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Question No#1: What is editorial in newspaper? How it defines the policy of the rest of the newspaper.

Answer: Editorial :

Editorial is written by the newspaper medium on their terms with facts. Editorial in a newspaper is way to attempt specific goals, it is to inform and explain the readers or to convince the reader for any point, or it can be an insight on an entertaining or humorous manner.

Editorial is an essay type that have an introduction a body and conclusion, certainly editorial is based on argumentation description or narration. An editorial is an expression of opinion based on selection of facts, which represents truth about something that everyone knows but no one ever thought about it that way, so an editorial brings the attention of readers towards that.

Editorial in Newspaper:

- 1) It is an official opinion of the newspaper present on the opinions page.
- 2) It is the opinion of newspaper but is based on actual facts.
- 3) Editorial is explained in such a way that a general reader can get to the point easily.
- 4) It is written in a way to influence the opinion of the reader, sometimes it grab the attention of the reader against the issue sometimes in the favour of the issue.
- 5) Editorial have sarcasm, fun facts and humorous touch that entertain the reader and force the reader to read more.

Editorial Page:

Editorial Page or Opinions page in newspaper has gained popularity in a while, and for many years it got declined by the newspaper, it is a whole page which includes editorials , letter to editor, features and columns as well. The editorial page grab the attention of the reader towards the arrangement of features and editorials, which is the detail about any hot or followed up news which the readers already knows about, and in editorial page they want to know more about the facts, and wants to build an opinion based on the editorial.

Policy of editorial in Newspaper:

Policy of editorial in Newspaper is different and it have different policies as well. It differs from the other content on the newspaper.

Some points are the following:

Question Lead:

Question Lead is used by editorials and also in features for a serious topic. It is used to grab the attention and to create anecdotal lead.

Editorial We:

In editorial “We” is used, it is done so because it is the opinion of the newspaper and not a single person, so We is used to give an image to the reader that the editorial is not a plural and it is a whole medium who conveys the editorial.

Exposition:

A good editorial must be based on interpretation and advocacy based on factual explanation, while editorial writer make her point best to give a straightening readers out as regards the intricacies of some situations.

Content :

The editors have all the right to make decisions and make editorial changes in newspaper content. The decisions and changes are finalized by editor in chief, tips from community are added but coverage is not guaranteed.

Timeliness:

The editorial about any issue must be on time. It means that if the Editorial is on any issue, it should not be as old as the readers have forgotten the issue and they don't get the editorial at all.

Significance:

Editor reserve the right to distinguish between important topics the community would benefit from reading.

Types of Editorial:

There are 4 types of Editorial.

Explain or interpret:

In this editorial the editors covers a sensitive issue or controversial news that was covered by the newspaper,

Criticise:

They criticize the actions decisions and situations while providing solution to the problem identified.

Persuade:

The ultimate goal is to see the solution and not the problem. From start readers are encouraged to positivity and are forced to take positive action.

Praise:

These editorials commend on organizations or people for doing something well. They are not much common.

Question No#2: Define Elements of Newspaper? Explain the importance of each elements?

Answer No#2: Elements of Newspaper:

Elements of Newspaper are the main components on which the whole newspaper is based. All the sections and sides of newspaper are the elements of Newspaper. All the materials and tools used to make the newspaper attractive for the reader are all elements of newspaper. The makeup of newspaper are the elements.

Elements:

Important elements of Newspaper are:

- Flag/ Logo.
- Dateline
- Headline
- Subhead
- Byline
- Graph Image
- Pictures.
- Captions
- Classifieds
- Deck
- Editorial
- Filler

Name Plate:

It is the title of the newspaper, logo of the newspaper and graphics images that reinforce the organization identity.

Folio:

It is the publication information, the volume, issuance of Newspaper, and current date. Like Islamic year, the year of Newspaper (Jild) and copy number of newspaper, yearly date etc.

Byline:

Here we identify the author of the article. Use of fonts and sizes. The font and size will be same as font and size of newspaper, it is written straight down after the headlines.

Dateline:

It shows from where the news has been filed. Mastering start in the bracket. The name of city and reporter before the news which is closed in a bracket is called dateline.

Credit line:

It is the specific identity provided to the reporter, reporter from specific beat get her own identity, and use it as alternative for their name, like staff reporter, news reporter, bureau reporter, commerce reporter etc.

Captions:

The text that is used to describe a photograph, also known as cutline. It is mostly used in pictorial stories.

Jump/Jump line:

Jump is the remaining part of the story that is continued on the inside detailed page. And jump line is the small information given in bracket to tell that the remaining part of this news is present on page no. 10 12.

Sidebar:

It is a short story related to the main story and run adjacent to it.

Infographic:

It is the art form of words that are used with charts, illustrations graphs or photographs, to explain a news story.

Filler:

It is a short item which is used to fill up space on a newspaper page.

Importance of Elements of Newspaper:

All these elements together build up a newspaper, all these elements are as important for the newspaper as the newspaper itself. These elements attract the readers as well as it make the newspaper interesting. Without these elements the newspaper would be a page filled with words, which would not attract readers to read it and it must be tough to start from top and read till end to get to the point you want to read. These elements made it easy for the readers to reach to the news they want.

Question No#3: Write a note on virtual reality and augmented reality?

Answer No#3: Virtual Reality:

Virtual Reality is well known of immersive technology, gaming and entertainment were early adopters of virtual reality. It implies the complete immersion experience that shut out the physical world. The VR headset is made to make us believe that we are moving in real on a virtual screen, while the VR headset are connected to the PC and the whole scenario is made in such type where a person believes that she is living in reality. Also known as 3D glasses.

Example:

HTC vive, google cardboard, 3D glasses, Screens.

Augmented Reality:

It adds digital elements to a live view often by using the camera on a smartphone, like snapchat B612, Instagram filters etc. It overlays digital information in the real world. It is the combination of real and Virtual world, it enhance the real world, with filters, texts, and other virtual details.

Example:

Filtered cameras, editing apps, smartphones and tablets.

Difference between VR and AR.

VR.	AR
1:User is completely in virtual world.	1: User is half in real and half in virtual world.
2: Hard to differentiate between both.	2: Interaction with both world and clearly identify both.
3:It is completely fake and lie to eyes.	3:It is half true and half fake, but eyes can differ both.
4: Headset, 3D glasses, fake displays.	4: Snapchat, filters, smartphones, tablets.
5:It confuse brain with the screen.	5: Brain is aware of fake and reality.

Application of Virtual Reality:

With virtual reality you can move around and look in all directions, up down sideways and behind you and you will feel like you were physically there. Individual can experience a travel destination before taking flight so they can know about their destination. And help of VR in surgeries.

Application of Augmented reality:

With augmented reality you can trace different locations, you can point your smartphone to a building and can get details about the building, All the editing apps comes here, and photo journalism and print media is also benefited with Augmented reality.

Question No#4: What is newspaper layout? Why is it important?

Answer No#4: Newspaper Layout:

The layout in newspaper is the way in which parts are arranged or laid out. It is the process of organising materials on a page. It is designed to attract readers to optimize the newspaper effectiveness in presenting information.

In newspaper the layout is the arrangement of newspaper elements such as graphics body and headlines.

Function of Layout:

Layout in a newspaper is important due to following points.

- To organise the newspaper.
- To set news in order.
- To make it easy for the readers.
- To highlight each news, so readers can pickup the news first they are interested in.
- To sell the important and less important news.
- Determining the ranking of the news.

Attractive Layouts:

- The headline must be creative so it can grab the attention. Only then reader will read the detail news after the headlines.
- To the point news and don't exaggerate it.
- Use of full words and not abbreviations.
- Words that can easily be understood by the public, do not novel words.
- Use of proper font sizes and colours.
- Use of grid based layouts.

Stages of Newspaper:

- News gathering from different sources.
- Looking for sponsorships and advertisements in advertising agencies.
- Composition of news in the newsroom.

- Printing of news.
- Distribution of Newspapers in areas.

How Newspaper is printed:

Newspaper printing has the following process.

Table ---- Glass on table ---- Rods in glass ---- pages combining ---- 4 plates ---- 4 colours ---- turns on to all pages number wise ---- printing is done ---- last page is black.

After this the newspaper is made and this whole process is done by pastor, it's all his duty.

Designing Newspaper:

- Keep balance in your news
- Inform the readers about what they wants to know
- Using of appropriate words
- Quit shortcuts for publicity
- Tell the story in concise words and don't write a long essay with no specific information.

Sections in Newspaper:

There are 3 sections in newspaper that have different contents.

Factor 1: Local Domestic and national news, international news, business, finance, economy, politics weather, letters from the readers, opinions/editorials.

Factor 2: Sports, comics, crosswords, horoscope, events, entertainment, showbiz, automobile, magazine supplements.

Factor 3: Interviews, society, people, tourism, travel, style fashion cooking health, home family, kids adults, decorations, creativity.

Question No#5: Explain the process which is use for the placement of news items in newspaper?

Answer No#5: Process of placement of news items in newspaper:

Newspaper has the specific places for each genre of news and that is given to it and not changed but is permanent.

- The arranging of material on several pages of the newspaper is done under the direction of the editors.
- The appropriate arrangement of the front page plays a very important role in the career of the newspaper.
- The more good arrangement of the newspaper is where the most important news is highlighted in a subheading so that it can catch by eyes more easily.
- Symmetrical balancing of headlines, subheadings, bylines, half tones and cartoons added for the attraction of the readers.

Principal of contrast:

- Large heads are alternated at the top of the Column with smaller heads, so that it can get prominent and more visible to show that what the smaller head news is about.
- Pictorial stories and cartoons graphics needs a one or two lines captions to identify what the picture says about.

Grouping of news in newspaper:

News are grouped in it's own category, that are:

Local

State

National

Foreign News

Spotlight

Sports

Economy

Entertainment

Position of prominent news in newspaper:

- The most important news is on the last Column to the right on the first page.
- Cuts and cartoons is on the right side of the front page.

- If there are two important stories carrying large headlines then usual, the one second in importance is put into the first column, for symmetrical reason when the paper is read the first column is prominent.

Breaking over of front page stories:

- Long stories with large heads are continued from the first page to one of the inside pages.
- Column of these stories, one half or one third is put on the first page, According to the lower half of the page, and the remaining part is put with a jump head on inside page.

Editorial Board who looks after news placement:

Editorial board consists of;

- Chief editor.
- Deputy editor.
- News editor.
- Sub editor.
- News in charge.
- Reporter
- Kpo
- Page maker/designer
- Pastor/pasting table
- Proof reader
- Printing plates.

Summary:

Newspaper have specific pages, Urdu and English newspapers have different criteria of publishing news at different areas. The most important and local news from the area newspaper publishes from will go to front page with headlines prominence, if the front page have more space for advertisement then the inside page will have more news. Then on next page in newspaper we have editorials and letter to editors, entertainment and sports, then national international news with pictorial stories on top. We have a page inside which have the remaining details of all the news on the front page where the jump heads are given, and their an opinion page as well, which have columns, editorials, features and letter to editors, cartoon editorials.