

This research thesis is about Urdu column writing --- An analysis of its literary and linguistic importance. The purpose of selecting this topic for research is to analyse the place of Urdu column in Urdu literature and its services for Urdu language. The main research questions of this thesis are,

- 1-. Does column belong to literature or it is a part of Journalism?
- 2-. Has column rendered any service to Urdu literature and language?
- 3-. What will be the future of Urdu column in the modern age of information technology and electronic media?

To answer the above questions, the research thesis is divided into six chapters.

First chapter defines the column, gives its kinds, states its tradition in Urdu and analyse the literary importance of early Urdu column writers. The second chapter explores the whole history of Urdu column in Pakistan during the last six decades (1947-2010). About forty Urdu column writers of the front rank, belonging to different decades, have been included in this chapter, discussing their writing styles and literary importance. The third and fourth chapters are about the subjective study of the Urdu column and its comparison with other non-fictional types of Urdu prose. In fifth chapter literary and linguistic importance of Urdu column has been discussed. The last chapter concludes the whole discussion and gives a few suggestions for future research.

The thesis has sufficient proofs that Urdu column is an integral part of non-fictional Urdu prose. Its contribution to Urdu language and literature is no less than any other type of Urdu prose. Urdu column became a source of great popularity for Urdu newspapers in the beginning. Even now, when newspapers have lost their attraction due to electronic media because the news printed in them are already in the knowledge of the readers, people buy newspapers to read columns of their favourite column writers. Thus information technology and electronic media do not seem to effect the Urdu column. On the other hand its future is expected to be bright.