

University of Colombo
Faculty of Arts

Third Year General Degree Examination in Arts

Second Semester – 2017

CMS 3244– Print Media – Feature Journalism

Answer only (03) Three Questions

Time: 02 Hours

1. “Feature article is a writing which goes beyond the current social, economic and political facts”. Clarify.
2. A newspaper cartoon addresses the human mind and heart, as much as a feature does”.
Explain with examples.
3. What are the main points to be considered when writing a column, as an effective social representation?
4. What are the key factors that a feature writer should pay attention to when writing a news feature?
5. Discuss the specialties of the editorial which can be provided its view, paying attention the contemporary social issues.
6. Most of the time internet websites present gossip type features taken from the newspaper inserts .Clarify the target group of these and their intentions.