

Question No : 1 of 27

Marks: 1 (Budgeted Time 1 Min)

Feature writers usually strike the _____ in the opening sentences, which permit the reader to come into quick contact with the crux of the story, and arouse interest.

Answer (Please select your correct option)

☐ Keynote

☐ News

☐ Slug

☐ Catch lines

Made By: Waqar Siddhu

Question No : 2 of 27

Marks: 1 (Budgeted Time 1 Min)

In body language, erect posture shows:

☐ You're alert

☐ You're lazy

☐ You're Friendly

☐ You're threatening

Made By: Waqar Siddhu

Question No : 3 of 27

Marks: 1 (Budgeted Time 1 Min)

Which type of questions allows the respondent broad range in the answers?

☐ Open-ended questions

☐ Close-ended questions

☐ Mirror questions

☐ Probe questions

Made By: Waqar Siddhu

Question No : 4 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following type of the questions are designed to antagonise an interviewee?

Answer (Please select your correct option)

- ☐ Probe questions
- ☐ Leading questions
- ☐ Loaded questions
- ☐ Mirror questions

Made By: Waqar Siddhu

Question No : 5 of 27

Marks: 1 (Budgeted Time 1 Min)

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

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

Made By: Waqar Siddhu

Question No : 6 of 27

Marks: 1 (Budgeted Time 1 Min)

A person washed the outside windows of the city's tallest building. Which kind of feature story covers such topics?

- ☐ News story
- ☐ The odd occupation story
- ☐ Profile story
- ☐ The first person story

Made By: Waqar Siddhu

Question No : 7 of 27

Marks: 1 (Budgeted Time 1 Min)

Like other journalists, the feature writer is expected to subscribe to the same standards of journalistic _____ as the news writer.

Answer (Please select your correct option)

- ☐ Accuracy
- ☐ Inaccuracy
- ☐ Imprecision
- ☐ Vagueness

Made By: Waqar Siddhu

Question No : 8 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following has been described as an editorial with a by-line by the journalists?

Answer (Please select your correct option)

- ☐ Column
- ☐ Feature
- ☐ Article
- ☐ Interview

Made By: Waqar Siddhu

Question No : 9 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of following have limited and specific target audience?

Answer (Please select your correct option)

- ☐ Urdu columnist
- ☐ English columnist
- ☐ Article writers
- ☐ Free lance writers

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Question No : 10 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following is the basic line which English columnist follows all the time?

Answer (Please select your correct option)

- ☐ Anonymity
- ☐ Pragmatism
- ☐ Obscurity
- ☐ Vagueness

Made By: Waqar Siddhu

Question No : 11 of 27

Marks: 1 (Budgeted Time 1 Min)

Which type of columns are placed in less serious spaces?

Answer (Please select your correct option)

- ☐ Health
- ☐ Developmental
- ☐ Chatty
- ☐ Causal

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Question No : 12 of 27

Marks: 1 (Budgeted Time 1 Min)

A medical column in which a qualified doctor answers the queries of the readers is the example of _____.

Answer (Please select your correct option)

- ☐ Standard Columns
- ☐ Miscellaneous Columns
- ☐ Question and Answer Columns
- ☐ Literary Columns

Made By: Waqar Siddhu

Question No : 13 of 27

Marks: 1 (Budgeted Time 1 Min)

John Stuart Mill defined the language as:

Answer (Please select your correct option)

- ☐ 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 the rules used to manipulate them.

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Question No : 14 of 27

Marks: 1 (Budgeted Time 1 Min)

Whose popularity makes it the perfect venue for commercial and sociopolitical publishing?

Answer (Please select your correct option)

- ☐ Internet
- ☐ Computer
- ☐ Monitor
- ☐ Central processing unit

Made By: Waqar Siddhu

Question No : 15 of 27

Marks: 1 (Budgeted Time 1 Min)

Features often do not carry which of the following lead?

Answer (Please select your correct option)

- ☐ News lead
- ☐ Rumour lead
- ☐ Anecdote
- ☐ Novelty lead

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Question No : 16 of 27

Marks: 1 (Budgeted Time 1 Min)

The questions ask for amplification of an unresponsive or incomplete answer are called as:

Answer (Please select your correct option)

- ☐ Probe questions
- ☐ Loaded questions
- ☐ Close-ended questions
- ☐ Mirror questions

Made By: Waqar Siddhu

Question No : 17 of 27

Marks: 1 (Budgeted Time 1 Min)

Giving turn or twist to the subject as per the editorial policy is termed as which of the following?

Answer (Please select your correct option)

- ☐ Slanting or angling
- ☐ Twisting
- ☐ Turning
- ☐ Moulding

Made By: Waqar Siddhu

Question No : 18 of 27

Marks: 1 (Budgeted Time 1 Min)

Feature writers read newspapers and magazines both for national articles that can be localised and for area news stories that can be turned into features this process is called as:

Answer (Please select your correct option)

- ☐ Writing off the news
- ☐ Keeping eyes and ears open
- ☐ Reading between the lines
- ☐ Reading between the issues

Made By: Waqar Siddhu

Question No : 19 of 27

Marks: 1 (Budgeted Time 1 Min)

As the reader is running short of time, he is only interested in reading those articles, features or news items, which are:

Answer (Please select your correct option)

☐ Short

☐ Long

☐ Extended

☐ Absolute

Made By: Waqar Siddhu

Question No : 20 of 27

Marks: 1 (Budgeted Time 1 Min)

English columnists put emphasis on all of the given points, Except:

Answer (Please select your correct option)

☐ Analysis of the situation

☐ Less usage of anecdotes

☐ Quoting of incidents

☐ Repeating events

Made By: Waqar Siddhu

Question No : 21 of 27

Marks: 1 (Budgeted Time 1 Min)

Any piece or writing that falls between the cut-and-dry news story on the one hand, and a fictionalised story or opinionated essay on the other hand can be called as:

Answer (Please select your correct option)

☐ Feature

☐ Column

☐ Article

☐ Editorial

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Question No : 22 of 27

Marks: 1 (Budgeted Time 1 Min)

Which of the following trend is avoided for gaining the interest of the reader in your feature?

Answer (Please select your correct option)

☐ Slug

☐ Headlines

☐ Bylines

☐ Clichés

Made By: Waqar Siddhu

Question No : 23 of 27

Marks: 3 (Budgeted Time 6 Min)

What is meant by Suspended interest intro?

Answer (Please click here to Add Answer)

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Question No : 24 of 27

Marks: 3 (Budgeted Time 6 Min)

What does newspaper readers want to read?

Answer (Please click here to Add Answer)

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Question No : 25 of 27

Marks: 3 (Budgeted Time 6 Min)

Between Urdu and English columns, which are more popular among Pakistani people and why?

Answer ([Please click here to Add Answer](#))

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Question No : 26 of 27

Marks: 5 (Budgeted Time 10 Min)

How diversity of thought influences the column writing?

Answer ([Please click here to Add Answer](#))

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Question No : 27 of 27

Marks: 5 (Budgeted Time 10 Min)

Discuss the differences between feature and Column writing

Answer ([Please click here to Add Answer](#))

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