



INTERNSHIP REPORT ON

From the Classroom to the Newsroom: My experience at Independent TV



INDEPENDENT

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Submission Date: 27 December 2025

Preface

This internship report describes the utmost learning experience gained by me during the course of a twelve-week internship at ‘Independent Television’ a key news channel in the Republic of Bangladesh. It is no stranger to the fact that the said TV channel enjoys fame for offering updated news right around the clock, along with a vast digital presence.

To the report, I present my experiences as a well-read in my role as the Social Media Intern. I explain the systematic way Independent TV operates and introduce the individuals and groups involved in working together to run the TV channel. I also report to my supervisor, who mentored me in my role during the internship.

The report describes my weekly evaluation of what I accomplished. The things that I accomplished allowed me to understand how what I implemented in class can be applied to the real world of the media. Another thing that caught my fancy was the tools and electronic program that were implemented at my internship.

One of the critical experiences I developed expertise in regards to is the most crucial part of this report. In the fast-paced and hectic work environment associated with a digital newsroom, I was confronted with real issues, making for a learning experience that will be integral to my future as a professional. I learned firsthand the importance of flexibility, learning digital skills, and multitasking within today’s media landscape.

In short, through this report, I actually wish to convey my internship experience, what I did there, what I gained from there, and how much this internship at Independent TV was effective for me.

Letter of Transmittal

27 December 2025

Meherabul Haque Rafi
Lecturer
Department of Journalism, Media & Communication
Faculty of Humanities & Social Science
Daffodil International University

Subject: **Submission of Internship Report**

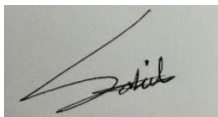
Dear Sir,

I am submitting my report on the Internship that I did as a requirement for completing my Bachelor's degree in Journalism, Media & Communication. The Internship was completed at Independent Television and lasted for three months.

I am sincerely grateful to the Department of Journalism, Media & Communication, my supervisors, and the Independent TV crew. This report has been produced in accordance with the requirements of my internship.

Thank you for your consideration.

Regards



Sincerely,
A.S.M. Nazmus Sakib
ID: 221-24-022
Department of Journalism, Media & Communication
Daffodil International University



Certificate of Approval

We, the undersigned, hereby certify that the Internship Report, titled " From the Classroom to the Newsroom: My experience at Independent TV," by A.S.M. Nazmus Sakib, with ID No. 221-24-022, of the Department of Journalism, Media & Communication, has been accepted for presentation/publication. The internship was conducted during the Fall 2025 semester.

The information, data, and findings presented in this report belong entirely to A.S.M. Nazmus Sakib. A.S.M. Nazmus Sakib has shown morality, honesty, and professionalism throughout the period of his internship.

I wish him all the best in all his future pursuits.

A handwritten signature in black ink, consisting of a stylized 'M' followed by a horizontal line.

Academic Supervisor

Meherabul Haque Rafi

Lecturer

Department of Journalism, Media & Communication

Faculty of Humanities & Social Science

Daffodil International University

Certificate of Internship

This Certificate is Presented to

A.S.M. Nazmus Sakib

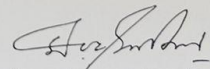
In recognition of outstanding accomplishments and contributions.

Department: Digital Media

Duration: 11th May, 2025 - 10th August, 2025



INDEPENDENT



Human Resources Department

Date : 13th October, 2025

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Acknowledgments

I would like to thank Independent Television very much for the opportunity to finish my twelve-week internship in their online newsroom. It was a great pleasure to work in such a professional atmosphere.

I would like to express my sincere gratitude to my supervisor, F.K. Nelson, as well as Arnab Sanyal, for the support and help I received throughout the internship. They made learning fun for me.

I would also like to extend my thanks to everyone in the digital and social media department at The Daily Star, because you have not only made my internship easier, but you have also been very friendly and welcoming towards a newcomer like me, and this is very much appreciated. I would like to extend my personal thanks to a number of people, and these include MD Sohel (Sub editor, Digital Media), Suprio Sikdar (Sub editor, Digital Media), Simi Ahmed (Senior Social Media Executive, Digital Media), and Jekson (Graphic Designer, Digital Media).

I would like to thank my teachers at Daffodil International University, especially in the Department of Journalism, Media, and Communication, for arranging such an internship and preparing me with the necessary knowledge.

I would like to thank my family and friends, who have never stopped showing support and encouragement throughout these two years.

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Chapter One

Introduction

1.1 What Is an Internship?

An internship is a supervised work experience which is offered by an organization to new graduates. Internship offers graduates the chance to attain practical experience, exposure, and skills within a certain field. An internship usually lasts for a short period of time, like weeks or months, with the sole purpose of providing students with an insight into the workings of the respective industry.

An internship provides an opportunity for students to use the knowledge acquired in the classroom at a real professional environment. This could mean engaging in projects, helping staff, watching daily work, and knowing how to deal with industry tools and techniques. Equipped with these performances, interns gain critical technical and problem-solving skills related to their field. Others include communication, teamwork, and time management.

Internships create a bridge between the academics of a person and their profession. Students will also be assisted in identifying their strengths, weaknesses, and becoming self-confident about their capabilities. In many cases, internship also creates professional networks, gets tutoring, and understands the working environment

In a simplest manner, it is a temporary job, but it helps students to cope with real challenges that would exist in the future world. It is a process of transitioning from study to work, acting as a preview of what is expected in the respective field

1.2 Why Is an Internship Important?

An internship is thought to be an important phase in life because it provides students with the chance to practice the things they have learned in educational institutions and such places. Even though classroom trainings provide the basic theoretical knowledge, internships help one experience firsthand how that knowledge is used in real life situations. This kind of experience is very useful in getting a clear idea of the industry.

Another important cause is that internships work like a counselor for students trying to find their right career interests. Through this immersing experience in real life working environments, a student can easily figure out the field they need to target for. Furthermore, this also helps them achieve greater results in their upcoming career days.

Internships are the best opportunities for graduates and students to gain crucial skills. For instance, communication, problem-solving and time management. These skills can not be mastered through theoretical knowledge only. While interning they get the chance to work closely with professionals and learn to take responsibilities of their own work and duties also learn to face the consequences of their own actions.

Furthermore, internships help to raise a student's overall profile in the job market. Various companies all around the industry look for a candidate with hands-on working experience. Internships help a student prove to the job providers and hiring officials that they have those experiences that they are looking for and that they are familiar in working with a corporate sector or in an official environment.

Moreover, internships provide students with a wonderful opportunity to create their own networks and establish contacts with the people within the industry whom they can rely on and go to in their times of need. They work as a secure place, a network that they have built on their own. This type of connections and networks may open future opportunities and doors for them..

In general, internships are very important for all of these reasons; they provide on-the-job training and give people the opportunity to hone their skills and build their self-confidence, improve employability, and refine their career direction.

1.3 Duration of My Internship

May 11, 2025, to August 10, 2025, was my internship period at Independent TV. In this TV, I worked as a social media intern. During this time, I learned many practical skills, like media operations, content creation, making news cards, shorts, marketing, and audience engagement.

1.4 Reasons for My Internship at Independent TV

So the reasons behind choosing Independent Television as my internship place are, ranking, popularity, working environment and opportunities. The Independent TV is a major player in the news channel field, their news are available 24/7 all around Bangladesh.. Besides, I should say that since such a site would be quite an experience in the life of a journalist and digital content creator, I went here for the internship.

My main reason was the kind of the interest I had in digital media and social media journalism. The digital team at Independent TV operates very well on Facebook, YouTube, Instagram, and other platforms. So then being a part of that team opened up the opportunity for me to witness firsthand the process of professional news content being written, edited, and published for the online audience.

On the other hand, the opportunity to practice my theoretical skills was yet another reason for my choice. I wanted to take up the experience of my Journalism, Media, and Communication classes and apply it to the actual newsroom stuff. Independent TV was able to supply a suitable place for educating the engagement of the audience, the social media strategy, and the workflow of the newsroom.

Moreover, I purposely opted for Independent TV because I liked to be involved in a lively and fierce news atmosphere. Over thus I gained confidence, bettered my communication skills, and got to know how professional reporters work in a high-pressure situation.

To sum up, I picked Independent TV for my internship due to its being a great learning place, getting to know the world of digital journalism, and practicing the skills required for my future career in the media sector.

Chapter Two

Organization Profile

2.1 Background of the Organization

Independent Television is a premier Bangladeshi news channel broadcasting 24/7 through satellite and mainly covering news and current affairs in the Bengali language. The channel is run by the Beximco Group, which is one of the biggest companies in Bangladesh, and it received permission to broadcast officially from the Bangladesh Telecommunication Regulatory Commission (BTRC) in 2007. After doing all the necessary things and carrying out the test transmissions, the channel went live on 20 October 2010. The main office of Independent Television is based in Tejgaon Industrial Area, Dhaka.

Independent Television, from its start wanted to give the quickest, most accurate and reliable news to the watchful eyes of the audience. The station commenced with a mosaic of programming comprising of national and international news bulletins, debates, political talk-shows, business news, sports, entertainment, lifestyle, and investigative reports. The combination of truth-seeking journalism and contemporary presentation soon made the channel a favorite among the audiences.

Technology and the renovation of its Newsroom were major components of Independent Television's commitment to produce an extensive line of News and Visit, with the purchase of the most advanced Studio equipment, Digital Broadcasting systems, and Multimedia Story Telling systems for use in its News transfers. Independent Television was recognized as having one of the best reporting teams in the marketplace and a superior quality of News production less than three years after launching.

Besides broadcasting on television this TV channel has also made some significant impact on the digital platforms. For instance, Facebook, YouTube, Instagram and through their official news portal websites. The team working at the forefront of publishing of breaking news, developing multimedia content along with online viewers. Currently the channel is one of the most influential news channels in Bangladesh.

2.2 Prominent Programs of Independent Television

Independent Television has a lot different tyoes of news and current affairs related programs which potray the national issues, economy of the countrysports, entertainment and some other public interest matters. Throughout the years, certain programs have received a lot of viewer fame for their trustworthiness, rigour, and pleasant presentation. Some of Independent Television's most popular programs are:

1. Shongbad Shompoti

A prime news bulletin presenting the day's most vital national and international news along with precise and timely updates.

2. Ajker Bangladesh

A current affairs program that analyzes major national issues, accompanying expert views and providing in-depth examination of political and social matters.

3. Rajkahon

A political talk show featuring politicians, analysts, and experts discussing major political happenings and government policies.

4. Independent Morning News

A morning news program that reports the latest news on politics, weather, business, and traffic to make the audience ready for the day.

5. Krira Somachar

A segment exclusively dedicated to sports news that keeps the audience informed about all national and international sports events, tournaments, and matches of cricket, football, etc.

6. Financial Express

A business-news-based program that attentively follows education, trade, stock market updates and all financial developments in Bangladesh, plus their impact on the economy.

7. Lifestyle & Entertainment Segments

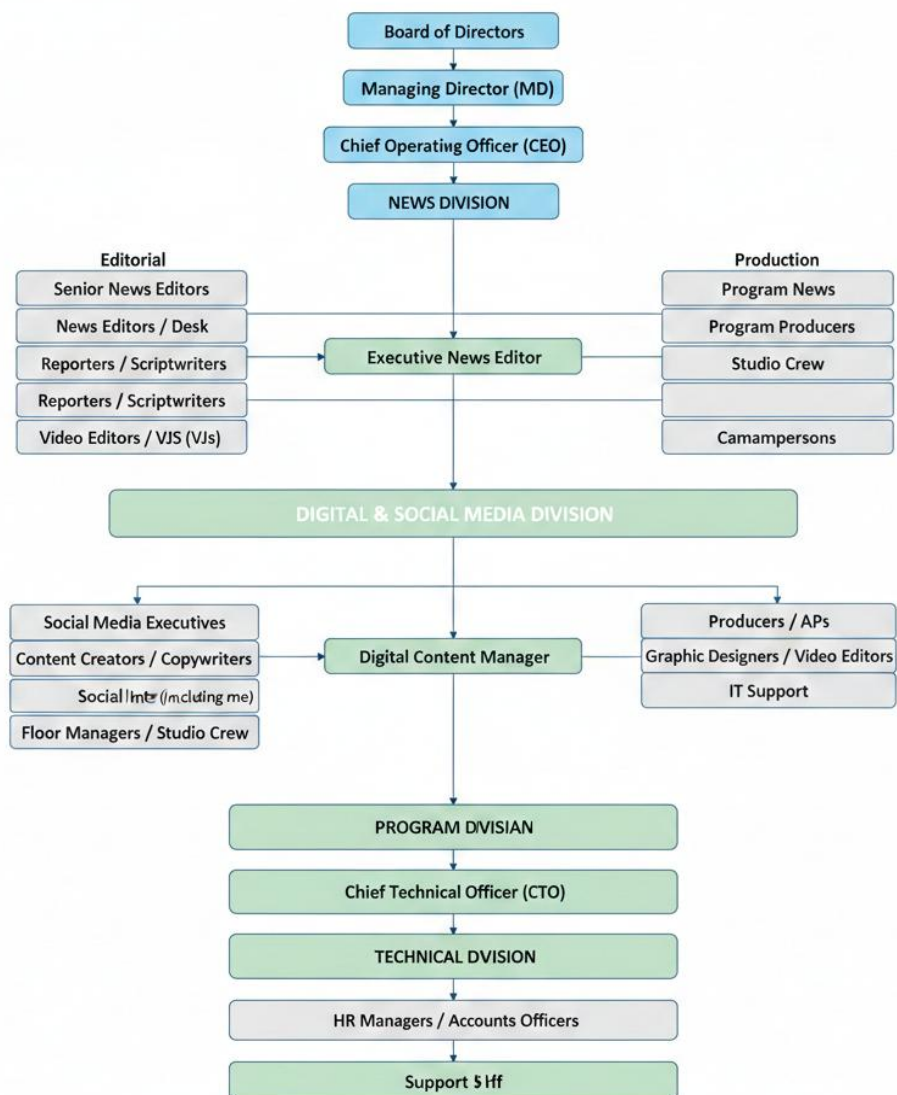
Regular segments bring updates on entertainment news, celebrities, and cultural events, as well as lifestyle stories.

8. Investigative Reports and Special Coverage (Talash)

Independent Television has established a reputation as a leading producer of detailed investigative reports, special documentaries, and comprehensive field reports that highlight major social issues.

By means of these broadcasts, Independent Television not only retains but also boosts its image as a reliable provider of information, presenting the audience with an assortment of breaking news, analyses, discussions, and feature stories.

2.3 Organogram



2.4 My Internship Supervisor at Independent TV

F.K. Nelson and Arnab Sanyal, who are both Deputy News Editors at Digital Media, were my supervisors during my internship at Independent Television. With their extensive newsroom experience, they guided me through the process of understanding digital journalism. They are famous for their outstanding editorial skills and for leading the team during the hectic and high-pressure news situations.



Arnab Sanyal



F.K. Nelson

I was really lucky to have the support of both my supervisors during my internship. They introduced me to the process of selecting the most critical news topics, offered guidance on how to verify information before publishing, and gave me insights on how to tailor content for different social media platforms. Moreover, their constructive criticism helped me enhance my writing, fact-checking, and decision-making skills.

Mr. Nelson and Mr. Sanyal not only supported me but also pushed me to step into the real working environment of the newsrooms. Thus, I acquired the ability to cope with breaking news and to be in the proximity of senior journalists. Their recommendations facilitated my overcoming of the

initial challenges, and they also contributed to my acquiring of the knowledge of the rules and functions of the newsroom.

The overall contribution of their support and guidance to my learning was tremendous. I am incredibly grateful to them both for being the ones who helped me mature professionally during my internship.

Chapter Three

Learning and Experience

3.1 Monthly Worksheet at Channel 24

Besides my usual task of putting up pictures and videos, I was also given the chance to be with the marketing staff at Independent Television. I played a role in developing and making known, through the media, the content of some of the famous companies. The brands that I was involved with are **Coca-Cola, Suzuki Motorcycles, Tecno, Walton, bKash, Grameenphone (GP), and ScanCement.**

The collaboration with these brands provided an insight into the media houses working with the clients, the branded posts' schedule, and the application of digital marketing strategies in actual newsroom settings. This hands-on experience diluted my creative, communicative, and knowledge skills grow to the area of commercial content production.

1. Coca-Cola Branding:

Video Title	Video publish t	Creative Name	Link	Views	Impressions
আমাদের মেয়েদের টিম আমের স্ট্রিং ক্রিকেট আমের May 6, 2025	Fridge	https://youtu.be/_4qOMaF_AYs	428	11483	
৩টি মাতে আউটলিট ২টি উইকেট নিতে চাই শীপ ৭ May 6, 2025	TV	https://youtu.be/L_FthacX3IM0	432	10565	
আমাদের বুধ স্ট্রিং এবং বালেপড় টিম জাহের আল May 7, 2025	Fridge	https://youtu.be/LUCudV0b87s	524	16484	
ইউক্রেনে ০ দিনের দুর্ভাবগতি ঘোষণা Russia Ukrai May 8, 2025	TV	https://youtu.be/1O0eGGSab87	2586	37610	
পিএসএলের মাতা কৃষ্ণের খেলা নিয়ে যে সিদ্ধান্ত এলে May 8, 2025	Smartphone	https://youtu.be/1toGhph-HS87	1093	27010	
পিএসএল খেলতে যাওয়া মাঝির রানা ও সিঙ্গাকে সে May 9, 2025	Fridge	https://youtu.be/9QaMZF5cD5e	640	11254	
কেপ্তার শহীদ মিনারের সপার্টের আত্মকথা- ১২ সাদে May 10, 2025	TV	https://youtu.be/9aWw9r3DscU	2119	36211	
মুক্তিযুদ্ধের ইলসামবাবা উপলব্ধের আমেজ, কুলাচি May 11, 2025	Fridge	https://youtu.be/P2ARH5GfFu8	24122	265406	
সিঁড়ির সপথ আব্বারো আসে মাসের আশপনা আব্বা May 12, 2025	TV	https://youtu.be/VRMoaTCCuJg	26890	199967	
ব্রাজিল দুইদলে দুইদলের প্রথম বিদেশি কেড আমের May 13, 2025	Fridge	https://youtu.be/_5uQ3u-Eac43	1382	20672	
পরিবারের সবার খাটো কিন্তু মনের বড় ভাবের পরেশা May 14, 2025	TV	https://youtu.be/PYyuhG2t42U	3466	46425	
আইএফএক এর খাটো শেতে ভলারের পর বাজারভিত্তি May 14, 2025	Smartphone	https://youtu.be/9RmPyk2aL7s	3750	46405	
বিমান থেকে মুলে পড়ার চাকা ৭ জন যাত্রী নিয়ে শি May 16, 2025	Smartphone	https://youtu.be/mfmlzBoST83s	73002	1031904	
ব্রাজিল দুইদলে দুইদলের অভিযোগ ব্রিজের রথায় May 16, 2025	TV	https://youtu.be/42UGoVwZ7A	4146	34221	
শীমান্তে গরুর পায়ের তেলতেল সোদে হায়েক বাড়তি সত May 17, 2025	Fridge	https://youtu.be/7Z8SjQVhGQ	7196	100329	
হাটজাঙ্গর যাওয়ার সময় বিমানবন্দর থেকে মুরার ফা May 18, 2025	Smartphone	https://youtu.be/9d6K49Me2E2	10552	161024	
প্রথমবারের মত কোন জাহাজইলি সিগে ডাক পেলে May 19, 2025	Smartphone	https://youtu.be/DTh67AcyYq3	885	19019	
৭ম বাংলাদেশি বিদেশে প্রেরণের বাংলাদেশের পতাকা May 19, 2025	Fridge	https://youtu.be/2bcw8bCVq47	916	17303	
সিঁড়ির সপথ নিয়ে সোদে সোদে খরচ কত St May 20, 2025	Fridge	https://youtu.be/Bys5uRVW5Sc	242072	2658749	
ইউরোপে ইউরোপে যাবারের মেসের সুবিধা পড়ায় যা May 20, 2025	Smartphone	https://youtu.be/03bbl1tGG7s	5781	172159	
ইউরোপের টেলসারি কুড়িপুরের মেসের পুর শপথ May 21, 2025	Fridge	https://youtu.be/X2ov9GpRkU2	1220	15991	
মেসের টেলসারি পুর শপথ পুর শপথ কুড়িপুরে মেস May 22, 2025	Fridge	https://youtu.be/6F2yDv9G5U2	6780	126128	
শেখ হাসিনা ক্রোধে তাকে ক্রোধের নামে মানা যা May 22, 2025	TV	https://youtu.be/Cc48FT_4c2c5	1259	22593	
কোরবানির হাট কঁপাতে প্রকৃত কজাভা May 23, 2025	Smartphone	https://youtu.be/9MmOB0YVhtm	1619	25286	
সিঁড়ের আগে বাজারের আসছে মনন নরশার শেট Ni May 24, 2025	Smartphone	https://youtu.be/b2C5cUR5ozU	18103	229791	
পাকিস্তান সফরে বাংলাদেশে রল বাহ্যিক কাটিয়ে উঠে May 24, 2025	TV	https://youtu.be/HemxKPAukEc	477	16169	
সিঁড়ির ওপর শিখরজা শিখর করলে ট্রাম্প প্রশাস May 24, 2025	Fridge	https://youtu.be/2VcdDXGDmM	670	15092	
কোরবানির সিলে গোপালগঞ্জের চমক হিঙ্গার, পটুয়া May 25, 2025	Fridge	https://youtu.be/3qhdL6aQ24Q	2540	26052	
সরকারের সঙ্গে সেনাবাহিনীর সম্পর্ক নিয়ে কথা বলা May 26, 2025	Fridge	https://youtu.be/E2kZnJE7JP4	75812	878739	
সিঁড়ের জন্য প্রকৃত শেরপুরের ১৫ লাখ টাকার লাফন May 26, 2025	TV	https://youtu.be/999ARQvH1A7	5754	32712	
হামজা-শহীতকে নিয়ে এশিয়ান কাপের চূড়ান্ত পর্বে May 26, 2025	Smartphone	https://youtu.be/kkr7TMKruUS8	2875	31468	
কুটুম্বা খেঁচবাখিঁচর অভিযানে কাদের প্রোত্তর করা May 27, 2025	Smartphone	https://youtu.be/98D24R00oY4	32006	471687	
লাফন কী শেরপুরের সবচেয়ে বড় গরু Big Cow May 27, 2025	TV	https://youtu.be/TnUyVWw48k	2045	23056	
কাদেরকে ক্রিকেটের খেলায় আমের May 27, 2025	Fridge	https://youtu.be/p5VAVmE5SE	1646	18559	
হামজা-শহীত ও আমেরের মতো প্রাথমিক প্রেরণা May 28, 2025	TV	https://youtu.be/P24Z8Q0J67	1104	18059	
এশিয়ান কাপ হাটখিঁচর মারকে সমানে বেধে ধাক্কা May 28, 2025	Smartphone	https://youtu.be/b6S8U5Gy	535	14310	
বিশ্ব শান্তি প্রতিষ্ঠায় বিশ্বের বিভিন্ন দেশে ছড়িয়ে পড়ার May 29, 2025	TV	https://youtu.be/B4P5SUM5Sc	2283	33343	
কোরবানির হাট কঁপাতে আমের শাহজালা- নাম কত May 29, 2025	TV	https://youtu.be/B6TxCTBnTQ2	2753	27250	
আজুই বিলিগির মনন সরাপটি বিলাবে সারিত মেসের May 30, 2025	TV	https://youtu.be/EI48oKPGcy7	9768	104750	
কাদেরের কোড কুড়িপুরের এবং সিগে সিগে সেবা May 30, 2025	TV	https://youtu.be/V2zDn3L-1Ie7	2244	35997	
কাদেরের কোড কুড়িপুরের এবং সিগে সিগে সেবা May 31, 2025	Smartphone	https://youtu.be/XKHQJTKhV7	14686	119530	
ফিফা রাষ্ট্রিং ৩৯ ৭ম এশিয়ান ইন্দোনেশিয় ক্রীড়া May 31, 2025	TV	https://youtu.be/nD9EaD3nCY7	1603	17349	
			601768	7227221	

3. Tecno Branding:

Tecno X.ITV Static Card Branding

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A1:G1 Tecno Branding (May 20 - May 31) 2025 - 10 Cards

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
1	Tecno Branding (May 20 - May 31) 2025 - 10 Cards														
2	Date	No.	Segment	Image Card Links	Views	Reach	Interactions								
3	May 20 2025	1	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	29,192	90,956	3321								
4	May 21 2025	2	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	16,047	54,260	691								
5	May 22 2025	3	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	23,368	67,403	2,888								
6	May 23 2025	4	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	24,319	72,861	1403								
7	May 24 2025	5	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	20,077	68,571	1832								
8	May 25 2025	6	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	31,354	92,118	1,601								
9	May 26 2025	7	positive	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	23,635	62,506	417								
10	May 27 2025	8	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	30,062	70,536	2,957								
11	May 28 2025	9	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	63,029	48,042	451								
12	May 29 2025	10	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	56,373	46,975	1,634								
13	May 30 2025	11	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	51,242	40,346	1108								
14	May 31 2025	12	Political	https://www.facebook.com/tvbd24.tv/posts/1f8id02058qvdB42	101,417	82,058	993								
15					470115	796632	19296								
16															

bKash X ITV Static Card Branding

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6. Grameenphone (GP) Branding :

GP X ITV Static Card Branding										
File Edit View Insert Format Data Tools Extensions Help										
GP Branding (July 1 - 31) 2025 - 60 Cards										
1	GP Branding (July 1 - 31) 2025 - 60 Cards									
2	Date	No.	Creative Name	Image Card Links	Views	Reach	Interactions			
3	02 July 2025	1	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
4		2	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
5		3	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
6		4	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
7		5	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
8	03 July 2025	6	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
9		7	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
10	04 July 2025	8	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
11		9	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
12		10	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
13		11	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
14	05 July 2025	12	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
15		13	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
16	06 July 2025	14	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
17		15	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
18	07 July 2025	16	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
19	08 July 2025	17	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
20	10 July 2025	18	1.7	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
21	11 July 2025	19	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
22		20	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
23		21	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
24	12 July 2025	22	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
25		23	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
26	13 July 2025	24	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
27		25	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
28	14 July 2025	26	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
29		27	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
30	15 July 2025	28	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
31	16 July 2025	29	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
32		30	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						

GP X ITV Static Card Branding										
File Edit View Insert Format Data Tools Extensions Help										
GP Branding (July 1 - 31) 2025 - 60 Cards										
1	A	B	C	D	E	F	G	H	I	J
30	15 July 2025	28	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
31	16 July 2025	29	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
32		30	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
33	17 July 2025	31	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
34		32	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
35	18 July 2025	33	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
36		34	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
37	19 July 2025	35	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
38		36	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
39	20 July 2025	37	Data	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
40	21 July 2025	38	OR	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
41		39	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
42		40	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
43	22 July 2025	41	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
44		42	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
45		43	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
46	23 July 2025	44	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
47		45	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
48		46	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
49	24 July 2025	47	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
50		48	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
51		49	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
52	25 July 2025	50	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
53		51	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
54		52	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
55	26 July 2025	53	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
56		54	MyGP App	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
57		55	bundle	https://www.facebook.com/itvbd24.tv/posts/pfbid0f...						
58		56								
59		57								
60		58								

GP XITV Static Card Branding

File Edit View Insert Format Data Tools Extensions Help

Menu

GP Branding (June 4 - 30) 2025 - 60 Cards

GP Branding (June 4 - 30) 2025 - 60 Cards

Date

No.

Creative Name

Image Card Links

Views

Reach

Interactions

1

2

3

4

5

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Jun 4, 2025

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<https://www.facebook.com/v/bd241/v/posts/pfbid0m39SvUcEmKps27PPrDTMhRvYvQn3A4sZ1Vv4k3GvKqauE5HtZMPAmR9vdi>

111,314

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<https://www.facebook.com/v/bd241/v/posts/pfbid0228s5pU7ML2CvFlu8rKXV9Soo6apP3uQvTP6H8seqdU2PpSelMvW/GmaJmd>

34,029

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Cholo BD

<https://www.facebook.com/v/bd241/v/posts/pfbid0YVRCV0NzebeH3v9HkU2eH8KcBLZBQpuz4NcUQW7PK3t5dV4v5N3XtuxceP2I>

84,797

4

4

Roaming

<https://www.facebook.com/v/bd241/v/posts/pfbid0279SaMtrZ6uZ7aHvRvPHGvGvYvQ3K9QXVvzU7WZde2HkMkQKqZv62d6f9j>

53,924

5

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Data

<https://www.facebook.com/v/bd241/v/posts/pfbid0279SaMtrZ6uZ7aHvRvPHGvGvYvQ3K9QXVvzU7WZde2HkMkQKqZv62d6f9j>

386,185

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Data

<https://www.facebook.com/v/bd241/v/posts/pfbid0LQvYvUvEia7YvP4MfKcSI9Z8KCbXvJlOdiaZV29vVobk43v2d4Vp2vYpJl>

104,419

7

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OR

<https://www.facebook.com/v/bd241/v/posts/pfbid0JUL4vM3vY9z7HdIm273VbR8FUF64drtU4Hf5DQId5QUBmblLQVWuajagI>

176,342

8

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Roaming

<https://www.facebook.com/v/bd241/v/posts/pfbid079qYlFhQZ7QbVMAQ3F4KSIU8E6GmV4JcMldvXv3AsoxvIP5mgMvMTVKWGLQAFvR>

28,353

9

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Cholo BD

<https://www.facebook.com/v/bd241/v/posts/pfbid0279PmbU6vUvDvayIPVYGHFvPReDabZoc3nT89KqoV4w4n26v2vYv4nQJTGQJ>

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Cholo BD

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A1 | Video publish time

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	Video publish	Video title	Link	Views	Impressions	Permalink	Views	Reach	Interaction								
2	Jul 4, 2025	বর্তমান পরিস্থিতি	https://youtu.be/	1241	17270	https://www.facebook.com/	20589	20251	2598								
3	Jul 5, 2025	পেশার ক্ষতি	https://youtu.be/	8723	68280	https://www.facebook.com/	7966	5234	309								
4	Jul 5, 2025	নেত্রকমিলের প্রহ	https://youtu.be/	2779	56386	https://www.facebook.com/	6821	6030	596								
5	Jul 5, 2025	আওয়ামী লীগকে	https://youtu.be/	615	10721	https://www.facebook.com/	5674	5792	396								
6	Jul 6, 2025	গণঅভ্যুত্থানের ঐ	https://youtu.be/	1695	14095	https://www.facebook.com/	15749	16321	1162								
7	Jul 6, 2025	নতুন বাংলাদেশ	https://youtu.be/	2935	20820	https://www.facebook.com/	6812	6055	503								
8	Jul 7, 2025	সংস্কার বিষয়ে রং	https://youtu.be/	236	6736	https://www.facebook.com/	2374	1980	44								
9	Jul 7, 2025	তেজগাঁওতে দিবা	https://youtu.be/	980	15946	https://www.facebook.com/	3922	4067	326								
10	Jul 8, 2025	কুষ্টিয়ায় কুষ্টিয়া শি	https://youtu.be/	3897	40689	https://www.facebook.com/	3403	3279	227								
11	Jul 8, 2025	নতুন এ শুল্ক আ	https://youtu.be/	20123	183136	https://www.facebook.com/	3968	2085	130								
12	Jul 9, 2025	আওয়ামী লীগের	https://youtu.be/	479	9158	https://www.facebook.com/	4144	3149	141								
13	Jul 9, 2025	ইস্টেক্সট্রিকস ও	https://youtu.be/	1149	12906	https://www.facebook.com/	3180	3150	80								
14	Jul 10, 2025	একমাত্র কমিশন	https://youtu.be/	201	6008	https://www.facebook.com/	2442	2606	52								
15	Jul 10, 2025	ভালোভার বিষয়	https://youtu.be/	826	18191	https://www.facebook.com/	6703	5847	295								
16	Jul 11, 2025	দীর্ঘদিনের মাঝে	https://youtu.be/	601	11552	https://www.facebook.com/	5339	4324	164								
17	Jul 11, 2025	একদিনের পর	https://youtu.be/	479	12270	https://www.facebook.com/	4244	4494	297								
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3.2 Learnings at Independent TV as a Social Media Intern

I acquired a wide range of technical and professional skills during my internship at Independent Television, which assisted me in comprehending the operation of a contemporary digital newsroom. I got the chance to practice my academic knowledge on real-life situations and to become more self-assured in the areas of journalism and digital media. Below, I describe my most important learnings:

1. Understanding Newsroom Workflow

I have learned the whole process of news collecting, verifying, editing, and publishing for the online audience. I have seen the collaboration of various teams like news desk, reporters, editors, producers, and the digital team in delivering content that is both accurate and timely.

2. Content Creation Skills

I have sharpened my skills in writing captions, headlines, and short news summaries for social media networks. I got the idea of how to change content according to the audience and the important role of tone, clarity, and accuracy in content.

3. Social Media Management

I got the hang of managing Facebook pages, uploading to YouTube, posting on Instagram, and other digital platforms. I was trained in the timing of posts, scheduling them, and keeping the same style and branding throughout.

4. Audience Engagement Techniques

I was made to realize the manner in which viewers would respond to each kind of content. I have been taught the way to use comments, reactions, and shares for gauging the audience's interest. Besides, I also got to know the professional manner of replying and the way to keep a positive interaction with the viewers.

5. Use of Digital Tools

I learned to use several tools and software used in the newsroom like content management systems, video editing tools, graphic design platforms, and analytics dashboards. These helped me to be more effective in my work.

6. Video Editing and Packaging

I got a chance to start off with basic video editing skills for social media. I learnt to do things like adding subtitles, video trimming, thumbnail choosing, and providing content ready for digital platforms.

7. News Verification and Fact-Checking

I was thought to double check the sources of the content before it goes for publishing. The helped me to understand the process of constant verification of fact along with keeping away the misinformation..

8. Teamwork and Communication

Collaborating and working side by side with a big digital team was a really challenging and helpful experience for me. And it helped me to gain a lot of new skill. For example, learning how to recieve a commands , work with teammates and control the flow of work in a fast-paced area

9. Pressure Cooking

Reporting is extremely fast paced, at least when you have significant news breaks. I learned to maintain my composure by being aware of deadlines and working quickly but accurately.

10. Professionalism and Responsibility

In the end, I was educated on the ways of a professional, adherence to the rules of the news department, and the assumption of responsibility for my work. This experience was a great contributor to both my personal and professional growth.

3.3 Internship Experience at Independent Television as a Social Media Intern

Independent Television's internship was an important and unforgettable memory during my academic and professional journey. As a Social Media Intern, I was able to see the actual digital newsroom setting and realize how the contemporary news agencies work. The whole event contributed to my development in every aspect, both personal and professional.

Digital team gave me a very warm welcome on my very first day. I got to know the daily flow of work, different newsroom tools, and my duties through their patient and clear explanations. I was in constant interaction with the social media team, content creators, video editors, and online news editors.

On the job during my intentship i was tasked with writting captions of various news related posts of the channel and updating breaking news whenever we recieved them. I was also told to upload videos and contents on facebook and YouTube and also to monitor the audiance's reaction. I also learned how important timing is. Especially in a news related page. Keeping up with the trend, posting at the exact correct time. Whenever a big news came across the table everything suddenly started to move fast and everyone was in a hurry and i was also tought in that situation about how to keep up with a fast paced working environment. The primary lessons I have learned during my internship revolve around the behind-the-scenes elements of digital journalism. I have gained a better understanding of how stories are verified by editors before being published, how reports are prepared for publication, and how all content on various platforms is created by the digital team.

During my internship, I learned how to provide my supervisor and team with consistent support and feedback on issues I faced. I have become familiar with how my supervisor provides feedback on correcting issues, writing improved captions, conducting oneself professionally in communications and writing captions in a way that enhances the reader's impression of my story.

3.4 Special Experience During the Internship

The reporting of the plane crash at Milestone School and College was among the most emotionally impactful and important events I experienced during my internship at Independent Television. This was the first time I had participated actively in a serious breaking news event. It opened my eyes to how much digital journalism relies on quick responses and accurate reporting.

When the crash occurred, there was a lot of confusion among the people and trustworthy information was not available at once. In the meantime, I reached out to my friends and college juniors who lived close to the place. They passed on to me very quickly, verified pictures and correct details. Before I used any material, I made sure I had double-checked the information and it was real and reliable. This experience made me realize how important it is to fact-check during sensitive occurrences.

<https://www.itvbd.com/228660>



After I had checked everything, the digital team received my help in preparing and publishing the news front across all the social media channels of Independent TV. I posted updates on Facebook, YouTube, X (Twitter), TikTok, Threads, and other platforms to maintain the speed of information flow to the audience. I was also involved in the arrangement of the visuals, photo selection, caption writing and providing updates continuously as the information rolled out.

During this news event, I was in constant contact with the social media managers and the newsroom personnel. I assisted in the monitoring of public sentiments, replying to the viewers and sharing updates the moment the news desk confirmed new facts. This experience with my assigned role has been an amazing trip through many facets of digital reporting, and has given me the opportunity to see for myself how important is that fast, accurate and cooperative digital reporting.

Through my designated role in this case, I have gained an education that cannot be found in a book. I learned how to manage the stress of working under extreme pressure, how to make split second decisions and how to remain professional while working during the time of a breaking news situation. Overall, this experience has given me a sense of pride in being a member of the newsroom, and has reinforced my goal of becoming a digital journalist.

Chapter Four

Evaluation

4.1 Skills I Developed During My Internship at Independent TV

My experience as an intern at Independent TV contributed significantly to my growth as an individual who has the potential to use the Independent TV experience in my career to build my knowledge in the digital media and newsroom processes, gain confidence in my content creation abilities, and develop my skills related to creating meaningful images, videos, labels, and titles specific to the different social media platforms. My internship provided me opportunities to work closely with the social media team, I increased my confidence in using digital tools, such as video editing, creating posting schedules, and monitoring audience engagement in real-time.

I also learned about newsroom professionalism, including the importance of meeting deadlines, working under pressure, and collaborating with senior journalists and producers. Working daily at the Independent TV has taught me how on-air news can be repackaged for social media audiences, while maintaining the integrity of the information and following the Editorial Policy prescribed by the management of Independent TV.

Despite mainly working on the social media side of things during my internship, I was also able to provide input to the marketing team, which allowed me to understand how the brand evolved and gained support for its various initiatives. Moreover, I learned how news organizations partner with brands while maintaining neutral, high-quality content and credibility with their audience.

Overall, this was a great learning experience for me in my career as a media professional. It was an excellent opportunity to improve my communication skill, create effective digital stories, be part of a team of media professionals and work well in the fast-paced environment that is the media industry.

4.2 How This Internship Will Help Me in My Career

My internship at Independent TV has been a great support in developing my future career in journalism, media, and digital communication. The close collaboration with the social media team provided me with a practical experience that would make me fit into the newsrooms of the future that will require digital skills. I would be able to create appealing content, study the audience, and do social media management on a vast scale which would, in turn, make me a coveted person in the fields of journalism and digital marketing.

Apart from that, the internship taught me to be a professional how to handle pressure, be punctual to the minute, and still stick to the truth and ethics while working with news materials. These traits are necessary for anyone wanting to have a career in media, whether it is broadcasting, online journalism, or corporate communication.

Moreover, working with the marketing team provided me the opportunity to learn about brand communication and audience targeting, which are important for my future goal of taking an MA and working in the area of Digital media. The experience I had with sponsored content and famous brands will add weight to my portfolio and future job applications.

To sum it up, this internship has been a confidence booster, skills enhancer, and clearer vision creator regarding the career path I want to follow. It has made me ready to take on bigger responsibilities and to go further in the exploration of the media and communication industry.

4.3 Limitations of the Internship Program at Independent TV

My internship at Independent TV has had its limitations, but the learning benefits of the experience were still great. The short length of the internship was one of the main limitations, as it did not allow me to go in depth into different departments. The fast-paced environment of the newsroom also played a part; interns usually learned about just one area of operation instead of the whole process because they were assigned to do certain tasks only.

The other limitation was that some of the tasks especially the routine ones, such as posting to social media, were very repetitive. The consistency that I acquired was of course the positive side, but at times it was the reason I was not able to learn more sophisticated digital strategies or decision-making within the newsroom.

I also experienced difficulties when wanting to access certain tools or systems that were only for full-time employees. This barred me from participating in some parts of the content production process, such as deep analysis, scheduling dashboards, and editorial planning.

Moreover, supervisors and team members sometimes were not able to give detailed feedback on every task due to the busy work environment. Consequently, learning through structured guidance was at times limited to the high-priority assignments.

Nonetheless, the disadvantages linked to the internship were outweighed by the benefits of the practical experience and the important professional skills that I obtained.

Chapter Five

Conclusion

SWOT ANALYSIS

STRENGTHS :

INDEPENDENT TELEVISION IS ONE OF BANGLADESH'S MOST TRUSTED 24/7 NEWS CHANNELS WITH A STRONG REPUTATION FOR FAST AND ACCURATE REPORTING. IT HAS AN EXPERIENCED NEWSROOM TEAM, MODERN BROADCASTING TECHNOLOGY, AND A LARGE DIGITAL AUDIENCE ACROSS PLATFORMS LIKE YOUTUBE, FACEBOOK, X, AND TIKTOK. THE CHANNEL'S STRONG BRAND VALUE AND PROFESSIONAL JOURNALISTS HELP IT STAY AHEAD IN BREAKING NEWS AND LIVE REPORTING.

WEAKNESSES:

BECAUSE THE CHANNEL RUNS 24/7, IT FACES HIGH WORKLOAD PRESSURE AND TIGHT DEADLINES, WHICH CAN SOMETIMES CREATE STRESS FOR EMPLOYEES. LIKE MANY MAINSTREAM NEWS ORGANIZATIONS, INDEPENDENT TV ALSO DEPENDS HEAVILY ON ADVERTISING REVENUE, WHICH CAN LIMIT CREATIVITY IN CERTAIN TYPES OF CONTENT. COMPETITION AMONG DIGITAL NEWS OUTLETS ALSO CHALLENGES THE CHANNEL TO KEEP UP WITH FAST-CHANGING AUDIENCE BEHAVIOR.

SWOT

OPPORTUNITIES:

INDEPENDENT TELEVISION HAS A GREAT OPPORTUNITY TO GROW EVEN MORE IN THE DIGITAL WORLD. THE RISE OF ONLINE PLATFORMS, MOBILE NEWS CONSUMPTION, SHORT VIDEO FORMATS, AND YOUTH AUDIENCES OFFERS NEW CHANCES FOR EXPANSION. THE CHANNEL CAN STRENGTHEN ITS PRESENCE ON TIKTOK, INSTAGRAM REELS, AND SHORTS, DEVELOP MORE INTERACTIVE CONTENT, AND INTRODUCE NEW DIGITAL SEGMENTS TO REACH A WIDER AUDIENCE. COLLABORATION WITH BRANDS IN DIGITAL MARKETING ALSO CREATES REVENUE OPPORTUNITIES.

THREATS:

INDEPENDENT TELEVISION FACES STRONG COMPETITION FROM OTHER TV CHANNELS, ONLINE NEWS PORTALS, AND SOCIAL MEDIA-BASED NEWS CREATORS. THE SPREAD OF MISINFORMATION ONLINE CAN ALSO AFFECT PUBLIC TRUST IF NOT HANDLED CAREFULLY. CHANGES IN GOVERNMENT REGULATIONS, COPYRIGHT ISSUES, AND RAPID SHIFTS IN DIGITAL ALGORITHMS MAY POSE ADDITIONAL CHALLENGES. ECONOMIC DOWNTURNS CAN REDUCE ADVERTISING BUDGETS, AFFECTING MEDIA REVENUE.

5.2 Recommendations

While employed at Independent TV as an intern, I found that there were to some extent areas where the internship curriculum could be better. Interns could benefit from formalized training during the first week using workshops that provide a brief overview of Laws, Digital Tools and Content Creation in the Newsroom. These workshops would allow interns to be more productive and thorough with their work.

Additionally, encouraging interns to rotate through various divisions of the newsroom such as Reporting, Editing, Production and Marketing will expand their understanding of how the entire newsroom operates.

Furthermore, it would be valuable for an Administrator to hold regular meetings with the interns to give them feedback on their work and areas of improvement. Lastly, providing interns with access to Digital Tool sets like Analytics Dashboards and Planning Platforms, not only will they gain additional practical knowledge but they will add greater value to the overall Team.

In conclusion, these small developments could help transform Independent TV's Internship Program into a larger, more effective and educational resource for future interns.

5.3 Appendix

Website: https://www.itvbd.com/#google_vignette

Facebook: <https://www.facebook.com/Independent24tv.bd/>

YouTube: https://www.youtube.com/channel/UCATUkaOHwO9EP_W87zCiPbA

Instagram: <https://www.instagram.com/independent.television/>

X: <https://x.com/Independent24tv>



Figure 1-Proud to be part of the team on the day we received the YouTube Diamond Play Button.

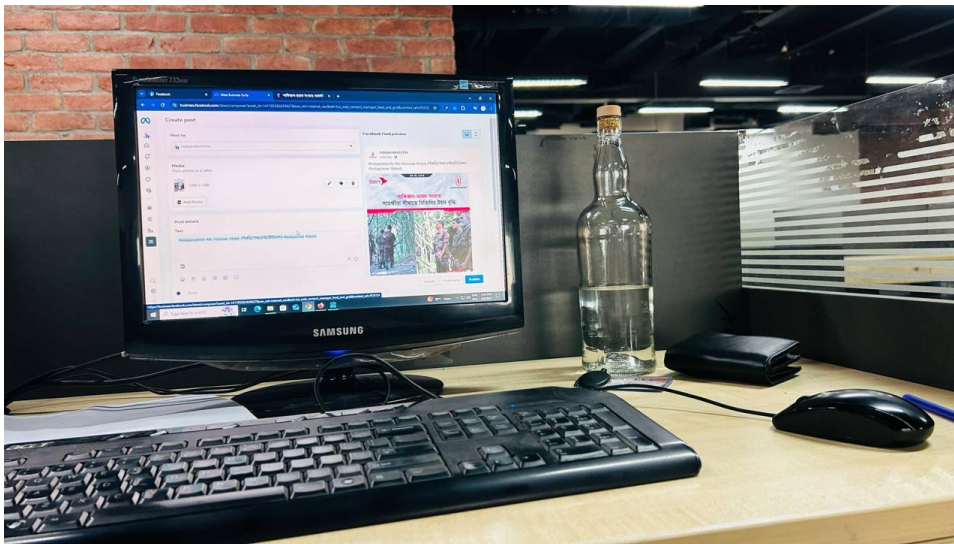


Figure 2-My desk at Independent TV, where learning happened every day.



Figure 3-My last day at the office as a Social Media Intern at Independent TV.