

Report on Internship as a Social Media and Multimedia Journalist at *Dhaka Tribune*

By

S. M. IFTAKHAR

19103068

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Bachelor of Arts in English

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Declaration

It is hereby declared that

1. The submitted internship report is my 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 accepted or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Student's Full Name & Signature:

_____ S. M. Iftakhar _____

S. M. IFTAKHAR

19103068

Supervisor's Full Name & Signature:

_____ Tabassum Zaman _____

Tabassum Zaman

Associate Professor, Department of English and Humanities

BRAC University

Acknowledgement

“Alhamdulillah,

All praises to Allah who brought me to this stage and showed me the right path.”

First of all, I am so thankful to the almighty Allah SWT for surrounding me with so many blessings and for giving me the confidence to continue my journey with BRAC University.

I want to thank myself for believing in myself, moving forward no matter what, and struggling academically and personally.

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Glossary

DnR: DnR refers to Debug and Refresh. Whenever news was published on a social platform, it may contain some error or need to be updated due to other purposes. 'Creator Studio' offers a tool named 'Refresh share attachment' that can be used for this.

Creator Studio: Facebook offers a free dashboard named Creator Studio that social media marketers and content producers may use to administer their Facebook Pages and Instagram profiles. It combines community management, scheduling, and social media analytics.

Push Engage A software that is used to send notification of popular news to those who allows notifications.

Similar Web Pro: A software that shows the comparison of ranking between different online newspapers.

Chapter 1

Introduction

During my childhood, BTV was the only channel that we had back then on our television. My father used to watch the daily news there. News programs were broadcast daily, usually in Bengali as well as occasionally in English. I was attracted to the soundtrack that was played before the news. Additionally, I found former news servers fascinating. Later on, satellite channels were introduced to our home. Surprisingly, I discovered several dedicated channels that only broadcast Bengali and English daily news. Moreover, daily newspapers were also available at home. I read them frequently and gained a variety of information about the country and abroad, which sparked my interest in news and media.

The present world is the world of science and technology. With the outstanding achievements of science, technology has advanced significantly. The way people think has drastically changed. With the assistance of technology, people are easing their lives even more. Technology is accountable for transforming the world into a global village and putting it in our palms. People's lifestyles are also gradually changing. Earlier, people used to search in books for information or data or take the help of wise people, exchanging letters if the distance was great/huge. But nowadays, with the help of modern technology, any information can be collected while sitting at home within a few moments. The news and media sector also has to keep up with this modern period. Nowadays, no one waits for a whole day to get news. Rather, TV channels and online news portals publish news within a few moments. They show liver telecast also. Media has become a daily essential and plays a significant role in the progress of modern society by bringing the news and views from all over the world within moments.

Additionally, things have completely changed after the upgradation of mobile phones. The device, which was once just a communication tool, has undergone such extensive modernization that it is now totally integrated into people's daily lives. Along with this, people's reliance on the internet has grown significantly. Its variety of uses has grown as a consequence of the way it has made people's lives easier. It has become an essential tool for modern people. Just like ten to twenty years ago marginalized people have had access to technology. Mobile phones were previously only seen in the hands of individuals from particular classes and professions, but gradually everyone from the upper class to the lower class now carries one around with them every day. Day by day, people are getting more online dependent. The COVID-19 pandemic in 2020 has added a new dimension to it. People were stuck at home, with nowhere to go, and nothing to do. That was actually a suffocated situation. People got more engaged in social media and other virtual activities. In the past, people relied heavily on books to aid in their quest for knowledge to gather knowledge or collect information, people had to rely on books or scholars. But today, usually they use a variety of search engines to find it online as it is more convenient. Additionally, mass people have incorporated different social media like *Facebook*, *Twitter*, *WhatsApp*, etc. to make their virtual lives appealing and comfortable. As a consequence, people prefer to access news and other information from online platforms in which they feel more at ease spending time. During the global pandemic of 2020, this dependence has intensified. This has put a huge impact on the news and media sectors. The news media started placing a lot of emphasis on online platforms because a huge percentage of news readers had migrated there gradually. So they are increasing their online platform presence and doing everything they can to increase their acceptance among the readers. Online news reporting is a very delicate concept. Many people may have doubts about the truthfulness of the news, and some people create rumors and chaos about incidents that mislead

people. The credibility of the media becomes questionable when false or contentious news is broadcast. To avoid this, media organizations carefully operate their virtual sites. Nowadays, in Bangladesh, some of the prominent and mostly accepted online newspapers are *Prothom Alo*, *The Daily Star*, *Dhaka Tribune*, *Bangla Tribune*, *BDNews24*, etc.

Chapter 2

Brief History of Dhaka Tribune

The Dhaka Tribune is a significant English-language daily newspaper published in Dhaka. The Bangla Tribune, an online Bengali edition, is also operated by it. The daily is widely read in Bangladeshi cities, especially among the millennial population, representatives of the diplomatic corps, and expatriates. Bengali newspapers are widely read by people of all communities. English newspapers, however, are quite different. They are very well-liked by the elite and the educated sectors of Bengali society/people. It also has a larger following outside of South Asia. Leading Bangladeshi, South Asian, and worldwide columnists have contributed to the newspaper's op-ed pages, which are renowned for their extremely diverse viewpoints. Furthermore, *Dhaka Tribune* organizes the Dhaka Literary Festival. The Dhaka Tribune usually publishes the latest news, features, articles, and opinions from Bangladesh and around the world. It has earned people's trust by delivering accurate and fast news updates.

The newspaper's first edition was released on April 19, 2013. The publication began as a broadsheet before switching to a compact format on March 1, 2015. It has switched back to broadsheet versions as of May 1, 2019. *Dhaka Tribune* has been the Dhaka Literary Festival's

media partner since 2015. The Dhaka Lit Fest, the largest international literary event in Bangladesh, builds on the country's 2,000-year literary and cultural heritage by fostering new authors and readers, providing a welcoming environment for all types of debate, and acting as a catalyst for future literary projects by showcasing and connecting people. It usually takes place on the Bangla Academy yard. At the Bangladesh Media Innovation Awards 2022, which were held in September 2022, the Dhaka Tribune earned the Most Innovative Special Supplement prize. The Dhaka Tribune's major stakeholder is Gemcon Group. The family of *Kazi Nabil Ahmed*, a representative of the Awami League in the Bangladeshi parliament, owns and operates Gemcon. Moreover, the University of Liberal Arts Bangladesh is owned by Gemcon. Zafar Sobhan, a Yale World Fellow from 2008 and a Young Global Leader from 2005 founded the newspaper and acted as the chief editor of the Dhaka Tribune. The Dhaka Tribune is renowned for its editorial stance, which is comparatively liberal and encourages coverage of issues such as women's rights, Bangladesh-India relations, Bangladesh-US relations, etc. Dhaka Tribune expresses the opinion of various important persons with good momentum. It also significantly highlights eventful incidents that recently happened or happening in any corner of the world. The newspaper interviewed Ukrainian foreign policy consultant *Svitlana Zalishchuk* and the Russian ambassador in Dhaka during the Russian invasion of Ukraine in 2022. Nowadays, Dhaka Tribune is one of the most prominent newspapers in Bangladesh which also have some international recognition. Some foreign writers or authors use to publish their opinion-based writings in the *Dhaka Tribune*. Even it is accepted and highly appreciated among consumers. Above all, Dhaka Tribune strives to maintain a high standard of quality as well as committed as a recognized publication. From the beginning, till now Dhaka Tribune is maintaining its quality and that's why readers used to consider this newspaper as a reliable source of different types of news and information.



Figure 1: Emblem of Dhaka Tribune

Chapter 3

Daily Activities at Dhaka Tribune

Dhaka Tribune has several departments like the social media and multimedia department, the department of central desk, and some other departments. Additionally, they split up those departments into sections for printed and online newspapers, which allowed for more accurate work. Each department has a specific task to complete and there are sufficient individuals working on-site for each position. The departments and segments are all efficiently run and accommodating to employees. So, a worker as an intern can easily cope with the working environment of Dhaka Tribune. It is quite hard for an intern to feel lost there as all the workers are friendly and helpful enough. The departmental seniors instruct the interns one-on-one and deliver assistance as required.

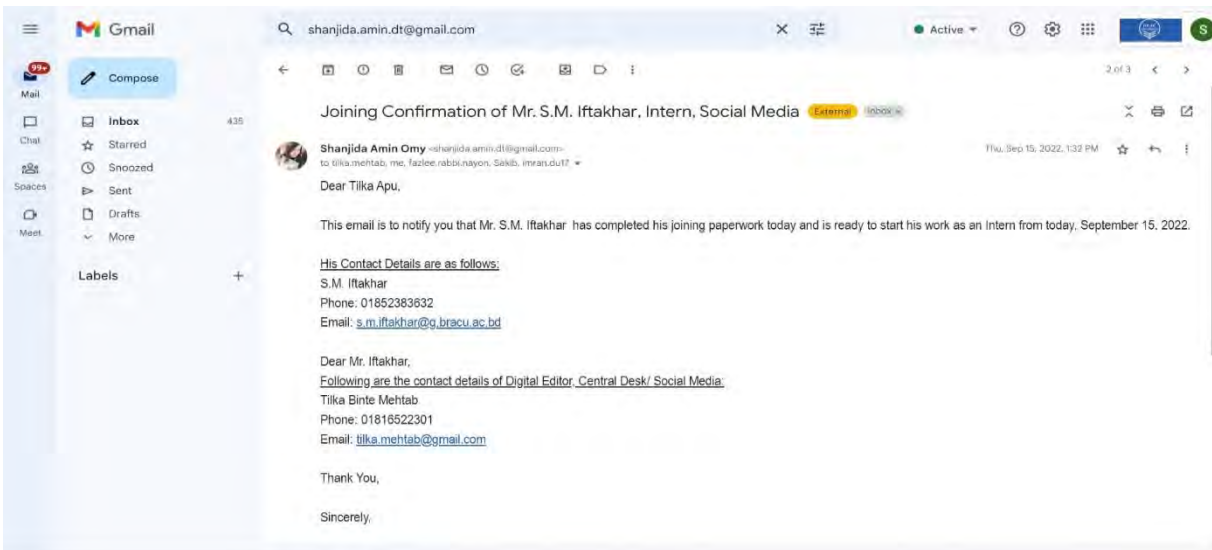


Figure 2: Confirmation of joining Dhaka Tribune

As an intern in the social media and multimedia department, I joined Dhaka Tribune on 15th September 2022. It was my academic requirement to complete a thesis or an internship in a media and culture-related organization. As a consequence, I decided to work for a reputed media-related organization. I applied to Dhaka Tribune and a few days later, they responded to me. As a social media intern, I had to handle all the official accounts of Dhaka Tribune on social media platforms like Facebook, Twitter, Pinterest, LinkedIn, etc. As we know, one of the basic conditions of news to get proper acceptance is timeliness. As I was assigned to maintain the social media platforms, it was a huge responsibility for me to make assure that all the news is getting published on the social media platforms on time. It is important to stay focused all the time because if the news does not get published on time, it will lose its quality of timeliness and the news will not be proper news anymore. So, I had to stay concentrated whole the time during my working shift. Moreover, I had to DnR the news which refers to “Debugging and Refreshing.” Sometimes news headlines or added photos or anything needs to be changed or demand to be updated. Unwanted errors can be found on any news. If those errors are not corrected right away, they will have a negative effect on the

organization's reputation with customers. The news could be misinterpreted by readers or lose its accuracy, which would be detrimental to the Dhaka Tribune's reputation. In that case, I had to use the creator studio app to finish the task of fixing the problems. Sometimes I had to edit the grabber, reshare some news, or review some news. In order for people to receive notifications on their phones about important news and updates, I occasionally had to select news and push it through a tool.

Six days a week, I was required to put in seven hours of work. The working roster was established in accordance with the workers and the organization's flexibility, and it was frequently modified. I was also added to a number of messenger group chats with names that reflected their purposes. Given that the system was hybrid, staying connected to those messenger groups during working hours was essential. I used to occasionally show up in person at the office. Because of this, it was necessary for me to be firm and constantly monitor those groups to make sure I am not missing any instructions. There, I used to receive instructions from my superiors and peers, and I became accustomed to carrying out the tasks as quickly as possible. I occasionally had to perform duties in the morning or from the evening till midnight. When there is so much news to publish, the workload was a little too intense. When various important incidents or events occurred on a national or international scale, this frequently occurred. A long period of sustained concentration in front of a monitor was also considerably more stressful. Other than that, it was interesting and enjoyable because I learned about different events occurring around the world, which also increased my knowledge. Anyone who wants to work in the media with a reputable company like Dhaka Tribune has an excellent chance. Everything at the Dhaka Tribune has been set up meticulously and organized so that the workers there won't have to deal with any unnecessary hassles and can do their jobs efficiently. As an intern here, I not only completed my academic

requirement but also gained a ton of real-world experience that has improved my interpersonal skills.

While studying media and culture at BRAC University, in the Department of English and Humanities, I have learned about media and its other segments. During going through the relatable courses like ‘ENG333: Globalization and the Media’, ‘ENG401: Editing’, ‘ENG404: Copywriting’, ‘ENG440: English for the Print Media’ etc. I learned a lot of things related to media and journalism. Later, when I was recruited as an intern for the Dhaka Tribune, I noticed several ways I could apply my knowledge of this area to practice. Every time I encountered a new challenge, I tried to relate it to what I had previously learned. Here, I had the chance to put my acquired knowledge from books and academic experiences to use. I also developed more maturity by contrasting my own experience with formal education.

Chapter 4

Social Media Management

The Social Media and Multimedia Department of Dhaka Tribune was responsible for the virtual activities of the newspaper on various social media platforms like Facebook, Twitter, Instagram, etc. As it is mentioned earlier that the beginning of Dhaka Tribune was as an online newspaper, so it has some specialty and proficiency over this segment. Dhaka Tribune is therefore very well-liked by online readers. The Dhaka Tribune is now widely acknowledged by consumers as a reliable source. This newspaper has a responsibility to its readers because of its enormous popularity. Since then, the Dhaka Tribune has been accountable in all respects, from news gathering to reader delivery, and has been making a concerted effort to give its readers up-to-date

information. Its readers are dispersed throughout the nation as well as abroad. The Dhaka Tribune publishes news in both Bengali and English for the convenience of everyone.

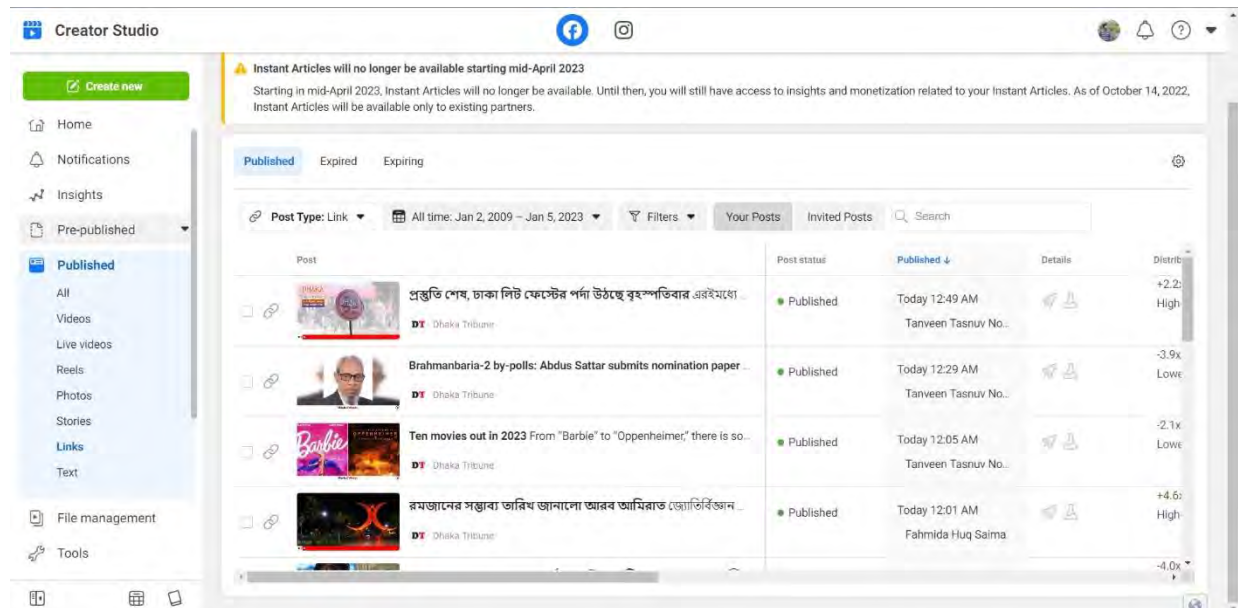


Figure 3: View of published news in Creator studio

Since Dhaka Tribune wants to provide accurate news to its readers as fast as possible, this newspaper's social media and multimedia department has to be responsible enough. All those working in this department have to work according to certain working hours. The same guidelines are applicable to me as an intern. Every day I was required to work a 7-hour shift. I used to work in the morning shift, from 9 am to 4 pm, or in the evening shift, from 6 pm to 1 am alternately. My primary and most significant responsibility was to deliver media coverage on time across all social media platforms, especially Facebook. Additionally, when there was a backlog of news that needed to be published right away, I had to schedule its publication afterward. There was also a specific format for each platform and type of news. I had to adhere strictly to the format. For instance, I had to include the author's name on the post if I wanted to post an editorial, opinion, or op-ed. Additionally, relevant hashtags had to be used when posting news on LinkedIn or Twitter. Every news item needed to have a grabber, which was typically the "stand first" or SF in the news article.

In addition, I occasionally had to choose a specific line from the original story that would be sure to catch the readers' attention. Again, the regular publication of special features, opinion pieces, editorials, and other types of content is another Dhaka Tribune specialty. I was required to publish them in a specific format. I had to collect news from the official Bangla and English websites of Dhaka Tribune and had to publish them on social platforms in the meantime. Another responsibility was to post the “Morning Brief” and “Evening Brief” on time as it is one of the specialties of *Dhaka Tribune*. This is mainly for the convenience of people who, due to their busy schedules, usually find it difficult to receive news updates. As well as for those who want to view all the news at once but don't have enough time to watch the news separately in the morning. As a result, it is important to publish these at the proper moment as a significant portion of Dhaka Tribune readers look forward to these two editions.



Figure 4: English website of Dhaka Tribune

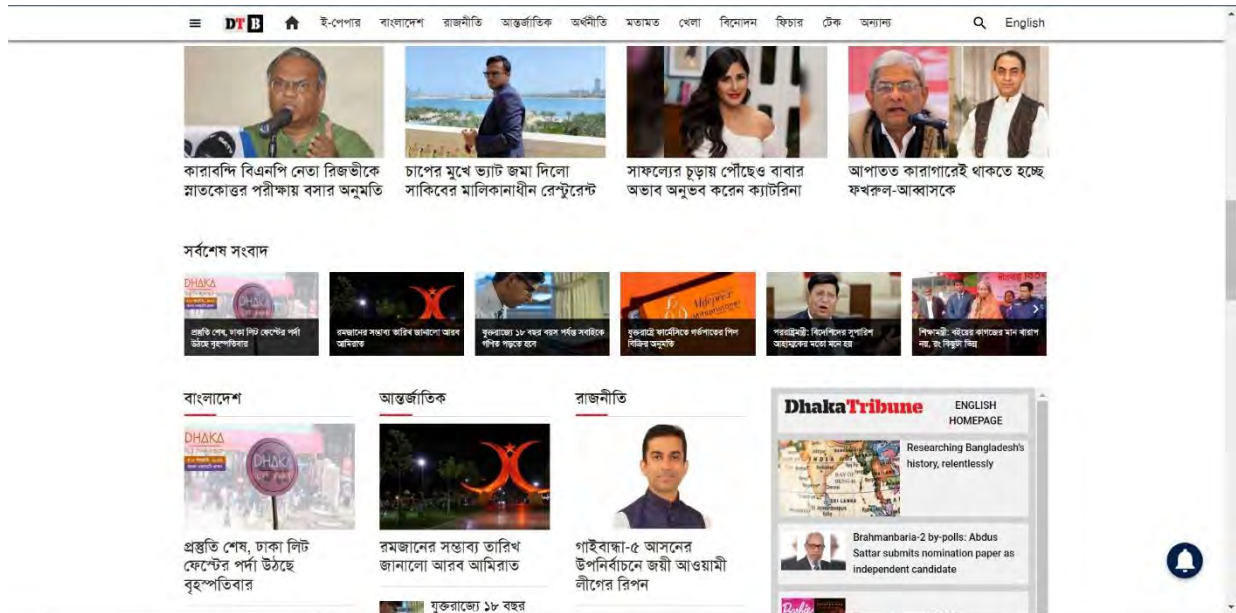


Figure 5: Bengali website of Dhaka Tribune

Once more, it was my responsibility to fix bugs and clarify the news that was posted. Frequently, news that has been posted needs some updates or changes, and I was required to make those changes right away using the Creator Studio tool. While some posts needed to be reshared, others had to be deleted. I used Create Studio to carry out a number of tasks related to this post. These tasks weren't particularly difficult because a tool was available to help with doing them correctly. However, extreme caution must be taken to maintain accuracy with regard to this issue.

Moreover, I had to post photo stories on different social media platforms. It is typically published when various political, social, or cultural events are held at home and abroad. Pictures from those events were provided, and I published them on various social media platforms with appropriate captions and photo credits. In that action, some catchy photos should be chosen to grab the attention of the readers. Appropriate captions with some interesting views make a photo story more understanding and acceptable. Sometimes, I had to use suitable hashtags or had to mention relatable people or organizations to make the photo stories more understandable to the audience.

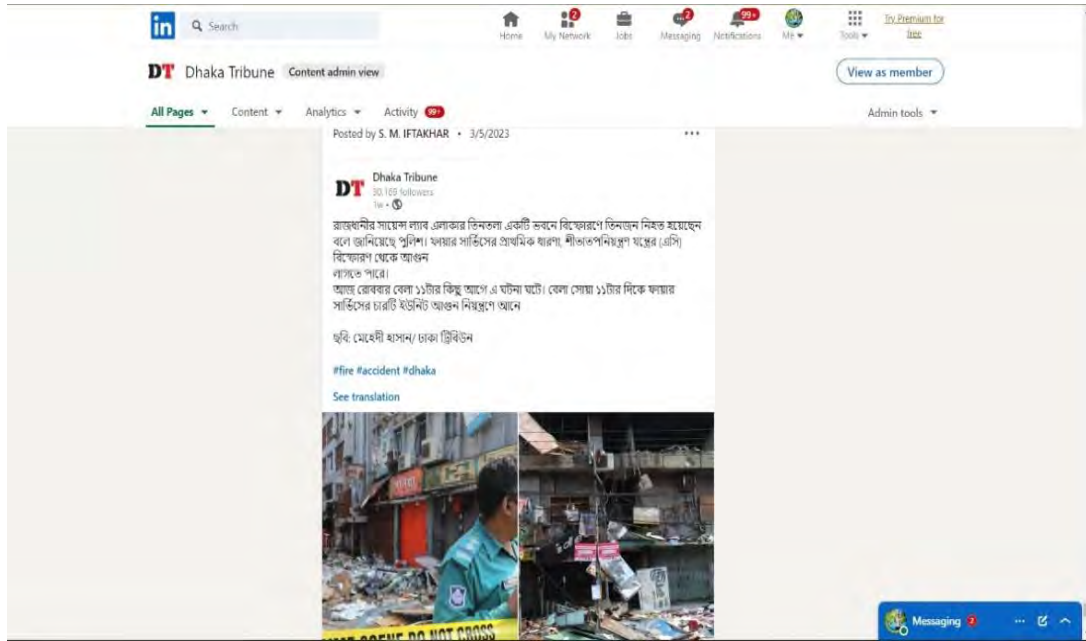


Figure 6: Published photo story on LinkedIn

These were the typical tasks I had to complete on social media while I was an intern at the Dhaka Tribune. In addition to these, I was also given the task of producing daily reports that offer a critical assessment of the newspaper's performance in the online world. This includes the consistent performance of the Dhaka Tribune and comparable newspapers that are available on various social media platforms. Additionally, this report includes a comparison of the regular rankings of multiple virtual newspapers.

Chapter 5

Creating Daily Report

The most important and delicate task I had to carry out while an intern at the Dhaka Tribune was creating a daily report. While the other tasks took up the entirety of the shift, I had to prepare the daily report every morning and mail it to the chief editor and other pertinent parties within a

specific period. There was no room for error, and the situation was urgent because the Chief Editor and other interested parties were monitoring the current state of the Dhaka Tribune while analyzing that report, comparing it to other newspapers, and taking appropriate action.

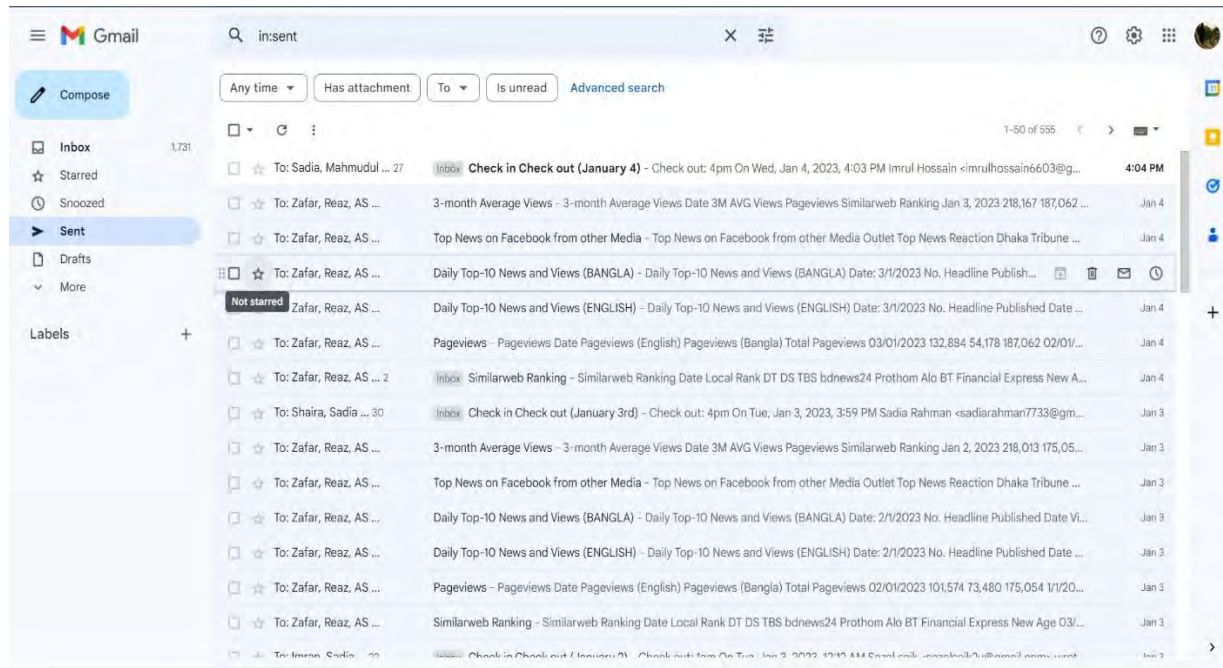


Figure 7: Mailing daily report

The Daily Report primarily serves as a channel for informing the management of the Dhaka Tribune about its current situation. In this case, I had to make use of a variety of tools to gather data from various sources. I then had to organize those into a specific format and mail them to particular individuals. Frequently, six different sources were used by me while collecting the data to prepare the report. I had to first gather information for ranking using the "Competitive Analysis" tool. There, I was required to research website performance as well as local newspaper rankings and list them on a document table labeled "similar web ranking." This is so that the authority can easily realize the current performance of the newspapers. They can also compare their position with others by just staring at the report.

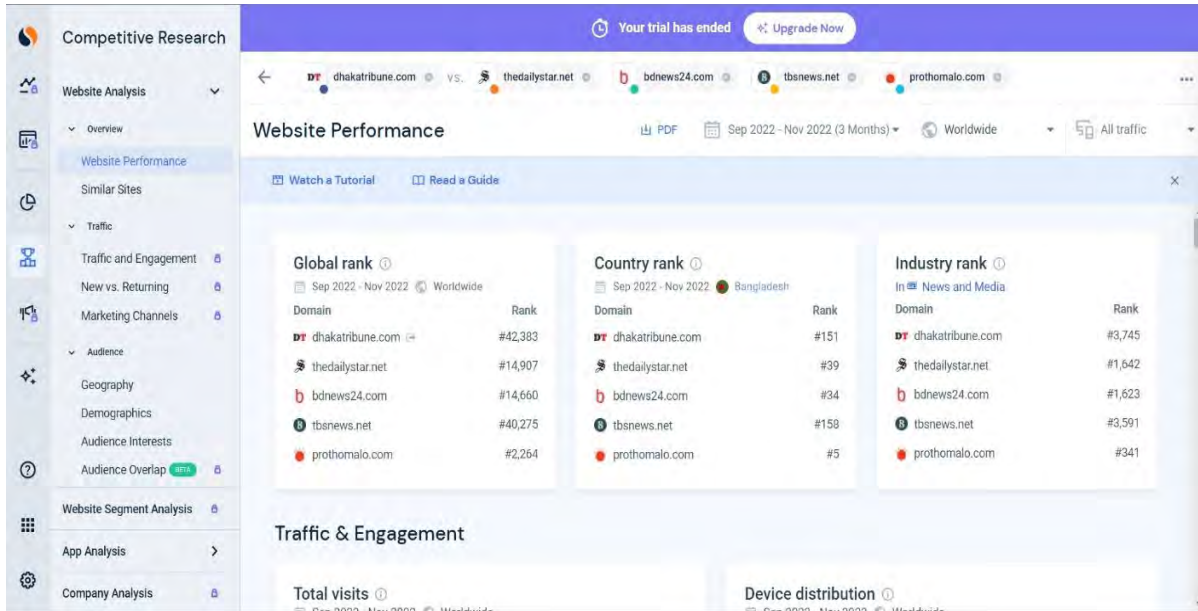


Figure 8: Website performance

Second, I had to use the "Analytics" tool to gather information on social media pageviews. Information had to be gathered separately for the social media pages in Bengali and English. This demonstrates the Dhaka Tribune's reach and informs the relevant authorities of the volume of daily social media engagement this newspaper receives. This engagement rate occasionally spikes, which has a direct positive effect on the Dhaka Tribune's virtual ranking.

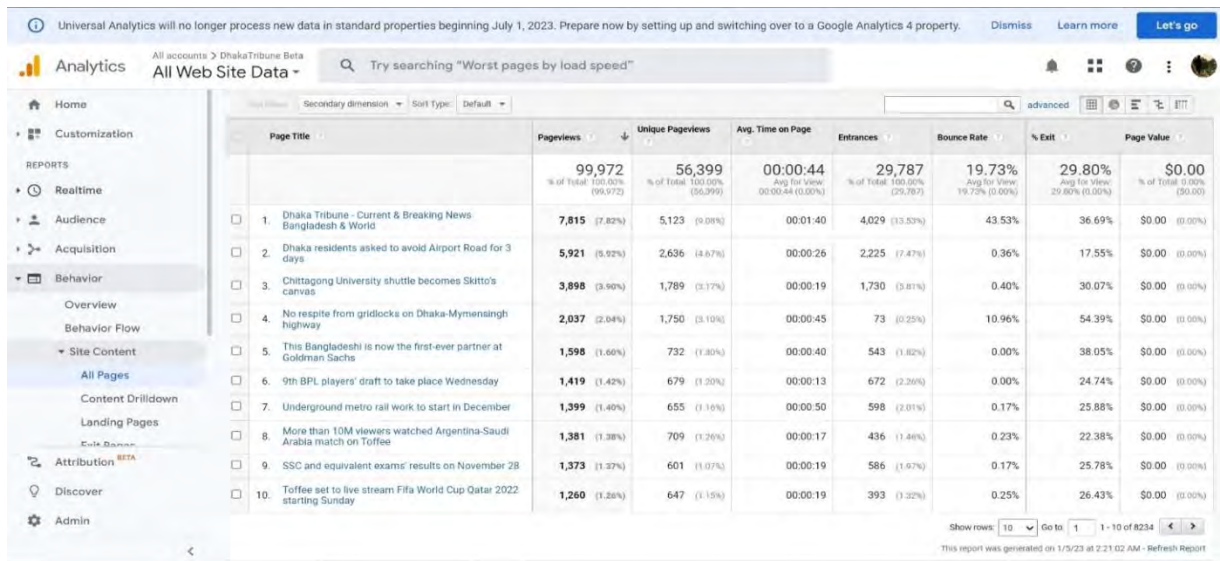


Figure 9: Data on "Analytics"

Here, the top-ranked news was arranged accordingly as well as the number of news views and engagements are also shown.

Moreover, I had to prepare the list of “Daily Top 10 News and Views” individually for both Bangla and English news. That detailed list contains news headlines with inserted links, publication dates, the number of views for each of them as well as whether they are boosted or not. I had to rely on the Dhaka Tribune's English and Bangla websites, as well as their Boosting Log, which was created by the people in charge of boosting the news and analytics as well.

Daily Top-10 News and Views (ENGLISH)

Date: 06/05/2023

No.	Headline	Published Date	Views	Boost
1	Biman flight to Kathmandu makes emergency landing in Patna	May 6, 2023	4,949	Boosted
2	Bangladesh, UK ink deal to buy Airbus aircraft	May 6, 2023	3,979	-
3	What does a chief heat officer do?	May 4, 2023	3,211	-
4	Why such poor performance in English and Maths	May 6, 2023	2,564	-
5	IMF: Bangladesh to overtake China in growth rate	May 6, 2023	2,543	-
6	42 vying for each seat in DU arts, law and social science unit entry test	May 6, 2023	2,197	-
7	Mango export from Rajshahi to Italy begins	May 4, 2023	2,110	-
8	Cluster university admission tests to follow short HSC syllabus	May 5, 2023	1,679	-
9	Applications for admission to seven DU affiliated colleges crossed 100,000	May 4, 2023	1,366	-
10	Will Dhaka be hit by a major earthquake?	May 6, 2023	1,336	Boosted

Figure 10: Daily Top 10 News

In addition, I had to gather details about the most popular online news from a few other reputable newspapers. I assembled the most significant news information from reputable online publications like the Bangla Tribune, Prothom Alo, The Daily Star, NewAgeBD, The Business Standard, etc.

with the help of the "Facebook Insights" tool. I used to do this to give the authority a summary of the most widely read news stories from different newspapers and to help them figure out which type of stories tend to catch readers' attention. Finally, I had to calculate the average of news views for the very recent three months so that the responsible individuals could get a sense of the ups and downs of the newspaper.

Similarweb Ranking

Date	Local Rank							
	DT	DS	TBS	bdnews24	Prothom Alo	BT	Financial Express	New Age
25/03/2023	230	61	148	56	6	133	1,015	1,040
24/03/2023	232	60	144	56	6	136	1,071	1,029
23/03/2023	177	62	152	57	6	139	1,071	800
21/03/2023	177	62	152	57	6	139	1,071	800
20/03/2023	177	62	152	57	6	139	1,071	800
19/03/2023	177	62	152	57	6	139	1,071	800
18/03/2023	177	62	152	57	6	139	1,071	800
17/03/2023	177	62	152	57	6	139	1,071	800
16/03/2023	177	62	152	57	6	139	1071	800
15/03/2023	177	62	152	57	6	139	1071	800
14/03/2023	177	62	152	57	6	139	1071	800
12/03/2023	177	62	152	57	6	139	1071	800
11/03/2023	208	62	143	58	6	142	1,188	815
10/03/2023	193	62	147	60	6	140	1,188	815
09/03/2023	177	62	152	57	6	139	1071	800
08/03/2023	177	62	152	57	6	139	1071	800

Figure 11: A part of the daily report

These are all six parts I had to mail daily as a report. For the authority to comprehend the situation easily, I used to send the report through six different emails. This is important because they will be able to figure out the Dhaka Tribune's present situation by observing and analyzing the data I have provided. Daily reports had to be carefully prepared so that the recipients can use the information and statistics they received from there to solve any problems by taking the appropriate action.

Chapter 6

Covid-19: News and updates

The concept of Covid-19, also known as the "Corona Virus," is relatively new, especially in our country. Such a situation has not occurred in Bangladesh in a long time. This epidemic, which began in China, has had an enormous effect on the entire world. It had a particularly negative impact on people's lives. Many people died as a result of this virus, and many families experienced financial hardship as a result. Additionally, the pandemic had a seriously negative impact on people's quality of life and the world financial system. Due to this pandemic, people's lives are still difficult and stressful today. The majority of countries are still struggling to recover from the pandemic's negative effects. The world economy is still suffering the most from the effects. Less developed nations are still adjusting to the shock, while countries with bigger economies and more varied lifestyles are slowly recovering. No exception applies to Bangladesh.

In this period of global crisis, international media had a vital role to play to keep people updated and making them aware of the pandemic situation. The media very responsibly broadcasted the correct news to various parts of the world when everyone is under home detention for an extended period, hospitals are overflowing with patients, and dead bodies are visible here and there. Bangladesh's media also kept up with the outside world and informed its citizens of the most recent developments. As a result, I was required to regularly post news and updates about Covid-19. During the pandemic period, Dhaka Tribune had a separate page for pandemic updates. Even after the pandemic was over, social media platforms continued to host posts and stories about Covid-19 updates. Every day, I had to publish news about Covid-19 updates on different platforms. This is interesting because though the pandemic shock is over, still there were several effecting cases daily. Moreover, there are several relatable news I had to publish like- how the pandemic put an

impact on the global economy, how global giants like the U.S.A. or Russia are operating to heal themselves, or what other countries are thinking about China accusing the spreader of this pandemic, etc.

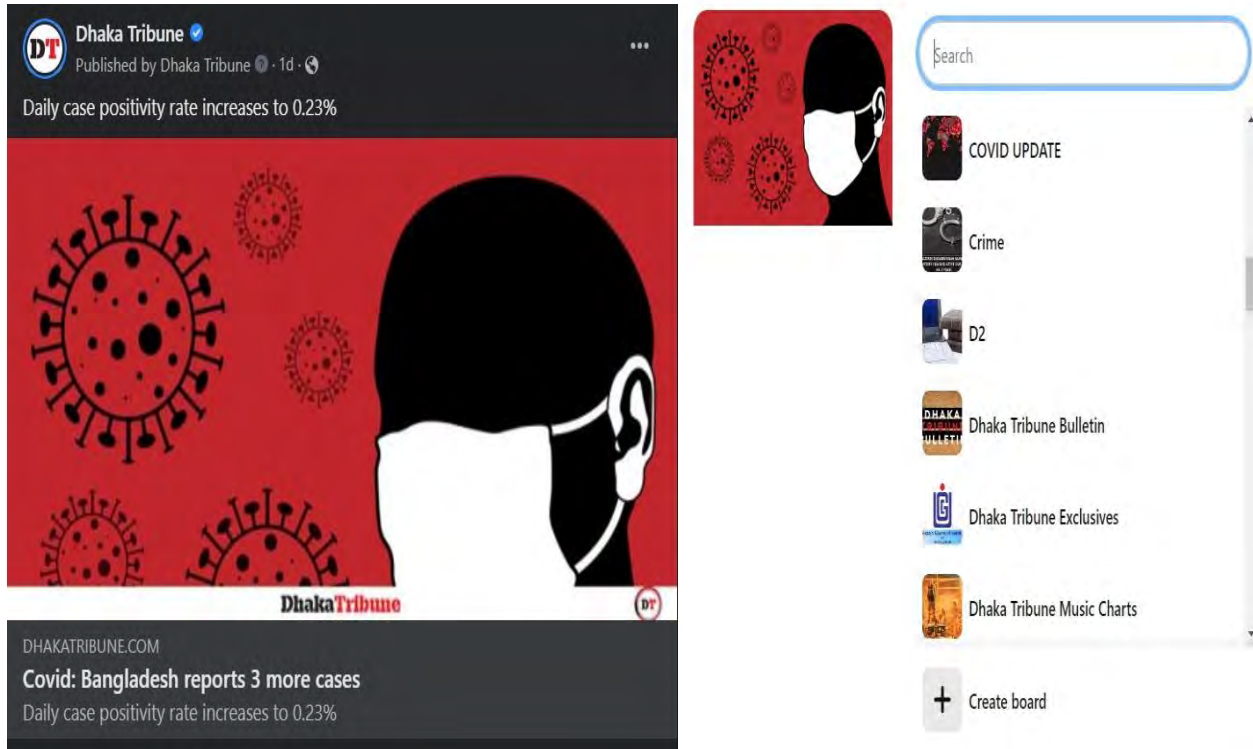


Figure 12: Published news about Covid-19

This is a post published on *Dhaka Tribune* about the pandemic update. The picture that was added to the post is also meaningful. The virus along with a person with a mask shown in the picture is to let people know that the post is about the pandemic. It also makes people aware of wearing a mask to avoid the infection. Even after the epidemic has ended, it is still a good idea to regularly educate the public about COVID-19 because doing so will stop people from contracting the illness because they will no longer be aware of it. The Dhaka Tribune should be commended for its approach to spreading awareness of COVID-19.

FIFA World Cup Qatar 2022

The most exciting moment during my internship period at Dhaka Tribune was publishing news about the FIFA World Cup 2022 held in Qatar. Naturally, football inspires a unique type of excitement in people. Since I used to get World Cup updates a little earlier than most other people in the country due to news coverage, I was quite excited about it.



Figure 13: News about FIFA World Cup 2022

I was required to post news about various incidents, analyses, and other things during the greatest show on earth. I had to post updates about the World Cup urgently because football fans around the world were eagerly awaiting them. I had to post Dhaka Tribune's regular updates about the world cup on various social media sites.

Chapter 8

Internship Experience

I knew I would have to gain knowledge initially because I am a student of media and culture. I was very eager to get engaged with a relatable organization as an intern during that moment. As I know, students from Media and Cultural Studies get the opportunity to work as interns in different newspapers, news channels, advertising firms, or other relatable organizations. Dhaka Tribune allowed me to complete my internship as per my academic requirements and to be honest, it was a great experience for me. When my application to join as an intern was granted by Dhaka Tribune, I was a little bit nervous and excited as well. I was constantly considering how I would cope in the office and how things would turn out. Since I had no prior experience, I assumed that as an apprentice, I would have to endure a variety of unpleasant situations at work. But to my utter surprise, I found that Dhaka Tribune received me warmly and I received assistance from them in every possible way as an intern. Even though sometimes my work was very monotonous, I did not experience any additional stress there. My coworkers there were very helpful, and my supervisor in particular was very understanding and encouraging. My senior colleagues were supportive. They took great care in teaching and were enthusiastic to see me effectively apply what I had learned. Because I did all of my jobs online, I hardly ever had to go into the office. I used to perform my scheduled shift from home. Working online is more stressful than working offline because there is less variety in the work, it is difficult to focus on a laptop screen for long periods of time, there are no social ties, and sometimes things get out of hand. People are constantly being watched while working online, and even minor errors can be easily discovered. My work was done online, where it was simple for the responsible authority to watch over and scrutinize it, so there was really no scope to skip any task. Therefore, I had to stay much more careful about my

responsibilities. Sometimes, all the employees had to be present in the office physically due to internal meetings or other relatable kinds of stuff, and at that point, I was ecstatic.

Though my primary responsibility was to publish news on virtual platforms and prepare daily reports about the performance of Dhaka Tribune, there was enough scope for learning and development. I tried to improve my capacity in every way I could. I worked here to improve the abilities and knowledge I have already acquired throughout my academic career. Thus, I mainly paid attention to that. Moreover, I tried to make the best use of the opportunity I got. I was sent to a seminar with a few of my other coworkers during the last month of my internship at the Dhaka Tribune. That was a discussion session about the upcoming election organized by the Norwegian embassy. It was a different experience for me as I participated in something like this for the first time. Although I did not participate there directly, nevertheless I have at least some achievements from there. It created enthusiasm in me and made me more interested and diligent about my work. Occasionally, I had to attend meetings with our chief editor where our team had to show him our progress and had to deliver a clear view to him about what things should be added, what should be deducted as well as what changes need to be made. Facing the chief editor from time to time and reporting my responsibilities to my seniors added a good level of confidence in me.

I have to appreciate the wide range of assistance I got from my coworkers, and I enjoyed the atmosphere I worked in. I found them by my side whenever needed and some of them became good friends of mine. During my entire internship period, I got excellent guidance from my supervisors. Both of my academic and office supervisors were very supportive. With their help and proper guidance, I was able to complete my activities properly. They are always by my side when I need them. My working schedule at Dhaka Tribune was extremely flexible. They gave me the freedom to choose my working hours so that I could easily continue my other course

assignments. For me, working for the Dhaka Tribune has been satisfying. My ability to develop has been made possible by working here. I've gained a lot of knowledge and improved my skills, all of which will be useful to me in the future. Working here and dealing with administrative issues allowed me to develop more. My internship has helped me become more competent, which is what I value the most. There was a big difference between the day I started my internship and the day I finished it. Over the course of these few days, I dealt with a lot of problems and learned a lot of new things. I completed each phase with success. I used to occasionally make mistakes while working, but with time the rate has decreased and I can now complete my tasks almost perfectly. This experience also helped me learn how to manage my time. Time management is a delicate fact in the media industry. I, therefore, had to work hard on that. Working there was interesting as it required the use of my skills. Surprisingly, I discovered that a sizable portion of online audiences is intrigued by rumor-type news as I was doing this. Additionally, doing this job required a lot of patience. It is stressful to keep an eye on something virtual for a continuous six to seven hours. It also necessitates a great deal of concentration. But I ignored all of that and focused on expanding my knowledge and experience. I was also totally dedicated to my academic endeavors. After all, I am already aware of the distinction.

Chapter 8

Theories Application in My Internship Experience

This entire internship session's primary goal is to give us the opportunity to put what we have learned during our academic period to use in the real world. Over the course of nearly four long years of institutional education, we used to learn about a variety of topics. However, this entire

internship session gives us a good idea of how we can use this knowledge in both our personal and professional lives. Between our academic and professional careers, there is a transitional period during this time. Here, we learn how to put our institutional academic skills to use and get a taste of the kind of material we might come across in the workplace.

As a Dhaka Tribune apprentice, I discovered the value of textual knowledge in my work in a variety of contexts. I had to finish numerous courses during my academic session at BRAC University as a student of Media and Cultural Studies as that was a requirement for my chosen discipline. I completed some general courses like “EMB: 102 Emergence of Bangladesh,” “MAT 110: Differential Calculus and Co-ordinate Geometry,” etc. There are also some departmental literature and linguistics courses I had to go through, like “ENG 212: Psycholinguistics,” “ENG 217: Shakespeare,” “ENG 218: Post-Colonial Writing in English” etc. But as a student of English Media and Culture, I had to focus on the courses that were relatable to this specific segment. “ENG 333: Globalization and The Media,” “ENG 401: Editing,” “ENG 404: Copywriting,” and “ENG 440: English for the Print Media” are the courses that were specially structured to focus specifically on the field of English media and culture. Though I had to study other courses due to degree purposes, these are the courses relatable to my career. While working in Dhaka Tribune I found relevance with the course materials as well as the appliance of theories. I had to highlight them to work. Here, I will try to portray some connection between the theoretical knowledge I have earned so far throughout my academic session while doing those specialized courses and the experience of working on Dhaka Tribune during my internship session.

Panopticon is a theory, that I have studied in “ENG 331: Cultural Studies.” Jeremy Bentham, an English philosopher and theorist, presented this theory. French philosopher and critic Michel Foucault expanded the Panopticon to represent societal control that extends beyond just those in

prison and into everyday life for all people (Foucault 1970). He contends that one way established norms and organizations wield power is through the constant absorption of authority by social citizens. For instance, even if there was no camera, no witness, or police officers present, a person may not steal from a store. Although there aren't always implications, people tend to avoid illegal activity because they're self-imposed; the police are an absorbed influence. I was thus constantly under the watchful eyes of my seniors and supervisors during my internship. Not just me, but all the other interns, were under supervision. Although we were aware of being observed, we followed all the rules.

In "ENG 333: Globalization and The Media," a course that I took, I initially learned about the impact of media on daily life, how it is related to globalization, and what function globalization serves in the media industry. The primary goal of the course is to demonstrate how media and globalization are interconnected. As an illustration, I once completed a group project in that course that required me to write a reflection paper. We worked on a creative project called "Media invading privacy and using humor to promote nonsense." In that essay, submitted in my ENG333 course, I emphasized how media outlets are increasingly focusing on their popularity rather than their true purpose these days, which has led to a steady decline in the caliber of their content. That essay demonstrated how some media outlets, such as newspapers and television networks, provide viewers with interesting news in an effort to gain more viewers. In doing so, they infringe on people's freedom by revealing their personal or professional secrets. Additionally, it discussed how media violates individual freedoms without regard for the worth of the individual or group. The right to privacy and freedom may still be violated, despite the fact that readers enjoy and read these stories with greater interest. To draw readers, news organizations occasionally run headlines that

are distorted. Since taking the aforementioned course where I learned about these subjects, I have come across many divisive stories while working for the Dhaka Tribune. In some instances, I've chosen not to publish these stories or have used alternative tactics. Nevertheless, due to institutional concerns, I have frequently released those as well.



Figure 14: Impact of Media

For example, a news published in Dhaka Tribune about a journalist of a reputed newspaper, who has been arrested for writing against the government. News about him has been published before the allegations against him have been proven, which will certainly harm his personal and institutional reputation. Even if he is later proven innocent, it will have a negative impact on his personal and institutional reputation. Although this news is harmful to individuals and institutions, since the incident is newsworthy and the reader will be interested enough in it, the news is published without considering petty interests.

The course "ENG 401: Editing" has been designed specifically to give students a sufficient understanding of the principles and methods of news editing. This course gives students an

understanding of the duties of an editor in a newspaper, how a news story originates, the considerations that should be made when selecting a headline, and the proper format for a news story. Additionally, it provides insight into the verb tenses and sentence construction of a news story. This course also aims to impart knowledge on the viewpoints and methods necessary to prepare news for readers. Even though I wasn't directly involved in the news editing process, I still had to pay close attention to these issues before broadcasting. Quality writing, in any case, grabs the reader's attention. However, even a minor error can detract from a piece of writing's quality. These issues are extremely sensitive because so many different types of people use social media, and even the slightest error could cause a newspaper's readership to decline.

Copyright is a very delicate topic in any kind of writing. Copyright is a type of intellectual property that protects the ownership of original works of authorship as soon as they are fixed in a concrete form of expression. Copyright is the only topic covered in the course "ENG 404: Copywriting," as it is a crucial one. This is a special course that teaches how to legally use someone else's writing or ideas since using someone else's writing or ideas without giving proper credit is a punishable crime by law worldwide. Also, the media must strictly adhere to copyright regulations whether it be print or social media. A newspaper may occasionally compile news or information from any source. In that case, it is illegal to publish the news or data without properly citing the relevant sources. Even if a person or organization wants to publish their writing in a newspaper, the newspaper must give due credit to that person or organization. I have learned about all these copyright laws and other points through the course "ENG404", and while I was employed at the Dhaka Tribune, I got to see how they were used practically. I was able to connect my course content there with a variety of applications.



Figure 15: Example of copyright

This is an opinion-based writing by “Julian Francis.” Due to copyright law, I also had to mention the author’s name while publishing the opinion in the Dhaka Tribune. It would be against the law under copyright regulations if I did not include the author's name here. Additionally, due credit must be given if any ideas are borrowed or parts are compiled from a book, website, article, essay, publication, etc. As I learned the copyright rules while doing the course, so I did not make any mistakes or did not let the organization face any trouble regarding the copyright issue.

Finally, in the course “ENG 440: English for the Print Media,” I have learned about the five news value factors. The five news value factors are Proximity, Prominence, Timeliness, Consequence, and Oddity. Firstly, proximity is the nearness of the location of the person, event, or subject of the story that was published as news. This aspect matters because news loses its impact if an event's location or a specific person is far from the audience or has no other connection to them. Even though reporting on a foreign country's event might be newsworthy, as it would not be proximate, the news will lose its value.

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Gunmen kill 50 in attacks on village in Nigeria

Authorities say at least 50 people have died after two attacks on a village in north-central Nigeria

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Figure 16: Example of Proximity

For example, this news is very much important for the people of Nigeria and surely this will be the heading of their media for that day. But if we consider the matter from our position, then we are not the target audience. It is not something about which we can do anything. Rather, more important issues are there in our national and international spheres. So even though this news is important to the people of that country, this bears significance to them the same news was not significant to us just by considering the distance as we cannot take any step about it. Instead, the news of a single murder in our country will be covered very seriously and will be the topic of further discussion. Here we are the target audience. This news will put impact us. We will discuss it, we will analyze the situation and will take necessary steps to prevent any more situations like that. This is how proximity works. Though this news has no proximity, so I had not published that on social media. Again, another news value factor is prominence. Compared to something the audience is not familiar with, a well-known individual, location, or incident has a stronger news aspect. This matter is important in the case of news reporting because a viewer will be more

attracted to an event that has an interesting or popular person, place, or event than an ordinary event. So, the news that contains more prominent elements will be more grabbed by the audience and this enriches the news value.



Figure 17: Example of Prominence

For instance, this news is about Bangladeshi star Shakib-Al-Hasan, the best all-around player in the world. Due to his notoriety, news about him is constantly in high demand from the audience. His enduring fame played a role in this. So, any news related to him is very important and adorable to the readers. While publishing news on Dhaka Tribune's social media pages, I had to consider this type of news and had to publish them urgently. The same action applied to the news about prominent events or places. This is how prominence increases the value of news. Moreover, timeliness is another news value factor that must be taken very sincerely. This is extremely important because if the news does not get broadcasted on time, it loses its significance. Timing is very important in publishing news. There is some news, about which people feel interested till a certain period. Then the same news is not as desirable to people as before. The main purpose of

publishing news is to keep people updated about the latest issues. Therefore, disclosure of news within a certain period is mandatory. Otherwise, there is no justification for publishing the news, and in this case, the late publishing of the news has an adverse effect on the popularity and readership of the newspaper.

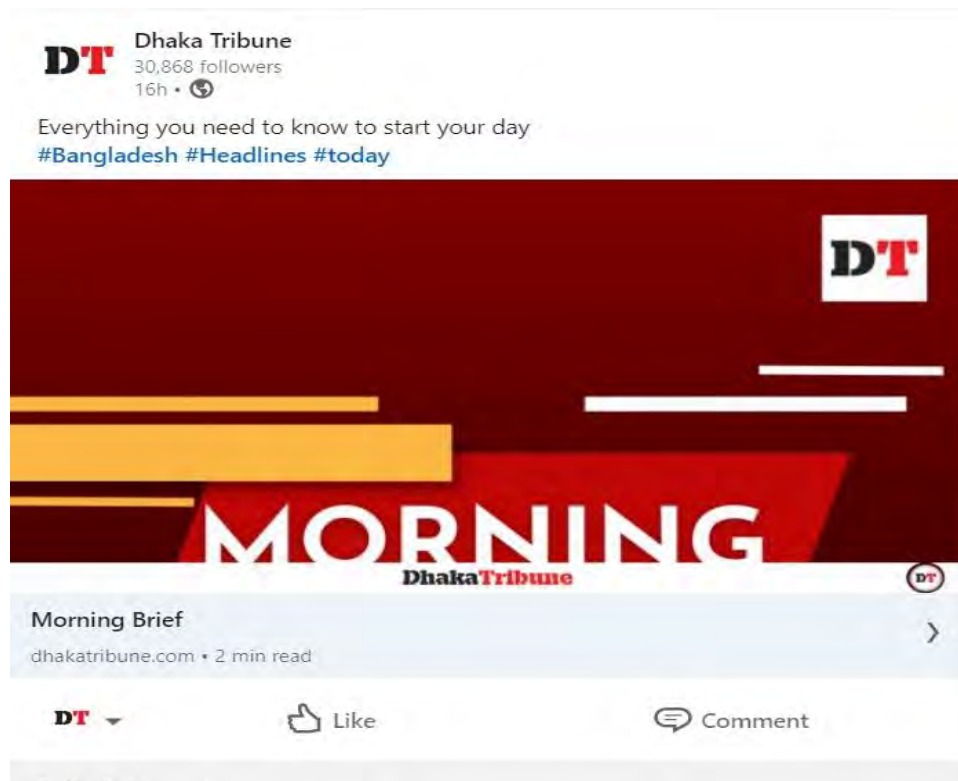


Figure 18: Example of Timeliness

For instance, if this feature gets published in the afternoon or any other time of the day instead of the morning, then naturally it will lose its importance. For this reason, maintaining the news' importance depends on its timeliness. In order to publish all the news, especially "Morning Brief" and "Evening Brief" on time and maintain the news's value, I had to be aware of this fact while performing my duties. Another element that contributes significantly to the value of news is consequence. Good consequential sense is required to publish a "newsworthy" story that will

enthrall their intended audience. To maintain the news's value after publication, it is crucial to give readers regular updates on the event while also giving hints about what might happen in the sequel.

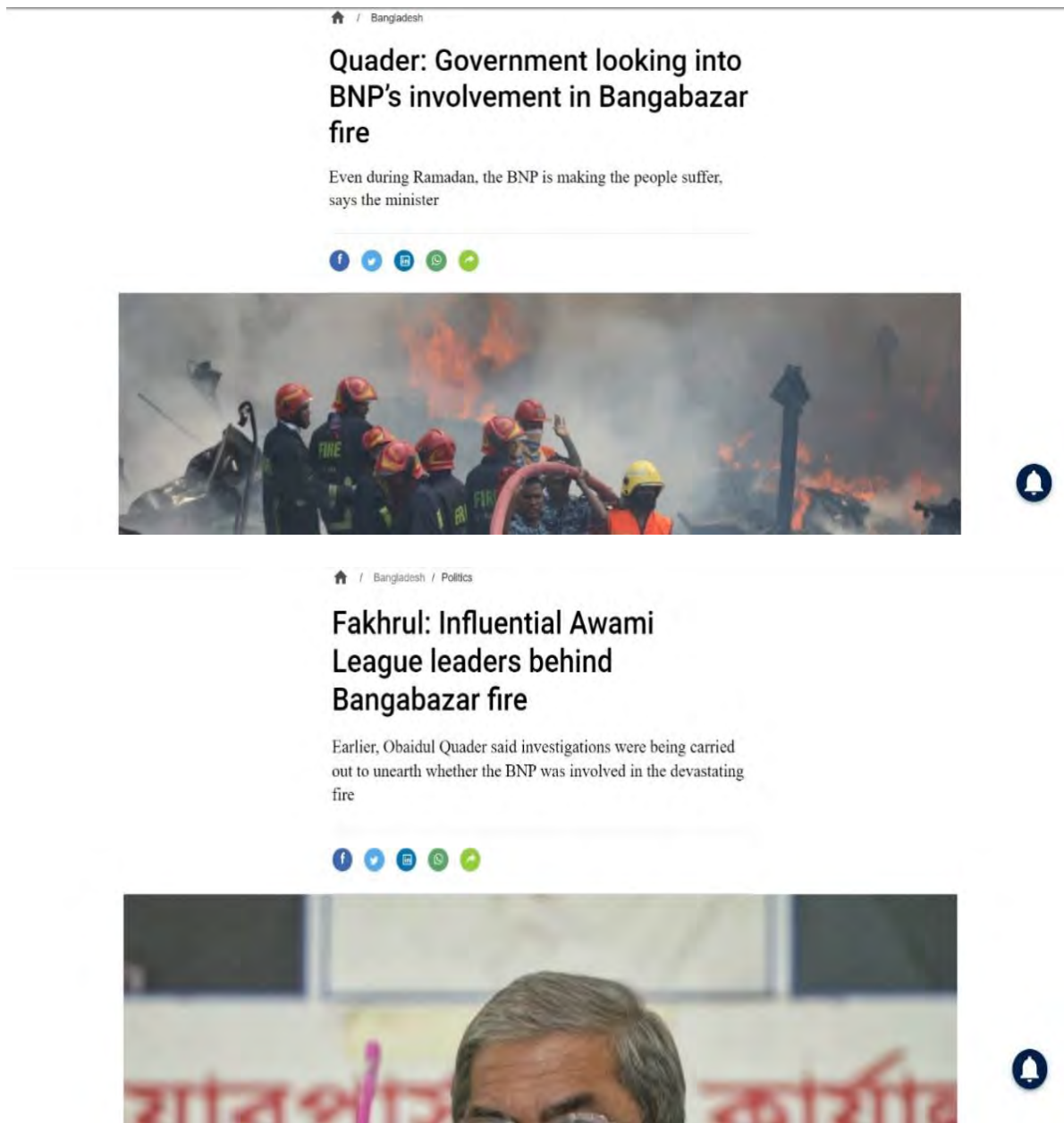


Figure 19: Example of Consequence

In the first of the above news, a spokesperson of the ruling party in Bangladesh made a statement blaming the opposition party for the fire incident in Bangabazar. After the news was published,

different ideas were born in the public mind. People wondered what the outcome of this statement would be, how the opposition will handle the matter, and what their course of action might be. Later on, this news was followed by a statement from an opposition party spokesperson in which he blamed the ruling party leaders for the accident. So, it can be seen that this continuity of news has created interest in this event and statement among people. Herein lies the value of the consequence of news. I had to be careful while publishing news so that I could maintain its consequences and not forget to publish the relevant news on time. Lastly, oddity is another factor that adds some value to the news. Naturally, people are more attracted to strange incidents. Compared to a human being bitten by a snake, a snake that is killed after biting a human will draw more public attention. So, the factor of oddity adds some extra value to the news.



Figure 20: Example of an Oddity

Founding an animal on the shoulder of someone who is busy with something looks odd. However, this Algerian cat did something peculiar while a number of Muslims were offering their prayers.

This is strange, people will read this news with high interest. As a result, the news value increased and it became the topic of conversation among audiences. While working for the *Dhaka Tribune*, this type of news must be shared appropriately.

So, these are all the theories from some of my studied courses, I have found relatable so far while working as an intern at Dhaka Tribune.

Chapter 9

Conclusion

In the end, the internship process is just a stage that refines our academic credentials. It is the collective application of the knowledge and skills that we have learned and earned both institutionally as well as informally throughout our academic life. Our education primarily serves to enhance both our own and other people's quality of life. Everything we learned during our educational years was some bookish knowledge. Proper application of acquired knowledge in personal and professional life is the consummation of this knowledge. Through the apprenticeship process, we are introduced to the working world and given the chance to put the knowledge we have learned to use. There are still opportunities to make mistakes and develop based on them at this stage.

This report goes beyond a simple record of my internship activities. Instead, it serves as a document of sorts that emphasizes my academic credentials. This demonstrates what I have learned over the past four years, how much I have learned, and how much I can use in my professional life. This report is a thorough explanation of the knowledge and skills I have attained, how they relate to my work, and how I have used them. While I was an apprentice under the Dhaka Tribune, I found the

topics so relatable to those theories which I had studied so far during my institutional education. This sometimes surprises me. However, the main reason that BRAC University students must pass this phase is to comprehend and learn how to apply the theories.

This academic journey of approximately four years has provided me with a lot of knowledge and experience. The university is the place where we get life lessons. This place provides a complete package of lessons, experiences, and ways to act as well. The entire journey was not always relaxing. My prestigious faculty, classmates, family, and friends have supported me incredibly during this time. I thank them for their assistance in enabling me to get past this challenging path. Lastly, I want to express my gratitude to everyone who has supported, encouraged and guided me in a variety of ways throughout my academic journey. I also want to thank every individual who has ever inspired me, aided me in my tough times, and given me the confidence to adhere to my goal. I am grateful to all of them.

I have acquired a great deal of knowledge and experience in my academic career. The Dhaka Tribune has provided me with the chance to put the knowledge I've learned in university to utilize and gain appropriate experience. I believe that my entire effort will be worthwhile if I can reflect on my education and learning experience, which I have obtained from my university, in the appropriate setting and workplace.

Thank You

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