

University of Colombo, Sri Lanka
Faculty of Arts
Third Year General Degree Examination in Arts
Second Semester - 2017/2018
CMS 3244 - Print Media: Feature Journalism

Answer three (03) questions only

Time 02 hours

1. 'Newspaper features reflect a wide range of creativity in subject matter and power of imagination.' Elucidate with apt examples.

(20 Marks)

2. 'A successful column proves the creativity and unique style of writing of a columnist.' Discuss with examples.

(20 Marks)

3. Spell out special qualities a writer should possess to achieve success as an interviewer.

(20 Marks)

4. 'An attractive headline arrests the attention of the reader.' Elucidate referring to different headlines of your choice.

(20 Marks)

(Contd.)

5. 'Editorial is the conscience of a newspaper.' Elucidate.

(20 Marks)

6. 'News is a vital element in daily newspaper, whereas features play a significant role in a weekend newspaper.' Examine.

(20 Marks)

7. Write short notes on **four (04)** of the following topics.

- i. News Features
- ii. Newspaper Cartoons
- iii. Headlines
- iv. B. A. Siriwardena
- v. Scholarly Supplements
- vi. 'Silumina' Newspaper

(each topic carries 05 marks)