

INTERNSHIP REPORT

Experience at Live from Bangladesh



Submitted to:

Dr. Md. Abdul Kabil Khan

Associate Professor

Department of Journalism Media & Communication

Daffodil International University

Submitted by:

Naima Anjum Moon

ID: 193 - 24 - 719

Department of Journalism Media & Communication

Daffodil International University

10 October 2023

To

Manager

Human resource Department
Live From Bangladesh
Avenue: 5, Road: 6, House: 431
Mirpur, DOHS

Subject: Request for Internship Placement.

Dear Sir,

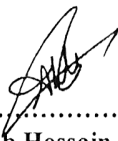
We are happy to let you know that the Department of Journalism, Media and Communication at Daffodil International University (DIU) has been offering Bachelor of Social Science (BSS) and Master of Social Science (MSS) programs in Journalism, Media and Communication for the last 15 years.

In partial fulfillment of the requirement for the BSS (Hons.) Degree, students are required to be placed in relevant organizations as interns to gather professional experience. The duration of the Internship is three months.

I would like to draw your kind attention that **Naima Anjum Moon, ID: 193-24-719** has completed 135 credit hours in 54 courses from the Department of Journalism, Media and Communication. It would be highly appreciated if you kindly allow her as an Intern for three months in your esteemed organization.

Please feel free to contact me for further information if required.

With the best regards,



.....
Aftab Hossain

Head

Department of Journalism, Media and Communication
Daffodil International University



Live From Bangladesh Ltd.

Date: 06/02/2023

Letter of appointment

Dear Naima Anjum Moon,
Appointed as News Presenter

We refer to your recent interview for the above position and are pleased to inform you that we are offering You the position with our company effective from 1/02/ 2023 under the following terms and conditions:

Appointment Salary: Your monthly Salary will be 25000/- that has been offered to you during the interview.

Probationary Period: The probationary period needs to be served for one month, after joining the job. At the end of the probationary period.

Working Hours: The working hours to be followed, 10:00 Am- to 6:00 PM, are Saturday to Thursday working,(Friday Off), Lunch Break: (1:00 Pm-2:00 PM)

Leave Policy: You will have 20 days of leaves granted per year regarding sick leave, earned leave, casual leave, etc.

Notice Period Clause: If you desire to leave the company, you need to serve a notice period of onemonth.

Welcome to the team. We are expecting you on the date of the appointment.

Best Regards,
Shihab Mridha

Live From Bangladesh Ltd.


Managing Director



Phone
01407020950



Email
Lfbd.limited@gmail
.com



Address
Head office: H-522, Road:
7, Avenue:4, Mirpur DOHS
Dhaka-121

LETTER OF TRANSMITTAL

31 December 2023

Dr. Md. Abdul Kabil Khan

Associate Professor

Department of Journalism Media & Communication

Daffodil International University

Subject: Internship Report Submission

Dear Sir,

I am writing to formally submit my internship report as a news presenter at the Live from Bangladesh office in the Journalism, Media, and Communication program. The experience has been invaluable, enhancing my skills in reporting, communication, and live broadcasting. I appreciate the guidance and support provided throughout this internship. The report encapsulates my journey, challenges faced, and the knowledge gained.

I extend my gratitude to you and express my enthusiasm for discussing the insights gained in person. The attachment includes my comprehensive internship report. Your feedback is highly anticipated.

Best Regards,

Naima Anjum

Naima Anjum Moon

CERTIFICATE OF APPROVAL

I'm pleased to confirm that Naima Anjum Moon, a standout student with ID no: 194-24-719 the Internship report on News Presenter, at live from Bangladesh under my guidance. This achievement unfolded during the summer of 2024.

Naima's dedication and hard work throughout the internship were truly impressive. The data and findings she presented in her report reflect her sincere efforts and commitment. Beyond her academic achievements, Naima shows great moral character and has a friendly personality.

Guiding Naima Anjum Moon has been a rewarding experience, and I genuinely wish her ongoing success in all her future pursuits.



MD Abdul Kabil Khan (Academic Supervisor)

Dr. Md. Abdul Kabil Khan

Associate Professor

Department of Journalism Media & Communication

Daffodil International University



Live From Bangladesh Ltd.

TO WHOM IT MAY CONCERN

I am thrilled to share this completion letter for Naima Anjum Moon, a dedicated student of Journalism, Media, and Communications (ID: 193-24-719), who has made remarkable contributions as a News Presenter at "Live from Bangladesh," a leading online media broadcasting platform.

Naima joined our team from 1st February to November, and during this period, she swiftly became an invaluable member, showcasing dedication, professionalism, and a profound understanding of journalism. Her commitment to delivering accurate and integral news has set a commendable standard within our newsroom.

In her role as a News Presenter, Naima displayed exceptional skills in communication and presentation, ensuring that our audience not only receives informative news but also engaging content. Her ability to navigate the dynamic landscape of news reporting has been instrumental in maintaining our platform's reputation for reliable and timely information.

We extend our best wishes for her continued success, and if you require additional information or references regarding Naima's exceptional contributions at "Live from Bangladesh," please do not hesitate to contact me.

Sincerely,
Rafiq Roni
Human Resources Manager
Contact: rafiqhasan19@lfb.com

Live From Bangladesh Ltd.



Phone
01407020950



Email
Lfd.limited@gmail
.com



Address
Head office: H-522, Road:
7, Avenue:4, Mirpur DOHS
Dhaka-121

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to Dr. Md Kabil Khan for his invaluable guidance and support during my internship as a news presenter at 'Live from Bangladesh.' His mentorship not only played a pivotal role in my professional development but also served as a solid foundation for the skills I acquired during my academic journey under his tutelage.

Dr. Khan's unwavering commitment to excellence and his insightful feedback significantly contributed to my growth as a news presenter. His encouragement and constructive criticism have been instrumental in shaping my broadcasting skills, and I am truly grateful for the knowledge and confidence he instilled in me.

I extend my heartfelt thanks to Dr. Md Kabil Khan for being a mentor who not only cares about academic success but also invests in the practical application of skills. His dedication to fostering a learning environment that goes beyond the classroom has been a driving force in my journey as a news presenter, and I am fortunate to have had him as my advisor.

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CHAPTER ONE

DEFINE INTERNSHIP

An internship is a hands-on learning experience in an office or organization before graduation. During this period, an individual observes, complete tasks, and write a report highlighting what they have learned. The report is usually presented at a formal ceremony. Much of the theory can be taught in the classroom, but some can only be learned through practical experience. Internships bridge this gap by providing practical experience and helping you understand how research relates to practice. These provide an individual with the opportunity to find their way in a work environment and tests their academic knowledge.

LITERATURE REVIEW

Internships have evolved as integral components of academic and professional development, serving as a crucial link between theoretical knowledge and real-world application. Scholars such as Johnson (2018) underscore the transformative role of internships in facilitating students' transition into the professional realm, providing them with valuable experiential learning opportunities.

THEORETICAL FRAMEWORKS

The theoretical underpinnings of internships draw from various perspectives. Bandura's social cognitive theory (Bandura, 1986) emphasizes the importance of observational learning and role modeling during internships, highlighting their potential impact on skill acquisition and behavior change. Moreover, Kolb's experiential learning theory (Kolb, 1984) posits that internships contribute significantly to the learning process by providing hands-on experiences.

BENEFITS OF INTERNSHIPS

Research by Smith and Brown (2019) delves into the myriad benefits of internships, emphasizing their role in skill development, increased self-efficacy, and enhanced career decision-making. Internships act as catalysts for personal and professional growth, aligning academic knowledge with practical application and fostering a holistic learning experience (Clark, 2020).

CHALLENGES AND CRITICISMS

Despite their benefits, internships are not without challenges. Jones et al. (2021) identify issues related to the quality of supervision, potential exploitation of interns, and unequal access to opportunities. A critical examination of these challenges is vital for understanding the complexities associated with internship programs.

DIVERSITY & INCLUSION

In the pursuit of equity, diversity, and inclusion, Johnson and Smith (2022) argue for creating inclusive internship environments. Their work highlights the importance of ensuring equitable access to internships and fostering environments that embrace diverse perspectives, contributing to a more representative and inclusive workforce.

EVALUATION & ASSESSMENT

To gauge the effectiveness of internship programs, Thompson (2017) introduces a comprehensive framework encompassing measures for skill acquisition, personal development, and organizational impact. Utilizing such evaluation tools is essential for the report to provide a nuanced understanding of the outcomes and effectiveness of the internship experience.

FUTURE TRENDS AND DIRECTIONS

Looking ahead, Brown and Davis (2023) anticipate significant shifts in the structure of internships. Virtual internships, cross-disciplinary experiences, and an increased emphasis on soft skills development are emerging trends that are likely to shape the future landscape of internship programs. Understanding these trends is crucial for adapting internship models to meet evolving educational and professional needs.

In synthesizing these perspectives, the literature review establishes a comprehensive foundation for the subsequent discussion on the internship experience, framing it within the broader context of academic discourse and theoretical frameworks.

COMPANY OVERVIEW

Live From Bangladesh Ltd. is a leader in broadcast media production and distribution with a focus on maximizing the value of digital material. They are focused on changing the way information is created and distributed internationally and have his three main channels: Trendz Now, Theater Thread, Sports Now, and Trendz News. The company's core concept is authenticity and recognizes its important role in changing cultural perceptions. They strive to go beyond mere entertainment and contribute to social progress, education and personal growth through our diverse media offering. Based in Dhaka, our dynamic team of 11 to 50 experts, led by Founder and CEO Shihab Rabbi, is passionate about creating global stories based on truth and understanding. Established in 2022, Live from Bangladesh Ltd. is privately held, with its primary location at Mirpur DOHS, Dhaka.



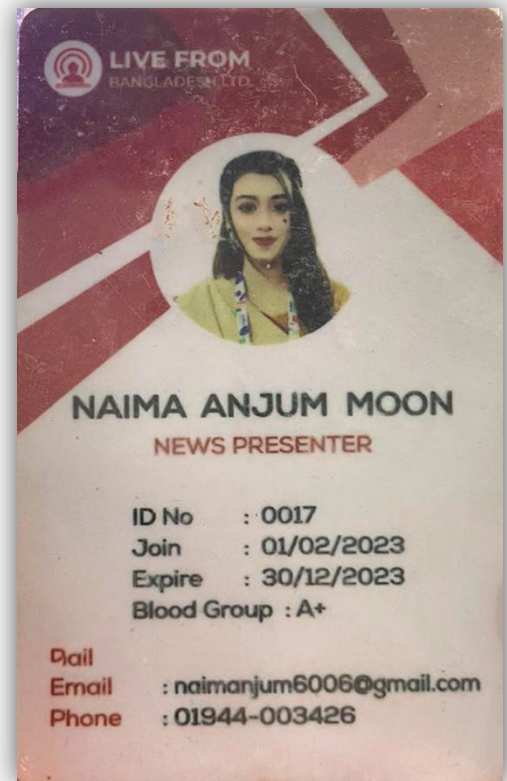
DURATION OF THE INTERNSHIP

During my internship, spanning from February 1st to November 2022, I immersed myself in the world of news presentation. The initial six months were dedicated to learning the ropes, and the experience was transformative. The knowledge gained during this period led me to join as a part-time news presenter, balancing my responsibilities with the exhilaration and occasional nervousness that comes with live broadcasting.

The office hours from 10 am to 6 pm became a routine, and I found joy in the dynamic nature of my role. However, the excitement also brought occasional nervous moments, especially when facing the unpredictability of live news presentation. The adrenaline rush of breaking news and the responsibility of delivering it added to the thrill of my work.

Notably, during bad weather conditions, the commitment to duty took precedence. Despite the challenges, the importance of delivering news made it imperative to be present at the office. This commitment to duty reflected the priority placed on workplace responsibilities.

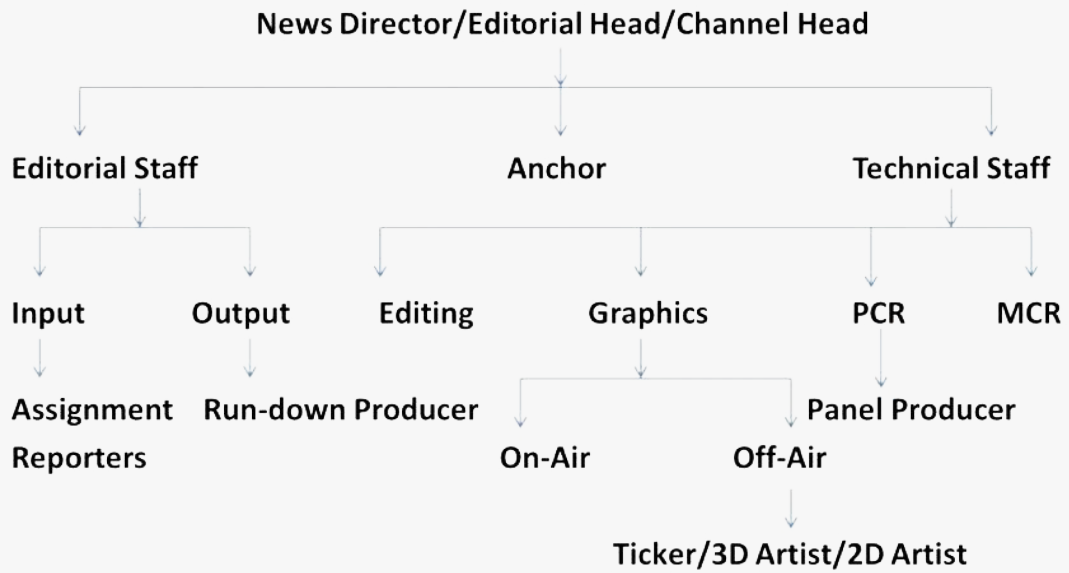
Overall, my journey from internship to part-time news presenter has been a rollercoaster of excitement, occasional nerves, and a deep sense of responsibility. The office hours, though standard, were marked by the unpredictability of live news, creating a work environment where every moment mattered.



Picture: ID Card

ORGANOGRAM

The hierarchy of Live from Bangladesh is depicted using the following diagram.



CHAPTER TWO:

ACTIVITIES DURING INTERNSHIP

FIRST WEEK

Observation and Analysis: The first week of the internship was spent observing individuals and closely monitoring the employees' continuous activities. I learned about work ethics and workplace etiquette, emphasizing the necessity of timeliness and professional behavior among coworkers. In addition, I studied how an internet news channel works, recognized the logistics involved, and learnt how to send stories and news manuscripts on time. These encounters really aided my learning progress in the early days of my internship.

SECOND WEEK

Scriptwriting: I began my role as a news scriptwriter, narrating scripts based on the provided content. To enhance my skills, I commenced reading newspapers to grasp the fundamental structure of crafting a feature news piece. In this process, I discovered the importance of ethics in news writing, such as employing the inverted pyramid structure, where crucial information is placed in the initial paragraph. The body of the report encompasses additional details and supporting information, while less significant details find their place in the concluding paragraph. Moreover, I am attentive to maintaining accuracy, truth-seeking, fact-checking, grammar precision, and fairness. These principles were instilled during my academic studies, and I now apply them diligently in my professional endeavors.

THIRD WEEK

During the third week of my internship, my tasks included having my work reviewed by a senior, and it was successfully published. Additionally, I began providing voiceovers based on scripts. I started lending my voice to online platforms, producing around 18 news segments per day, covering both entertainment and hard news.

The isolation of recording myself provided a focused examination of every aspect, from vocal delivery to facial expressions, leading to a heightened awareness of the subtleties required in news presentation. I acknowledged the importance of fine-tuning my delivery to convey news in a compelling and impactful manner. This evolving comfort with the camera showcased the progress made, transforming potential challenges into opportunities for continuous improvement.



Picture: Voice Over Session

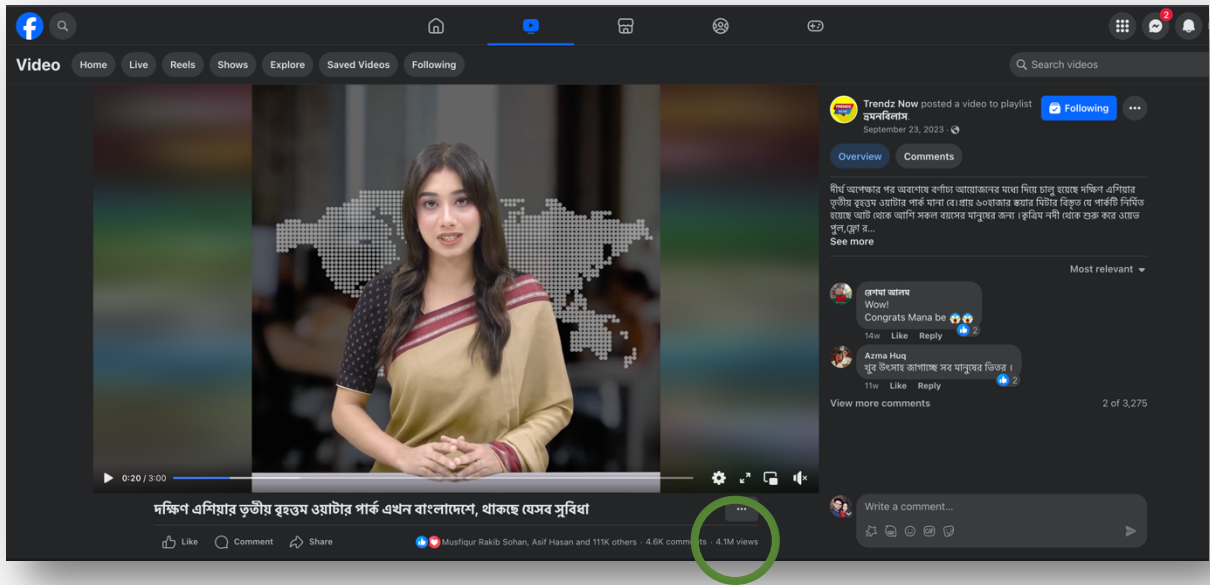
FOURTH WEEK

During the fourth week of my internship, my primary focus shifted towards honing my skills as a news presenter, preparing for both in-person and online platforms. The overarching goal was to ensure the broadcast of my news across diverse online media outlets, prompting me to delve into the intricacies of effective news delivery. This endeavor involved dedicated time towards practicing proper body language, refining my speaking style, and engaging with the audience in a compelling manner.

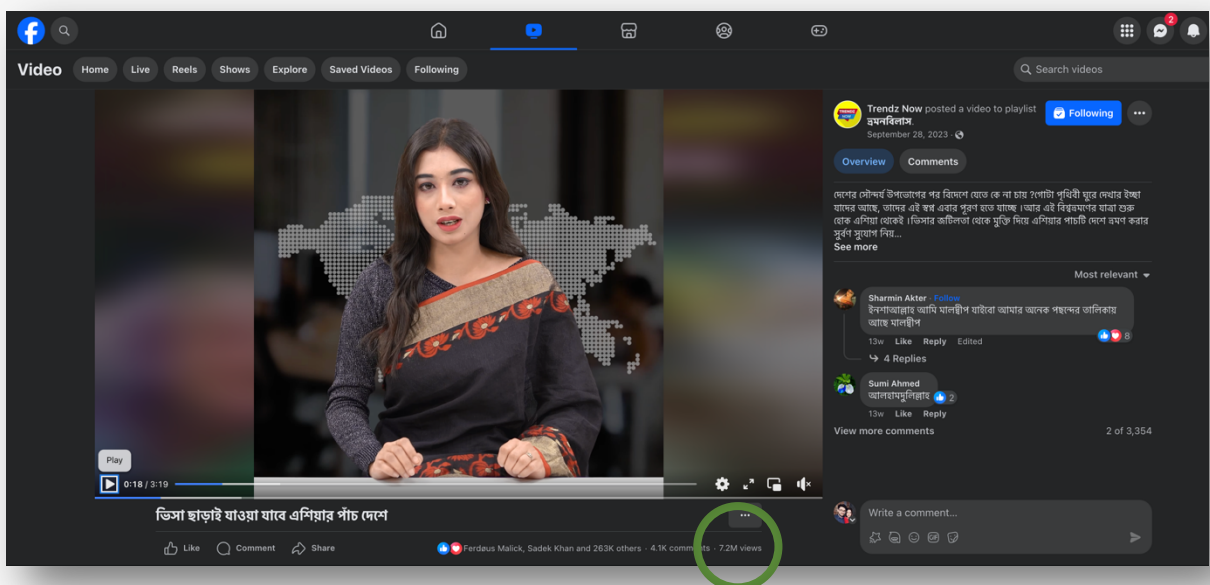
My preparation extended to mastering the art of conveying a spectrum of news emotions, ranging from sensitive to exciting, through precise facial expressions and vocal modulation. Throughout the week, I conscientiously practiced these elements in front of the camera, meticulously refining my presentation to achieve a polished delivery. Despite initial nervousness and occasional moments of panic, I gradually developed a heightened comfort level and a more amicable on-camera presence.



Picture: Camera/Screen Test



<https://www.facebook.com/watch/?v=830784578591697>



<https://www.facebook.com/watch/?v=633104298969673>

FIFTH WEEK

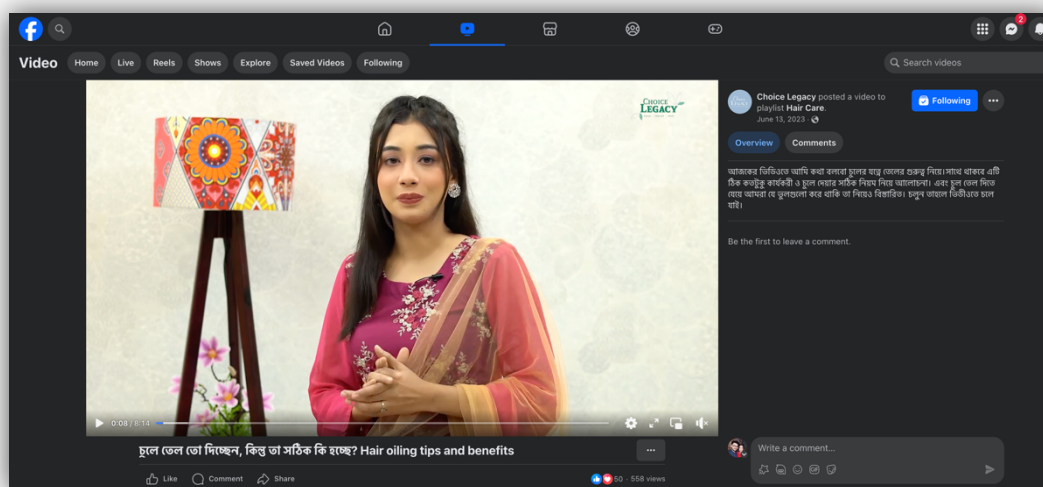
In the fifth week, I prepared by presenting news both in person and on online platforms. I became a news presenter, and all my news articles were published, each receiving up to 5 million views. This far exceeded my expectations, making me incredibly happy. I felt a surge of excitement as people saw themselves featured on online platforms. The experience taught me the power of effective communication. Becoming a news presenter allowed me to connect with a vast audience. Witnessing my news stories garner millions of views was a surreal and gratifying experience. It motivated me to continue honing my skills in journalism. Seeing the impact of my work on such a large scale was both humbling and inspiring. The positive reception encouraged me to strive for excellence in every news presentation. I realized the importance of adapting to both traditional and online news formats.

The widespread visibility of my news stories brought a sense of accomplishment and recognition. It was rewarding to know that my efforts resonated with millions of viewers. The unexpected success fueled my passion for news reporting. Being a part of the online platform allowed me to reach a diverse and global audience. The joy of sharing impactful stories transcended geographical boundaries. The experience strengthened my belief in the influence of media in shaping perceptions. Connecting with viewers on a personal level became a rewarding aspect of my role. The immense popularity of my news articles affirmed the relevance of the topics I covered. I embraced the responsibility that came with being a news presenter.

SIXTH TO FIFTEENTH WEEK

From the sixth to the fifteenth week, I consistently broadcasted my news on various channels. Additionally, I presented news reflecting the current global situation and hosted several programs. I also delved into presenting entertainment news. The more I immersed myself in reading news, the more my skills improved. Gradually, I found immense joy in my work. As I continued my news broadcasting, my proficiency grew steadily. I honed my presentation skills by hosting various programs.

I have also gained experience in managerial tasks, such as overseeing the treatment of employees working under my supervision. This involves understanding their attitudes and managing their salary statements. I monitor their regular work maintenance, ensuring they arrive at the office on time. Additionally, I assess their performance by assigning points and keeping track of their leave count. I am responsible for granting bonuses, festival leaves, and sick leave as part of employee benefits. It is crucial to maintain a vigilant eye on their overall performance.



<https://www.facebook.com/watch/?v=235621059180455>

PRESENT

Until now, I worked as a part-time news presenter. Recently, I joined GlamFreak as a brand manager, overseeing three branches—clothing, bridal studio, and an online product business. Transitioning to this role marked a significant shift to full-time work, managing approximately 150 employees daily. Effective communication is crucial throughout this journey; I handle communication with employees, clients, and owners, bearing the weight of a substantial responsibility to connect with each individual appropriately. My role demands constant attention to maintaining these relationships. I find fulfillment in the challenges of being a brand manager, navigating the diverse aspects of a multi-faceted brand with varied branches. The responsibility is immense, but it brings a sense of accomplishment. Juggling the dynamics of a clothing brand, a bridal studio, and an online product business requires versatility and adaptability. Each day, I engage in the intricate task of managing people and projects, contributing to the brand's overall success. The role demands my full commitment, and I dedicate myself to ensuring the brand's growth and prosperity. Being at the helm of a brand manager position is not just a job; it's a journey of leadership, strategy, and continuous improvement. In this position, I've learned to navigate challenges, foster effective collaboration, and drive the brand towards excellence. The interplay of responsibilities in managing employees, communicating with clients, and aligning with the brand's owners has sharpened my organizational and interpersonal skills. Glam freak's diverse portfolio provides a rich tapestry for professional growth, and I am committed to steering this brand to new heights. My journey as a brand manager involves not just overseeing operations but also cultivating an environment where communication thrives and each person's contribution is valued.

সূত্র নং: গ্ল্যামফ্রিক/০১৩/২০২৩

তারিখ: ০১/১২/২০২৩

নাম: নাসিমা আনজুম মুন।

পিতার নাম: মো: আবুল হোসেন।

মাতার নাম: পারভিন আকতার।

বর্তমান ঠিকানা: বাড়ী: ১৭৫, রোড: ০৪, ব্লক: বি, বসুন্ধরা আবাসিক এলাকা।

স্থায়ী ঠিকানা: ১২৯/৩ গ্রাম - উত্তর ওম্বাপাড়া, উত্তর খান, ঢাকা।

বিষয়: নিয়োগ পত্র।

জনাবা,

আপনার আবেদনের প্রেক্ষিতে এবং পরবর্তীতে গ্ল্যামফ্রিক কর্তৃপক্ষ ০৫/১১/২০২৩ তারিখের সাক্ষাৎকারের ভিত্তিতে নিম্নোক্ত শর্তাবলীর আলোকে আপনাকে আনন্দের সাথে ম্যানেজার পদে ০১/১২/২০২৩ তারিখ হতে নিয়োগ প্রদান করা হল।

সশরীরে উক্ত প্রতিষ্ঠান গ্ল্যামফ্রিক (প্লট নং-১১৩৬, ব্লক- আই, এভিনিউ রোড, বসুন্ধরা আবাসিক এলাকা) উপস্থিত হয়ে ধার্যকৃত কর্মে অংশ গ্রহণ করার জন্য অনুরোধ করা হচ্ছে।

শর্তাবলী:

১। এই নিয়োগ পত্র টি স্বাক্ষরিত উক্ত সময় বা দিন থেকে ২ (এক) বছর পর্যন্ত বহাল থাকবে এবং ১ (এক) বছর পর্যন্ত গ্ল্যামফ্রিক এর সাথে (ব্যাধ্যতা মূলক সংযুক্ত) থেকে কর্ম সম্পাদন করতে হবে। এই সময় কাল এবং অত্র প্রতিষ্ঠানে কর্মরত থাকাকালীন সময় আপনি অন্য কোথাও প্রত্যক্ষ বা পরোক্ষভাবে চাকুরী করিতে পারিবেন না।



New Office Colleagues

CHAPTER THREE

LEARNING AND EXPERIENCE

KNOWLEDGE GATHERED

My internship experience as a news presenter laid the foundation for effective communication skills, a crucial asset in my current role as a Brand Manager. The hands-on learning during my internship not only refined my theoretical knowledge but also equipped me to navigate the complexities of client interactions, employee management, and overall brand handling.

In the dynamic field of brand management, where juggling multiple brands is the norm, my internship provided insights into practical applications of academic theories. I learned to compile facts, present polished content, and conduct myself professionally—skills that seamlessly translate into managing the diverse facets of my current job.

Handling clients, employees, and various brands requires a blend of theoretical understanding and real-world experience, precisely what my internship aimed to provide. The ability to gather news and conduct interviews during my news presenter days has enhanced my interpersonal skills, proving invaluable in client interactions and team management.

The bridge between academia and professional life that an internship form has been instrumental in my journey as a Brand Manager. It has not only honed my communication skills

but has also shaped me into a professional capable of navigating the intricate landscape of brand management, ultimately contributing to the success of the brands I handle.

My time as a news presenter during my internship not only sharpened my communication skills but laid the groundwork for my current role as a Brand Manager. The practical learning experience helped me not just understand theories but apply them in the complexities of handling clients, managing employees, and overseeing multiple brands.

In the fast-paced world of brand management, where I juggle responsibilities for three brands, my internship was like a crash course in real-world applications. The skills I gained—compiling information, presenting polished content, and maintaining professionalism—easily transitioned into managing the diverse aspects of my current job.

Dealing with clients, employees, and various brands demands both theoretical knowledge and practical experience, precisely what my internship provided. The interviewing and news-gathering skills from my news presenter days have proven crucial in enhancing my interpersonal abilities, which come in handy in client interactions and team management.

Internship, as a bridge between learning and professional life, has been a cornerstone in my journey as a Brand Manager. It not only refined my communication skills but molded me into a professional capable of navigating the intricate world of brand management, contributing significantly to the success of the brands I handle.

TOOLS & TECHNOLOGIES

1. **Online Platforms:** Use websites, blogs, and social media networks to share video news content, reaching a wider online audience.
2. **Digital Tools:** Make use of computers, laptops, projectors, software, and interactive teaching equipment to enhance the production and communication of video news.
3. **Recording Gear:** Invest in good cameras and microphones for clear and professional video and audio quality in news presentations.
4. **Editing Software:** Edit videos with advanced software to improve quality, remove unnecessary parts, and add visuals for a more engaging news presentation.
5. **Teleprompters:** Help news presenters by displaying scripts, maintaining eye contact, and ensuring a smooth delivery.
6. **Green Screens:** Use green screens for virtual backgrounds, adding a polished and visually appealing element to news presentations.
7. **Livestreaming Tools:** Connect with the audience in real-time, allowing for interactive engagement and immediate sharing of news.

8. **Social Media Use:** Share video news on social media platforms to interact with viewers and increase the visibility of news presentations.

9. **Collaboration Apps:** Use tools that facilitate remote teamwork, allowing news teams to coordinate effectively, especially in situations where physical presence is challenging.

10. **Training Programs:** Provide ongoing training for news presenters to stay updated on new technologies and improve their skills in using tools for effective video news delivery.

SKILLS DEVELOPED

During my 11 semesters at Daffodil International University, my studies in Journalism and Mass Communication provided a solid foundation in writing, editing news, and understanding mass communication. However, recognizing the importance of practical knowledge, I pursued an internship to bridge the gap between theoretical learning and real-world application.

In the internship, I honed my skills in the field, whether it was working in a newsroom, understanding organizational dynamics, or engaging in human resources and communication sectors. The practical experience allowed me to apply the knowledge gained in the classroom to real-world scenarios. The internship was a crucial step in preparing for a future job or entrepreneurship.

In the communication sector, I improved my ability to convey information effectively, utilizing tools like social media integration, livestreaming, and collaborative platforms learned during my studies. This not only enhanced my communication skills but also demonstrated the practical applications of the tools mentioned earlier.

In journalism, my internship provided hands-on experience in gathering, compiling, writing, editing, and polishing news. The use of editing software, teleprompters, and green screens became integral to presenting news professionally. This practical exposure allowed me to understand the nuances of delivering news content in a visually appealing and engaging manner.

Moreover, I developed a deeper understanding of ethics and etiquette within the journalism field. Upholding ethical standards in news reporting and communication became a paramount aspect of my internship. This included respecting privacy, ensuring accuracy, and maintaining professionalism in all interactions.

Overall, my internship experience complemented my academic journey, providing a comprehensive set of skills in communication, journalism, and ethical practices. The hands-on application of tools and techniques, as well as a focus on ethics, has equipped me with the practical knowledge necessary for a successful career in the field.

CHAPTER FIVE: CONCLUSION

SWOT ANALYSIS



Strengths:

1. Professional Presenters: Skilled and experienced news presenters who excel in communication, maintaining credibility, and engaging with the audience effectively.
2. Advanced Technology: Utilization of cutting-edge tools and techniques, including high-quality recording equipment, editing software, and virtual backgrounds, enhancing the overall quality of news presentations.
3. Effective Storytelling: Strong storytelling skills that captivate the audience, making news content more relatable and engaging.
4. Social Media Integration: Successful integration with social media platforms to broaden the reach and interact with the audience in real-time.

Weaknesses:

1. **Technical Glitches:** Vulnerability to technical issues such as connectivity problems, audiovisual glitches, or software malfunctions that may disrupt the smooth flow of news presentations.
2. **Limited Resources:** Constraints in terms of budget or resources may limit access to the latest technology or hinder the production quality of news presentations.
3. **Dependency on Individuals:** Reliance on specific presenters, risking challenges in case of absence or unavailability, affecting consistency in news delivery.
4. **Adaptability Challenges:** Difficulty in quickly adapting to emerging trends or changes in audience preferences due to established routines or resistance to change.

Opportunities:

1. **Diversification of Content:** The opportunity to explore and present news across various platforms, including podcasts, webinars, or interactive online sessions, to cater to diverse audience preferences.
2. **Training Programs:** Investing in continuous training programs for presenters to stay updated on new technologies and enhance their skills, ensuring adaptability to evolving industry trends.
3. **Collaborations:** Exploring partnerships with influencers, experts, or other news outlets to enhance credibility, broaden audience reach, and bring in diverse perspectives.
4. **Interactive Features:** Incorporating more interactive features, polls, or Q&A sessions during news presentations to enhance viewer engagement and participation.

Threats:

1. **Competition:** Intense competition in the news industry, requiring constant innovation to stand out and retain audience attention.

2. **Misinformation Concerns:** The ongoing challenge of combating misinformation and maintaining trustworthiness in an era of rapid information dissemination.
3. **Technological Risks:** The risk of being negatively impacted by technological disruptions, cyber threats, or changes in social media algorithms that might affect content visibility.
4. **Changing Consumer Habits:** Evolving viewer habits, such as a shift towards on-demand content or preference for alternative news sources, posing a threat to traditional news presentation formats.

RECOMMENDATIONS

Interactive Platforms: Creating interactive platforms, such as live Q&A sessions or audience polls, can foster greater engagement with viewers. This approach not only involves the audience but also helps in understanding their preferences.

Collaborations and Partnerships: Collaborating with other media outlets or influencers can expand Live from Bangladesh's reach and bring in diverse perspectives. Partnerships could involve co-hosting events, joint investigations, or guest appearances.

Fact-Checking Mechanism: Implementing a robust fact-checking system can enhance the credibility of the news presented. In an era of misinformation, being known for accuracy is a valuable asset.

Community Engagement: Actively engaging with the local community through events, forums, or outreach programs can establish a stronger connection. This not only helps in understanding the community's pulse but also builds trust.

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APPENDIX



Picture Captured Before Beauty Segment Live



Picture Captured During Iftar Party with Office Colleagues