

University of Colombo - Sri Lanka

Faculty of Arts

Diploma in Journalism - 2017

DJ 03 – Creative Writing in Media

Answer only (05) five questions

Time 03 Hours

01. 'Creative writing in a newspaper provides an inner entertainment and enlightenment for the consumers of print media.' Elucidate.
02. Describe the importance of background study and research in interviewing a special personality for a newspaper.
03. 'Editorial writing requires a profound awareness of contemporary issues and the needs of the readership.' Discuss.

Or

'The Sub Editor is the anonymous defender of the purity, honor and credibility of a newspaper.' Elucidate with reference to the role of Sub Editor.

04. Describe how a writer can ensure that his writing is concentrated on, without relaxation by a reader.
05. Point out the characteristics of creative writing and comparatively analyze how the creative writing differs from academic and informative writing.

(Contd.)

06. Write a feature article on one of the following topics.
- i. Participation of women in politics in Sri Lanka
 - ii. Communication for national development
 - iii. Outstanding literary personality of your choice
07. Indicate the different categories of column writing and provide an illustrative analysis on one of them.
08. 'The most result oriented mode of communication is Commercial Advertising.'
Discuss with reference to the field of advertising in Sri Lanka.
09. Write short notes on four of the following topics.
- i. Letters to the editor
 - ii. Film criticism
 - iii. Translations in media
 - iv. Photo Journalism
 - v. Siri Gunasinghe
 - vi. Art of popular Tele-drama
 - vii. Effectiveness of a Cartoon
 - viii. Newspaper supplements