

**Report On**  
**Internship at Dhaka Tribune**

By

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An internship report submitted to the Department of English and  
Humanities in partial fulfilment of the requirements for the degree  
of Bachelor of Arts in English

Department of English and Humanities

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

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## Acknowledgement

"Dear Allah,

"Thank you for always looking out for me and leading me in the right direction."

I would like to start by giving all the praise and glory to Allah SWT for giving me more good luck than I deserved and giving me the strength, I needed to finish my undergraduate studies at BRAC University.

I wouldn't be the person I am today if it weren't for the influence of both of my parents, Mahabubur Rahman and Beauty Akter. I am grateful that, no matter what has happened in my life, my parents have always been there for me. These are the things that help me have a more positive outlook on the world. My father used to say that if you put in the effort, you can accomplish anything. Because of my parents, I have developed into the whole individual that I am today. I would like to extend my most sincere gratitude and appreciation to every one of my friends and instructors at my university. During my time as an undergraduate student, several faculties, including Dr Mahruba Tasneem Mowtushi, Roohi Huda, Syeed Noman, Seema Amin, Sabreena Ahmed, and Jahin Kaiisser were there for me whenever I needed them and guided me along the way.

We usually complete the internship and write the report under the supervision of one supervisor, but I'm very lucky that I was able to do this six-month journey under the supervision of two supervisors. During the internship, Seema ma'am was my supervisor and helped me for the first three months. Later, I asked Dr Mahruba Tasneem Mowtushi ma'am to be my supervisor for the next three months, and she agreed to be my supervisor.

I feel very lucky to have finished the report and defence with one of my favourite faculties at the department. Lastly, I'd like to thank *Dhaka Tribune* social media team. They believe in me and helped me through the process of my internship.

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## **Glossary**

**DnR:** "Debug and Refresh" are what "DnR" stands for. When new information becomes available, the older news items need to be brought up to date. Facebook was utilized to accomplish this goal successfully. A program known as "Refresh share attachment" is available in "Creator Studio" specifically for this objective.

**Creator Studio:** Creator Studio is the name of the free dashboard that Facebook offers to social media marketers and content creators for managing Facebook Pages and Instagram profiles. It combines social media analytics with community administration and scheduling capabilities.

**Feedify:** A software for engaging with customers.

## Chapter 1

### Introduction

As we enter the digital age, journalism and media arts careers are changing fast. The media is the finest means to connect. The fastest way to message someone is to utilize a variety of media to communicate. There are several options. There are several occupations in a newspaper office. In a newspaper, there are sections like sports, entertainment, major news, business, and ads. Ads are significant since they can generate profit and generate interest in international events. So, advertisements and media go hand in hand. Many commercials are on TV. Every media outlet communicates with the public. If someone gets a degree in media, they care about others. Journalists cover news that affects people directly. They must know how people act, work, and comprehend each other. A reporter's role is to provide raw news information to the public.

There are different kinds of media, such as print media, publishing, news media, photography, movies, TV, radio, and advertising. "Media" refers to any way that people can talk to each other. It is a way to reach or affect many people, through radio and TV, newspapers, magazines, and the internet. People know what is going on around them because of the media. By changing the radio or TV channel, you can find out about all the latest news and events in a matter of seconds. The importance of the media is that it gives us a lot of information and knowledge, raises our awareness, speaks out against social evils, educates the public, and so on. I chose online media after looking at all of my options and deciding which ones were best.

I am now working as a social media intern for the *Dhaka Tribune*. I will always be grateful to the *Dhaka Tribune* because it not only gave me a place to show off the skills and techniques I had learned in university, but also gave me the chance to work with people who were so kind and

helpful. I was able to learn not only what a social media manager does, but also what a journalist and what editor does. This was a unique experience for me. I also learned how to be on time, work under pressure, and meet a deadline. I think these skills will help me in my future career, no matter what I choose to do. So, my internship program at the *Dhaka Tribune* taught me a lot of different things and gave me a lot of new experiences. I will never forget what I learned there, and I will always use the strategies and styles that I picked up from my seniors.

## Chapter 2

### A Synopsis of Dhaka Tribune's History



Fig 1: DT logo (Tribune)

On April 19, 2013, The *Dhaka Tribune* officially embarked on its journey. It is a national newspaper published in the English language. *Bangla Tribune* is the name of an online news portal that, in addition to *Dhaka Tribune*, provides Bangla-language news. *Dhaka Tribune* has a sizeable readership in Bangladesh, particularly among members of the younger generation who are constantly connected to the internet, and it also has a larger readership elsewhere in the world. The newspaper has made a name for itself by successfully organizing the Dhaka Literary Festival.

*Dhaka Tribune* is the English-language news media outlet in Bangladesh's history that has grown at the fastest rate, and the publication is home to several journalists who have won awards for their work. The first issue of the newspaper was published on April 19, 2013, and ever since then, it has been steadily increasing in both sales and the potential for further expansion. Gemcon Group is the company that owns most shares in the Dhaka Tribune. Zafar Sobhan, who was named a Young Global Leader in 2005 and a Yale World Fellow in 2008, is the man responsible for founding this newspaper and serving as its chief editor. He has previous experience working for a variety of

illustrious companies, including *The Daily Star*, *The Independent*, *Dhaka Courier*, and a few others. Additionally, he is the first columnist from Bangladesh to be syndicated internationally, and his work has appeared in many well-known newspapers and magazines around the world, including *The Guardian*, *The Sunday Guardian*, *Time*, and *Outlook*, amongst many others. He is also Bangladesh's first internationally syndicated columnist.

## Chapter 3

### Daily Activities at Dhaka Tribune

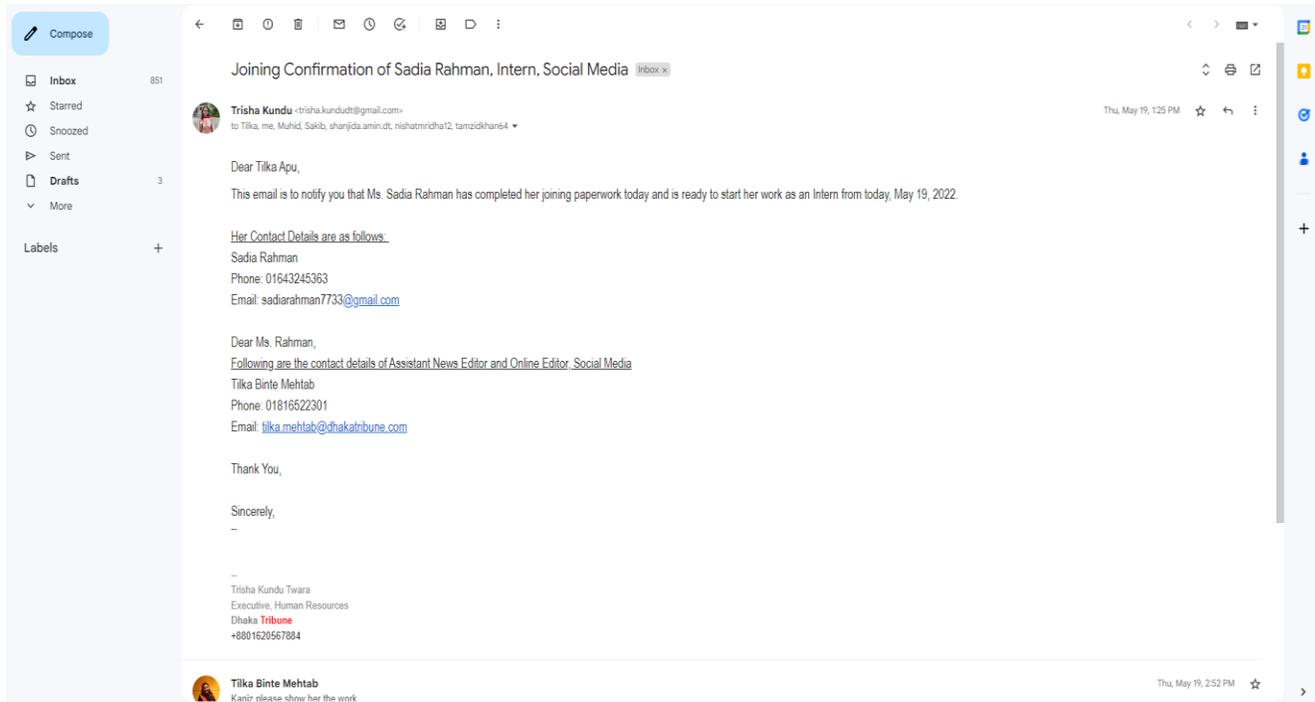


Figure 2: Joining Confirmation at Dhaka Tribune

The *Dhaka Tribune* newspaper is divided into sections. Some departments of this newspaper include the Central Desk Department, the *Bangla Tribune*, and the Social Media Department. The departments described above also consist of two components. One is for the newspaper's printed edition, while the other is for the online news portal. I was working in the "Social Media" department. Tilka Binte Mehtab was my supervisor. She is the *Dhaka Tribune's* online editor and assistant news editor. *Dhaka Tribune* is a work environment where everything is well structured. There is no way for a new intern to feel disoriented or unpleasant.

I began working for the *Dhaka Tribune* on May 19, 2022. I was called two days before my initial visit to the office on May 19th and requested to come in on May 19th. I waited for a bit after

arriving at the office in front of the front desk before being summoned inside by someone from the Social Media Department. Her name is Bratee, and she works for the *Dhaka Tribune* as a multimedia journalist. She led me into the office, where I signed some paperwork for my offer letter, and she handed me an offer letter. She told me I could go home when I signed all the papers. I inquired as to when I would begin work, and she said that you would begin work today and that all the jobs would be explained to you during a Google meeting. She also told me that all the office work is done online, which means I can work from home.

Then I went home, and Mrs Bratee explained some tasks to me that night via a Google meeting. That task was how to disseminate news on Facebook, Twitter, Pinterest, and Instagram. How to write a daily news headline and report, as well as how to moderate and monitor; then, over the next two weeks, I uploaded the news on various platforms like Facebook, Twitter, and Pinterest, wrote daily news updates, and worked on monitoring moderation.

I was working very regularly and concentrating. The first few weeks, they just showed me daily poster report making, moderation, monitoring, and how to publish the news on all the platforms like Facebook, Twitter, Instagram, Pinterest, and LinkedIn, making posters of the news. The work of making posters seemed a little complicated at first. The reason I found the work of making the poster complicated was that I had never done it before, and I learned to use the Canva app for the first time for making posters. Also, I had a lot of work to do on the day when I have to make posters, so I had a little trouble adjusting at first because I used to do only report writing and moderation monitoring for the first few weeks, and all of a sudden when I was given the work of making posters, it increased a lot of pressure, but after working for a week, it has become much easier for me.

June 25 was the day of the inauguration of the Padma Bridge. So, all the newspapers were under a lot of pressure at work to update the news within a very short time. I went out to play a much bigger role in making posters. That day, from 10 a.m. to 5 p.m., I just made posters. Moreover, I can relate poster-making to my copywriting course because this course taught me how to write or select good headlines, and headlines play a very important role in posters. The poster's headline determines why people read the entire news by looking at it, and what factors to consider when writing a good headline in the case of posters, selecting a good image and background is also important.

In the last month of my internship, they taught me that I could save a video with a timer for uploading the next day if I wanted to upload it then, but I could do it one day before the next day. I see that they regularly upload new posters and videos in hopes of gaining more followers. I gained new knowledge about how to live-present a video in front of an audience. However, it is scheduled based on the recorded video. The way the videos are displayed in front of the audience gives the impression that they are broadcasting live. For example, a few days ago, a video appeared on their online Facebook page that gave the impression that journalists were live tweeting the Sylhet flood situation to the audience, but it was a recorded video. Without my internship in the media industry, I would have never learned these things.

In the last three months, I've become very much a part of the system. I mostly moderated, monitored, and created posters for the most important news, and I occasionally shared news from websites on Facebook, Instagram, Twitter, LinkedIn, and Pinterest. The most interesting thing I've learned is how to use Canva.

I was doing all the office work from home, and one day I was called to the office, where I was in a meeting with everyone from the social media department. In that meeting, my supervisor, Tilka Apu, spoke to our team, and the meeting was mainly about our work.

## Chapter 4

### Moderation and monitoring

The role of someone who moderates social media is to answer comments, questions, and direct messages on social media and delete spam, swear words, and other things that shouldn't be there. talks to readers or followers and handles their complaints. When we moderate, we can hide comments. We can also block a person, which hides their past posts and stops them from commenting in the future.

With social media moderation, offensive, profane, and hateful comments are less likely to be posted. This makes the platform safe for everyone and helps newspapers improve their online presence.

When I started working at the *Dhaka Tribune* for the first time, I was put in charge of moderation. When I was a moderator for the first five hours of my first day, I didn't know which comments should be hidden and which ones shouldn't. Over time, I figured out on my own which comments I should hide. In addition to working on the moderation team, we have to see what the monitoring team does. Monitoring is keeping an eye on what other teams are doing. The daily team's job is to share the news in the right way. The job of the poster team is to make posters out of important news and upload them. At the same time, I used to oversee making sure that the other team's work was done right. The work of moderating and keeping an eye on things had to be done with great care.

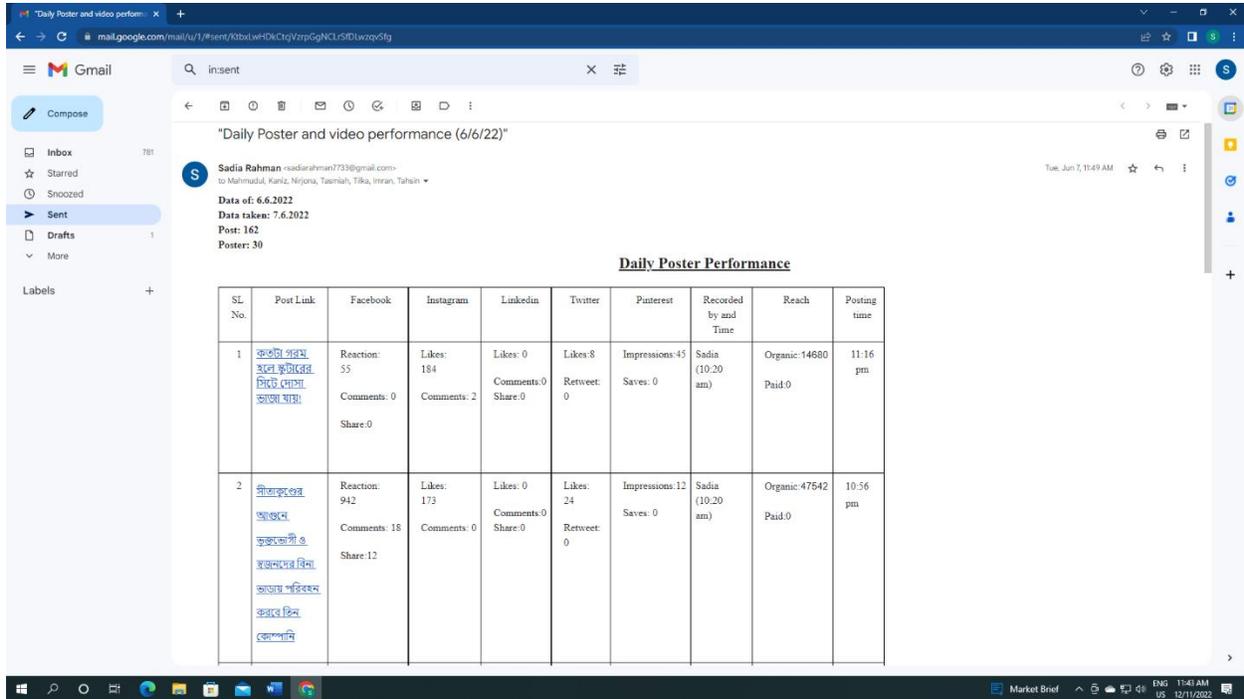
When we were moderating, we had to hide any comments that made no sense right away. Sometimes, viral news had a lot of comments that made no sense, so we had to pay more attention to that news or posters. And while I was watching, it was my job to make sure the other team was

doing the work right. If they weren't working right, if news was not shared correctly, or if important news posters didn't go up, I had to take responsibility.

As a result, I believe that the moderation and monitoring tasks have helped me become a better observer.

# Chapter 5

## Making Poster and Video Report



**Fig: Poster Report**

During the time of the internship, I was required to compile a daily report on the effectiveness of the posters. To make this report, the primary data that I needed to collect consisted of the number of posters that had been uploaded the previous day, as well as the number of reactions of readers on Facebook, Instagram, LinkedIn, Twitter, and Pinterest to those posters. Specifically, I needed to determine how many people have commented on them and how many people have shared them.

By analyzing the videos and posters' reports, it was possible to determine which types of news are liked by the audience and which types of news posters are disliked by the audience. The reports used to take four to five hours to complete since they had to be done extremely meticulously so

that no statistics were misrepresented. In addition, while working on these reports, I had to monitor the comments on the news on Facebook and respond to messages.

SL No.	Post Link	Facebook	Instagram	YouTube	LinkedIn	Twitter	Pinterest	Recorded by and Time	Reach
1	<a href="#">The Road, Episode 3: ডাকার রাস্তা</a>	Reaction: 17 Comments:0 Share:2	Likes: 0 Comments:0 Views: 217	Likes:0 Comments:0 Views: 15	Likes:0 Comments: 0 Share: 0	Likes:4 Retweet:0	Impressions:3 Saves: 0	Nirjona (9:00 pm)	Organic: 1507 paid:0 488 3-Second Video Views 15 1-minute video views 0:07 Average minutes viewed
2	<a href="#">Bangladesh: Affordable education for children</a>	Reaction: 27 Comments:2 Share:3	Likes: 0 Comments:0 Views: 0	Likes:0 Comments:0 Views: 12	Likes:0 Comments: 0 Share:0	Likes:0 Retweet:0	Impressions:0 Saves: 0	Nirjona (9:00 pm)	Organic: 2766 paid:0 557 3-Second Video Views 30 1-minute video views 0:04 Average minutes viewed

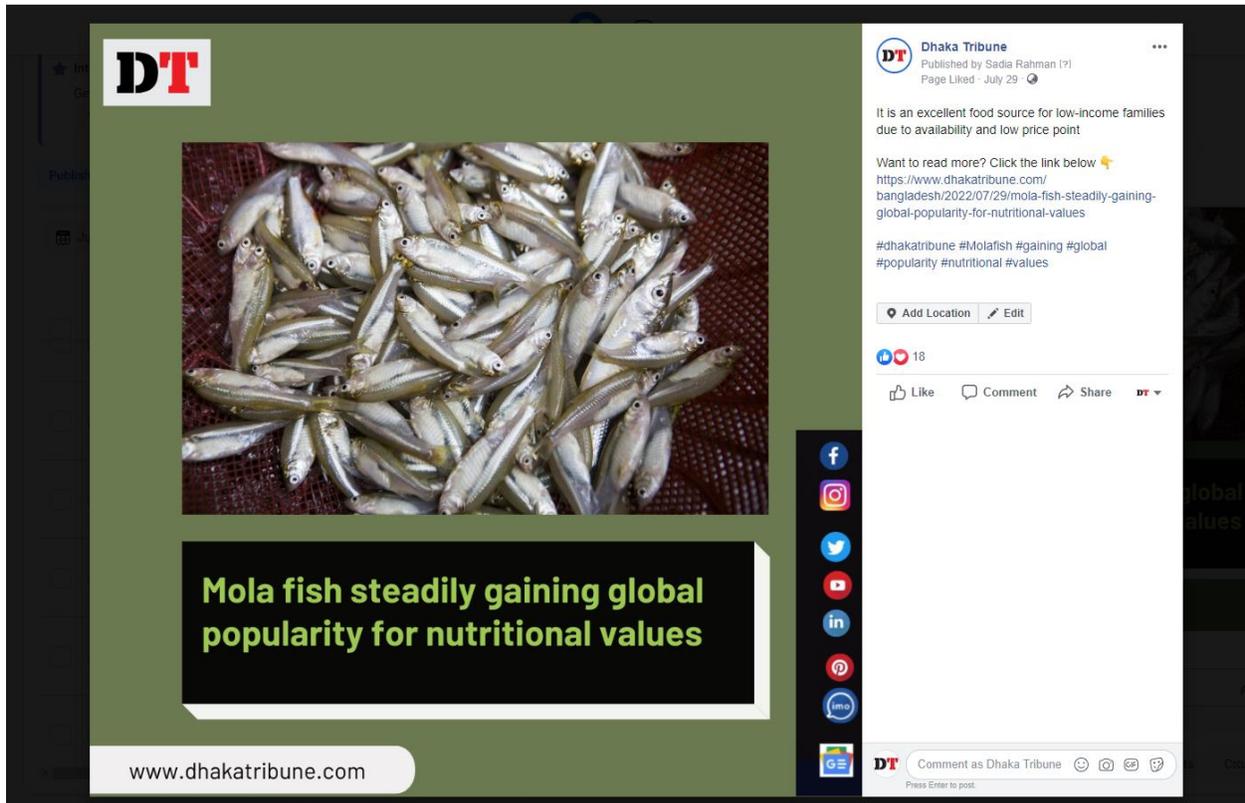
**Fig: Video Report**

I used to generate a video report every day in the same way that the poster report was made, with the data of how many videos were posted during the period of the previous day. Similarly, I used to report in the video the number of people who liked, commented on, and shared content on various networks such as Facebook, Instagram, LinkedIn, Twitter, and Pinterest. I used to do a video report and a poster report simultaneously, but video reports required less time because 28 to 30 posters were released every day and only two videos were. The *Dhaka Tribune* uploaded two special videos on Wednesday and Thursday: the food cart video and the music chart video. On

these two days, I had to make a video report; on other days, if the video was uploaded, I would generate a report.

## Chapter 6

### Making image poster and video poster



**Fig: Poster**

During my internship, I was required to work six days a week, and two to three of those days were spent working on posters. Working on posters took me a bit longer than other tasks since I had to learn how to use Canva to create posters, which was completely new to me because I had never used Canva before, but I quickly grasped the tool within a day. During my seven-hour shift, I was required to create at least 14 posters using Canva. I used to make a poster with the fourteen most essential news stories shared throughout my shift. When the creation of my posters was complete, the next step was to publish them on Facebook, Instagram, Twitter, LinkedIn, and Pinterest. I had to be more careful when uploading the poster than when creating it, since while posting the post,

I had to collect the link from the news and add it to the poster, and if I accidentally gave a link to another news, it would cause a major problem.



Fig: Video Poster

Creating a video poster differed slightly from creating an image poster. I was instructed to create a video poster for Durga Puja and collect images of the festival from various sources. They instructed me to write captions for each image, combine all of the images, and create a video. I

had to download an app called Inshot to create video posters, but I had never used it before. I taught myself how to create video posters by watching tutorial videos on YouTube. It was a novel experience for me, and I believe it will be quite useful if I ever undertake blog-related work in the future. In addition, when creating video poster advertisements, I was required to write captions for each image, which boosted my ability to compose catchy headlines.

## **Chapter 7**

### **Monetization**

In the fourth week of my internship, it was finally time for me to receive compensation. Considering my earnings, I began to ponder the precise monetization mechanism of the social networking platforms to which I uploaded content and articles. I had previously conducted extensive research on social media sites and their monetization strategies but lacked practical experience. This would be the first time that my time spent on social media and research would truly earn me money. To have a thorough understanding of the issue at hand, I inquired with my supervisor about how my blog entries are monetized.

Meta, a Menlo Park, California-based American multinational internet conglomerate that owns Facebook, Instagram, and WhatsApp, pays its content creators for simple screen time exchange. For example, for every 10 minutes a user spends on a page, they are required to view at least four advertisements. Meta is compensated for displaying successful advertisements, and the page receives a share of that compensation as "monetization" from Meta. It also considers the reach of the posts, as this impacts the number of individuals that saw the ads. The more likes, comments, and shares I receive on my post, the more revenue I generate. I finally realized what I needed to do to improve my performance. I analyzed all four weeks of my post data, identified many major patterns, and initiated some little adjustments. My skills began to improve steadily.

Earning money using online platforms has become much simpler in recent years, but it is still vital to have a good understanding of how the process works. Working at the Dhaka Tribune, and more specifically working in the social media department, has provided me with a wealth of knowledge regarding social media platforms and the skills I need to master to make money online. I learned

how to operate as a blogger while working as a social media manager. I also learned how to make money by submitting videos to social media platforms like YouTube, Facebook, and Instagram.

## Chapter 8

### Internship Experience

When I found out that instead of the print department, I was going to be recruited for the social media department, I felt a mixture of excitement and a little bit of confusion at the same time. Even though I had no idea what responsibilities I would be expected to carry out, the prospect of expanding my knowledge generated a strong curiosity within my spirit. During the first month of my internship, most of the tasks oversaw, like making posters and putting videos on the website, required me to learn new skills that I had to learn on the job.

Outside of my regular job hours, I would participate in Zoom sessions with my superiors to acquire the knowledge and abilities I required to carry out my day-to-day responsibilities. My capacity for flexibility was unquestionably stretched to its breaking point, but because I am a quick learner, I was able to persist thanks to my strong will and perseverance. Being a journalist is a career that requires a full-time commitment. This indicates that there will be no holidays, be they weekly or national. At first, I didn't give much thought to the fact that I only had one day off per week. It was a source of some annoyance for me when the first weekend arrived and I discovered that I would have to work instead of going out.

Because I had to keep up with my regular course load at BRAC, the only time I had free to go out was on the weekends. However, after a couple or three weeks of working, it became somewhat natural for me to stay in on the weekends and work on my computer even when I had other plans. When I was feeling overwhelmed by the amount of work that needed to be done or when I was experiencing moments of discontent, I would quickly remind myself of the people whom I was doing this for. I was indeed doing it for my benefit, so there's no use in arguing about it.

Working as a member of a team presented its own challenges to me, even though I had become accustomed to collaborating with others because of my studies at the university. Because two employees from the same team would be working on a given shift, it would be essential to divide the work in an equitable manner between the two people who would be working. Because so many of my other coworkers were also balancing their jobs with their studies at the university, they would occasionally ask me to take care of the entirety of the shift by myself. My experience on a team has taught me the importance of being patient and shown me why an individual must keep their focus on the ultimate objective rather than on the obstacles that stand in their way.

Among all the tasks that I was responsible for at the *Dhaka Tribune*, uploading articles to Facebook was probably the most difficult of them all. The activity itself is relatively simple, but the rate at which it must be completed is very intimidating. I was required to post an article on Facebook every five minutes; as a result, I would frequently find myself seated at my desk for two to three hours at a time, looking at my computer screen as I attempted to keep up with the posting requirements. Even after some time had passed and new articles had been added to the website, I was required to repeatedly refresh the page to determine whether any new articles had been added. I overcame this obstacle as well by applying myself with diligence and discipline.

I feel very lucky to have done an internship at the *Dhaka Tribune* because my team is great, and we have become close. Imran Bhaiya from the social media department asked if I wanted to stay here after the internship ended, but I declined since I must to write my report next semester and attend classes. Otherwise, I would have liked to work here. It was difficult for me to leave *The Dhaka Tribune* after my internship ended, but if the opportunity arises in the future, I will gladly accept it.

## Chapter 9

### Theoretical Application

My major courses were mostly responsible for helping me build a marketable journalistic perspective. In this section, I will describe how the theories I gained in courses such as English for Print Media (ENG-440), Globalization and the Media (ENG-333), Copywriting (ENG-404), Editing (ENG-401), and Cultural Studies (ENG-333) apply to my internship. By paying close attention to the connections between society, literary and cultural production, and literary and cultural production, I was able to find and understand the different hidden functions of media as an institution.

The ENG331 course taught me not only the most important ideas in cultural theory, but also the skills I needed to analyze and understand how our own culture is made. The course focused on popular topics like cultural politics, feminist theory, and postcolonial perspectives. I could explicitly relate John Storey's *Cultural Theory and Popular Culture* to my internship. It is hard to make any news piece go viral on social media platforms without understanding of what is "trending" or "in style." Knowing how culture develops and how it is subject to change made it simpler for me to persuade my readers to share my convictions and produce the required level of participation.

Secondly, the ENG333 course introduced me to postmodernism, globalization, and consumer culture theories, which I needed to know to write catchy headlines and choose posts. The study of audiovisual media and other forms of global cultural output helped me figure out which social media posts will do well and why. The more I learned about how a growing global culture interacts with local and regional cultures, the better I was able to plan my posting strategies. During my

internship, I saw how Jean Baudrillard's idea of "hyperreality" is used in the news media. Every article we read online has been edited and re-edited until it looks good to the audience it is meant for. Simulations are often used instead of real life because they are more likely to lead to the desired result.

Thirdly, editing greatly aided me in all aspects of my internship. When posting on any type of social media account, the editor's function is critical. Because a single spelling or punctuation error might diminish our writers' trustworthiness in the eyes of our readers, the person in charge of posting content must exercise extreme caution. Reading proofs, structure, and headers, spelling and vocabulary, syntax, meaning and clarity, punctuation, capitals and hyphens, dialogue and extracts, viewpoint and level, the writer's voice, consistency and house design, numbers and arithmetic, and italics use have improved due to class practice.

Fourthly, principles of copywriting introduced me to the concepts underlying the preparation of copy for print media, radio, television, and film, as well as copywriting for social marketing, etc. This ENG404 course's information assisted me in writing better headlines for my blog posts. Other areas such as drafting catalogues, advertising, and graphics and layouts helped me develop news posters.

In the course English for Print Media (ENG 440). I analyzed five indicators of newsworthiness. Five characteristics contribute to the worth of a news story: timeliness, prominence, proximity, consequence, and oddity. Timeliness was the news value aspect with which I related most during my internship. Timeliness refers to the timely posting or publication of news. If I post a news report that occurred two days ago, it will have no impact. Its importance will disappear. On the day the Padma Bridge was opened, there were numerous significant bridge-related news stories,

which were shared one after another. Generally, we give a 5-minute interval in the case of new shares; however, on that day, it was prohibited to give even a 5-minute break.

Lastly, the study of translation, both in theory and in practice, constitutes the bulk of this class. Because the *Dhaka Tribune* publishes its news in both English and Bangla, it is vital for anyone working there to be fluent in both languages. Even though Bengali is my first language, I have not had much experience writing the language using a keyboard. Throughout the duration of the class, I was able to become familiar with typing in Bangla as well as the challenges associated with translating from Bangla to English and vice versa. As a result, they considered me an appropriate candidate because I could do well in both the English and Bengali website roles.

## **Chapter 10**

### **Conclusion**

I was aware that there are other sectors to choose from within the media industry, but journalism was my area of interest, therefore I interned at a newspaper. During my work, I learned valuable lessons that will be with me till the day I die, but I also realized that the life of a journalist is not what I imagined it to be. In theory, everything appears nice and unique; however, we are exposed to the negative aspects of reality. As every coin has two sides, I weighed the advantages and disadvantages of a journalistic lifestyle before deciding that I would rather follow the aim I had in mind when I opted to seek a degree in the arts: to become an artist. The three-month internship has unquestionably increased my passion for journalism, and the lessons I have learned will be with me forever. I chose journalism as a job because of the social and financial stability it provides, but what has ever come of a man who has remained in his comfort zone forever? With the courage to go above social expectations, unbridled ambition, and blazing self-confidence, I will strive to become a person who is genuine to himself and society. I swear to return twice as much compassion as I have received.

## Chapter 11

### Sample Work for *Dhaka Tribune*



Fig: English Poster



**Fig: English Poster**

**DT B**



নবদম্পতিকে নিয়ে গাড়িটি  
চালাচ্ছিলেন বাবা



[www.dhakatribune.com](http://www.dhakatribune.com)

**Fig: Bangla Poster**

# DEAD

DHAKA TRIBUNE

সিলেটে ১,৩০০ টাকার জন্য এনজিও  
কর্মকর্তাকে ছুরিকাঘাতে হত্যা

[www.dhakatribune.com](http://www.dhakatribune.com)

Fig: Bangla Poster

### **Work citation**

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