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**Semester : 3<sup>rd</sup>**

**Assignment : Midterm paper**

**Date : 20<sup>th</sup> April 2020**

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Question No #1: Give definitions of Features?

Answer No #1: **Feature:**

Any news when appears in the newspaper, can be used later for a feature. A feature is a self explanatory article type form that starts from 300 words to 1000 words, where one can give her own opinions that are biased and one can talk clearly about the event you are writing a feature on.

**Example:**

Army public school attack, in 2014 was a news in newspaper, but after that many features were written on same attack, and the number of features on APS attack are still counting.

**Definition of features in General:**

- \*Features are dragged form of news.
- \*Drama and attraction are main source in a feature.
- \*It includes extra information.
- \*Self explanations are involved in feature.
- \*Authentic self opinions are given.

**Example:**

“ Corona Virus a media hype or is it really taking over the world? A question raised by many people on one of the recently diagnosed virus COVID-19”.

Note: The above is a starting of a feature on corona virus, it includes drama for attraction.

**Professional definition of Feature:**

It is a prominent or clear characteristic of news that is dragged into more information. It is written for more public attention of that specific topic you write a feature on. Beginning with a drama, or creating a sensational scene is a part of feature, and some feature includes Pictures as well. A single picture is added to the feature to give a clear image of the feature.

**Example:**

News on Corona Virus includes information about deaths, infected and disinfected people in different regions, but in a feature, the all aspects of corona virus is discussed, with self opinions, drama, attraction, and all relevant information.

### **Key points of Feature:**

Some important points about feature are;

- Many features can be published on one topic.
- It is important what topic you choose for your feature must be already published in a news.
- Features are made dramatic and sensational for public attention.
- Self opinions are given but they are authentic.
- Public opinions are also shared in a feature, to give more clear image.

### **Example:**

“ After life long struggles, where many activists lost their lives and journalists were dragged to courts in territory cases, the Pakistani media has been suffering alot since independence and now after such a long time, do you really think Pakistani media has got the freedom, or still it is bounded by the sources?”.

Question No #2: Write in your own words, the difference between feature, Column, and editorial writing, by making a table.

Answer No#2: **Feature:**

Feature is a exaggerated form of any news that's hard news or soft news, where sensation is built for public attention, and extra information about that specific topic is given.

### **Column:**

It is a professional form of an article written, it is professional, and not everyone can write it. It is written by senior journalists and it is based on serious topics. Every information requires seriously authentic detailed information.

## **Editorial Writing:**

It is an article which represents the opinion of the newspaper on an issue. The editorial board decides what to write about any specific news. They influence public opinions and promote critical thinking.

## **Difference between feature ,column, editorial Writing.**

<b>Feature.</b>	<b>Column.</b>	<b>Editorial Writing</b>
*Your opinions are given.	* Designated opinions given.	* Newspaper opinion.
*Less research.	* Detail research.	*Public demand.
*Any topic.	*Hard news only.	*Public interest only.
*Dramatic/sensational.	*Only serious source.	* To make critical thinking
*Public opinions.	*No public opinions.	* No public opinions.

## **Detailed differences among them:**

### **Feature:**

\*You can write on any topic in a lighter sense and not much information is required.

\*You can add your opinions, what you think about that specific topic.

\* You can create drama, or sensation for attention, so public can be attracted to your feature.

\* You can add what other thinks about the topic you are discussing in your feature, add their opinions.

\*You can add pictures to your feature, for more clear image.

\* You can write feature on any follow up news.

### **Example:**

Anyone can write feature on hard news, soft news, showbiz, sports or anything that can attract the public.

### **Column:**

- Only experts can write it, not anyone else have the ability to write it.
- It needs all information, a detail research is required.
- You should know in details what you are writing, if you get pointed by your readers you should know how to answer them.
- You should have the proof of what sources you share in your column.
- You can not write what you think about that topic, but you will add an opinion that is designated.
- It is written on hard news mostly.

#### **Example:**

Fahad Hussain and Syed mujahid Ali, are columnists in Mashriq newspaper. They write critical columns on politics, about country situations, and what the country politics is dealing with.

### **Editorial Writing:**

- It represents the opinion of a newspaper on an issue.
- They promote critical thinking.
- They influence the public opinions.
- They make opinions from the opposite views that directly refute the same issue the writer is addressing.
- They criticize the alternative solutions to the problem.
- They guide people to take action on a specific issue.

#### **Example:**

Writing on an issue about bullying in universities by teachers and students. It is raised to aware the public to raise voice on this specific issue to find out a way for it. Criticism, sarcasm, is used to built opinions in public.

Question No#3: Explain how magazine feature is different from daily feature?

### Answer No#3: **Magazine feature:**

Magazine features are the one that publishes in a week or month or after 14 days. It is published in a magazine and magazines are published in a week or a month. It has all the extra detailed information and research because of long time period.

#### **Example:**

In Mashriq newspaper, Sunday magazine is published every Sunday, where the feature on Corona virus is detailed and prolonged.

### **Daily Feature:**

Daily feature is published daily, and the features that publish in dailies are short, relevant and to the point. It is published on daily basis that's why it has all the information about an event that happened yesterday and not much information about that event is given.

#### **Example:**

In Mashriq newspaper, daily at mid pages there are features on different topics, hard news, soft news, showbiz, sports etc.

### **Difference between magazine feature and daily feature.**

#### **Magazine feature.**

- \*It is long, a whole or half page.
- \*It is in detailed form.
- \*It publishes on specific day.
- \*You don't have words limits.
- \*You give what readers wants.

#### **Daily feature.**

- \* It is short, 300/500 words.
- \*It is to the point.
- \*It publishes daily.
- \*You have words limits.
- \*You give what readers needs.

### **Detailed differences:**

#### **Magazine feature:**

- It has long time period.
- It has long space to cover.
- There is no word limits, you can write as much as you want.
- People reads magazine in free time, so they want something extra, it's their want/desire, you have to fulfil that.
- It has a long life span, you have so much time to write it well.

- It is more dramatic and sensational.
- It has a picture display as well, for a clear image or readers attraction.

**Example:**

A feature on PTI government, will include a sensational start to attract the readers, then it will include the before and after history of their government, all the pros and cons will be added, self opinions, public opinions will be added.

“PTI's government a change for the Pakistan system or is it the same as other parties who ruled? Do we really see Imran khan as a true passionate leader for Pakistan or is it just big talks like other leaders from history?”

**Daily feature:**

\*It has short time period.

\*It has small space to cover.

\*There is words limits, you have to cover.

\*It is published daily, so it has to the point news. It is what the public needs to know. So their is no drama or exaggeration.

\*It has shot life span, you don't have much time to write it well.

\*It is emotionless and only the news.

\*It has small room to cover.

\*It usually don't have a picture display because of short space.

**Example:**

A daily feature on educational institutions will include only the relevant news about the recent news of education, about HEC, or other boards.

“As per by HEC, it is directed that all the universities, public sectors and non-public sectors will be closed on behalf of novel Corona Virus till June, no institutional activities will be held until next update, and students should consider these holidays as their summer break”.

Question No#4: Write a small feature on anecdotal lead on, “ Causes of pollution in Pakistan”?

Answer: **Feature : “ Causes of pollution in Pakistan”**

The dusted air, the polluted oceans, the streets and markets messed up with garbage, who is responsible for this pollution? The newly imposed government? The system? Or the public? , As the years passes, the rate of pollution in Pakistan increases. Every year makes a record of gaining the number in rate of Pollution. As per by record of different websites, the air pollution in Pakistan increased to 65.95%, Water pollution went to 57.47%, garbage disposal increased to 65.53%, Noise pollution went to 59.72%, 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, that is not reused but wasted. The industrialization and vehicles in Pakistan has a large use, and it is mismanaged in many ways, which results in pollution. The countries like US, UK, Germany, Japan has also a great use of vehicles and large number of industries running, but their system is managed, they reuse all their garbage, to get less wastes, they have equipped systems which can overcome their air pollution, the public is also well organized and they control the Pollution in many ways. In Pakistan the system fails to make effective ways to control the Pollution, the air pollution in Pakistan is uncontrollable, the garbage is not reused and all the plastics and wastes goes to oceans which results in killing thousands of sea animals. The noise pollution is also not overcome due to heavy traffic and over population. The problem is within the government, the system but as well as the public too, the public is not much educated, to know their duties of how to maintain a good environment. People are uneducated, even educated people don't know how to save the country from garbage, the government have settled dustbins in local areas but still people don't use it and throw trash on roads, in markets or even in public attraction places as well. There are very few organizations who reuse the wastes and make effective work out of it, other then those organizations there is no other sources to use the wastes. The noise pollution is increased due to over population but it has a role of public as well, due to luxurious life people don't want to travel in local transports, almost every house in Pakistan has a single vehicle, it's about them who are average or poor, other then that the high class community have more then 5 five cars in their garage at a time. This is why traffic increases and noise pollution



increases to a vast level. The water pollution is also a big problem in Pakistan, due to rainfalls the water stuck in streets for days, which results in many other problems, there are no open streets, or ways to take this polluted water out of the streets.

The government needs to implement plans to overcome these pollutions in the country, or it will greatly effect the state. As well as it's public duty as well to maintain good environment, and overcome the Pollution. The government will only provide systems, machines, ways to reuse garbage, open roads, but it is public who has to maintain the system. So a big cause to Pollution in Pakistan is it's public. The public needs to realize how much pollution is harming our land.

Question No#5: Write a detail feature on," Why physical exercise is necessary for young generation"?

**AnswerNo#5: Feature: "Why physical exercise is necessary for young generation"**

Young Generation engagement in digital media is a good step towards the digital enhancement, success, access to technology and implementations towards new world of technology, but it is a high risk towards health issues. As the time era is getting advance the youth is getting on digital, the physical work is decreasing to a whole new level, there is a big risk to the health of young generation. As a body requires physical activities for a fit and active body. As for children and young generation physical activities and physical fitness these days includes, physical games, sports, transportations work, planned exercise, yoga, recreation within exercise, community activities, school and work place activities. But still due to high use of Digital media, the young generation is distracted from physical activities, the other reason for not active in physical activities is shortage of time. As the educational or workplace activities has increased to a great level, due to which girls and boys don't have time for their selves or even they can not give time to their health. Due to less attention towards health, the number of heart diseases, cholesterol, diabetes, and other such diseases are increased, and it is

targeting young people more than old people these days, as to compare 2020 with 90's, the rate of diseases has increased more rapidly and it is more deadly now. As people in 90's were more active, because they were not so connected with digital media and were physically active more, that's why they were out of risks. And they were having a long life to live. Now a days a young boy, who spends half of his time with the screen, and eats junk, when gets a heart disease hardly survives.

As by WHO, the cardiorespiratory, bone health, cardiovascular, and muscular fitness is advised to young generation. People at age of 5 to 17 should give at least 60 minutes each day to their physical activities. Because it gives additional health benefits to people. The exercise that includes, aerobics, strengthen muscle and bone should be made ones routine. Playing games, running, turning points and jumping are important activities for young generation, as this makes a young person more active.

For inactive children and young people, a progressive activities are recommended that can help them in being active slowly.

As it is important for a person to stay active and for being active one needs to increase her physical activities. Active person can stay connected to the world and achieve goals, if a person is physically unfit and surviving a bad health, she will not focus on digital media, or on technology, her achievements will fail and she will not gain much. Which results in poor country establishments, and success. For a country success, we need to focus on our youth and their fitness, because fit people achieve goals and success, if our youth will be active they will make name in national and international level, they will built up new inventions and the country will rise with them, but if a country has young people, who are not physically active, and facing health issues will not do any good to the country and themselves too. Pakistan has still a record of young doctors, engineers, inventors, business persons, who lost their lives because of unfit health issues which were caused by poor physical activities.

Physical activity is also associated with physiological benefits in young people, if a person is physically active, it makes them happy, a good mood depends on good health, if you feel lazy headache painful you will not have a good mood. Physical activities control the anxiety level of a person.

Sharing it because I'm a young girl, whenever I feels low I start exercising or

walking, it heals my pain and makes my mind boosted. Participation in physical activities can assist in social development of young people by providing opportunities for self expression, building self confidence, social interaction and integration. Good physical health demonstrate higher academic performance in educational institutions.