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HIGHLIGHTED HANDOUT

MCM514

Feature & Column Writing

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MAHMOOD RANA

MSc Mass Communication

Fall 2016

- 1 Social and cultural sources of features are;
 - ☒ One dimensional
 - ☒ Two dimensional
 - ☒ Three dimensional
 - ☒ Multi-dimensional
- 2 Which types of features are used along with;
 - ☒ Foreign
 - ☒ Alien
 - ☒ Native
 - ☒ Local
- 3 Which of the following add vigour and colour to the writing in order to make features as interesting as possible?
 - ☒ Intros
 - ☒ Paragraphs
 - ☒ End
 - ☒ Story
- 4 Features are actually _____
 - ☒ News story
 - ☒ Simple story
 - ☒ Comedy story
 - ☒ Story
- 5 Which of the following does not make feature more acceptable
 - ☒ Use of picture
 - ☒ Attractive headlines
 - ☒ Constructive approach
 - ☒ Difficult language
- 6 A feature bears close similarities to which of the following
 - ☒ News-story
 - ☒ Article
 - ☒ Column
 - ☒ Interviews
- 7 Which of the given usually covers all underlying causes as well as background of the news-story
 - ☒ Article
 - ☒ Column
 - ☒ Interviews
 - ☒ Feature



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QUIZ # 1 > Lectures 1 - 10

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Feature & Column Writing

- 8 When was the famous Steiner cartoon published in the New York?
 - ☒ July 4, 1993
 - ✓ July 5, 1993
 - ☒ July 7, 1993
 - ☒ July 3, 1993
- 9 Asking question to obtain information refers to which of the following?
 - ☒ Feature
 - ✓ Interviews
 - ☒ Column
 - ☒ Article
- 10 If the feature writer tries the conclusion to lead then the story has
 - ✓ Unity
 - ☒ Disarray
 - ☒ Confusion
 - ☒ Dismay
- 11 If feature writer can write on social issues better, then he must attempt which of the following subjects in the best way?
 - ☒ Political subjects
 - ✓ Social subjects
 - ☒ Educational subjects
 - ☒ Biased subjects
- 12 The famous Steiner cartoon was published in the
 - ✓ New Yorker
 - ☒ Dawn
 - ☒ The Pioneer
 - ☒ The Post
- 13 Which of the following thing makes feature more acceptable to the readers?
 - ☒ Difficult language
 - ☒ Complexity
 - ☒ Density
 - ✓ Attractive Headlines
- 14 Features often have more
 - ☒ News lead
 - ✓ Novelty lead
 - ☒ Reporting lead
 - ☒ Anecdote



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- 15 The name for those articles, published and given under the editorial page, which may consist of a leading article and other small articles is called
- ☐ Column
 - ☒ Feature
 - ☐ Editorial
 - ☐ Novel
- 16 "One picture is worth 10,000 words." where this proverb belongs to
- ☒ China
 - ☐ Germany
 - ☐ Spain
 - ☐ Japan
- 17 The popularity of the makes it the perfect venue for commercial and sociopolitical publishing.
- ☒ Internet
 - ☐ Computer
 - ☐ Monitor
 - ☐ Central processing unit
- 18 All of the given are the criteria for the selection of pictures Except:
- ☐ Related to the subject
 - ☐ Arousing interest
 - ☐ Bringing beauty to the pages
 - ☒ Ambiguity
- 19 One of the following comprises newspapers periodicals, journals, magazines, publicity, advertising, bulletins, catalogues. Which is that?
- ☐ Broadcasted material
 - ☐ Telecasted material
 - ☐ Researched material
 - ☒ Printed material
- 20 Feature writers usually strike which of the following in the opening sentences, which permit the reader to come into quick contact with the crux of the story, and arouse interest?
- ☒ Keynote
 - ☐ News
 - ☐ Catch lines
 - ☐ Slug



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- 21 Printed material may not comprise of:
- ☒ Newspapers
 - ☒ Journals
 - ☒ Bulletins
 - ✓ Broad casting
- 22 Which kind of sentences are uses in features?
- ☒ Long
 - ☒ Short
 - ✓ Simple
 - ☒ Difficult
- 23 Which of the following consists usually of a short, snappy sentence set off in a paragraph by itself with the summary of other facts in the second paragraph, and used when you have one fact that is extremely important or startling? 
- ☒ Back ground intros
 - ☒ Exclamatory intros
 - ☒ Quotation intros
 - ✓ Astonishes intros
- 24 Which of the following is not a search engine?
- ☒ Google
 - ☒ Yahoo
 - ✓ Microsoft
 - ☒ Facebook
- 25 The intros in which background overshadows the individuals who participate in it is called
- ☒ Exclamatory intros
 - ☒ Direct quotation intros
 - ✓ Background intros
 - ☒ Question intros
- 26 The news-story is written in a cold and manner.
- ☒ Simple
 - ✓ Logical
 - ☒ Normal
 - ☒ Hard
- 27 In journalism, when the term, as 'slanting' a feature is used?
- ✓ Feature is written according to the editorial policy
 - ☒ Feature is written according to the writer's own choice
 - ☒ Feature is written according to the reader's interest
 - ☒ Feature is written according to the culture of the country



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- 28 Which of the following approach is used by a good feature writer who can make use of any of the field of science and technology in simple style?
- ☒ Positive
 - ☐ Negative
 - ☐ Neutral
 - ☐ Flexible
- 29 Which are the objectives of editorials?
- ☒ Instruct and educate
 - ☐ Inform and entertain
 - ☐ Instruct
 - ☐ To increase pressure
- 30 As compared to , a feature is expanded beyond the basic fact rather is fully supplemented with greater info
- ☐ Article
 - ☐ Column
 - ☒ News-story
 - ☐ Interviews
- 31 Which one of the following readers is expecting after the main body?
- ☐ Words
 - ☐ Composition
 - ☒ Climax
 - ☐ Errors
- 32 Social and Cultural based features can bring out the salient features of the two social systems, that is the East and which of the following is other?
- ☐ North
 - ☐ South
 - ☒ West
 - ☐ North East
- 33 In which of the following year the new ordinance for the procurement of the declaration was made easy?
- ☒ 1988
 - ☒ 1998
 - ☒ 2001
 - ☒ 2008
- 34 Which of the following is written in a cold and logical manner?
- ☐ Novel
 - ☐ Feature
 - ☐ Column
 - ☒ News-story



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Feature & Column Writing

- 35 Which of the given should be used as a portion that is building the feature towards the climax?
- ✓ Main body
 - ☒ Conclusion
 - ☒ Lead
 - ☒ Transition
- 36 Which one is of the most important area of human development? 
- ☒ Communication
 - ✓ Language
 - ☒ Knowledge
 - ☒ Learning
- 37 Features often do not carry which of the following lead?
- ☒ Human interest lead
 - ✓ News lead
 - ☒ Anecdote
 - ☒ Novelty lead
- 38 Simply means closeness to your readers.
- ✓ Proximity
 - ☒ Timeliness
 - ☒ Unusualness
 - ☒ Prominence
- 39 Comics _____ crosswords and features are extremely important to readers.
- ☒ Stories
 - ☒ News
 - ✓ Column
 - ☒ All of the above
- 40 In the usage of Alaamti pictures which of the following can be used for good effect in features?
- ✓ Sketches
 - ☒ Maps
 - ☒ Illustrations
 - ☒ Clips
- 41 Which one of the following is not a characteristic of feature?
- ☒ Novelty
 - ☒ Simplicity
 - ☒ Pictorial importance
 - ✓ Message



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- 42 The features should have attractive _____, which add to the beauty of the feature as well as gather the attention of the readers.
- ☒ Font
 - ☒ Headlines
 - ☒ Style
 - ☒ Paragraphs
- 43 Jack Woodford, a successful pulp novelist and non-fiction author, gives over _____ weight age to the pictures.
- ☒ 20%
 - ☒ 30%
 - ☒ 50%
 - ☒ 100%
- 44 Which of the following in the feature has sound knowledge of the subject, coupled with good writing skills and take the reader through a variety of experiences?
- ☒ Body
 - ☒ Intro
 - ☒ Lead
 - ☒ End
- 45 The interview is done for a celebrity or well-known person to obtain facts of **personality, his interests, life and activities refers to which of the following type?**
- ☒ Opinionated interview
 - ☒ Telephonic interview
 - ☒ Personality interview
 - ☒ Informative interview
- 46 Which one of the given type of question often is coupled with a probe question?
- ☒ Mirror question
 - ☒ Probe question
 - ☒ Loaded question
 - ☒ Close-ended question
- 47 Features are not only mobilising the _____, but also motivate them to think sympathetically and patriotically about their local, provincial and national problems.
- ☒ Public opinion
 - ☒ Public attitude
 - ☒ Public estimation
 - ☒ Public guess



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- 48 The new age of scientific and technological inventions and discoveries has drastically altered the style of life and living, resulting in social problems of adjustment, mental and cultural gaps these relates to which of the following:
- ✓ Psychological Features
 - ☒ Social Features
 - ☒ Science Feature
 - ☒ Radio Features
- 49 Interviews for newspapers or magazines can be conducted in person, by telephone, email, in a group or by letter is :
- ✓ In-person interview
 - ☒ Telephonic n interview
 - ☒ Personality interview
 - ☒ Informative interview
- 50 Collection of relevant data and material from different sources as an interview, books periodical, magazines reference books and various other sources are required for writing
- ☒ Column
 - ☒ News
 - ☒ News Story
 - ✓ Feature
- 51 In feature writing the paragraphs should be
- ☒ Long
 - ✓ Short
 - ☒ Avioded
 - ☒ Extensive
- 52 Through which of the following policy the pictures and illustrations are selected for feature writing?
- ☒ Column Policy
 - ☒ Feature Policy
 - ✓ Editorial Policy
 - ☒ Newspaper Policy
- 53 Features are not only mobilizing the _____, but also motivate them to think sympathetically and patriotically about their local, provincial and national problems
- ✓ Public opinion
 - ☒ Public attitude
 - ☒ Public estimation
 - ☒ Public guess



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- 42 Atmosphere intros consist of words or phrases that help to portray the setting or mood for a _____.
- ☒ Editor
 - ☒ Writer
 - ☒ Reader
 - ☒ Advertiser
- 43 Benjamin Whorf defined Language as
- ☒ Language is the light of the mind.
 - ☒ Language shapes thoughts and emotions, determining one's perception of reality.
 - ☒ A systematic means of communicating by the use of sounds or conventional symbols
 - ☒ A language is a system of visual, auditory, or tactile symbols of communication and
- 44 What does giving turn or twist to the subject as per the editorial policy termed as
- ☒ Slanting or angling
 - ☒ Twisting
 - ☒ Turning
 - ☒ Moulding



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- 1 Features writer should meet the demand of
 - ☒ Speaker
 - ✓ Reader
 - ☒ Listener
 - ☒ All of above

- 2 Blundell has these key blocks that he would use in his features articles Except
 - ☒ History
 - ☒ Scope
 - ☒ Cause
 - ✓ Odds

- 3 If there is a read to re-write the story than it must be done by eliminating the following writing faults Excepts:
 - ☒ Stodginess
 - ☒ Verbosity
 - ☒ Circumfocusion
 - ✓ Obtaining facts

- 4 The short pieces of writing can be highlighted with which of the following to make it more interesting?
 - ✓ Quotation
 - ☒ Good Pictures
 - ☒ Reference
 - ☒ Orientation

- 5 Many times it happens that one newspaper has rejected a particular feature. While the other has Published it. What is the reason behind it?
 - ☒ Fairouritism of specific writers
 - ✓ Difference in the editorial policy
 - ☒ Biasness
 - ☒ Inccrisistancy in management

- 6 Which of the following are the great staples for the newspaper and magazine writer?
 - ☒ Sidebars and profiles
 - ☒ Sidebars and series
 - ☒ Profiles and series
 - ✓ Sidebars, Profiles and Series

- 7 Which kind of feature do not liked among readers?
 - ☒ Fantastic ☒ Historical features
 - ☒ Feature
 - ✓ Dull feature



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QUIZ # 2 > Lectures 10 - 22

MCM 514

Feature & Column Writing

- 8 Who present this definitions? "A certain type of writing under a permanent caption"
- ✓ Prof Maskeen Ali Hijazi
 - ☒ Prof Shafique Jhaildarichari
 - ☒ Dr Abdus Salam Khurshid
 - ☒ All of the above
- 9 Who says this? "The most important things in the story is finding the central idea" 
- ✓ Journalists
 - ☒ Producers
 - ☒ Directors
 - ☒ Writers
- 10 In features, writers must be following which one for making the details of the feature concrete, actual and solid?
- ☒ Transition
 - ☒ Body copy
 - ✓ Lead
 - ☒ Conclusion
- 11 There is a greater freedom of writing in
- ☒ Columns
 - ✓ Features
 - ☒ News
 - ☒ Editorial
- 12 If 32.56 per cent of students flunked the final exam, it'd be perfectly fine to say that "about one in three students failed to make the grade". This refers to:
- ☒ Relativity
 - ☒ Accurateness
 - ✓ Rounding Off
 - ☒ Precision
- 13 Which type of approach is used by the columnist while writing a column?
- ☒ Advocacy
 - ☒ Social mobilization
 - ✓ Creative approach
 - ☒ Social Marketing
- 14 Which one of the following considered the powerful medium of any newspaper?
- ☒ Feature
 - ☒ News
 - ☒ Event
 - ✓ Column



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- 15 Good writing is something that can be observed, learnt and
- ✓ Repeated
 - ☐ Forwarded
 - ☐ Concluded
 - ☐ Decided
- 16 Who says this? "The most important thing in the story is finding the central idea" 
- ✓ Journalists
 - ☐ Producers
 - ☐ Directors
 - ☐ Writers
- 17 Column has been described as an editorial with a _____ by the journalists.
- ✓ By-line
 - ☐ Catch line
 - ☐ Slug
 - ☐ Clichés
- 18 A local resident who has the country's largest private collection of antique automobiles is the example of
- ☐ Historical story
 - ☐ Participatory story
 - ✓ Hobbyist story
 - ☐ Overview story
- 19 Which one of the following is writing style of feature?
- ☐ Narrative style
 - ☐ Simple style
 - ☐ Dramatic style
 - ✓ All of the above
- 20 All of the given are different problems facing by the regular columns Except:
- ☐ Less material
 - ☐ They are constrained to write run-of-the-mill ideas
 - ☐ Slackness hits
 - ✓ Firmness
- 21 Which of the given is not a reader's constraint?
- ☐ Reader is running short of time
 - ✓ He wants to read interesting and short stories
 - ☐ He needs a break from usual staff
 - ☐ He wants to spend free time



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QUIZ # 2 > Lectures 10 - 22

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Feature & Column Writing

- 22 Features began to assume their modern form in the "Penny Press" in which of the following years?
- ☒ 1830s
 - ☐ 1840s
 - ☐ 1850s
 - ☐ 1860s
- 23 The columnist always keeps their intact by & discussing the subjects from divergent angles.
- ☐ Diversity in thought
 - ☒ Individuality
 - ☐ Versatility
 - ☐ Flexibility
- 24 Column rating is the hardest type of writing of all because it requires
- ☒ Good thinking
 - ☐ Bad thinking
 - ☐ Good speaking
 - ☐ Writing
- 25 Where was the Penny Press existed?
- ☐ France
 - ☒ United States
 - ☐ England
 - ☐ Germany
- 26 Which of the following is the characteristic of eliminating writing faults in story?
- ☐ Obtaining facts
 - ☐ Building suspense
 - ☐ Understanding the human interest story
 - ☒ Abstractness
- 27 20,000 words convert to about column inches.
- ☐ 200
 - ☐ 800
 - ☒ 400
 - ☐ 100
- 28 Which kinds of articles are considered to be cumbersome for the readers to read?
- ☒ Long
 - ☐ Short
 - ☐ Simple
 - ☐ Very long



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- 29 The name for those articles, published and given under the editorial page, which may consist of a leading article and other small articles is called _____.
☐ Column
☐ Feature
☒ Editorial
☐ Novel
- 30 If feature writer can write on social issues better, then he must attempt which of the following subjects in the best way?
☐ Political subjects
☒ Social subjects
☐ Educational subjects
☐ Biased subjects
- 31 _____ simply means closeness to your readers.
☒ Proximity
☐ Timeliness
☐ Unusualness
☐ Prominence
- 32 News stories are supposed to be _____.
☒ Objective
☐ Point
☐ Subjective
☐ Biased
- 33 Which was assigned to Wilson for coverage?
☐ Wedding
☐ Birthday
☒ Funeral
☐ Inauguration
- 34 Which one of the following is something that ends your story with a punch?
☐ Explanation
☒ Conclusion
☐ Example
☐ News
- 35 The short pieces of writing can be highlighted with which of the following to make it more interesting?
☒ Quotation
☐ Good Pictures
☐ Reference
☐ Orientation



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QUIZ # 2 > Lectures 10 - 22

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Feature & Column Writing

36 Columnists have become an important ingredient of the _____ journalism.

- ☒ Scientific
- ✓ Political
- ☒ Neutral
- ☒ Fundamental

37 A paragraph that explains your entire article in a nutshell is called as:

- ☒ Main body
- ☒ Lead
- ✓ Nut graph
- ☒ Conclusion

38 Collection of relevant data and material from different sources as an interview, books, periodical, magazines reference books and various other sources are required for which type of writing?

- ☒ Column
- ☒ News
- ☒ News story
- ✓ Feature

39 Which of the following term refers to universality in feature writing?

- ☒ Timeliness
- ☒ Unusualness
- ☒ Prominence
- ✓ Importance

40 Present-day columns are mostly _____.

- ☒ Social
- ✓ Political
- ☒ Communal
- ☒ Entertaining

41 On which of the following Present-day journalism is giving huge importance?

- ☒ Writing
- ☒ Spelling
- ✓ Pictures, illustrations, maps etc
- ☒ All of the above

42 Bertelsmann is the one in the first tier of media giants

- ☒ Chinese firm
- ✓ European firm
- ☒ Indian firm
- ☒ Pakistani firm



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- 43 What is the other name of intro?
- ✓ Lead
 - ☐ Body
 - ☐ Transition
 - ☐ Conclusion
- 44 People who have suffered diseases as a result of smoking refer to which of the following approach?
- ☐ Explanatory pieces
 - ☐ Issues and Trends
 - ☐ Investigative
 - ✓ Profile
- 45 Which quality a writer should possess to cope up with broad range of stories?
- ✓ Versatility
 - ☐ Abstraction
 - ☐ Precision
 - ☐ Vagueness
- 46 Which of the following trend is avoided of for gaining the interest of the reader in your feature?
- ☐ Slug
 - ☐ Headlines
 - ☐ Bylines
 - ✓ Clichés
- 47 The popularity of the columnists can be attributed to the fact that is
- ☐ Limitation of thought
 - ☐ Self perception
 - ☐ Point of view
 - ✓ Diversity of thought
- 48 The editors are giving more space to the columnists on pages especially ?
- ✓ Op-Ed
 - ☐ Editorial
 - ☐ Showbiz
 - ☐ City news
- 49 Which one of the following is very powerful source of features?
- ✓ Human interest or value
 - ☐ Internet
 - ☐ Books
 - ☐ Places



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QUIZ # 2 > Spring 2017

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Feature & Column Writing

1. Which term refers to the closeness to the readers?
 - ✓ Proximity
 - ☐ Timeliness
 - ☐ Unusualness
 - ☐ Prominence
2. A person washed the outside windows of the city's tallest building. Which kind of feature story covers such topics?
 - ☐ The first person story
 - ☐ News story
 - ✓ The odd occupation story
 - ☐ Profile story
3. In feature, the size of the pictures and illustration should be according the design of _____.
 - ☐ Newspaper
 - ☐ Magazine
 - ✓ Page
 - ☐ Novels
4. The name for those articles, published and given under the editorial page, which may consist of a leading article and other small articles is called _____.
 - ☐ Column
 - ☐ Feature
 - ✓ Editorial
 - ☐ Novel
5. PR Solves problems on the principle of "Learn---Feel----Do". What kind of change is involved in "Feel"?
 - ✓ Opinion Change
 - ☐ Societal Change
 - ☐ Behavioral change
 - ☐ Personality change
6. In which of the following year the news ordinance for the procurement of the declaration was made easy?
 - ✓ 1988
 - ☐ 1998
 - ☐ 2003
 - ☐ 2008



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7. In features, Writers must be following which one for making the details of feature concrete, actual and solid?
- ☒ Transition
 - ☒ Body copy
 - ☒ Lead
 - ☒ Conclusion
8. Which of the following is relatively personalized form of journalism reminiscent of the past traditions and practices in the sub-continent?
- ☒ Column
 - ☒ Feature
 - ☒ Editorials
 - ☒ Article
9. Which one of the following is writing style of feature?
- ☒ Narrative style
 - ☒ Simple style
 - ☒ Dramatic style
 - ☒ All of the above
10. Due to ignorance of which one of the following writers fail in slanting the features?
- ☒ Feature content
 - ☒ Editorial policy
 - ☒ Composition
 - ☒ Sentence making
11. "One picture is worth 10,000 words" where this proverb belongs to?
- ☒ China
 - ☒ Germany
 - ☒ Spain
 - ☒ Japan
12. Comics, _____, crosswords and features are extremely important to readers. 
- ☒ Stories
 - ☒ News
 - ☒ Column
 - ☒ All of the above
13. Which kind of picture should be used in features?
- ☒ Clear
 - ☒ Pretty old
 - ☒ Blamed
 - ☒ Dirty



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14. Which of the following is used in features simply as a matter of reducing a potentially large quantity of material into digestible components?

- ☒ Ideas
- ✓ Focus
- ☒ Facts
- ☒ Particulars

15. Who can bring changes in editorial policy?

- ☒ Columnist
- ☒ Journalist
- ✓ Editors
- ☒ Persons

16. Which types of pictures are used along with local features?

- ☒ Foreign
- ☒ Alien
- ☒ Native
- ✓ Local

17. Which are the objectives of editorials?

- ☒ Inform and educate
- ✓ Instruct and entertain
- ☒ Instruct
- ☒ To increase pressure

18. While cropping pictures, or cutouts, extra spaces should be filled with _____.

- ☒ Manuscripts
- ✓ Text
- ☒ Cartoons
- ☒ Sketches

19. All of the given are the criteria for the selection of pictures expect:

- ☒ Related to the subject
- ☒ Arousing interest
- ☒ Bringing beauty to the pages
- ✓ Ambiguity

20. Many times it happens that one newspaper has rejected a particular feature. While the other has published it. What is the reason behind it?

- ☒ Favoritisms of specific writers
- ✓ Difference in the editorial policy
- ☒ Biasness
- ☒ Inconsistency in management



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21. About the efforts to relocate endangered species refer to which type of story?

- ☐ Number story
- ☒ Overview story
- ☐ Participatory story
- ☐ Hobbyist story

22. Features writer should meet the demand of _____.

- ☐ Speaker
- ☒ Reader
- ☐ Listener
- ☐ All of the above

23. Which kind of feature do not liked among readers?

- ☐ Fantastic feature
- ☐ Historical feature
- ☐ Feature
- ☒ Dull feature

24. All of the given are the criteria for the selection of pictures except:

- ☐ Related to the subject
- ☐ Arousing interest
- ☐ Bringing beauty to the pages
- ☒ Ambiguity

25. This of the following is a uniform approach to punctuation, capitalization, abbreviation. Tittles and, in some cases, spelling?

- ☐ Front
- ☐ Body
- ☒ Style
- ☐ Content

26. In the usage of Alaamti pictures which of the following can be used for good effect in features.

- ☒ Sketches
- ☐ Maps
- ☐ Illustrations
- ☐ Clips

27. _____ consists of bare and hard facts and presented similarly without any kind of addition or alteration.

- ☐ Column
- ☐ Article
- ☒ News
- ☐ Editorial



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QUIZ # 2 > Spring 2017

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Feature & Column Writing

28. In journalism, when the term as 'slanting' a feature is used?

- ☒ Feature is written according to the editorial policy
- ☐ Feature is written according to the writers own choice
- ☐ Feature is written according to the readers interest
- ☐ Feature is written according to the culture of the country

29. Which of the following term refers to universality in features writing?

- ☐ Timeliness
- ☐ Unusualness
- ☐ Prominence
- ☒ Importance

30. Jack Woodford, a successful pulp novelist and non-fiction author, gives over _____ weight age to the pictures.

- ☐ 20%
- ☐ 30%
- ☒ 50%
- ☐ 100%

31. Features began to assume their modern form in the "penny press" in which of the following years.

- ☒ 1830s
- ☐ 1840s
- ☐ 1850s
- ☐ 1860s

32. The features can be written on ever-green subjects like all of the given Expect:

- ☐ Health
- ☐ Family
- ☐ Industry
- ☒ Lethargy

33. If feature writer can write on social issues better, then he must attempt which of the following subjects in the best way?

- ☐ Political subjects
- ☒ Social subjects
- ☐ Educational subjects
- ☐ Biased subjects

34. Through which of the following policy the pictures and illustrations are selected for features writing?

- ☐ Column policy
- ☐ Feature policy
- ☒ Editorial policy

☐ Newspaper policy



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35. Feature writer must consider all the given thing in making of the feature according to the editorial policy of particular newspaper except:

- ☐ Length
- ☐ Pictures
- ☒ Format
- ☐ Topic

36. There is a greater freedom of writing in _____.

- ☐ Columns
- ☒ Features
- ☐ News
- ☐ Editorial

37. The name of those articles, published and given under the editorial page, Which consist of a leading article and other small articles is,

- ☐ Column
- ☐ Features
- ☒ Editorial
- ☐ Novel

38. Which of the following is the characteristic of eliminating writing faults in story?

- ☐ Obtaining facts
- ☐ Building suspense
- ☐ Understanding the human interest story
- ☒ Abstractness

39. Which one of the following is right meaning of stodginess?

- ☐ Happiness
- ☐ Funny
- ☒ Boring
- ☐ Dull

40. Where was the penny press existed?

- ☐ France
- ☒ United states
- ☐ England
- ☐ Germany

41. Collection of relevant data and material from different sources as an interview, books, periodical, magazines reference books and various other sources are required for which type of writing?

- ☐ Column
- ☐ News
- ☐ News story

- ☒ Feature



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QUIZ # 3 > Lectures 16 - 26

MCM 514

Feature & Column Writing

- 1 This is a simple outline of the Blundell Technique Except:
 - ☒ Nut Graph
 - ☒ Main Body
 - ☒ Conclusion
 - ✓ Head line
- 2 Urdu feature is catching up fast with the trends of journalism.
 - ☒ Tamil
 - ✓ English
 - ☒ Hindi
 - ☒ Single
- 3 Present-day columns are mostly
 - ☒ Social
 - ✓ Political
 - ☒ Communal
 - ☒ Entertaining
- 4 Columnists can improve their writing by all of the following options Except:
 - ☒ Use of Humour
 - ☒ Expressing private thoughts
 - ☒ Personalising their column
 - ✓ Friendly atmosphere
- 5 Which type of column handles editorial subjects of lesser importance and deals with each in a paragraph or two?
 - ✓ Standard Column
 - ☒ The Middle Column
 - ☒ The Hodge-Podge Column
 - ☒ Editorial Column
- 6 Which quality a writer should possess to cope up with broad range of stories?
 - ✓ Versatility
 - ☒ Abstraction
 - ☒ Precision
 - ☒ Vagueness
- 7 Which type of approach is used by the columnist while writing a column?
 - ☒ Advocacy
 - ☒ Social mobilization
 - ✓ Creative approach
 - ☒ Social Marketing



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- 8 Who present this definition? "A certain type of writing under a permanent caption"
- ✓ Prof Maskeen Ali Hijazi
 - ☐ Prof Shafique Jhallandhari
 - ☐ Dr Abdus Salem- Khurshid
 - ☐ All of the above
- 9 Columns are written on which kind of subjects?
- ✓ Political subjects
 - ☐ Social subjects
 - ☐ Religious subjects
 - ☐ Multitude subjects
- 10 The columns are written by those who have vast experience information, knowledge and keen observation in attractive and alluring style of writing.
- ✓ Journalist
 - ☐ Feature writers
 - ☐ Editors
 - ☐ Reporters
- 11 If the feature writer is not showing accuracy in facts and figures then he lose his greatest asset named as:
- ☐ Meticulousness
 - ☐ Honesty
 - ☐ Exactitude
 - ✓ Credibility
- 12 Column may include in its range the following given options Except:
- ☐ Humour
 - ☐ Criticism
 - ☐ Judgements
 - ✓ Indistinct
- 13 Which types of columns are generally limited and confined to a single subject or topic, with the underlying purpose to render better and detailed service to the subject or topic under study and examination?
- ✓ Specialized Columns
 - ☐ The Middle Column
 - ☐ The Hodge-Podge Column
 - ☐ Editorial Column



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QUIZ # 3 > Lectures 16 - 26

MCM 514

Feature & Column Writing

- 14 In which of the following type of columns current news events are related to the past and also to the future?
- ✓ Reporting-in-Depth Columns
 - ☒ Gossip Columns
 - ☒ Essay Columns
 - ☒ Personality Diary Columns
- 15 Who among the following do not use unified style of column writing?**
- ☒ Sports columnist
 - ☒ Religious columnists
 - ☒ Political columnists
 - ✓ Editorial writers
- 16 The editors are giving more space to the columnists on pages especially?
- ✓ Op-Ed
 - ☒ Editorial
 - ☒ Showbiz
 - ☒ City news
- 17 The editors are giving more space to the columnists on pages especially
- ✓ Journalists
 - ☒ Producers
 - ☒ Directors
 - ☒ Writers
- 18 Which of the following type of columns include commentary and criticism on books, Criticism columns on films and theatre, columns on performs in sports, columns on the study of the impending and actual changes it different walks of life etc?
- ☒ Specialized columns
 - ☒ Gossip columns
 - ✓ Miscellaneous columns
 - ☒ Standard columns
- 19 Urdu columnists are using their columns as a popularity
- ☒ Symbol
 - ✓ Tool
 - ☒ Report
 - ☒ Account



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- 20 Which one of the following is not a reader's constraint?
- ☒ Reader is running short of time
 - ✓ He wants to read interesting and short stories
 - ☒ He needs a break from usual stuff
 - ☒ He wants to spend free time
- 21 A paragraph that explains your entire in a nutshell is called:
- ☒ Main body
 - ☒ Lead
 - ✓ Nut graph
 - ☒ Conclusion
- 22 What is the other name of intro?
- ✓ Lead
 - ☒ Body
 - ☒ Transition
 - ☒ Conclusion
- 23 Columnists have become an important ingredient ofjournalism.
- ☒ Scientific
 - ✓ Political
 - ☒ Neutral
 - ☒ Fundamental
- 24 Column has been described as an editorial with a by the journalists.
- ✓ By-line
 - ☒ Catch line
 - ☒ Slug
 - ☒ Clichés
- 25 The columnists always keep theirintact by discussing the subject from divergent angles.
- ☒ Diversity in thought
 - ✓ Individuality
 - ☒ Versatility
 - ☒ Flexibility
- 26 Which of the following trend is avoid of for gaining interest of the reader in your future?
- ☒ Slug
 - ✓ Headlines
 - ☒ Bylines
 - ☒ Cliches



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Old Quiz

MCM 514

Feature & Column Writing

- 1 Wars launched for the territorial integrity of Pakistan, struggle for ideological integrity and the forecasts of the impending dangers etc. comes in the category of which of them?
 - ☒ Science
 - ✓ Commemoration
 - ☒ Psychological Feature
 - ☒ Instructional Features
- 2 AltaVista or InfoSeek are available on the Internet for information finding refers to which of the following?
 - ✓ Search engines
 - ☒ Wikipedia
 - ☒ Blogs
 - ☒ Yahoo Directory
- 3 Which of the following reminds us that information is rarely neutral?
 - ✓ Bias (Point of View)
 - ☒ Prejudice
 - ☒ Favoritism
 - ☒ Preconception
- 4 In body language, erect posture shows:
 - ☒ You're threatening
 - ☒ You're lazy
 - ☒ You're Friendly
 - ✓ You re alert
- 5 The important difference between magazine and newspaper interview is that the typical newspaper feature interview may be somewhat less thorough because the newspaper writer frequently faces an imminent _____.
 - ✓ Deadline
 - ☒ Target
 - ☒ Goal
 - ☒ Extension
- 6 The intro that appeals to the readers, add colour to the writing and used when the purpose of your intro is to provoke the reader's interest refers to which of the following:
 - ✓ Novelty intro
 - ☒ Developed intro
 - ☒ Spanking intro
 - ☒ Pristine intro



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- 7 Which of the following makes the reader to continue reading the feature?
- ✓ Body
 - ☐ Intro
 - ☐ Closing paragraph
 - ☐ Transition
- 8 Which of the following refers to Stodginess in feature rewriting?
- ✓ Cliches
 - ☐ Verbosity
 - ☐ Circumstances
 - ☐ Abstractness
- 9 The features can be written on ever-green subjects like all of the given Except:
- ☐ Health
 - ☐ Family
 - ☐ Industry
 - ✓ Lethargy
- 10 A person washed the outside windows of the city's tallest building. Which kind of feature story covers such topics?
- ☐ The first person story
 - ☐ News story
 - ✓ The odd occupation story
 - ☐ Profile story
- 11 What is the other name of intro?
- ✓ Lead
 - ☐ Body
 - ☐ Transition
 - ☐ Conclusion
- 12 Which of the following has been described as an editorial with a by-line by the journalists?
- ✓ Column
 - ☐ Feature
 - ☐ Article
 - ☐ Interview
- 13 Column-writing includes all of the following, Except:
- ☐ Anecdotes
 - ☐ Short essays
 - ☐ Reviews
 - ✓ Articles



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Old Quiz

MCM 514

Feature & Column Writing

- 14 In which of the following type of columns current news events are related to the past and also to the future?
- ✓ Reporting-in-Depth Columns
 - ☒ Gossip Columns
 - ☒ Essay Columns
 - ☒ Personality Diary Columns
- 15 The underlying point in the feature writing is the skill and ability to write with which of the following appeal?
- ✓ Imaginative appeal
 - ☒ Emotional appeal
 - ☒ Logical appeal
 - ☒ Invention appeal
- 16 "The features are literally and figuratively a composition of superb beauty, with unique and excellent style of writings, on which the whole sub-structure of a newspaper stands solidly". It refers to which of the following?
- ☒ Striking Features
 - ☒ Article
 - ✓ Attractive prose pieces
 - ☒ Quotations
- 17 All of the following tools are used to keep the readers' interest intact in features, Except:
- ☒ Pictures
 - ☒ Maps
 - ☒ Comments
 - ✓ Vagueness
- 18 If the feature writer is not showing accuracy in facts and figures then he/she loses his greatest asset named as:
- ☒ Meticulousness
 - ☒ Honesty
 - ☒ Exactitude
 - ✓ Credibility
- 19 Which of the following type of columns include commentary and criticism on books, criticism columns on films and theatre, columns on performance in sports, columns on the study of the impending and actual changes in the different walks of life etc.?
- ☒ Specialized Columns
 - ☒ Gossip Columns
 - ✓ Miscellaneous Columns
 - ☒ Standard Columns



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20 When we say that Cut-and-dry news story in feature writing, the word Cut stands for

- ✓ Two things first based on facts, and secondly, separated from the original stories.
- ☐ Based on facts
- ☐ Separated from the original stories
- ☐ The opinion of Writer

21 In how many major portions structure of feature can be divided?

- ☐ Two
- ✓ Three
- ☐ Four
- ☐ Six

22 How many rules of thumb to avoid making mistakes are there?

- ☐ One
- ☐ Six
- ✓ Three
- ☐ Eight

23 News is an or happening.

- ☐ Art
- ✓ Event
- ☐ Spell
- ☐ Cast



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- 1 The functions do not include which of the following?
 - ☒ Instruction
 - ☒ Guidance
 - ☒ Entertainment
 - ✓ Training
- 2 The problems in the industrial units, individual and social problems, mental and cultural complexities, individual and family problems and numerous allied complexities relate to which of the following?
 - ✓ Psychological problems
 - ☒ Emotional Problems
 - ☒ Dietary problems
 - ☒ Neurological problems
- 3 Which of the following is major criterion used in evaluating information?
 - ✓ Authorship
 - ☒ Scepticism
 - ☒ Blog
 - ☒ Biasness
- 4 Feature writer use specific nouns, adjectives, and verbs to create images, sounds, and feelings for the reader.
 - ☒ Vague
 - ✓ Vivid
 - ☒ Blurred
 - ☒ Hazy
- 5 Which of the following intros consist of short exclamatory sentences frequently set off in a paragraph, and is used for extremely striking information, often of big news in features?
 - ✓ Exclamatory intros
 - ☒ Punch intros
 - ☒ Background intros
 - ☒ Direct quotation intros
- 6 Which of the following in the feature has sound knowledge of the subject, coupled with good writing skills and take the reader through a variety of experiences?
 - ✓ Body
 - ☒ Intro
 - ☒ Lead
 - ☒ End



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- 7 One picture is worth 10,000 words."This proverb helps to explain the popular of news pictures.
- ✓ Appeal
 - ☒ Idea
 - ☒ Proposal
 - ✓ Scheme
- 8 Feature writer must consider all of the given things in making of the feature according to the editorial policy of particular newspaper Except:
- ☒ Length
 - ☒ Pictures
 - ✓ Format
 - ☒ Topic
- 9 The features can be written on ever-green subjects like all of the given Except:
- ☒ Health
 - ☒ Family
 - ☒ Industry
 - ✓ Lethargy
- 10 A kind of description that evokes . is encouraged in a feature story.
- ☒ Sensationalism
 - ☒ Scandalizing
 - ✓ Imagination
 - ☒ New trends
- 11 Which of the following is relatively personalized form of journalism reminiscent of past traditions and practices in the sub-continent?
- ✓ Column
 - ☒ Feature
 - ☒ Editorial
 - ☒ Article
- 12 People who have suffered diseases as a result of smoking refer to which of the following approach?
- ☒ Explanatory pieces
 - ☒ Issues and Trends
 - ☒ Investigative
 - ✓ Profile
- 13 A paragraph that explains your entire article in a nutshell is called as:
- ☒ Main body
 - ☒ Lead
 - ✓ Nut graph
 - ☒ Conclusion



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- 14 What is the other name of column-writing used as one of the most satisfying and rewarding journalistic exercise?
- ☒ Development journalism
 - ✓ Personalised journalism
 - ☒ Investigative reporting
 - ☒ Development communication
- 15 Features that are written on certain social, cultural and economic problems which have aroused considerable public interest are based on which of the following subjects:
- ☒ Ever-green subjects
 - ✓ Divergent subjects
 - ☒ Science subjects
 - ☒ Contradictory subjects
- 16 At a magazine of a newspaper, usually the editors will allow a writer to pick stories because they don't want writer's spending months on material they don't like is stated by:
- ☒ Edward Armstrong
 - ☒ John Palvik
 - ✓ Madeleine Blais
 - ☒ Benjamin Whorf
- 17 As the reader is running short time, he is only interested in reading those articles, features or news items, which are:
- ✓ Short
 - ☒ Long
 - ☒ Extented
 - ☒ Absolute
- 18 If the feature writer is not showing accuracy in facts and figures then he/she lose his greatest asset named as:
- ☒ Meticulousness
 - ☒ Honesty
 - ☒ Exactitude
 - ✓ Credibility
- 19 Which of the fact contributes to the popularity of the columnist?
- ☒ Limitation of thought
 - ☒ Self perception
 - ☒ Point of view
 - ✓ Diversity of thought



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- 20 Urdu columnist are treating the subjects in such a way that these are liked by large number of readers. This approach refers to which of the following:
- ☐ Detestation
 - ☐ Ostracized
 - ☒ Popular themes
 - ☐ Subject matter
- 21 Which of the following type of columns include commentary and criticism on books, criticism columns on films and theatre, columns on performance in sports, columns on the study of the impending and actual changes in the different walks of life etc.?
- ☐ Specialized Columns
 - ☐ Gossip Columns
 - ☒ Miscellaneous Columns
 - ☐ Standard Columns
- 22 Which type of features comprises personalities connected and related to freedom, specially their achievements?
- ☐ Science
 - ☒ Commemoration
 - ☐ Psychological
 - ☐ Instructional
- 23 Reduction of family size, structure and nature of families in the past and the present conditions can be covered under which category?
- ☒ Social
 - ☐ Electronics
 - ☐ History
 - ☐ Investigational
- 24 The functions of the feature do not include which of the following:
- ☐ Instructions
 - ☐ Guidance
 - ☐ Entertainment
 - ☒ Training



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Column is an editorial written by a journalist with a by-line. They are written on different issues ranging from economic to social, education, health, governance and political issues. It is not necessary that the written column reflects the editorial policy of the newspaper and it shows diversity in media.

Name any 10 types of columns?

1. Reporting-in-Depth Columns
2. "I Think" or Opinionated Columns
3. Gossip Columns
4. Humorous Columns
5. Personality Diary Columns
6. Political columns
7. Editorial Column
8. Specialized Columns
9. How- to-do or Advice Columns
10. Literary Columns

1. Reporting-in-Depth Columns

This column is written on events which are part of hard news such as politics, economics, international relations, war, welfare and scientific developments. The purpose is to provide indepth details and different perspectives of the past or current events.

2. "I Think" or Opinionated Columns

This column is based on the opinion. The writre has extensive training or long time observation on issues. After indepth analysis they point out the reasons and soultions of the issues.

3. Gossip Columns

Gossip means casual or unconstrained conversation or reports about other people which are not confirmed as true. Daily newspapers do not publish gossip columns. Mostly they are written on showbiz or sports celebrities, their scandals and highlights inside stories which might not be confirmed but create interest and excitement.

4. Humorous Columns

To immuse readers the writer record the humor in everyday life before it is forgotton. Normally people do not notice the funny things happen to them. These stories are based on daily life and happen to everyone. They use humur to show that someone or something is foolish.

5. Personality Diary Columns

The column narrates the interesting incidents of well know personalities. The explain how unexpectedly this happen and what was their reaction.

6. Political Columns

It is an extension of the standard column and considered to be serious in nature. It is written in support of the editorial policy of the newspapers to persuade people. It is the most read columns by people.



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7. Editorial Column

An editorial column is written by the editor or editorial staff of the newspaper or publication which shares the publication's views or opinions on a topic. Standard columns are objective and focus on facts but this column carry strong opinions of the newspaper on issues. Every newspaper has editorial board to review the topics in news and inform their point of view to its readers.

8. Specialized Columns

These columns are limited to a single subject and throw light on questions and issues related to it. It includes "Legal Column" which disseminate information on legal issue people face on daily basis and provide advices. Religious Column for religious matters, Astrology, Fashion, Medical, Human Resources, Personality Development, Children columns and many more. They are written in simple language. We can say them professional columns also.

9. How- to-do or Advice Columns

Advice Column is a part of newspaper or magazine in which advice is given to its readers on their personal or social issues. Instructions are given in a gentle way to educate the people and help them to overcome their problems.

10. Literary Columns

Now a days we see good number of column written of literacy and educational problems in and outside the country. They highlights the current trend and activities on national and international level. Promote library and reading books to enrich the reader and help in developing literary taste.

To write these columns you have have that type of qualities and wider knowledge of life and letters. Not every journalist can do this. To review or appreciate any piece of creative work you must know the persons past work and able to compare with other creative persons of the same group.

Write the importance of unusualness for feature writers?

Human interest and feature writing are close to each other. It is hard to define human interest because most feature writer's stories are unusual about kids, animals and human emotions/feelings which have automatic human-interest value. Therefore, if a writer wants to write a man's profile whose aim is to trap or free birds for a living, perhaps you have a suitably unusual story for broad reader appeal which itself has great importance.

You can write a feature without human interest, conflict, prominence, and unusualness, but it'll not be so interesting if your feature does not have these qualities. A dull feature does not appeal to the readers except the subject of the article. Though, unusualness is very important to the feature writer. For example, a university teacher who turns junkman is, in fact, unusual. A junkyard owner who earns his doctor of philosophy degree and becomes a university teacher is equally unusual. In contrast, a male registered nurse is less unusual, and not worth a story.

A strong human interest feature has three things to verify if a story is truly unusual.

- (1) Describes extraordinary experience
- (2) Shows how people have coped with a common issue
- (3) Focuses on a timely issue of wide regional/national concern.



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'Think before writing'. Elaborate it with reference to features.

Think before writing refers to know how to write. It is a careful guidance while writing a feature story. When a writer "Thinks before writing" a feature story he outlines the order to present the following facts:

1. From where to start and finish.
2. May be closing either with a surprise or dialogue, as most of the human-interest/feature stories follow the regular pyramid order.

Though, it is sensible to follow a narrative/chronological order because most of the feature stories follow this order, but some stories follow a combination of both pyramid and narrative orders.

Discuss the difference between feature and column writing? (5 Marks - Lesson 1 & Lesson 19)

Feature Writing

A feature is creative and some times subjective article written to entertain and inform readers. It has more detail and background, based on extensive research on event or situation to entertain and inform readers. It covers all possible aspect of the event from all the angles.

Features are based on facts and needs reporting not cut in make-up. They are longer than standard news story. There is no time limit but if feature written on current issues it will have more value and credibility. There is no formal format but its contents to appropriate. It allows the writer to use his knowledge and shows originality in ideas. Opening sentences are always striking to get quickly readers attention.

Column Writing

Column is an editorial written by a journalist with a by-line. They are written on different issues ranging from economic to social, education, health, governance and political issues. It is not necessary that the written column reflects the editorial policy of the newspaper. It is a place where writer expresses his opinion and it shows diversity in media journalism. It is a regular feature in publication, written by the same writer.

Columns are most powerful medium of any publication and has longest life as compare to other news. It is read by most of the decision makers or influential people. They analyse the column and some times the columnist has to face criticism also. Due to political situations, mostly columns are written on political affairs and different opinions and analysis makes broader picture in readers mind. The columnist becomes famous in a short time depending on his language, ideas and writing skills.

What do you know about the conclusion of features? (3 Marks - Lesson 8)

Conclusion is your last chance to persuade your readers. It ties everything together and presents your feature as a polished and well integrated. It sum up everything nicely you have already talked about. It is a good opportunity to make final good impression with a positive note. It can be done though short, tight summary supported by anecdote or a quote which takes the reader toward a climax.



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How diversity of thought influences the column writing? (5 Marks - Lesson 20)

Diversity means variety "range of different things". It is very important in column writing. Columnist become famous because of their diverse ideas on different subjects. Even if they write on particular subject their written piece has their own idea and research. Reader will get different aspect of the single subject. Columnist also follow different editorial policies and as a result readers get pro govt and as well as anti govt point of view, pro political party or anti political party versions.

Another beauty is that every columnist show different angle of the story and is based on changing circumstances. For instance if curbs on media is a threat to democracy they change their style but on the other hand they also criticise media for not being accountable. Diversity of thought adds value to the columns and because of their unpredictability and different point of view keeps people interest constant.

What does newspaper readers want to read?

Newspapers performing the five roles and they are: commercial, information, opinion, entertainment and public forum. The readers who are not familiar with its functions name these parts differently like "news, editorials, advertising, letters to the editors and the comics". These names are easily understood except "the comic". The comic strip in the newspaper means that the newspaper has the ability to entertain and integrate the material from column to crossword puzzle, to funny story of a local person. Features in newspapers comes in news and timeless varieties, they are very important and must be thing or people oriented. A story on tombstone manufacturing will be thing oriented but article on women and her children is people oriented.

English and Urdu columns which one is more popular among Pakistani people and why? (3 Marks - Lesson 21)

Urdu is our national language and is widely spoken in Pakistan. Our ulemas, religious and political leaders express themselves in Urdu. Urdu columns are read by millions of people in homes and offices, tea stalls and hair saloons, hotels and restaurants, buses, trains and in airplanes. Their readership varies from the local vendor to the decision makers of the country. With its wide range of readers; it becomes easy for the columnists to choose subjects of their own choice, which makes the Urdu columnists more popular among the masses. The Urdu columnists are always coming up with popular ideas with a touch of sensation, as they find readership of varied senses and tastes.

English column are written for selected class of readers because it is not widely spoken in Pakistan. It's a language of business and govt people. These selected people are well educated and have influence in decision making. English columns always focus to teach their readers and pin pointing the core issues of life and politics. These columns are based on arguments not on emotions.

What is meant by Suspended interest intro?

This lead consists of several sentences, work as a stimulators. As long as reading continued, reader's interest is intensified. Most frequently it is used for news-feature or feature stories which must be printed completely to preserve news interest.



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What are the three thumb rules to avoid making mistakes in feature writing? (3 Marks - Lesson 18)

To avoid making mistakes, following three rules are very important: ☰

1. First time get it right. Make sure the names and their spellings are right along with other important information. Do not keep it pending to be verified later. Get confirmation during reporting process.
2. Do not trust your memory. During interview make notes and keep facts sheet in proper sequence. If you find something missing in notes or contradictory statements or facts, do a followup and try to sort this out directly from the concerned person.
3. Once writing is finished, it's good idea to go back and read all the notes agains and verify each point. It's a good practice especially if your subject is complex like financial matters or medical procedure. If you are using terminology, nothing wrong to ask specialised people. If you are in doubt, feel free to ask them "Has this been written accurately?"

What is interview? (3 Marks - Lesson 6)

The word "interview" came from Latin and French. Its meaning is "see each other or see between". An interview is a formal meeting between people when questions are asked and answered. The person who asks the questions is called **interviewer** and who answered is called **interviewee**. In media, interviews are conducted by reporters to get more information on specific issue from an expert or people of high value whose opinion matters and they do not get time to share their point of view or experience with public. They get appointment for the questions & answers session and it's called interview.

What do you know about Business story?

A business story is written to stand out from your competitors? To inform people about your products and service. Stories are memorable and they help to persuade people. It is very easy to write an uninspiring feature about any business. Such stories are boring and without interest except for the business owner. Boring stories can damage your reputation.

So, what's your business story? Can your story tell exactly what you do? The objective of the business story must be simple. "Share your story to connect better to your customer and you will build your business." Your story should improve the overall impression of your business. You will be paid for the feature so must not forward copy material. It should have different flavour and angles to highlight. The following different types of stories can be used in business:

Your back story: How did you start and what was your turning point?

- **The Passion Story:** Do you love what you do? People buy why you do it not buy what you do.
- **The Personality Story:** Your personality features highlighting why people might work with you.
- **The customer Story:** Showing who are your customers? How are you serving them? The level of satisfaction and appreciation on your business.
- **The employee Story:** How much your employees are satisfied? Their working relation and work environment.



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“Lead is more important for a good feature but there is a need for solid transition into the body of a good feature.” Discuss?

(5 Marks - Lesson 8)

Lead (sometimes spell Lede) plays an important role to get readers attention and pull him into the story. A good lead paints a colorful picture of the story in few words. It can be different in style and content. It is the beginning paragraph of a story which must be accurate, short and crisp to reflect the mood of the story. A lead could be descriptive, narrative, mystery, teaser, contrast/now-and-then.

Transitions are words and phrases that create link between leads and body paragraphs. It help to make feature flowing better. Write goal is to convey information clearly so transition help in creating link between different sections of the feature. It helps reader to continue and provide some kind of satisfaction in the shape of entertainment, information.

What is currency?

In media, main focus is on the news happening today. Currency refers to the consistency of information. It means stories that have not happened now but have ongoing interest for readers. For example the rise and fall in the price of petrol going on for many years but still relevant to people. The date of the publication is the first indicator in printed documents. Sometimes the date is not as important as the authorship or place of an event has importance.

Following criteria is applicable to make sure of the currency:

- Date of Information gathering to be included.
- Whenever there is an update or new data added, it must be recorded.
- Publication date or when last update happened.
- Copyright date to be included.
- If you do not find date in an electronic document, you can view the document created
- date and when modifications happened last time.

What is interview?

The word “interview” came from Latin and French. Its meaning is “see each other” or “see between”. An interview is a formal meeting between people when questions are asked and answered. The person who ask the questions is called **interviewer** and who answered is called **interviewee**. In media, interviews are conducted by reporters to get more information on specific issue from an expert or people of high value whose opinion matters and they do not get time to share their point of view or experience with public. The get appointment for the questions & answers session and its called interview.

Two types of interviews being conducted:

Single Person Interview

An expert ask questions to another person to cover the entire issue. These questions were prepared before the interview. Sometimes news questions asked based on the answer.



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Panel Interviews

When more than one person conduct interview it is called panel interview. The panalist divide the area as per their specialization and ask questions one by one. This interview is required when the interviewee is holding a top slot and performing multiple task like Prime Minister of a country or Minister or CEO of a big organization.

Interviewee could be a literary personality, politician, sports person or celebrity of show biz. Some time interview is based on situation and many people are asked questions to know how like in case of earthquake or fire in a building or tragic accidents.

Kinds of interviews

Following are the types of interviews:

Informative

This interview is taken to get facts from the people who are responsible for something or have witnessed or participated in an event or participated in it.

Opinion

This interview is to get the opinion or comments on events or issues. There are no standard questions in this type of interview. It depends on interviewers how he prepared the questions to learn about you and the way you think.

Personality-based

Interview of a celebrity or well-known person to know his personality, his interests, life and activities. However, scenario will be different if the person is not famous.

Sidebars, Profiles and Series

Sidebars, Profiles and Series are special things in newspaper and magazine writing. They can be proposed and written by individual writers assigned by the editors.

A sidebar is a shorter piece of text that leads to a longer article in a newspaper or magazines. Graphically they are separated but related to the main idea. It can be placed anywhere having few sentences or complementing the article. Profiles are color stories normally wheather printed in a newspaper or magazine. Series are also colorfull but they can be anything having interest for the writer, editor as well as readers. Series covered important topics and fact fillers.

Characteristics of the The Deadline Feature Sidebar?

Sidebars for a magazines are often written against severe deadlines. In newspapers sidebars are used to fit breaking news and always written in the last minute. Sidebars can be written on any subject but have the following qualities.

- The editor assigned the sidebar and is written by individual writers.
- The Sidebar can be facts but most of the time a it is a feature story based on human interest. It could be colourfull if the event is happy or grey if event is based on tragedy.
- A sidebar may continue on the same page or jump to another page.
- Generally a stright news story written in the side bar is breaking news.
- It stand independently and always lead to the main story explaining enough important points to the reader to understand even if he skip the main story.
- Most of the time the side bar is wriiten in hurry, but if time allows it can be written very well.



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What is profile?

Profiles are favourite for newspapers and magazines. It is a type of feature story that focuses on a person and what's interesting about that person. In daily newspapers it is difficult to differentiate between profile or personality note. Basically it is an in-depth study of different people of interest. In magazines the profiles run longer and have depth. The beauty of a profile is whether it is short or long, it helps the reader to know the topic. Most profiles are written by newspaper or magazine staff. The freelancers did not get a chance to hold an exclusive interview with a famous person.

There are different ways of writing about different people. Writers often use present tense. The trick in writing profile is to go deep with research, observation and experience in interviewing. If the story is newsworthy, the writer always converts it into a straight-news story from the beginning. The issue writer faces when they have to tell their story after going through many documents and lengthy manuscript in a short time.

Best solution is to have in-depth knowledge of the subject. Interesting writing techniques boost the story if written in a short paragraph. The important point is that how you first create interest in the reader to start the story and bring him to the strong conclusion.

How the feature writer make the feature effective? OR Demands of a feature (Lesson 5)

A feature is a creative and sometimes subjective article written to entertain and inform readers. The following demands must be met by the writer to make feature effective:

Explanation

Features are based on interesting stories to get people's attention immediately. It must be explained in a language comprehensible to the people. Writing feature is actually giving details of the event with facts and findings based on truth. The background to be presented side by side with personal feelings and impressions. These things help the writer to reach on a firm conclusion to shape public opinion.

Interest and Entertainment

Basically feature is an attractive news story with details. It includes color photographs which make it more eye-catching to increase the interest and provide entertainment. If we see it from facts side it looks like a news story. If we see the description side it looks like a drama. How much you create interest in story that much chances of its success. It is the demand of the feature when providing entertainment must give moral and ethical guidelines to the readers.

Information and guidance

Feature's objective is to inform and guide people and this is the success of newspaper. If feature does not have objective the entertainment element is not enough for its success in any newspaper or magazine.

Both sides of picture

A good feature always tells both sides of the story or event because they are based on real life and written on current issues. Facts and figures are gathered from relevant person and writer's imagination and creative skills make feature more interesting.



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Diagnosis of Problems

Features reflect mood of the society and feature is incomplete if it does not diagnose the problems prevailing in the society. When facts and figures are studied it highlights the causes and reasons which led to that event. Features guide readers to its possible solutions and offer social services to its readers.

Favourite of readers

Features are favourite among readers because they are full of valuable information along with different narratives of the story supported by color full text and photographs. Because of features popularity their writers are more famous. It is a perfect article written in a stylish way to keep readers' interest alive and this helps in increasing the newspaper's circulation.

Attractive prose pieces

The feature writer must keep in mind the likes and dislikes, people's requirements and psychology when writing feature. Long article with boring and dry information forces them to find alternatives which are written in simple way and easy to understand with interest. People like simple story and directly related to them. Features can be written on different topics like education, health, entertainment. It captures readers' interest from the beginning till its conclusion.

Briefly describe the Hodge-podge column.

The columnist does not stick to one subject, but mentions several things is called Hodge Podge column. The purpose of providing variety in column is to get readers' interest. He can add poem here or announcement, a joke, an interesting question or modernized proverb.

Readers' interest is yardstick to determine the length of feature.

Describe.

Feature stories are longer than columns because they discuss the issue or event in details with facts and figures supported by colorful graphics in a story telling style. It could be long as much as it is interested and have newsworthy elements. Usually they are long from two or three paragraphs till multiple pages. Readers' interest is the main engine which drives the story and judged by people's interest. It is an editor's job to assess the readers' interest and keep the features in it.

Characteristics of features?

- Features inform, educate and advise but have more entertaining elements.
- They could be any length ranging from couple of paragraphs till multiple pages.
- Based on facts and requires in-depth reporting.
- Features may or may not be timely written. If it is timely written and related to current news they will get more attention of the readers.
- Writer can write in any form and style using his knowledge and skills. It must be appropriate and serve the purpose of the story.
- More often they have novelty leads and well organized and carefully written.
- Opening sentences are keynotes which allow readers to read more.
- Features are not in cut in makeup and allow writer to apply his imagination.
- Vivid images are created supported by sound and feeling with specific nouns, adjectives and verbs.
- Due to the availability of the time, writing can be improved by eliminating the writing faults.



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What is meant by commemorative stories?

Commemorative stories is recalling an event that already happened in the past. This is usually written on the first anniversary with other stories after five year gap. People can be interviewed who were involved or related in that event. Writer can write an article to capture the mood of the people.

What is meant by Feature series?

Features series is a showcase of the daily newspaper along with many top magazines. A lot of time is required for writer and editor to write this. The feature series can

be written about any subject of interest, however the time is very important issue. 

Multipart series have a chance of winning almost any category for example explanatory journalism, national reporting etc. The features series often talk about the less important factors.

Why readers consider columns more important than feature?

A feature is written to entertain and inform readers. It is creative and some times subjective. It has more detail and background, based on extensive research on event or situation. It covers all possible aspect of the event from all the angles. They are longer than standard news story and there is no time limit.

Column Writing

Column is an editorial written by a journalist with a by-line. They are written on different issues ranging from economic to social, education, health, governance and political issues. It is not necessary that the written column reflects the editorial policy of the newspaper. It is a place where writer expresses his opinion and it shows diversity in media journalism. It is a regular feature in publication, written by the same writer.

Columns are most powerful medium of any publication and has longest life as compare to other news. It is read by most of the decision makers or influential people. They analyse the column and some times the columnist has to face criticism also. Due to political situations, mostly columns are written on political affairs and different opinions and analysis makes broader picture in readers mind. The columnist becomes famous in a short time depending on his language, ideas and writing skills.

Explain Byline

A line in a newspaper article specifying the name of the writer is called Byline. It starts with the word "By". It is originated in United States in 1926. By enhance the article credibility and gives readers option to question the source directly. If no byline is mentioned it states that the written information is from anonymous resources.

Electronics is a vast source for feature. Discuss?

Describe the idea of feature writing?



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What is a Feature?

A feature is a creative, sometimes subjective article, designed primarily to entertain and inform readers about an event, a situation or an aspect of society or life.

What is an interview?

According to a loose or general definition, interview is 'Asking questions to obtain information'. Strict or technical definition: Asking questions to obtain opinions, ideas, or special information on a topic of interest from a prominent person or a recognised authority.

What is Column writing?

"All those writings are columns published on regular basis under a permanent caption in the periodicals and the periodicals." Column has been described as an editorial with a by-line by the journalists. Column-writing is one -of the most satisfying and rewarding journalistic exercise or assignment which is equal to personalised journalism. It is the field where a column writer is invested with ample independence and liberty to write on any topic or subject, with a clear flair of creative approach.

What is article writing?

An article is a piece of writing, complete in itself, written for publication in a newspaper, or magazine. It is intended for wide range of readers so must be attractive. It can include interesting stories, reported speeches and event descriptions. It has fact, thoughts and opinions in a less formal style. It has four parts, Intro, Nut Graph, Main body and Conclusion.

Are there any Legal and ethical considerations for writers which they are supposed to adhere?

As free as the press may be in this country, there are still certain restrictions and limitations that writers must keep firmly in mind. The most important of these, for your purposes, are the laws pertaining to libel, privacy and copyright. However, there are also some pertinent ethical restrictions not governed by law. Ethics are a personal, private matter to be decided by each writer according to the dictates of conscience, but publishing etiquette demands adherence to some basic ethical principles.

What are the key tips to naturally improve one's language?

Answer: There are four key areas, which must be strived for all the time, as these help in naturally improving one's language, as cramming never helps anybody.

- Reading – devour books and magazines – A journalist must be reading newspapers and magazines on daily basis.
- Listening – keep tuned to good channels – A journalist must be a good listener too.
- Speaking – make a try, you will be better – It has been observed that quite a large number of journalists are not good at communicating verbally, and there are those who can speak very well but when it comes to writing they always leave bad impression.
- Writing – most important but no way impossible – For every journalist, writing is a must, and while doing so, he must be doing it to the best of his abilities.



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QUIZ # 4 > Lectures 25 - 40

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Feature & Column Writing

- 1 Which statement would have more impact on readers?
 - ☒ Mad was attacked by an animal
 - ✓ A boy was attacked by an animal
 - ☒ A boy was bitten by a dog on his knee
 - ☒ Mad was bitten on his knee by a dog
- 2 Philosophical columns do not contain:
 - ☒ Study of different aspects of life
 - ☒ Criticism on different aspects of life
 - ☒ Examination of different aspects of life
 - ✓ Studying wild life
- 3 Which of the following is not a useful device for writing?
 - ☒ Quotes
 - ☒ Anecdotes
 - ☒ Analogies
 - ✓ Indirect address
- 4 In which of the given type of structure the tone may vary from the simple directive approach to a more casual, informal style?
 - ☒ Instructive
 - ✓ Opinionated
 - ☒ Anecdote
 - ☒ Grab bag
- 5 Which of the topics are mostly dealt in a column?
 - ✓ News topics
 - ☒ Religious topics
 - ☒ Educational topics
 - ☒ International topics
- 6 What you get automatically from a primary source in logical and natural origin for the chosen information in article writing is termed as?
 - ☒ Accuracy
 - ✓ Authenticity
 - ☒ Credibility
 - ☒ Plausity
- 7 What is the last and most important step for article writing? 
 - ✓ Proof reading and editing
 - ☒ Use of complex words
 - ☒ Writing on a clean paper
 - ☒ Decorating it with flowers and painting



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- 8 All of these are practical reasons of doing research in article writing, except
- ☒ It is more efficient
 - ☒ It is more believable
 - ☒ It is safer
 - ✓ It is a personal opinion
- 9 Too many grammatical, spelling, and punctuation errors in article writing refer to all of these, Except
- ☒ Misspelled words
 - ☒ Poor grammar
 - ☒ Poor punctuation
 - ✓ General Format
- 10 The writer must be using _____ before accepting any idea to write on, and preserve information about it
- ✓ Mental filters
 - ☒ Editorial policy
 - ☒ Management policy
 - ☒ Brain storming
- 11 All of these have some definite punctuation rules Except:
- ☒ Quotation marks
 - ☒ Question marks
 - ☒ Semicolons
 - ✓ Paralines
- 12 Which is not a benefit of using the anecdotes?
- ☒ They keep the story moving
 - ☒ They keep reader's interest at high peak
 - ☒ They help to illustrate character traits
 - ✓ They makes reader to have a stock of anecdotes
- 13 Who gives the answers of the questions asked in question answer style of column?
- ✓ Columnist
 - ☒ Reader
 - ☒ Editor
 - ☒ Reporter
- 14 Which of the following is a kind of mental and oral shorthand, allowing you to create quick images without having to work on it?
- ☒ Slug
 - ✓ Clichés
 - ☒ Catch line
 - ☒ Assignment



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QUIZ # 4 > Lectures 25 - 40

MCM 514

Feature & Column Writing

- 15 Articles are mostly found in which of the following?
- ☒ Dailies
 - ✓ Magazines
 - ☒ Newsletters
 - ☒ Journals
- 16 What is the requirement for writing the Advice columns?
- ☒ Bookish knowledge
 - ☒ Personal experience
 - ☒ Political background
 - ✓ Bookish knowledge and Personal experience
- 17 If one has seen an event happen and reported it carefully, he and his readers assume, the journalist has also reported it with
- ✓ Accuracy
 - ☒ Plausibility
 - ☒ Corroboration
 - ☒ Credibility
- 18 How many broad types are there in the article writing?
- ✓ Seven
 - ☒ Ten
 - ☒ Four
 - ☒ Two
- 19 Which statement would have more impact on readers?
- ☒ Mad was attacked by an animal
 - ☒ A boy was attacked by an animal
 - ☒ A boy was bitten by a dog on his knee
 - ✓ Mad was bitten on his knee by a dog
- 20 Which of the following covers press conferences and report who said what?
- ✓ Straight news
 - ☒ Feature stories
 - ☒ Articles
 - ☒ Columns
- 21 All of these are the common writing problems except:
- ☒ Unnecessary/words
 - ☒ Cliches
 - ☒ Overuse of adjectives and adverbs
 - ✓ Avoidance of jargon



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22 Which of the given type aim to help the reader by giving him definite directions or advice about a particular issue?

- ☒ Interview articles
- ✓ Utility article
- ☒ Personal Experience articles
- ☒ Confession articles

23 Which of the topics are mostly dealt in a column?

- ✓ News topics
- ☒ Religious topics
- ☒ Educational topics
- ☒ International topics

24 _____ is an integral part of the opinionated column.

- ✓ Pleasantness
- ☒ Brevity
- ☒ Novelty
- ☒ Purity of language

25 What is the last and most important step for article writing? 

- ✓ Proof reading and editing
- ☒ Use of complex words
- ☒ Writing on a clean paper
- ☒ Decorating it with flowers and painting

26 Decisions are up to the readers, while arguments, pro or anti, are a

- ☒ An Editor's right
- ✓ A Writer's right
- ☒ A Reporter's right
- ☒ A News caster's right

27 Which segment of the article gives a slant to the idea to get the reader involved?

- ☒ Conclusion
- ☒ Main body
- ☒ Intro
- ✓ Nut graph

28 A piece of writing bringing the subject to fore from one angle with a beginning, a middle and ending, while all parts are juxtaposed systematically is called

- ☒ Feature
- ✓ Article
- ☒ Column
- ☒ Editorial



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QUIZ # 4 > Lectures 25 - 40

MCM 514

Feature & Column Writing

- 29 All of these are writing mistakes of article, Except:
- ☒ Too much hype, bragging and self-promotion
 - ☒ Content-based on what you need to learn, and what your reader needs
 - ☒ Plagiarising or 'buying articles'
 - ✓ Burning out the RESOURCE BOX by overloading it
- 30 What kind of qualities a columnist should not have
- ☒ Qualities of a good reporter
 - ☒ Qualities of a good human being
 - ☒ Qualities of a good thinker
 - ✓ Qualities of a deceiver
- 31 Which of these things cannot improve a columnist's writing style?
- ☒ Use of wisecracks
 - ☒ Creativity
 - ☒ Sharpened vocabulary
 - ✓ Joining a high class newspaper
- 32 Which mistakes must be avoided in an article?
- ☒ Grammatical
 - ☒ Spelling
 - ☒ Punctuation
 - ✓ All of the given options
- 33 When a columnist has chosen an idea, he must discuss it in a wider perspective this helps in maintaining the _____ of a column.
- ☒ Credibility
 - ☒ Accuracy
 - ☒ Accountancy
 - ✓ Currency
- 34 Which of the given style of writing a column gives ample opportunities to the columnist to raise questions of national and paramount importance?
- ☒ Unified Style
 - ☒ Anecdotal Style
 - ☒ Departmental Style
 - ✓ Question-and-Answer Style
- 35 "Big business is wrecking the economy" is stated by:
- ✓ Mayor
 - ☒ Martin Daunton
 - ☒ Rick Halpern
 - ☒ Polyester



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- 36 How many broad types are there in the article writing?
- ☒ Seven
 - ☐ Ten
 - ☐ Four
 - ☐ Two
- 37 Making your article available for reprints by publishers is the cornerstone strategy in building an avalanche of
- ☒ Reader
 - ☐ Reporter
 - ☐ Editors
 - ☐ Writers
- 38 A columnist have a good qualities of a good
- ☐ Editor
 - ☐ Manager
 - ☐ Publisher
 - ☒ Reporter
- 39 Which is the given type is about educating the reader through both personal experience and bookish knowledge.
- ☒ Advice column
 - ☐ Easy column
 - ☐ Question answer column
 - ☐ Opinionated column
- 40 Which is the aim of utility article
- ☒ Give definite direction to the reader
 - ☐ To advice about particular issue
 - ☐ To give the suggestion from the experter point of view
 - ☐ All of the given options
- 41 _____ is the summing up of the column.
- ☐ Lead
 - ☒ Conclusion
 - ☐ Intro
 - ☐ Main body
- 42 _____ is determined by the local conditions and predictions from concerned writers.
- ☒ Reference
 - ☐ Argument
 - ☐ Rationalism
 - ☐ Opinion



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MCM 514

Feature & Column Writing

- 43 Which of the following can be used in an article?
- ☒ Illustrations
 - ☒ Quote
 - ☒ Case studies
 - ✓ All of given options
- 44 All of these are the main segments of an article except:
- ☒ Intro
 - ☒ Nut graph
 - ☒ Main body
 - ✓ Interview
- 45 All of the following are the general styles of columns, except:
- ☒ Unified
 - ☒ Anecdotal style
 - ☒ Department style
 - ✓ Linear style
- 46 The essence of any good article is the
- ✓ Anecdote
 - ☒ Clichés
 - ☒ Interview
 - ☒ Analysis
- 47 Style of writing is only altered with
- ✓ The passage of time
 - ☒ Finance
 - ☒ Attitude
 - ☒ Instant
- 48 Which of the following have a very short life?
- ✓ Dailies
 - ☒ Magazines
 - ☒ Journals
 - ☒ Periodicals
- 49 Style of writing depends upon
- ✓ Attitude
 - ☒ Time
 - ☒ Newspaper
 - ☒ Money



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- 50 All of these are the basic commandments, which must not be forgotten by any professional except
- ☒ Make your point and prove it
 - ☒ Generalise, but don't use generalities
 - ☒ Separate fact from opinion
 - ✓ Turn off
- 51 What should be the length of the paragraph of an article to keep it interesting?
- ✓ 3 to 5 sentences
 - ☒ 10 to 15 sentences
 - ☒ 15 to 20 sentences
 - ☒ 20 to 25 sentences
- 52 How an article should be treated?
- ☒ Generalize it only
 - ☒ Use generalities only
 - ✓ Generalize it but don't use generalities
 - ☒ Both generalization and use of generalities is must for an article
- 53 Article is an important element of
- ☒ Television journalism
 - ☒ Radio Broadcasting
 - ☒ Gonzo journalism
 - ✓ Magazine journalism
- 54 What do column writing requires the most?
- ☒ Good reporting
 - ☒ Good writing
 - ✓ Good thinking
 - ☒ Good relations



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QUIZ # 4 > Lectures 25 - 40

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Feature & Column Writing

QUIZ # 4 > SPRING 2017

- 1 When you get automatically from primary source in logical and natural origin for the chosen information in article writing is termed as?
 - ☒ Accuracy
 - ✓ Authenticity
 - ☒ Credibility
 - ☒ Plausity
- 2 What is the aim of utility articles
 - ☒ To give definite directions to the readers
 - ☒ To advice about a particular issue
 - ☒ To give suggestions from the experts point of view
 - ✓ All of the given options
- 3 Articles mostly find in which of the following?
 - ☒ dailies
 - ✓ magazines
 - ☒ newsletters
 - ☒ journals
- 4 It is the fact that ____ columns are read more
 - ☒ Long
 - ☒ Novelty
 - ☒ Opinionated
 - ✓ Short
- 5 Always keep interesting incidents in your mind and use them frequently in columns depending upon the ____
 - ✓ situation
 - ☒ comments
 - ☒ topic
 - ☒ time
- 6 Big business is wrecking the economy“ is stated by
 - ✓ Mayor
 - ☒ Martin Daunton
 - ☒ Rick Halpern
 - ☒ Polyester
- 7 All of these are writing mistakes of article, except:
 - ☒ too much hype, bragging and self-promotion
 - ✓ content-based on what you need to learn, and what your reader needs
 - ☒ plagiarising or buying articles
 - ☒ burning out the RESOURCE BOX by overloading it



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- 8 Decisions are the up to the readers, while arguments, pro or anti, are_____
- ☒ an editor's right
 - ✓ a writer's right
 - ☒ a reporter's right
 - ☒ a news cater's right
- 9 All of these have some definite punctuation rules except:
- ☒ quotation marks
 - ☒ question marks
 - ☒ semicolons
 - ✓ paralines
- 10 The articles that depict the innermost feelings of a person in a confidential tone are written under which type
- ☒ interview articles
 - ☒ utility articles
 - ✓ confession articles
 - ☒ narrative articles
- 11 All of these are practical reasons of doing research in article writing, except
- ☒ it is more efficient
 - ☒ it is more believable
 - ☒ it is safer
 - ✓ it is a personal opinion
- 12 How an article should be treated
- ☒ generalize it only
 - ☒ use generalities only
 - ✓ generalize it but don't use generalities
 - ☒ both generalization and use of generalities is must for an article
- 13 Philosophical columns do not contain:
- ☒ study of different aspects of life
 - ☒ criticism on different aspects of life
 - ☒ examination of different aspects of life
 - ✓ studying wild life
- 14 Which of the given attribute is used by the writers commonly
- ✓ said (ch33, point15)
 - ☒ talked
 - ☒ announced
 - ☒ reported



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QUIZ # 4 > Lectures 25 - 40

MCM 514

Feature & Column Writing

- 15 How many broad types are there in article writing
- ✓ seven
 - ☒ ten
 - ☒ four
 - ☒ two
- 16 Which of the following is not useful device for writing
- ☒ quotes
 - ☒ anecdotes
 - ☒ analogies
 - ✓ indirect address
- 17 ____ are usually determined by the local conditions and the predictions of the concerned writers.
- ✓ references
 - ☒ arguments
 - ☒ rationalism
 - ☒ opinions
- 18 Which of the following have very short life
- ✓ dailies
 - ☒ magazines
 - ☒ journals
 - ☒ periodicals
- 19 Which is a not benefit using of using anecdotes
- ☒ they keep the story moving
 - ☒ they keep the readers interest at high peak
 - ☒ they help to illustrate character traits
 - ✓ they makes raeder to have a stock of anecdotes
- 20 Simple language and difficult expressions must keep the ____ and ideas intact in columns
- ✓ fluency of language
 - ☒ purity of language
 - ☒ impurity of language
 - ☒ critical language
- 21 Making your articles available for reprints by publishers is the cornerstone strategy in building an avalanche of ____
- ✓ readers
 - ☒ reporters
 - ☒ Writers
 - ☒ editors



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- 22 What should be the length of the paragraph of an article to keep it interesting
- ☒ 3 to 5 sentences
 - ☐ 10 to 15 sentences
 - ☐ 15 to 20 sentences
 - ☐ 20 to 25 sentences
- 23 Which of the given must keep as priority by columnist, besides grammatically correct language?
- ☒ purity of language
 - ☐ novelty
 - ☐ brevity
 - ☐ opinion
- 24 Which segment of the article gives a slant to the idea to get the reader involved?
- ☐ conclusion
 - ☐ main body
 - ☐ intro
 - ☒ nut graph
- 25 Which of the given type is about educating the reader through both personal experiences, and bookish knowledge?
- ☒ advice columns
 - ☐ essay columns
 - ☐ question and answer columns
 - ☐ opinionated columns
- 26 Which of the following can be used in an article?
- ☐ quotes
 - ☐ illustrations
 - ☐ case studies
 - ☒ all of the given options
- 27 Column writer must try to be a _____ writer.
- ☐ experienced
 - ☒ balanced
 - ☐ professional
 - ☐ biased
- 28 Never consider baseless _____ as a part of the write-up in the columns.
- ☐ humour
 - ☒ rumour
 - ☐ obscurity
 - ☐ gossip



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MCM 514

Feature & Column Writing

- 29 What should be the length of an article
- ☒ too short
 - ☒ too long
 - ✓ neither too short nor too long
 - ☒ according to the space provided for its printing in the magazine
- 30 Following must be kept in mind prior to writing an article except
- ☒ research
 - ☒ the library
 - ☒ the reference collection
 - ✓ personal opinion
- 31 What is the last and most important step for an article writing 
- ✓ proof reading and editing
 - ☒ use of complex words
 - ☒ writing it on a clean paper
 - ☒ Decorating it with flowers and painting
- 32 All of these are the main segment of articles except
- ☒ intro
 - ☒ nut graph
 - ☒ main body
 - ✓ interview
- 33 Too many grammatical, spelling, and punctuation errors in article writing refer to all of these Except
- ☒ misspelled words
 - ☒ poor grammer
 - ☒ poor punctuation
 - ✓ general format
- 34 Gossip columns are usually covered in____
- ✓ film magazine
 - ☒ pamphlets
 - ☒ women magazine
 - ☒ sports magazine
- 35 The essence of any good article is the____
- ✓ anecdote
 - ☒ cliches
 - ☒ interview
 - ☒ analysis



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- 36 Always keep interesting incidents in your mind, and use them frequently in your columns depending upon the _____
- ✓ situation
 - ☒ comments
 - ☒ topic
 - ☒ time
- 37 Which statement would have more impact on readers?
- ☒ Asad was attacked by an animal
 - ☒ A boy was attacked by an animal
 - ☒ A boy was bitten by a dog on his knee
 - ✓ Asad was bitten on his knee by a dog
- 38 All of these act as important factors for any column sit, except
- ☒ observation and experiences
 - ☒ interviewing others (for seeking information)
 - ☒ reprting
 - ✓ editing
- 39 If one has seen an event happen and reported it carefully, he and his readers assume, the journalist has also reported it with _____
- ✓ accuracy
 - ☒ plausibilty
 - ☒ corroboration
 - ☒ credibility
- 40 A piece of writing bringing the subject to fore from one angle with a beginning, a middle and ending, while all parts are juxtaposed systematically is called _____
- ☒ feature
 - ✓ article
 - ☒ column
 - ☒ editorial
- 41 The rules for____ are hard and fast and question marks, colons and semicolons may be inside or outside, depending on the sense of the sentences in it.
- ✓ quotation marks
 - ☒ commas
 - ☒ periods
 - ☒ dashes



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Article writing is more boring compare to other form of writing,

Discuss

An article is a piece of writing, complete in itself, written for publication in a newspaper, or magazine. It can include interesting stories, reported speeches and event descriptions.

It is boring because the writer only discuss the subject from one angle and does not focus other perspective, which is exactly opposite a feature. Article also restricts the writer to include personal views. It needs lot of research and make sure the facts and figures are not only accurate but available in multiple numbers. To get this the writer needs to dig out library, seek information from reference collections, periodicals and indexes.

What is resource box?

The Resource Box is the short biography of the author, come under your article each time it is written or published. It is very important because it promotes you different ways.

It contains a link to your website so whenever your article is published, a link to your website is mentioned so readers can visit your website and know about yourself. It established your expertise and readers will regard your piece of information more reliable and authentic. Your written article will give reason to readers for a call to action and that is in your resource box. In this way you convert your readers into clickers. Each click to your website generate traffic and people start know about yourself.

What kind of writing, column writing is? Or the essentials and basic points that go in to the forming of a Column?

Writing column is easier than cover straight news of writing feature stories. Straight news are boring because you cover the press conference, receive press release and report them. Features require too much reporting and needs to follow a structure.

Columns are opinion pieces and does not require a formal structure. It requires a good thinking. Column writing is essential and fulfilling the needs of the newspaper and periodicals. Columns are written on different issues ranging from economic to social, education, health, governance and political issues. The basis of column writing relates to past practise of personal journalism.

The style of writing is natural and directly addressed to the readers. Columns have brief, comprehensive and precise information, news and announcement. Your opinions must be logical, making sense and convincing in an light entertaining way.

Column Writing Tips

Many young writers prefer to write columns rather than straight news or features. Straight news is deemed to be boring – covering press conferences and reporting who said what. Feature stories involve too much reporting and require discipline to follow a set structure. Columns, which are essentially opinion pieces, are much looser – and therefore easier. Or so it seems. Anybody can be trained to write straight news because it's very mechanical. Feature articles, though also somewhat formulaic, are harder because they require good writing. But column writing is the hardest type of writing of all because it requires good thinking.



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To write a good column requires more than just the ability to articulate an opinion. Your opinions must make sense, provide insight and be convincing. And you must do all this in an entertaining way.

What do you know by Chronological Order?

Writing an article is as important as telling a story. Readers always prefer to read a story which is clearly and naturally explained. Confusing story will distract them to leave. Readers have short attention duration. You must hook them into your story from start to finish.

Describing a story in proper sequence (first this happened and then this) is called Chronological Order. It linked all important elements with each other in an proper order to make sense. The inverted Pyramid is the most common way to organized a story. The most important information always comes first. You begin with the lead that summarize your story. Than you provides background information followed by more details about the story.

What is first step towards writing a column?

The first and most important step is to know why are you writing and who are your audience. Are you writing to inform people about event or issue? Is this directly relates to them and they want to know more about it?

If a writer is writing about health and fitness, the general public and youth is his audience. He will have knowledge on the lifestyle and eating habits. Writing style will be soft. The lead sentence will attract the reader and the rest of the column will explain simple steps on diet and exercise. If the writer provides sources it s credibility will increase. Short and to the point explanation will make easy to understand.

What are carry over transitional devices?

It is one of the effective writing technique to be followed. Once you are finishing your thought in a paragraph and start another though from next paragraph, you must create a link between both thoughts. Otherwise it will create a gap whcih could be jarring.

It is advisable that you keep your text flowing smoothly from one though to another. It could be done by creating a bridge or link between them. The link will be established from the last line of the first paragraph and the first line of the next paragrap. For instance you can say:

"Still have questions? Please visit this"

"The Americians are doing their best but they have other cards as well to play.....",

"Is it a complete version of the story? The other side of the story is....."

"As we do not agree on this, finding more solutions will continue....."

Which things must be kept in mind before writing an article?

1. Editorial policy
2. Readers' demands, milieu and perceptions
3. Keeping the society and circumstances in mind
4. Never giving low scope to subjects
5. Considering the subject from the required angle
6. Never taking the facts and figures for granted
7. Considering the writing job as a serious subject
8. Checking the subjects and language



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To what extent rechecking is important after writing an article.

Once you have written an article the following points must be rechecked:

First Draft:

Writer can write the first draft with ease. Just to make sure the main points flows with each other smoothly.

Look for Point

At first the writer is involved so much in writing notes, gathering statistics, anecdotes and supporting quotes. Once research is over he should go through again and find out that is it related and to the point and not going away from the subject. Is is easily describing the focal point?

Organize Material

Make all the relevant material in your easy access. Must have hard copies and notes properly organized. It is possible that the quotes or lead chosen will fit best at another place.

Chronological order

Describing a story in proper sequence (first this happened and then this) is called Chronological Order. It linked all important elements with each other in an proper order to make sense. The inverted Pyramid is the most common way to organized a story.

Write the lead

Write the proper and attractive lead. Good lead means readers interest will remain intact.

Sort out the conflict

See where the conflict or paradox lies! What are the differences between reality and ideals

Contrast, anecdote, and comparison

What are the five reliable check against which you can measure the facts you research?

You can measure the facts of your research through five reliability checks.

1. Accuracy

If one has seen an event happen and reported it carefully, he and his readers assume, the journalist has also reported it accurately. A writer always adds accuracy to the write-up through facts, which are correctly mentioned, and in turn, his readers never doubt facts mentioned. Accuracy of facts is the key to a successful writer.

2. Authenticity

Not to be confused with accuracy, authenticity is what you get automatically from a primary source. It comes from the horse's mouth – the logical, natural origin for the chosen information. If you cannot confirm your data, you be careful to present them as authentic statements and not verified facts. Research brings authenticity to the write-up when the facts are rightly and correctly placed.

3. Credibility

The source's way of telling his facts and backing them up or his proven track record, may lead you to the subjective conclusions that the source is credible and his facts can be believed. That is who to present the information to the readers. Credibility of a writer



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is because of authenticity of facts, which are confirmed through research, as it is the basic agenda behind every write-up. Nothing is done better, if the idea not properly investigated and facts not confirmed.

4. Plausibility

You may conclude that, subjectively, the fact makes sense to you and presumably to other people. That is how you will write it – not as verified fact but as plausible consideration.

5. Corroboration

Corroborate means to add proof or certainty to an account, statement or an idea with new information. Without corroboration, it will be difficult to prove the statement to be correct. Have facts and figures, comments, eyewitness account etc to prove your point, and never leave assertions sans corroborating them with facts.

You may obtain information from a separate, also believable source that substantiates the first source's fact. Then you will have objectively demonstrated, if not the accuracy, at least the honesty of your source.

What essentials are required by feature writers to follow the editorial policy.

A column directly addresses to readers. Discuss

Write down five different approaches that you can take a topic this harmful effects of smoking?