I did my internship at the Stiftung Brückner-Kühner, which is located in Kassel. It was first founded in 1984 by the poets and writers Christine Brückner and her husband Otto Kühner. The foundation is actually the place where these two poets lived and worked together until they passed away. The foundation's main focus is on contemporary literature and anyone is welcome at its events. I especially liked this internship because it allowed me to work with many different aspects of literature and culture. For one thing, the foundation is also a small museum. Even though I did a great part of my tasks remotely, knowing that I got to work occasionally in the same house where the poets Christine Brückner and Otto Kühner once lived and wrote was very rewarding. On the other hand, the foundation is also very active today with many events happening regularly. So I found it exciting to be part of both the historical side and the current cultural work. I also chose this internship because the tasks were modern and creative which gives me experience that will be useful for my future career. I really enjoyed getting to mix literature with digital tools and hope to do more of this work after I graduate. My main personal goal was to gain practical experience in the literature and culture field. As an English Literature and Culture student, I also wanted to see how my university studies connected to the real world and to help me decide my future career path. Finally, I wanted to improve my communication skills in German and connect my English studies with real-world German practice. My main role at the Brückner-Kühner Foundation was in social media and digital communication, but I still got to see how other parts of the foundation operate. I saw how literary events were planned, held, and followed up after each event. I took part in this process by supporting both the preparation and follow-up of the event by creating posts and choosing fitting text and images.

As I said before, the focus of my internship at the Brückner-Kühner foundation was on digital media. I believe nowadays the way a foundation introduces itself and engages on different social media platforms is very important for promoting what they want to present. Even if they have a very good purpose but a weak online performance, they can barely get the attention and appreciation they deserve. Therefore, I will be describing my observations as an intern in Brückner-Kühner foundation and I will analyze how this foundation presents itself, their books, events, and people included in this process on their social media. I was a participant observer and my own actions also had an influence on the conclusion. My main task in creating their social

media content was crucial both right before and after an event and it helped with promoting it. Another task that I had was related to improving and adding detail to the biography of Otto Kühner, the founder of this foundation.

I tried my best to understand the answers to a couple of questions through my observations. Firstly, I wanted to know how team interactions shape content decisions like the topics, tone, visuals, and how decisions are negotiated in the team. Secondly, I wanted to know how those production choices shape audience engagement and what the most interesting types of content are. And lastly, I wanted to know what routine practices they have for producing content. To do so, I took notes of my tasks and meetings, looked for similar patterns, tried to understand their practices and routines, and tried to capture tone, emotions, meanings, and significance of everything that was done. To put it simply, in this observation report, I carefully examined two of the main tasks I was responsible for during my internship. Then, based on the key points and essential work involved in each task, I look for common threads that help me answer my questions.

As I mentioned earlier, Stiftung Brückner-Kühner used to be the home of the poet couple which explains its warm and cozy atmosphere. To be more specific, the rooms are filled with tall bookshelves, decorated with photographs of the couple, and even the original writing desk is still there, just as it was before. In general, the space feels like a mix of comfort and literary dedication. The atmosphere of this organization made all the meetings and group planning feel very informal and mostly gave the impression of a few friends brainstorming together. Of course, it's worth noting that overall, the number of permanent staff there is quite small which makes it understandable that there is a higher level of closeness among them. I had most of the important meetings and discussions with the manager and for smaller questions and emails, I was referred to the assistant management, both of whom were very friendly and open to discussing new ideas and suggestions, and also very helpful with questions. I tried balancing my role as an intern and participant observer but at the same time be an objective observer too. In the meetings that I was present in, the main focus was on explaining what they expect to be prepared for their social media. The main goal of the meetings was to explain their expectations, the style and tone I need to take into account when doing my tasks. To do so, they explained the background of the event

to me, provided sources and archives that I could access as further examples. In general, most of the meetings were about providing reliable sources, and the feedback sections and questions were mostly held online. The people I worked with were very friendly and helpful and none of the meetings that I've been part of were too serious and strict. For instance, I even had a meeting with the assistant management of the foundation and received the explanation and sources for my next task in Göttingen, SUB which shows the openness and flexibility of the foundation with their meetings.

If I want to get more specific about what I worked on, it is worth noting that Stiftung Brückner-Kühner regularly hosts various big and small events, including literary readings, exhibitions, and discussions. The main focus though is on promoting humorous and critical literature. Another important part of the foundation's mission is to encourage connection between writers and the public. During my internship, I observed how the foundation gave space to many voices, and gave opportunities to people who simply wanted to write and be heard. For the period I was doing my internship in this foundation, the main preparation was for the event, "Ungehaltene Reden ungehaltener Frauen". The event is annual and it invites every person who identifies as a woman and has something to say to participate. The topic can be anything they wish to talk about as long as it has some social or personal relevance. The important part is that they should also be able to present their work, because the event is not just about the text and a selected number of participants have the opportunity to give a speech in front of an audience on the stage at the Kassel town hall. So they need to submit both their text and a video of them presenting the text. The speeches can be loud and passionate, quiet and reflective, satirical, radical, or even comical. The speeches are recorded and later broadcast on Hessischer Rundfunk's cultural radio and the chosen participants receive €500, along with travel and accommodation covered, which makes it possible for women from anywhere to join. However, in the end, all the texts that were submitted get published so everyone has the chance to be heard.

My role in this event was promoting it before and after the event date and helping the voice of the participants to be heard and highlighting the best moments of the event. In the weeks before the event, my main focus was to understand the background of the event and prepare material that would connect last year's experience to the upcoming one. I started by reviewing last year's

event in detail to get a clear idea of the tone, topics, and style I should take into account for my own posts. For this, I started by looking at the book with all the printed texts from last year and also the information from the foundation's archive. I worked with an Excel sheet that had information on around 300 selected candidates from the previous year. The document included their names, topics, and short sections from the most powerful or memorable parts of their speeches. I went through this material carefully and selected the quotes that stood out for things such as emotional impact, originality, or having a thought-provoking message. It was important to select different voices that had different things to say, so that the posts would reflect the diversity of the event. Once I had chosen the quotes, I designed the proper social media posts to present them. My goal was to remind the audience of the memorable moments from last year and to build anticipation for the upcoming event. This work was not just about promotion. It also helped create a sense of continuity between past and present events and also to honor last year's speakers. I had to pay attention to the format, fonts, and colors I use for each of the posts I prepare through Canva. That was because it was important to have a theme for the Instagram page so that people could associate that certain style and color with the event we were trying to promote. The color palette consisted of red, navy blue, and cream and I tried using these three colors for different purposes each time, in every quote that I wanted to post. In this way, I wanted to make sure that the homepage has harmony and the audience notices those colors as the signature of the event and at the same time it won't be boring and prevent repetition.

It was important for me to pay attention to different phases of the process like preparation, promotion, and post-event communication. When it came to decision-making, the team was very open to new ideas or strategies to improve engagement, and every decision about my task was made with the opinion of the management and my own. Since I was not always in Kassel, I made sure to send regular updates about my work and I received constant feedback by email which helped the project run smoothly. Although I could not attend the main event in person because of my schedule, I was still part of the post-event work. After the event, I looked at the photos, videos, and texts from the speeches and my job was to choose the moments that could show the atmosphere and importance of the event in the best possible way. I also wrote short

introductions for the speakers and pointed out their main topics and contributions clearly and in an interesting way.

One of my other tasks which was also related to social media was about finding powerful quotes from the works of Christine Brückner so that they can be used on platforms like Instagram. To do that, I had to read the autobiographical books by Christine Brückner that were given to me by the Brückner-Kühner Foundation and find the most relevant quotes from them that attract the audience's attention. This task was an independent work that mostly asked for my own opinion and what I found powerful and worthy of sharing with the audience. Since I did most of this task from Göttingen, I did not interact much with others on this topic and I was just receiving feedback on it through emails. Although this task was also related to content creation for social media, it was very different from designing posts or preparing event material. It was more about close reading and interpretation. It felt like a huge responsibility for me, because my chosen quotes represented how the foundation presents her to the public. By choosing these lines, I was helping the foundation to keep Brückner's voice alive for new audiences. This task made me realize that even short quotes on social media can build cultural memory and shape how an author is remembered.

To conclude this task, I realized that the Brückner-Kühner Foundation is trying to use social media platforms like Instagram as both a memory archive and a promotional tool. They do not just announce the new events, but they try to connect the present to the past voices to build a community and to remind followers of powerful lines from past contributors. The social media posts on "Ungehaltene Reden ungehaltener Frauen" show the public what women's voices mean for this institution. They are different in style because the topics came from women's real-life stories. Also, the tone was serious but empowering, like passionate or funny speeches and it matched the event's mix of loud, quiet, or satirical styles. They are intentionally using a mix of specific bold and light colors to give a theme for the event and to highlight the content based on what the quote talks about. The work on the posts was a team effort, but was always checked by the managers. I could research, choose quotes, and design drafts, but the final version had to be approved, often by email. The most important things I learned from the foundation were firstly, showing consistency in posting the material and posting almost every day plus some stories.

Secondly, making the design in a way that has a lasting effect and is recognizable by the audience. And lastly, having a friendly tone to give a sense of community to the audience even though the topics are serious.

In media, people don't just watch or read passively but they pick what they like and interpret it their own way based on life experiences. At the foundation, choices like consistent colors and short, powerful quotes turned Instagram more than just an ad and into a memory keeper. In the foundation's case, this shaped engagement by building a quiet community around women's voices. As for the audience's response, with 1351 followers on Instagram, their audience is very limited. As a result, their engagement with the audience is also very limited. One thing that I thought needed improvement was that they did not care about the number of followers and had no strategy for increasing it. Considering the number of followers, the engagement rate on the main announcement posts was acceptable. It was noticeable that shared account posts and the ones with people's images were getting more attention, maybe because they were more personal and encouraged fans to engage more meaningfully. Also, an important note is that the quotes work more like an archive that keeps a record of the event and honors the speakers rather than as posts that go viral or start big conversations online. The number of likes and comments only show part of the picture. Other things, like the radio broadcasts, the published texts, and how the event touched the speakers and audience, are also very important but harder to measure. At the end, working on these Instagram posts helped give the event a lasting presence online and shaped it into a shared story about women's voices and their place in culture.

Another event-related task was researching event titles in different German-speaking cities to see what names other institutions used for similar projects. I did this work on my own, not in the office, and later shared my results with the management. This task felt different from the social media work because it was less creative in design and more like background research. I had to search carefully, compare wording, and think about how a title can shape the way people understand an event before they even attend it, and also to make sure that the title we are coming up with is not identical to someone else's idea. This task showed me how important names are for cultural events. A title is often the first thing people see and it can shape how the event is remembered. At the same time, it has to stand out from other institutions so the

foundation can keep its own unique profile. As I was looking through the titles, I noticed that many organizations used similar keywords, which made me realize how easy it is for events to sound alike. My job was to spot these overlaps and give the team clear information, so they could avoid confusion and choose something original.

Moreover, the other task that was closely related to looking into the books from the foundation was about updating and improving the biography of Otto H. Kühner. For this task, I had access to the previous information provided by the foundation and also the information that could be collected from the books. Writing the biography of Otto H. Kühner felt very different from preparing Instagram posts. Here, the work was not temporary or promotional and had a permanent impact. Unlike social media which invites quick reactions, biography-writing needs patience, precision, and a sense of responsibility for accuracy. Also, I needed to follow a certain format that the team asked me to and it was less creative and more academic. By updating Kühner's biography, I was helping the foundation protect and expand his memories, ensuring that future readers encounter not only his works but also his role in shaping a literary tradition. This task was also done from Göttingen and the only in-person meeting for it also took place in Göttingen because of my exams and tight schedule. This is proof of how flexible and supportive the management was. Instead of insisting that all work had to happen in Kassel, they adjusted to my situation and trusted me to work independently. I believe this balance of independence and guidance created a professional relationship that was based on responsibility and respect. It also showed me that cultural organizations can change how they work to meet the needs of their staff and interns without sacrificing quality.

Looking back at my internship, I can now see clear patterns in how the foundation works and how my tasks fit into their goals. Compared to my university classes, the internship at Stiftung Brückner-Kühner was like putting theory into practice, but it felt more flexible and personal than the textbook theories suggested. Team interactions played a big role in shaping the content. The foundation is small, so most decisions involve direct talks with the manager or assistant manager, not the big teams in the videos I studied. Event promotion and social media posts were treated as team projects, where I could propose ideas, but the final decision always rested with the managers. This balance between independence and approval showed how the institution

protects its public image while still encouraging creativity. Observation-wise, the unit taught me how to be a participant observer and to watch neutrally, code, and categorize, but in real life, it was harder because I was involved and people might act differently knowing I was watching. Also, my tasks, like updating Kühner's bio or searching event titles, were like curating to educate and engage people. The foundation was also a small museum but unlike big museums with many staff roles, here a few people did everything which made it less structured and more adaptable. Overall, I believe that the literature industry has many theories and my experience shows they do not always match perfectly with real-life practices. In other words, the self-study helped me understand the theory and the big picture, but the internship taught me how unpredictable and creative real work actually is. Theories assume smooth cycles, but practice has limits like small budgets, low followers, and no growth plans, which the unit didn't cover much. In this internship I learned that choices of tone, design, and content directly shaped how the audience engaged. Posts that included faces or personal moments, like photos of speakers and introductions of participants drew more likes and shares, while text-only quote cards received less active engagement. However, the quotes still had an important function and they acted as an archive, honoring the speakers and showing continuity from year to year. This means the foundation does not use Instagram only for quick reactions, but also to build long-term recognition of voices. Audience engagement was another important aspect. The Instagram account has a relatively small following which means the goal is less about going viral and more about keeping a steady presence. This showed me that the foundation does not treat social media only as a promotional tool, but also as a way to preserve memories. However, I think it would have been more ideal if the focus were on preserving the history and trying to reach a wider audience at the same time and I see this as a limitation of their online appearance.

The routine was simple. First came research and preparation, then came design, often using Canva, sticking to the agreed color palette (red, navy, cream) to keep the feed consistent, and finally there was the approval process. That is, drafts were sent to the management, feedback was given by email, and only then was the content published. This cycle of prepare, design, review, and approve was repeated for each task. What stood out was how flexible this routine

was with location, deadlines, and opinions. This showed that while the routine was consistent, it was not rigid, and trust played a large role.

When comparing my three main tasks, event promotion, quote curation, and biography writing, I saw both similarities and differences. All three involved selection like choosing which voices, lines, or facts to highlight. In each case, my choices shaped how the foundation presents literature to its audience. At the same time, the tasks differed in tone and purpose. Social media promotion was fast and visual and it was meant to create attention in the moment. Quote curation was slower and required interpretation and judgment. Biography writing was the most careful one, because it is something that lasts forever. By looking at these together, I can say that the foundation relies on both short-term and long-term strategies to keep up its cultural role. While social media keeps the foundation visible and connected to current debates, biographies and archives secure its place in cultural history. My work touched both ends of these aspects and gave me a direct view of how these layers complement each other.

In simple terms, my analysis shows that the Brückner-Kühner Foundation uses social media and research in a balanced way. On one side to stay active in the present, the other to preserve voices for the future. The staff's openness and flexibility made it possible for me to contribute meaningfully, even when I was not physically in Kassel. The tasks I was in charge of allowed me to reach my goal of using my writing skills and be able to compare my learnings about how publishing and marketing work in practice in a small literary foundation. More importantly, my tasks showed me how much power selection carries. Whether I was choosing a quote for Instagram or revising a line in a biography, I was not just doing small tasks but I was helping shape how authors, speakers, and events are remembered.