



INTERNSHIP REPORT ON
Everything I Learned From An Organization :
My Journey at Channel 24



Prepared By

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Preface

This report describes my experiences and lessons learned during a twelve-week internship at Channel 24, a well-known 24/7 satellite television channel in Bangladesh that specializes in Bengali-language news and entertainment programming.

The report provides an in-depth account of my internship experience. It explores the organizational framework of Channel 24 and presents the people who help make it successful. Additionally, I will talk about my committed supervisor, who gave me significant advice during the internship.

Along with describing my weekly activities, the report also emphasizes the internship's practical components and how they relate to the theoretical knowledge I've learned during my academic studies. Additionally examined will be the tools and equipment used during the internship.

Above all, this report highlights the abilities I acquired during this wonderful experience. The internship gave me a rare chance to take on real-world work issues and obtain real-world work experience, both of which would surely help my future career. One of the key

One of the key lessons learned was the value of having a broad range of talents in the competitive job market of today. Success in the media sector requires the capacity to multitask and constantly learn new skills.

Last but not least, this report aims to thoroughly record my internship experience, including information on the company, my skill improvement, and a summary of my weekly activities.

Letter of Transmittal

December 29, 2024

Dr. Md. Abdul Kabil Khan

Associate Professor,

Department of Journalism, Media and Communication,

Daffodil International University

Subject: Submission of Internship Report.

Dear Sir,

I would like to inform you that, I am pleased to submit internship report from the Department of Journalism, Media and Communication. I worked at a television channel with my best and limproved my skills. It was a good opportunity for me, I think I took advantage of it. With all the experience, I strongly believe that I can build a bright career later.

I would like to thank you for your kind help, excellent advice and guidance and for being the supervisor for the successful completion of my internship report.

Rashika Hossain

ID: 211-24-755

Department of Journalism, Media and Communication

Faculty of Humanities and Social Science

Declaration of the Student

This is Rashika Hossain, student of Department of Journalism Media and Communication, Daffodil International University. I do hereby declare that the internship report on "Everything I Learned From an Organization" is a presentation of my original work. This report combines assistance from a number of persons who have been involved in providing appropriate references to the review, conducting surveys for the purpose of analyzing the topics and discussions, and analyzing the data collected altogether.

In addition declare that I have not betrothed in any unethical ways in the course of completing the report, and that the report has been ready exclusively for the purposes of academic research.

rashika.hossain

Rashika Hossain
ID : 211-24-755
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Certificate of Completion



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January 4, 2025

To Whom It May Concern

Rashika Hossain is Interning under News and Current Affairs Department with Channel 24, a concern of Channel 24 Limited of 387 (South) Tejgaon I/A, Dhaka-1208, dated August 13, 2024 to December 31, 2024.

We have found her hard working, diligent and honest. We also confirm that her performance and attitude has been excellent. For this time being and that to the best of my knowledge and belief she bears an excellent moral character and is not engaged with any anti law and order activities. I trust that the information is best to my knowledge.

We wish her every success of life.

Thanking You,

A handwritten signature in black ink, appearing to read 'Md. Kamal Abdullah Sied Jony', with the date '04.01.2025' written below it.

04.01.2025

Md. Kamal Abdullah Sied Jony
Manager, Admin & HR
Channel 24

Certificate of Approval

I am elated to verify that the Internship Report on Newsroom and Colors 24 prepared by Department of Journalism, Media and Communication of Rashika Hossin, ID: 211-24-755 has been approved for presentation and defense.

Rashika worked as an intern at both Newsroom and colors 24 beneath my direction. She completed the work in the Fall of 2024, in December.

I am overwhelmed to certify that the dates and findings presented in the report are to the best of my knowledge the work of Rashika Hossain.

She has a good moral and a very pleasant personality. It has been a real pleasure working with her and I aspire her well.

Academic Supervisor



Dr. Md. Abdul Kabil Khan

Associate Professor,

Department of Journalism, Media and Communication

Acknowledgments

I completed my undergraduate education at Daffodil International University with an internship at station 24, a well-known 24/7 news and infotainment station in Bangladesh. This event marks the conclusion of years devoted to learning, overcoming obstacles, and steadfast dedication. Beyond the direction of my instructors, the individuals I have met, the locations I have seen, and my own observations have all contributed to my educational experience.

The journalism program requires students to perform an internship at a media outlet, such as a newspaper, radio station, television station, advertising agency, or project-based employment, as a requirement for graduation. Channel 24, one of Bangladesh's top news outlets, offered me an internship, which I was lucky to land. It was a very fulfilling experience. With their warm greetings and prompt responses to my inquiries, the entire staff created a friendly and encouraging atmosphere. My internship supervisor, Ashwash Chowdhury, Mr. Najmul Alam Rana, as well as the Newsroom and Colors24 team's reporters and editor, were always supportive towards me. I learned how to identify sources, gather news, report in the field, write scripts, shape news, and create news stories fit for television under their tutelage. Besides International Desk, I even gained knowledge about the entertainment sector in Bangladesh as a result of my internship.

Many people contributed to this experience's enrichment, for which I am incredibly thankful. These consist of Wali Ullah Faruk, Mila Khandakar, Rakhi Jesmin and Efshita Zaman from International Desk.

Additionally, Mr. Maksudul Haque Emu (Entertainment24 Senior Broadcast Reporter), Ms. Murchana Oyshee (Lifestyl24 Broadcast Reporter and Presenter), Mr. Gazi Anis (Lifestyl24 Broadcast Reporter), Ms. Shuchana Hasan (Lifestyl24 Broadcast Reporter and Presenter), and Mr. Jeny Dcruze (Colors24 Video Editor). My academic supervisor, Dr. Md. Abdul Kabil Khan, Associate Professor of the Department of Journalism Media and Communication, also deserves my heartfelt gratitude. For the precious support during this internship, I owe a debt of appreciation to my parents, friends, and Daffodil International University professors.

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Chapter One

Introduction

1.1 Definition of an Internship?

An internship is a brief employment exposure that students do prior to graduation, typically in a business associated with their subject of study. Interns must help with designated tasks, keep an eye on continuing operations, and conclude their internship with a formal report.

Internships are frequently required parts of particular degree programs, acting as a link between academic knowledge and possible professional options. They give students priceless personal experience in professional work settings, enabling them to see how their theoretical education is put into practice.

Internships essentially serve as a mock work environment. Students acquire useful skills and knowledge by interacting with real-world situations, which enhances their academic background. This experience gives students the chance to hone and expand their current skill sets while promoting professional development and career exploration. Additionally, internships enable people to develop their professional skills, discover their full potential, and learn new skills. In the end, internships are an important first step that gets students ready for the full-time workforce transfer. Students can enter the working world through internships. They offer a venue for establishing professional objectives and starting the path to a prosperous career.

1.2 Why Is an Internship Important?

Certain abilities may only be learned by hands-on experience, even if classrooms are unquestionably the major learning setting. Formal education places a strong emphasis on theory, sometimes with little chance for practical application. Even though classroom instruction has many benefits, it cannot completely capture the intricacies of professional practice. Internships help close this gap by giving students real-world experience and the fieldwork skills they need to succeed in the workplace.

In journalism, media, and communication, real-world experience is just as important as academic achievement. Students may get knowledge of theoretical ideas including formal writing, news collecting, information gathering, and interviewing. However, in order to completely develop these talents, they must be applied in the actual world. For students studying journalism, media, and communication, internships are therefore a crucial requirement before joining the industry. By bridging the gap between professional practice and classroom knowledge, they facilitate a seamless transition into a prosperous career.

1.3 Duration of My Internship ?

Beginning on August 13, 2024, I worked as an intern for Channel 24's Newsroom (International Desk) and Colors24 team, which comprises Entertainment24 and Lifestyl24. My internship ran until December 31, 2024.

1.4 Reasons for My Internship at Channel 24

For a number of reasons, working as an intern at Channel 24 in Bangladesh seems like an incredible opportunity. First off, becoming a top news station would allow me to observe directly how a significant media organization functions. Just picture the excitement of working for a reputable news organization in the very competitive field of broadcast journalism!

Learning new skills through internships is fantastic, and Channel 24 sounds like a location where I might pursue a range of interests. Depending on where they put me, I could get useful experience in a field that interests me, like social media, content production, or research. This might be the ideal method for me to find my media industry specialization.

This internship would be a great way for me to increase my fluency because Bengali is the main language at Channel 24. Immersion in the language on a daily basis would undoubtedly improve my communication abilities.

And there's the networking component, of course. It's common for interns to meet and learn from seasoned experts. It might be very beneficial for me to have the opportunity to network with journalists, producers, and other media figures when I begin my career in communications or journalism.



Chapter Two

Organization Profile

2.1 Background of The Organization

Channel 24 is a well-known satellite television channel in Bangladesh that broadcasts news and entertainment in Bengali. It is available around-the-clock. It was founded by Ha-meem Group, also known as Times Media LTD, and in February 2010 the Bangladesh Telecommunication Regulatory Commission granted it an official broadcasting license. Channel 24 formally began airing its programming in May 2012, after a round of test broadcasts that began in August 2011. Bangladesh's Dhaka is home to the channel's main office.

Initially, Channel 24 provided a wide variety of programming, such as talk shows, dramas, newscasts, movies, music programs, and sports coverage. It even offered locally produced content that was especially suited to Chittagong viewers. Within two years of its launch, Channel 24 rose to the top of Bangladesh's news channel rankings.

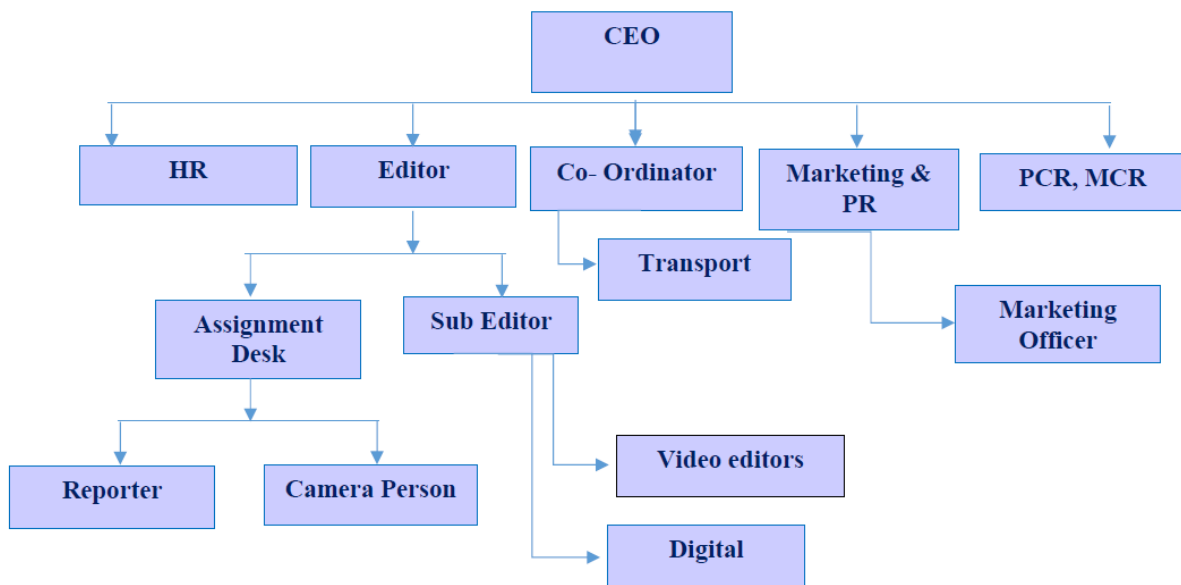
Notably, in May 2016, Channel 24 joined nine other Bangladeshi television networks in partnering with Bdnews24.com. Aparajita, the nation's first AI news anchor, made her debut in July 2023, marking another milestone in Bangladeshi media history.



2.2 Prominent Programs of Channel 24

- ❖ Entertainment 24
- ❖ Lifestyle 24
- ❖ MuktoBak
- ❖ MuktoMukhi
- ❖ Sports 24
- ❖ Krishi 24
- ❖ Inside
- ❖ Amar Kichu Bolar Ache
- ❖ Channel 24 Podcast
- ❖ Beyond the Gallery
- ❖ Shokal 24
- ❖ Newsroom Update

2.3 Organogram



2.4 My Internship Supervisor at Channel 24

Ashwash Chowdhury, a renowned broadcast journalist in Bangladesh, had the honor of supervising me throughout my internship at Channel 24. Mr. Ashwash has been a vital member of Channel 24's Newsroom (International Desk) since 2020, and his significant impact on the media outlet is well known. "Amar Kichu Bolar Ache" is a senior member of the International Desk team, and as such, his leadership is excellent.

After that, I was fortunate enough to have Mr. Najmul Alam Rana, a renowned broadcast journalist from Feni, Bangladesh, oversee me throughout my internship at Channel 24. It is well known that Mr. Rana has had a significant impact on Bangladesh's entertainment business since he joined Channel 24's entertainment section in 2012. His leadership as the chief of the Colors24 team, which includes Entertainment24 and Lifestyle24, is excellent. Furthermore, his dedication to the well-being of broadcast journalists in the entertainment industry is demonstrated by his position as the current president of the Television and Entertainment Journalist Association of Bangladesh (TEJAB).

Particularly impressive are Mr. Rana's outstanding leadership and teamwork abilities; he constantly offered steadfast support and direction during trying moments, making sure the group stayed committed to its objectives. Strong bonds and a renowned reputation in the industry have been cultivated by his skillful communication. For me, Mr. Rana played a crucial role in assisting me in overcoming the early challenges I faced throughout my internship. He helped me participate in a variety of assignments with other reporters and gave me insightful advice on how to choose news stories that would have an impact. His guidance expanded my knowledge of the industry and was essential to my career growth.



With Nazmul Alam Rana



With Ashwash Chowdhury

Chapter Three

Learning and Experience

3.1 Weekly Worksheet at Channel 24

Week – 01) OOV)

- নির্বাচনকে সামনে রেখে জোর প্রচারণা চালাচ্ছেন দুই প্রেসিডেন্ট প্রার্থী হ্যারিস ও ট্রাম্প।
- ইরানের নীতি পুলিশ নারীদের বিরক্ত না করার বিষয়টি নিশ্চিত করেছেন দেশটির প্রেসিডেন্ট মাসুদ পেজেশকিয়ান।
- আবারও হত্যাচেষ্টার শিকার হয়েছেন আসন্ন মার্কিন প্রেসিডেন্ট নির্বাচনের রিপাবলিকানপ্রার্থী ও সাবেক প্রেসিডেন্ট ডোনাল্ড ট্রাম্প।
- সম্পর্কের নতুন মোড় নিচ্ছে বাংলাদেশ ও পাকিস্তান।
- মিসর সফরে গেলেন মার্কিন পররাষ্ট্রমন্ত্রী ব্লিন্কেন।
- লেবাননে একসঙ্গে কয়েক হাজার পেজার বিস্ফোরণে নিহত হয়েছে ৯ জন।

Week – 02) OOV)

- ওটিটি প্ল্যাটফর্ম চরকিতে গতকাল রাতে মুক্তি পেলো 'তুফান'।
- বাবা হারালেন গায়ক ও সুরকার হিমেশ রেশমিয়া।
- দক্ষিণ ও পূর্ব চীন সাগরের পরিস্থিতি নিয়ে গভীর উদ্বেগ প্রকাশ করেছেন যুক্তরাষ্ট্র, অস্ট্রেলিয়া, ভারত ও জাপানের নেতারা।
- টেলিগ্রাম অ্যাপ নিষিদ্ধ করল ইউক্রেন।
- শ্রীলঙ্কার বামপন্থী প্রেসিডেন্ট দিশানায়েকের শপথ আজ।

Week – 03 (OOV)

- ইউক্রেনে হামলা চালাতে অন্যান্য অস্ত্রের পাশাপাশি ড্রোন ব্যবহার করে রাশিয়া।
- পশ্চিমবঙ্গের বন্যা নিয়ে এবার মত বিরোধ মোদির ও মমতার।
- ইসরায়েলের বিমান হামলায় অন্তত নিহত হয়েছে ৪৯২ জন।
- পাকিস্তানের ইন্টারন্যাশনাল এয়ারলাইনস তোলা হচ্ছে নিলামে।

Week – 04 (OOV)

- নেপালে বন্যা ও ভূমিধসের কারণে মৃত ১০১
- ইসরায়েলি হামলায় উদ্ভাস্ত প্রায়ে ১০ লাখ মানুষ।
- ভিসার দাবিতে বিক্ষোভ ও হুমকির কারণে ২০ হাজার বাংলাদেশির পাসপোর্ট ফেরত দিলো ভারত।
- লেবাননে হেজবুল্লাহর বিরুদ্ধে ইসরাইলের স্থল অভিযান শুরু।
- নেপালে ভয়াবহ বন্যায় মৃত্যুর হার বেড়ে এখন পর্যন্ত ২০৯ জন।

Week – 05 (OOV)

- চীনে ছুরি হামলায় নিহত হয়েছে ৩ জন।
- স্কলার জাকির নায়েককে লাল গালিচা সংবর্ধনা দিলো পাকিস্তান।
- ইসরায়েলের জাফায় গোলাগুলিতে অন্তত চারজন নিহত হয়েছে বলে জানিয়েছে আল-জাজিরা ।
- বৈরুতে ইসরাইলি বিমান হামলায় নিহত হয়েছে অন্তত ৫ জন।
- নাইজিরিয়াতে যাত্রীবাহী নৌকা ডুবে নিখোঁজ হয়েছে অন্তত ১০০ জন।

Week – 06 (OOV)

- যুক্তরাষ্ট্রের মুসলিম ও আরব নেতাদের সঙ্গে বৈঠকে বসেছেন কমলা।
- হজ কিংবা ওমরাহ সংক্রান্ত যেকোনো অস্থায়ী ওয়ার্ক ভিসায় পরিবর্তন আনল সৌদি।
- গাজায় মসজিদে ইসরাইলের বিমান হামলায় নিহত হয়েছে অন্তত ১৮ জন।
- মেঘালয়ের গারো পাহাড় অঞ্চলে বন্যা-ভূমিধসে নিহত কমপক্ষে ১০ জন।
- ইসরায়েলি হামলার কারণে বন্ধ করা হচ্ছে লেবাননের হাসপাতালগুলো।

Week – 07 (OOV)

- লেবাননকে পরিত্যাগ করেছে আন্তর্জাতিক সম্প্রদায়।
- ওমর বিন লাদেনকে অবিলম্বে ফ্রান্স ছেড়ে যাওয়ার নির্দেশিকা জারি করেছে ফ্রান্স সরকার।
- ব্রাজিলে আবার সোশ্যাল মিডিয়া প্ল্যাটফর্ম এক্স চালুর অনুমতি দিয়েছে সুপ্রিম কোর্ট।
- বিগত ৫০ বছরে বন্যপ্রাণীর সংখ্যা কমে ৭৩ শতাংশ, জানিয়েছে গ্লোবাল স্টকটেক।
- ভারতের ন্যাশনালিস্ট কংগ্রেস পার্টির সাবেক নেতা বাবা সিদ্দিকিকে গুলি করে হত্যা করেছে দুর্ভৃত্তরা।

Week – 08 (OOV)

- রবিবার থেকেই বেশিরভাগ বারোয়ারি দুর্গা প্রতিমার বিসর্জন, প্রস্তুত রয়েছে ৬৯টি ঘাট। নিরঞ্জন চলবে আগামী মঙ্গলবার পর্যন্ত ও।
- বাবা সিদ্দিক হত্যা মামলায় প্রভিন লোনকারকে গ্রেফতার করেছে মুম্বাই পুলিশের ক্রাইম ব্রাঞ্চ। সোমবার পুনে থেকে প্রভিন লোন্সরকে গ্রেপ্তার করা হয়েছে তাকে।
- তাইওয়ান ঘিরে আজ যুদ্ধবিমান ও জাহাজ মোতায়েন করছে চীন। নতুন এই সামরিক মহড়ার উদ্দেশ্য কড়া সতর্কবার্তা দিয়েছে বেইজিং।

Week – 09 (OOV)

- ইসরায়েল বৈরুতে ইসরায়েলর বোমাবর্ষণে উত্তর গাজার বেত লাহিয়ায় নিহত কমপক্ষে ৭৩ জন। রোববার ভোররাতে লেবাননের রাজধানীর বৈরুতে এই বিমান হামলা চালায়।
- তাইওয়ানের নিকটতম দ্বীপে লাইভ-ফায়ার ড্রিল করছে চীন। সাম্প্রতিক বছরগুলিতে তাইওয়ানের উপকূলে চীন সামরিক মহড়া দ্বীপের উপর তীব্র হয়েছে বলে দাবি করেছেন তারা।
- ট্রাম্পকে ভোট না দেওয়ার আহবান জানালেন সাবেক মার্কিন প্রেসিডেন্ট বারেক ওবামা। বরং নির্বাচনকে সামনে রেখে ডেমোক্রোটিক পার্টির প্রার্থী কমলা হ্যারিসের পক্ষে প্রচারণা চালিয়েছেন তিনি।

Week – 10 (OOV)

- ইসরায়েলি হামলায় ইরানের পারমাণবিক স্থাপনা ক্ষতিগ্রস্ত হয়নি বলে জানিয়েছে জাতিসংঘ। এমনকি পারমাণবিক এবং অন্যান্য তেজস্ক্রিয় পদার্থের নিরাপত্তাকে সম্ভাব্যভাবে বিপন্ন করতে পারে এমন পদক্ষেপে সতর্কতা ও সংযমের আহ্বান জানিয়েছে তারা।
- ইসরায়েলি সামরিক বাহিনীর ওপর আরো চারটি হামলার দাবি করেছে হিজবুল্লাহ।
- জাপানে সাধারণ নির্বাচনে সংখ্যাগরিষ্ঠতা হারিয়েছে দেশটির ক্ষমতাসীল দল লিবারেল ডেমোক্রটিক পার্টি (এলডিপি)। গতকাল সাধারণ নির্বাচনে এই ফলাফল প্রকাশ পায়।

Package Report

- খাদ্য সংকটে বিপর্যস্ত দিন কাটাচ্ছে গাজাবাসিরা।
- ট্রাম্পেরব জয় যা ভাবছেন ফিলিস্তিনিরা।

Week – 11 (OOV)

- জিতলে টাকা, হারলে মৃত্যু... এমনি অদ্ভুত খেলা নিয়ে আসছে ডিসেম্বরে স্কুইড গেইমের দ্বিতীয় পর্ব।
- কলকাতায় আবারও শুরু হল সিনেমা প্রেমীদের উন্মাদনা... জমজমাট আয়োজনে আবারও শুরু হচ্ছে ৩০তম আন্তর্জাতিক চলচ্চিত্র উৎসব।
- তবে কি বিচ্ছেদ চূড়ান্ত, কেন 'বচ্চন' উপাধি বাদ দিলেন ঐশ্বরিয়া।

Package Report

- যিশুখ্রিষ্টের জন্ম নিয়ে সিনেমা মেরি।
- ৭ বছর পর মুক্তি পেতে যাচ্ছে ডেন অফ থিভস এর দ্বিতীয় অধ্যায়।
- দ্বিতীয় বিশ্ব যুদ্ধের কাহিনী নিয়ে নির্মাণ দ্যা সিক্স ট্রিপল এইট।
- রহস্যময় অ্যাকশন থ্রিলার মুভি ক্যারি অন।
- দামি পারফিউম নাকি পারফিউম অয়েল? কোনটি বেঁছে নিচ্ছেন!
- মাক্সি বুফে ফেস্টিভ্যালে বানরের আপ্যায়নে মেতেছে থাইবাসিরা।
- প্লাস সাইজ ব্যক্তিদের কেমন পোশাকে মানাবে!
- অ্যাঞ্জাইটি মোকাবেলায় যা করবেন।
- ভ্রমণে পোষ্য প্রাণী সাথে রাখতে যা করণীয়।
- ড্রাই শ্যাম্পু ব্যবহারে চুলের মারাত্মক ক্ষতি করছেন না তো?
- ডেটিং অ্যাপ ব্যবহারে সাবধান থাকুন।

Week – 12

- ৫০ বছরেও সুস্বিতা সেন যেভাবে ধরে রেখেছেন ফিটনেস ও সৌন্দর্য্য।
- মাক্সি বুফে ফেস্টিভ্যালে বানরের আপ্যায়নে মেতেছে থাইবাসিরা।
- প্লাস সাইজ ব্যক্তিদের কেমন পোশাকে মানাবে!
- অ্যাঞ্জাইটি মোকাবেলায় যা করবেন।

Week – 13

- দ্যা গার্লফ্রেন্ড মুভি নিয়ে হাজির হলেন রশ্মিকা মান্দানা।
- অ্যাকশন থ্রিলার মুভি অ্যামেচুর।
- সত্য ঘটনা অবলম্বনে নির্মাণ দ্যা ম্যান ইন দ্যা হোয়াইট ভ্যান।
- হলিউডের আপকামিং সুপারন্যাচারাল হরর মুভি উলফ ম্যান।
- জানুয়ারির শুরুতেই মুক্তি পাবে ভৌতিক গল্পের সিনেমা প্রেজেন্স।

Week – 14

- দামি পারফিউম নাকি পারফিউম অয়েল? কোনটি বেঁছে নিচ্ছেন!
- ভ্রমণে পোষ্য প্রাণী সাথে রাখতে যা করণীয়।
- ড্রাই শ্যাম্পু ব্যবহারে চুলের মারাত্মক ক্ষতি করছেন না তো?
- ডেটিং অ্যাপ ব্যবহারে সাবধান থাকুন।
- মরুর দেশে তুষারপাত , দুবাইতে আয়োজিত উইন্টার ফেস্টিভ্যাল।
- বছর শুরুতেই মুক্তি পাবে আমেরিকান সাইকো থ্রিলার গল্পের নতুন সিনেমা... বোথ আইস ওপেন।

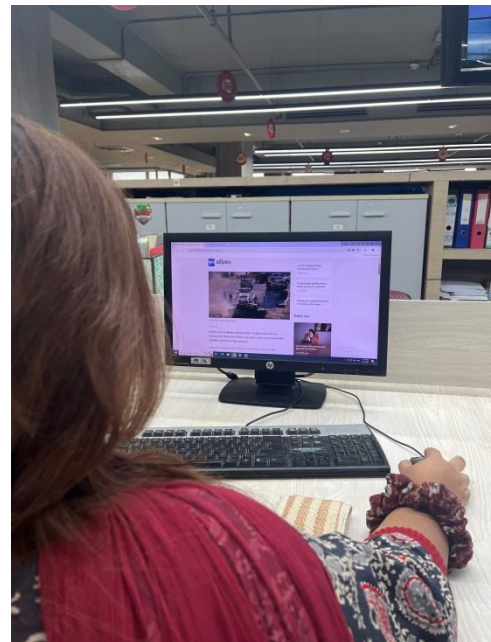
3.2 Learnings at Channel 24

A flurry of enthusiasm and learning characterized the twelve weeks at Channel 24. It's no surprise that this prestigious news organization leads Bangladeshi broadcast journalism. Employee commitment and professionalism were really motivating. The whole experience was immensely inspiring since everyone collaborated with an infectious spirit, from the seasoned anchors to the editors behind the scenes.

During my internship, the information I acquired, was quite beneficial. I discovered how to curate news by figuring out which articles people are most interested in on any given day. Next came the vital ability to collect information, which involved figuring out how to properly contact sources and sort through the specifics. Information alone, however, is not everything. I have perfected the art of verification, fact-checking everything to guarantee the accuracy that viewers have come to expect from Channel 24.

However, investigation and verification were not the only aspects of my internship. I had the opportunity to cover assignments on the field and feel the excitement of getting a firsthand look at a story. I developed my writing abilities back at the station by creating screenplays that made the news more engaging for the audience.

The lessons were not limited to the newsroom. I was able to get an intriguing look into the entertainment sector in Bangladesh by interacting with those involved. My internship experience was enhanced by this unanticipated benefit.



3.3 Internship Experience at Channel 24

The last fourteen weeks of my internship at Channel 24 have been enlightening and rewarding. I had the honor of collaborating with some of Bangladesh's most accomplished and committed broadcast journalists, all of whom significantly influenced how I saw the industry.

Under the direction of Ashwash Chowdhury from the International Desk at Newsroom and Mr. Najmul Alam Rana, Head of the Colors 24 team, my adventure got underway. Their wise guidance was a reflection of their years of broadcast journalism expertise. They not only assisted me in overcoming the early obstacles, but also helped me select news stories that had a significant impact and even let me to work alongside other reporters.

Murchona Oyshee, Shahrin Jabin, and Shariful Hauque, broadcast journalist and presenter, were other sources of guidance. They became a genuine mentor and inspiration, going above and beyond the role of a supervisor. Having a desk next to them gave me a great opportunity to observe firsthand the exciting world of entertainment journalism. These encounters gave me the chance to meet some of the most intriguing people in Bangladesh's entertainment sector in addition to teaching me the technical facets of broadcast journalism.

As a broadcast journalist and presenter, Efshita Zaman and journalist Mrs. Shuchona Hassan at Channel 24 were equally significant for their compassion and support, which became a source of strength and direction. Both of them kindly shared the techniques and gave guidance on skill improvement when I showed interest in their presenting abilities. Their kindness and readiness to develop fresh talent were really motivating.

I have also developed a professional bond with Wali Ullah Faruk, another Senior Broadcast Journalist from International Desk, because we both attended private universities. This feeling of familiarity made it possible for me to talk candidly about difficulties at work. His empathy and kindness were really helpful to me as I worked through any challenges I ran across.

3.4 Special Experience During the Internship

Among the many priceless learning opportunities I had during my internship at Channel 24, the USA Election stands out.



Chapter Four

Evaluation

4.1 Skills I Developed During Internship at Channel 24

I gained a wide range of skills throughout my fourteen-week internship at Channel 24 that include every aspect of news production. I learned a lot at every step, from finding interesting news articles to creating the finished product for broadcast.

My capacity to find noteworthy subjects is among the most important lessons I've learned. I gained the ability to keep up with current affairs and recognize tales that appeal to a broad audience. This required keeping a close eye on news outlets, social media trends, and even public discussions to identify topics that should be covered.

Another important skill I developed was a sharp eye for source mapping. I gained the ability to recognize and use a range of reliable sources throughout my internship in order to compile precise and comprehensive data for my reports. This involved looking through official records and databases, speaking with witnesses and experts, and reading pertinent publications.

Armed with these abilities, I took an active part in reporting on a variety of news events. I developed my skills in on-location information collecting, impromptu interviewing, and taking pertinent photos, whether it was for a planned press conference or a breaking story. Another skill I gained was turning the facts I had gathered into a clear and succinct script for a broadcast news program. I discovered how to follow Channel 24's particular style guide, prioritize important elements, and organize the story for maximum impact.

Additionally, my internship allowed me acquire additional knowledge about multimedia storytelling. I worked on my voice-over narration skills for visual reports, making sure my delivery was interesting and well-balanced with the images. I also have practical experience with Edius software, which is a useful tool for assembling powerful news packages and editing video material.

My creative horizons were further expanded by the internship, which exposed me to the field of graphic design. I gained an understanding of the fundamentals of utilizing Adobe Photoshop to produce eye-catching news story thumbnails. This required picking eye-catching photos, adding pertinent text, and making sure the final layout followed Channel 24's branding standards.

The chance to add to the television studio's aesthetic appeal was finally given to me. In order to give the sets used for different news programs a more dynamic feel, I learnt how to create visually striking images for the studio wall.

In summary, I have obtained a broad range of skills from my internship at Channel 24, including graphic design, multimedia production, content creation, and news investigation. It has been a life-changing experience. As I start my career in broadcast journalism, I have no doubt that these new skills will come in in very handy.

4.2 How My Career Will Benefit From This Internship

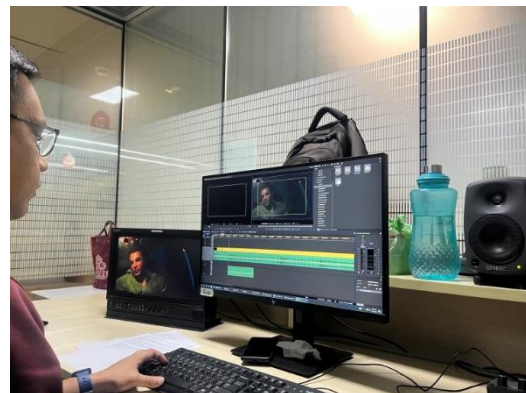
My career in Bangladeshi broadcast journalism began with the internship at Channel 24. I now have a thorough understanding of every step of the news production process, from determining whether stories are worthy of being reported to creating the finished product for air, thanks to the last fourteen weeks. This comprehensive understanding will be essential for negotiating the rapidly evolving Bangladeshi media landscape.

One important lesson learned is how to properly source information. My future reports will be more credible and honest if I can learn to recognize and use a variety of trustworthy sources, such as specialists, eyewitnesses, and government documents. In Bangladeshi media, where it is crucial to separate fact from fiction, this emphasis on source authenticity is especially significant.

Working with seasoned journalists at Channel 24 was an incredible experience. It was possible to gain a better knowledge of the professional standards in Bangladeshi broadcast journalism by seeing their work ethic, passion, and storytelling style. As I navigate the market and develop my own career, this experience will be really helpful.

By meeting with different people at Channel 24, the internship also provided me with the chance to progress a professional network and make important connections. Finding mentorship possibilities, sourcing future stories, and eventually establishing oneself in the Bangladeshi media world will all be made possible by these contacts.

In summary, my internship at Channel 24 has given me a broad range of abilities, a profound understanding of the challenges of broadcast journalism, and a springboard for my future profession. As I strive toward my goal of being a professional and influential broadcast journalist in Bangladesh, the skills, network, and experience I've acquired will be extremely helpful.



Chapter Five

Conclusion

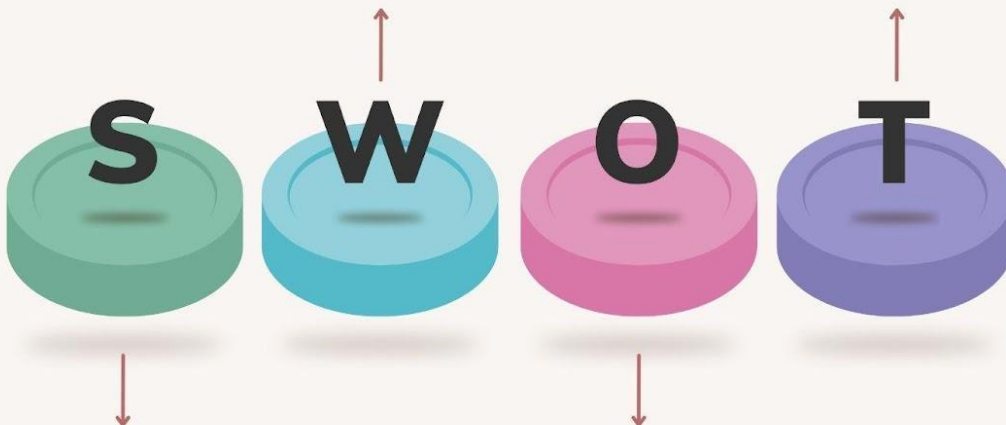
5.1 SWOT Analysis of Channel 24

Weaknesses

- Limited investment in editing equipment hinders production value.
- Office politics impede smooth workflow and collaboration.
- Lack of transportation hinders field reporting capabilities.
- Absence of male presenters limits audience appeal in Colors24.
- Low salaries make it difficult to attract and retain top talent.

Threats

- External political pressure can compromise journalistic integrity and erode audience trust.
- The migration of viewers to online platforms necessitates adaptation to changing media consumption patterns.
- The rise of online news sources demands strategic differentiation to maintain market share.
- Any lapse in journalistic integrity can result in a significant loss of viewership.



Strengths

- A strong marketing department ensures brand awareness and audience engagement.
- A robust HR department attracts and retains top-tier broadcast professionals.
- Distribution via satellite and cable television guarantees broad viewership.
- A vast network of news sources delivers diverse and comprehensive coverage.
- A strong and independent editorial policy fosters trust and credibility with viewers.
- Purposive and effective news treatment translates complex stories into engaging narratives.
- Being the first non-fiction infotainment television channel demonstrates innovation and audience understanding.
- The introduction of an AI presenter showcases a commitment to technological advancement.
- Producing programs distinct from competitors sets Channel 24 apart in the broadcast landscape.

Opportunities

- Channel 24 can rapidly adapt to modern trends to stay relevant and attract viewers.
- Uprooting office politics creates a healthy work environment, boosting teamwork and productivity.
- Upgrading editing tools and software enhances program quality, leading to a more engaged audience.
- Acquiring additional vehicles allows for more comprehensive news coverage.
- Offering competitive salaries and benefits attracts and retains skilled employees.
- Granting reporters more freedom and support fuels creativity and in-depth reporting.
- Appointing more male presenters broadens Colors24's appeal to a wider demographic.

5.2 Advocacy

During my fourteen-week internship at Channel 24, I discovered a number of areas that needed work.

- It is advised that the Newsroom increase its workforce, especially for reporters and producers of digital content.
Modernization would help the graphics section.
- Colors24's appeal to a larger audience would increase if a male presenter were hired.

Chapter Six

Appendix

6.1 Work Related Photos

With the Supervisors



With Ashwash Chowdhury



With Najmul Alam Rana



With My Co- workers



With Presenter Israt Amin



6. 2 Published Works

