

VIVEKANANDA COLLEGE
THAKURPUKUR

KOLKATA-700063

NAAC ACCREDITED 'A' GRADE

Semester 4



Topis :

Columnists

Course Title :

Reporting & Editing

Paper & unit :

CC-4-8, unit 2

Teacher's Name:

Dipanjana Basu

Name of the Dept

Journalism & mass
communication

COLUMNIST

Those journalists who write for dailies, weeklies and other magazines on a fixed day in a specific page with their bylines are called Columnists. Normally they write on various contemporary issues giving their own comments and interpretations on news and events which are not necessarily the opinion of the concerned publications. Columnists may or may not be the staff member of the publications and their contributions are independent from the editorial matters of the concerned publications. The news paper column today ranks as a standard feature of the press and although its readership far outnumbers that of the anonymous editorial both its uniqueness and its popularity. Some columns are indigenous to the papers which publish them- compiled and written by the papers own staff.

A columnist writes in his own name and put forward his own interpretations which are published on a fixed day in a week. He also gets a fixed space in the publication. Most of them are very senior and experienced journalists, who give expert comments on particular issues. Most of them write on contemporary subjects. They give their expert opinions on those issues and analyze them. Columnists give their commentary on different subjects to make certain issues clear with their expert opinions. Their views expressed in their respective columns may or may not be similar, with those of the editor or management of the same news paper. While the editor express his opinion in their editorials, which are considered as the point of view of the concerned publication the columnists views are those of their own. Most of the columnist functioned as active news persons. They subsequently choose to write column and they take responsibility to write in the news paper. The comments made by any columnist are those of the writer and not the editor of the publication.

There are many columnists in the country whose columns are very popular among the readers and their expressed opinions are respected by the authorities also they are considered as experts in different field. Most of famous and widely read news papers depend upon syndicate columns. News papers today sometimes go out of their way to select columnists who hold views diametrically opposed to the policy of the papers themselves. They do this because they feel that the reader seeing the editorial readiness to exhibit both sides will regard their papers as broadminded and fair.