What is column

A column is a frequent piece or article in a newspaper, magazine or other publication, where a writer expresses their own opinion in few columns allotted to them by the newspaper organisation. Columns are written by columnists.

YPES OF COLUMNS

There are divergent types of columns owing to the subject variation.

1. Reporting-in-Depth Columns

Background, perspective, and interpretation are given to various happenings, usually already presented in

hard news. In these columns, current news events are related to the past and also to the future.

2. "I Think" or Opinionated Columns

Either because of extensive training, long time observations, or sheer lack of modesty, Columnists set

themselves up as experts and then expound their opinions for the general public. They try to compensate

in heat for what they cannot provide in light.

3. Gossip Columns

Everybody likes to learn a juicy bit of gossip. One whole field of column writing is built on this

characteristic. Such a column contains little except its indisputably value; this needs not be

the writer's exclusive domain. The uncovering of a government scandal may have profound (and

beneficial) . No daily newspaper carries a gossip column and its natural habit is the film

magazine, which flourishes on gossip, some hateful, some harmless

4. Humorous Columns

Columnist tries to find the humorous aspects in life to entertain readers. Sometimes, these spotlight an event

more clearly than thousands of words of advisory and explaining. Many papers still shy of having

regular daily humorous column. Columns are much liked,

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5. Essay Columns

Just as nature and colour editorials have appeal for many a metropolitan daily editor, so the columnist,

who arouse a similar homesickness and mood in his writing, attracts attention. These require perceptiveness

or possibly just and overpowering interest in people

6. Personality Diary Columns

The Diary columns come from public figures, who are talking about their interesting incidents with

others.

7. How- to-do or Advice Columns

These educate the readers, as there is a gentle instruction written in such a way as not to appear to be a

lesson. These columns usually appear on magazine and daily pages.

8. Sports Column

There was a time when some leading newspapers had their daily sports columns, but this is getting to be

rarer these days. However, event-based article-cum-columns are there. Some newspapers try to make-up

for the dearth this way. Perhaps it is still a field less trodden.

9. Question and Answer Column

This column comes in various colours.

11. Standard Column

This type of column handles editorial subjects of lesser importance and deals with each in a paragraph or

two. They are unsigned and are frequently the work of two or more members of the editorial staff.

12. Political columns

These are an extension of the Standard Column, but it is considered of very serious nature. This is

especially done in the Editorial policy of the newspaper, and these are considered to be one

of the most-read columns.

13. The Middle Column

The `middle' is so-called because it occupies a position on the editorial page between the main article and

the standard column. Its sole purpose is to lighten what could otherwise be serious reading, which an

editorial page normally is and is expected to be. It is generally humorous and in any event it should be

entertaining and is usually written in a lighter vein. In length it is about 500 words and the more off- beat

it is the better.

14. The Hodge-Podge Column

Here the columnist presents to his reader a Hodge Podge of stuff a little or no consequence on the

principle that variety is not only the spice of life but a sure formula to catch reader's interest.

15. Editorial Column

It is properly called the signed editorial column. In it we find what resembles an editorial in form, but an

editorial so deliberately personal that it is a cross between an editorial and a column. When an editor writes a

piece under his own name he is trying to lay his prestige on the line.

These do not necessarily depend on humorous elements only. They are and can be handled efficiently by

the experienced and stylish writer of columns. Its demands are different than the other forms of columns.

In it are included one's personal views and opinions on any subject or topic in the world like an editorial

in any style.

16. Specialized Columns

These types of columns are generally limited and confined to a single subject or topic, with the underlying

purpose to render better and detailed service to the subject or topic under study and examination. It may

be confined to a single department of life or learning. Specialized Columns are arranged in accordance

with the circumstances. Under specialized columns are included the columns like, "Legal Column".

"Religious or Deeni Column", `Astrology' or Palmistry Column", `Sports Columns", "Fashion Column",

Medical Column", "Women's Column", `Students, Laborers" or Children Column". In the specialized

Columns, there is simplicity of language and style and no literary tastes are added unnecessarily, nor do

they reflect any personal or individual trends. Specialized Columns can be called "Professional

Columns".

17. Miscellaneous Columns

These mainly comprise of commentary and criticism on books, Criticism columns on films and theatre,

columns on performance in sports, columns on the study of the future and actual changes in the

different walks of life etc.

18. Literary Columns

Today, we notice a good number of columns on the national and foreign literature and literary trends,

literary and educational problems, columns on literary congresses held in and outside the country. These

usually serve to convey a detailed report and the activities taking place on the national as well as the

international arena. They also serve the purpose of explanation and explication and thus manage to enrich

and enlighten the reader about the coming changes in literary tastes and upsurge of certain literary

movements in the world.

In a sense all these, in essence, are opinion pieces, as are editorials, theatre, film, art and music criticisms.

It is not every reporter who can aspire to be humorous columnists, an art critic or a sports commentator.

From each a certain amount of expertise is called for, the critic, in the first place, must have credibility. In

other words, he must have a wider knowledge of life and letters. The narrow specialist may have

credibility but it is the specialist generalist who will have the audience. To review any piece of creative

work, the reviewer must not only be aware of the artist's own past work, but must be able to judge it in

the context of other works of the same genre either of his contemporaries or his predecessors or

preferably both