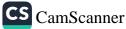
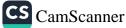
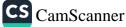
Name Sadia Ishaq, Paper Mass Communication (PART-I) Qr: (a) Difference b/w Features & Editorial. teatures Feature is a creatine and subjective article to inform, enterain the people of different aspects of life. It styple of presenting info is different. It can be salad and desert of journalists It can be interview, social ssues, political issue economic issues etc. It has different topic and it is also a indepth study about relevant subject Definitions. Feature story is both original



> It does not have particular place in newspaper. Editorial. Editorial is a opinion of the news-paper. It is the voice of the community, editorial board, Editoria is heart of the nouspaper. It is in a great extend responsible of pailure and success of the newspape A editorial gives or engage issues not personalities and provide the solid suggestion to overcome these issues. Definitions Journalist essay is to inform, Influence and entertain (R.E Woodsley) An essay on some urgent issue to bring out confirmity between



That of editor. (Carl Miller) Characteristics of Editorial - Editorial go beyond the facts by explaning with research - Editorial writing do peopler me seach if the wants to publish editorial causes of increasing street beggary in Pakista Inappropriate knowledge can misquide The masses. Make subheadings - Editorial instruct, quide and entertain The people. For example, Iditor want to dilever a message cupy highe education is necessary for the people of pakistan. Editorial is the bestmean true to instruct and facilate the Students > It can be The ten second or one punch editorial. -Editorial witter has a great knowledge and professional skills Editorial is style & voice like a voice of people, white is hidden



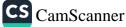
- Editorial can be persuastine, and may have appreciation, tribute and Commendation 16) Responsibilities of Sob-Editor . Sub-Editor It is also called copy edition It edit all the news. It is also backbone of The newspaper. It He requires ful attentions and concentration because it trims the news non assential information and gives final & shape to the news for final publication Responsibilities 1. Selection a news. It is responsibility of subeditor to select news from all the news reported by reporter For example he must select such news duat create awareness



purpose ful. After 2. Selection, Correct The news copy After selection or filtering lue important news. Sub-editor needs 0 to be correct the news copy, Skipp lines that many be cause to prominent any person or highlighters the personal issue of any personaldy 3. Grading the news He is responsible to gradu of the news in an order. Most important new will be given high periority and so on, 4-Making Improvement Sub-editors also improve the copy of news. It does not have such context which het the personality direct and indirectly-News puepase is just positively crease awareness. It does not shaping the minds of people negativity



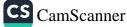
S. Making Suitable Introduction Introduction of news should be intigated or to grab the attention of reader towards news. Sub-editors should pocus on it white walk of 6- Rewriting Storey Sub-Editor can rewrite the story if he thinks story is against the moral and ethics of Inc Peess-7- Breaking down the news reporting into parts. A big news can be broken down into small chunks. To eleborate it chearly and accurately -8. Objectivity News that are selected for publis. hig should not propogate to any party or agenda. It must have a prepose 9- Catchy and spricy headlings Headline should be design which persuade the the readers for reading



Question No. 1 Role of Radio in Pakistan areas to have shronk in an age of new media (social Media) white this media is still relevent in developed world? Ans. Introduction First device duat all for mass communication was radio. Radio was started when printing media was on its peak. In earlier day, It was used to communicate between Stips Ot also used in world war II. Duetu & 60's expansion of radio to FAN and AM peograms, like rock, pop music. In arst Century, radio reaches its greatest peak Radio was used in mobile phones, cars elc. But the advancement in the technology social media, role of



of radio has been reduced. Kole of Radio in Pakistan Shrunk due to New Media Causes. 1. Globalization of The world. Emergence of new media (Social media) world leas become. global village. We can get any time type of information, data entertaintment, dissuession of hot essues from any where of the world wilwout wastage of time. It saves time of people and easy to access that's why role of radio has shrunk in Pakistar. 2. Visuals are attention graber As compare to auctio, visuals have more attraction Visuals content persuade the people to



watch content that amuse them Some time only audio content, mark. fed up us. In New media podeasts staried to replace the radio. 3. More Entertaining New media is more entertaining It is specially effecting The mends. to young minds. By giving them such contexpt which orig spoiling the abilities of their mind and damage their social values Rather than this reality, roongesters like to watch tiktoik, youtuble, and laughing at use less veideos videos and content and wasting There valuable time - To flourish le social media lesser The role of radio because people or young generation, do not want to get quality content in Pakistan. They only want to watch Ducky bhai cheaper content-



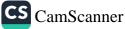
media has no importance That United State which us luper power of the world replace Add more points And viable points colonies of the world they only use social media. why they are still using the radio because for there it is also Affective tool of communication atta the people. Strategies to utilize radio in Pakistan. On Pakistan use of radio should promote because it can pacilitate or entertain the blind people, Rodio can play due vale in natural distaster ploads earthquake. Ste. heavy rainfall etc. Radio can broadcast educational programs by inviting expert in education field.



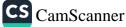
Radio can broadcast informative programmes for the farmers. To promote the utilization of radio in developing countries like Pakistan, Pa: Govternment Should make Make subheadings awareness programmes to create a a sense how radio can play its role in social media Conclusion In nut shell, Radio is important tool of media, who to inform, to to raise the raise the standors of education, awareness min pakistan as it's playing due role in developed countries_ antes of Participal In 19 and



Question No 7 Introduction Television is widely used comm-Unication medium for bloddcasting and receiving images and sound. Its importance rise in 20th century for aup-to-dala means of communications It was the medium of learning and communication. When 1st Television came in Pakistan its was necessary for education, economy and social set-up of the country. It emphasical on education. In developing country like Pakistan PTV was played important in today world it is also considered a big "acdemy. Causes of Pakistani Media Constantly ignored the for fostering Education Please read about Please read about th 1. Deviate from the Objectives



Television is starting to promote false or inrelevant material which daviale the TV from its original puepase which was to promote educations and awareness in people of coventry. 2. Waste of time TV is promoting such content which has no moral strical training like bol entertainment morning shows. They programmes mently effects the young people and these are cause of wastage of time 3_ Poor Content The is presculing poor content make-up tips, glamous dramas which are based on selfishness, only building the regative narraline of the people specially young on 4- Agenda Setting T.V. Today is working as agenda settles which only purpose to mould the youngestors mind according to their norraline



5- Lack of religious & Educational programs TV lags behind to promote seligious and educational programs which was main purpose of T.V. Only fell programs that is related to religion and education 6- Work on Commercial lines Today, puspose of television is to earn, TV channels is promoting favourtism i.e against political parties ... For example Imisan khan has built or shaped the yould minds against other parties. Practical Steps needed to use T.V to educate specially youth O Skill development frogrammes Gort of Pakistan should promote and started skell deullopment programs, like TVET .. experts can be invited to guide students



2 E-learning skills programme It is the time of digital world where c- learning well become part and panel of life. TV should organized such program which create awareness about e-learning like AIDU, VU . cic. 3 Promote Online earning platform usage Through Til programmes we Hi there, You have got potential youngs one how Try addressing all parts of your question Try making an overview paragraph before reaching the main point Try adding flowcharts and related references Practice as much as you can for for example Try doing an in depth analysis You are deviating from the points asked You are not supposed to explain a phenomenon when asked about the resons, or causes clancing website Try practicing outlines And gethemeteckel Orning & other Good luck! Shows PEMRA should take action and Stocome up with some viable solution and "amanges such program their fields.

