



# UNIVERSITY OF THE PUNJAB

B.S. 4 Years Program / Sixth Semester – 2019

Paper: Feature, Column & Editorial Writing (Theory & Practice)

Course Code: BSCS-307 Part – I (Compulsory)

Time: 15 Min. Marks: 10

Roll No. in Fig. ....

Roll No. in Words. ....

Signature of Supdt.: .....

**ATTEMPT THIS PAPER ON THIS QUESTION SHEET ONLY.**

**Division of marks is given in front of each question.**

**This Paper will be collected back after expiry of time limit mentioned above.**

Q.1. Encircle the correct choice.

(1x10=10)

i Which phrase describes a feature?

- (a) A hard news story
- (b) Any story that informs the reader
- (c) A soft news story
- (d) Any short newspaper article

ii What is a lead ?

- (a) The main ideas of a feature story
- (b) A piece of information that attracts and keeps the reader's interest
- (c) A point in the story where the reader loses interest
- (d) The angle of a story

iii What is the soft news?

- (a) News that is based on opinions, not facts
- (b) News that is entertaining or interesting
- (c) News that is circulated on the internet not on paper
- (d) Advice column

iv Your choice of source depends on

- (a) The source's expertise
- (b) The source's popularity
- (c) The source's availability
- (d) The source's height and weight

v What is editorial ?

- (a) An opinion piece that uses the pronoun "I"
- (b) The process when an editor works with unfinished story
- (c) A part of the working process
- (d) The job that reporters get after they are promoted



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Paper: Feature, Column & Editorial Writing (Theory & Practice)  
Course Code: BSCS-307 Part – II

Time: 2 Hrs. 45 Min. Marks: 50

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**ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED**

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**Q.2. Write short answer of following.**

**(4x5=20)**

- i. Educational values of feature.
- ii. Importance of column writing.
- iii. Difference between structure of news story for radio and newspaper.
- iv. Write a short note on editorial cartoon.

**Q.3. Write brief answer of following.**

**(10x3=30)**

- i. Editorial reflects the policy of newspaper organization. Write a detail not on it.
- ii. Why feature is considered as the “Show Window” of any newspaper? Give strong arguments and also write down different types of features.
- iii. What is the difference between an opinion article and an editorial?