

Report On
Internship 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
Bachelor of Arts in English

Department of English and Humanities
Brac University
[December 2022]

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Declaration

It is hereby I declare that

1. The internship report submitted is my own original work while completing my degree at BRAC University.
2. The report does not contain material previously published or written by a third party. Information taken from outside sources 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 have acknowledged all main sources of help.

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Acknowledgement

Had I known my undergraduate life would be such a battle, I would have prepared myself in a more mentally equipped way. But then again, at last, I have achieved my degree.

However, this journey would not have been easy if some of the people did not exist in my life.

First of all, I am eternally grateful to my parents who gave me the privilege to study at BRAC University. Throughout my undergraduate life, they have run the same race as me, perhaps a more challenging race than me. Years after years, they continued to make sacrifices without any complaint and yet gave me the ground to flourish.

Also, I want to thank my little brother Siam who stood beside me at every stage and helped me with patience.

Next, I want to especially thank my friend Akib who helped me from the beginning to the end and sometimes more than I could ask for.

Furthermore, I would like to show my respect and gratitude to my teachers Prof. Firdous Azim, Anika Saba, Salma Khan, Dr Sayeed Noman and my supervisor Dr Mahruba T. Mowtushi for their enormous and constant assistance. They have not only guided me but also helped me to expand my thought space.

Moreover, I thank my supervisor Tilka Binte Mehtab at *Dhaka Tribune* who granted me a place to work as an intern and provided me with the opportunity to set my first step in the professional journalism arena.

Last but the most important, I want to thank myself and all those significant others who did not give up on me and stood still among the many dangers of life.

Therefore, I dedicate this report and my degree to my family, myself and the unforgettable inspirations of my life and I wish them good health.

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Glossary

DnR: DnR stands for ‘Debug and Refresh.’ Whenever any information or headline or subheading or feature image in the news gets edited or changed or updated in the main news website, or any bug in the news gets found and fixed, the news link needs to be refreshed on the Facebook page through the option ‘Refresh Share Attachment’ in *Creator Studio*.

Creator Studio: Social media marketers and content producers can administer Facebook pages and Instagram profiles using *Creator Studio*. It is a complimentary platform provided by *Facebook*. Membership control, scheduling, and social media statistics are all combined here.

SF/Teaser: SF stands for ‘standfirst,’ which refers to the subheading of the news. It is also called ‘teaser.’

Unifox: It is a digital marketing agency that works for digital media customer engagement service through their *Unifox* media buying software.

Similarweb: American web analytics business company *SimilarWeb Ltd.* focuses on the web traffic and performance of online news portals.

PushEngage: It is a software programme for personalised web push notifications that assists website managers in interacting with their website visitors by automatically segmenting their number of subscribers and utilising auto-responders to deliver messages to those subscribers.

Social Media Flying Squad: It refers to a Google group that is used by *Dhaka Tribune* online teams for keeping the links altogether for news which needs to be made into posters and posted on the social websites.

Compact Format Newspaper: A tabloid-style newspaper that is produced in broadsheet quality is referred to as a compact newspaper.

Chapter 1: Introduction

People have an innate drive for acquiring knowledge. In addition to that, humans love to read or listen to stories as stories are information from diverse angles. The relationship between stories and information is very much relatable to the field of journalism. It is because journalists need to keep their eyes and ears open all the time to collect the latest information from all spheres of life as they know that information can come anytime from any angle and any dimension of human-life events.

However, the information does not always come only from stories. Yet, this is what strikes me the most. My interest in journalism stems from my desire to understand the depths and forms of human life stories. I always desire to listen to people's stories since they provide me with different insights. Since childhood, my intense thirst for knowledge has kept me occupied. I did not grasp the idea of news or the media back then. I have, however, developed the habit of sitting next to my father and watching the news with him once I started observing him watch the news on television whenever he came home.

It was very fascinating to see how someone could convey the day's news while maintaining eye contact with the front and not even turning to look at the papers in his or her hands. Of course, I was too young at the time to understand all those technical details, but my interest in news persisted for a very long time. I still think about that infatuation and give my father credit for, whether intentionally or not, igniting my interest in the news.

I have always aspired to be a newscaster. I used to hold some blank papers in my hands and act as though I was delivering news to the audience by keeping my eyes forward and avoiding the papers altogether. I still had a strong yearning for it.

Afterwards, when I was enrolled on the English and Humanities Department at BRAC University, it felt like one step closer to being an English news presenter. Then when I came to know about three major streams to choose from, without any hesitation, I decided to go for

‘Media and Cultural Studies.’ It felt like the right call for me and this is how the journey began. Doing each media course has helped me to strengthen my confidence in journalism. The courses were exciting and fun, nevertheless, the most exciting opportunity was to be a part of a journalistic internship program. Being able to work with experienced journalists in a formal role became a fulfilment of a wish.

Nonetheless, many people nowadays are preferring digital news over newspapers. Therefore, news publishers are also shifting their way of delivering news from newspapers to online platforms. The *Columbus Dispatch* became the first newspaper to publish online on July 1, 1980 (Shedden). The *Washington Post*, *The New York Times*, *The San Francisco Chronicle*, and *The Los Angeles Times* were among the other newspapers that followed the path of publishing online (Shedden). These are all American newspapers. On the other hand, the first newspaper in Bangladesh to offer online news was *Bdnews24.com* (Rahman). It began its journey on October 23, 2006 (Rahman). There are other Bangladeshi online news portals as well, for instance, *Banglanews24.com*, *Risingbd.com*, *Jagonews24.com*, *BBC Bangla*, *Bangla Tribune*, *Dhaka Post* and many more. The benefits of going digital for publishers are enormous and include a bigger audience and quicker publication and dissemination (Hayes). Furthermore, it costs far less to generate digital media since there are no high printing charges. It might not be a wonder if all periodicals and newspapers eventually migrate to digital formats.

Dhaka Tribune is not an exception in publishing news online and it is now one of the most popular online news portals in Bangladesh. During the internship, it was my duty to release all the news from their websites to their social media pages. Even though it was the primary task, there were other significant tasks as well. Therefore, this paper will have a broad discussion of all the tasks I performed, the overall experience as an intern and working with *Dhaka Tribune*, the relation of academic courses with professional learning and lastly, the challenges I faced.

Chapter 2: Background Information of *Dhaka Tribune*



Fig: *Dhaka Tribune* English Website Logo



Fig: *Dhaka Tribune* Bengali Website Logo

Dhaka Tribune is a daily-based English-language newspaper that has both online and printed versions. However, the print version of this newspaper is circulated only within Dhaka city. The paper started publishing on 19th April 2013, maintaining a broadsheet format at first. Later, on the 1st March 2015, it was converted into a compact format newspaper and has been continuing publishing in this format. With its tagline, “The news you want. No more, no less.” this compact format makes perfect sense.

When *Dhaka Tribune* started its publishing journey, Bangladesh witnessed a tragedy. It was the year of the Rana Plaza disaster (the disaster happened on 24th April 2013, five days after the starting journey of *Dhaka Tribune*). Since then, the newspaper has numerous contributions to covering news that have global impacts such as the Rohingya refugee crisis, migrant workers’ issues, gender inequalities, sexual violence, assault on women and children, drug addiction, climate change and so on.

Furthermore, they focus exclusively on public opinions regarding crucial contemporary issues such as inflation, covid-19, the cost of living, the Padma Bridge, Budget FY23 and so on. In addition to that, *Dhaka Tribune* is a voice for the new generation. The paper gives the young generation a platform to promote their visions. Moreover, the newspaper and website

both provide a stage for Bangladeshis to present their greatest ideas to aid in the transformation of the nation into one where people may freely exhibit their creativity and brilliance.

Dhaka Tribune has two main websites: *Dhaka Tribune* and *Dhaka Tribune Bangla*. On the English website, the main segments include E-Paper, News, Business, World, Sports, Opinion, D2, Showtime, DT Tube and More. On the Bangla website, they have E-paper, Bangladesh, Politics, International, Economy, Opinion, Sports, Entertainment, Feature, Tech, and Others. Each of these segments in both websites contains numerous other sub-segments. For instance, on the English websites 'News' segment, the sub-segments include Bangladesh, Politics, Crime, Environment, Education, and Law & Rights. In the 'Business' section, they have Banks, Commerce, Economy, Regulations, Stock Market, Advertisement, Money, and Real Estate.

The 'World' news section offers news about Africa, Asia, Europe, Latin America, the Middle East, North America, Pacific & Oceania, and South Asia. In the 'Sports' category, they provide news on Cricket, Football, Tennis, Athletics, Formula 1 and other sports. In the 'Opinion' segment, they have sub-segments on Op-Ed, Editorial, Longform, Heritage, and Specials. In the 'D2' section, they have Fashion & Style, Beauty & Grooming, Health & Wellness, Food, Travel, Career & Education, People & Relationships, and Doctor & Lifestyle. Lastly, in the 'More' section, *Dhaka Tribune* has Magazine, Special Supplements and Photo Gallery.

Several teams work on each of these online sections. Nevertheless, the motto of *Dhaka Tribune Bangla* is "All said in the least words" (in Bengali "Olpo Kothay Shob Kotha").

The owner of *Dhaka Tribune* is the Gemcon Group. It is administered by the Kazi family group. Kazi Nabil Ahmed (a member of parliament from the Awami League) runs the company and Kazi Anis Ahmed (an author, commentator and businessman) is the publisher of *Dhaka Tribune*. Zafar Sobhan, a renowned writer and columnist, is the founding and chief

editor of *Dhaka Tribune*. Esha Aurora, a feminist writer, works as the business editor at *Dhaka Tribune*.

Additionally, *Dhaka Tribune* is one of the organizers and the main media partner of the Dhaka Literary Festival. The newspaper is widely popular for its two award-winning campaigns called “Glad to be a Bangladeshi” and “I am made in Bangladesh.” Recently in September 2022, *Dhaka Tribune* was named the winner of the ‘Most Innovative Special Supplement’ at the ‘Bangladesh Media Innovation Awards 2022.’



Fig: ‘Dhaka Literary Festival’ Logo



Fig: ‘I’m Made In Bangladesh’ Campaign



Fig: ‘Most Innovative Special Supplement Award 2022’

Furthermore, *Dhaka Tribune* is renowned for having a somewhat liberal editorial stance that welcomes a variety of viewpoints and encourages reporting on issues such as women's rights, LGBTQ rights, and geopolitical relationships between different countries. It is among the handful of periodicals in Bangladesh that accept editorials urging the legalisation of LGBTQ rights.

Chapter 3: The Beginning of a New Journey

Managing a place to do an internship is not tough these days, since there are lots of opportunities provided by many companies for fresh graduates and current students. Yet, there always remains some nervousness to do anything for the first time. I too was nervous, nevertheless, always wished to do the internship at *Dhaka Tribune*. Therefore, it was completely a moment of joy and excitement to get selected as *Dhaka Tribune*'s intern.

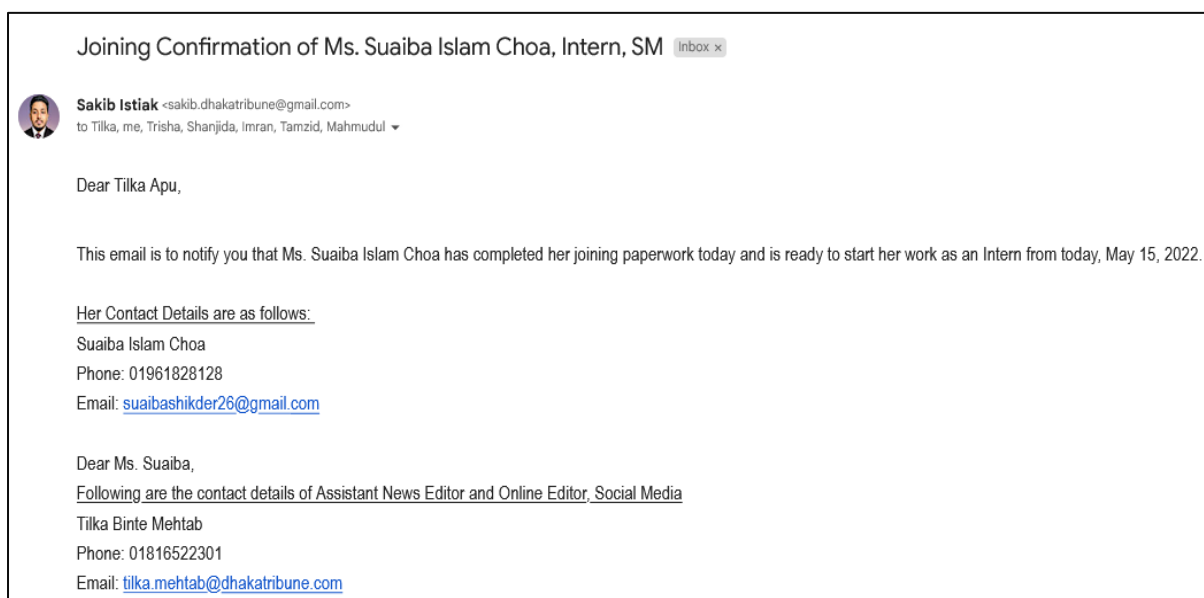


Fig: Joining Confirmation Email

My internship started at *Dhaka Tribune* on 15th May 2022. Being a Social Media Manager, I had the ‘work-from-home’ opportunity. On the starting day, they asked me to go to the office to collect the offer letter and to complete some official paper-works. After completing the paper-works, a confirmation email was sent. After this email, another email was sent from one of my senior colleagues named Mahmudul Hasan Nishat who is the Social Media Coordinator of the Central Desk of *Dhaka Tribune*. His welcome email carried the message of him showing me the ropes of my further work.

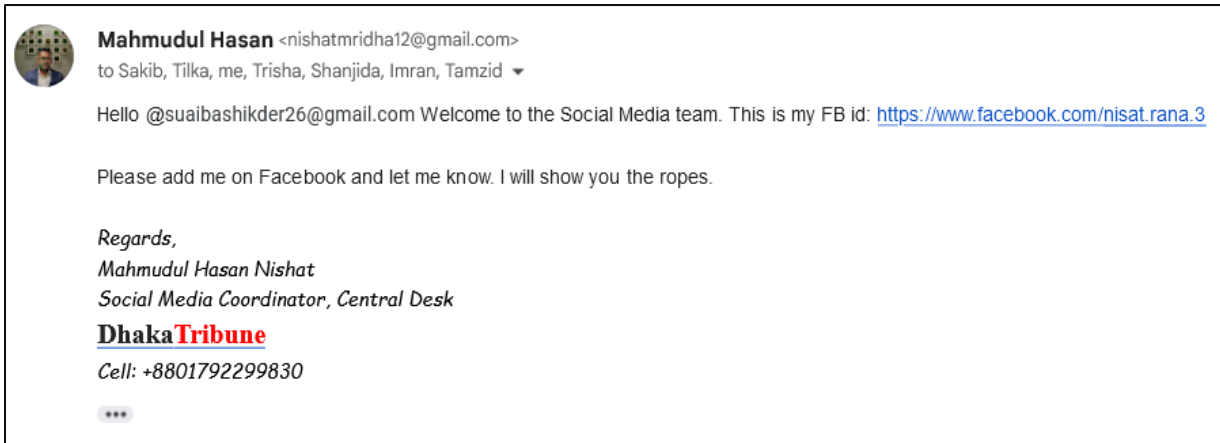


Fig: Welcome & Work Directory Email

I contacted Mahmudul Hasan through social media who explained the necessary and immediate tasks at hand. Moreover, he added me to several Facebook, Messenger and WhatsApp groups. The Facebook groups were ‘ঢাকা ট্রিবিউন করোনাভাইরাস (কোভিড-১৯) আপডেট,’ ‘Dhaka Tribune: Updates on coronavirus (Covid-19)’ and ‘Barrier Breakers of Bangladesh.’ On the other hand, the Messenger groups were ‘Social Media Toolbox,’ ‘Social Media Interns’ and ‘DT Regular Team.’ Besides, the WhatsApp groups were ‘DT Photographers’ and ‘DT-Unifox Media Buying.’

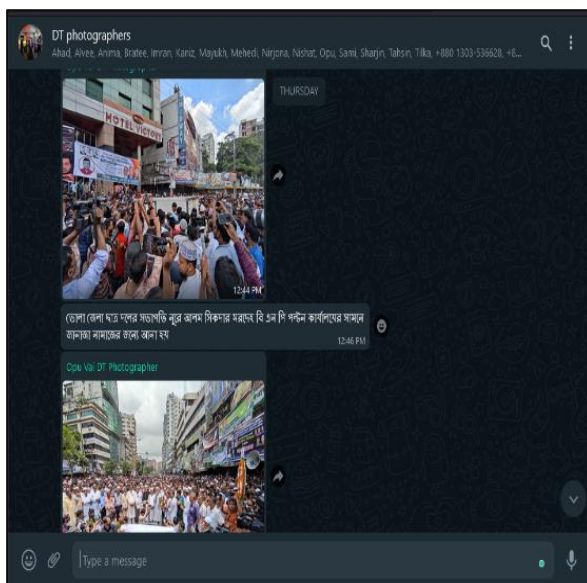


Fig: DT Photographers WhatsApp Group

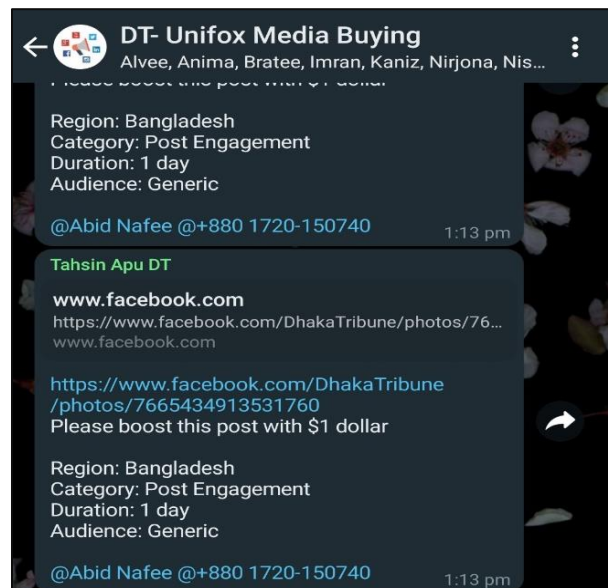


Fig: ‘DT-Unifox Media Buying’ WhatsApp Group

Furthermore, they gave me access to all the official pages of *Dhaka Tribune* on Facebook, Twitter, LinkedIn, Imo and Pinterest. In addition, they added me to their Google Group named ‘DT Social Media Flying Squad.’ Also, I was added to two email threads; one email thread contained daily check-in and check-out records where the online working teams send the starting and finishing times of their shifts and the other contained daily Facebook story-sharing links about which I will talk elaborately in the next chapter.

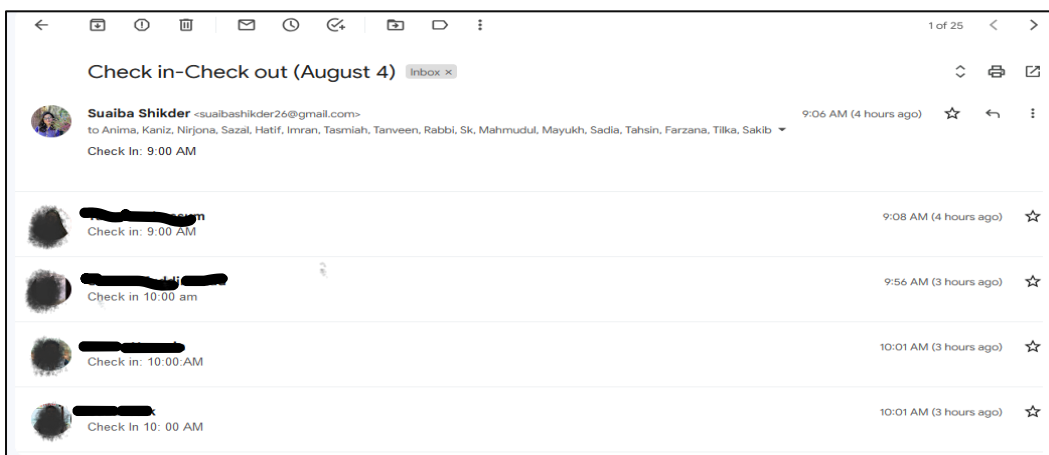


Fig: Daily Check-In & Check-Out Records

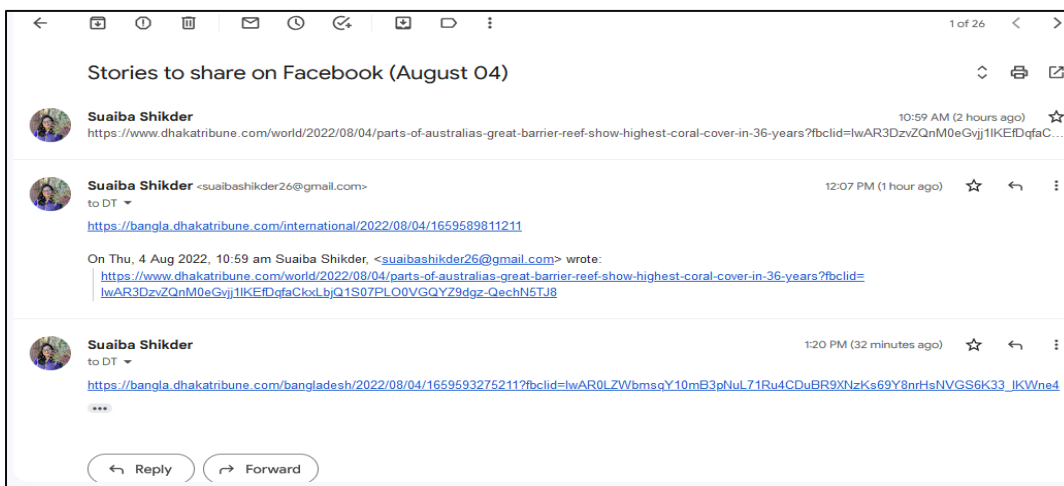


Fig: Daily Facebook Story-Sharing Links

Additionally, they gave me access to different official websites such as *Similarweb* and *Dhaka Tribune*'s official analytics site and several other authorised Google Excel files.

However, all the work did not start on the first day. Each Week, I was familiarized with new and different tasks. My primary responsibility, which was managing the social media, remained the same, nonetheless, one or two additional tasks were being given in every two or three weeks. I worked for 7 hours a day and 6 days a week from Sunday to Friday.

Chapter 4: My Primary Responsibilities

Three teams were working in *Dhaka Tribune*'s online section. They were the 'Regular Team,' 'Analytics, Moderation & Engagement Team' and 'Production & Business Development Team.' Each team had 5-8 members. I was with four other members in the 'Regular Team.'

In the Regular Team, the primary responsibilities were to manage *Dhaka Tribune*'s main pages on Facebook, Twitter, LinkedIn, Pinterest, and Imo. On the other hand, managing the pages refers to posting all the news on the pages by extracting the news links from *Dhaka Tribune*'s two official websites (in Bengali and English). However, almost every social media demands different kinds of criteria to be fulfilled for getting the posts to be published. For instance, publishing a piece of news on Facebook was different from publishing the same piece of news on Pinterest since, on the Facebook page, the news is published in the form of a link with a preview. However, the same news, on the Pinterest page, needed to be shared directly from the English *Dhaka Tribune* website under certain specified categories such as World, Bangladesh News, Sports, Covid Update and so on.

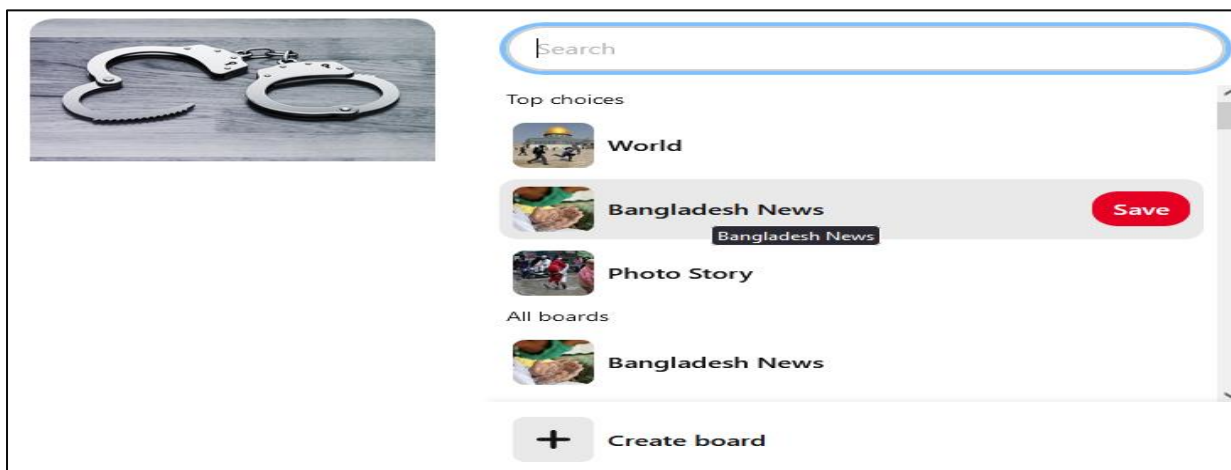


Fig: Sharing News on Pinterest

Usually, when posting news on Facebook, a minimum of 4-5 minutes break between each news is advised to be given. Otherwise, the news would not reach people. Nonetheless, in terms of breaking news and on any grand incidental days, we were ordered not to maintain that 4–5-minute break since there is always competition in the news media sector about which news publisher can publish news before others.

There certainly remains the concern of getting the news published on time but publishing the news earlier than others has also branding and business aspects to it. An online news portal that can deliver news faster than others will be more likely to get more views, reads and shares and therefore more profit to the newspaper agency.

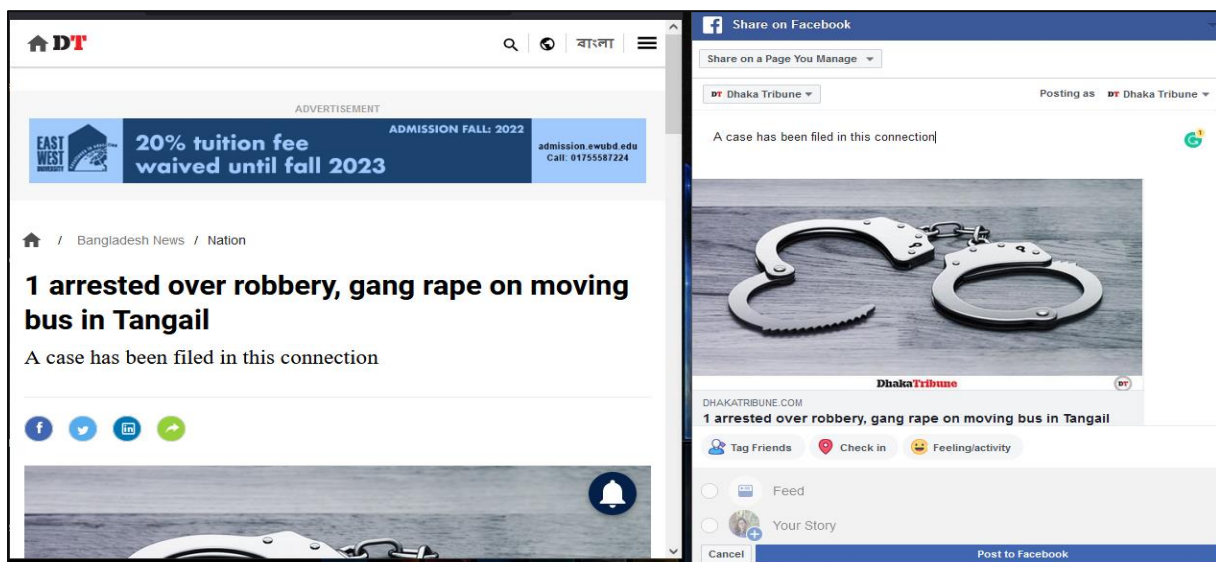


Fig: Extracting News Link from the English Website and Posting it on Facebook

Managing and posting news on Facebook was the easiest of all social platforms because we could schedule Facebook posts using *Creator Studio* and the scheduled posts were posted on time. However, *Creator Studio* does not allow scheduling posts before 20 minutes. For example, if someone wanted a post to be published at 10:30 PM then that item has to be placed in the *Creator Studio*'s schedule option within 10:09 PM. Even at 10:10 PM, *Creator Studio* would not allow scheduling of the post.

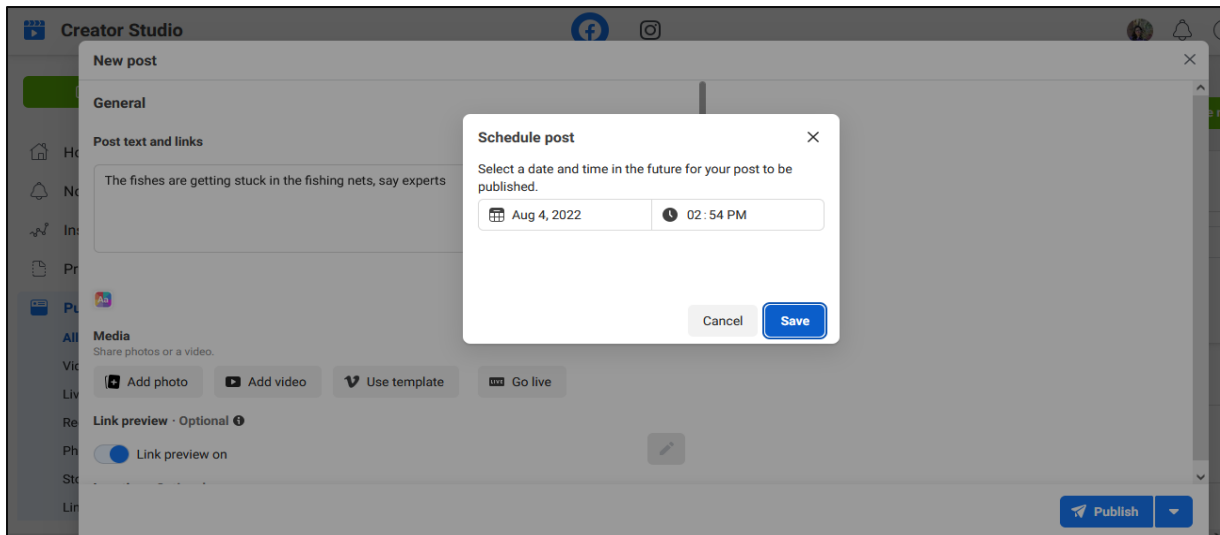


Fig: Scheduling Facebook post on *Creator Studio*

Nevertheless, posting news on Twitter, LinkedIn and Pinterest was a bit tricky. It was because all news did not get posted on these platforms. Therefore, high demand and the most sought-after categories of news needed to be picked and placed on these platforms.

Furthermore, several relevant hashtags (about 8 to 10) for each news item needed to be made and posted on Twitter and LinkedIn.

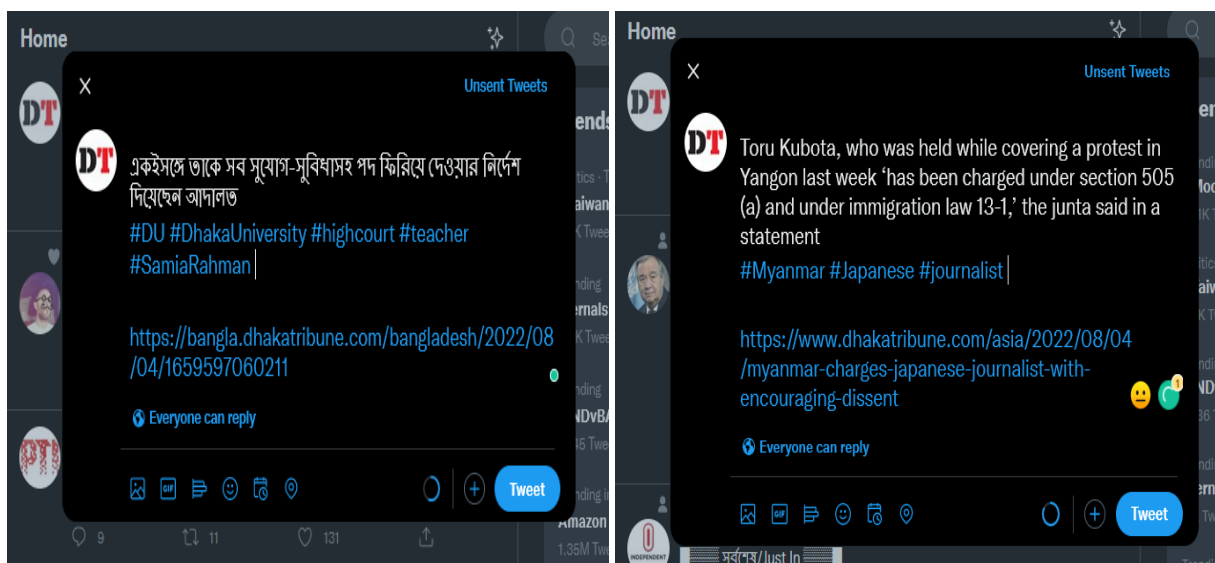


Fig: Posting Bengali and English News on Twitter



Fig: Posted on LinkedIn

The next task was to post Photo Stories. Photo Stories refer to making stories with photos, which means *Dhaka Tribune* photographers from around the country used to send the photos they took of current events or incidents with information and I had to write the story/news in a short paragraph, choose the most relevant photos (4-8) and post them in all social platforms. The Photo Stories were posted with either Bengali or English captions. Therefore, most of the time, captions needed to be prepared by translating the information that was provided by the *Dhaka Tribune* photographers. Moreover, editing played the most important role here since, before posting the captions, the information must be edited, such as checking the spelling, choosing relevant words, correcting punctuations, confirming photo credit, making sure of the accuracy of the information provided with the photos and so on. Sometimes these Photo Stories needed to be published on an urgent basis and even when the story was not urgent enough yet most of the time, we were advised to post it as soon as we had the photos because news or information with multiple photos has more visual appeal to the viewers rather than one photo with lengthy writing.

Before uploading the images, it was important to pay attention to every detail, and choosing the most pertinent shots required the utmost ethical consideration. It means that someone should not post such photos that might harm any individual's reputation. For instance, each person in the photo needed to be checked so that everyone's outfit was okay and their gestures were right. If happened otherwise then some edits should be made to the photo to fix the problems and then post it. This is how ethically it should be done.

Moreover, we were told not to publish graphic images of burn victims or other severe acts of violence that would disturb the audience's minds. Writing the descriptions for the Photo Stories, on the other hand, was more difficult since appropriate journalistic language, correct grammar, and terms with Bengali fronts were essential in this regard.



Fig: Photo Story Raw Version on the WhatsApp Group



Fig: Posted Photo Story on Facebook

Another task was to manage Push Broadcasts using *PushEngage* and the "Social Media Flying Squad" of the *Dhaka Tribune*. Handling Push Broadcasts comprised checking the main verified Facebook page every 40 mins to 1 hour to gather which news had reached the maximum number of people and what was its distribution rate. Then, I had to extract the most

reached news’ link from the website and place it on the *PushEngage* and fill in the necessary details to send a push notification to its subscribers in all browsers. Later, sending the link to the ‘DT Social Media Flying Squad’ email thread was essential so that the other response teams could make that news into a poster and post it on all the social sites.

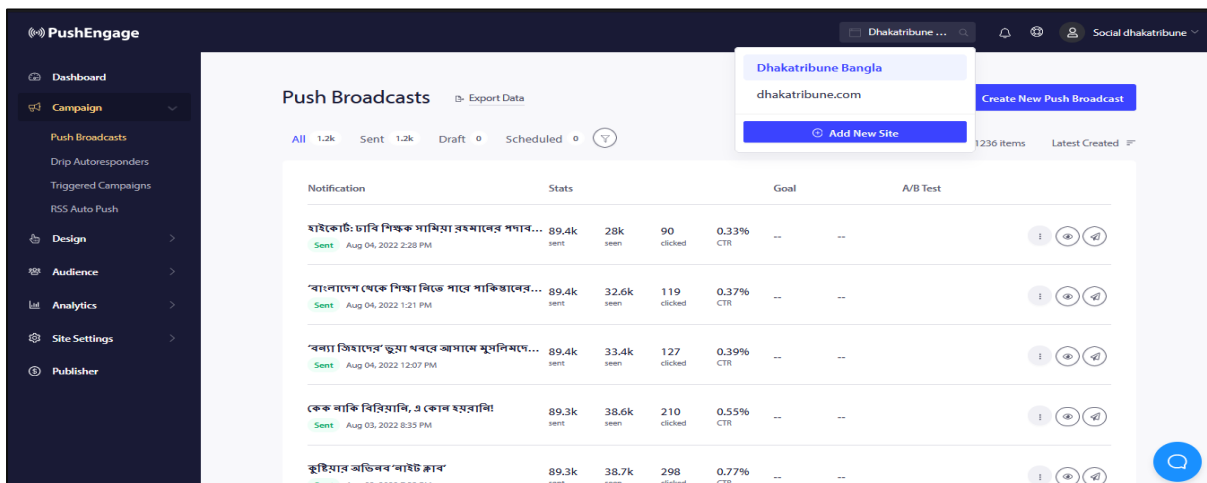


Fig: Sending Push Notifications for Bangla News via *PushEngage*

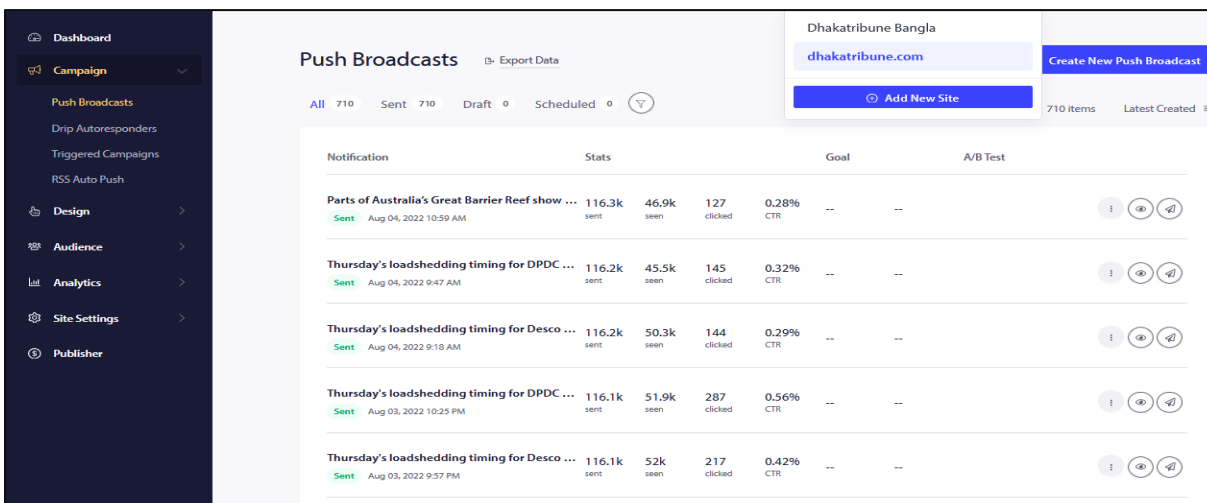


Fig: Sending Push Notifications for Bangla News via *PushEngage*

Next comes sharing news on Imo. We were advised to share on average 7-10 news on Imo daily. Therefore, I needed to be very picky while publishing news on Imo. The target readers of Imo were mostly Bangladeshi people living abroad, especially migrant workers. As a

result, I had to post the most highlighted and our country's important trendy news on Imo which might be crucial for the migrants to know. Nonetheless, other international news was also posted but that was based on exception and priority. Moreover, currency-related news is usually popular on Imo. In addition, at my time, flood-related updates were at their peak. Therefore, I posted flood updates regularly on Imo.

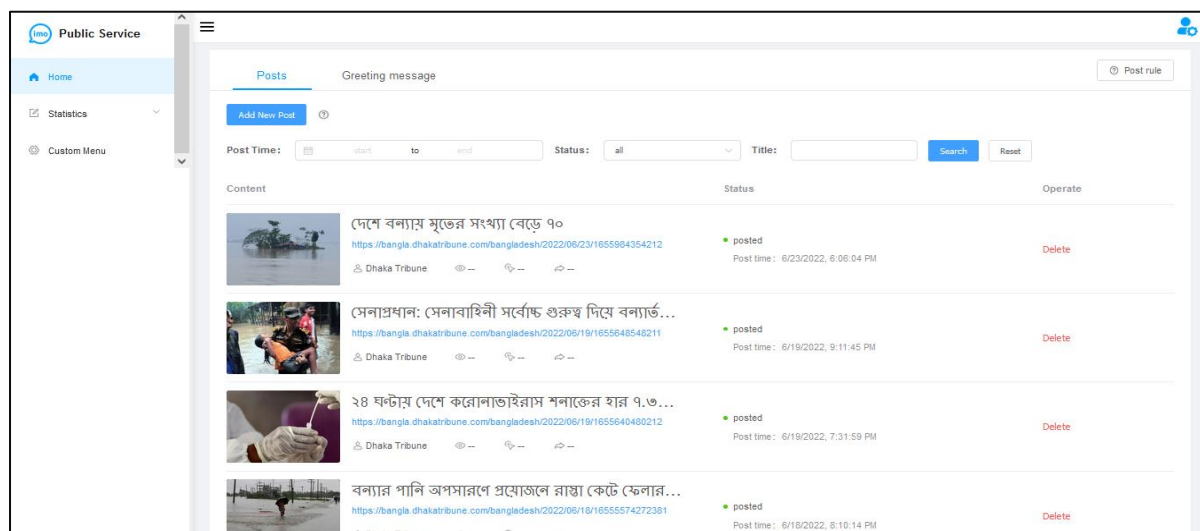


Fig: Posting News on Imo

Next, I want to highlight boosting. Social media users rely heavily on news-related pages to get news updates. Sometimes important news gets unseen due to a flooded newsfeed with something else. Exactly at that time, boosting gives the news updates a push to reach its dedicated users. On Facebook and Instagram, *Dhaka Tribune* boosts the posts of news links, posters and videos for roughly two categorical audiences. For instance, if a video is posted on the page from *Dhaka Tribune*'s music series named 'music charts', it has to be boosted under the 'custom music' category so that people who fall under Facebook and Instagram's music algorithm receive more exposure to the video.

On the other hand, the important posters, images, and news links were boosted in the 'generic' audience category. The dollar amount range for generating the boost needed to be on a

significant basis. For instance, all items were not boosted. Only a handful of the news and other updates went on for boosting, that too on a priority basis and if it needed enough reach to the people. The boosts were given for 1-2 days and ranged from 1-20 dollars.



Fig: Post that needed boosting

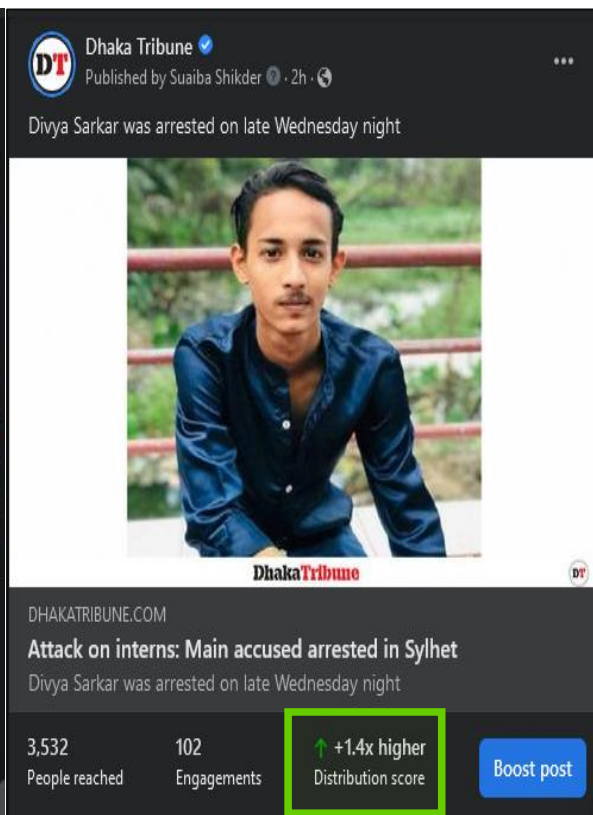


Fig: Post that did not need boosting

In addition, there are two other criteria that rely on boosting. It takes some time for the news to reach people after it is posted on Facebook. If the news fails to reach people, only then a boost is necessary. A piece of news receives a boost in two ways. The first way is if any news is greatly important but for some reason, it fails to reach a large number of people then boosting it under the ‘web traffic’ category applies. The second way is when a piece of news receives poor like and comments then it needs to be boosted under the ‘engagement’ category to get more likes and comments on the news. However, posters are always boosted under the

‘engagement’ category. All of the boosts were given via *Unifox and* after boosting, I had to put my name as an entry in the log file



Fig: WhatsApp Group that was Used for Boosting-Related Communications

The most important and struggling work was to DNR (Debug and Refresh) the news. In other words, when any news headline or secondary headline or feature image was edited, or any bug in the news got fixed, I had to find out the news manually and then refresh the shared attachment on the Facebook page. DNR could also be done through *Creator Studio* but that too needed to be done manually. For instance, when any command came in the ‘Social Media Toolbox’ Messenger group regarding DNR or updating the SF, the time at which the news was

posted needed to find out and then go to the ‘Refresh Share Attachment’ to DNR the news. However, if any news was boosted then its information such as the SF could not be edited on the post and DNR could not be done. Tons of news came and were fixed every day and hence, it was a time-consuming task.

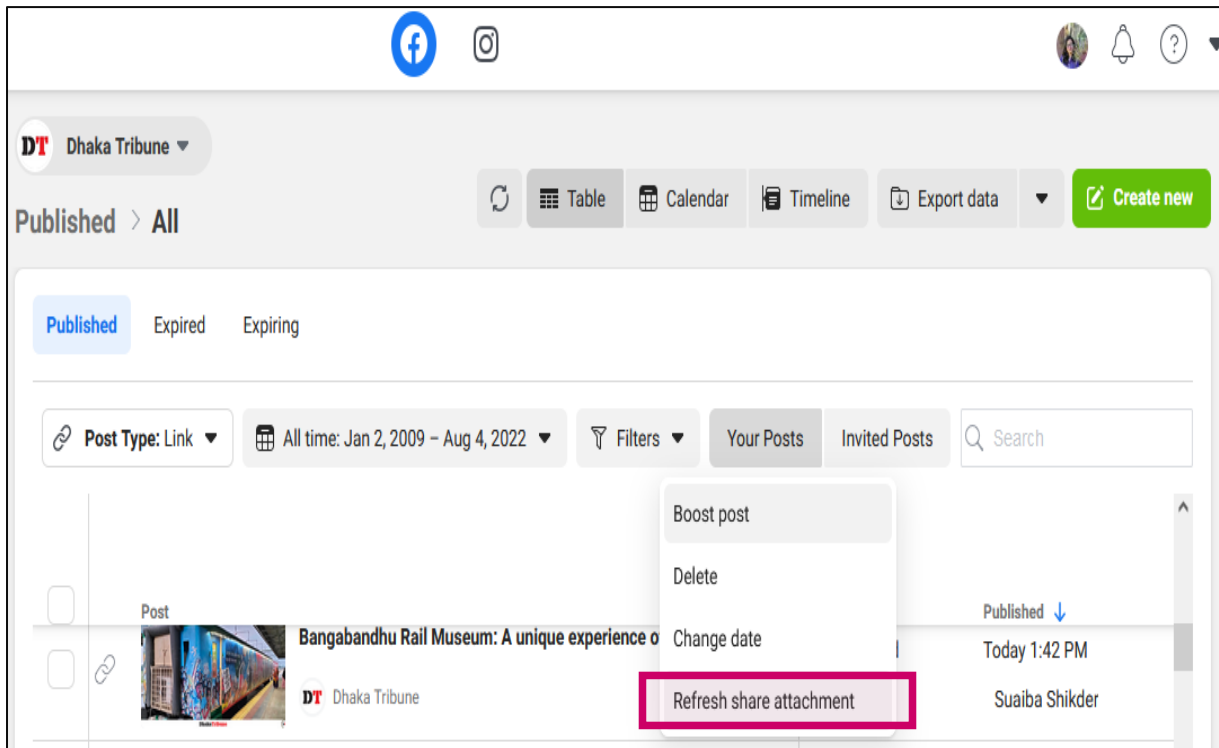


Fig: Process of DNR via *Creator Studio*

Last but not the least, news and updates related to Coronavirus needed to be posted as soon as they were up on the websites. In that case, the ‘5-minute gap’ was not applicable. Likewise, after posting the news and updates on the main Facebook page, I had to post them on the Coronavirus related groups of *Dhaka Tribune* because still at that time, covid infections cases were rising and people need to be made alert of the newly found cases.

Chapter 5: Non-Regular Tasks

Along with all the regular tasks, there were two non-regular tasks as well. These were –

- i) preparing daily reports and
- ii) monitoring *Dhaka Tribune*'s main Facebook pages

I am categorizing preparing daily reports as a non-regular task because I had to prepare those only for two days in a week when I had the day shift. Since the daily reports are prepared and sent in the morning within 11 AM to the concerned officials of *Dhaka Tribune*, therefore, employees who had shifted in the morning were responsible for preparing the reports. I prepared the reports on Sundays and Tuesdays because of having shifts in the morning on those days.

Every day five reports were required to be prepared and to write daily reports, data analysis of the two *Dhaka Tribune* websites (from which I took news links and posted on social media) was a must.

The reports included (i) Newspaper Rankings, (ii) Pageviews, (iii) Daily Top 10 News and Views (English) (iv) Daily Top 10 News and Views (Bangla) and (v) 3 months' Average Views. To find out newspaper rankings, the *Similarweb* website was used. On the website analysis segment of *Similarweb*, we could find the website performance option. Searching by the name of any newspaper, we could find its three types of ranks: global rank, country rank and industry rank. I worked on the country rank.

A daily report of the 'newspaper ranking' consisted of the position of *Dhaka Tribune*, *The Daily Star*, *Daily Sun*, *New Age*, *The Financial Express*, *The Independent*, *UNB*, *Bangla Tribune*, *Bdnews24.com*, *Prothom Alo* and *The Business Standard*. It is important to mention that these rankings were the 'website rankings' of those newspapers' online versions, not the printed ones.

Website Ranking

Suaiba Shikder <suaibashikder26@gmail.com>
to zsobhan, poetrez, Mahmudul, abusayeedasifulislam, anandomostofa, aurora.dhakatribune, hossain.mahobub, Imran, nafunabi1577, probirbidhan, tahmid

Date	Local Rank										
	DT	DS	Daily Sun	New Age	Financial Express	The Independent	UNB	BT	bdnews24	Prothom Alo	TBS
04/08/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
03/08/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
02/08/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
01/08/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
31/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
30-07-2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
29/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
28/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
27/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
26/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
25/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
24/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
23/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
22/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
21/07/2022	165	48	2,305	785	555	7,422	1,268	114	21	5	208
20/07/2022	165	48	2,305	785	555	7,422	1,268				

Fig: Email sent on the Daily Report of ‘Website Ranking’

Afterwards, with access to *Dhaka Tribune’s* analytics website, I had to find out the daily pageviews for both pages of *Dhaka Tribune*. Here, the report consisted of the previous day’s pageview number. For instance, if the report was written on the 8th of August morning, the whole day’s data on the 7th of August is required to be used. Then, the two websites’ pageviews needed to be added to get the total pageviews.

Pageviews


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Date	Pageviews (English)	Pageviews (Bangla)	Total Pageviews
03/08/2022	98,279	119,320	217,599
02/08/2022	101,693	109,129	210,822
01/08/2022	103,538	93,615	197,153
31/07/2022	98,153	91,132	189,285
30/07/2022	100,300	72,784	173,084
29/07/2022	111,742	82,115	193,857
28/07/2022	142,480	87,446	229,926
27/07/2022	153,350	97,730	251,080
26/07/2022	109,651	86,632	196,283
25/07/2022	106,971	102,898	209,869
24/07/2022	105,099	115,637	220,736
23/07/2022	159,477	134,170	293,647
22/07/2022	194,990	105,738	300,728
21/07/2022	209,282	158,963	368,245
20/07/2022	212,226	174,117	386,343
19/07/2022	352,648	151,889	504,537
18/07/2022	212,441	195,467	407,908
17/07/2022	112,863	180,230	293,093
16/07/2022	85,442	228,885	314,327
15/07/2022	67,076	179,555	246,631
14/07/2022	78,476	154,656	233,132

Regards,
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Social Media Intern
Dhaka Tribune

Fig: Email sent on the Daily Report of ‘Pageviews’

Next, two separate reports on the daily top 10 news for both Bengali and English *Dhaka Tribune* websites had to be prepared. The same analytics website was used to find out the previous day's top ten most-read news. In the report, the headlines of the news needed to be written chronologically and then the headlines were made hyperlinked so that the report receivers could easily go to the news and see them. With each news, its total views were also written.

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Daily Top-10 News and Views (BANGLA)

Date: 10/08/2022

No.	Headline	Views
1	অস্ট্রেলিয়া-কাজখান প্রেম, ফিচারিং গুগল ট্রান্সলেটের	10,707
2	গুগল ম্যাপের ভুলে গাড়ি নিয়ে খালে পড়লেন নারী চিকিৎসক	6,152
3	কাজে ফিরেছেন ওসমানী মেডিকেলের ইন্টার চিকিৎসকরা	4,701
4	খুলনার আসাদকে বিয়ে করতে 'স্বামী-ধর্ম' ভাঙা করেন জামান জরগী	4,143
5	খুলনায় ২৪ ঘণ্টার ট্যাংকলি ধর্মঘাটে তেল উত্তোলন-বিপণন বন্ধ	4,019
6	মন্দিরের দানবান্ধ চুরির আগে প্রতিমাকে প্রণাম করলো চোর	3,583
7	ভোলায় পুলিশ-বিএনপি সংঘর্ষে নিহত ১, আহত অর্ধশত	3,043
8	জেলে খাবার পাবেন এই আশায় খাই বৃদ্ধ জড়িয়ে পড়েন অপরাধে	2,312
9	রাজউক অনুমোদনের আগেই হাতিরঝিলে ওয়াটার ট্যান্কি-চক্রাকার বাসের ভাড়া বাড়লো	1,689
10	ফোনই নিয়ন্ত্রণ করা যাবে 'সিকিউরিটি ডোর', পাঠাবে চোরের ছবি-কথাবার্তা	1,661

Regards,
Suaiba Islam Choa
Social Media Intern
Dhaka Tribune

Fig: Email sent on the Daily Report of 'Top-10 News and Views (Bangla)'

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Daily Top-10 News and Views (ENGLISH)

Date: 10/08/2022


No.	Headline	Views
1	Virginia Woolf was 'part-Bengali', says great-nephew	17,332
2	What is going on with Bangladesh's economy?	6,661
3	Why are Bangladeshi students facing long US visa delays?	6,377
4	How to get Bangladesh's economy back on track	2,753
5	Purbachal Expressway to open for traffic in December	2,259
6	Padma Bridge toll collection tops 100C	1,687
7	Sri Lanka raises electricity tariffs by up to 264%	1,204
8	US embassy expects to clear student visa backlogs before fall	1,178
9	UK man travels to Bangladesh for treatment after not getting NHS appointment	1,028
10	The dollar crisis and the bitter pill Bangladesh must swallow	970

Regards,
Suaiba Islam Choa
Social Media Intern
Dhaka Tribune

Fig: Email sent on the Daily Report of 'Top-10 News and Views (English)'

Lastly, in the report of 3 months' average views, some basic calculations had to be done on the Microsoft Excel software. First, the total pageviews of the past two months and the current months needed to give as inputs on the Excel sheet and then the average of that came as output. After that, I wrote the output of the 3-month average views on the report with details such as the dates, total pageviews, website rankings and so on. After preparing the reports within 11 AM, I had to send those to the editor, business editor, online editors and other officials of *Dhaka Tribune*.

3-month Average Views

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Date	3M AVG Views	Pageviews	Similarweb Ranking
Aug 03, 2022	256,495	217,599	165
Aug 02, 2022	258,976	210,822	165
Aug 01, 2022	257,140	197,153	165
July 31, 2022	258,094	189,285	165
July 30, 2022	258,867	173,084	165
July 29, 2022	258,968	193,857	165
July 28, 2022	258,713	229,926	165
July 27, 2022	259,036	251,080	165
July 26, 2022	258,618	196,283	165
July 25, 2022	258,733	209,869	165

Fig: Email sent on the Daily Report of '3-month average views'

The next non-regular duty was to monitor *Dhaka Tribune*'s Facebook pages. It was an additional task for me alongside managing and posting the updates on social media. When the news load used to be high, I had to assist the moderation team. For instance, the Padma Bridge inauguration day and the Budget FY23 announcing day were two notable news items. At that time the news count was high and extra hands were needed to monitor the pages and news. Also, on some days, I had to give proxies to some people, therefore, this required further attention to detail.

Monitoring the pages meant checking the comments section under each posted news and if any comments consisted of slang or disrespect or went against the government then those comments were put under the 'hidden' option. Moreover, if anyone commented about any information being misplaced or misguided in the news then I had to send it to the 'Social Media Toolbox' Messenger group so that the reporters and editors could look it up and work on it. Furthermore, the spelling of the SF, if the correct SF is posted or not, and the links of the news were working or not – these things need to be checked as well while monitoring.

Chapter 6: Indirect Learnings from the Internship

Several things that can be learnt not only by direct work but also by studying and observing the office environment and colleagues. For instance, office etiquettes were not something I learned by direct teaching from anyone in the office. Rather, I learned them through observing my superiors and co-workers in the office. Although I had to be physically present in the office for only 5-6 days in those 3 months, I observed my boss Tilka Binte Mehtab a lot, for instance, how she talked to her seniors, and how different the tone (friendly and comfortable) became when she talked to a newcomer in the office and so on. From here I learned a lot about how to speak in certain types of environments and what should be the behaviours and facial reactions while consulting different people or in a meeting.

Next, punctuality and teamwork were not new to me. However, working under direct commands within compact deadlines (in minutes) and with professional journalists in a team prepared me for better time management and structural teamwork since I learnt that a piece of news gets published after plenty of filtering and editing and these are done step by step from one team to another, from one person to another. Besides, I learned how to keep a page or website busy with visitors during long vacations such as Eid when the genuine news updates get lower. During Eid-Al-Adha, the news count on the website was very low. Therefore, to minimize the time gap in the news posting, my boss had planned something which I found quite interesting. She decided on infographic news related to food, handicrafts etc. to be made. Thus, the fruits map, crops map, delicacies map and handicrafts map of different divisions of Bangladesh were made by other teams and I posted them. The maps and all the pictures that were added to the news were so colourful. The descriptions were detailed and interesting as well.

Dhaka Tribune
11 Jul

Handicrafts are items which are entirely manufactured by hand. The ability of the artisans can be seen in the handicrafts they create

Read more:
<https://www.dhakatribune.com/bangladesh/2022/07/11/handicrafts-of-bangladesh>

#Bangladesh #Districts #Dhaka #Khulna #Rajshahi #Rangpur #Sylhet #Chittagong #Barisal #Mymensingh #handicrafts #artist

The figure consists of four maps arranged in a 2x2 grid, each representing a different division in Bangladesh. Each map is color-coded to show the primary handicrafts produced in that region. The Dhaka Division map shows items like jewelry, leather goods, and pottery. The Barishal Division map highlights items like silk and cotton. The Khulna Division map shows items like bamboo and cane. The Rajshahi Division map shows items like silk and cotton. A '+5' symbol is present on the Rajshahi map, indicating five additional items.

Fig: Handicrafts Map

Dhaka Tribune
10 Jul

When walking through Dhaka's streets, one may see a significant number of food carts stationed alongside the road. Those food carts are crowded with people, especially the younger generation, eating, talking, and laughing. This is a regular glimpse of Dhaka's streets. Fuchka, chatni, juice, kebab, and chap are all offered for a reasonable price in those carts

Read more:
<https://www.dhakatribune.com/bangladesh/2022/07/10/delicacies-across-bangladesh>

#Bangladesh #food #delicacy #Districts #Dhaka #Khulna #Rajshahi #Rangpur #Sylhet #Chittagong #Barisal #Mymensingh

The figure consists of four maps arranged in a 2x2 grid, each representing a different division in Bangladesh. Each map is color-coded to show the primary delicacies produced in that region. The Dhaka Division map shows items like fuchka, chatni, and juice. The Barishal Division map shows items like silk and cotton. The Rangpur Division map shows items like silk and cotton. The Khulna Division map shows items like bamboo and cane. A '+5' symbol is present on the Khulna map, indicating five additional items.

Fig: Delicacies Map

Dhaka Tribune
11 Jul

Bangladesh is an agricultural country and rice, wheat, maize, potato, pulses, and oil seeds are its most important food items

Read more:
<https://www.dhakatribune.com/bangladesh/2022/07/11/infographic-crops-of-bangladesh>

#Bangladesh #Districts #Dhaka #Khulna #Rajshahi #Rangpur #Sylhet #Chittagong #Barisal #Mymensingh #crops

The figure consists of four maps arranged in a 2x2 grid, each representing a different division in Bangladesh. Each map is color-coded to show the primary crops produced in that region. The Dhaka Division map shows items like rice, wheat, and maize. The Barishal Division map shows items like rice and wheat. The Mymensingh Division map shows items like rice and wheat. The Sylhet Division map shows items like rice and wheat. A '+5' symbol is present on the Sylhet map, indicating five additional items.

Fig: Crops Map

Dhaka Tribune
10 Jul

In Bangladesh, the months of May, June, and July are defined as fruit festival months since nearly all major and minor fruits are mature and available during these months.

Read more:
<https://www.dhakatribune.com/bangladesh/2022/07/10/the-fruits-of-bangladesh>

#Bangladesh #Fruits #Seasonalfruits #Districts #Dhaka #Khulna #Rajshahi #Rangpur #Sylhet #Chittagong #Barisal #Mymensingh

The figure consists of four maps arranged in a 2x2 grid, each representing a different division in Bangladesh. Each map is color-coded to show the primary fruits produced in that region. The Dhaka Division map shows items like pineapple, jack fruit, and guava. The Khulna Division map shows items like bamboo and cane. The Rajshahi Division map shows items like silk and cotton. The Rangpur Division map shows items like silk and cotton. A '+5' symbol is present on the Rangpur map, indicating five additional items.

Fig: Fruits Map

Chapter 7: Challenges I Faced

Every work comes with some disadvantages. Though I did not face many, yet, I faced a few substantial challenges. For instance, as I worked in the social media team, the pressure was high on everything being delivered correctly and punctually. I was aware of the huge responsibility of making sure not a single mistake was made by me which could put the reputation of *Dhaka Tribune* at stake. Additionally, the mistake would spread quickly on social media since some people are always looking for the smallest errors and turning them into memes. Therefore, being cautious when posting online news items is one of the essences that must be made sure of.

Another pressure was concerning the time gap in posting the updates. The ‘5-minute gap’ needed to be maintained strictly. It was the most complicated part of the job because I could not do or focus on anything else during the 7-hour shift. Even if getting up from the chair and laptop was necessary at times, I had to carry my phone with me and continue working on the updates because it was recommended that there should not be a gap of more than 5-minute between each news item and that if there was one, the employee would be questioned about their actions.

Sometimes it felt a little overwhelmed with all the news coming in, getting them sorted and posting them on all the social platforms at once. Usually, there were 2-3 people on at a time in duty. But when someone remained on leave, or I was the only one on the duty then the pressure was far more intense.

While publishing news on any social platform, it often had to be published based on preference, prominence and proximity. I encountered such days when the news load was so intense that the reporters and editors did not find time to take a break and therefore, I too found myself in a position to decide which news should be posted fast and which news could wait. Two such loaded days were the budget announcement day in Bangladesh (9th June 2022) and

the Padma Bridge inauguration day (25th June 2022). On those two days, a critical decision-making process and strict time management were essential. Many news were popping up on the two *Dhaka Tribune* websites and decisions needed to be made about which news should be posted first. It is because other than the timely news, there was other news as well, such as international news, sports news and so on. Oftentimes, therefore, some news required to be left out from posting and mostly they were tech news or less important other categorical news.

Nevertheless, the most challenging aspect of the internship was working from home. Most people call it an opportunity but it was not the case for me as I missed so much of the office etiquette, office environment, building strong relationships with my co-workers and most importantly the first-hand experiences of office life.

Furthermore, there were no breaks for taking meals because of having a home office. If the internship was taking place in an office, there would have been lunch and snack breaks. The worst scenario happened when I did not get even one day break during the Eid-UI-Adha. It might be normal for professional journalists to work on Eid days but it was completely a new and sad occurrence to me since I never thought of spending the days of Eid sitting in front of the screen.

Furthermore, having one day off a week and the allowance they provided was barely the minimum for a worker to keep motivated in his job. After all, the internees are almost like full-time workers to them and the newspaper agency was getting most of the work done by the interns like me with almost no mention-worthy payments.

Additionally, my work was based completely online. Therefore, all the time I had to look at the screen and be alert if any new updates came in on the websites or groups. Eye aches, headaches and back pain became more often in those three months.

Then in the last month, the issue of countrywide load shedding started and the situation became more complicated. The scheduled 1-hour blackout never happened and the time of the

load shedding became random. Keeping backup internet and the devices charged were the two prominent challenges at that time. Power cuts during the middle of posting a piece of news were the most common and irritating issue. The Wi-Fi faced interruptions and the mobile internet was also very slow. I would not know if the update had been posted rightly or not.

Next comes the challenge of balancing academic courses with the internship. It was tricky because the working time at *Dhaka Tribune* was not fixed. It goes like the roster method and every week the roster gets changed. Getting perfect work time excluding the class time was hard enough. *Dhaka Tribune* would not accept the request of giving me a suitable shift every time. In some weeks, I had to manage to attend class as well as do the shift at the same time. Moreover, completing the class assignments while doing the night shift was a regular combination for me as there were assignment submissions almost every week in the course. The good thing was that I had only one course and that course was also happening online.

Chapter 8: Linking Academic Courses with the Internship

Working is fun when something familiar shows up from previous learnings. The internship was not an exception when it came to linking the courses with the tasks. I could strongly relate the academic course teachings while working as an intern. Therefore, this chapter will have a brief discussion of the media courses I did and will demonstrate the matchings that happened between the academic learnings and the internship.

- **“Panopticon”**

‘ENG331: Cultural Studies: Theory and Practice’ – this course provides us with the knowledge and skills to analyse and comprehend the cultural production processes in our society, in addition to introducing the fundamental ideas of cultural theory. The course further emphasises topics like popular culture and cultural politics, including feminist and post-colonial views.

From this course, one prominent theory is linked to the internship. While doing regular tasks, all employees were monitored by their superiors. Sometimes there was no need to be seen by the superiors because each employee himself or herself became their spectator. This spectatorship by either the superior or oneself created an invisible circle of control and implemented a strong sense of being seen in everyone. This whole notion of being seen and getting controlled falls under Michele Foucault’s Panopticon theory. Though the term “Panopticon” was initially coined by Jeremy Bentham, then Foucault expanded on the idea.

It was the “interiorization of the gaze” by which we do not need any supervisor to act as a surveillant, rather we thought that we had to work properly because someone was watching over us. At first, it was true. Joining as an intern, I was constantly being monitored and it is natural. However, the surveillance became so habituated that I always perceived someone was gazing upon my works. Therefore, I can relate the Panopticon theory directly to the internship.

- **“Globalization” and “Consumer Culture”**

This course ‘ENG333: Globalization and The Media’ includes an introduction to globalization theories as well as theories of consumer culture. The term “globalization” describes the increasing interconnectedness of the economies, cultures, and inhabitants of the globe as a result of technology, cross-border commerce in products and services, and movements of capital, labour, and information. On the other hand, the term “consumer culture” refers to a broad range of social status, beliefs, and behaviours that are focused on the purchase and use of products and services. Therefore, a person’s spending habits affect a lot of what they undertake, what they cherish, and how society defines them.

These two terms can be intertwined in one spot in that both globalization and consumer culture are universal. It means globalization, as well as consumerism, are happening worldwide and simultaneously. Both of the aspects are interdependent as well since they have effects on one another. For instance, during the internship, the dollar price became highly increased and its effect was worldwide since the global market is now more interdependent than ever due to globalization. Again, because of globalization, the virtual distance between people has shortened. The products and services are becoming more similar day by day and have reached almost every corner of the world. Everyone today is some kind of consumer and thus has become one of the participants of this consumer culture. Referring back to the dollar price, when it went up, the consumption of goods and services became lower than the time the dollar price was in a bearable state. People may adjust with time but the instant effect of the dollar price up was there and I believe we are still affected by it.

Every day at that certain period when the dollar price was going up and down, I pushed each dollar-related news via *PushEngage* and thus sent notifications to the subscribers. Because I believe that directly or indirectly people all over the world are under the same umbrella and that is globalization. It does not matter now if something bad has happened in another country’s

financial sphere, because the news flows so quickly through media and the viewers can see and feel the effect of it.

- **Editing Pictures and Contents, Editors' Ethics**

The course 'ENG401: Editing' is designed to give the students a thorough understanding of spelling, grammar, punctuation, syntax, meaning, clarity and all of the elements that are needed to do the editing. Furthermore, editing pictures and graphics, as well as editors' law and ethics consisted of the greater parts of this course.

As I had to edit pictures to make Photo Stories, this course's teachings have helped me a great deal. Here, editing was crucial because before uploading the captions, the contents needed to be corrected, including spelling checks, word selection, punctuation corrections, photo credit confirmation, ensuring the correctness of the information given with the photographs, and much more.

It was also crucial to pay close consideration to every aspect of the photos before posting. Moreover, selecting the best photographs needed the highest level of ethical thought. It implies that one should not publish images that might damage someone's public image. For instance, it was important to carefully examine each individual in the picture to ensure that their attire and actions were appropriate. If something wrong was found, the photo must be edited before being posted.

- **Headlines and Posters**

'ENG404: Copywriting' course is mainly based on principles of copywriting and how to write copies for different media. However, one of the most vital parts of this course was social marketing and this is the part that I could relate to the internship. Moreover, this course also taught the fundamentals of headlines and posters.

Though I did not have to write headlines, as indirect learning, I saw all the headlines while posting the news on social media. By seeing the headlines, the characteristics of writing

headlines and how they could be made catchy and interesting became clear to me. Headlines work as the first impression of the news. If the readers do not find the headline impressive enough, they would not feel interested to read the news.

Next, making posters was another important learning that I gained from the course as well as the internship. I did not have to make the posters as it was the task of another team. However, in the course, we have learned that the three features to make an effective poster consists of an intriguing headline, a dynamic complementary graphic and a strong company branding logo. *Dhaka Tribune* posters had all of these three features.



Fig: Poster

- **News Value Factors**

We acquired the English language skills needed to work in or write for newspapers, journals, and other print media through the course ‘ENG440: English for the Print Media.’ Additionally, the course has helped us comprehend the various facets of journalistic writing as well as how a newspaper or journal is structured. The most important teaching from this course that I could relate to the internship is the News Value Factors. The five News Value Factors are Timeliness, Prominence, Proximity, Consequence and Oddity.

In the internship, I have strongly come to the understanding that news is all about timeliness. As I have learned in this course, Timeless refers to news being reported and published on time, and thus, if a piece of news is not posted on time, it loses its significance. Timeliness is the most essential in terms of breaking news, but it is no less important in other news as well. I was required to post all the news on time and I have already mentioned that the 5-minute gap needed to be strictly maintained. Any delay in publishing the news was not expected. Therefore, I think Timeliness is the most important News Value Factor that I practised in the internship.

The application of Consequence (refers to the impact of news) and Prominence (refers to the significance of news) came together in my tasks. The publishing ladder was maintained by posting the more impactful and significant news first. Then Proximity (refers to the distance between us and the news taking place) and Oddity (refers to strange news) were applicable while working on the Push Broadcast via *PushEngage*. The news selection for the Push Broadcast was done based on the events or incidents that were happening inside Bangladesh and the strange news. Working on the website analytics section, I have found that people are more interested in getting notifications about Bangladeshi important incidents and on the other hand, people are more attracted to that news which are odd, funny and unusual and therefore, they click more on these types of news to read it.

- **Translation**

‘ENG465: Translation Studies’ course is about different types of translation techniques and theories related to translation. While making Photo Stories in the internship, translating the main information given by the photojournalists was essential. The journalists wrote the information either in Bengali or English and according to the task, I used to translate that information. Sometimes the source text (ST), which was the text given by the journalists, is required to be made short and condensed while translating and this process of condensing the ST is known as gist translation (Hervey et al.). On the other hand, sometimes the target text (TT), which is the translated version of the text, had to be made wordier than the ST depending on the Photo Story. This type of translation is known as exegetic translation (Hervey et al.).

Furthermore, we were very specifically taught in this course that ‘sense for sense’ translation is more important and makes the translated text smoother than the ‘word for word’ translation. ‘Word for word’ translation is translating the ST directly word by word. In contrast, ‘sense for sense’ translation is at first reading the whole ST twice, then understanding the main idea of the ST, and lastly translating the ST in a way that the TT sounds more natural. In other words, the TT does not feel like any translation from foreign words, rather it feels like the natives. This idea has helped me greatly in the internship while doing translations.

Chapter 9: Conclusion

It is always enjoyable when a long road is passed and the destination is reached. My journey as an undergraduate student has come to an end. All these years' academic teachings came in front of me on a practical basis when I partook in the internship. The 3 months voyage was exciting. It became easier with the support of my supervisor and colleagues. Without them being friendly from the first day, I would not get this comfortable workplace. The working environment matters. My colleagues were so welcoming, cooperative, empathetic and understanding. Whenever any mistake was made, they never scolded or demotivated me. Rather, they taught me and made me learn with inspiration. The most important thing I received in the internship was respect. Everyone respects each other at *Dhaka Tribune* despite their position. Respect is the key element that must be there in any workplace.

All the things I learnt at *Dhaka Tribune* will always be with me. It will help me in my further journalistic career. In this concluding phase of the report, I can only convey my regards and gratitude to all my teachers because without them, I would not be at this stage today. At last, I want to say that internship programs should be partaken by all students who have the opportunity to do so because it is the first stage of the professional arena where they not only get to learn about the corporate world but also find a platform to examine their skills and prove themselves as corporates.

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