

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:

Answer (Please select your correct option)

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?

Answer (Please select your correct option)

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

Made By: Waqar Siddhu

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?

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?

Health

Developmental

Chatty

Causal

Made By: Waqar Siddhu

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 _____.

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.

Made By: Waqar Siddhu

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

Made By: Waqar Siddhu

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

Made By: Waqar Siddhu

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?

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)

Rich text editor toolbar with options like Bold, Italic, Underline, and text color.

Made By: Waqar Siddhu

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)

Rich text editor toolbar with options like Bold, Italic, Underline, and text color.

Made By: Waqar Siddhu

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](#))

Normal Arial 12 B I U

Made By: Waqar Siddhu

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](#))

Normal Arial 12 B I U

Made By: Waqar Siddhu

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](#))

Normal Arial 12 B I U

Made By: Waqar Siddhu