

Exploring different Dimensions of Social Media

At Dhaka Tribune

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BRAC University, Dhaka, Bangladesh

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By

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Acknowledgement

Life is always challenging. There will always be obstacles. However, with the blessing of Almighty Allah and the right people around us, everything becomes easier. Throughout my undergraduate life as well as during my internship, I came across difficult situations. However, I had the most supportive and encouraging people around me who helped me survive through all the tough phases and encouraged me to do well.

Here, I would like to take the opportunity to thank as many of the people I can who made my journey as a student and as an intern less difficult and more enjoyable.

I am extremely grateful towards Almighty Allah for his blessings upon me and for helping me in all the hardships of life. Secondly, I am immensely grateful towards my parents for their unconditional love and support and for always being there for me like a backbone.

In university, I would like to thank my supervisor, Ms. Roohi Huda (Senior Lecturer) for her endless guidance and support, both as a faculty and as a supervisor. I would also like to thank all my faculties for their guidance and lessons that helped me improve academically. Finally, I would like to thank both my school and university friends for their love, support and constant encouragement.

At *Dhaka Tribune*, first and foremost I would like to thank Mr. Mubin Shadman Khan, the Head of News as well as my faculty in university. I would like to thank him for helping me acquire knowledge about media and journalism which inspired me to pursue journalism as a career. I am also thankful to him for giving me the opportunity to do internship at *Dhaka Tribune*. Secondly, I would like to thank my supervisors in office, Mr. Abul Kalam Azad (Senior Staff Sub-Editor, VAS and Social Media) and Mr. Imtiaz Salim (Sub-Editor) for their guidance, support and

encouragement. I would also like to thank the whole Social Media Team and my fellow colleagues for accepting me as part of their family, and helping me learn new things. Finally, I would like to thank the Editor, Mr. Zafar Sobhan for granting my internship.

Zarin Tasnim

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1. Introduction

It is very important to know our surrounding and stay updated with what is happening around the world. Newspapers are one of the major sources that provide us with a lot of information that would help us stay updated. I have been fascinated with the job of working at a newspaper office since I was in school. I wanted to explore and be part of a newsroom, and learn how editors work to bring out the news to the world. This is a major reason why I chose a newspaper agency to do my internship, and I am glad I had the opportunity to explore a newsroom where reports, and press releases are formed into news stories which are then published online as well as printed to reach the readers.

When I got admitted at BRAC University, I learned about the concentration, “Media and Cultural Studies” in the Department of English and Humanities, and I was instantly drawn towards this concentration. I chose it as my area of concentration mainly because I wanted to know more about newspaper and its works. Back then, I was not totally determined about whether I really wanted to be a journalist in the future. However, soon as my fascination increased with the different courses I took in university I realized I had more than just fascination towards newspapers. The first media course I took elevated my interest in newspapers. It was ENG 440: English for the Print Media. The course explores the different sections of a newspaper, like editorials, op-eds, feature, sports, obituaries, book, event and movie reviews etc. As part of the course, I covered the Ekushe Book Fair where people kept asking me if I was a journalist as I was interviewing everyone. I replied, “Not yet,” and I could not wait for the moment when I would reply, “Yes, I am a journalist.”

Secondly, when I took ENG 333: Globalization and the Media, I was again drawn towards journalism. The course explored current affairs, news articles and important events around the world. This helped me see the world through the eyes of a journalist.

Finally, ENG 401: Editing was the course which helped me to have a newsroom-like experience inside a classroom. In this course, I learned how news is formed from reports, how they are arranged in a newspaper, how newspapers are formatted, and ultimately published before reaching our homes, offices, schools, universities and other places.

I am glad my concentration was in “Media and Cultural Studies.” I learned about media and in particular about newspapers which was my interest. I am also glad I worked inside the newsroom of *Dhaka Tribune* and observed, explored and was a part of the news-making process.

When I was offered an opportunity to do my internship in the Social Media Team of *Dhaka Tribune*, I was very much interested. This is because a lot of people of our generation are moving away from reading the printed newspaper and are always engaged with Facebook. Social Media Team spreads the news stories through social media sites like Facebook and Twitter so that people can still know what is happening around the world without reading the printed newspaper. The Social Media Team basically tries to serve the purpose of the printed newspaper in a more youth-friendly manner by reaching out to the readers where they are most active, that is, the social media sites. I am therefore glad that I was part of this process of reaching out to people with news stories through social media.

2. A Brief History of *Dhaka Tribune*



Dhaka Tribune is an English daily newspaper which was launched on April 19, 2013.

The publisher and one of the directors of the newspaper is Kazi Anis Ahmed and its editor is Zafar Sobhan. The newspaper initially started in a broadsheet format which was later modified to compact format on March 1, 2015.

The newspaper aims at providing readers with news stories that are of the reader's interest and concern written in a non-judgmental way. So its tag line says, "The news you want. No more, no less." It focuses on youth and their voice and creates a platform for the new voice to show their vision to the country. The newspaper often goes deeper into the news issue and provide in-depth stories of the voiceless or minority. The best example of this is their covering of the Rohingya refugee crisis. *Dhaka Tribune* did not just look at the Rohingya crisis in general, it also went deeper into the lives of the voiceless refugees and told their stories to the world. We got insights into the lives of the girls getting raped, and their disinterest towards birth control. We learned about their sufferings through rain and storms, and their quest for survival in such a horrible situation. With such news stories, *Dhaka Tribune* generates people's interest towards the crisis and readers often feel emotional for the refugees' suffering.

Dhaka Tribune is well-known for its award winning marketing campaigns *Glad to be a Bangladeshi* and *I am made in Bangladesh*. It is also the main media partner of the *Dhaka Literary Festival* since 2015.



3. My Daily Tasks

Globalization is a process by which information, business, technologies and philosophies reach out to the world. The world-wide web is a product of globalization which helps to access information from far away much easily. Globalization has led to the expansion of business to the global level, increased trade and commerce, and therefore, strengthened the world's economy by getting the world easily connected. It has led to the emergence of a transnational state and the formation of national and international nongovernmental organizations. At the same time, globalization led to the transfer of culture through movies, television, and the internet. Social media sites has expanded the area of globalization to much higher level and is used by different organizations to reach out to a wider range of audience.

Newspapers these days also take the benefit of the social media. Almost every large newspaper agency across the world like *The Independent*, *Guardian*, *The Daily Star*, *Dhaka Tribune*, and *New Age* have their Facebook, Twitter and LinkedIn profiles to reach out to greater number of people. I started my internship from 4th September 2017. During my internship, I was in charge of the Facebook and Twitter page of *Dhaka Tribune*.

My daily job can be divided into four categories:

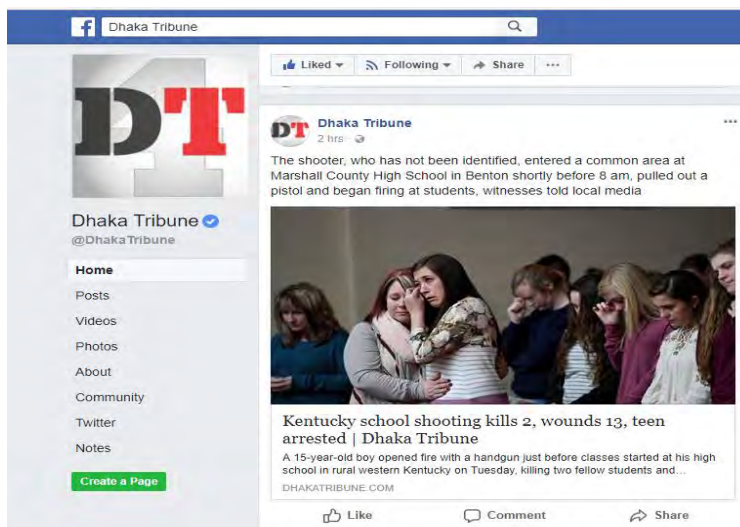
- i. Sharing news stories on Facebook and Twitter
- ii. Debugging, refreshing and reposting news
- iii. Moderating comments
- iv. Scheduling posts

The details of these jobs are as follows:

i. Sharing news stories on Facebook and Twitter:

The *Social Media Team* was run by three interns and a supervisor. As an intern in this team, I was required to stay updated about the latest news and videos being uploaded or modified by the editors and share that news on Facebook and Twitter. In one shift, I had to share around 25 to 30 news items depending on how many news items were being published by the editors. One of us had to be online at all times from 8:30 am in the morning till 3am at night. At the same time, we had to be alert about what news stories were posted on other newspaper websites and what breaking news items were on TV that could be included on our website as well.

When I shared news items on Facebook, I had to add an appealing caption to it. Either the caption was the “Stand First” (Bold writing below the headline of an online news) or the first paragraph which contains the 5Ws and 1H of the news that we learnt in ENG 401: Editing, depending on what I was instructed by the editors. Sometimes the caption was “In case you missed it” or an interesting quote from the news. Such captions appeal to the reader’s interest or help them get the gist of the news without even opening the link.



<https://www.facebook.com/DhakaTribune/posts/1771521966256447>

ii. Debugging, refreshing and reposting news:

Sometimes, there were news stories where the information was updated as per the events taking place. For example in case of Hurricane Irma, the journalists were getting newer information about the hurricane and updating the news. In such cases, the social media team has to keep reposting the same news story by refreshing/debugging it through a web link called “FB Link debugger” and posting it with the caption “#Update,” and adding the new information along with it. Twitter also has a similar link called “Card Validator.” However, Twitter does not have the options for editing the post, so news stories that are once tweeted cannot be debugged/refreshed. “Card Validator” is used only when there is a problem with the preview of the news story. It corrects the preview of the post on twitter. Debugging news updates the news and changes in the initially written version of the news story, and shows the updated version. At the same time, it corrects the preview of the news story in case it does not show accurately while posting it. We were informed by the editors when we had to debug news, repost news, and caption it “#Breaking” or “#Update.” Sometimes, we update news stories originally written days, weeks or months ago, which were later modified. Again, we also had to repost certain news stories because they were important for the readers to know about.

ss://www.facebook.com/DhakaTribune/publishing_tools/?section=PUBLISHED_POSTS&sort[0]=published_time_descending¤t_page=1

Post Details

Dhaka Tribune
4 hrs ·

The IOM DG thanked the Bangladesh prime minister for giving shelter to the Rohingya refugees.



Force Myanmar to take back Rohingya, PM to IOM DG
| Dhaka Tribune

Prime Minister Sheikh Hasina has urged IOM DG William Lacy Swing to create pressure on Myanmar government to take back Rohingya refugees from...

DHAKATRIEBUNE.COM

2,373 people reached

58 Reactions, Comments & Shares

Reaction	On Post	On Shares
Like	54	0
Love	1	0
Haha	1	0
Wow	1	0
Comments	0	0
Shares	1	0

42 Post Clicks

0 Photo Views

28 Link Clicks

14 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

Refresh share attachment?

Refreshing your share attachment will replace your current attachment with the updated information from the website.



Bangladesh PM to IOM: Force Myanmar to take back Rohingya
| Dhaka Tribune

Prime Minister Sheikh Hasina has urged IOM DG William Lacy Swing to create pressure on Myanmar government to take back Rohingya...

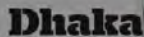
DHAKATRIEBUNE.COM

Cancel Save

Post Details

Dhaka Tribune
4 hrs ·

The IOM DG thanked the Bangladesh prime minister for giving shelter to the Rohingya refugees.



Force Myanmar to take back Rohingya, PM to IOM DG
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42 Post Clicks

0 Photo Views

28 Link Clicks

14 Other Clicks

NEGATIVE FEEDBACK

0 Hide Post

Boost Post

2017/06/21/force-myanmar-take-back-rohingyas-pm-iom-dg/

[https://www.facebook.com/DhakaTribune/publishing_tools/?section=PUBLISHED_POSTS&sort\[0\]=published_time_descending](https://www.facebook.com/DhakaTribune/publishing_tools/?section=PUBLISHED_POSTS&sort[0]=published_time_descending)¹

¹ This link can only be accessed by the Social Media Team of *Dhaka Tribune*. Anyone else clicking on this link will not see any content.

The pictures on the last page show the process of debugging/refreshing news stories. Initially, the news story did not have a preview picture and the headline was “Force Myanmar to take back Rohingya, PM to IOM DG”. The headline was later changed to “Bangladesh PM to IOM: Force Myanmar to take back Rohingya.” At the same time, a preview picture had been added. After I debugged/refreshed the news story, the latter version of the news item was on preview on the website.

iii. **Moderating comments:**

Dhaka Tribune allows readers to comment and share their opinions, ideas and views on their news stories. However, there are times when people use inappropriate words, or humiliate other people or the newspaper in an extremely harsh manner. Such comments are unacceptable and are not allowed to be posted on the Facebook page of *Dhaka Tribune*. For this purpose, there is a tool on Facebook that allows the Social Media Team to choose which comments should be posted and which comments should not be posted.

iv. **Scheduling posts:**

There are times when certain news stories are published on the *Dhaka Tribune* website that are required to be shared much later on Facebook. This occurs usually in case of sharing Editorials and Op-eds, because the editorials and op-eds get published all at the same time, and so if these are shared one after another on Facebook, the Facebook page would look less like a newspaper’s page and more like an opinion page. To keep variation of all kinds of news stories on *Dhaka Tribune*’s Facebook page, news of similar types are usually scheduled to be published in a way so that there is a difference of half an hour between posting one news item from the other. This helps the news stories to get shared automatically when the scheduled time comes. At the same time,

other news stories apart from editorials and op-eds are published within the half an hour gaps, resulting in the variation of news stories.

Social Media thus establishes the news value factors I learnt in my ENG 440: English for Print Media course. The news value factors are timeliness, prominence, oddity, consequence, and proximity. By maintaining timeliness, the news stories are posted on *Dhaka Tribune's* social media pages instantly after they are published in the newspaper's website. These news stories are shared as they have prominence or importance to the readers. Again, there are some strange news stories that fulfill the criteria of 'Oddity'. For example: the news stories on the Blue Whale Game. The game is not a normal one, rather is an example of the insanity that is intensifying in the world, and people should be aware of it and stay away from such insane games or activities. Next, the news stories that are shared often have consequences. If we talk about the news story regarding the Blue Whale Game, we see that such news stories are written for an impact, that is, an awareness for the readers. Finally, some news stories are in closer proximity to us than others. National stories usually are in closer proximity than international ones. However if the international news stories have global impact, it will be similar in impact as news from closer proximity. For example, last year, Donald Trump made rules that banned people travelling from specific countries to the United States. The majority of those were Muslim countries. This also had an impact on Bangladesh as it is Muslim-majority country, and because of Trump's order, Bangladeshi Muslims had difficulty getting visas to the United States.

4. News Performance Report

In the era of technology, collecting data and information is much easier than earlier times. There are different websites and applications on the internet. One such website is “Google Analytics.” By using this website, we can collect different data and statistics. At *Dhaka Tribune*, I had to use this website to view how many people read different news stories published on the newspaper’s website and prepare a report about it. This report is called News Performance Report.

I along with two other interns had to prepare the News Performance Report for five different months. We were provided with a Microsoft Excel file containing the major news stories covered in a particular month. After that, we would collect data from Google Analytics and complete the report. During my internship period, I prepared the News Performance Report for the months May, June, July, September, and October 2017.

Stories covered by our reporters in October			
	Headlines	Total hits	Category
1-Oct	A sight to savour- the first span of Padma Bridge	1619	Special
	PM returns home on October 7	674	Event
	Govt to put caps on cash transactions to curb illegal money flow	419	Special
2-Oct	Ashura holiday		
3-Oct	Who really attacked the Rohingya Hindus in Rakhine	2719	Special
	Myanmar ready to take back Rohingya	7515	Event
	Dhaka: Four centuries of uncontrolled growth	965	Special
	Bangladesh to formulate national strategy to Rohingya refugees	1432	Special
	Omama looks to break the curse on AC bus services in Dhaka	219	Special
	Govt to seal third LOC deal with India tomorrow	202	Follow-up
...	United Nations calls for full implementation of Kofi Annan Commission recommendations	336	Event
	India, Myanmar, and the convenient discovery of Hindu mass graves	5171	Special
	Govt: CJ Sinha wasn't pressured to take leave	349	Event

The above picture is a screenshot taken from the News Performance Report of October 2017, showing a part of the report. The report contains headlines of the major news stories covered

during the month of October 2017, along with statistics showing how many people accessed the news stories under the provided headlines. Some news stories have more readers than others. Based on this statistics, the editors are able to create strategies for their upcoming news stories so that they can write the news stories in a way that appeals to reader's interest.

Social media plays a huge role in increasing the number of readers for *Dhaka Tribune*. In the article titled, "How social media is reshaping news," Monica Anderson and Andrea Caumont stated, "When you take into account both the total reach of a site [...] and the proportion of users who get news on the site, Facebook is the obvious news powerhouse among the social media sites." From *Dhaka Tribune*'s Facebook page, it is found that a total of one million people follow the *Dhaka Tribune* Facebook page since 26th February 2018. News stories shared on the *Dhaka Tribune* Facebook page reaches the timeline of all these people. Therefore, a lot of people read the news stories of *Dhaka Tribune* from the Facebook page either when the story comes on their timeline or by accessing *Dhaka Tribune*'s Facebook page directly. Besides their Facebook page, *Dhaka Tribune* also shares its news stories on its Twitter and LinkedIn pages.

5. News Brief

Gathering news stories is a very important requirement for a news agency. There are various means of gathering news stories. Journalists gather news stories from reports, international news portals, television, internet, etc. In the book, *Protected Area Governance and Management*, it is stated, “To gather news, journalists must seek information from a wide variety of sources, analyse it quickly and decide whether it carries enough ‘news values’ for it to warrant publication or broadcast” (Cohen, et al. 448). The news value factors (timeliness, prominence, oddity, consequence, and proximity) that I have learnt in ENG 440: English for the Print Media comes into use here. Therefore, journalists do not just collect information and use it for the news story in an unthoughtful manner, rather they collect information that fulfills the criteria of being newsworthy. That means, they collect information that contains the news value factors.

One way of gathering news stories is by preparing news briefs. The job is to look through different English and Bangla newspapers published in Bangladesh and list the news stories of the day that we think should be published in *Dhaka Tribune*, but have not been published. We call these news stories Special News. From the news brief, editors can accumulate more newsworthy stories for their newspapers.

Date: 11/11/2017

The Daily Star

- [JU gets 'bomb threat'](#)
- [70-year-old man 'rapes' schoolgirl](#)

NEWAGE

- [AI considers city polls as litmus test of popularity](#)- Nomination board sits today to finalise candidates
- [Rights bodies worried as disappearance continues](#)
- [Injured people without rehabilitation](#)- A YEAR AFTER POLICE ATROCITIES ON SANTALS
- [Recent floods to affect growth: FAO](#)- A sequence of floods has dampened the outlook for Bangladesh, likely translating into a third successive season of little or negative food production growth, mainly rice, says UN Food and Agriculture Organisation.

Dhaka Express

- [Doctors in Bangladesh see patients for merely 48 seconds on average, reveals study](#)
- [Motorcycles, cars 'to blame' for noise pollution](#)

the independent

- [Govt to file review plea citing 50 grounds- 16th Amendment Verdict](#)
- [Deal soon with German firm for Tk 5,000cr e-passport project](#)

জৈন সমস্যা

- খালেদা জিয়া নির্বাচনে অযোগ্য হচ্ছেন?
- এখনো নিয়োগ পাননি ৫৬ চাকরিপ্রার্থী
- তিন জেএসসি পরীক্ষার্থী ৫ জনের বাল্যবিবাহ বন্ধ

The above picture is a screenshot taken from the first page of a news brief. I had to look through eleven newspapers to prepare the news brief.

6. Promotional Activities

During my internship period, I had the experience of promoting a research conducted by and an event sponsored by *Dhaka Tribune-Bangla Tribune* on social media. In the book, *The Elements of Copywriting*, I have learnt about advertisements that help to promote products and services. The advertisers do their promotion by grabbing people's attention through their persuasive and interesting writing and visuals. Similarly, newspapers also promote events they sponsor. The purpose is similar to copywriters. They both seek to reach the majority of their target audience.

Social media has become a prominent platform for promotional activities. Firstly, it is an easier and cost efficient source, and secondly, there are a lot of people who are active on social media. Promoting on social media can therefore reach a huge number of people in a quick and efficient way.

The two promotional activities I was part of are:

- i. Private University Ranking
- ii. Dhaka Literary Festival 2017

The details of these promotional activities are as follows:

i. Private University Ranking:

Dhaka Tribune and *Bangla Tribune* carried out a survey and research to find out which ones are the top 20 private universities in Bangladesh. This was a first time initiative by any newspaper in Bangladesh. The findings of the survey and research were compiled into a small magazine,

containing charts and data used to find the position of the universities. There were two parts of the promotion. The first part of the promotion started four days before the magazine was released.

Two women are standing and looking at a green folder held by one of them. The woman on the left is wearing a patterned top and a black bag, while the woman on the right is wearing a red top. The background features a geometric pattern of triangles.

The research that will help
you pick the best **universities**.
The first-ever ranking
of **private universities**
in Bangladesh.
To be published
on **November 10**

In just
3
more days



DhakaTribune - ঢাকা ট্রিবিউন

A man in a green t-shirt and a woman in a patterned top are standing and talking. The man is holding a small white box. The background features a geometric pattern of triangles.

What makes a good
university? Teachers?
Campus? Research?

Find out with the first-ever ranking
of **private universities**
in Bangladesh.
To be published
on **November 10**

Only
2
more days to go



DhakaTribune - ঢাকা ট্রিবিউন



<https://www.facebook.com/DhakaTribune/?ref=bookmarks>

The above posters were used to promote the activity. On the fourth day, the first poster was shared on *Dhaka Tribune*'s Facebook page which conveyed the message that the release of the

First Private University ranking is three days to go. Simultaneously, the other posters were also shared on *Dhaka Tribune*'s Facebook page.

Once the magazine was released, the second part of the promotional activity started. According to the research and survey results, BRAC University was ranked the number 1 Private University in Bangladesh. As an intern in the Social Media Team, I was given the task of informing as many BRAC University students, faculties and staff as possible that this university is number 1 according to the survey conducted by *Dhaka Tribune* and *Bangla Tribune*. I was asked to share the news² of this survey on different BRAC University pages like the pages of different clubs and the departmental pages (BRACU ENH page, BRACU Film Club Page, ENH Volunteer Page, etc). This way, *Dhaka Tribune* used Facebook to let the country know about their survey and their results.

ii. Dhaka Literary Festival 2017:

Dhaka Tribune and *Bangla Tribune* were the title sponsors of the Dhaka Literary Festival 2017. Similar promotional activities as the Private University Ranking were conducted during this event. The promotion started a few days before the event. Promotional videos were prepared by *Dhaka Tribune* and *Bangla Tribune*. We shared those videos on the Facebook and Twitter pages of *Dhaka Tribune* to let more people know about the event as well as let them know who the sponsors were. During the event which took place from 16th to 18th November at Bangla Academy, a group of journalists was providing us the updates of the event, like who was on stage and any interesting or inspiring quote he/she said. For example, an English writer, David Szalay was on stage and he read parts from his book *Holy Trinity* and discussed it. Another example is a quote

²<http://www.dhakatribune.com/bangladesh/education/2017/11/10/brac-best-among-private-universities%E2%80%8B-bangladesh%E2%80%8B/>

by Sophie Walker, the leader of the Women's Equality Party in the United Kingdom³. My task was to instantly tweet such quotes or details on *Dhaka Tribune's* Twitter page when we were notified about them.

At the same time, news stories on the *Dhaka Literary Festival* were shared, tweeted, as well as boosted. Boosting posts helps the posts reach a greater number of people in the audience. This way, more people got to know about the event and its sponsors.



³ The quote was "Tell the story. Don't tell the point."

7. Miscellaneous Tasks

Besides my usual work, I edited a news story. I also translated a news story published in *Bangla Tribune*.

i. Editing News Story:

“So the writer who breeds more words than he needs, is making a chore for the reader who reads.”

— Dr. Seuss

The above mentioned quote clearly explains why it is necessary to edit any piece of writing. It is necessary to convey a message or information with as much precision and clarity as possible. This is one of the tasks of the editors of a newspaper: they make the report precise by getting rid of the unnecessary words or facts in the report that create a “chore for the reader who reads.”

In ENG 401: Editing, I learnt that editors are people who polish and refine news stories. They organize the necessary information and cut the unnecessary information in the story.

While organizing the information, editors keep in mind what information they want to draw their readers’ attention towards. They keep in mind answering certain questions that readers might have about a news story. This is what we call the 5Ws and 1H of a news story. At the beginning of the news story, the readers should get the answers to the ‘who’, ‘what’, ‘where’, ‘when’, ‘why’ and ‘how’ of the incident the editors are writing about. After this information comes the background information which is not as important to the readers as the lead paragraph. This arrangement of writing is called the ‘inverted pyramid’ structure. According to this structure, the most important information comes at the beginning followed by the lesser important information.

I edited a news story on 23rd September, 2017. The news story was about the detention of eleven people who were thought to be involved in financing militancy. I edited the news story keeping in mind all the rules I have learnt in ENG 401. Then my supervisor asked me to look

through other news items on militancy and see how *Dhaka Tribune* writes its news stories. After going through the other news stories, I understood how news stories on militancy are written, and accordingly, I made changes in the one I wrote. The news story was then further edited by other editors after they received more information about the incident.

Report on militancy that I received:

রাজধানী ঢাকা হতে জঙ্গি অর্থায়নে জড়িত থাকার অভিযোগে ১১ জনকে গ্রেফতার করেছে RAB. মিডিয়া ব্রিফ
আজ (২৩/০৯/২০১৭) সকাল ১১ ঘটিকায়।

Confirmed by RAB media wing Deputy Director Major Abdullah Al Mehedi.

My edit:

11 held in Dhaka for alleged terror financing



Arifur Rahman Rabbi

Published at 10:33 AM September 23, 2017

The identities of the detainees could not be known immediately

Elite force Rapid Action Battalion (RAB) has detained 11 people from Dhaka on allegations of financing the militants.

RAB media wing Deputy Director Major Abdullah Al Mehedi confirmed it to the Dhaka Tribune.

The identities of the detainees could not be known immediately.

The RAB will brief the media later in the day.

Link to the news story: <http://www.dhakatribune.com/bangladesh/crime/2017/09/23/11-held-dhaka-alleged-terror-financing/>

ii. Translating news stories:

It is important to know how to translate when we work for a newspaper. A lot of times, the reports we get are written in Bangla. Again, at *Dhaka Tribune*, editors often take news stories from *Bangla Tribune*, which they have to translate, and add or remove information from the article before publishing them in *Dhaka Tribune*.

The most important thing to keep in mind while translating any piece of writing is to understand the meaning of the sentences and the whole write-up in general. We should not translate anything word-for-word, rather we should translate the writing in terms of its expressive/ sense for sense meaning to describe the information written in the source text. This is known as the sense-for-sense approach, and is explained by Jeremy Bentham in his book, *Introducing Translation Studies: Theories and Applications*. It is mentioned, “The sense-for-sense approach [...] allowed the sense or content of the ST (source text) to be translated (20).” That is, words are not directly translated from the target text to the source text, rather the sense is translated.

Another important aspect of translation is Translation Shifts. Lea Cyrus in his article titled, “Building a resource for studying translation shifts” stated that, “Translation shifts denote departures from formal correspondence between source and target text, i.e. deviations that have occurred during the translation process (1240).” Therefore, a sentence written in one structural form might often vary when translated to the target language. This type of shift is explained by J. C Catford in his book *A Linguistic Theory of Translation* as structure shift. Bangla language follows a certain structure while English follows another. Therefore, the arrangements of words in the Target text (TT) often vary from Source Text (ST) while the meaning remains the same.

Therefore, when I was given an article to translate, I did not start translating the words right away. I read the whole article, understood what it was trying to say and then translated it into

English. The sequence of words or sentences was rearranged to make the writing clearer and accurate to the meaning of the source text.

This is the source text from which I had to translate:

রোহিঙ্গা শিশুদের জন্য ঢাকায় ইউনিসেফের ত্রাণ

বাংলাদেশে আশ্রয় নেওয়া লাখ লাখ রোহিঙ্গা শিশুদের জন্য ইউনিসেফের দেওয়া ত্রাণ সহায়তা ঢাকায় এসে পৌঁছেছে। কেপেনহেগেন থেকে ১০০ টনের মতো ত্রাণ নিয়ে একটি কার্গোবিমান ঢাকায় এসেছে। এর মধ্যে প্লাস্টিক তারপুলিন, স্বাস্থ্যবিষয়ক বস্তু ও শিশুদের বিনোদনের জন্যও অনেক কিছু রয়েছে।

২৫ আগস্ট রাখাইন রাজ্যে সহিংসতার পর সামরিক অভিযান থেকে বাঁচতে বাংলাদেশে ৪ লাখ ২৯ হাজার রোহিঙ্গা পালিয়ে আসে। এর মধ্যে প্রায় আড়াই লাখ শিশু। তাদের সবাই খাদ্য, বস্ত্রসহ মৌলিক বস্তুর অভাবে ভুগছে। তাদের সহায়তায় এগিয়ে এসেছে জাতিসংঘসহ অন্যান্য আন্তর্জাতিক সংস্থাগুলো। সেই ধারবাহিকতায় ইউনিসেফের ত্রাণ এসে পৌঁছালো। বাংলাদেশের ইউনিসেফ প্রতিনিধি এদোয়ার্দ বেগবেদার বলেছেন, শিশু ও তার পরিবারের জন্য নিরাপদ পানির নিশ্চয়তা দেওয়ার চেষ্টা করছি আমরা। ডায়রিয়াসহ অন্যান্য পানিবাহিত রোগের ঝুঁকিতে রয়েছে শিশুরা।

তিনি আরও বলেন, 'এখন খুবই সংকটময় পরিস্থিতি। রোহিঙ্গারা যেখানে আশ্রয় নিয়েছে সেখানে অবস্থা খুবই খারাপ, বিশেষ করে বৃষ্টির কারণে পরিস্থিতি আরও খারাপ হয়েছে।' স্কুল ব্যাগ, তাবু, শিশুদের প্রয়োজনীয় জিনিস, পরিবারের স্বাস্থ্যবিষয়ক বস্তুও ত্রাণ সহায়তার হিসেবে আসছে বলে জানান তিনি।

কক্সবাজারে আশ্রয়কেন্দ্রে ট্রাকে করে ত্রাণগুলো পৌঁছে দেওয়া হবে। রোহিঙ্গাদের সহায়তায় আগামী তিনমাসের জন্য ৭৩ লাখ মার্কিন ডলার প্রয়োজন বলে জানিয়েছে ইউনিসেফ।

Link to this source text: <http://www.banglatribune.com/foreign/news/245827/>

My translation:

UNICEF's relief in Dhaka for the Rohingya Children

UNICEF's relief has reached hundreds of thousands of Rohingya children who have taken shelter in Bangladesh. A cargo plane carrying 100 tons of relief has reached Dhaka from Copenhagen. It includes plastic tarpaulin, first aid materials and numerous other essentials for children.

On 25th August, 4 lakh and 29 thousand Rohingya escaped atrocity from the Rakhine state and came to Bangladesh. Amongst them were around 2.5 lakh children. They were all suffering from lack of food and other necessities. The United Nation and other International organizations came forward for helping them. The UNICEF relief came as continuation to it.

Bangladesh UNICEF representative, Edouard Beigbeder said, "We are trying to provide fresh water to the children and their family. These children are suffering from diarrhea and other diseases caused by water."

He further added, "It is a very critical situation now. The place where the Rohingya has taken shelter is really bad, and especially because of the rain, situation has worsened."

He informed school bags, tents, children's requirements, and health aid requirements for families have come as relief.

The relief will be sent to Cox's Bazar relief centers by trucks. He added that 73 lakh US dollars will be required for the next three months for funding the Rohingya's requirement.

8. Relating Theories to my Work

During my undergraduate program at BRAC University, I was taught different theories. These theories have contributed in shaping our views and ideas about the world around us. It has also provided us with knowledge to help us in analyze different actions in our surrounding. The ideas gathered from such theories helped us evolve and make newer theories which are also appropriate with the present. However, we should always look back to where we started. This is because the older theories tend to be the basis for newer theories and ideas.

In the ENG 331: Introduction to Cultural Studies: Theory and Practice course, the instructor discussed different theories by renowned theorists and philosophers like Michelle Foucault, Raymond Williams, Edward Said, and Walter Benjamin. Some of these theories form the basis of today's world of media. In this report, I would relate some of the theories which I felt were related to my internship at *Dhaka Tribune*.

i. Panopticon and the Power of Gaze:

Jeremy Bentham was an English philosopher and political radical, born in 1748. In 1796, this British philosopher published his novel describing an architectural idea for a prison. This idea, he knew was not going to be limited to prison as it was based on crucial issues like control and surveillance. This design was called Panopticon.

His idea was later taken up by Michelle Foucault, a French philosopher, historian, social theorist and literary critic and discussed further in his interview, "The Eye of Power." He discussed the architecture of the Panopticon as a building in the form of a ring with a tower at the center. The design was such that the person sitting on top of the tower can keep an eye on the prisoners who were kept in cells inside the ring-shaped building. Panopticon is thus a "[...] technology of

power designed to solve the problems of surveillance” (Focault 148). Focault labelled this Gaze. This is not just an architectural design, rather the whole world is like a Panopticon. We are constantly being watched and our actions are being judged.

The action of surveillance has both positive and negative sides. We are constantly being watched, which can often make us feel uncomfortable. However, the power of gaze also protects us. The criminal’s actions are also being gazed at and they are often punished. For example, on 3rd March, 2018, renowned writer, physicist, professor and activist Muhammed Zafar Iqbal was attacked at a program held at Shahjalal University of Science and Technology (SUST) in Sylhet. He was speaking at the program when he was attacked on the back of his head by a radical named Foyzur Rahman Faizul. It was a failed attempt of murder as the professor managed to survive, and the assailant was immediately held by the authorities. Later his statement was recorded by the court, and he was sent him to jail. Here the authorities were gazing at the whole scenario because of which they could come to rescue the professor and catch the attacker. At the same time, the journalists’ gaze played an important role in terms of providing the world with the details of this incident. While going through *Dhaka Tribune*’s archive, I saw how journalists kept an eye on the whole issue. They started covering the incident since it took place and tried to provide as much details of the attacker, victim and the incident as possible. We can see from here that while the power of gaze had a positive impact on Professor Zafar Iqbal as it saved him, it had a negative impact on the attacker as he got caught.

In the era of globalization, technology and the internet, surveillance has become a lot easier. We can easily know what is happening around the world without even being there. Information reaches people faster now than before through the internet. Again, with the advancement of social media platforms, people can get access to a lot of information without looking through numerous

websites. This is because most large organizations and information-providing platforms have pages in social media.

The news media has always been like a Panopticon, surveying the world and looking for anything newsworthy and sharing it with the world. With the advancement of internet and the popularity of social media sites, journalists have also expanded their platform for presenting the information they come across from their surveillance. Newspapers nowadays have online portals as well as pages on Facebook, Twitter, LinkedIn and other social media platforms. They also use sources like social media sites and the internet to survey and find information for their news stories. *Dhaka Tribune* also has pages on social media sites which they constantly update whenever a new news story is published on its online website. At the same time, the newspaper surveys other newspaper's online portals and the internet to collect their news stories.

ii. Advertising:

Raymond Williams discussed the significance and the development of advertising in his essay titled "Advertising: the magic system." Advertising is a method of "spreading of information" (Williams 321). He identifies advertising as a "magic" system as it makes commodities more glamorous and promotes capitalism. In this essay, Williams looked at the advancement of advertisement as it reached from simple announcements by the shopkeepers to handwritten form to finally getting printed in newspapers. He discussed that with the growth of newspapers, the circulation of advertisements also proliferated. Newspapers print advertisements and when they reaches people, they not only get the news stories but also the commercials.

The expansion and development of advertisements escalated further after the 1850s. There were modern technologies and also development of skills and ideas. Then onwards, newspaper

agencies also began to have advertising managers whose focus was to deal with the commercials that are to be printed as well as where on the newspaper it would be printed.

The relationship between advertisement and newspaper advanced further. Nowadays, newspapers not only promote other organizations' goods and services, but also their own productions. One such example is the survey of the private university ranking conducted by *Dhaka Tribune* and *Bangla Tribune*. The newspaper made posters to circulate it not just in print newspapers, but also on their social media pages. This way, more people got to know about the survey. Again, newspapers often sponsor events, for example *Dhaka Tribune* and *Bangla Tribune* together sponsor the Dhaka Literary Festival. With the advancement of technology and the internet, newspapers do not just print what they are promoting on newspapers. For example, *Dhaka Tribune* made promotional videos and circulated them around the internet through the social media sites.

9. A Personal Account

Interning at *Dhaka Tribune* has been an experience I have been looking forward for a very long time. I had immense fascination about how a newsroom works, and during those three months of internship, I experienced it with great satisfaction. I learned different things. As a student, I learned writing and editing articles, but I did not have much idea about social media. During my internship, I realized the importance of social media in today's context. I learnt how it is not all about sharing news stories on different social media pages, but also following certain instructions and strategies while sharing so that the news stories reach more readers. I further learnt how newspaper agencies use social media platforms to promote various activities sponsored or organized by them.

There were a few times when I made mistakes. For example, I sometimes forgot to follow new instructions or tag important people while sharing or tweeting news stories. However, I accepted my mistakes and learnt from them so that I do not repeat the same mistakes. I learnt to be more sincere and punctual during my internship period. My supervisor and other colleagues were immensely supportive, encouraging, and a great means of providing me with knowledge about the newsroom.

10. Special Achievement

Upon completion of my internship at *Dhaka Tribune*, I was offered by Mr. Abul Kalam Azad, my supervisor at *Dhaka Tribune*, to work for them as a Trainee Online Journalist. This offer was made to me two months after the completion of my internship.

Below is a copy of the contract between me and *Dhaka Tribune*.

Dhaka Tribune

www.dhakatribune.com

January 31, 2018

Ref: DT/HR/2018/008/040

Zarin Tasnim
Avenue: 11, Road: 12B
House: 1200, Mirpur DOHS
Dhaka-1216

Sub: Contractual appointment as Trainee Online Journalist

Dear Ms. Tasnim,

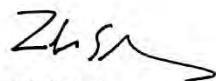
Reference to your application and subsequent interview, **Dhaka Tribune** is pleased to appoint you as **Trainee Online Journalist** in contract basis from **February 01, 2018 to January 31, 2019**. In regard to this appointment you will be entitled a consolidated salary of Tk. 10,000 (Ten Thousand) only per month.

This employment contract may be terminated by the either side with 14 days prior notice. However, you are expected to maintain prescribed office hours and disciplines.

Your joining will be effective from **February 01, 2018**. Please return a signed copy of this letter as a token of your acceptance of the employment, confirming your date of joining.

We look forward to a mutually rewarding relationship.

Best regards,



Zafar Sobhan
Editor

Accepted and Agreed,

Signature:.....

Name:

Date:

11. Conclusion

This report is focused on my internship in the Social Media Team of *Dhaka Tribune*. It includes the work I had done, my learning experience, and my experience of interning in general. It also includes the theories and strategies I learnt in university that helped me in doing my internship more efficiently.

Interning at *Dhaka Tribune* provided me the opportunity to make practical use of the knowledge I gained in university as well as learn new things like using various tools and websites. The experience helped me evolve into a more responsible and professional individual. I learnt to plan things in a more professional manner. At the same time, I further developed my skills in terms of being a team player. I understood the importance of following work ethics, cooperating with others and being punctual at office.

Finally, I had very a supportive and encouraging supervisor and my colleagues were always guiding me during this journey which helped me improve in my work.

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