**Feature Column Editorial Writing**

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**Exams: Mid term**

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**Answer: 1 Features:**

**Definition:**

A news paper or magazine article or report of a person, event, an aspect of major event, often having a personal slant and written in individual style. A feature story is a piece of non-fictions writing about news. A feature story is a type of soft news. The main sub-types are the news feature and the human interest story.

Features often:

Profile people who make the news

Suggest better way to live

Analyze what happening in the world, nation or community

Teach an audience how to do something

**Answer 2:**

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| **Column feature** | **Editorial writing** |
| It is the personal opinion of the writer. | Editorial writing is the voice of the editorial staff and the readers. |
| The columnist can pass judgments, make recommendations, talk about himself or herself. | The editorial writer should present facts honestly and fully. |
| Columns can be humorous can report on local life and people. | The editorial writer should never be motivated by personal interest. |
| Column offer an opportunity for variety in content | Explaining the news with honesty. |
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**Answer 3:**

**Magazine feature versus daily feature :**

**Overview:**

Writing features for magazines and newspapers is a quite different ball game, and one can visible differences in the treatment of the subjects. If not in entirety, then features for these both are different to quite a large extent.

**Room to play:**

Journalists feel more comfortable , while writing for magazines, because of the allowed word, limit, more space and long deadlines. Limited words are written for dailies, which are in minimum possible time, whereas one can write at length for magazines.

**Long life versus short:**

Dailies have short shelf life in comparison to magazines, whereas magazines have a longer shelf life.

For example: a journalist feel comfortable while writing for magazines because of long deadlines as compare to dailies you to write short with shortage of time as well.

**Word limit:**

Features in magazines are given comparatively bigger space and room, whereas there is a less of margin in dailies.

**Display of feature:**

Magazines give huge display to features, whereas the dailies, which are always running short of space.

**Answer 4:** **Causes of pollution in Pakistan:**

Every year makes a record of gaining the number in rate of Pollution. As the years passes, the rate of pollution in Pakistan increases. The number of these pollution has gained so much in last few years

the reason for increased pollution in Pakistan is the vast increase in industrialization, the large amount of travels, vehicles and huge use of plastics.

There are so others causes of pollution which are the following.

Vehicle is the major the cause of pollution currently. It causes much pollution nowadays which resultantly caused of climate change. 35 percent pollution is produced due to vehicle pollution.

Noise is one of the most influential pollution exist in Pakistan. Particularly in Pakistan, it has a lot of impacts on our people. Mostly, 20 percent people become bluffed at the very early age. It just because of noise pollution we become depressed, worried ( unreasonably), and had a headache.

Industrial pollution is the major cause of pollution in all over the world. Most specifically in Pakistan, we also facing the very problem in our country. In Punjab and Sindh, industrial sites are increasingly devastating our country’s climate. Approximately, 55 percent pollution is caused due to industrial pollution in our country. Therefore, our government should provide proper guidance to these pollution and should take proper steps to tackle this venomous matter or thing.

**Answer 5: Why physical exercise is necessary for young generation:**

Physical fitness is indeed a big gift from the god. Not everyone is blessed with a good healthy body, and if we are one of those lucky people we have some duties upon our bodies. Physical fitness is important in young generation as it is the basic need of a human body to work tiresly day and night. Physical activities are pressed in young generation as the era of digital media and technology is enhanced. Young people are busy all day on screens, half of the day they spend their valuable time in institutions, workplaces and other half day they spend at homes, inside their dark rooms in front of screens. Where they don't get time for physical fitness, or activities that can help them to maintain their fitness. Regular fitness activities can relieve stress, depression, and anger. You will not feel lazy or sleepy but it makes you energetic and more playful. It gives you feel good sensation type vibes and that is the reason of your good mood. It is said by many people that they started a happy life after they included physical activities in their lives. Without these activities you slowly lose your strength, and you feel weakness even if you are not sick. Your body loses the stamina and your body stop functioning well. It is an old saying you don't stop from growing old, you grow old from stopping moving. Exercise increase muscle strength which in turn increase your ability to do more.   
Active Sports, running, jumping, swimming, having a cycle, going on walk are some effective activities for young generation, which helps them in being active. And if young people are active and fit they achieve more and it helps the country a lot. Make small fun activities and involve yourself in them so you can be involved in physical activities by any means. Take a few minutes from your routine and give it to yourself. Involve yourself in physical activities and it will help you in everything.   
If you eat all day, and keep sitting, doing nothing whole day. It can increase your risks in heart diseases and other deadly diseases as well. And after these diseases such bodies can not survive for long. A study shows that watching TV for more then 4 hours increase the risk of death by cardiovascular diseases.   
Physical activities not only helps in fitness but it keeps your blood pressure level normal boost your level of good cholesterol, saves you from obesity, lower the risk of all diseases. 70 is the new 30 if you keep your physical health good. One always looks fresh, young and energetic if he keeps working with his physical activities. Physical activities in young generation also helps them to quit smoking or other drugs, helps them manage stress and tension, promote positive attitude and looks, helps them fall asleep on time which results in good routine and time management, it improves their self confidence and social relationships. And most importantly it helps them stay more outdoors.   
Young people should move more and sit less, living a happy life is easy if you have good health, and physical fitness is the key to a good health. The parents the system the instructions should make sure to get involvement of each kid and young people in physical activities. By organizing different activities for them, by creating sports places for them, and gyms too. And it should get involved in workplaces people too.