

University of Colombo - Sri Lanka
Faculty of Arts
Third Year Examination in Arts
Second Semester - 2016/2017
CMS 3246 – Media and Creative Writing

Answer three (03) questions only.

Time - Two hours

- 1) Discuss the key concepts in creativity by providing relevant examples on how those concepts are incorporated in practice.
- 2) 'Creative writing in mass media is a deceptive agent of persuasion.' Elucidate.
- 3) Explain how the semiotic traditional folk forms can be used in creative writing with apt examples.
- 4) Write an analytical essay on the significant contribution made by the creative writers for the advancement of print journalism in Sri Lanka.
- 5) 'The creativity of the medium of radio in Sri Lanka has drastically decreased during the last two decades.' Critically Analyze.
- 6) Describe theoretical and practical factors pertaining to creative visual writing for the medium of film or television.
- 7) 'The development of new media has opened a space for creative and independent expressions on art, literature and also contemporary socio-political issues'. Discuss.