

Feature, Column & Editorials

Q1.

Features:-

⇒ Feature is a magazine or newspaper article on the news that was reported previously in a news cycle.

⇒ Depending on the quality of writing that how a feature writer covers a person, event, something related to an event or any other newsworthy issues in daily life.

⇒ Feature doesn't contain fiction factor, it's totally based on reality.

⇒ The main objective of feature is to build an interest of the reader into news story that has an importance.

⇒ Including the subjective opinion, feature writer just try to humanize, add colour, to educate, to entertain and to illuminate the readers/audiences.

⇒ Features should have much information and valid facts and figures to backup the whole story.

as the writing in feature is personal and contains more dramatic description of facts and of news in interesting manner.

Q3:- Difference of Magazine features and Daily features-

⇒ Magazine	Daily
⇒ Soft news feature	Hard news feature
⇒ Subjective stand	Objective stand
⇒ Leisure approach	Serious approach
⇒ No specific time limit	Specific time limit.
⇒ Large space for writing.	Small space for writing
⇒ Generally longer lead upto 300-600 words	Smaller lead is about 150-300 words.
⇒ Long shelf life	Short shelf life
⇒ Magazines gives huge display for features	Dailies always running short of the space.

Q4

Causes of Pollution in Pakistan

Features

Recently the world Economic Forum acknowledge the seriousness of Pakistan's Government towards climate change taking place all over the world. Prime minister Imran Khan emphasis on this issue at the world Economic Forum platform.

Climate change greatly effect the South Asia mainly Pakistan and India. According to Swiss company IQ Air, Pakistan is ranked second most pollut country in the world in year 2018 in term of air quality.

Emission of dust, smoke, fumes and toxic gasses from the factories and industries contributes most in the air pollution. This is very dangerous for the people having respiratory diseases. Another cause of air pollution is the increasing number of automobiles on the roads. Automobiles emits gases which cause the destruction of ozone layer. Due to the destruction of ozone layer the cosmic rays reaches the ground - from sun causes skin cancer. Government should make the policy for the conversion of non-renewable energy to renewable energy system.

Stomach diseases like cholera, diarrhea are caused by drinking contaminated water. The contamination of water is due to that there is no proper sanitation system - for domestic as well as for the industries. Government should pay attention toward this also.

Soil pollution is also increasing day by day in Pakistan. People did not pay their responsibility by taking garbage to the allocated places. This also cause different chronic diseases.

Is this ~~our~~ our collective responsibility. The answer is yes, we should keep our ecosystem clean and clear in order to live a healthy and prosperous lives.

Features:-

Why physical exercise is necessary for young generation:-

Physical activity is vital for the younger generations development and lays the foundation for a healthy and active lifestyle. Physical activity not only provides health benefits, it provides learning experiences that link to the younger generation interests, abilities and identity. Kids who are physically fit can sleep better as well as being able to handle physical and emotional challenges better which helps in areas such as ~~study~~ studying for a test, coping with stress and being more responsive.

It is recommended that young people should engage in ~~comin~~ ^{comin} of physical activity or exercise a day for better health, but few young people actually meet this recommendation. It is well understood that physical activities can provide many health benefits to those who partake, and that physical inactivity can have detrimental outcomes on our health. Question still abounds about what qualifies as suitable physical activity, and how much should each child do? Sometimes we have good intentions, but find barriers.

Having increased physical activities help us to stay more physically active throughout our lives. Setting the tone for our children when they are young helps to establish good physical literacy. To be physical literate, you must be able to do the following: dodge, kick, run, jump, hop, log roll, dribble, stand on one foot, sidearm strike, and overhand throw. It is recommended in some physical activity guidelines for preschool children to include both structured and unstructured activities of various intensities, limitations on sedentary behaviours, fundamental motor skills competence, and the inclusion of caregivers to facilitate activity.

For inactive children and youth there is a risk of laziness which leads in doing nothing effective in their lives. About half of the population in our country comprises youth. Youth are the fruit of a state, if the youth gets useless - there is a big risk to country, as these young people who would have worked as scholars, teachers, doctors and many other professions, are now doing nothing but depending on parents with only effect - the economy of the country, and lack of different facilities will take place. There will be lack of scholars, doctors and teachers, due to which country will run backwards from other states.

Difference between Feature, Column & Editorial.

Feature	Column	Editorial
⇒ Latak writing	⇒ Strong writing	⇒ Academic writing
⇒ Repetition allowed	⇒ No Repetition	⇒ Based on strong research and investigation
⇒ Flexibility	⇒ Tight	⇒ Discuss national and international issues mostly.
⇒ Soft news story	⇒ Hard news story	⇒ Publish under the editorial page of the newspaper
⇒ Pictorial → allow including pictures according to the writing	⇒ Less pictorial	⇒ Persuasive writing - to make the reader think or to do something.
⇒ Dramatised	⇒ Well Researched	⇒ Intellectual story rather than a human interest story.
⇒ Amused story	⇒ Arguments	
⇒ Make questions and answers that questions with facts & figures	⇒ Strong counter arguments	
⇒ Non-fiction.	⇒ Frequently publish under the name of one author.	
⇒ Not much frequent		
⇒ Narrative style of writing	⇒ Deductive style of writing.	⇒ Descriptive style of writing