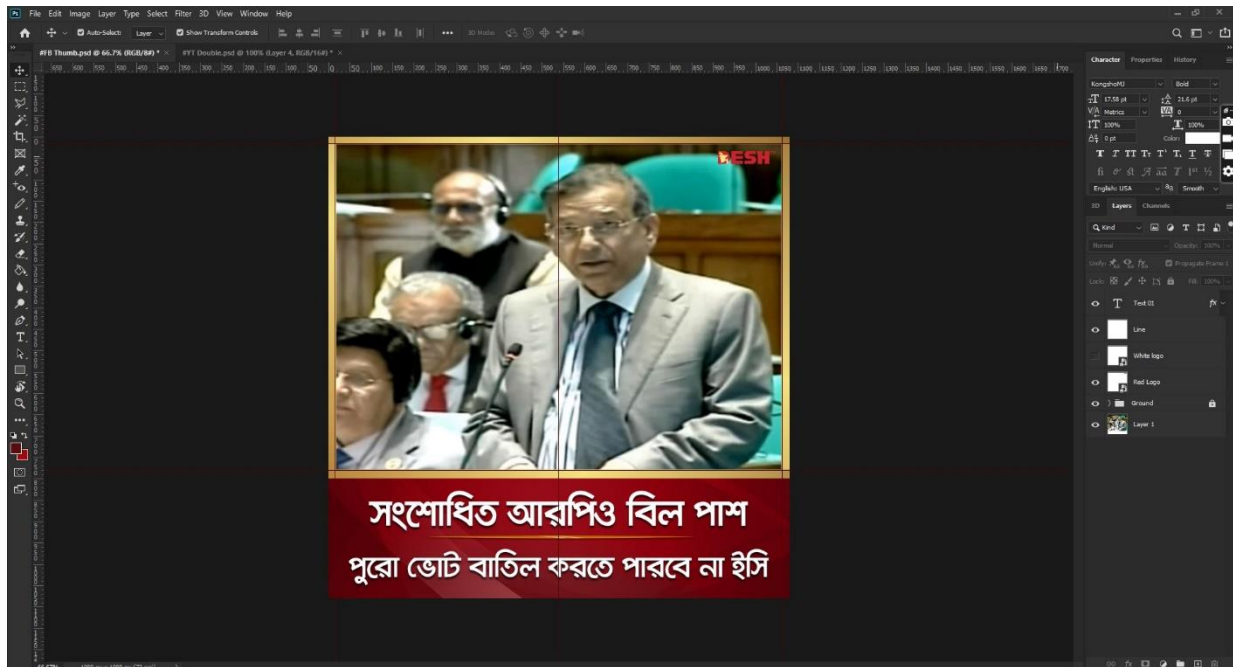


Photo 2.5: Edit & Final Draft



Photo 2.6: Published Version

Published Copy:

YouTube News Link: https://youtu.be/YTHA5IYI_bI

Facebook News Link: <https://www.facebook.com/deshtvnews/videos/254034897333782/>

My Mistakes:

1. Initially struggled with mastering Photoshop tools and features.
2. Sometimes failed to place appropriate images in the thumbnail.

My learning:

1. Significance of thorough keyword research for improved search rankings.
2. Importance of visually appealing thumbnails for increased engagement.
3. Photoshop layer management.
4. Know the importance of a consistent video upload schedule
5. Understanding of design principles, typography, and image editing techniques to enhance the visual appeal of thumbnails.
6. Gained insights into the importance of creating accurate thumbnails.

Project 03

Project Name: Sub Editing on "Two food warehouse officials were killed in a head-on collision between a private car and a motorcycle in Chuadanga"

Project Type: Online News

Assignment Date: July 30, 2023

Project Description:

I worked on a large sub-editing project during my internship at Bangladesh's Desh TV during my internship. To ensure truth and clarity, this function required active participation in the news programs' editorial process. I improved my attention to detail, language proficiency, and communication abilities while gaining essential insights into the workings of a newsroom. I was able to effectively contribute to media creation thanks to this experience, as demonstrated by my participation in the news story "Two food warehouse officials were killed in a head-on collision between a private car and a motorcycle in Chuadanga."

My Responsibility:

I actively participated in sub-editing news material for programs during my last year internship at Desh TV. This included thorough editing and fact-checking to guarantee correctness, coherence, and clarity. My attention to detail, linguistic accuracy, and communication skills were all improved by this training, which also gave me insights into the workings of a newsroom. Along with that, I helped with the sub-editing of the news article "Two food warehouse officials were killed in a head-on collision between a private car and a motorcycle in Chuadanga."

My Research Note:

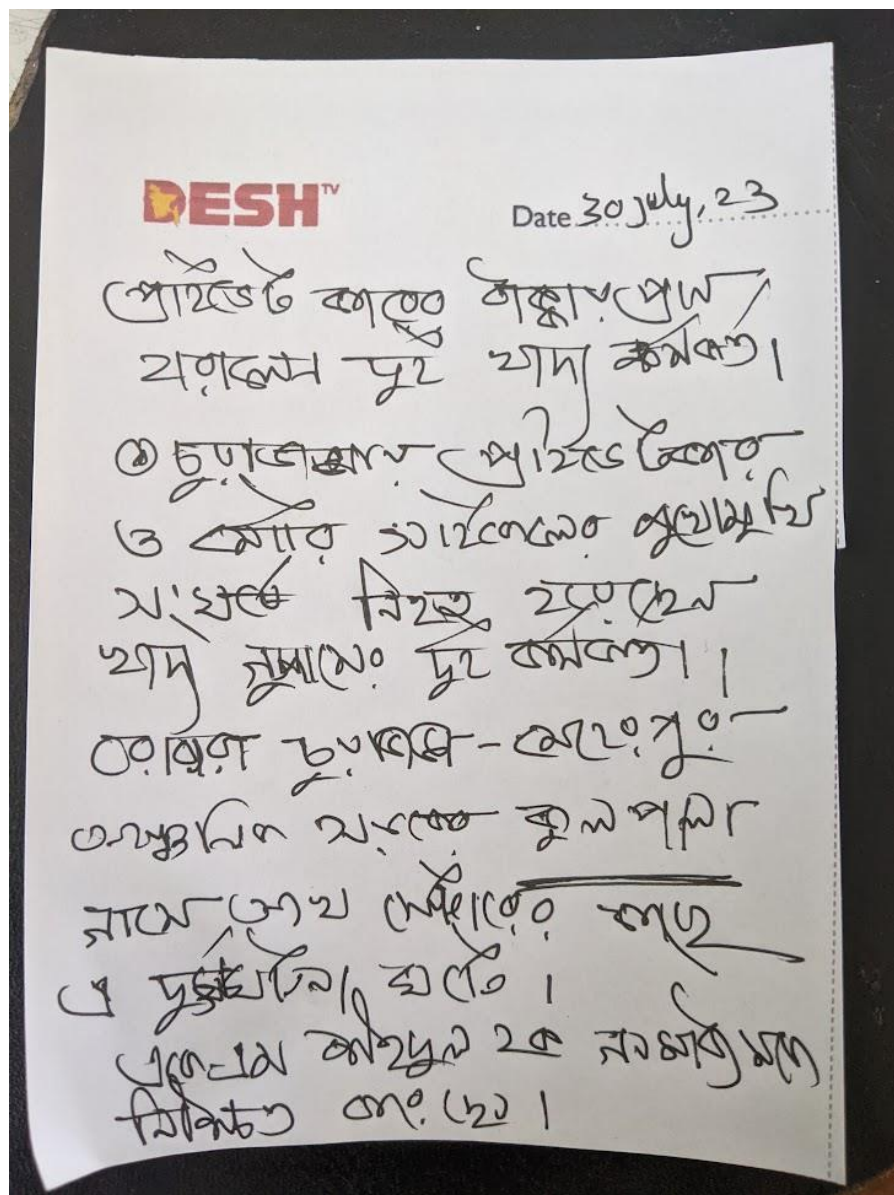


Photo 3.1: A research note on Sub-Editing a news For Desh TV Online Portal

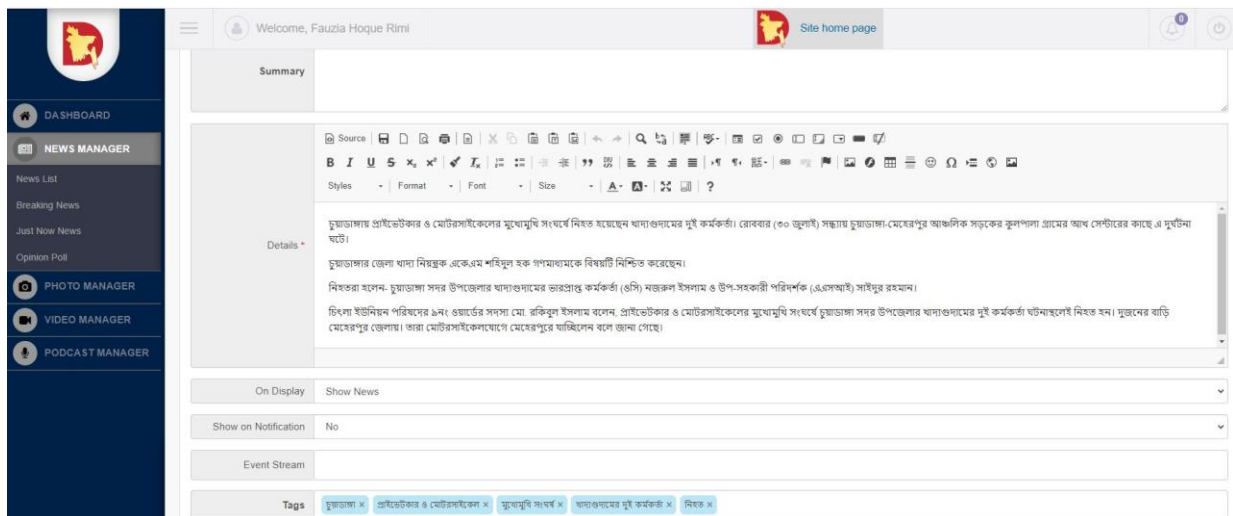
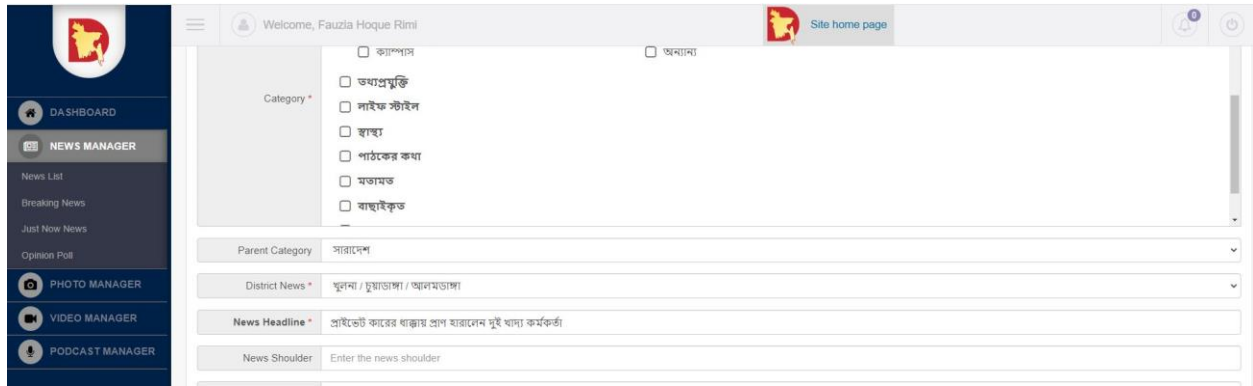
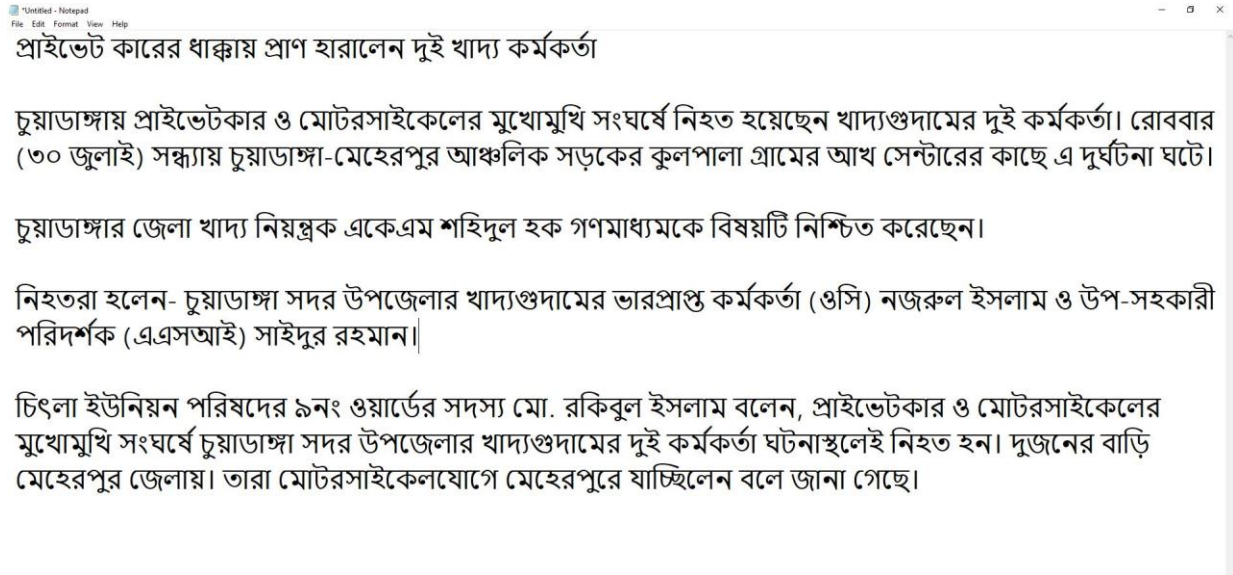


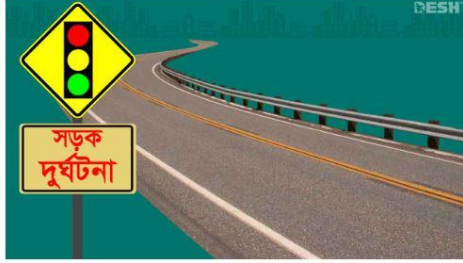
Photo 3.2: Draft Copy and Edit website View

প্রবন্ধ >> সারাদেশ

প্রাইভেট কারের ধাক্কায় প্রাণ হারালেন দুই খাদ্য কর্মকর্তা [Edit](#)

দেশ টিভি ডেস্ক
৩০ জুলাই ২০২০, ১১:১৪ | GMT +6

Shares [f](#) [t](#) [g](#) [w](#) [e](#)



প্রতীকী ছবি

চুয়াডাঙ্গায় প্রাইভেটকার ও মোটরসাইকেলের মুখোমুখি সংঘর্ষে নিহত হয়েছেন খাদ্যগুদামের দুই কর্মকর্তা। রোববার (৩০ জুলাই) সন্ধ্যায় চুয়াডাঙ্গা-মেহেরপুর আঞ্চলিক সড়কের কুলপালা গ্রামের আখ সেটারের কাছে এ দুর্ঘটনা ঘটে।

চুয়াডাঙ্গার জেলা খাদ্য নিয়ন্ত্রক একেএম শহিদুল হক গণমাধ্যমকে বিষয়টি নিশ্চিত করেছেন।

নিহতরা হলেন- চুয়াডাঙ্গা সদর উপজেলার খাদ্যগুদামের ভারপ্রাপ্ত কর্মকর্তা (এসি) নজরুল ইসলাম ও উপ-সহকারী পরিদর্শক (এএসআই) সাইদুর রহমান।

চিৎলা ইউনিয়ন পরিষদের ৯নং ওয়ার্ডের সদস্য মো. রকিবুল ইসলাম বলেন, প্রাইভেটকার ও মোটরসাইকেলের মুখোমুখি সংঘর্ষে চুয়াডাঙ্গা সদর উপজেলার খাদ্যগুদামের দুই কর্মকর্তা ঘটনাস্থলেই নিহত হন। দুজনের বাড়ি মেহেরপুর জেলায়। তারা মোটরসাইকেলযোগে মেহেরপুরে যাচ্ছিলেন বলে জানা গেছে।



সর্বশেষ	জনপ্রিয়
প্রাইভেট কারের ধাক্কায় প্রাণ হারালেন দুই খাদ্য কর্মকর্তা	১
'সন্ত্রাসী কার্যক্রম করে ক্ষমতায় আসতে পারবেন না'	২
'আপীল না থাকলে ভারতের সঙ্গে সম্পর্ক ক্ষতিগ্রস্ত হবে'	৩
'জাতীয় পার্টি দালালি করে ক্ষমতায় আসতে চায় না'	৪
জেরাজ ১২ মাস, হাসপাতালে ১৫০৯	৫
সর্বশেষ সব খবর	

Photo 3.3: Published Copy

Published Copy:

News Link: <https://www.desh.tv/country-news/8097/প্রাইভেটকারের-ধাক্কায়-প্রাণ-হারালেন-দুই-খাদ্য-কর্মকর্তা.3>

My Mistakes:

1. Grammar mistakes were initially missed, emphasizing the importance of thorough proofreading.
2. Missed a crucial update in a breaking news story, highlighting the value of tracking real-time information.
3. In a political news report, a nuanced comment was misunderstood, emphasizing the need for precise comprehension.
4. Underestimated how badly punctuation can affect how well news content is conveyed.
5. Statistics in an economic report were not cross-referenced, underscoring the importance of accurate data.

My learning:

1. Diligent proofreading to find typos and grammatical problems.
2. Tracking and updating of information in real-time for breaking news items.
3. Examining subtleties to correctly interpret and communicate desired messages.
4. Recognizing the value of appropriate punctuation in communicating news tone.
5. Comparing data across sources to guarantee accuracy in specialized reports.

Project 04

Project Name: Sub Editing the news ‘‘The Prime Minister is going to Rangpur today’’

Project Type: Online News

Assignment Date: August 2, 2023

Project Description:

My sub-editing project, "Enhancing Clarity: The Prime Minister's Rangpur Visit," significantly improved the caliber of the news content. I painstakingly revised and perfected the news item, focusing on clarity, precision, and consistency. My ability to use language precisely and pay close attention to detail improved as a result of this project. I learned more about the nuances of the newsroom from this practical experience, and I also helped to facilitate the smooth flow of information.

My Responsibility:

I took on the duty of painstakingly checking and polishing news articles for correctness, coherence, and clarity for this initiative. This included checking the information supplied for general coherence as well as finding grammatical faults. My responsibility also included fact-checking and ensuring that the programming adhered to Desh TV's editorial standards. Through this practical involvement, I improved my capacity to make the text more readable and efficiently convey important information to the audience.

My Research Note:

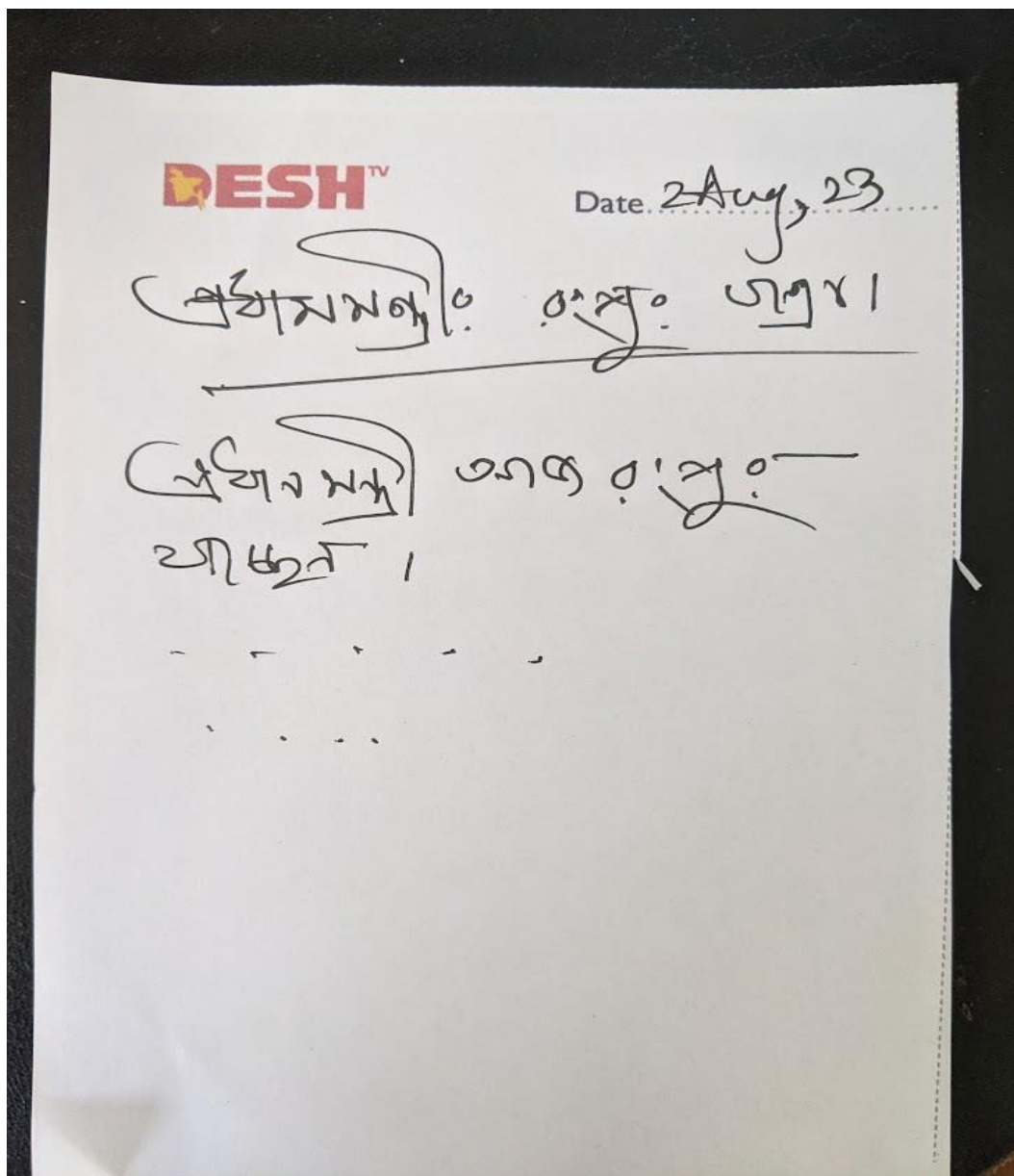


Photo 4.1: A research note on Sub-Editing a news For Desh TV Online Portal

প্রধানমন্ত্রী রংপুর যাচ্ছেন আজ

প্রধানমন্ত্রী শেখ হাসিনা আজ (বুধবার) রংপুর যাচ্ছেন। প্রধানমন্ত্রীর সফর উপলক্ষে গোটা মহানগরে নেওয়া হয়েছে কঠোর নিরাপত্তা ব্যবস্থা। বসানো হয়েছে ১ হাজারের বেশি সিসিটিভি ক্যামেরা। তল্লাশি করা হচ্ছে প্রবেশ পথগুলোতে সন্দেহভাজন যানবাহন ও ব্যক্তিদের। রংপুরের এই সফরে প্রধানমন্ত্রী জনসভায় যোগ দেবেন। আয়োজকরা জানিয়েছে, জনসভা হবে মানুষের জনসমুদ্র। এখান থেকে আগামী নির্বাচনি প্রচারণা শুরু করবেন প্রধানমন্ত্রী।

সফরসূচি অনুযায়ী, বুধবার (২ আগস্ট) বেলা সাড়ে ১২টায় রাজধানীর তেজগাঁও বিমানবন্দর থেকে হেলিকপ্টারে করে রংপুরে যাবেন প্রধানমন্ত্রী। বেলা ২টায় তাকে বহনকারী হেলিকপ্টারটি রংপুর ক্যান্টনমেন্টের হেলিপ্যাডে অবতরণ করবে। বেলা ২টা ৫ মিনিটে সেখান থেকে তিনি সড়কপথে রংপুর সার্কিট হাউজের উদ্দেশে রওনা হবেন। সোয়া ২টার দিকে সার্কিট হাউজে পৌঁছে বিভাগীয় কর্মকর্তাদের সঙ্গে মতবিনিময় করবেন। এরপর বিকেল ৩টায় রংপুর জিলা স্কুল মাঠে মহাসমাবেশস্থলে পৌঁছাবেন। সেখানে রংপুর বিভাগের উন্নয়নে নেওয়া প্রায় ১ হাজার ২৪০ কোটি টাকার ২৭টি উন্নয়ন প্রকল্পের উদ্বোধন এবং পাঁচটি প্রকল্পের ভিত্তিস্তর স্থাপন করবেন। এরপর জনসভায় বক্তব্য দেবেন প্রধানমন্ত্রী। কর্মসূচি শেষ করে বিকেলে আবার একই পথে ঢাকার উদ্দেশে রওনা দেবেন প্রধানমন্ত্রী শেখ হাসিনা।

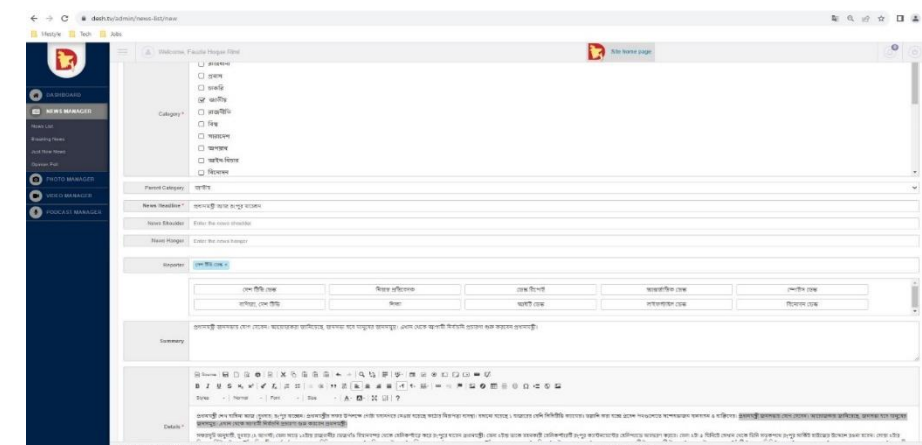
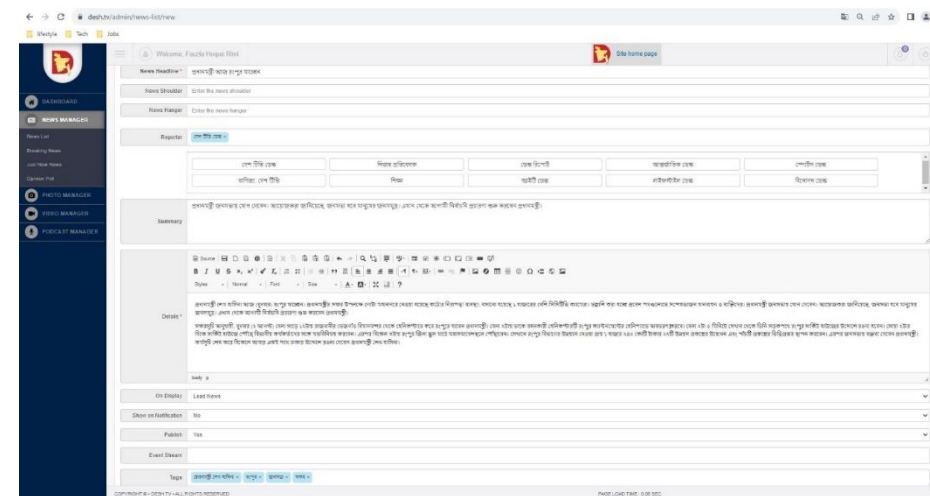


Photo 4.2: Draft Copy and Edit website View

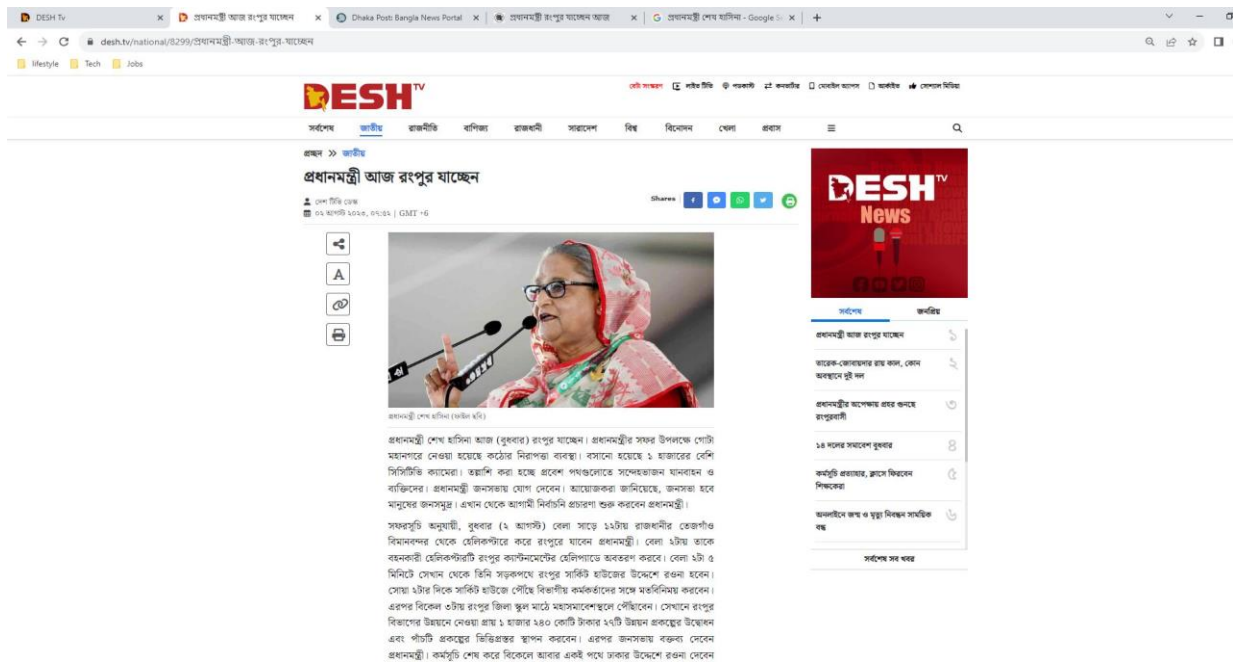


Photo 4.3: Published Copy

Published Copy:

News Link: <https://www.desh.tv/national/8299/প্রধানমন্ত্রী-আজ-রংপুর>

My Mistakes:

1. Initial discovery of contextual mistakes highlighted the importance of meticulous proofreading.
2. Missed an important development in a breaking news story, emphasizing the value of real-time information monitoring.

My learning:

1. A more thorough editing process to find errors and grammatical nuances.
2. Real-time tracking abilities for quick and accurate news updates have been developed.
3. Understanding of the value of statistical cross-referencing to guarantee data accuracy.
4. Developed a keen awareness of intricacies to understand messages correctly.
5. Acknowledged the critical function proper punctuation plays in expressing nuanced news tones.

Project 05

Project Name: OBS Live Streaming of a program named ‘‘DUR PATH’’ for Facebook.

Project Type: Live Streaming

Assignment Date: July 25, 2023

Project Description:

I succeeded in managing a project to improve live streaming on Desh TV's Facebook platform while I was working there as an intern in my final year. I used Open Broadcaster Software (OBS) in cooperation with the technical team to improve the caliber and dependability of live broadcasts. I specifically enhanced the "DUR PATH" program's live streaming. Desh TV's commitment to providing excellent programming and engaging experiences was bolstered by this project, which also increased its audience engagement.

My Responsibility:

I was in charge of using Open Broadcaster Software (OBS) to improve the live streaming quality on Desh TV's Facebook platform during my internship there. This required setting up OBS, working with the technical team to connect cameras and microphones, completing extensive testing, and making sure live broadcasts were delivered without a hitch. My work helped Desh TV increase audience engagement and guarantee a smooth viewing experience.

My Research Note:

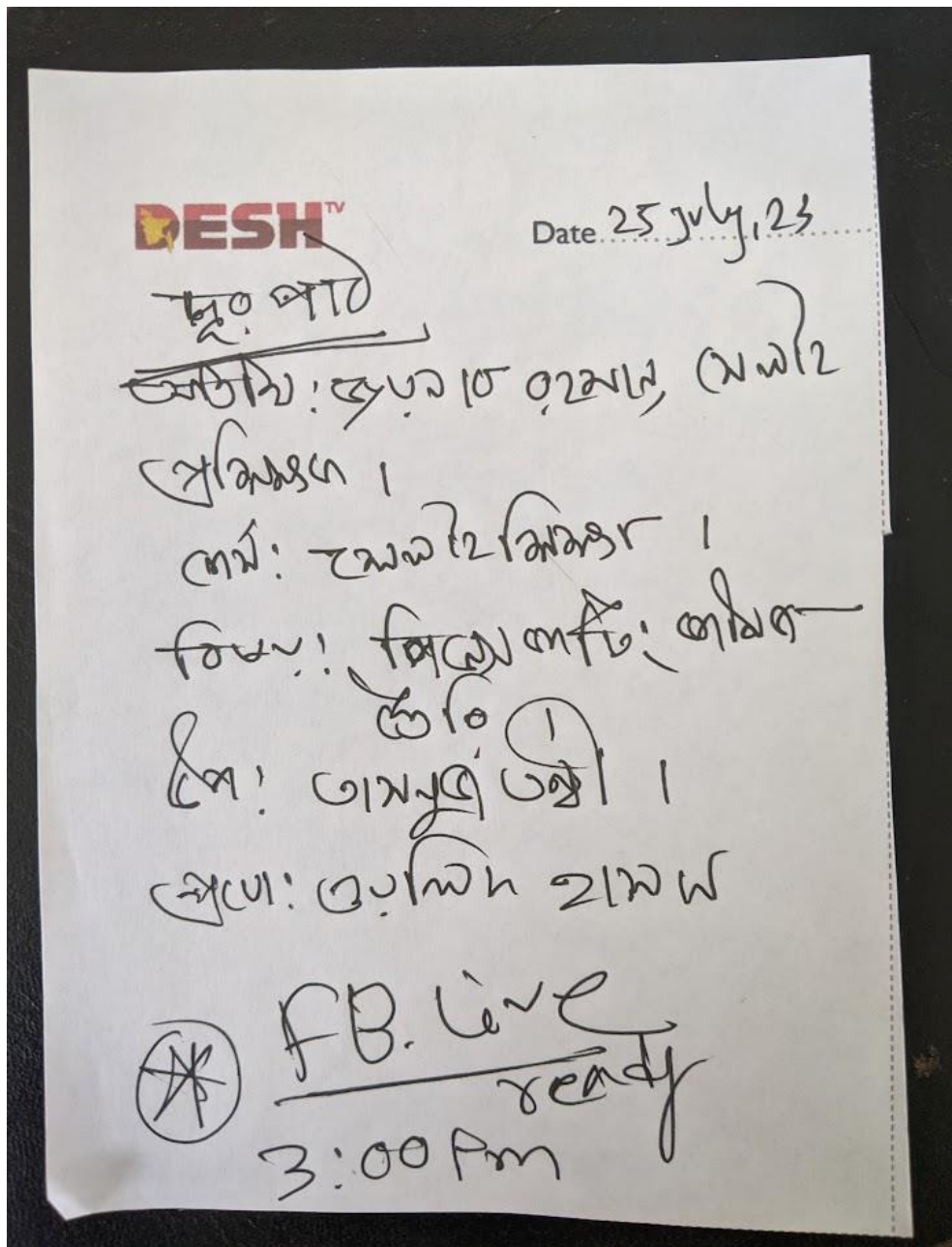


Photo 5.1: A research note on Live Streaming

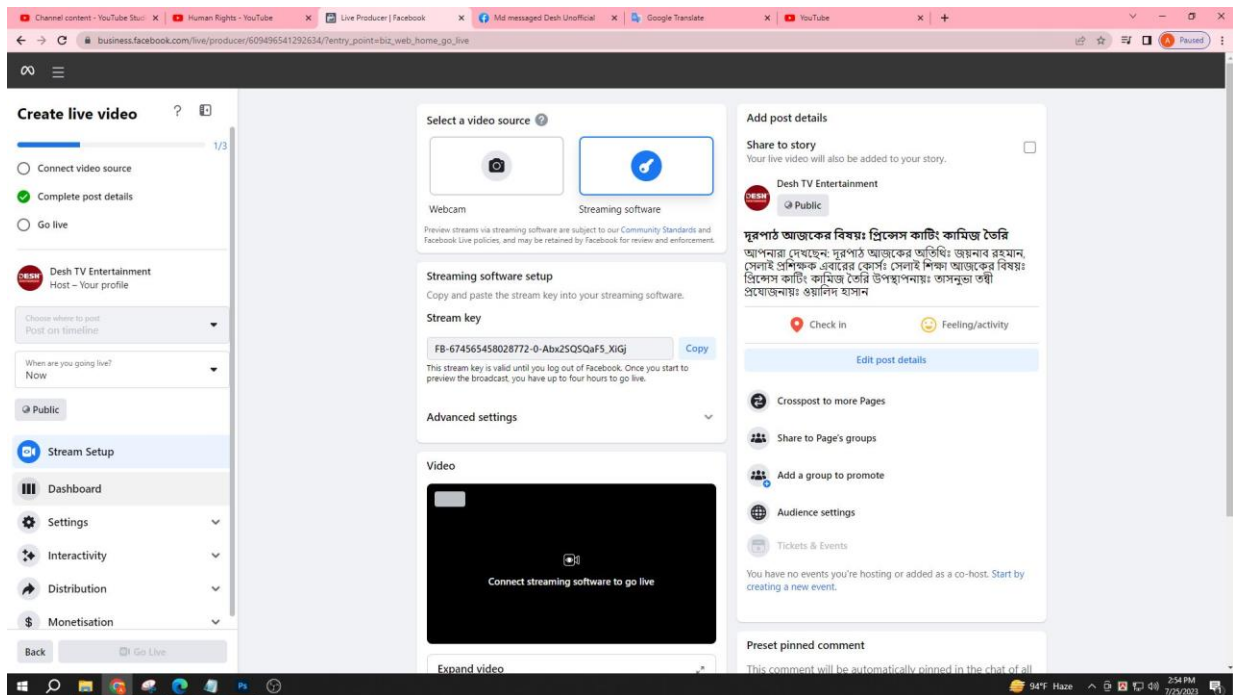
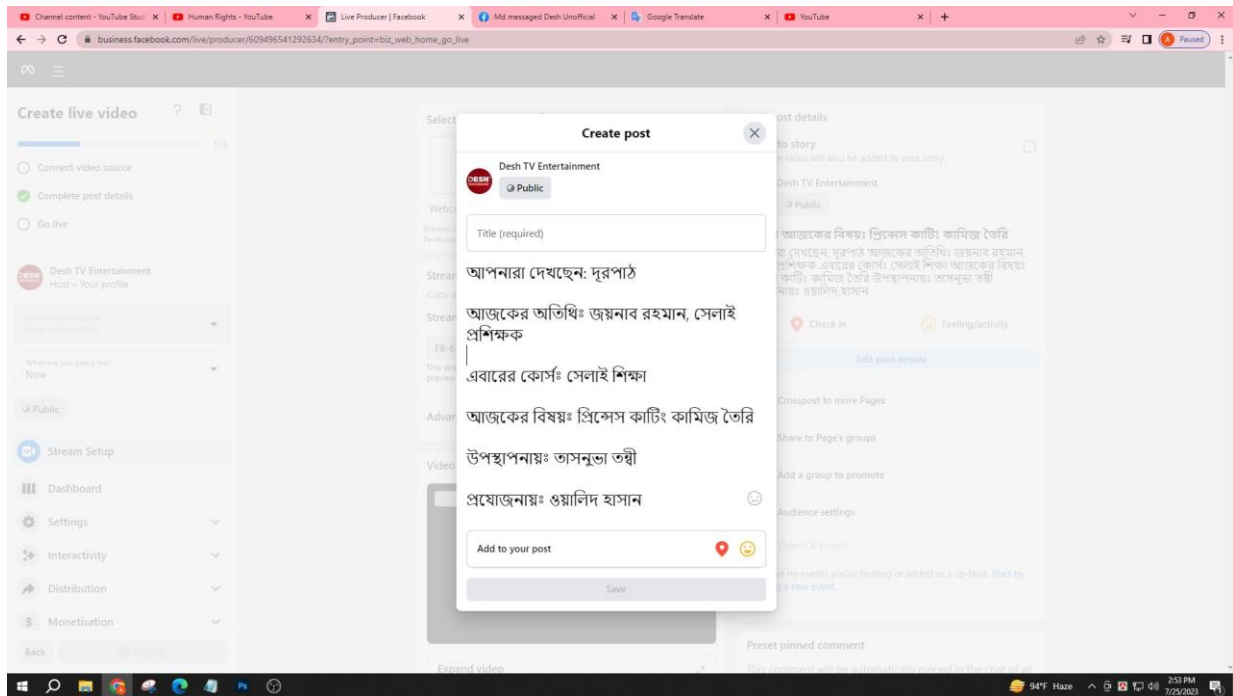


Photo 5.2: Manage and Edit Live

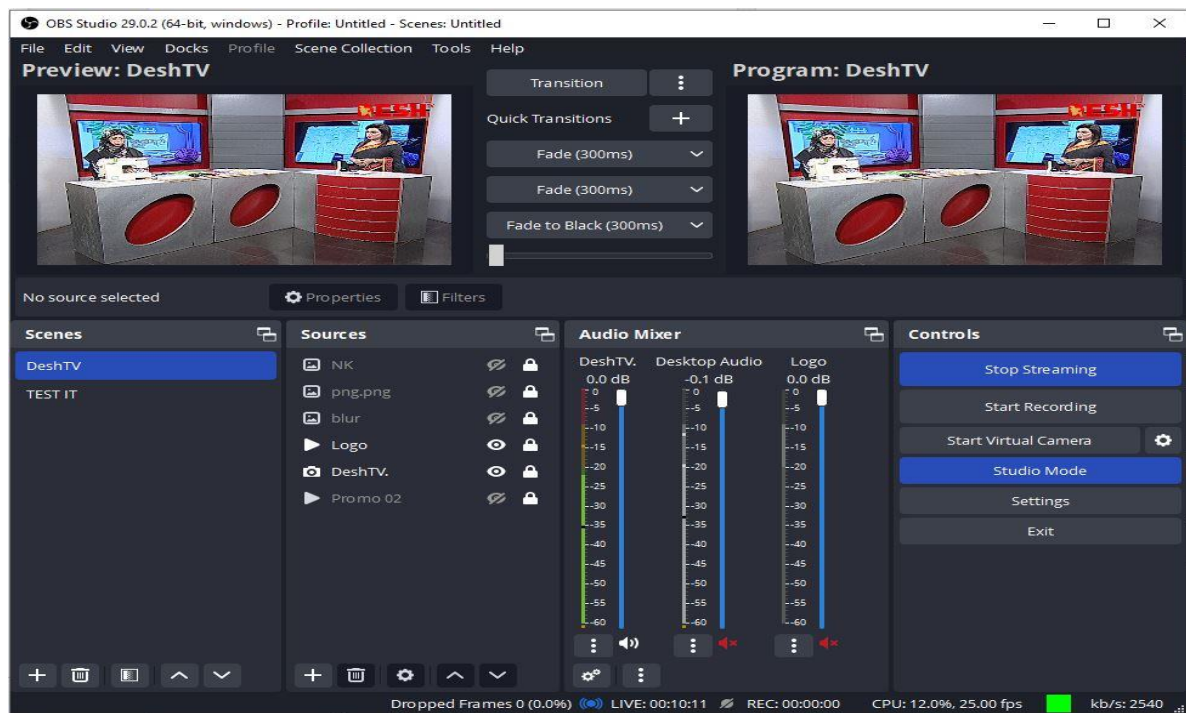
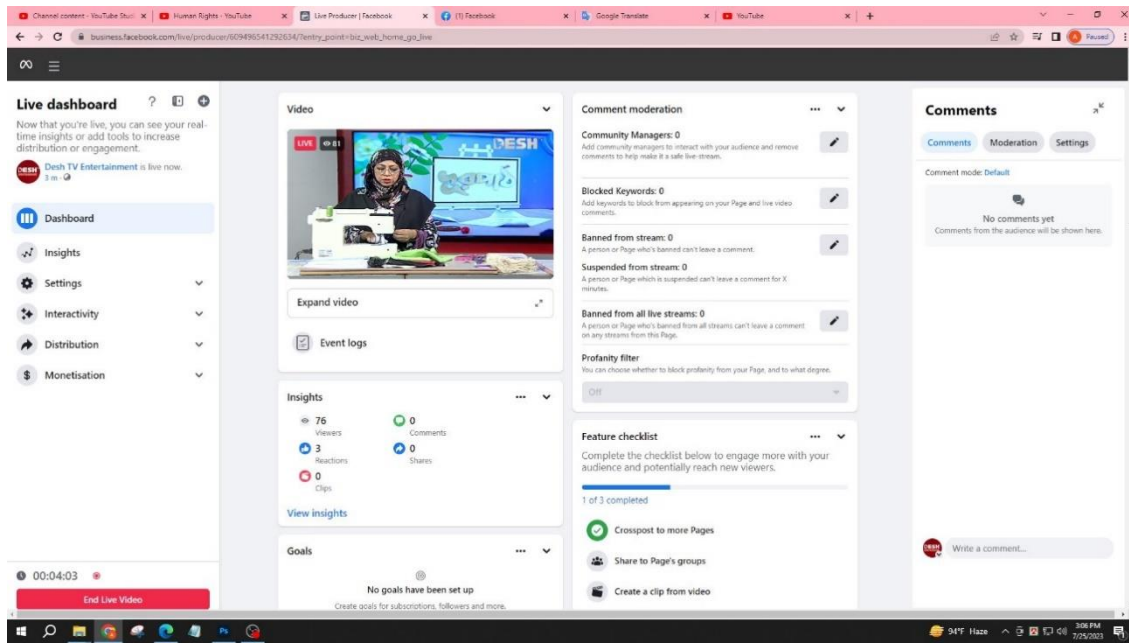


Photo 5.3: Output Live

Published Copy:

Live Link: <https://www.facebook.com/100064259726396/videos/220291500986056>

My Mistakes:

1. Due to a lack of knowledge of the program, setting up OBS initially presented difficulties.
2. During several test runs, there were problems with audio-video synchronization, which reduced the effectiveness of live streams.
3. Audio output was interrupted by issues with external microphone connectivity.
4. Troubleshooting was initially challenging due to a lack of thorough documentation.
5. Due to hurried technical modifications, the live stream occasionally started late.

My learning:

1. Gained practical knowledge of the OBS software for Facebook live streaming.
2. By tackling hardware bugs and audio-video difficulties, problem-solving abilities were developed.
3. Improved communication and teamwork thanks to the technical team's assistance.
4. I discovered the value of thorough testing and quality checks for dependable live broadcasts.
5. Improved time management through effective handling of last-minute technical changes.

Project 06

Project Name: Creating Thumbnails & Titles for a Year of Roadway Waterlogging with Sewage Water.

Project Type: Thumbnail Design & Digital Upload

Assignment Date: July 26, 2023

Project Description:

I completed a project that involved making thumbnails and titles for a year of sewage water flooding roads. I increased click-through rates and audience engagement by creating captivating thumbnails and smoothly integrating them into digital content. Through this experience, I learned how to optimize media material by Desh TV's branding and standards, which eventually improved the viewing experience.

My Responsibility:

My responsibility included developing captivating thumbnails that reflected the issue of "sewage water and roadway challenges." I successfully increased interaction and upheld brand standards by integrating these visuals into Desh TV's digital channels.

My Research Note:

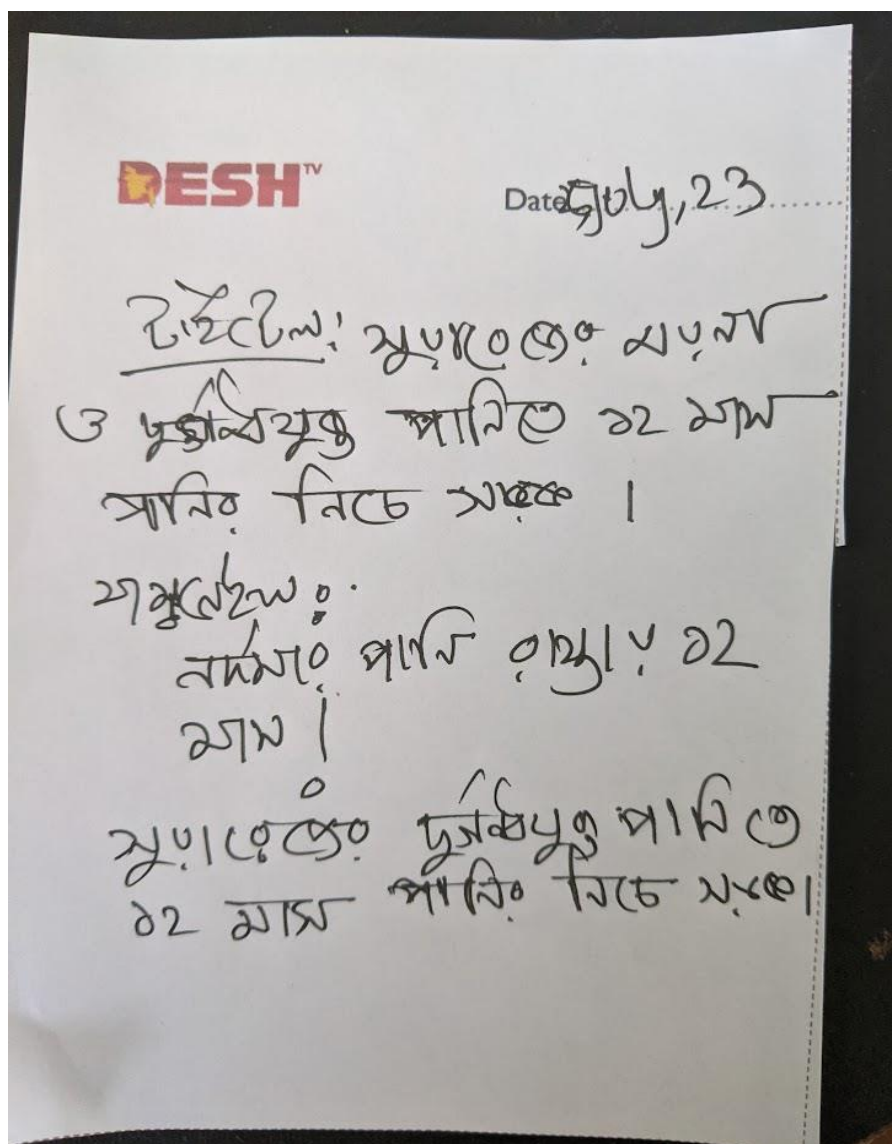


Photo 6.1: A research note on the package on Thumbnail Design & Digital Upload

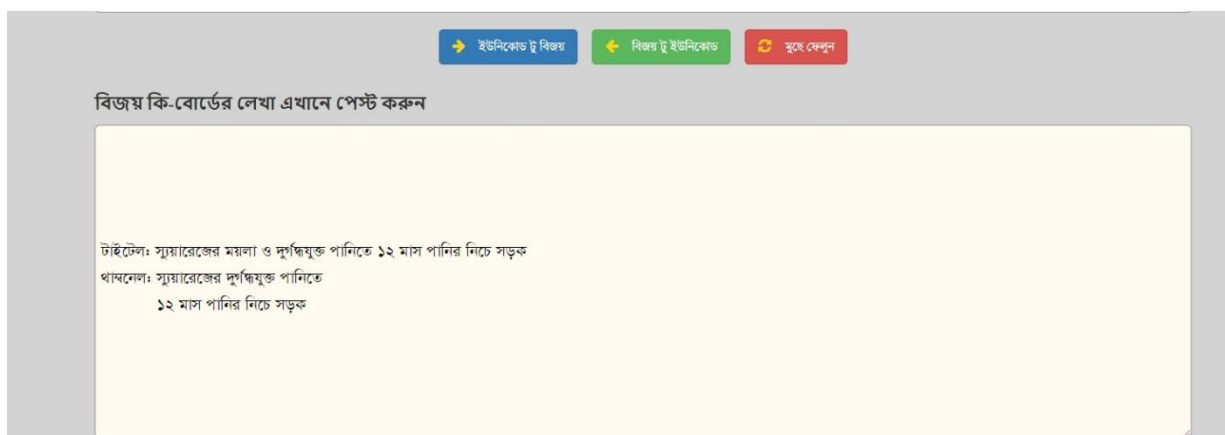


Photo 6.2: Brainstorming Title & Thumbnail Headline

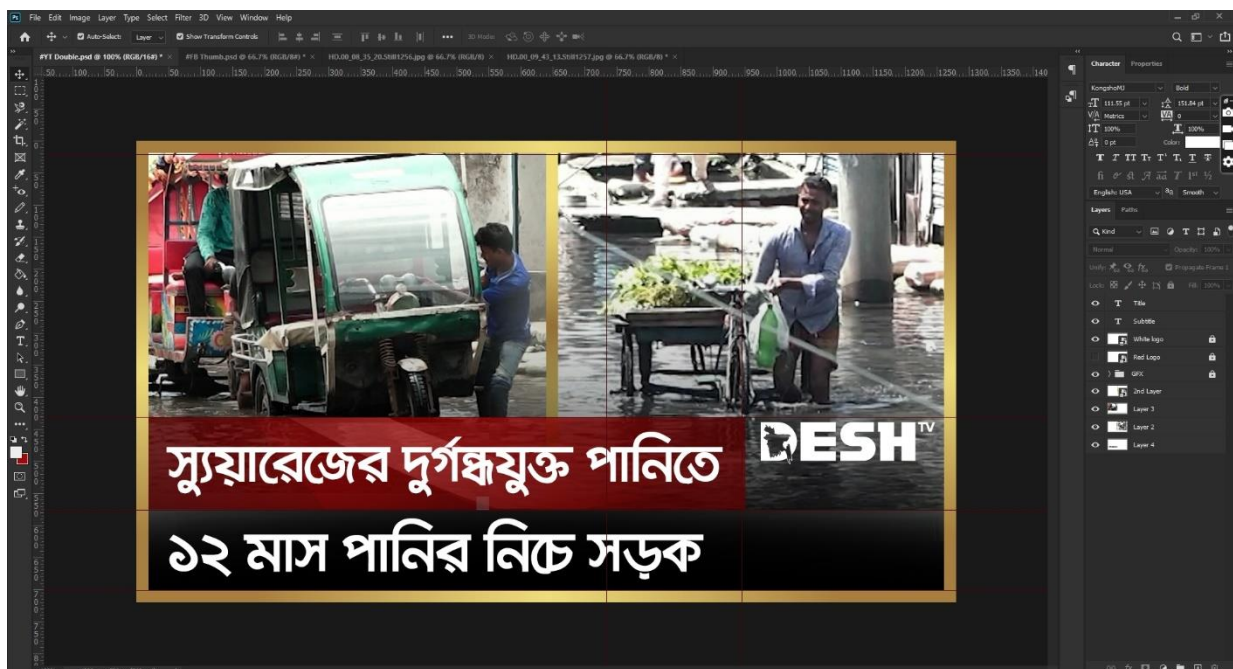
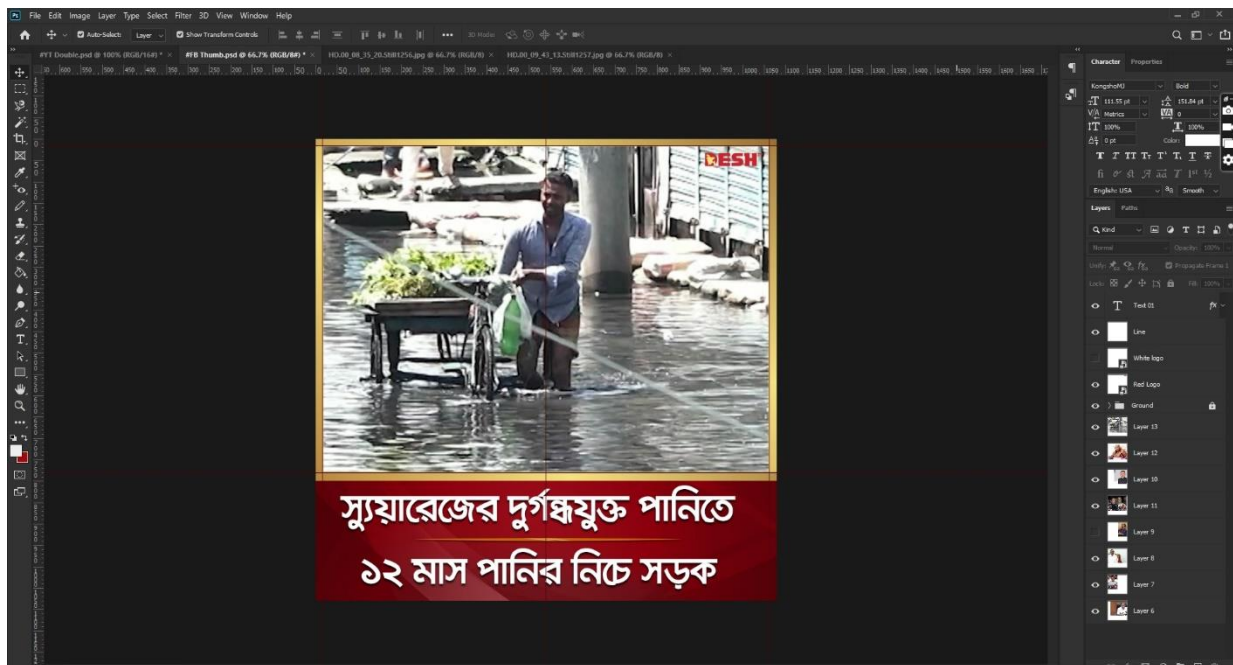


Photo 6.3: Edit & Final Draft



Photo 6.4: Published Version

Published Copy:

Facebook News Link: <https://www.facebook.com/deshtvnews/videos/819856119433204>

YouTube News Link: <https://youtu.be/MjXPo1WNI5U>

My Mistakes:

1. Ignoring thumbnail optimization for mobile.

My learning:

1. Creating a distinct thumbnail identity by using consistent branding.
2. Understanding how well-designed thumbnails affect click-through rates.
3. Improving software skills for graphic design.

Project 07

Project Name: OBS Live Streaming on Facebook for the program name ‘ ‘ PRIYOJON-ER GAN’ ’

Project Type: Live Streaming

Assignment Date: July 28, 2023

Project Description:

I made it possible for "PRIYOJON-ER GAN" to be aired in real-time by using OBS live streaming on the Facebook network. Through this STREAMING, "DESH TV" saw a huge increase in internet visibility and viewer interaction.

My Responsibility:

My job at Desh TV involved enhancing the video and audio quality of OBS and configuring it for flawless Facebook live streaming. I coordinated with the content team to align the streaming schedules for the Desh TV program "Priyjon-er Gan" and worked with the technical team to quickly address any concerns. To achieve successful, interesting live broadcasts, this included a thorough understanding of streaming technology and efficient communication.

My Research Note:

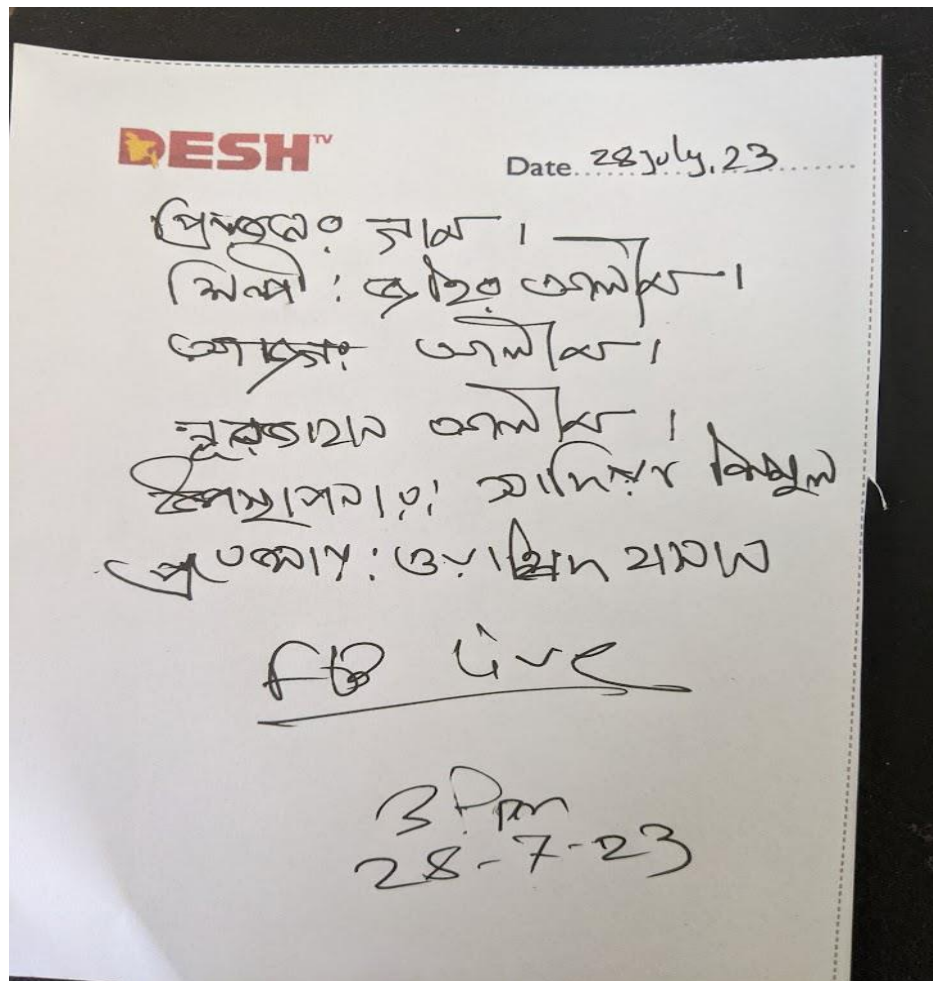


Photo 7.1: A research note on Live Streaming

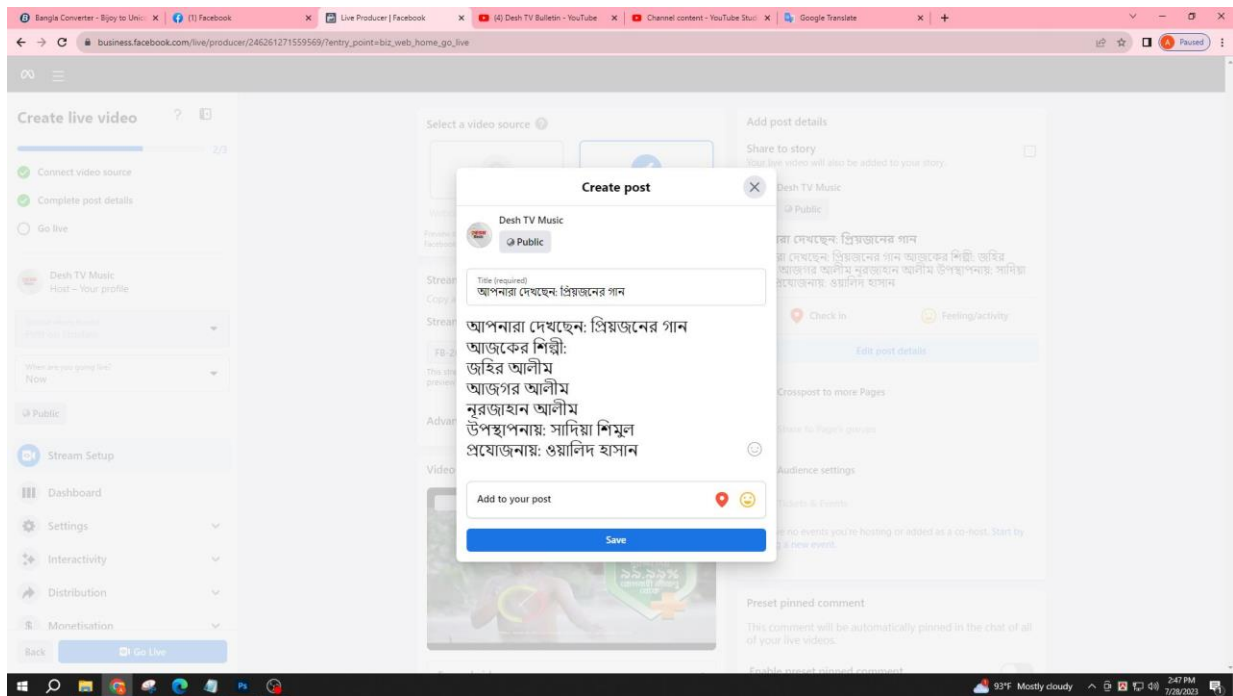
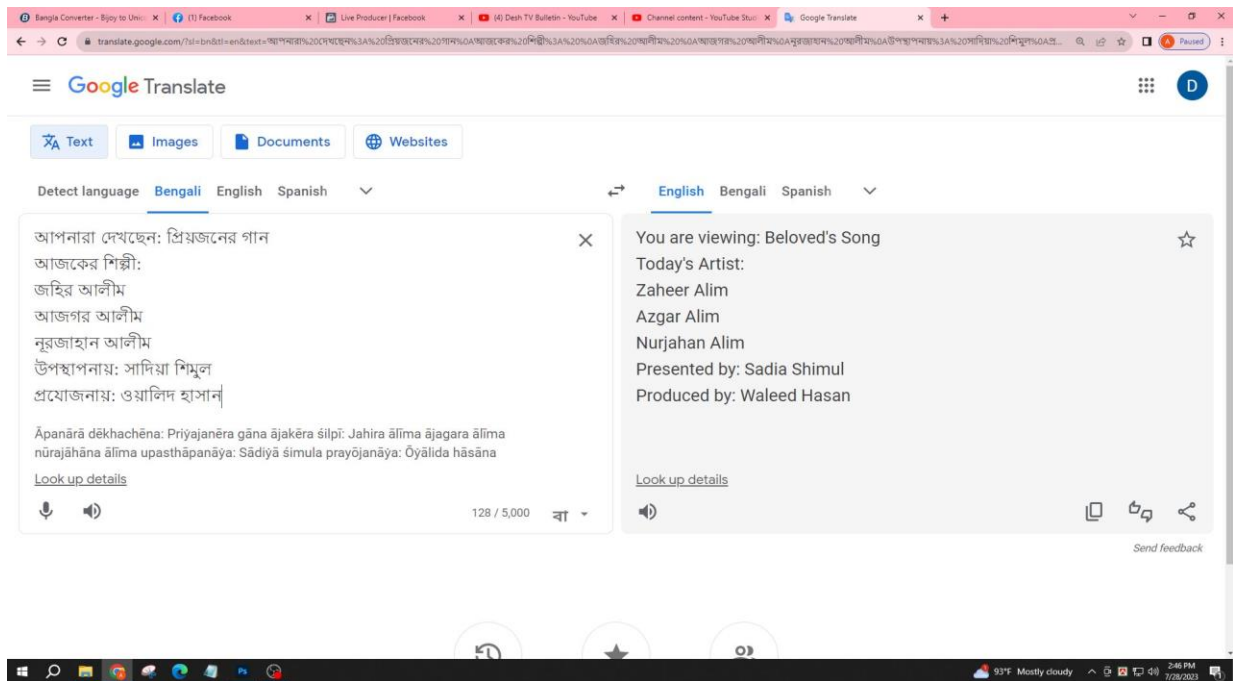


Photo 7.2: Manage and Edit Live

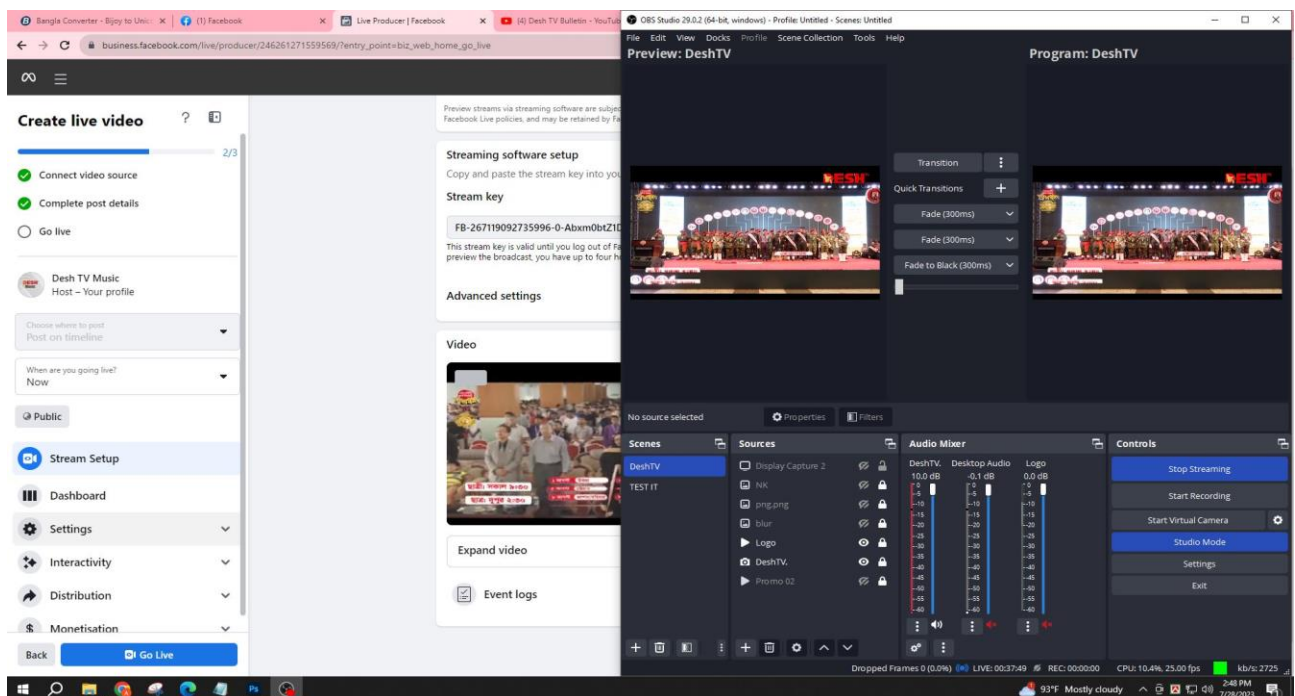
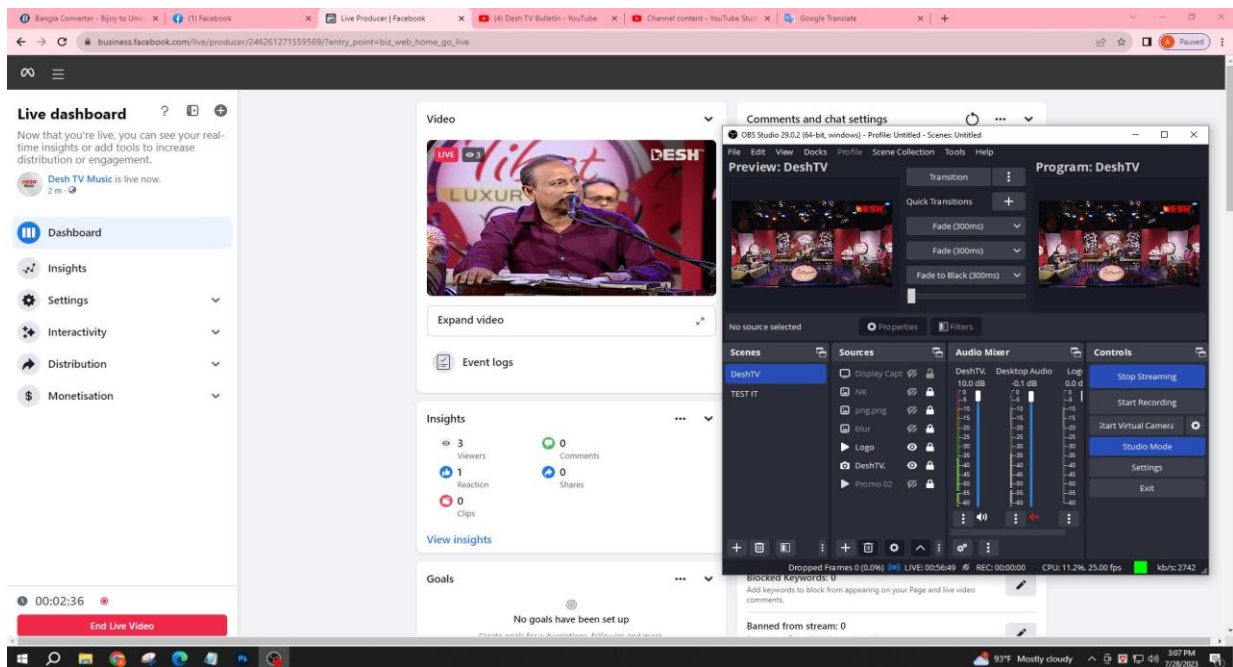


Photo 7.3: Output Live

Live Link:

<https://www.facebook.com/deshtvmusic/videos/246261271559569>

My Mistakes:

1. Initial program unfamiliarity led to OBS setup difficulties.
2. Audio-video sync issues in test runs impacted live stream quality.

My learning:

1. Developed practical proficiency with OBS software for Facebook live streaming.
2. Sharpened troubleshooting skills while tackling hardware and audio-video challenges.
3. Strengthened teamwork and communication through collaboration with the technical team.
4. Improved time management by effectively handling last-minute technical adjustments.

Project 08

Project Name: Sub Editing the news “Top government employees can buy a car worth one and a half crore rupees”

Project Type: Online News

Assignment Date: August 2, 2023

Project Description:

In the sub-editing project, "Top government employees can buy a car worth one and a half crore rupees" I took on the responsibility of painstakingly editing news items. My responsibility included making sure the message was accurately communicated and that it was clear and cohesive. I improved my language skills, attention to detail, and contribution to good news communication through this program. I performed a crucial role in producing streamlined news information catered to Desh TV's discerning audience by painstakingly sub-editing the news item "Top government employees can buy a car worth one and a half crore rupees."

My Responsibility:

I painstakingly edited news articles to make sure they were accurate, coherent, and clear. I revised the language while maintaining the original message by Desh TV's rules. By doing this, I enhanced my ability to pay attention to detail and use precise language, which helped me present true news. I was a key subeditor for the news article titled "Top government employees can buy a car worth one and a half crore rupees."

My Research Note:

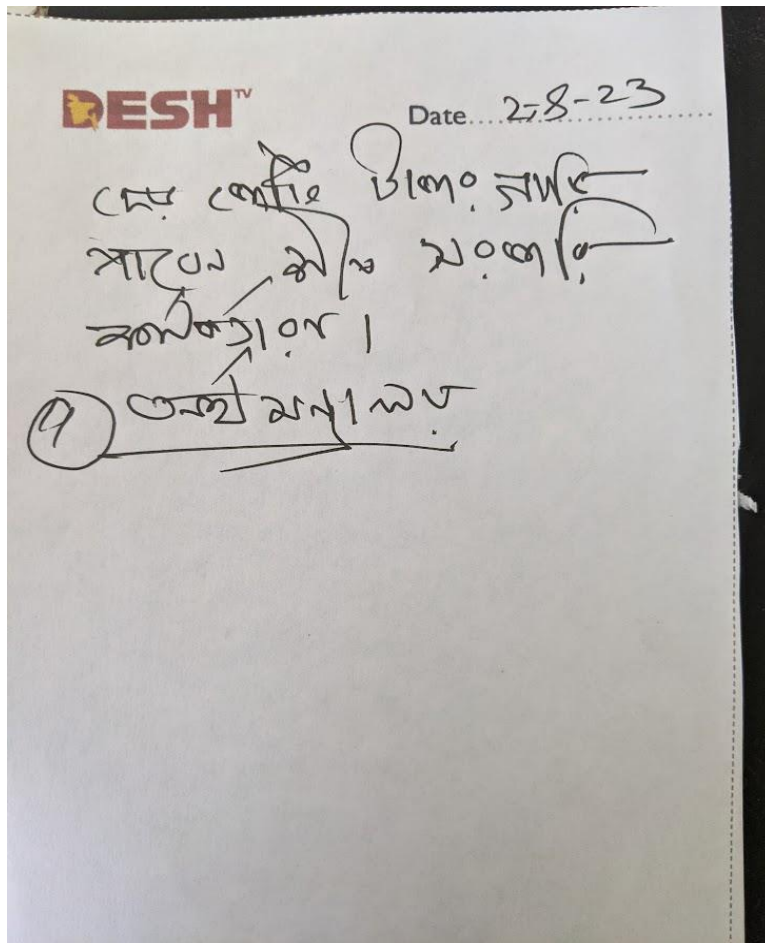


Photo 8.1: A research note on Sub-Editing a news For Desh TV Online Portal

নতুন গাড়ি কেনা বন্ধের সিদ্ধান্ত নিয়েছিল সরকার। কিন্তু এক মাস না যেতেই সেই সিদ্ধান্ত থেকে সরে এসেছে। সোমবার নতুন নির্দেশনার মাধ্যমে সরকারি কর্মচারীদের জন্য গাড়ি কেনার পথ খুলে দিয়েছে অর্থ মন্ত্রণালয়ের অর্থ বিভাগ। এর আগে গত ২ জুলাই অর্থ বিভাগ এক পরিপত্রের মাধ্যমে নতুন যানবাহন কেনা বন্ধের কথা জানিয়েছিল।

সরকারি কর্মচারীদের জন্য গাড়ি কেনার পথ খুলে দেওয়ার পাশাপাশি গাড়ির বাজেটও বাড়ানো হয়েছে। তাতে সরকারে শীর্ষ কর্মচারীরা পাবেন আগের চেয়ে বেশি দামি গাড়ি। এতদিন গাড়িবাদ সর্বোচ্চ বরাদ্দ ছিল ৯৪ লাখ টাকা। এখন তা বাড়িয়ে ১ কোটি ৪৫ লাখ টাকা করা হয়েছে। অর্থ বিভাগ রেজিস্ট্রেশন, শুল্ক-করসহ গাড়ির দাম নির্ধারণ করে গত সোমবার নতুন নির্দেশনাটি দিয়েছে।

নির্দেশনা অনুযায়ী, বিভিন্ন মন্ত্রণালয়, বিভাগ, অধিদপ্তর ও পরিদপ্তরের গ্রেড ১ ও ২ পর্যায়ের কর্মচারীদের জন্য মূলত ১ কোটি ৪৫ লাখ টাকা দামের গাড়ি কেনার এখতিয়ার রয়েছে। এ গাড়ি ২ হাজার ৭০০ সিসির ইঞ্জিন ক্ষমতার বেশি হবে না, যা আগেও বলা ছিল।

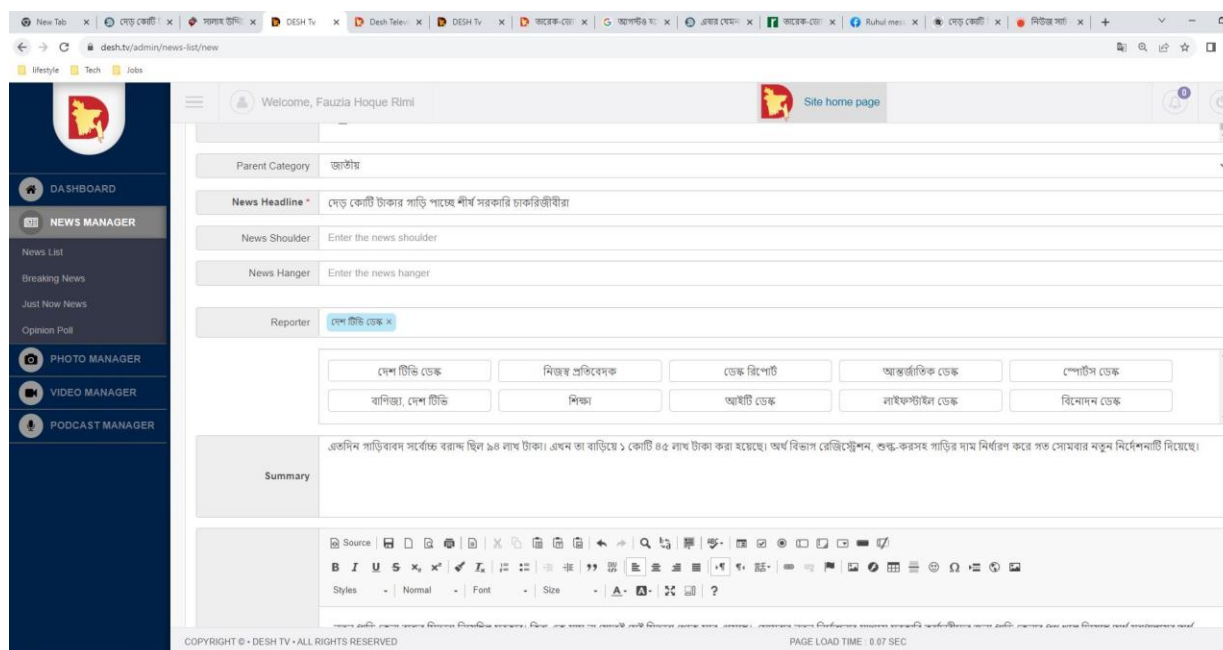


Photo 8.2: Draft Copy and Edit website View

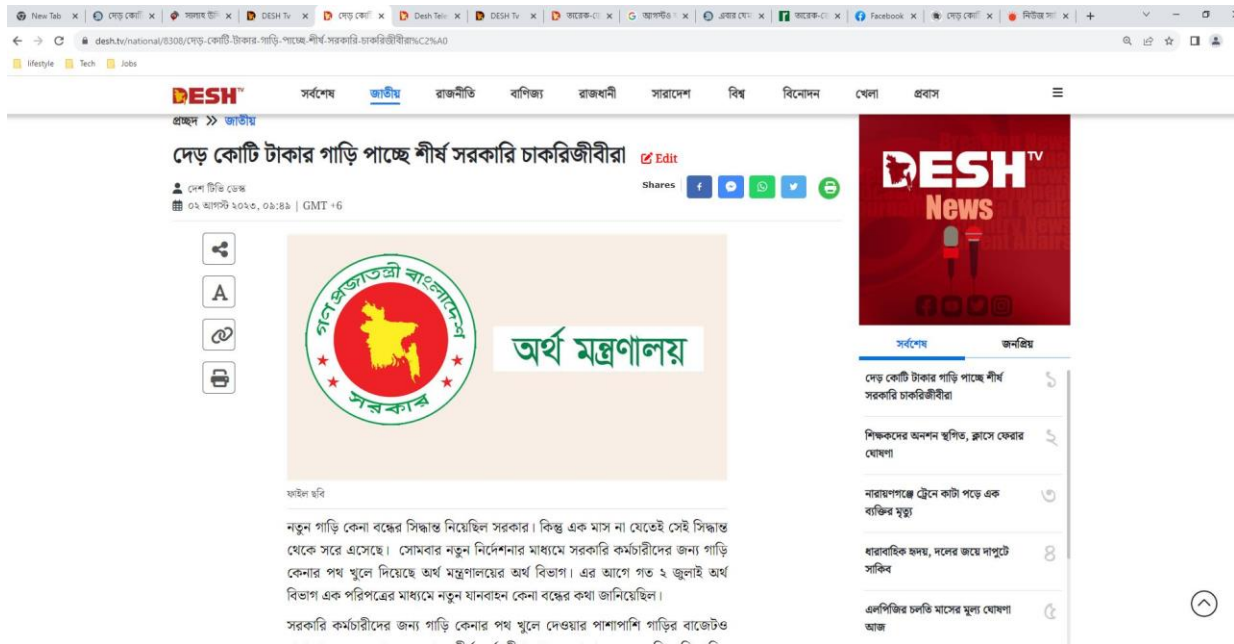


Photo 8.3: Published Copy

Published Copy:

Link: <https://www.desh.tv/national/8308/দেড়-কোটি-টাকার-গাড়ি-পাচ্ছে-শীর্ষ-সরকারি-চাকরিজীবীরা%C2%A0>

My Mistakes:

1. I did not make any major noticeable mistakes.

My learning:

1. Developed a keen awareness of linguistic subtleties for proper news communication.
2. Understood the value of fact-checking to guarantee news veracity.
3. Gained knowledge about preserving consistency while coordinating news content with editorial standards.
4. Improved my capacity to edit information with the target audience in mind for news delivery that is effective.

Internship Outcomes

My internship at Desh TV was a transformative experience, shaping me into a more skilled and confident professional. Here are the top 8 outcomes that highlight my growth and readiness for a successful career in journalism:

- Developed real-world expertise in managing multimedia, SEO, and digital content.
- Improved writing skills and effective communication skills.
- Content that has been optimized for online platforms will increase visibility and interaction.
- Captured viewers with eye-catching video thumbnails to master visual storytelling.
- Improved knowledge of journalistic ethics and ethical standards.
- Efficiently handled duties and time in a hectic environment.
- Cultivated connections with viewers by interacting with them via Facebook Live programs.
- Developed a network of professionals to facilitate partnerships.

WORKPLACE LOG

DESHTM

Date: 4 July, 23

* ଛୁଟିଆମାନଙ୍କର ଉପକରଣ
ବାହାରିବାକୁ ନିମ୍ନ ଦିଅନ୍ତି ।

ସାମାନ୍ୟ ସାମଗ୍ରୀ

ସୁରକ୍ଷାକର୍ମ ସାଧୁ ଲୋକଙ୍କ
ପାଇଁ ।

* ଶାନ୍ତିର ଉପକରଣ ସାମଗ୍ରୀ -
ଲୋକଙ୍କ ପାଇଁ ।

ସାମାନ୍ୟ ସାମଗ୍ରୀ

① ଲୋକଙ୍କ ସମ୍ପର୍କରେ ଜଣାପଡ଼ିବା -
ଲୋକଙ୍କ ।

② ଶାନ୍ତିର ଉପକରଣ -
ନିମ୍ନ ଉପକରଣ ପାଇଁ ।

DESHTM

Date: 4 July, 23

* ସାମାନ୍ୟ ଉପକରଣ

ସାମଗ୍ରୀ: ମୁଖ୍ୟ ଶାନ୍ତିର ଉପକରଣ
ସମ୍ପର୍କରେ 210 ମିନିଟ୍ ଦିଅନ୍ତି ।

① ମୁଖ୍ୟ ଶାନ୍ତିର ଉପକରଣ
ସାମଗ୍ରୀ ଦିଅନ୍ତି ।

ସାମାନ୍ୟ ଉପକରଣ ସାମଗ୍ରୀ
ଶାନ୍ତିର ଉପକରଣ ମଧ୍ୟ ସାମଗ୍ରୀ
ସମ୍ପର୍କରେ ସାମଗ୍ରୀ ଦିଅନ୍ତି ।

DESHTM

Date: 25 July, 23

ଛୁଟିଆମାନଙ୍କର

ଉପକରଣ: ଛୁଟିଆମାନଙ୍କର, ସାମଗ୍ରୀ
ସାମଗ୍ରୀ ।

ଲୋକଙ୍କ: ଛୁଟିଆମାନଙ୍କର ।

ନିମ୍ନ: ସାମଗ୍ରୀ, ଶାନ୍ତିର

ଲୋକଙ୍କ: ଛୁଟିଆମାନଙ୍କର ।

ଲୋକଙ୍କ: ଛୁଟିଆମାନଙ୍କର

* FB. Live
ready
3:00 PM

DESHTM

Date: 30 July, 23

ଛୁଟିଆମାନଙ୍କର ଛୁଟିଆମାନଙ୍କର
ସାମଗ୍ରୀ ମଧ୍ୟ ସାମଗ୍ରୀ ।

① ଛୁଟିଆମାନଙ୍କର ଛୁଟିଆମାନଙ୍କର

ଓ ଛୁଟିଆମାନଙ୍କର ଛୁଟିଆମାନଙ୍କର

ସାମଗ୍ରୀ ନିମ୍ନ ସାମଗ୍ରୀ

ସାମଗ୍ରୀ ମଧ୍ୟ ସାମଗ୍ରୀ ।

ଛୁଟିଆମାନଙ୍କର - ଛୁଟିଆମାନଙ୍କର

ଛୁଟିଆମାନଙ୍କର ସାମଗ୍ରୀ କୁଳମାନଙ୍କର

ନାମ ଛୁଟିଆମାନଙ୍କର ଛୁଟିଆମାନଙ୍କର

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ଛୁଟିଆମାନଙ୍କର ଛୁଟିଆମାନଙ୍କର

ଛୁଟିଆମାନଙ୍କର ଛୁଟିଆମାନଙ୍କର

DESH™

Date. 2 Aug, 23

ଅନୁମୋଦିତ: ଚାନ୍ଦି: ୨୩୪।

ଅନୁମୋଦିତ: ଚାନ୍ଦି: ୨୩୪।
ଆଜ୍ଞା।

DESH™

Date. 2 July, 23

ଡାଏରେକ୍ଟ: ସୁଧାଂଶୁ: ୨୩୪।
ଓ ଡାକ୍ତରୀୟା ପାରିତ ୨୨ ଯା
ଆବି: ନିଚେ ଯାହା ।

ସାହାଯ୍ୟ: ଚାନ୍ଦି: ୨୩୪। ୨୨
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ସୁଧାଂଶୁ: ଡାକ୍ତରୀୟା ପାରିତ
୨୨ ଯା ଆବି: ନିଚେ ଯାହା ।

DESH™

Date. 28-23

ନେ: ଚାନ୍ଦି: ଡାକ୍ତରୀୟା
ସାହାଯ୍ୟ: ଚାନ୍ଦି: ୨୩୪।
ଆଜ୍ଞା।

୧) ଚାନ୍ଦି: ୨୩୪।

DESH™

Date. 28 July, 23

ସାହାଯ୍ୟ: ଚାନ୍ଦି: ୨୩୪।
ଆଜ୍ଞା: ଚାନ୍ଦି: ୨୩୪।
ଆଜ୍ଞା: ଚାନ୍ଦି: ୨୩୪।

ଆଜ୍ଞା: ଚାନ୍ଦି: ୨୩୪।
ଆଜ୍ଞା: ଚାନ୍ଦି: ୨୩୪।
ଆଜ୍ଞା: ଚାନ୍ଦି: ୨୩୪।

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3 PM
28-7-23

SELF-ASSESSMENT FORM

The purpose of this survey is to obtain students input on how they think they have performed.

Name of Intern: Md. Al-Amin

University ID: 182012024

Name of the Institute/Organization:	Desh Television
Corporate Office Address:	Shahid Sangbadik Selina Parvin Rd, Dhaka
Email:	web@desh.tv
Web:	

1. During a typical week, approximately how many hours did you dedicate to your internship?

40

2. Was your internship paid? If yes, how much?

Yes, 10,000 BDT

3. Was your site supervisor available to meet when needed? Tick any one of the following.

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	5
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	5

10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5
13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.88

5. General Comments

I have learnt more from DeshTelevsion which will help me in future goals. Gratitude to ULAB and Desh TV.

Al- Amin

Signature of Intern

Professional Competencies

Professional competencies I developed and honed during my internship at Desh TV:

- Development of digital material for various web platforms.
- SEO (search engine optimization) tactics that work.
- Ability to create captivating video thumbnails.
- Expert sub-editing for cohesion and content clarity.
- OBS software practical experience in managing multimedia.
- Engagement of viewers in real-time during Facebook Live shows.
- Posting strategic material to digital channels.
- Adherence to journalism's code of ethics.
- Efficient handling of time and task.
- Networking and establishing contacts in the sector.
- Improved language skills and precise spelling.

Some Pictures:



Photo 1: Learn How to Make Thumbnail



Photo 2: Thumbnail design for News



Photo 4: With Desh TV Logo



Photo 5: Learn From Team Desh Digital

Concluding Remarks

My experience at Desh TV has been a priceless opportunity for growth and education. The results attained demonstrate my improved abilities, flexibility, and readiness to succeed in the journalistic industry. My understanding of media operations has been strengthened by these experiences, which have also opened the door to a potential career. I am sincerely appreciative of the chances given, and I look forward to using my skills to contribute in a significant way to the media and communication industries.

Thank you for this valuable opportunity.