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**Subject: feature, column and editorial writing**

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Q 1. Give definition of Features. (5)

**ANSWER**

It can be defined in many ways:

DEFINITION**:** A characteristic or an important part of something is called feature. It also describes the shape and structure of a body or something.

Feature can also be physical beauty of a person or a thing. Like it can be one of the parts of someone’s face that we notice when we look at them. For instant we say, *her eyes are her best feature.*

Feature can also be a part of a building or an area. Means a *geographical feature*.

Feature is to include someone or something as an important part. i.e. *The*[*movie*](https://dictionary.cambridge.org/dictionary/english/movie)*features James Dean as a*[*disaffected*](https://dictionary.cambridge.org/dictionary/english/disaffected)[*teenage*](https://dictionary.cambridge.org/dictionary/english/teenager).

Q 2. Write in your own words the difference between feature, column and editorial writing by making the tables. (5)

**ANSWER**

Following is the difference in between them given below;

* **Editorial** is having an important place in the newspaper industry. It reflects the ideology and is considered as the mouthpiece of management. It is a tool for building the public opinion in a positive and good way. It provides ways for national and international issues.

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| **PRINCIPLES OF EDITORIAL WRITING** | **KINDS OF EDITORIAL WRITING** |
| It is made up of three parts:   1. Introduction: The first paragraph often begins with the general statement about the topic and ends with specific statement of the main idea. 2. Body: It follows the introduction and consists of number of paragraphs in which ideas are developed. 3. Conclusion: It’s the final paragraph and the purpose is to summarize the whole idea by giving main points, with specific examples. | There are four kinds of editorial writing   1. Civic editorials 2. Policy editorials 3. Big news editorials 4. Obituary editorials |
| **EDITORIAL MAKES THINGS CLEAR** | **EDITORIAL WRITING CLASSIFICATION** |
| 1. The subject 2. The reaction 3. The reasons | It can be classified in the basis of function:   1. To influence opinion 2. To call attention to wrong/evil to enlighten readers 3. To praise/congratulate 4. To comment on views |

* **Column** is an expression which covers all the field of journalism. It contains the personal opinion of the writer, which is not welcomed in other form of news writing.

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| **NO BOUNDARIES** | **STYLE AND APPROACH OF COLUMN** |
| It may pass the judgements, make recommendations and write freely without following the boundaries of news writing. | It is neither serious nor compulsive.  It can be written on any aspect of human interest.  It can be humorous  Entertaining  Sports  Talking about people’s life  Deals with socio-economic issues |
| **QUALITY OF COLUMN** | **SUBJECT ORIENTED** |
| It is intermingled, however, column provides an opportunity in content that no other feature can approach. | Column may be subject oriented such as those in hobbies and crafts and projects writer’s personal opinion and personality. |
| **TYPES OF COLUMN** | **USE OF PHOTOGRAPHS** |
| 1. Reporting-in-depths columns 2. “I Think” or opiniated 3. Gossip columns 4. Humorous columns 5. Essay columns 6. Personality diary columns 7. How-to-do or advice columns | Column should always carry the writer’s by-line and if necessary photos may be used. It appears in regular intervals and in the same location in the publication usually. |

* **Feature** is a non-news article giving background information on certain events or personality in the news.

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| **STRUCTURE OF FEATURE WRITING** | **SOURCES OF FEATURE** |
| 1. Plans 2. Analyze the question 3. Generate ideas 4. Choosing topics 5. Put topics in order 6. Arrange your evidence 7. Make necessary changes 8. Finalize essay plan 9. relevance | * **Writing interview**   **Defining interview**  *“asking questions to obtain opinion, ideas or special information on a topic of interest to the public from*  *A prominent person or a recognized authority”.*   * **Categories of interview**   There are four categories   1. informative interview 2. feature interviews 3. opinion interview 4. symposium interview  * **Art of interview** * **Interview techniques** |
| **GUIDANCE AND ENTERTAINMENT** | **EASIER TASK TO WRITE** |
| It provides guidance as well as entertainment to the readers who are already well aware of the facts of the subject. | The task of writing is easier if you create a set of notes which outline the points which you are going to make. |

Q 3. Explain how the magazine feature is different from daily feature. (5)

**ANSWER**

**What a Newspaper is?**

Newspaper is aserial publication that mainly contains current news. It contains botth educational and entertaining articles.

They are used all over the world, having autthentic information. Newspaper is published daily, weekly or sometimes biweekly. For low price the quality of a paper is poor.

**What a Magazine is?**

A [magazine](http://www.differencebetween.net/miscellaneous/difference-between-newspaper-and-magazine/) is a [periodic](http://www.differencebetween.net/business/difference-between-periodic-and-perpetual/) publication that contains information on different subjects, such as sports, fashion, health, food, medicine, technology, and finance. They are published eitther weekly or monthly. They are informal having lots of pictures. Person’s opinion is their in writing but not so much of facts.

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| **NEWSPAPER FEATURE/DAILY FEATURE** | **MAGAZINE FEATURE** |
| The content in newspapers is current news and developments on ongoing issues in the world, with short articles. | Magazines have specific content such as fashion, medicine, and sports, with long articles. |
| Newspaper have a broad audience as they provide information on current matters. | magazines [target](http://www.differencebetween.net/technology/difference-between-amazon-and-target/) a specific audience based on the information being provided. |
| Newspapers have a simple layout and design. | Magazines, on the other hand, have a complex [design](http://www.differencebetween.net/language/words-language/difference-between-design-and-drafting/) with an aim of catching the readers’ eye. |
| Newspapers are generally affordable. | Magazines are more expensive |
| newspapers contain short articles. | magazines contain longer articles. |
| the quality of paper used is poor. | use high-quality paper which is more durable and also appeals to the target audience. |
| Newspapers offer on more information as opposed to pictures. | Magazines, on the other hand, have a lot of pictures such as celebrities, fashionable wear, and latest cars and devices. |
| use formal language. | while magazines use informal language. |
| Newspapers are published more frequently, with most being daily or weekly. | Magazines, on the other hand, do not have to be published frequently, with some being published after a span of even six months or a year. |
| Newspapers are not fun to read as that is not their scope. | magazines are fun to read as thy aim to attract more readers. |
| newspapers employ a large number of staff in terms of reporters, writers and editors. | magazines may not employ a large number of workers and may rely on freelance writers. |

Q 4. Write a small feature with an annecdoctal lead on “causes of pollution in Pakistan”. (5)

**ANSWER**

**“Causes of pollution in Pakistan”**

There are certain enviromental issues in Pakistan such as, air pollution,noise pollution,climate change, pesticide misuse, soil erosion, natural disaster and desertification.

Air pollution is a growing environmental problem in most major cities of Pakistan. According to a World Bank report, "Karachi's urban air pollution is among the most severe in the world and it engenders significant damages to human health and the economy". The inefficient use of energy, an increase in the number of vehicles used daily, an increase in unregulated industrial emissions and the burning of garbage and plastic have contributed the most to air pollution in urban areas. The megacities of Pakistan, such as [Karachi](https://en.wikipedia.org/wiki/Karachi), [Lahore](https://en.wikipedia.org/wiki/Lahore), [Islamabad](https://en.wikipedia.org/wiki/Islamabad) and [Rawalpindi](https://en.wikipedia.org/wiki/Rawalpindi), face the issue of [noise pollution](https://en.wikipedia.org/wiki/Noise_pollution). The main source of this pollution is the traffic noise caused by buses, cars, trucks, [rickshaws](https://en.wikipedia.org/wiki/Pulled_rickshaw) and water tankers. [Climate change](https://en.wikipedia.org/wiki/Climate_change) has affected the people and the environment of Pakistan in different ways. Although Pakistan is a relatively small emitter of [greenhouse gas](https://en.wikipedia.org/wiki/Greenhouse_gas) as compared to other countries, the country will, however, be greatly affected by the negative impacts of climate change. Due to Pakistan's diverse land and climatic conditions, it is prone to different forms of natural disasters, including [earthquakes](https://en.wikipedia.org/wiki/Earthquake), [floods](https://en.wikipedia.org/wiki/Flood), [tsunamis](https://en.wikipedia.org/wiki/Tsunami), [droughts](https://en.wikipedia.org/wiki/Drought), [cyclones](https://en.wikipedia.org/wiki/Cyclone) and hurricanes. “Some of the sources for this smog include vehicular pollution with very poor fuel quality being used along with lack of pollution control technologies in our vehicles, industrial pollution, burning of municipal and even industrial waste and brick kilns which again use dirty fuel such as rubber tyres,” says Khalid who also heads the Environment and Climate Change Department at the Sustainable Development Policy Institute, Islamabad. “A number of national and provincial level laws exist to address our exceedingly poor air quality but implementation is lacking. In fact, we do not have sufficient number of monitoring devices to monitor the air pollution levels in real time. This has led to a growth in the number of private, hand held monitors that have been deployed by the Pakistan Air Quality Initiative (PAQI), for example.

Q 5. Write a detail feature on “Why physical exercise is necessary for young generation”. (10)

**ANSWER**

We all know that exercise is very important in our daily lives, but we may not know why or what exercise can do for us. It’s important to remember that we have evolved from nomadic ancestors who spent all their time moving around in search of food and shelter, travelling large distances on daily basis. Our bodies are designed and have evolved to be regularly active. In the same way as a sports car is designed to go fast, we are designed to move.

There are many benefits of regular exercise and maintaining fitness and these include exercise increases energy level, improves muscle strength, keeps wealthy health. It also maintains healthy weight, improves brain function such as healthy mind and memory skills. Exercise is also good for heart, it also enhances immune system and lower the risk of developing type 2 diabetes.it also reduces some degenerative bone diseases. Exercise helps to reduce the risk of certain cancers. Active people tends to sleep more as they are tired and stress is reduced.

Exercise improves your mood and a person feel relaxed. It is also helpful in preventing mental illness like depression. It keeps a person fit and reduce some of the effects of aging.