



Code	Subject Title	Cr. Hrs	Semester
BSCS-307	Feature, Column & Editorial Writing (Theory & Practice)	3	VI
Year	Discipline		
3	Mass Communication		

### **The Editorial**

- Definition of Editorial
- Its purpose, importance and forms
- Functions of Editorial
- The Techniques of Editorial writing
- The contents of editorial page
- The editorial page in Pakistan and its standard.

### **Feature Writing**

- Definition, Concept and Scope of Feature
- Types of Feature
- Sources for the material
- Feature Writing Technique
- The importance of Pictorial Display in features.

### **Column Writing**

- Definition and Concept
- Functions of a Column
- Types of Column
- Role of Columnist in society.
- Practical Column Writing

### **Reviews**

- What is review
- Difference between review and criticism.
- The purpose of Review writing
- The techniques of review writing
- Practice of reviewing books, Film, Drama, Theatre, Radio and Television Programs etc.

### **Recommended Readings:**

1. Brenneck Clark. Magazine Article Writing New York.
2. Drewry J. E. 1951. Book Reviewing. Bostan Macmillin Co.
3. Hohenberg. J. The Professional Journalist.
4. Reddick. D.C. 1949. Modern Feature Writing. New York.
5. Waldrap. 1955. Editor and Editorial Writing. A.G. Rinhart and Co.
6. Shafiq Jalandari. Feature Nigari.
7. Shafiq Jalandari. Kalam Naweesi
8. Miskeen Ali Hijazi. Idaria Naweesi.
9. Harry W. Stonecipher. 1979. Editorial & Persuasive Writing: Opinion Functions of the News Media: Humanistic Studies in the Communication Arts. Hastings House Publishing.
10. William L. Rivers. 1988. Writing Opinion. Reviews. Iowa State Pr; 1<sup>st</sup> ed.
11. Bruce Garrison. 2004. Professional Feature Writing: Lea' Communication series. Lawrence Erlbaum Associates; 4<sup>th</sup> ed.
12. Campbell, B. Titchener. 1988. Reviewing the Arts: Communication Textbook Series.



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Lawrence Erlbaum Assoc. Inc.

13. Charlotte Digregorio. 1993. You can be a columnist: Writing and Selling your way to prestige. Civetta Press.
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