

Mjmc :1

Paper:4:TheArtOf Editing

Topic:Letter to the Editor

Prepared by prof.dpsingh

The letter to the editor is a sort of feedback for the paper. In a letter to the editor, the individual Expresses his personal opinion or grievance on a specific subject of his interest or offers a suggestion to overcome the difficulty. Letters to the editor may also pertain to petty complaints. Such letters can be effective if they deal with a specific point and advance logical arguments. They should not indulge in abuse or deal the subject-matter in a roundabout way. They are generally brief in length and intended to make a point. In some cases, the letters are written in a very forceful style and make great impact on the readers.

Topic:Column

The personal opinion of a column writer is expressed on a subject in a column. The writer has a fixed style of writing, and he generally writes on fixed subjects and has fixed point of view. However, there are columns in a newspaper where other persons also contribute. There are also columns where the columnist writes on a variety of subject.

Columns are on political, economic or cultural subjects or on sports, radio, films, books, humours,etc.Generally,columnists write once a week though there is no fixed rule about its frequency.

Publicity through the medium of the press is most popular and effective. The publicist should make every effort not only to get into newspaper columns but also to take advantage of other columns of the newspaper.