

Report On
Internship as a Social Media Journalist at *Dhaka Tribune*

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

Department of English and Humanities
Brac University
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Declaration

It is hereby declared that

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

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Supervisor's Full Name & Signature:

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Acknowledgment

“Dear Allah,

Thank you for always protecting me and showing me the right path in my life.”

First of all, I want to thank Allah SWT for giving me blessings more than I deserve and for giving me the strength to fulfil my undergrad journey from Brac University.

I am no one without my parents, my father Dr. Khan Md. Riad Hossain and my mother Dr. Syeda Rukhshana Parvin. I am grateful to my parents for always supporting me at every stage of my life. They are the reasons why I look at the world in a positive way. My mother always said, “You have such a cool brain. You will shine.” My parents are the reason for fully being myself. My little sister, Farha Tasnim Khan is my utmost inspiration. She taught me how to smile with whole heart while having so much pressure in life.

With a deep sense of gratitude, I express my heartfelt thanks to all my faculty members and friends in my University. Especially, Dr. Mahruba Tasneem Mowtushi, Roohi Huda, Syeed Noman, Seema Amin, Anika Saba, Sabreena Ahmed, Afsan Chowdhury are those lights who always supported me and guided me throughout my undergraduate life. I like to thank my friends who were there for me from the very beginning to the end of my university life with their constant love and support.

My dear supervisor, Dr. Mahruba Taseen Mowtushi, whose teaching gives me more power to think and analyze independently. She is an example of being humble and extremely supportive towards her students.

Lastly, I want to thank my supervisor at *Dhaka Tribune*, Tilka Binte Mehtab for giving me the opportunity as an intern. She has faith in me and guided me throughout my internship process.

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Glossary

DnR: DnR is 'Debug and Refresh'. The earlier news must be refreshed when the information is updated. This was accomplished through the use of Facebook. For this purpose, 'Creator Studio' has a tool called 'Refresh share attachment'.

Creator Studio: Creator Studio is Facebook's free dashboard that social media marketers and content creators can use to manage Facebook Pages and Instagram accounts. It brings together social media analytics, scheduling and community management.

Feedify: A customer engagement software.

Chapter 1

Introduction

I grew up watching the news on television. Back then, I did not know the meaning of ‘news-reports’ but the news presenters always attracted me. I wondered how a person could speak so fluently. After watching the news and news reporters, I gradually gathered an interest in the news and media. Watching the late-night news bulletins became a daily habit.

In this 21st century, we have moved to a virtual life to some extent. For example, we do not have time to watch television. We are now just a click away from getting any news we want to get. After this Covid-19 pandemic, we all moved into a virtual life. The education system has gone online. People were working from home in their respective fields. Printed newspapers still have their own charm. However, for the younger generation, who are studying outside of home and living in hostels, they do not have the opportunity to watch television or read newspapers. They rely on online news portals.

People can get online news links from various online platforms such as Facebook, Instagram, and Twitter, etc. From *Prothom-Alo* to *Dhaka Tribune*, all of these newspapers have their own online websites.

I have this amazing opportunity to study at Brac University, majoring in Media and Cultural Studies at the Department of English and Humanities. One can learn the important sectors of the media and newspapers. A reporter needs to focus on various points before making any news

articles or writing them. Attractive headlines, writing "stand first", using proper language are some of the important points a reporter needs to look after when he is writing any news article. I had this excellent opportunity to develop media skills and learn about journalism at *Dhaka Tribune*. The *Dhaka Tribune* is one of the leading online news portals in Bangladesh. It has created a benchmark in the online news portal industry since 2013. I am honored to work there as an intern and develop my technical skills.

I was a social media journalist, so I had to manage all the official social media platforms of the *Dhaka Tribune*. I had to publish all the news there. Also, I edited them using "DnR." The full form of "DnR" is "Debug and Refresh." After that, I made online news stories and put them on Facebook and Instagram. Where people can easily go to the news link and read it. For example, making "Video Stories" on important news, for instance, COVID-19 news and political news, was important. In the last month of my internship, I had to make daily reports on the news. There, I needed to make reports on the daily Top-10 news and the daily Top-10 Low Performance news. By using Alexa, I had to rate some of the top newspapers in the media industry. The news, which got a lot of responses from the audience, I "pushed and squad" them. Which means I had to use a software named "Feedify" where I put the news link and the news gets pushed to the audience's newsfeed once again. I learned a lot of new techniques and processes for making news, which helped me gather practical knowledge. My *Dhaka Tribune* supervisor, Tilka Binte Mehtab, and her team were a wonderful support for me. They taught me all of these techniques with patience and always helped me whenever I faced any problem. This internship experience will help me in my future as well.

Chapter 2

A Brief History about Dhaka Tribune

The *Dhaka Tribune* started its journey on April 19, 2013. It is a national English-language newspaper. *Dhaka Tribune* also has an online portal for Bangla news named *Bangla Tribune*. The tagline of this news portal is "Breaking News, Breaking Barrier". The *Dhaka Tribune* always tries to cover every important point of the news. Not only that, on July 13th, 2021, it posted a news item on a rape case at Rajbari, where the photo shows the rapist's face. They are breaking the barriers by taking these bold steps.



Figure 1: Logo of Dhaka Tribune

The online portal of *Dhaka Tribune* has 1,647,561 followers and it is increasing day by day. This newspaper always focuses on recent and important news. This newspaper is owned by Gemcon Group. Kazi Anis Ahmed is the publisher of *Dhaka Tribune* newspaper and Zafar Sobhan is the editor.

Dhaka Tribune is a trustworthy news organization, and its goal is to provide information on time. This publication delivers weekly pieces on health, athletics, and other topics on a constant schedule. It focuses on pressing subjects like as sexual crimes, Covid-19 updates, Rohingya issues, sports, and gender-related issues, among others.

The *Dhaka Tribune* invites young students and devotes a significant amount of time and energy to preparing them for a journalism career. In terms of its workplace environment, this is a gender-neutral organization. Both males and females can work in a safe and relaxed atmosphere. There is no discrimination or inequality. From July 1st, 2021, this news portal has begun producing twice-daily news updates known as the '*Dhaka Tribune Bulletin*.' Here, it covered the important news headlines in a video format with voiceovers. This feature helps the public get the news in an interesting way.

Chapter 3

Daily Activities at Dhaka Tribune

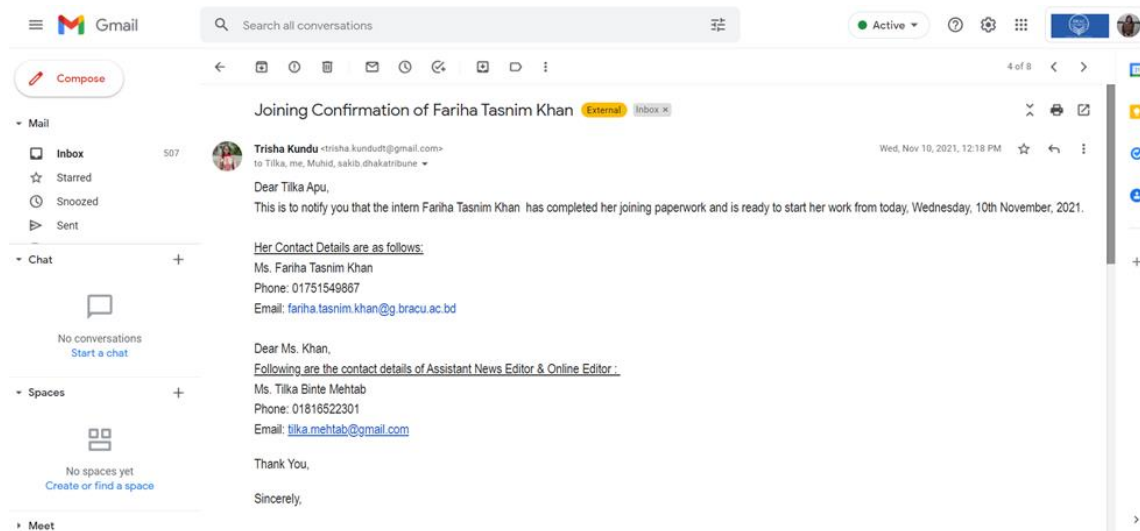


Figure 2: Joining Confirmation at *Dhaka Tribune*

Dhaka Tribune has few sectors where people work. Social Media Department, Department of Central Desk, Bangla Tribune are some sectors of this newspaper. People are assigned here for their respective work. It is such a workplace where each work is very organized. There is no chance for a new intern to think lost or feel difficult. The departments mentioned above have two parts as well. One is for the printed newspaper and another part is for the online news portal.

I joined the *Dhaka Tribune* on November 10, 2021. I was a social media internee and I had to handle all their official online accounts. It was a huge responsibility because if I delayed any news

to publish, it would not reach the people on time. I worked at *Tribune* 6 days a week with 7 hours a day. Therefore, in a week, I had to work for 35 hours. I had different shifts on different days. On Sunday, Monday and Tuesday, I had to work from 9 AM to 4 PM. On Wednesday, Friday and Saturday, my shift was from 6 PM to 1 AM. Doing an internship along with two academic courses was quite difficult to manage. However, I managed it with the help and support of my co-workers. Uccas Khan, an online journalist of *Dhaka Tribune* trained me about my works on online platforms and other responsibilities as well. My supervisor Tilka Binte Mahbub always supervised me and guided me.

I had to focus continuously on the *Dhaka Tribune*'s official website. The news was uploaded within a few minutes and I had to post them immediately to the Facebook page, Instagram page, Twitter page and also on its LinkedIn site. I was added to a few groups on Facebook named "Social Media Interns", "Tool Box" and also "DT Regular Team." In these groups, I talked with my supervisor and co-workers about work and updates. Besides posting news on official pages, I "DnR" news which means Debugging and Refreshing. I made Facebook and Instagram stories by using Canva and made "Video Stories" of important news such as news on covid-19 updates and Narayangang Poll.

Monitoring social media sites is like riding a roller coaster in online media. It is a concentrated work in which mistakes are almost never tolerated. Any incorrect information can have a detrimental influence on the company. Every news item becomes viral in a matter of minutes on social networking sites. As a result, before posting any news story, I had to double-check it every time to avoid mistakes.

At Brac University, while I was studying Media and Cultural studies I came to know about journalism. The courses I did were Copywriting, Editing, Print Media, Globalization, and Cultural

Studies. *Dhaka Tribune* has shown me all my bookish knowledge to practical experience. This internship showed me how bookish knowledge and practical knowledge are equally important. When a person studies from books, he tends to imagine or think about it in his mind. He made scenarios where he tries to relate the bookish knowledge. Therefore, while I was working, I connected the dots with bookish knowledge to practical knowledge. Whenever I post a news article or look at its pattern, I recall my classes at my university where I learned about it. Those feelings inspired me to work hard and work more. Journalism is such a profession where one person needs to be skillful, strong yet emotional and also very capable of working as a team. This internship experience taught me how to use all these skills together in the journalism field.

Chapter 4

Social Media Management

Managing all the social media platforms of the *Dhaka Tribune* was the main job. When a news article has been published on the website of the *Tribune* by the publishers, I immediately post it on Facebook, Instagram, Twitter, and LinkedIn. Sometimes I post news on Pinterest as well, especially sports news, Covid-19 news, and international news.

Every news article has a "Stand First" (SF), which refers to a brief introductory summary of an article in a newspaper or on a website. Firstly, I had to copy that stand first from the website and paste it to the online pages such as Facebook, Instagram, and LinkedIn. Secondly, the link to the news article was pasted by me under the stand first. Then, I posted the news on social media.

"DnR" refers to debugging and refreshing. Facebook has an option named "Creator Studio" that has this function named "DnR". This function automatically updates a news article in case any changes have been made. In the first month, my work was to post news and DnR it. It is important because, while a news article has already been posted, it should not be removed. So that, if I delete it and repost it, it will not reach the target people. For example, I posted a news story about the "Shitalakhsya Launch Capsize" in January 2022. I had to refresh and debug this news several times because the death toll has increased a lot since the first news. So, I did not delete the earlier published news, but rather I debugged and refreshed it. So, the news automatically updates and changes the number of dead people.

However, on Twitter, only national news, sports news, and Covid-19 news are preferred to be posted by using hashtags (#). Hashtags were a must to use after the stand first on Twitter, Instagram, and LinkedIn. On LinkedIn, national and international posts were preferred to be published. Not only hashtags, but also "tag" or "mention" were important when posting on these social media platforms. For instance, if I post a news article about the Prime Minister, Sheikh Hasina, I must tag the official page of "Sheikh Hasina" in that post. Not only public figures but also sports teams or companies will be mentioned while posting news. For example, if any news contains Barcelona Football Team's name, I must mention their official club name in the post. In addition, I oversaw the Dhaka Tribune's official page's push notifications. The importance of push notifications in driving page views on social media sites cannot be overstated. It develops on numerous platforms to capture the public's attention. Social interaction is also one of the most crucial aspects of social media management. It lets users like, share, read, and comment on any news or publications they find interesting.

"Swipe Up" stories are five-second videos about news articles where it shows the headline and the picture of that news. In the second month of my internship, I started making 'video stories' and 'swipe up' stories along with other regular work such as posting and refreshing. Under the headline, there will be a "Dhaka Tribune" link along with a "swipe up" sign. People can read the news by swiping up the link. News which has a very high reach. Naturally, that news goes for swipe ups and video stories.

"Video Story" means making a 20- to 30-second video of a news article. That video story contains all the important messages from the news along with pictures. I used the "Canva" and "Inshot" applications for making these videos.



Figure 3: Video Stories

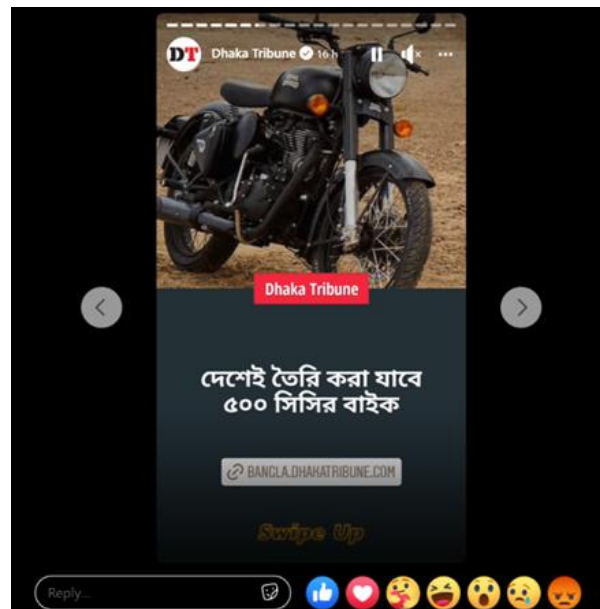


Figure 4: Swipe-Up Stories

In my last month at the Dhaka Tribune, I made daily news reports. I needed to rank online news portals by using the software "Alexa". Also, arranging news by calculating the reactions, shares, and comments was also done. I needed to calculate how many people were engaging in Dhaka Tribune's portal daily.

Chapter 5

Making Daily Report

In the last month of the internship, I had to make Daily Reports on google documents. The Daily Report was divided into five parts. The First part was “Alexa Report”. Then, “Page View” and “3 Months Average view” were the other two parts. After that, “Daily Top-10 News and Views” and “Daily Top-10 Low Performance News on Facebook” were the last two parts. I started my work at 9 AM in the morning and within one hour, I had to make these reports and submit them to the Tribune’s Officials figures. I had to send these reports to everybody who is connected with making these news articles and supervise those as well. Some senior reporters both from Bangla and English News were there in the email as well along with the editor.

The Alexa Report contains the ranking of some top news portals such as *UNB, The Daily Star, The Daily Sun, Prothom-Alo* etc. Amazon Alexa is known as Alexa. It helps to find and reach digital audience. I found the ranking of 11 news portals and noted down them daily. Alexa report helps an online news portal to understand their quality. Online journalism or online news report’s quality depends on how many people have seen it or read it. If we see, a lot of people are reacting, commenting and clicking the news link, we can say the news portal is doing a good job. If not, then people are not connecting or interested in it. Therefore, this Alexa Ranking is very essential for understanding the quality of news reports.

Alexa Report

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 To: zsofian@gmail.com, postirez@gmail.com, Tika Binte Mehtab <tika.mehtab@gmail.com>, anandomostofa@gmail.com, aurora dhakatribune@gmail.com, abusayeedasifuislam@gmail.com, animtanjir@gmail.com, rohan.ziad@gmail.com, tahmidurrahman.95@gmail.com, probirbidhan@gmail.com
 13 January 2022 at 11:40
 Cc: Asif Nehal <asif.nehal.ilet35@gmail.com>, Tamzid Khan <tamzidkhan64@gmail.com>, Imran Hossain <imran.du17@gmail.com>, Mahmudul Hasan <nishatmridha12@gmail.com>

Alexa Ranking

Date	Local Rank										
	DT	DS	Daily Sun	New Age	Financial Express	The Independent	UNB	BT	bdnews24	Prothom Alo	TBS
13/01/2022	56	28	1920	279	226	796	177	8	16	4	68
12/01/2022	54	29	1921	282	231	785	177	8	24	4	68
11/01/2022	54	29	1934	283	231	773	177	8	16	4	68
10/01/2022	53	29	1944	279	231	760	178	8	16	4	68
09/01/2022	53	28	1918	279	229	734	178	8	16	4	67
08/01/2022	53	28	1889	284	232	742	175	8	24	4	66
07/01/2022	52	28	1877	284	229	730	175	8	24	4	67
06/01/2022	51	28	1,880	281	231	694	177	9	16	4	68
05/01/2022	50	29	1,884	284	230	693	177	9	16	4	70
04/02/2022	48	29	1,893	283	228	693	179	9	16	4	70
03/01/2022	48	29	1,890	279	238	682	177	9	17	4	68
02/01/2022	49	30	1,880	276	237	719	178	8	17	4	66
01/01/2022	47	29	1,869	272	235	690	177	9	17	4	65
31/12/2021	48	29	1884	271	235	690	178	8	24	4	64
30/12/2021	47	28	18,91	274	240	686	178	8	16	4	64
29/12/2021	49	28	1,907	281	242	681	180	9	17	4	64
28/12/2021	50	28	1,891	278	241	676	180	9	17	4	64
27/12/2021	49	27	1,911	290	248	726	179	8	17	4	64

Figure 5: Alexa Ranking Report

I also needed to find out the Top-10 English news and Top-10 Bangla news on Dhaka Tribune on a regular basis. To find these out, I had to use Google Analytics. By using this software, I collected the page views and the 3 month average views report. The *Dhaka Tribune's* Top 10 news and views and Top 10 low-performing news helped the *Dhaka Tribune* understand what type of news is not getting any reach from people. The reach of entertainment and scandal news was greater than that of other reports. News with international content, on the other hand, does not receive nearly as much attention or response. In addition, Covid-19 news consistently receives a large number of replies from viewers.

Daily Top 10 News and Views (ENGLISH)



Fariha Tasnim Khan <fariharupontye20@gmail.com>
to zsobhan, poetreaz, Tilka, animrtanjir, aurora.dhakatribune, anandomostofa, rohan.ziad, abusayeedasifullislam, tahmidur.rahman.95, probirbidhan, asifshaondu, azad.bangladeshijourn

Tue, 18 Jan, 12:28 ☆ ↶ ⋮

Daily Top-10 News and Views (ENGLISH)

Date: 17/01/2022

No.	Headline	Views
1	Covid-19: Bangladesh logs 5,222 infections, 8 deaths in a day	3,857
2	Covid-19: Bangladesh logs 6,676 cases at 20.88% infection rate	1,730
3	These are the 50 top Bangladeshi lawyers according to Asia Business Law Journal	1,616
4	DGHS: 80% patients infected with Delta	1,105
5	Health Minister: 69% Omicron cases detected are in Dhaka	807
6	Omicron cases rise to 55 in Bangladesh	753
7	Burger King Bangladesh gets rebranded	724
8	Sust closed for indefinite period	687
9	Bangladesh: The best product with the worst marketing - Part Two	575
10	DGHS: Number of Covid patients went up by over 200% in past week	552

Figure 6: Daily Top-10 News and Views (English)

Daily Top 10 News and Views (BANGLA)



Fariha Tasnim Khan <fariharupontye20@gmail.com>
to zsobhan, poetreaz, Tilka, anandomostofa, aurora.dhakatribune, animrtanjir, rohan.ziad, tahmidur.rahman.95, abusayeedasifullislam, probirbidhan, asifshaondu, azad.bangladeshijourn

Tue, 18 Jan, 12:32 ☆ ↶ ⋮

Daily Top-10 News and Views (BANGLA)

Date: 17/01/2022

No.	Headline	Views
1	করোনাভাইরাসের সংক্রমণ রুখতে পারে গাঁজা	15,490
2	নোয়াখালীতে ভোটকেন্দ্রে গাঁজাসহ যুবক আটক	5,933
3	এককীট্র ঘোচাতে বিয়ে করলেন ৯৩ বছর বয়সী আইনজীবী	2,383
4	শিরকলার মহাপরিচালককে দৃষ্টান্তে জিজ্ঞাসাবাদ	2,372
5	রবিবার থেকে ময়মনসিংহের ঢাকামুখী বাস চলাচল বন্ধ ঘোষণা	2,367
6	ঘাস বাঁচাতে ১০ হাজার তরমুজ গাছ উপড়ে ফেললেন পাউবো প্রকৌশলী	2,106
7	ঢাকা-ময়মনসিংহ রুটে বাস ধর্মঘট প্রত্যাহার	1,805
8	ইনস্টাগ্রামে পরিচয় মেটাভার্সে বিয়ে আর গুগল পে-তে উপহার	1,760
9	করোনাভাইরাসে আক্রান্ত চম্বাডাঙ্গার ডিসি ও সিভিল সার্জন	1,655
10	রাজধানীতে প্রশিক্ষণ নিতে আসা ২২ বিচারক কোভিড আক্রান্ত	1,568

Figure 7: Daily Top-10 News and Views (Bangla)

The right side of each news link shows how many views the news gets. People read the Covid-19 related news and follow it daily, so it has views of 15,490+. On the other hand, news related to CCTV cameras at Narayanganj Poll has only one view. It clearly shows what type of story the audience wants.

Daily **Top-10** Low Performance News on Facebook (ENGLISH)

Fariha Tasnim Khan <fariharupontye20@gmail.com>
to zsobhan, poetreaz, Tilka, anandomostofa, aurora.dhakatribune, animrtanjir, rohan.ziad, tahmidur.rahman.95, abusayeedasifulislam, probirbidhan, asifshaondu, azad.bangladeshjournalist

Sun, 16 Jan, 11:45

Daily Top-10 Low Performance News on Facebook (ENGLISH)

Date: 15/01/2022

No.	Headline	Views
1	Taimur claims police raided his chief election agent's home, arrested 10 men	6
2	Mominul insists on looking ahead after return home	6
3	Bangladesh reports 5 more dengue cases	5
4	AM Razzaque: NCC polls will be held in fair, peaceful manner	4
5	Woman listed as voter in two polling centres in NCC	4
6	Narayanganj DC: All measures taken to hold NCC polls peacefully	4
7	Taimur: Will not boycott Narayanganj city polls under any circumstances	3
8	Narayanganj police warns of stern actions against polls interference	2
9	BGB seizes yaba worth 6C from Cox's Bazar	1
10	No CCTV cameras inside polling booths in Narayanganj	1

Figure 8: Daily Top-10 Low Performance News on Facebook (English)

Daily Top-10 Low Performance News on Facebook (BANGLA)

Fariha Tasnim Khan <fariharupontye20@gmail.com>
to zsobhan, poetreaz, Tilka, anandomostofa, aurora.dhakatribune, animrtanjir, rohan.ziad, tahmidur.rahman.95, abusayeedasifulislam, probirbidhan, asifshaondu, azad.bangladeshijourni

Sun, 16 Jan, 11:48

Daily Top-10 Low Performance News on Facebook (BANGLA)

Date: 15/01/2022

No.	Headline	Link Clicks
1	শাবিতে ছাত্রীদের আন্দোলনে-ছাত্রলীগের-হামলার অভিযোগ	27
2	বঙ্গোপসাগরে মিলারসহ ২৩ জেলেকে অপহরণ-মুক্তিপন দাবি	27
3	রংপুরে মা-মেয়েকে গাছের সঙ্গে বেধে নির্খতন	11
4	ঢাকার বাতাস এখনও 'অস্বাস্থ্যকর'	12
5	রক্তনি আয় ২৮% বৃদ্ধি পেয়েছে	8
6	বঙ্গোপসাগরে অক্ষসহ ৬ জলদস্যু আটক	10
7	ভারতে একদিনে ২ লাখ ৬৮ হাজারেরও বেশি কোভিড শনাক্ত	24
8	ঢাকা আন্তর্জাতিক চলচ্চিত্র উৎসব শুরু আজ	21
9	নারায়ণগঞ্জ সিটি নির্বাচন-রাত পোহালেই ভোট	15
10	ছাত্রলীগের দাবি হল সম্মেলন ৩০ জানুয়ারি	24

Figure 9: Daily Top-10 Low Performance News on Facebook (Bangla)

I also made reports on page views. Page view is a very important part of an online news portal because it helps the organization calculate whether all the people are interacting with the news or not. The daily reactions, comments, and shares make up the engagement of an online news portal. It totally depends on the viewers and their engagement with the news portal.

Pageviews Inbox X

Fariha Tasnim Khan <fariharupontye20@gmail.com>

Sun, 9 Jan, 11:46



to zsobhan, Tilka, rohan ziad, abusayeedasifulislam, anandomostofa, animitanjir, aurora.dhakatribune, poetreaz, probirbidhan, tahmidur.rahman.95, reazhaider

Pageviews

Date	Pageviews (English)	Pageviews (Bangla)	Total Pageviews
09/01/2022	51,208	34,855	86,056
08/01/2022	19,827	9,882	29,709
07/01/2022	50,181	32,028	82,209
06/01/2022	57,296	43,235	100,431
05/01/2022	61,423	33,332	94,755
04/01/2022	42,292	38,380	80,672
03/01/2022	35,157	32,668	67,825
02/01/2022	43,821	23,451	67,272
01/01/2022	64,130	24,410	88,540
31/12/2021	90,446	41,916	132,362
30/12/2021	126,044	37,245	163,289
29/12/2021	128,352	36,960	165,312
28/12/2021	143,556	37,080	180,636

Figure 10: Page views

Date	3M AVG Views	Pageviews	Alexa
Jan 05, 2022	146,733	94,755	51
Jan 04, 2022	147,464	80,672	50
Jan 03, 2022	148,092	67,825	48
Jan 02, 2022	150,235	67,272	48
Jan 01, 2022	152,021	88,540	49
Dec 31, 2021	153,518	132,362	47
Dec 30, 2021	153,756	163,289	48
Dec 29, 2021	153,648	165,312	47
Dec 28, 2021	153,463	180,636	49
Dec 27, 2021	153,592	127,733	50
Dec 26, 2021	154,378	135,928	49
Dec 25, 2021	155,400	129,303	48
Dec 24, 2021	155,836	149,560	46
Dec 23, 2021	156,492	134,459	46
Dec 22, 2021	156,740	103,768	47
Dec 21, 2021	157,084	127,426	47
Dec 20, 2021	157,473	136,404	47
Dec 19, 2021	158,060	185,022	47
Dec 18, 2021	158,346	139,485	47

Figure 11: 3 Months Average Views

Chapter 6

Covid-19 News and Updates

The Corona Virus has had a huge impact in the last two years. This pandemic has brought a lot of changes to people's lives. Accepting this new change and cooperating with it was also a big challenge for everybody.

The news on Covid-19 was one of the peaks of that time. On a daily basis, we need to upload news on how many people are affected or how many people are dead from the coronavirus. I need to post Covid-19 news on each online platform of the Dhaka Tribune. It was published as "Breaking>>>" on all the sites. Also, using hashtags is a must while posting on Twitter, Instagram, and LinkedIn. Dhaka Tribune has a separate page for Covid-19 news updates. I had to continuously update that page.



Figure 12: Page of *Dhaka Tribune*'s Updates on Coronavirus

Not only was I updating news on Covid-19 but I also had to make video stories on the updates of the coronavirus. As mentioned before, I made swipe up stories and video stories for popular news, Covid-19 was the most read news on *Dhaka Tribune* that time. Therefore, giving extra attention to Covid-19 news was another extra task to do daily. Updating Covid-19 news daily was important to keep the locals updated. People were dependent on news articles to know about the situation of Covid. We interns had to make Covid-19 news our first priority to post.

Chapter 7

Internship Experience

I was excited to go to an office or an organization and experience how an office works. Because students in media and cultural studies have the opportunity to intern at news stations, newspapers, or advertising firms. Therefore, when my internship semester started and I joined *Dhaka Tribune*, I was excited and scared as well. A big reason behind it was the Covid-19 pandemic because I had to work from home and online work is more difficult than offline work. People are always being monitored for online work, and not only that, little mistakes are easily caught. Therefore, I always had to be very careful.

I started my internship at the *Dhaka Tribune* on November 10th, 2021. The lockdown was strictly maintained by the government, which is why I could not enter the office physically. I was a little upset at first because I really wanted physical experience for my internship. I was also worried because I thought I would not get enough content to fill my report. However, my internship started with a training where I learned my work through online video calls.

The next day, I started my work at 9 AM. I am honored and grateful to have such a supportive team with me at *Dhaka Tribune*. My supervisor, Tilka Binte Mehtab, was extremely kind to everyone whenever we needed any help. All my co-workers were so polite to each other. Whenever I messed up anything, they behaved really well and made me understand my mistake. So, I did not repeat any mistakes.

The encouragement I received from my teammates pushed me to work harder every day. I believe that a person's workplace culture and teamwork support can encourage them in multiple ways. The tiniest task is just as significant as the largest on this digital platform. As a new intern, I was nervous about communicating, even though I had to interact with my co-workers on a daily basis. As a result of this conversation, I became more invested in and dedicated to my work.

Moreover, when I had to make the daily reports, I needed to be very cautious all the time. That particular work made me understand the importance of being attentive. Not only that, being punctual, polite towards others and respecting everyone are some of the main points I learned here at *Dhaka Tribune*. For example, here I saw how seniors behave with juniors with immense respect. It made me understand that every individual is equally important.

Furthermore, my workplace taught me time-management skills and professionalism. Since media networks are continually engaging and ever-changing, time management is critical in the digital market. Working shifts from 9:00 a.m. to 4:00 p.m. was the norm for me. The amount of effort depended on how urgent the news reports were. On exceptional events, such as public holidays or religious festivals, there appears to be an increase in the normal flow of news items. I was stressed and anxious about the amount of work I had, yet I always completed my tasks in a timely manner.

One day, while I was working from home, I became so sick that I could not work. At first, I thought I would manage. I was scared that what if I asked for a day's leave and my supervisor would not allow it? I continued working with that health condition, but my health was not allowing me to work. After some time, I told my co-worker about it, and he immediately told me to take a day off. He assured me not to worry and to take proper rest. He also assured me that the other co-worker would manage my work. I was so overwhelmed by the behaviour and support from my co-workers. I had more respect for them.

While working for the *Dhaka Tribune*, I experienced the work life situation very closely. Because the epidemic had affected practically every part of our private, educational, and work lives, I was initially puzzled and concerned about the online office. Later, I was able to discover my capability as a journalist. I received a variety of assistance from my coworkers and enjoyed the atmosphere in which I worked.

Chapter 8

Theories Application in My Internship Experience

While we study at university or we gather only bookish knowledge, we do not connect the dots with real life experience. One main reason for choosing to do an internship was to gather practical knowledge at the end of my academic life. Therefore, while interning at *Dhaka Tribune*, there were so many times I related my knowledge to real life and academic life. Globalization and the Media (ENG-333), English for the Print Media (ENG-440), Editing (ENG-401), and Cultural Studies (ENG-331) are some of the courses I will use to connect theories to my internship experience.

First of all, I want to explain "Panopticon", which I have studied in Cultural Studies (ENG331). This theory was given by Jeremy Bentham, an English philosopher and theorist. For example, an architecturally designed institutional tower which is controlled or observed. Bentham's panopticon is built around a central tower that is ringed by cells. The watchman is stationed in the central tower. Based on the function of the building, the cells house inmates, laborers, or children. The watchman can see everyone in the cells because of the powerful light from the tower. The individuals in the cells, on the other hand, cannot see a watchman and must presume that they are constantly being watched. The panopticon was extended by Michel Foucault, a French philosopher and critic, into a representation of societal control that reaches into daily situations for all individuals, not only those in prison (Foucault 1970). He claims that social citizens constantly absorb authority, which he claims is one form of power for established norms and organizations. A driver, for example, may stop at a red light even if no other vehicles or cops are present. Even though there aren't always implications, the police are an absorbed authority; people tend to follow

the rules since they are self-imposed. Therefore, relating to my internship experience, I was always observed by my supervisors and seniors. Not only me, but all the other internees were being supervised. We did not see our supervisor but followed all the rules by knowing we were being watched.

Secondly, I studied five news value factors in the course English for Print Media (ENG 440). Timeliness, prominence, proximity, consequence, and oddity are the five news value factors. While I was doing my internship, timeliness, prominence, and oddity were the three news value factors with which I connected the most. Timeliness refers to posting or publishing news at the exact same time. If I post a news story that happened two days ago, then my news will not get any reach. Its significance will be lost. I was posting Covid-19 news every day while I was interning. Covid-19 is such significant news that it has to be published on time. I could not wait a second after I received any Covid-19 related news. Sometimes I had to skip some scheduled news to upload Covid-19 news first. The social media trend is to obtain many views in very little time. A perfect news site would aim to keep up with its ever-changing environment and give the most up-to-date and credible information as quickly as possible. I had to post Covid-19 news with the hashtag "BREAKING>>>" on every online platform of the *Dhaka Tribune*.



Figure 13: Covid-19 News Updates

Prominence refers to the significance of a news story. For example, the "Abrar Murder Case" was a huge story all over Bangladesh. The judgment from the court was very important for students, governments, and this country. The news of a student who was brutally murdered by his fellow classmates was one of the most important and significant events for all of us. All Bangladeshis were waiting for the judgment in this case. The *Dhaka Tribune* covered this case a lot of time and many debates also happened after the final judgment came from the high court.



Figure 14: News on Abrar Murder Case

Oddity now refers to unusual news that does not occur frequently. This form of news also draws a large number of viewers. Aside from all the major and relevant news, unusual news attracts the most attention. While conducting my internship, I also posted some unusual news, which received a lot of attention when it was published. During a party, two young females chop off a boy's tongue. The story of a girl chopping off a boy's tongue is unusual and odd. That is why people read this news a lot and the news gets good views.



Figure 15: News on “Oddity”

A majority of people are very interested in celebrity news and gossip. They constantly feel that their life is not up to the mark. Many people buy into celebrity culture because they want to be celebrities. They find the lives of celebrities exciting, exotic, and mysterious. Therefore, many people want their lives to be like theirs. As a result, most people look at celebrity news first, before any other important news. This celebrity culture is attractive because it is the capitalist market that

drives the demand to be or to know about their lifestyle. Many people are looking for gossip because they want to connect the "celebrity life" with their own. The private lives of famous people or juicy gossip attract the most attention from the majority of people. It gives them pleasure that though they are rich and famous, celebrities also go through problems. Not only this, the advertisements set a benchmark of beauty and provoke people. John Berger, the English art critic and novelist, beautifully described it in his book *Ways of Seeing*. According to Berger, an advertisement creates beauty by making viewers envious of an imaginary situation version of themselves that will become reality if they purchase a product. According to John Berger, "Publicity persuades us of such a transformation by showing us people who have apparently been transformed and are, as a result, enviable. The state of being envied is what constitutes glamour. And publicity is the process of manufacturing glamour "(131). Publicity tries to persuade us that those who buy a certain product have happier lives as a result of their purchase, and that we, too, must buy that product in order to live an equal life.

Not only the *Dhaka Tribune*, but all media and news organizations regard the media sector as glamorous and exciting because they are constantly selling information. They are always trying to sell ideas or points that will pique the readers' interest. For example, in this pandemic, Covid-19 news gets more readers than usual. Every day, people discussed this topic or looked for news about the coronavirus. People want new and more information regarding this Covid-19 topic every day. The same story has been running for more than two years, and readers still want to know more.

Theodor W. Adorno, a German philosopher and sociologist, talked about the "Culture Industry." It is basically composed of news and media, but also films, music, show-business and fashion. The cultural industry, according to Adorno, is problematic because it is a place where analytical

attitudes or opportunities are erased. He said that the cultural industry exploited the public by producing and distributing cultural commodities through the media. Individuals become obtuse as a result of mass cultural consumption. The simple pleasures provided through popular culture made people submissive and satisfied, regardless of their economic conditions. All these media related topics made people unhappy, and their unhappiness made the celebrities rich and wealthy.

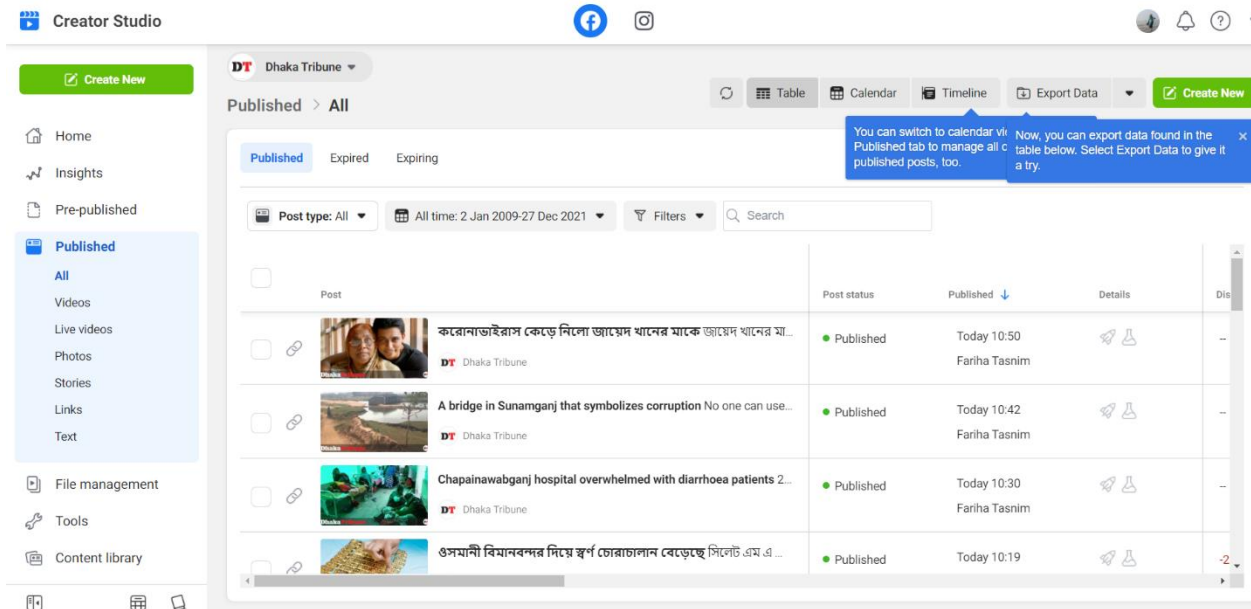
Globalization refers to the worldwide interconnection and fusion of people, businesses, and governments. Globalization has progressed since the eighteenth century as a result of developments in transportation and communications technologies. We meet new people, learn about new things, and study new subjects. James Paul and Stager B. Manfred, in their article "*Globalization and Culture, Volume 4 - Ideologies of Globalism*", wrote that, "Cultural globalization involves the formation of shared norms and knowledge with which people associate their individual and collective cultural identities." It brings increasing interconnectedness among different populations and cultures." Globalization brings individuals from all around the world together. We can relate to all of these events, from the war in Russia-Ukraine to football matches between Brazil and Argentina, and they influence us in numerous ways. The communication of concepts, understandings, and value systems around the world, in addition to extending and enhancing social relations, is referred to as cultural globalization. This system is characterized by widespread consumption of cultures disseminated by the Internet, pop culture media, and internationalization. Cultural globalization involves the formation of social rules and understandings that people use to define their personal and group cultural identities.

Chapter 9

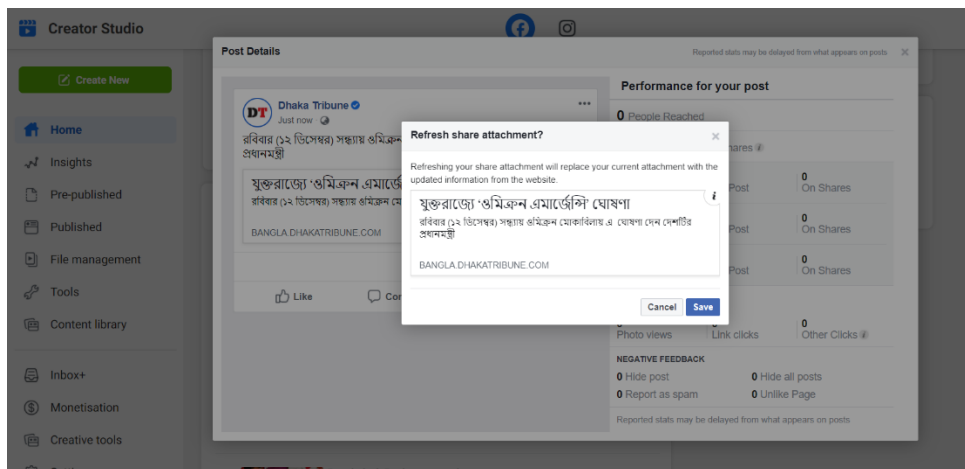
Conclusion

To conclude, I want to thank my dearest department, English and Humanities, for giving me the space to learn and explore. I am grateful to my faculty members who always believed in me and showed me the right direction. While studying, I never understood the importance of practical life. I never understood that practical life is so different from just being a student at university. I am thankful to Tilka Binte Mehtab, my supervisor at the *Dhaka Tribune* who guided me with immense patience and love. She taught and demonstrated the journalism culture, as well as how she does her job with such dignity. In this academic life and internship period, I understand the value of time, the importance of respecting people, and the patience and punctuality required. I value time even more now that I know time and tide do not wait for anyone. I am privileged to have chosen Media and Cultural Studies as my major stream. Individuals, community, lifestyle, emotions and sentiments, all of these things relevant to journalism, all educated me. *Dhaka Tribune* taught me about professionalism and being humble in a career. I discovered a lot of my layers through this journey. The lessons learned by me here will stay with me forever, and I will continue to follow them in the future. I am grateful to my co-workers at *Dhaka Tribune* who supported and encouraged me in every step. This internship is the first place where I worked as an employee and came into this gigantic field of journalism. This is not the end, but rather the new beginning of my career as a journalist.

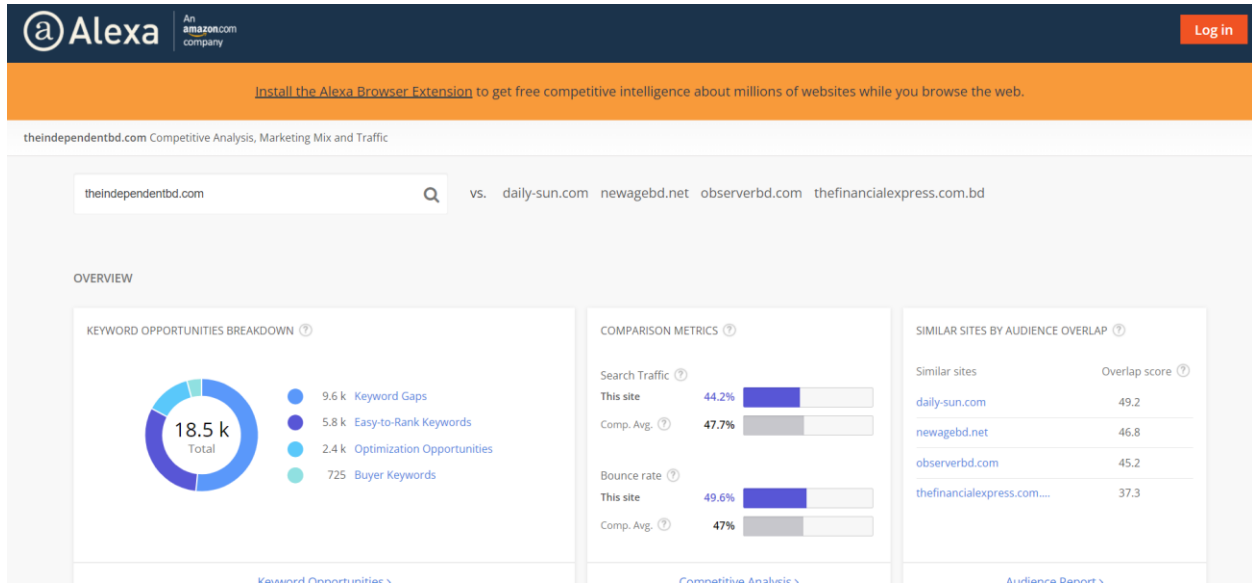
Appendix



Picture 1: Creator Studio



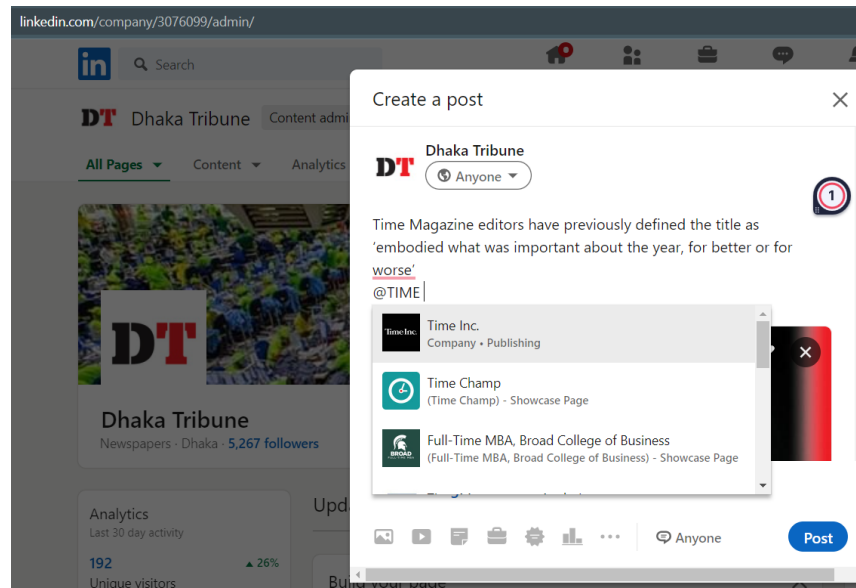
Picture 2: DnR



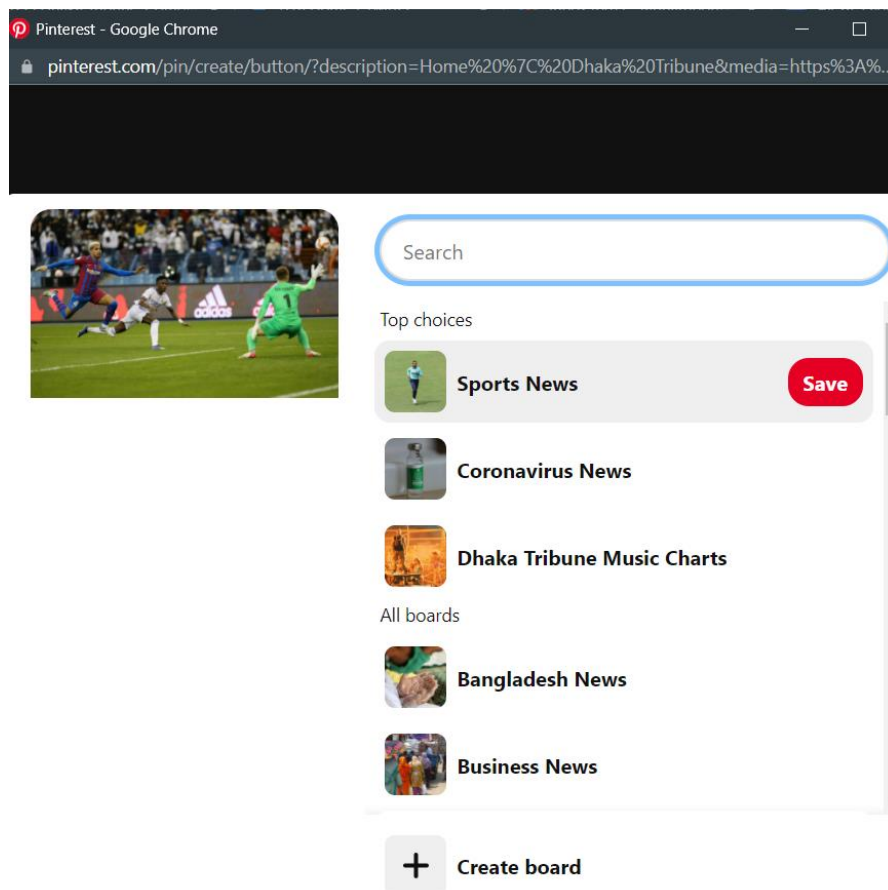
Picture 3: Alexa Ranking

Sent	Title	Subscribers	Delivered	Clicks	Click Rate
21 Dec 2021 11:21 AM	<p>DT অভিজিৎ রায়ের খুনিদের তথ্য জানতে যুক্তরাষ্ট্রের ৪২ কোটি টাকা পুরস্কার ঘোষণা</p> <p>হামলাকারীদের ব্যাপারে তথ্য প্রদানকারীকে ৪২ কোটি টাকা (৫ মিলিয়ন ডলার) পুরস্কারের ঘোষণা দিয়েছে মার্কিন পররাষ্ট্র দপ্তর</p> <p>https://dhakatribune.feedify.net</p>	494818	0	0	-
20 Dec 2021 10:19 PM	<p>DT 'মেয়েরা শুধু মায়ের গর্ভ আর কবরে নিরাপদ,' লিখে স্কুলছাত্রীর আত্মহত্যা</p> <p>চিরকুটে লেখা ছিল, স্কুল নিরাপদ নয় এবং শিক্ষকদের বিশ্বাস করা যায় না। সে লিখে গেছে, 'স্বপ্নেও মানসিক নির্যাতনের' কারণে পড়াশোনা এমন ঘুমেও ব্যাঘাত হতো'</p> <p>https://dhakatribune.feedify.net</p>	494566	445110	704	0.2%

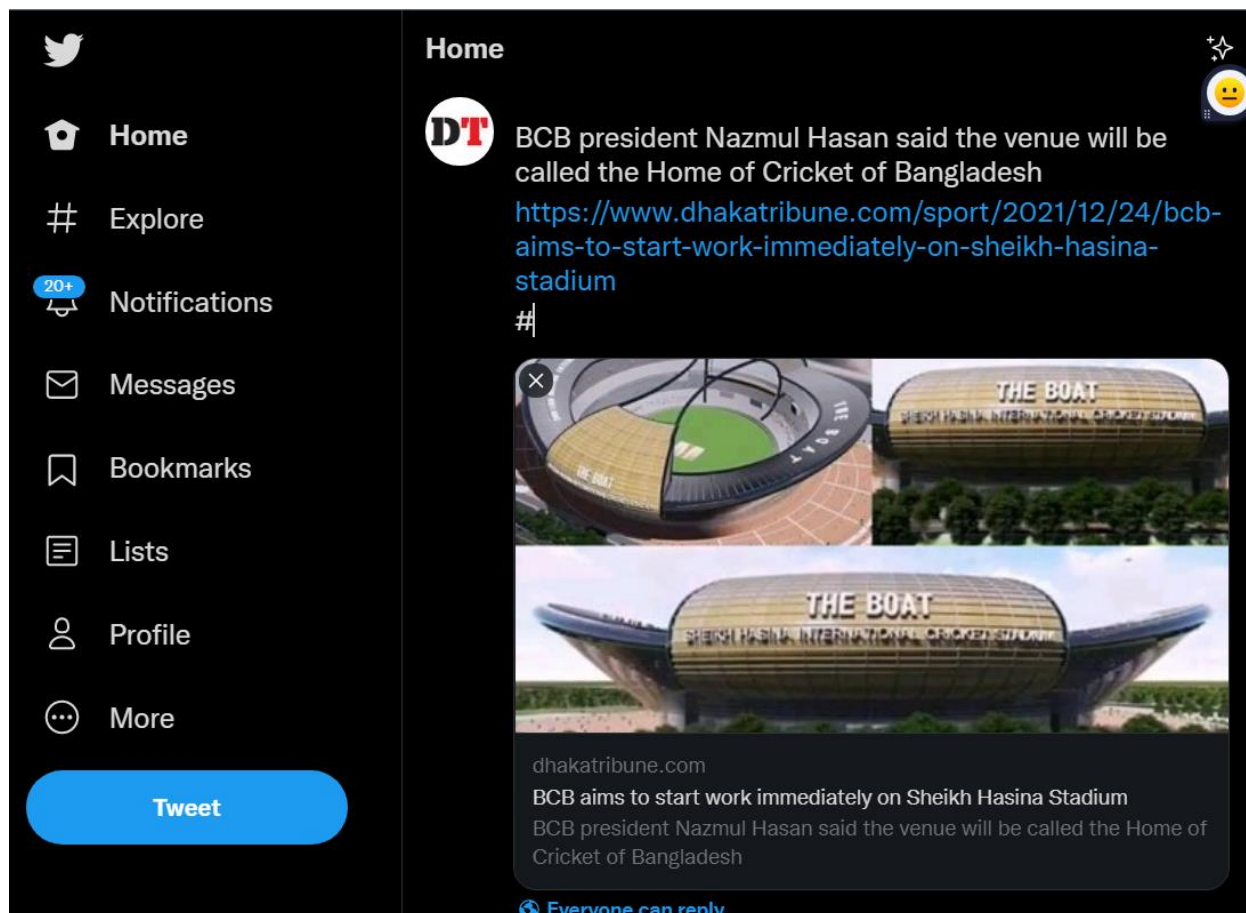
Picture 4: Feedify for Push Notification



Picture 5: Posting on LinkedIn Profile



Picture 6: Posting on Pinterest Profile



Picture 7: Posting on Twitter Profile

Work Citation

Berger, John. *Ways of Seeing*. BBC and Penguin, 1972.

https://monoskop.org/images/9/9e/Berger_John_Ways_of_Seeing.pdf

Paul, James, and Manfred B. Steger. *Globalization and Culture: Vol. 4. Ideologies of Globalism*, 2010

https://www.researchgate.net/publication/270900922_Globalization_and_Culture_Vol_4_Ideologies_of_Globalism