**Department of Media Studies and Mass Communication**

**Final Major Assesment**

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**Semester: MSMC 3rd**

**Subject: Feature Column Editorial Writing**

**Note:** Attempt all questions;

**Answer 3:**

How to write a Column:

A column is a regularly appearing article in a newspaper, magazine or other publication. A column is different from other forms of journalism in that it is a regular feature in a publication, is personality-driven by the author and has a distinct opinion or point of view. Writing a column for online or print can be fun and profitable, especially if the writer can get his work syndicated. Learn the difference between a news story and a column. In a regularly appearing feature readers want to know what the writer thinks about a given topic. Let your personality shine through. Voice is of vital importance to a columnist. Research, research, research. Take notes on names, ideas, impressions and figures as you go about your day. Everyday occurrences make for great material for a column. Use local places and names to give your column a personal feel. Tell the story through the experiences of local people, whether you write the column about people, places or ideas. Use references and quotes to give support to your own views. Write daily. This is basic advice for any writer, whether a columnist, reporter or book author. Write regularly, on a schedule. The more you write the better your work will become. Write the way you speak, a much as possible. Columns are meant to be informal and friendly. Write short, simple sentences and paragraphs. Use simple language. Your job is to entertain as much as it is to inform.

b: How long does it take you to write a column?

Though I know a little about affairs, I’m not an expert. There have been times when I wrote an “off the top of my head 300 word article” in about fifty minutes.

c: Do you do a lot of reporting for a column?

Yes I do. For creating a column report to show how the value of one or more data elements changes over time using vertical columns.

d: When you sit down to write a Column, what’s the first thing you do?

When I sit down for writing a column, the first thing which I do is thinking and brainstorming. It is most important for any of the writer. Except of these one cannot put one's efforts into it.

e: Does someone edit your column?

Columnist edit their columns by themselves and it is specific no one else can edit it, it has a specific place in Newspaper and also the readers can comment on it but still the columnist can give justification to his column.

f: Do you feel you must be “fair” in the sense of reflecting all sides of an argument or is it ok to just present your side?

No, it is important to present all of the sides of an argument. Because, it is not about writer but reader also. And for this, every aspect of the topic should be touched.

g: When you were in school, was there a particular class or a particular teacher who helped you get where you are today?

Yes, there was a teacher whose name was Amin Khan durrani , a science teacher. I was in 9th grade when I started writing for the first time in Urdu. It was he who supported me. He used to check my writings on regular basis. He helped me a lot in where I am today.

**Answer 1:**

Mention in your own words a good Appreciation/Tribute Editorial in any newspaper:

In the middle of all this, frontline healthcare workers are facing the wrath of ignorant citizens who have vandalised and attacked hospitals while blaming doctors for the occurring deaths. Our country has shown that it values those who are willing to put their own lives at risk in order to save the lives of others, the least. Little do they understand that if it were not for our healthcare professionals, the number of cured patients would be nil. Instead, people have gone from breaking down doors and hospital wards to shooting the very doctors who will be and are the only hope. Amid such despairing situations we need to question, what kind of mentality has given rise to such behaviors? Perhaps we have, far too long, been glorified as a nation that withstands all devastations. The first step in solving a problem is realising that you have one. It is true that medical professionals sign up to treat patients only after they undergo a rigorous academic process, but this virus is not something anyone had predicted. Nobody, including healthcare workers, were trained to work under such conditions. On the one hand they suffer emotional stress from watching patients die and, on the other, face physical assault and verbal abuse by their own people.

 Poverty has been plaguing Pakistan since long. Prime Minister Khan’s poverty alleviation program Ehsaas propels into another phase where we economically empower the poor! Human development is one of the most important segments for Prime Minister Imran Khan. #Ehsaas is a sheer reflection of his people focused on governance. In order to make Pakistan a truly Islamic welfare state where the State bears the responsibility of the downtrodden, Prime Minister Khan’s special #Ehsaas program has been launched to uplift the poorest of poor. Empathy for the poor, the ill, the unemployed, the needy. Empathy is the root from which stems the idea of a Naya Pakistan; a Pakistan where the State protects the vulnerable.

The ruling Pakistan Taehreek-e-Insaf has blamed the opposition for “politicising” the rising cases of deadly coronavirus in the country inviting all political parties to jointly fight against a common enemy. The two major opposition parties—the Pakistan Muslim League-Nawaz (PML-N) and the Pakistan People’s Party (PPP)—have been continuously criticising the federal government over its alleged slow response to the threat of novel coronavirus. Smaller opposition parties have also levelled similar allegations against Prime Minister Imran Khan’s government. The senior leaders of PTI have rejected the accusations saying that the opposition was only doing point-scoring on a disease that has badly affected the whole world including the developed countries and the affected cases are on the rise with each passing day.

**Answer 2:**

a: Compare Features and News stories in a Newspaper:

**Features:**

Writing Process:

Story ideas:

 Feature story ideas come from everywhere - from your editor, personal observation, conversations overheard in the dining facility, etc. Once you have a story idea, decide exactly what focus you want to emphasize. Your focus is the angle you want for the story. Remember your audience -- who you're writing for when writing features.

Collecting the Information:

Always do background research for your story, if possible. You must have a clear idea of your subject before you set the interview. Plan your questions Always collect more information than you need. It's better than not enough. Capture the emotion. People want to know how your subject feels about why he/she does something. Use all your senses. See, hear, smell, touch, taste. Make notes of how people move, dress, speak, etc. Observe. Train yourself to notice everything.

Write the story:

• Use descriptive verbs and nouns instead of adverbs and adjectives.

• Use only the best quotes. The quotes must SAY or SHOW something.

• Good feature stories contain anecdotes, description, attributive verbs and direct

quotes.

**News stories :**

Headline:

Writing headlines can be tricky. Too long and the reader will lose interest – too short and you’re not giving enough information away to tease the reader into the article.

Intro paragraph:

The opening of the news story is the most important bit. It should have impact to catch the reader’s attention and make them want to read on. It should be sharp and snappy but conform to regular sentence structure and grammar rules. It should be no longer than 25 words.

Put the most newsworthy information at the top:

You don’t need to explain all the new information at the top, this isn’t always possible due to how long it would take, just so long as you mention it – you can explain it in full further down the article.After your introduction, no sentence should be more than 35 words if possible. Also, in a news story each sentence should be a new paragraph.

b: **introduce a Feature Article:**

Introduction:

Your introduction should set the scene and catch your reader’s attention. Here is your chance to set the tone of your feature article, or bait the hook for your readers. Consider the ‘who’, ‘what’, ‘where’, ‘why’ and ‘how’ of your article, and providing your readers with the angle your feature article is going to take. Remember, your introduction should give your readers a reason to keep on reading.

Body:

Through the body be creative with your language. Although you may have a clear imagine in your mind for the topic of your article, you need to use creative and descriptive language to share this image with your reader. Remember to stick to your angle and don’t be afraid to add your own opinion and flair through this part. And finally, try to make sure you have a point of interest in each paragraph of your article to keep your reader engaged.

c: **Mention the Sources for selecting the topics of Feature stories:**

1. Reading a magazine or newspaper

2. Conversations with friends and family

3. Websites that publish press releases

4. Blog posts by other writers

d: **qualities of a good feature writer:**

Attention to Detail:

Great writers are observers, always taking mental notes and noting subtle changes around them. This attention to detail not only makes them fantastic editors who can spot the smallest grammatical error during a read-through, but it adds a special touch to their writing, too.

 Discipline:

Writers who excel are familiar with frustration because re-writes, edits, and improvements all come by maintaining a disciplined approach to writing. Great writers are devoted to constantly re-evaluating their work, no matter how small the task may be. They focus on their craft and are constantly working to get better through intense discipline.

Strong Vocabulary:

No one likes to read the same words over and over again, so a strong, robust vocabulary is an asset to any good writer.

**Answer 4:**

The above words says that columns gives the freedom to the person to write of his own choice, add his own opinions and write all what he gets related to his topics. He has the freedom of words speech sentences changing and criteria of words.He can add and drop the news of his interests, he can add researches that he finds good for his columns and also he can redesign his column style.Column has the opinions based option and it differs from news stories, thats why the exact words are not required and we can change the words place and requirements to our own choice.