APPENDICES

a) QUESTIONNAIRE

A DEMOGRAPHICS

Gender
Male
Female
Age
years
Education level
Below Matric
Matriculate
Under graduate
Graduate
Post graduate
Doctorate
Occupation
Monthly Income

B) READERSHIP OF FEATURE STORIES

1) Do you read either of the following newspapers
   The Tribune
   Times of India
   Both

2) Do you read feature stories in your newspaper
   Yes
   No

3) If no, state a reason
   Lack of interest
   Time consuming
   Perceived as non serious news

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4) Express your preference for the type of feature stories, by choosing the one that you like to read the most.

- News features
- Utility features
- Problem and environment features
- Science and technology features
- Art and culture features
- Reviews (music, movies, books, art forms)
- Health features
- Business features
- Lifestyle features
- Personality/biographical features
- Personal Experience features
- Commemorative / anniversary features
- Middle
- Others (astrological, literary, philosophical, hobby, sports, photo, jobs and careers)

5) Express your preference for the writing style of feature stories, choosing the most preferred

- Informative
- Descriptive
- Analytical
- Argumentative

6) Express your degree of agreement/disagreement with the following statement by expressing your opinion in following terms: (SA) Strongly Agree, (A)Agree, (N) Neutral, (D)Disagree, (SD) Strongly Disagree

6.1 Reading feature stories

- help you gain information about immediate surroundings, society and the world
- satisfies the need to have extra and additional knowledge about several issues
6.1.3 helps you in getting more involved in the problems of the society and inculcates problem solving skills.
6.1.4 Does not help make an opinion about the various issues of current importance.
6.1.5 helps satisfy curiosity and general interest about several issues.

6.2 Reading feature stories
6.2.1 Satiates my need for entertainment
6.2.2 with appeals like humour, emotion, entertainment help me relieve boredom
6.2.3 on art and culture help in cultural and aesthetic enjoyment
6.2.4 like travel features/ utility features on new subjects does not satiate my need for thrill/adventure/exploration
6.2.5 personal experiences helps me vicarious live through other people’s experience

6.3 Reading feature stories
6.3.1 on how to improve one’s personality/ self management/time management etc has helped me enhance myself in various ways
6.3.2 on utility topics of my interest helps me increase my productivity and efficacy
6.3.3 on topical and timely features provides me with topics for discussions in social groups
6.3.4 like agony aunt columns did not help me resolve a lot of my personal issues and helped me improve my sense of self worth
6.3.5 like biographical sketches helps me in adding valuable traits to my personality

6.4 Reading Feature Stories
6.4.1 has helped me being better placed in social groups
6.4.2 reading utility articles on how to make friends has helped me increase my social circle and facilitated my conversations
6.4.3 reading feature stories (utility, lifestyle. Philosophical etc) has helped me improve on my socializing skills and hence enhance the number of people I interact with
6.4.4 reading relationship features regularly did not help me improve my close relationships to a considerable extent
6.4.5 reading feature stories has helped me develop a better connection with the society (problem features, social issue features)
6.5 Reading Feature Stories

6.5.1 is a source of escaping from the mundane routine
6.5.2 like personal experience features, agony aunt etc helps me get rid of my fears and anxieties
6.5.3 helps me fantasize about a life I would want to lead
6.5.4 adds more colour to the otherwise dull life
6.5.5 about celebrities/travel/ does not help me unwind

7 Do you read agony aunt columns

<table>
<thead>
<tr>
<th></th>
<th>Never</th>
<th>Sometimes</th>
<th>Always</th>
</tr>
</thead>
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7.1 If yes, when does the frequency of reading the agony aunt columns increases

- When undergoing a relationship problem
- When facing a career lowdown
- When seeking guidance for personal issues
- When unable to share a problem with anyone
- Any other, please specify

8. Choose-from the list of activities which help you fight sad/depressed mood/ help in mood elevation.

- Watching TV
- Reading feature stories
- Reading a favourite book
- Listening to music
- Any other (Please specify)

9. Choose the correct option for the following statements. In case the answer is yes state examples for the same.

9.1 The choice of features I read is influenced by my current mood

Yes  No

9.2 My choice of feature reading depends on my current needs

Yes  No
9.3 My choice of feature reading is influenced by my beliefs
   Yes    No

9.4 The choice of features I read is influenced by if I am in group or alone/occupied or have leisure time at hand
   Yes    No

9.5 The features I chose to read depend on my group affiliations
   Yes    No

9.6 My choice of feature reading gets influenced by the political/social environment
   Yes    No

10. Express your approval/disapproval for the following statements by rating the following statements on a scale of 1 to 5 where 1 stands for Strong Disapproval and 5 stands for strong approval

10.1 Increase in variety of features makes feature reading a wholesome experience
10.2 Descriptive style is most suitable for feature stories
10.3 Use of easier language makes feature reading a better experience
10.4 Increase in visual element makes features more readable
10.5 Increase in use of text breakers make editorial matter less credible
10.6 increase in special pages makes feature reading better experience
10.7 Decrease in length of headline makes the headline and story ambiguous
10.8 Decorative fonts make the Feature story headline attractive
10.9 New Typographical patterns make feature story headline attractive
10.10 Increase in staff feature writers brings better subject matter for feature readers
C PSYCHOGRAPHICS

(SA) Strongly Agree (A) Agree (N) Neutral (D) Disagree (SD) Strongly Disagree

1 Indicate your degree of agreement/disagreement with the following statements on the basis of your behaviour in real life situations

1.1 I like to interact with other people in my free time
1.2 I prefer to work to work in a group
1.3 I enjoy going to parties
1.4 I enjoy being by myself most of the time
1.5 I enjoy belonging to organizations
1.6 I enjoy meeting new people
1.7 I am comfortable in a new social situation

2 How far do the following statements characterize your perception of your real self

2.1 I feel that I am a person of worth, at least on an equal plane with others
2.2 I feel that I have a number of good qualities
2.3 all in all I am inclined to feel that I am a failure
2.4 I am able to do things as well as most other people
2.5 I feel I do not have much to be proud of
2.6 I take a positive attitude towards myself
2.7 on the whole I am satisfied with my self
2.8 I wish I could have more respect for myself
2.9 I certainly feel useless at times
2.10 at times I think I am no good at all

3 To what extent does u feel that life is controlled by self or my external forces?

Indicate your degree of agreement/disagreement with the following statements

3.1 whether or not I get to be a leader depends mostly on my ability
3.2 to a great extent my life is controlled by accidental happenings
3.3 I feel like what happens in my life is mostly determined by powerful people
3.4 whether or not I get into a car accident depends mostly on how good driver I am
3.5 when I make plans, I am almost certain to make them work
3.6 often there is no chance of protecting my personal interest form bad luck happenings
3.7 when I get what I want, it’s usually because I’m lucky
3.8 how many friends I have depends on how nice a person I am
3.9 I have often found that what is going to happen will happen
3.10 whether or not I get into a car accident is mostly a matter of luck
3.11 It's not always wise for me to plan too far ahead because many things turn out to be a matter of good or bad fortune

3.12 whether or not I get to be a leader depends on whether I am lucky enough to be at the right place at the right time

3.13 I can pretty much determine what will happen in my life

3.14 I am usually able to protect my personal interests

3.15 when I get what I want, it is usually because I worked hard for it

3.16 my life is determined by my own actions

3.17 its chiefly a matter of fate whether or not I have few friends or many friends
b) SUBJECT INDEX

Affective Needs: these are to do with emotional or aesthetic experience including the need for love and friendship, the desire to see beautiful things.

Analytical Style: This style of writing explores the various aspects of a subject. The strengths, weaknesses, advantages, disadvantages, possibilities of a subject are discussed.

Argumentative Style: In this style of writing, the writer takes a stand and tries to convince the readers with the same.

Art and Culture Features: These include features with the core theme of art and culture. Everything from visual arts to performing arts and cultural topics are included in these. Art and Culture features are again timeless.

Bold text: A typographical device where a specific portion of the text is highlighted to stand out from the rest of the text.

Box: A type of text breaker device that encloses important points from within the story or additional points of the story. Varies in shapes, although rectangular and square boxes are the most prominent. Can exist with or without rules, often distinguished by a different colour background when appearing without rules.

Box Story: An entire feature story enclosed in rules or standing out from the rest of the page by means of different colour background.

Business and Economy Features: these take up a wide range of times that are related to business and economy. These can be both timely and timeless, appear on the special business page or appear in a niche business and market supplement discussing the trends in a particular business etc.

Centered Headline: Placing the headline of the copy in the midpoint of a given space with white space on either side.

Cognitive Needs: These are to do with acquiring information, knowledge and understanding.

Commemorative Features: these commemorate or pay tribute to people, places and events and are usually written at either the birth and death anniversaries of prominent people or the occasion of some or the other festival.
Descriptive Style of Writing: This style of writing concentrates on describing the people, places, thoughts, feelings and extensive details so that the reader can actually visualize the subject being developed.

Dingbat: A dingbat is an ornament, character, or spacer used in typesetting, sometimes more formally known as a printer's ornament or printer's character. The term continues to be used in the computer industry to describe fonts that have symbols and shapes in the positions designated for alphabetical or numeric characters. Used as a text breaker device often between paragraphs.

Drop Cap: A large initial letter that drops below the first line of a paragraph, usually used at the beginning of a section or chapter of a book.

Flush Left Headline: Positioning each line of a headline at the left hand margin of the story block.

Flush Right Headline: Positioning each line of a headline at the right hand margin of the story block.

Free Style: A headline style that does not follow a set typographical pattern and often uses innovative formats to place the headline.

Health Features: The core themes in health features include everything from health and wellness of body and mind. These include topics to do with physical and mental health of the individuals.

Informative Style of Writing: This style of writing concentrates on providing more information and facts and less emotion and details.

Inverted Pyramid: This headline style of centred lines in which each successive line is shorter than the one above.

Kicker: Short phrase set above the main headline.

Lifestyle Features: These are features that talk about trends in various fields. The broad topics covered under lifestyle features are food, fashion and travel. These further include trends in the society to do with anything from the three major topics of food, fashion and travel to anything like trends in gadgets, trends in gifts etc. The basic factor being that they talk about the prevalent trends in the society.

Middle: A personal experience feature that appears on the editorial page and presents a first person human interest story that has a universal appeal.
Multi Column Lead: The lead or first paragraph of the story when spread over multiple columns differentiating it from the rest of the text of the story and acting as a text breaker device.

News Features: Features based on topical issues. These include sidebars, backgrounders, reaction pieces or any other form of feature that has a news peg and theme which is timely or topical in nature.

Others: These include a number of features. Historical features to do with history of people, places and events; Astrological features to do with astrological science, predictions, implications and correlations of astrology with events, people and places; Photo features, that use the format of several photographs tied together by a common theme; Philosophical features, these include philosophical dimensions of subjects; Hobby features etc.

Paragraph Sub Heads: Sub Headings used to separate the text into smaller, more manageable units and to summarise the content or draw the reader's attention.

Personal Experience Features: these describe the personal experience of an individual and are essentially written in first person always.

Personal Integrative Needs: These are to do with confidence, stability, status, reassurance

Personality Features: these describe an individual in detail and the idea is to give readers a behind-the-scenes look at what a person is really like. Personality sketches include profiles that are shorter, pick up a specific sub theme about an individual, and concentrate on that while writing about the individual.

Problem Features: these discuss the societal issues and the dominant themes are burning issues within a society. Of late these features not only include social issues but also environment related issues.

Pyramid Headline: As the name suggests the reverse of pyramid style where each successive line is longer than the one below.

Review Features: These features evaluate a publication, product, service or company. These usually include reviews of visual and performing arts, reviews of books, movies, and even food reviews.

Science and Technology Features: Features that have dominant theme of science and technology i.e. the ones’ that discuss the science and technology either oriented topics or explain the scientific or technical principles

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Slugs: Although slug refers to the name of a copy during the editing process, Slugs are used in the sense of text breaker devices when the story name becomes a label that is inserted in the copy for easy identification by the reader and for breaking the monotony of text.

Social Integrative Needs: These are to do with strengthening contacts with family, friends and other people in general.

Strap Line: An introductory line below the main headline also called Standfirst – introductory matter placed above or within the body of the copy highlighting the gist of the feature story. Often also used in the form of Pulled Quotes.

Sub-headline: A smaller, secondary headline that elaborates the main headline. Often appearing between the headline and the main story acting as a text breaker.

Tension Release needs: These are to do with needs for escape and diversion.

Utility Features: These features help the reader make his life simpler or easier in some way or the other. Utility features are timeless and offer tips and techniques on any topic.

Waistline Headline: A headline set in at least three or more odd number of lines. Usually a preferred pattern for multi deck headlines with odd number of decks. In this pattern either the centre line/deck is longer than the first or last line that are equal in length or the reverse of this pattern. The arrangement appears as a waistline and hence the name.