



News Initiative Project

at



INTERNSHIP REPORT

ON

Digital Journalism: Information Credibility and AI Literacy Training 2025

By

Google & Prothom Alo

Prepared By

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Executive Summary

The **Digital Journalism: Information Credibility and AI Literacy Training 2025** is a landmark initiative organized for the first time in Bangladesh under the Google News Initiative and managed by Prothom Alo. The training responded to an urgent need in the Bangladeshi media landscape: strengthening journalists' capacity to verify information, counter misinformation, and responsibly use Artificial Intelligence (AI) in news production.

Globally, journalism is rapidly shifting due to digitalization and AI-driven technologies. Newsrooms are adopting tools for content creation, verification, audience analytics, and automation. However, these opportunities also usher in challenges, especially those concerning misinformation, ethical use of AI, and credibility of news. In Bangladesh, this acquires even more critical dimensions, where social media is one of the main sources of news consumption. This program tried to address the mentioned gaps by offering structured learning on information credibility and AI literacy.

The training took place online and was divided into five modules with a total of 10 hours. A total of 1,520 participants were selected for online out of 4,303 applicants. On the other hand, 480 selected from partner universities for offline session. The participants in the training were professionals in journalism as well as students pursuing journalism courses in all 64 districts and 38 universities. Upon completion and assessment, participants were awarded certificates.

During my internship, I was actively involved in internal and external communications, content writing, data management, documentation, and event organization. I worked with the different departments of Prothom Alo and other external organizations, such as universities and trainers. This internship experience enabled me to apply my theoretical concepts in the real world and master the skills of digital journalism and the management of communications.

Letter of Transmittal

10 December 2025

Md. Abdul Kabil Khan, PhD

Associate Professor

Department of Journalism, Media & Communication

Daffodil International University

Subject: Submission of Internship Report

Dear Sir,

I am respectfully submitting my internship report, which is required for the completion of my Bachelor of Social Science (B.S.S.) degree. This internship has formed one of the important academic milestones that I had to pass in undergraduate study.

I had the privilege of doing my internship with the Google News Initiative Project at Prothom Alo. I got practical knowledge and professional exposure in the field of journalism and media communication. In this internship, I took active participation in writing press release, copywriting, and creating engaging content documentation, survey work, and communication with participants.

I humbly beg you to accept this report of my internship for evaluation.

Yours sincerely,

S. Alam

.....

Sakibul Alam

Department of Journalism, Media and Communication

Daffodil International University

Certificate of Approval



This is to certify that the internship report entitled “**An Internship Report on Digital Journalism: Information Credibility and AI Literacy Training 2025 By Google & Prothom Alo**”, prepared by **Sakibul Alam** bearing student ID: 221-24-041, Department of Journalism, Media and Communication, has been reviewed and approved for presentation and viva-voce as a requirement for the completion of his course.

Under my academic supervision, Sakibul Alam successfully completed his internship as an Intern at the Google News Initiative Project at Prothom Alo from 1 September 2025 to 30 November 2025.

I hereby certify that the data and information presented in this internship report are the original and authentic work of Sakibul Alam.

A handwritten signature in black ink, appearing to be "Dr. Md. Abdul Kabil Khan".

.....

Dr. Md. Abdul Kabil Khan

Associate Professor & Director of MSS Program

Department of Journalism, Media and Communication

Faculty of Humanities & Social Science

Daffodil International University

Certificate from Organization



সম্পাদকীয় : প্রগতি ইনসুরেন্স ভবন, ২০-২১ কারওয়ান বাজার, ঢাকা ১২১৫। বাণিজ্যিক : প্রথম আলো ভবন, ১৯ কারওয়ান বাজার, ঢাকা ১২১৫, বাংলাদেশ
ফোন : ৮১৮০০৭৮-৮১, ৫৫০১২২০১-০৯, ফ্যাক্স : ৫৫০১২২০০, ৫৫০১২২১১

To Whom It May Concern

This is to certify that **Sakibul Alam**, Internship Employee ID - 120473, successfully completed his internship at Prothom Alo Digital under the Google News Initiative – Digital Journalism: Information Credibility & AI Literacy Training Project.

The internship period was from September 1, 2025 to November 30, 2025. During this time, he showed sincerity, dedication, and professionalism in his work.

We wish him success in his future endeavors.

22.12.25

A F M Khayrul Bashar

Internship Supervisor

Senior Manager, Ad Operations

Prothom Alo Digital

The Daily Prothom Alo

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Acknowledgement

I want to thank God for giving me the strength and ability to finish this report on my internship.

I am deeply thankful to my family for their constant support, sacrifices, and belief in me, especially during times when the journey was not easy. Their encouragement helped me stay focused and confident.

I acknowledge those who doubted my abilities, believed that I was being exploited, or assumed that I would not be able to achieve meaningful outcomes. But there have also been some instances where negativity, criticism, and gossip have tried to demoralize me. But instead, these have become reasons for motivation for me. These have increased my resilience level in life, taught me to be self-reliant, and encouraged me to prove myself in life through hard work and performance rather than words.

Finally, I would like to thank my friends and well-wishers for their support in their positive and honest ways. This internship not only added to my professional skills and acquisitions but also helped mold my character, discipline, and self-confidence. I thank all those people who helped me in my journey, directly or indirectly.

Sincerely,



.....

Sakibul Alam

ID: 221-24-041, Batch: JMC'45

Department of Journalism, Media and Communication

Faculty of Humanities & Social Science (FHSS)

Daffodil International University

Table of Contents

Chapter 1	1	Introduction	1
	1.1	About the Internship	1
	1.2	Motivation Behind Choosing Prothom Alo as My Internship Organization	2
	1.3	Duration of the Internship	3
	1.4	Overview of My Supervisor	3
Chapter 2	2	Organizational Profile	6
	2.1	Background of Organizations	6
	2.2	Organizational Structure	7
	2.3	Contact Details	11
Chapter 3	3	Learning Experience	12
	3.1	Responsibilities	12
	3.2	Activities During Internship Period	14
	3.3	Work Experience of Internship	20
Chapter 4	4	Evaluation of Learning	23
	4.1	Difference between Academic Learning and the Corporate World	23
	4.2	My Internship Outcome	23
	4.3	Internship Expectations: Pursuing Innovation in Digital Media	24
	4.4	Evolution of Skills through Internship	24
	4.5	Future Opportunities for a Stronger Portfolio and Career: A Roadmap from Internship Learnings	25
Chapter 5	5	Conclusion	26
	5.1	SWOT Analysis	26
	5.2	Conclusion	27
	5.3	Appendix	29

Chapter One: Introduction

1.1 About the Internship

This internship was a mandatory element of my undergraduate studies. It was supposed to help me integrate what I studied at university with what I did in the real world. The main purpose of the internship was to help students understand how to use what they learned in school in real-life occupations and to provide them the skills they need to work in the media and communication field.

As part of the Google News Initiative-supported Digital Journalism: Information Credibility and AI Literacy Training 2025 program, I worked on national-level digital journalism and capacity-building projects during my internship at Prothom Alo. The internship taught me a lot about how to do real-world journalism, communicate with people in an organization, and manage projects. It also taught me how to plan and run big media training programs.

This internship was particularly important because it addressed current challenges in journalism, such as information credibility, media literacy, and the ethical use of artificial intelligence. As digital media grows quickly, it's important for journalists to be able to tell the difference between real news, fake news, and content made by AI. This training program dealt with these problems head-on, making the internship very relevant and useful.

During my internship, I was in charge of talking to people inside and outside the company. This meant working with people from different districts in Bangladesh who were taking part, as well as trainers, journalists, and university representatives. I also worked closely with the internal team to make sure that everyone could easily talk to each other, get updates on time, and work together well throughout the program.

I also helped write and plan content, like making training materials, announcements, and communication for different platforms. I also helped plan and set up training sessions to make sure that everything went well and that everyone had enough time.

I was also a teaching assistant during the training sessions, where I helped the trainers and participants and made sure that everything went well. I also made sure that everyone was involved.

This job helped me get better at leading, organizing, and talking to people. It also let me directly help students and journalists learn.

Overall, this internship was very helpful for improving my professional skills. It gave me valuable experience in digital journalism, managing communication, and building capacity.

1.2 Motivation Behind Choosing Prothom Alo as My Internship Organization

Prothom Alo is a largest national daily newspaper in Bangladesh, and is known for its ethics, responsibilities, and journalistic standards. My personal aim has been to contribute positively to society through media and communication. The opportunity to join this internship is a good fit with my aim since this project, Digital Journalism: Information Credibility and AI Literacy Training 2025, supported by Google News Initiative and run by Prothom Alo, contributes to enhancing responsible journalism in my country.

Another key aspect that made this internship attractive was its national significance. This training program was conducted among journalists of all 64 districts in Bangladesh and students of 32 universities. This made it a very significant initiative on a national level. I was particularly motivated to become a part of this initiative at Prothom Alo as this was a very important chance to be associated with a national initiative.

I have always been keen to work in the development field, specifically in capacity-building projects. These projects are very significant in South Asia, especially where the literacy level is low, and the necessary critical knowledge to adapt to digital media has yet to be developed. The increasing number of digital facilities and artificial intelligence has led to an easier and rapid dissemination of misinformation, disinformation, or malinformation. Hence, critical knowledge of AI and valid information credibility is crucial for journalists as well as common people.

I picked this internship as it directly adds to the media sector, which helps in responsible journalism. I believe, as an individual, I would be able to add to the improvement of the media in Bangladesh through this internship, in addition to learning new things.

1.3 Duration of the Internship

The internship period that I undertook was from 1st September 2025 to 30th November 2025. This spanned a period of three months. During the period of my internship, I maintained a regular schedule and actively took part in various stages of Google News Initiative's support for the Digital Journalism: Information Credibility and AI Literacy Training 2025. There has been a change in my duties, giving me opportunities to gradually increase my involvement in communication, coordination, and content activities.

In this period of three months, I worked on various section such as content development, digital marketing, media, trainers, and partner universities. Contributing to this has given me an insight into how a nationwide training is accomplished. I was working on tasks such as communicating with attendees and institutional partners, assisting trainers, and facilitating the flow of information to external partners.

On the whole, the three-month period had a significant impact on improving my actual knowledge and offered adequate time for reflecting on and acquiring knowledge.

1.4 Overview of My Supervisor

I completed my internship under the supervision of **AFM Khayrul Bashar, Senior Manager, Ad Operations, Prothom Alo**. Under his guidance, I gained a practical understanding of how a professional media organization operates at a corporate level. His supervision influenced my working behavior and ethics, among other traits.

Through regular instructions, feedback, and professional interaction, I learned the importance of professional discipline, including punctuality and responsibility in the workplace. He emphasized the value of ethical communication, both within the organization and in external coordination, which helped me understand how clear and responsible communication is essential in the media industry.

In addition, working under his leadership helped me develop strong teamwork skills. I observed how collaboration among different departments is necessary for the successful execution of large-

scale projects. His supportive and structured supervision encouraged me to take initiative, ask questions, and improve my performance while maintaining professional standards.

Overall, his mentorship contributed greatly to my professional development working effectively in a corporate media environment.



My very first day at Prothom Alo

Chapter Two: Organizational Profile

2.1 Background of the Organization

Prothom Alo began its journey on 4 November 1998. Since then, it has become the most widely read newspaper in Bangladesh. Its commitment to truth and social responsibility has earned the trust of millions.



Name of the Organization: **Prothom Alo**

Genre: News Media

Editor: **Matiur Rahman**

Values and Principles

- **Professionalism:** Maintaining accuracy and investigation in reporting.
- **Independence:** Editorial freedom supported by financial independence.
- **People Focus:** Reporting issues that matter to ordinary citizens.
- **Positivity:** Promoting constructive change in society.
- **Innovation:** Adapting new technologies and formats.
- **Integrity:** Upholding ethical journalism standards.

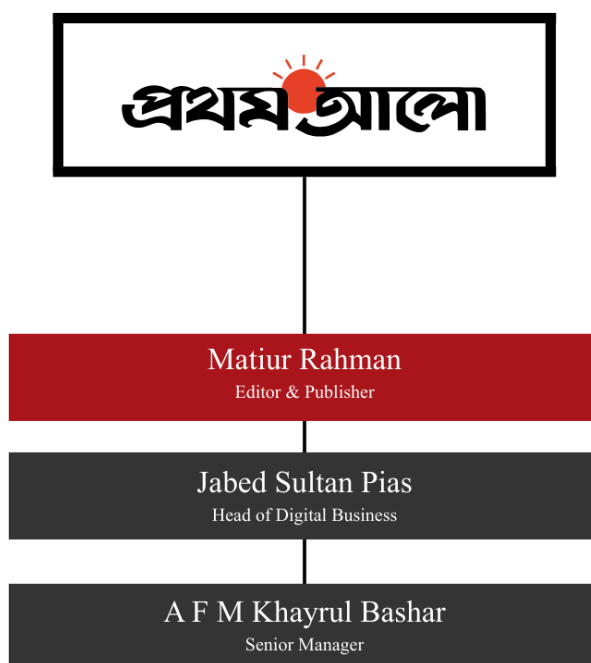
Print and Digital Presence

Prothom Alo's print version reaches millions daily, its digital platforms serve a global audience. The organization's strong digital presence makes it a leader in today's new era of journalism.

Recognition

Under the leadership of Editor **Matiur Rahman**, Prothom Alo has led major social movements. His Ramon Magsaysay Award in 2005 reflects the organization's contribution to society.

2.2 Organizational Structure



Prothom Alo Digital operates as a contemporary, integrated newsroom, based on the ideas of modernism and has professional collaboration editorial teams working in 24/7 cycle with technological, creative support to produce rapidly presented multimedia news. Prothom Alo Digital, the largest digital news outlet in Bangladesh is vertically managed with a horizontally organized workflow that's crucial for high-pace production of digital content.

The Board of Directors of print and digital operations is the Board of Directors that governs Mediastar Ltd. Its remit is for strategic management, policy control strategic planning as well as future direction, editorial quality standards and effective oversight of both print and digital media outlets. On the level below that, we have the ME as the top operational authority to implement editorial policy, oversee the news quality and take charge of day-to-day operations in our newsroom. The Managing Editor is also responsible for integration across departments as well as for standards of journalism among the print and digital operations. The organization is divided into major functional departments, each responsible for different aspects of news production and digital media output:

1. Print News Division

Although the internship took place in the digital wing, understanding the relationship with the print division is important. The print newsroom consists of:

- National Desk
- International Desk
- Sports Desk
- Entertainment Desk
- Editorial/Opinion Desk

2. Digital News Division

This division forms the core of Prothom Alo's 24/7 online operations. It includes:

- Digital Content Desk
- Breaking News Desk
- Social Media Desk
- Feature and Lifestyle Desk

- Fact-checking Unit

Multimedia Desk (video + graphics) The Digital News Division is responsible for:

- Online news publishing
- Content verification
- SEO-optimized writing
- Social media updates
- Multimedia storytelling (videos, photos, infographics)

3. Broadcast Operations

This unit handles production of video and multimedia content, which is increasingly important in today's digital ecosystem. The department includes:

- Video Production Team
- Motion Graphics Team
- Promo & Branding Team
- Archiving Unit

Broadcast Technology

This technical department ensures smooth digital operations by handling:

- Master Control Room (MCR)
- Studio operations
- Camera and lighting setups
- IT support services
- RF (Radio Frequency) and hardware maintenance

4. Sales & Marketing

The success of any digital media platform depends on monetization and audience engagement. This department:

- Manages advertising partnerships
- Coordinates sponsored content
- Oversees digital campaigns and brand collaborations

5. Finance & Accounts

This department handles:

- Financial planning
- Billing & payments
- Auditor coordination
- Budget allocation for digital campaigns

6. Human Resources (HR) & Administration

HR ensures:

- Staff recruitment
- Training and development
- Performance evaluation
- Organizational culture and welfare Administration supports:
- Logistics
- Facilities
- Day-to-day operational needs

7. Digital Content Team

- Senior Manager of Digital Content
- Sub-editors
- Content Writers
- Graphics Designers
- Social Media Managers

- Photojournalists
- Video Editors

This department produces:

- News articles
- Campaign content
- Multimedia stories
- Infographics
- Studio show scripts
- Event coverage content

2.3 Contact Details

Office: Pragati Insurance Bhaban, 20-21, Karwan Bazar Dhaka 1215, Bangladesh

Phone: 02 55013430-33, 02 55012201-09

Advertisement: 02 55012212

Fax: 02 55012200, 02 55012211

ePaper: +88 01708411997 (10am-6pm, Phone & WhatsApp)

Email: info@prothomalo.com

Print Ad Sales: ad@prothomalo.com

Digital Ad Sales: adsales@prothomalo.com

ePaper: epaper@prothomalo.com

Web site

prothomalo.com

epaper.prothomalo.com

Social Handles

- facebook.com/DailyProthomAlo

- twitter.com/ProthomAlo
- [instagram.com/prothomalo](https://www.instagram.com/prothomalo)
- [youtube.com/Prothomalo](https://www.youtube.com/Prothomalo)

Chapter Three: Learning Experience

3.1 Responsibilities

During my internship, my work was focused on communication management, content writing, coordination, and documentation, which were critical for implementing a training session at a national level under the Google News Initiative. I was actively engaged in internal as well as external communication activities, which included preparing content for the website, preparing a press release, as well as designing digital content that would be visually appealing to enhance external communication activities related to the program. This included attention to detail, clarity, and communication messages.

I was also involved in structuring communication materials. These included tasks such as training, journalists, partner universities, as well as internet participants. I, in addition, documented training projects by writing training project reports, record-keeping, and compiling training outputs. I was responsible for coordinating training data, messages, and information. I, in addition, coordinated training messages.

One of the most critical elements of my responsibilities involved the usage of data concerning training sessions and engagement. This involved the usage of data for the preparation of editorial viewpoints and internal reporting needs. This specific element of my responsibilities played a crucial part in optimizing the usage of decision-making and the efficacy of the reporting of the results. Each of these elements contributed to optimizing my expertise concerning technology, organization, and reporting, playing a crucial part in the smooth delivery of the program.

For the proper fulfilment of my duties, I have been using different technology tools and software. The technology tools that are heavily used from Google Workspace include Google Docs, Google Sheets, Google Slides, and Google Drive, which are often used for content writing, documenting, organizing data, and storing files, among others. Content Management Systems are employed for uploading and managing content on the website.

For communication, collaboration software such as email services, Google Meet, and Zoom were employed for communication with trainers, partner institutions, and participants across the

country. Software for design and visualization, such as Canva and the data visualization tools available in Google Sheets, was employed for creating visual content and visual representations for training data. Furthermore, tracking participation, and smooth workflow implementation across teams.

These tools made it possible to collaborate, document, and communicate effectively during the internship.

3.2 Activities During the Internship Period

Week 1 (1–7 September 2025)

Activities:

- Orientation with the project structure, objectives, and communication workflow of the Google News Initiative–supported training program.
- Review of previous documentation, reporting formats, and internal coordination procedures used by Prothom Alo.

Learning Outcome:

This week helped me understand how a national-level media training program is formally structured and managed. I learned the importance of standardized documentation, internal communication protocols, and professional discipline when working within a large media organization. It also helped me align my academic knowledge with practical expectations.

Week 2 (8–14 September 2025)

Activities:

- Organizing and screening the nationwide online applicant database containing 4,303 applications.
- Categorizing applicants based on eligibility criteria such as professional background, academic affiliation, and regional representation.

Learning Outcome:

I developed analytical and data management skills by working with a large dataset. This experience taught me the importance of fairness, transparency, and accuracy in selection processes, especially in capacity-building projects that aim for nationwide impact.

Week 3 (15–21 September 2025)**Activities:**

- Supporting post-activity documentation for the Training of Trainers (15–16 August 2025).
- Coordinating with Daffodil International University to prepare session schedules, official invitation emails, and promotional materials.

Learning Outcome:

I learned how trainer preparation and institutional coordination play a critical role in ensuring training quality. This week strengthened my professional email writing skills and taught me how early planning reduces operational challenges.

Week 4 (22–28 September 2025)**Activities:**

- Coordinating training activities at Bangladesh University of Professionals (25 September 2025).

- Writing pre-event and post-event press releases.
- Designing online and offline promotional materials.

Learning Outcome:

This week enhanced my understanding of media visibility and public communication. I learned how press releases function as an important tool for transparency, outreach, and institutional credibility in journalism-related initiatives.

Week 5 (29 September – 5 October, 2025)

Activities

- The facilitation of training coordinations for North South University (9th October 2025)
- Management of logistics like the distribution of banners, t-shirts, pens, and training documents.
- Helping with participant registration and documentation.

Learning Outcome:

I obtained practical experience in managing logistics and organizing events. Through this week, I came to realize the importance of brand resources and streamlined registration procedures in gaining attendance engagement and professionalism.

Week 6 (6–12 October 2025)

Activities:

- Monitoring the setup and activities of the venues of the University of Chittagong (12 October 2025).

- Current: Teaching Assistant – role includes working alongside trainers and helping students in training sessions.

Learning Outcome:

This experience has fostered my confidence with regard to dealing with learning environments. It has taught me about the role of teaching assistance in interactive learning. On-site problem-solving is very important in training sessions.

Week 7 (13-19 October 2025)

Activities:

- Creation of documentation for finished university meetings.
- Establishing coordination with the University of Barishal.

Learning Outcome:

I learned about the importance of post-event reporting documentation for accountability and learning as a result. This week has enhanced my skills and knowledge of the evaluation process.

Week 8 (20–26 October 2025)

Activities

- Supporting the training sessions in the University of Barishal on 21st October 2025 and Khulna University on 23rd October
- Registration desk management, visibility of communication materials, and working as a Teaching Assistant.

Learning Outcome:

Organizing and managing several events occurring at the same time has improved my multitasking and coordination skills. I realized the significance of adaptability and collaboration in managing numerous tasks simultaneously.

Week 9 (27 October – 2 November 2025)

Activities:

- Entering into the online training process.
- Making calls to selected participants, confirming their attendance, forming WhatsApp groups, and dealing with queries from participants.

Learning Outcome:

This week helped me improve online communication skills. I understand how online communication tools help facilitate better communication and prevent miscommunication amongst participants.

Week 10 (3 November -9 November 2025)

Activities:

- Investing the first online training session on November 3, 2025.
- The role involves helping trainers during live training sessions, tracking the number of attendees, as well as dealing with any communication-related

Learning Outcome:

I learned hands-on about virtual learning environments. This week underscored the significance of having support mechanisms and flexibility in online learning.

Week 11: (10 November - 16 November 2025)

Activities:

- Handling participant communication for running online meetings.
- Recording outcomes of sessions and helping with post-session reports.

Learning Outcome:

Problem-solving skills, as well as experience with documentation, occurred as a result of learning about learning consistency through follow-up.

Week 12 (17 November – 30 November 2025)

Activities:

- Collating documentation for offline training and online training sessions alike.
- Supporting final press releases and internal reporting.
- Helping with additional content and archive work.

Learning Outcome:

Furthermore, the final stage enabled me to understand all information pertinent to the closure, evaluation, and reporting process of projects. I understood the importance of documentation in the development of an institution's memory.

Overall Learning Outcome

This internship provided me with a complete learning experience that helped me enhance my theoretical knowledge about communication, along with its application at a professional level. I was able to apply what I learned through the project funded by Google News Initiatives, namely

the Digital Journalism: Information Credibility and AI Literacy Training 2025, a part of the Prothom Alo project.

As per Organizational Communication Theory, it is my personal belief that this experience has increased my understanding of how formal communication channels operate in media giants. My experience in dealing with communication has always been centered on the principles of formal communication channels, co-coordinated communication, and feedback. My experience with trainers, partner universities, media persons, and delegates has revealed that communication plays a critical role in ensuring efficiency and success. The internship also relates well to the agenda-setting model, as the training program I undertook sought to establish media agenda in relation to issues of information credibility, ethics, and artificial intelligence. Through creating content, writing press releases, and developing training documentation, I realized how news outlets frame discussions by placing issues in the limelight. This experience has aided me in comprehending how communication can focus attention on issues of social relevance.

Moreover, my experience can be applied to the domain of development communication theory. It is because the principle of development communication is about capacity-building and social change. Keeping this in mind, the nation-wide project with journalists from 64 districts and students from different universities was a type of communication with the aim of improving and developing. By assisting in training and supporting learners, I was part of the process of communication with the goal of empowering professionals in the field.

The value I learned in documentation and data management fits into the areas of information management and media accountability, which emphasize the aspects of transparency, accuracy, and responsible use of information. Writing reports, keeping records, and examining participant data emphasized the importance of evidence-based communication in media development projects.

My role as a Teaching Assistant for classes held physically as well as online enabled my involvement with learning, as well as the communication of instructions, from a theoretical standpoint. As a support trainer, being involved, getting, and encouraging delegates to contribute brought me to the understanding that communication is essential for knowledge transfer.

Overall, this internship experience has helped me critically connect some of the theoretical perspectives and practices in the field of communication as explored in my academics, and my exposure to professional practices in the mass media industry. This will go a long way in enabling me to effectively engage in my academics and professional pursuits in journalism and communication as an area of concentration.

3.3 Work Experience of the Internship

My internship under the Google News Initiative-supported Digital Journalism: Information Credibility and AI Literacy Training 2025 at Prothom Alo provided me with exhaustive hands-on experience in communication management, content development, coordination, documentation, and training support. The internship allowed me to actively participate in a national-level capacity-building initiative while working in a professional corporate media environment.

Key Responsibilities and Activities

Assisted in internal and external communication by liaising between partner universities, trainers, journalists, media professionals, and students of journalism to ensure smooth information flow. It prepared official emails, schedules, and communication materials in support of training coordination and participant engagement.

- Developed website content, press releases, and creative copies for posters and other visual materials used in online and offline promotions. Organized and screened the national applicant database, which included 4,303 applications; candidate screening was based on eligibility and relevance to journalism.
- Training documentation and reports were prepared for organizational records and internal evaluation purposes.
- Coordinated event logistics for offline training sessions, including delivery of banners, t-shirts, pens, and other training materials.
- Assisted participant registration, venue setup, and visibility of communication materials during training.
- Teaching Assistant: supported the work of trainers, assisted participants, kept attendance, and ensured that all sessions ran without glitches.
- Supported online training phase through confirmation of participant attendance, creating, and managing WhatsApp groups, responding to participant queries, and assisting the trainers during live online sessions.

Professional Experience Gained

From these responsibilities, I acquired hands-on skills and experiences in communication, content management, as well as coordination within a large media concern. This involved working closely with different stakeholders, which helped enhance my capacity to handle institutional relations, adhere to high standards of communication, and work within a team.

Skills and Competencies Developed

- Professional and ethical communication
- Content writing and media documentation
- Event coordination and logistics management
- Data organization and reporting
- Digital communication and virtual training support
- Teaching assistance and learner facilitation
- Teamwork and cross-institutional collaboration

Overall Contribution

My contributions supported the smooth execution of both offline university-based training programs and online national-level sessions. The internship experience strengthened my understanding of digital journalism, information credibility, and AI literacy while preparing me for future professional roles in journalism, media development, and communication.

Chapter Four: Evaluation of Learning

4.1 Difference Between Academic Learning and the Corporate World

An important aspect of academic learning is its orientation towards theoretical models, classroom training, personal performance, and examination-based evaluation. Academic learning is more theoretical and textual, involving critical thinking and written exams, and is carried out under somewhat predictable circumstances. Indeed, the corporate environment is more function-driven and operates in an environment that is more efficiency-, accountability-, collaboration-, and deadline-driven. Decision-making is also time-sensitive, and its outcome is more counted in terms of its efficacy and not just its correctness.

It was possible for me to learn and experience this by undertaking this internship experience. The theories and concepts of communication approaches, media ethics, and audience engagement, learned before, and practiced in a different and challenging way here, by requiring adaptability and a solution-oriented approach in the corporate and media-intensive world of the company. It has also allowed me to see how concepts learned before can be the foundation of professional activity, while also requiring new skills to be effective in this world.

4.2 Navigating Success: My Internship Outcome

The achievement of my internship duties remains a major highlight of professionalism. I directly contributed to the overall planning and management associated with a national-level training program on digital journalism that involved working together as a team with various stakeholders, including professionals from the media sector and academia. My duties entailed working with dedication and commitment to accomplish the assigned tasks effectively.

The internship went ahead and produced other benefits even outside the tasks. On the professional front, the internship ensured I gained a deeper insight into the workings of an organization and the methods of organizing tasks. On the other hand, the internship ensured I gained more confidence

and capabilities to work under stress. The internship contributed greatly to my growth and development.

4.3 Internship Expectations

When I started the internship, I looked forward to learning by doing in the areas of online journalism, media communications, and program management. I was particularly eager to learn the process by which large-scale training programs are accomplished. Apart from that, I was hoping that this internship will enable me to go beyond learning by observation.

Expectations:

These were, to a large extent, met and, in many ways, exceeded. Some of the responsibilities afforded to me by the internship were writing, partner institution collaborations, data arrangements, and event support. Contrary to my expectations, I was given duties that meant something to the success of the program, and this made the internship challenging yet rewarding for me.

4.4 Evolution of Skills Through the Internship

The experience brought out immense value in terms of learning both hard skills and soft skills. My writing skills were enhanced by working on writing formal emails, marketing pieces, press notes, and other information pieces. My interaction with team members, trainers, and members of various institutions raised my ability to communicate and work together as a team with professionals.

Moreover, I was also able to hone my skill set as I supported the assessment of thousands of online applications. Team working helped to enhance my skills to function effectively as a member of a team, which is a quality that calls for a great deal of flexibility. Problem-solving, especially within the framework of the logistics of an event, became a common occurrence as part of my tasks.

Along with acquiring these skills, this experience of internship has also developed a strong understanding of professional ethics, work behavior, and managing time in me. Learning the skill

of multi-tasking, deadlines, and accuracy is the most important thing I learned and took away from this experience.

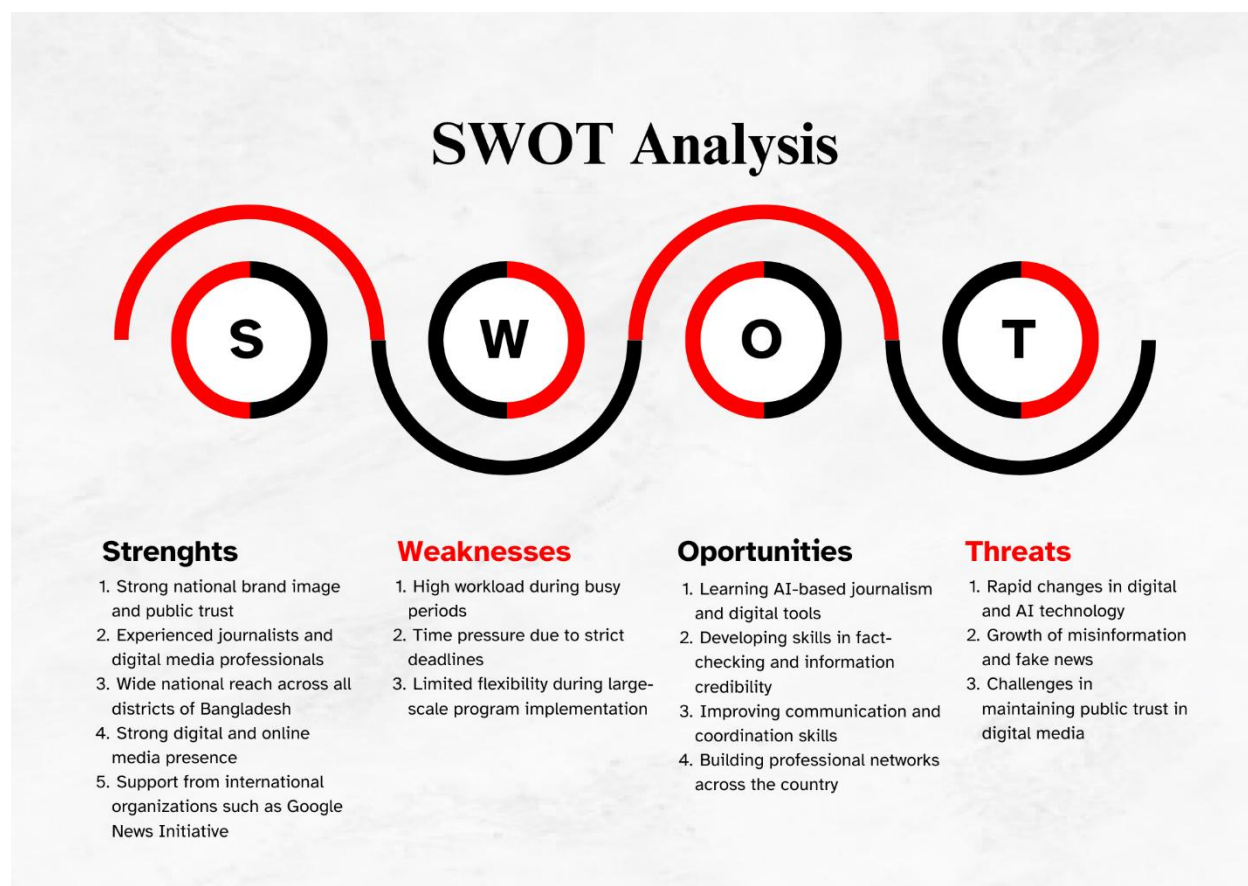
4.5 Future Opportunities for a Stronger Portfolio and Career

This internship really bolstered my professional portfolio with hands-on experience in digital journalism training, communication management, and large-scale project coordination. The skills and knowledge acquired from this have prepared me for jobs in journalism, media development, and communications, or other related organizational sectors.

The internship also clearly defined my career path by exposing me to the actual on-ground implementation of media and development initiatives. The experiences gained in this internship have added to my employability, and I would be in a better place to look forward to other advanced opportunities with even more confidence. In summary, the experience was basically one step toward helping me build a sustainable and effective professional career.

Chapter Five: Conclusion and Analysis

5.1 SWOT Analysis



A glimpse of SWOT Analysis

Strengths:

Prothom Alo is renowned in the country and is counted among the most trusted media outlets. This organization is celebrated for its ethical reporting and professionalism. They have experienced journalists and online media experts who contribute towards producing quality and efficiently running the programs. They have extensive coverage in the country; thus, it was possible for them to include participants from all 64 districts. Additionally, the collaboration with the Google News Initiative enhanced the credibility of the training process.

Weaknesses:

One of the areas that appeared to be a weakness in this organization was having a high workload, especially during peak periods. The fact that there were online as well as offline training sessions to be managed simultaneously resulted in time pressure for employees and interns. Deadlines and vast coordination, at times, resulted in a loss of flexibility.

Opportunities:

The internship has been an excellent learning experience, particularly in the domain of AI journalism and communication tools. I have been able to gain experience pertaining to fact checking, credibility of information, and use of AI in journalism. Apart from this, the internship has also ensured that I develop my communication and coordination skills. I have developed professional contacts through my interaction with journalists and universities nationwide.

Threats:

The media sector is always facing threats because of technological changes. The media practitioners are always updating their skills to keep up with new technology devices and AI technology. A major threat to the media industry is the issue of misinformation and fake news as presented on social media. The media sector has been faced with the challenge of maintaining public confidence due to these threats and is therefore more responsible.

5.2 Conclusion

The interning experience that I had at Prothom Alo under Digital Journalism: Information Credibility & AI Literacy Training 2025, in partnership with Google News Initiative, was very beneficial for me from a learning perspective. This was an opportunity for me to apply my academic learning in practical life as a professional in journalism or communication. Through this interning experience, I could learn more about how media entities function on a national level, including the management of large-scale training initiatives.

This experience brought out clearly for me that there is a difference between academics and working in the corporate media sector. In academics, one requires knowledge and passing exams, but working as a team, accountability, management of time, and solving problems are necessary at the corporate level. Since I got an opportunity to be involved in communication management,

content development, data management, and training and development activities, I realized that theories and practices are not as different as I used to think.

During my internship, I have been able to expand my professional and personal capabilities as well. Writing and communications skills have been improved through interaction at the journalistic and training levels, as well as interaction with the partner universities. Furthermore, I have been able to expand my capabilities related to teamwork, coordination, and documentation in terms of both online and offline training activities. Apart from that, my stint at the organization has also expanded my aspects related to professional ethics and transparency.

This internship experience has further helped me strengthen my career goals. Working on a national capacity-building program has opened my eyes to the significance of responsible journalism, credible information, and using AI ethically for good journalism and media development. It has prepared me for upcoming roles related to journalism, media development, and communication professionals with skills acquired from this internship experience.

This internship was not only required as part of my academic program but was also a crucial part of my journey as a professional. It has not only enhanced my portfolio but has made me a lot more employable, and I am confident that the expertise I have gained here will allow me to go further in my academic as well as personal endeavors.

5.3 Appendix









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গুগলের এআই প্রশিক্ষণ পেলেন নর্থ সাউথ বিশ্ববিদ্যালয়ের ৭২ শিক্ষার্থী | প্রথম আলো

বাংলাদেশ

গুগলের এআই প্রশিক্ষণ পেলেন নর্থ সাউথ বিশ্ববিদ্যালয়ের ৭২ শিক্ষার্থী

লেখা: সাকিবুল আলম

আপডেট: ১০ অক্টোবর ২০২৫, ১৬: ৪৪



নর্থ সাউথ বিশ্ববিদ্যালয়ে আয়োজিত 'ইনফরমেশন ক্রেডিবিলিটি অ্যান্ড এআই লিটারেসি' প্রশিক্ষণে বিশ্ববিদ্যালয়ের গণযোগাযোগ ও সাংবাদিকতা বিভাগের ৭২ জন শিক্ষার্থী অংশ নেন ছবি: প্রথম আলো

‘আগে এআই টুলস কিছুটা জানতাম কিন্তু আজকের প্রশিক্ষণে আরও গভীরভাবে বুঝতে পেরেছি। বিশেষ করে পিনপয়েন্ট আমার গবেষণার কাজে অনেক সহায়তা করবে।’

গুগলের উদ্যোগে এবং প্রথম আলোর ব্যবস্থাপনায় নর্থ সাউথ বিশ্ববিদ্যালয়ে (এনএসইউ) অনুষ্ঠিত ‘ইনফরমেশন ক্রেডিবিলিটি অ্যান্ড এআই লিটারেসি ট্রেনিং’-এ অংশগ্রহণ শেষে এমনটাই বলেন বিশ্ববিদ্যালয়টির গণযোগাযোগ ও সাংবাদিকতা বিভাগের শিক্ষার্থী অর্ক চৌধুরী।

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1/4

12/22/25, 3:59 AM

গুগলের এআই প্রশিক্ষণ পেলেন নর্থ সাউথ বিশ্ববিদ্যালয়ের ৭২ শিক্ষার্থী। প্রথম আলো

গতকাল বৃহস্পতিবার আয়োজিত এ প্রশিক্ষণে এনএসইউর গণযোগাযোগ ও সাংবাদিকতা বিভাগের ৭২ জন শিক্ষার্থী অংশ নেন। দিনব্যাপী এই প্রশিক্ষণে শিক্ষার্থীরা তথ্য যাচাই, বিশ্লেষণ ও প্রতিবেদন তৈরির পাশাপাশি গুগলের আধুনিক এআই টুলস—নোটবুক এলএম, জেমিনি, পিনপয়েন্ট, গুগল ট্রেন্ডসসহ বিভিন্ন প্ল্যাটফর্ম ব্যবহারে হাতে-কলমে অভিজ্ঞতা অর্জন করেন।



নর্থ সাউথ বিশ্ববিদ্যালয়ের কলা ও মানবিক স্কুলের ডিন অধ্যাপক ড. মো. রিজওয়ানুল ইসলাম বক্তব্য দেন ছবি: প্রথম আলো

অনুষ্ঠানে শুভেচ্ছা বক্তব্য দেন বিশ্ববিদ্যালয়ের কলা ও মানবিক স্কুলের ডিন রিজওয়ানুল ইসলাম, রাষ্ট্রবিজ্ঞান ও সমাজবিজ্ঞান বিভাগের চেয়ারপারসন রিজওয়ান খায়ের, গণযোগাযোগ ও সাংবাদিকতা প্রোগ্রামের সমন্বয়কারী এস এম রিজওয়ান উল আলম এবং প্রথম আলোর কর্মকর্তারা।

উদ্বোধনী বক্তব্যে রিজওয়ানুল ইসলাম বলেন, ডিজিটাল সাংবাদিকতা মানে প্রযুক্তিকে সঙ্গে নিয়ে সাংবাদিকতা। তবে এআইয়ের কিছু সীমাবদ্ধতা থাকলেও এটি সাংবাদিকদের কাজ অনেক সহজ করে দিয়েছে। বলা যায়, আগে যেখানে শত ঘণ্টা লাগত, এখন তা কয়েক মিনিটেই সম্ভব। আজকের এই প্রশিক্ষণে উপস্থিত শিক্ষার্থীদের জন্য শুভকামনা রইল।

রিজওয়ান খায়ের বলেন, ভুল তথ্যের এ যুগে এমন উদ্যোগ সত্যিই সময়োপযোগী। গুগল ও প্রথম আলোকে ধন্যবাদ এ আয়োজনের জন্য। এটি সাংবাদিকতার শিক্ষার্থীদের ভবিষ্যৎ কর্মক্ষেত্রের জন্য সহায়ক হবে।

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2/4

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গুগলের এআই প্রশিক্ষণ পেলেন নর্থ সাউথ বিশ্ববিদ্যালয়ের ৭২ শিক্ষার্থী | প্রথম আলো



অনুষ্ঠানে বক্তব্য দেন নর্থ সাউথ বিশ্ববিদ্যালয়ের গণযোগাযোগ ও সাংবাদিকতা প্রোগ্রামের সমন্বয়কারী ও সহযোগী অধ্যাপক ড. এস এম রিজওয়ান উল আলম ছবি: প্রথম আলো

সকাল সাড়ে ৯টা থেকে বিকেল সাড়ে ৪টা পর্যন্ত চলা এই সেশনে প্রশিক্ষক হিসেবে ছিলেন ঢাকা বিশ্ববিদ্যালয়ের সহযোগী অধ্যাপক সাইফুল আলম চৌধুরী, ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটির সহযোগী অধ্যাপক আবদুল কাবিল খান, বাংলাদেশ ইউনিভার্সিটি অব প্রফেশনালসের সহকারী অধ্যাপক মালিহা তাবাসসুম, দ্য ডেইলি স্টারের সাংবাদিক আজাদ বেগ এবং প্রথম আলো ডিজিটাল বিজনেস বিভাগের সিনিয়র ম্যানেজার আ ফ ম খায়রুল বাশার।

প্রাথমিকভাবে অংশগ্রহণকারীরা এআই টুলের কার্যকারিতার সঙ্গে অপরিচিত ছিলেন। তবে প্রশিক্ষণের পর তাঁদের আত্মবিশ্বাস ও দক্ষতা উল্লেখযোগ্যভাবে বেড়ে গেছে। প্রাথমিক সমীক্ষার তুলনায় প্রশিক্ষণ শেষে সব টুলের সর্বাধিক ব্যবহার শতকরা হারে অনেক বেড়ে গেছে। যেখানে পিনপয়েন্টে আগে ছিল ৫২ শতাংশ ও পরে ৮৭ শতাংশ, গুগল ম্যাপ, রিভার্স ইমেজ ও গুগল লেন্সে আগে ৮২ শতাংশ ও পরে ৯২ শতাংশ, গুগল ট্রেন্ডসে আগে ৬৩ শতাংশ ও পরে ৮৮ শতাংশ, নোটবুক এলএমে আগে ৫১ শতাংশ ও পরে ৮৭ শতাংশ এবং জেমিনিতে আগে ৮৩ শতাংশ ও পরে ৯১ শতাংশ।

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3/4

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গুগলের এআই প্রশিক্ষণ পেলেন নর্থ সাউথ বিশ্ববিদ্যালয়ের ৭২ শিক্ষার্থী | প্রথম আলো



প্রশিক্ষার্থীদের স্বতঃস্ফূর্ত অংশগ্রহণ আর প্রশিক্ষকদের তথ্যভিত্তিক প্রশিক্ষণে প্রাণবন্ত হয়ে ওঠে সেশন ছবি: প্রথম আলো

সমাপনী বক্তব্যে রিজওয়ান-উল-আলম বলেন, ‘এ অভাবনীয় উদ্যোগের মাধ্যমে আমরা জাতীয় ও আন্তর্জাতিক পর্যায়ে যুক্ত হচ্ছি। শিক্ষার্থীদের জন্য এটি একটি বড় সুযোগ।’

গুগল ও প্রথম আলোর এই উদ্যোগের আওতায় দেশের ছয়টি বিশ্ববিদ্যালয়ে ধারাবাহিকভাবে প্রশিক্ষণের আয়োজন করা হচ্ছে। এ পর্যন্ত ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটি, বাংলাদেশ ইউনিভার্সিটি অব প্রফেশনালস এবং নর্থ সাউথ বিশ্ববিদ্যালয়ে সেশন সম্পন্ন হয়েছে। পরবর্তী সেশনগুলো অনুষ্ঠিত হবে চট্টগ্রাম বিশ্ববিদ্যালয়, বরিশাল বিশ্ববিদ্যালয় এবং খুলনা বিশ্ববিদ্যালয়ে।



সম্পাদক ও প্রকাশক: মতিউর রহমান

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4/4





Digital Journalism: Information Credibility and AI Literacy Training 2025

By

Prothom Alo

Date: September 25, 2025

Venue: Bangladesh University of Professionals

Session 1	Time	Agenda Description	Facilitator
Opening Session	10:30 AM - 11:15 AM	Registration & Tea Break	Prothom Alo Team & Department of MCJ, BUP
	11:15 AM - 11:30 AM	Inaugural session	HOD/ Chairman, Dean of the Faculty & Prothom Alo Team
Session 2	Training Time	Training Agenda	Master Trainer
Training Sessions	11:30 AM - 11:45 AM	Pre - Survey	A F M Khayrul Bashar Senior Manager, Ad Operations Prothom Alo Digital
	11:45 AM - 12:45 PM	Understanding of Digital Journalism: Note Book LM	Dr. Md Abdul Kabil Khan Associate Professor & Director of MSS Program DIU
	12:45 AM - 1:40 PM	Gemini	A F M Khayrul Bashar
	1:40 PM - 2:20 PM	Lunch & Prayer Break	Department of MCJ, BUP
	2:20 PM - 3:20 PM	Pinpoint	Dr. MD Saiful Alam Chowdhury Associate Professor Department of Mass Communication & Journalism DU

	3:20 PM - 4:20 PM	Research & Reporting (verification)	Dr. MD Saiful Alam Chowdhury
	4:20 PM - 5:20PM	Google Trends	Dr. Md Abdul Kabil Khan
	5:20 PM - 5:30 PM	Post - Survey Networking & Closing Tea Break	A F M Khayrul Bashar

Digital Journalism: Information Credibility and AI Literacy Training 2025

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Prothom Alo

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	5:20 PM - 5:30 PM	Post - Survey Networking & Closing Tea Break	A F M Khayrul Bashar

Digital Journalism: Information Credibility and AI Literacy Training 2025
By
Prothom Alo

Date: October 9, 2025
Venue: North South University

Session 1	Time	Agenda Description	Facilitator
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Opening Session	9:30 AM - 10:00 AM	Registration & Tea Break	Prothom Alo Team & Department of MCJ, NSU
	10:00 AM - 10:15 AM	Inaugural session	HOD/ Chairman, Dean of the Faculty & Prothom Alo Team
Session 2	Training Time	Training Agenda	Master Trainer
Training Sessions	10:15 AM - 10:25 AM	Pre - Survey	A F M Khayrul Bashar Senior Manager, Ad Operations Prothom Alo Digital
	10:25 AM - 11:25 AM	Research & Reporting (verification)	<i>Dr. MD Saiful Alam Chowdhury</i> Associate Professor Department of Mass Communication & Journalism DU
	11:25 AM - 12:25 PM	Gemini	A F M Khayrul Bashar
	12:25 PM - 1:25 PM	Google Trends	Azad Beg Journalist The Daily Star
	1:25 PM - 2:00 PM	Lunch & Prayer Beak	Department of MCJ, NSU
	2:00 PM - 3:00 PM	Pinpoint	Maliha Tabassum Assistant Professor Department of Mass Communication and Journalism BUP
	3:00 PM - 4:00 PM	Understanding Of Digital Journalism Note Book LM	Dr. Md Abdul Kabil Khan Associate Professor & Director of MSS Program DIU
	4:00 PM - 4:30 PM	Post - Survey Networking & Tea Break	A F M Khayrul Bashar

12/22/25, 4:33 AM

ড্যাফোডিল ইউনিভার্সিটিতে প্রথম আলো-গুগলের উদ্যোগে এআই প্রশিক্ষণ পেলেন ৭০ শিক্ষার্থী | প্রথম আলো

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ড্যাফোডিল ইউনিভার্সিটিতে প্রথম আলো-গুগলের উদ্যোগে এআই প্রশিক্ষণ পেলেন ৭০ শিক্ষার্থী

নিজস্ব প্রতিবেদক ঢাকা

আপডেট: ১৯ সেপ্টেম্বর ২০২৫, ১৯: ১৫



ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটিতে সাংবাদিকতা, মিডিয়া ও যোগাযোগ বিভাগের ৭০ জন শিক্ষার্থী এআই প্রশিক্ষণে অংশ নিয়েছেন। ঢাকা, ১৮ সেপ্টেম্বর ছবি: প্রথম আলো

গুগলের উদ্যোগে এবং প্রথম আলোর ব্যবস্থাপনায় ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটিতে গতকাল বৃহস্পতিবার অনুষ্ঠিত হলো 'ইনফরমেশন ফ্রেডিবিলিটি অ্যান্ড এআই লিটারেসি ট্রেনিং'। ড্যাফোডিল স্মার্ট সিটির আমিনুল ইসলাম হলে আয়োজিত এ প্রশিক্ষণে বিশ্ববিদ্যালয়ের সাংবাদিকতা, মিডিয়া ও যোগাযোগ বিভাগের ৭০ জন শিক্ষার্থী সরাসরি অংশ নেন।

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1/5

12/22/25, 4:33 AM

ড্যাফোডিল ইউনিভার্সিটিতে প্রথম আলো-গুগলের উদ্যোগে এআই প্রশিক্ষণ পেলেন ৭০ শিক্ষার্থী। প্রথম আলো

উদ্বোধনী অনুষ্ঠানে বক্তব্য দেন ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটির উপ-উপাচার্য অধ্যাপক মোহাম্মদ মাসুম ইকবাল। তিনি বলেন, গুগল ও প্রথম আলো ইতিমধ্যেই তাদের নিজ নিজ ক্ষেত্রে স্বীকৃত। আর ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটিও দেশের অগ্রযাত্রায় গুরুত্বপূর্ণ ভূমিকা রাখছে। তিনি বলেন, 'এই তিনটি শীর্ষ প্রতিষ্ঠানকে এমন এক যুগান্তকারী উদ্যোগে একত্র হতে পারা সংশ্লিষ্ট বিষয়ের জন্য ইতিবাচক প্রভাব বয়ে আনবে বলে আমার বিশ্বাস।'

ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটির মানবিক ও সমাজবিজ্ঞান অনুষদের ডিন লিজা শারমিন লিজা শারমিন বলেন, 'শিক্ষার্থীদের বিশ্বমানের দক্ষতায় গড়ে তোলার জন্য জার্নালিজম, মিডিয়া অ্যান্ড কমিউনিকেশন (জেএমসি) বিভাগকে আন্তরিক ধন্যবাদ। আমরা সব সময়ই এমন উদ্যোগকে স্বাগত জানাই। একই সঙ্গে গুগলকেও ধন্যবাদ। আমরা আশাবাদী, শিক্ষার্থীরা এ উদ্যোগে নিজেদের মেধার উৎকর্ষ প্রদর্শন করবে।'

সকাল নয়টা থেকে বিকেল সাড়ে পাঁচটা পর্যন্ত চলা সেশনে প্রশিক্ষণ দিয়েছেন ঢাকা বিশ্ববিদ্যালয়ের সহযোগী অধ্যাপক সাইফুল আলম চৌধুরী, বাংলাদেশ ইউনিভার্সিটি অব প্রফেশনালসের সহকারী অধ্যাপক মালিহা তাবাসসুম এবং প্রথম আলো ডিজিটাল বিজনেস বিভাগের সিনিয়র ম্যানেজার আ ফ ম খায়রুল বাশার।

ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটিতে প্রশিক্ষণ অনুষ্ঠানে অতিথি ও প্রশিক্ষণার্থীদের একাংশ। ঢাকা, ১৮ সেপ্টেম্বর ছবি: প্রথম আলো

12/22/25, 4:33 AM

ড্যাফোডিল ইউনিভার্সিটিতে প্রথম আলো-গুগলের উদ্যোগে এআই প্রশিক্ষণ পেলেন ৭০ শিক্ষার্থী। প্রথম আলো

পাঁচটি মডিউলে সাজানো ১০ দিনব্যাপী এই প্রশিক্ষণে শিক্ষার্থীরা তথ্য সংগ্রহ, যাচাই, বিশ্লেষণ ও প্রতিবেদন তৈরির পাশাপাশি নোটবুক এলএম, জেমিনি, পিনপয়েন্ট, গুগল ট্রেন্ডসসহ আধুনিক এআই টুলস ব্যবহার সম্পর্কে হাতে-কলমে অভিজ্ঞতা অর্জন করেন।

প্রাথমিকভাবে অংশগ্রহণকারীরা এসব এআই টুলের কার্যকারিতার সঙ্গে অপরিচিত ছিলেন। তবে প্রশিক্ষণের পর তাঁদের আত্মবিশ্বাস ও দক্ষতা উল্লেখযোগ্যভাবে বেড়ে গেছে। প্রাথমিক সমীক্ষার তুলনায় প্রশিক্ষণ শেষে সব টুলের সর্বাধিক ব্যবহার শতকরা হারে অনেক বেড়ে গেছে।

প্রতিটি টুলই প্রশিক্ষণের পর ব্যবহার কয়েক গুণ বেড়েছে, বিশেষ করে জেমিনি ও গুগল ম্যাপ/লেন্স টুলগুলোতে সর্বাধিক অগ্রগতি হয়েছে। ১৯ দশমিক ৭ শতাংশ শিক্ষার্থী তাঁদের কর্মক্ষেত্রে আত্মবিশ্বাসী বলে জানালেও প্রশিক্ষণ শেষে ৩৯ দশমিক ৭ শতাংশে উন্নীত হয়।

সাংবাদিকতা, মিডিয়া ও যোগাযোগ বিভাগের শেষ বর্ষের শিক্ষার্থী আলিফিয়া আফনান বলেন, ‘দিনব্যাপী প্রশিক্ষণের মাধ্যমে গুগল, জেমিনি ও গুগল ট্রেন্ডসের ব্যবহার সম্পর্কে বিস্তারিত জানতে পেরেছি। আমার বিশ্বাস, এ গুণন আমাদের শিক্ষাজীবন ছাড়াও ভবিষ্যৎ কর্মজীবনেও কার্যকর ভূমিকা রাখবে।’

12/22/25, 4:33 AM

ড্যাফোডিল ইউনিভার্সিটিতে প্রথম আলো-গুগলের উদ্যোগে এআই প্রশিক্ষণ পেলেন ৭০ শিক্ষার্থী | প্রথম আলো

ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটিতে প্রশিক্ষণে প্রশিক্ষকদের সঙ্গে আয়োজকদের কয়েকজন। ঢাকা, ১৮ সেপ্টেম্বর ছবি: প্রথম আলো

অনুষ্ঠানে সাংবাদিকতা, মিডিয়া ও যোগাযোগ বিভাগের প্রধান আফতাব হোসাইন বক্তব্য দেন।

এ উদ্যোগের আওতায় অনলাইন ও অফলাইন মিলিয়ে ধাপে ধাপে ১ হাজার ৭০ জন সাংবাদিক ও গণমাধ্যম পেশাজীবী এবং ৯৩০ শিক্ষার্থীকে প্রশিক্ষণ দেওয়া হবে। যেখানে শিক্ষার্থীরা ছয়টি বিশ্ববিদ্যালয়ে সরাসরি অনুষ্ঠিত সেশনে অংশগ্রহণ করবে। এর মধ্যে ড্যাফোডিল ইন্টারন্যাশনাল ইউনিভার্সিটির আয়োজন সফলভাবে সম্পন্ন হলো। বাকি পাঁচটি বিশ্ববিদ্যালয় হলো বাংলাদেশ ইউনিভার্সিটি অব প্রফেশনালস, নর্থ সাউথ বিশ্ববিদ্যালয়, চট্টগ্রাম বিশ্ববিদ্যালয়, বরিশাল বিশ্ববিদ্যালয় ও খুলনা বিশ্ববিদ্যালয়।

এই প্রশিক্ষণ আয়োজনের মাধ্যমে শিক্ষার্থীরা শুধু সাংবাদিকতার আধুনিক দক্ষতাই অর্জন করবে না, বরং ভুয়া তথ্য ও বিভ্রান্তিকর কনটেন্ট মোকাবিলায়ও সক্ষম হয়ে উঠবে বলে আয়োজকেরা আশাবাদ ব্যক্ত করেন।

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4/5

12/22/25, 4:33 AM

ড্যাফোডিল ইউনিভার্সিটিতে প্রথম আলো-গুগলের উদ্যোগে এআই প্রশিক্ষণ পেলেন ৭০ শিক্ষার্থী | প্রথম আলো



সম্পাদক ও প্রকাশক: মতিউর রহমান

স্বত্ব © ১৯৯৮-২০২৫ প্রথম আলো

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Print Materials BU...	Survey	Trainers	Training Module KU	Training Schedule
Visual...				

Editor Notes - Budget 2

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Editing

১৬ সেপ্টেম্বর, ২০২৫

গুগল - প্রথম অঙ্গো 'ডিজিটাল জার্নালিজম: ইনকরপোরেশন ক্রেডিটবিলিটি অ্যান্ড এআই লিটারেসি ট্রেনিং' কর্মসূচি

আপনি অবগত আছেন যে, গুগল মিউজ ইনিশিয়েটিভের উদ্যোগে এবং প্রথম অঙ্গোর ব্যবস্থাপনার আমরা বাংলাদেশে প্রথমবারের মতো আয়োজন করছি 'ডিজিটাল জার্নালিজম: ইনকরপোরেশন ক্রেডিটবিলিটি অ্যান্ড এআই লিটারেসি ট্রেনিং' কর্মসূচি। এই কর্মসূচিতে সারাদেশ থেকে মোট ২,০১০ জন অংশগ্রহণকারী যুক্ত হবেন। এর মধ্যে ১০১০ জন সাংবাদিক ও থারদাথম পেশাজীবী এবং ১,০০০ জন শিক্ষার্থী প্রশিক্ষণ গ্রহণ করবেন।

দেশের ৬৪ জেলা থেকে অংশগ্রহণকারীরা ১০ জন নির্দিষ্ট মিডিয়া ব্যক্তি ও বিশ্ববিদ্যালয়ের শিক্ষকের তত্ত্বাবধানে ক্লাসে অংশগ্রহণ করবেন। প্রশিক্ষণের মাধ্যমে তারা নোটিবুক এলএম, টেমিনি, লিপসফট এবং সাংবাদিকতা-সকোর গুরুত্বপূর্ণ হ্রাস, গবেষণা প্রতিবেদন যাচাই ও গুগল ট্রেন্ডসের মতো হ্রাস শিখবেন।

গুগল কর্তৃক চুক্তি অনুযায়ী মোট ১০০০ জন শিক্ষার্থীর মধ্যে ৪০০ জন শিক্ষার্থী অনলাইনে, এবং ৬০০ জন শিক্ষার্থী অফলাইনে প্রশিক্ষণে অংশগ্রহণ করবেন। শিক্ষার্থীদের জন্য চাকার তেতরে ৩টি বিশ্ববিদ্যালয় যথাক্রমে ঢাকাইউন ইন্টারন্যাশনাল ইউনিভার্সিটি, বাতাবেশ ইউনিভার্সিটি অব প্রফেশনালস এবং নর্থ সাউথ ইউনিভার্সিটি এবং চাকার বাইরে ৩টি বিশ্ববিদ্যালয়ে, চট্টগ্রাম বিশ্ববিদ্যালয়, বরিশাল বিশ্ববিদ্যালয় এবং খুলনা বিশ্ববিদ্যালয় ক্লাস অনুষ্ঠিত হবে। অংশগ্রহণকারীদের জন্য প্রশিক্ষণ সহায়িকা, টি-শার্ট, নোটিবুক ও কলম, পশাপাশি দুই বেলা নাস্তা ও মর্যাদাক্রমের ব্যবস্থা করা হয়েছে।

Digital Journalism: Information Credibility and AI Literacy Training 2025

By

Prothom Alo

Date: October 12, 2025

Venue: University of Chittagong

Session 1	Time	Agenda Description	Facilitator
Opening Session	9:00 AM - 9:30 AM	Registration & Tea Break	Prothom Alo Team & Department of C&J, CU
	9:30 AM - 9:45 AM	Inaugural session	Chair (Opening Session): Dr. Rawshon Akhter, HOD Facilitator (Opening Session): Mr. Md. Atiq Ullah, Lecturer Ms. Farzana Karim, Associate Professor, Dept of Communication and Journalism, CU & Prothom Alo Team
Session 2	Training Time	Training Agenda	Master Trainer
Training Sessions	9:45 AM - 9:55 AM	Pre - Survey	A F M Khayrul Bashar Senior Manager, Ad Operations Prothom Alo Digital
	9:55 AM - 10:55 AM	Understanding of Digital Journalism Note Book LM	Dr. Md Abdul Kabil Khan Associate Professor & Director of MSS Program DIU
	10:55 AM - 11:55 AM	Gemini	A F M Khayrul Bashar
	11:55 AM - 12:55 PM	Pinpoint	<i>Dr. MD Saiful Alam Chowdhury</i>
	12:55 PM - 1:45 PM	Lunch & Prayer Beak	Department of C&J, CU
	1:45 PM - 2:45 PM	Research & Reporting (verification)	<i>Dr. MD Saiful Alam Chowdhury</i> Associate Professor Department of Mass Communication & Journalism DU

	2:45 PM - 3:45 PM	Google Trends	Dr. Md Abdul Kabil Khan
	3:45 PM - 4:00 PM	Post - Survey Networking & Tea Break	A F M Khayrul Bashar

Digital Journalism: Information Credibility and AI Literacy Training 2025

By

Prothom Alo

Date: October 21, 2025

Venue: University of Barishal

Session 1	Time	Agenda Description	Facilitator
Opening Session	9:00 AM - 9:30 AM	Registration & Tea Break	Prothom Alo Team & Department of MCJ, BU
	9:30 AM - 9:45 AM	Inaugural session	HOD/ Chairman, Dean of the Faculty & Prothom Alo Team
Session 2	Training Time	Training Agenda	Master Trainer
Training Sessions	9:45 AM - 9:55 AM	Pre - Survey	A F M Khayrul Bashar Senior Manager, Ad Operations Prothom Alo Digital
	9:55 AM - 10:55 AM	Understanding of Digital Journalism Note Book LM	Dr. Md Abdul Kabil Khan Associate Professor & Director of MSS Program DIU
	10:55 AM - 11:55 AM	Gemini	A F M Khayrul Bashar

	11:55 AM - 12:55 PM	Pinpoint	Maliha Tabassum Assistant Professor Department of Mass Communication and Journalism BUP
	12:55 PM - 1:45 PM	Lunch & Prayer Beak	Department of MCJ, BU
	1:45 PM - 2:45 PM	Research & Reporting (verification)	Maliha Tabassum
	2:45 PM - 3:45 PM	Google Trends	Dr. Md Abdul Kabil Khan
	3:45 PM - 4:00 PM	Post - Survey Networking & Tea Break	A F M Khayrul Bashar

Digital Journalism: Information Credibility and AI Literacy Training 2025

By

Prothom Alo

Date: October 23, 2025

Venue: Khulna University

Session 1	Time	Agenda Description	Facilitator
Opening Session	9:00 AM - 9:30AM	Registration & Tea Break	Prothom Alo Team & Department of MCJ, KU
	9:30 AM - 9:45 AM	Inaugural session	HOD/ Chairman, Dean of the Faculty & Prothom Alo Team
Session 2	Training Time	Training Agenda	Master Trainer
	9:45 AM - 10:00 AM	Pre - Survey	A F M Khayrul Bashar Senior Manager, Ad Operations Prothom Alo Digital

Training Sessions	10:00 AM - 11:00 PM	Understanding of Digital Journalism Research & Reporting (verification)	Dr. Md Abdul Kabil Khan Associate Professor & Director of MSS Program DIU
	11:00 AM - 12:00 PM	Gemini	A F M Khayrul Bashar
	12:00 PM - 1:00 PM	Note Book LM	A F M Khayrul Bashar
	1:00 PM - 1:40 PM	Lunch and Prayer Break	Department of MCJ, KU
	1:40 PM - 2:40 PM	Pinpoint	Dr. Md Abdul Kabil Khan
	2:40 PM - 3:40	Google Trends	Dr. Md Abdul Kabil Khan
	3:40 PM - 4:00 PM	Post - Survey Networking & Tea Break	A F M Khayrul Bashar

Event Intro ☆ 📄 🗑️

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ডিজিটাল জার্নালিজম: ইনকর্পোরেশন ক্রেডিবিলাইটি অ্যান্ড এআই লিটারেচি ট্রেনিং

সময়কাল: ১৫ সেপ্টেম্বর ২০২৫ – ১৫ নভেম্বর ২০২৫

বাংলাদেশে প্রথমবারের মতো শুরু হতেছে "ডিজিটাল জার্নালিজম: ইনকর্পোরেশন ক্রেডিবিলাইটি অ্যান্ড এআই লিটারেচি ট্রেনিং" কর্মশালা। জগত নিউজ ইনিশিয়েটিভের উদ্যোগে এবং প্রথম আলোর ব্যবস্থাপনায় এই প্রশিক্ষণ কার্যক্রম দেশের সাংবাদিকতা ও আধুনিক কৃত্রিম বুদ্ধিমত্তার (এআই) সমন্বয়ে একটি নতুন অধ্যায়ের সূচনা করবে।

এই কর্মশালায় দেশের ১৪ ছোলা থেকে অগা ৫০০০ রেজিস্ট্রেশনের মধ্য থেকে আশেপাশেরকারীদের বাছাই করা হয়েছে। ব্যাপক সাড়া পাওয়ার কারণে প্রাথমিকভাবে ১০০০ জন আশেপাশেরকারীর পরিকল্পনা থাকতোও তা বাড়িয়ে এখন মোট ২০০০ জনকে অন্তর্ভুক্ত করা হয়েছে। এর মধ্যে ১০৫০ জন সাংবাদিক ও গণমাধ্যম পেশাজীবী এবং ৯৫০ জন শিক্ষার্থী প্রশিক্ষণে অংশ নেবেন। প্রশিক্ষণের মাধ্যমে তারা শিবনে আধুনিক এআই টুল যেমন নোটকুক-এলএম, জেমিনি এবং পিনপয়েন্ট ব্যবহারের কৌশল, পাশাপাশি গবেষণা, প্রতিবেদন যাচাই ও জগত ট্রেন্ডস এর মতো সাংবাদিকতার জন্য গুরুত্বপূর্ণ ডিজিটাল টুলস।

সারা দেশব্যাপী অনলাইন ও অফলাইনে এই প্রশিক্ষণ কার্যক্রম অনুষ্ঠিত হবে, যেখানে শিক্ষার্থীরা ১টি বিশ্ববিদ্যালয়—গ্যাজেটড ইন্টারন্যাশনাল ইউনিভার্সিটি, বাংলাদেশ ইউনিভার্সিটি অব গভর্নেন্স, নর্থ সাউথ বিশ্ববিদ্যালয়, চট্টগ্রাম বিশ্ববিদ্যালয়, বরিশাল বিশ্ববিদ্যালয় এবং ফুলনা বিশ্ববিদ্যালয়ে অনুষ্ঠিত সেমিনারগুলোতে অংশগ্রহণ করবেন। প্রশিক্ষণের শেষে মূল্যায়নের ভিত্তিতে সার্টিফিকেট প্রদান করা হবে।

বাংলাদেশে এই ধরনের ডিজিটাল সাংবাদিকতা প্রশিক্ষণ কর্মশালা এবারই প্রথম শুরু হতে যাচ্ছে। সাংবাদিকতা, তথ্য যাচাই এবং এআই লিটারেচির সমন্বয়ে এই প্রশিক্ষণ দেশের গণমাধ্যম অঙ্গনে নতুন দিগন্ত উন্মোচন করবে।

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Digital Journalism

Thursday, September 18, 2025 at 9 AM

ডিজিটাল জার্নালিজম: ইনফরমেশন ক্রেডিবিলিটি অ্যান্ড এআই...

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September 23 ·

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Digital Journalism

Strategic Partner: Daffodil University, Academic Partner: Google, In Partnership With: গবেষণা

Thu, Sep 18

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