

S.No of UPC 1926

UPC: 12033912

Semester: IV/VI

Course: SEC

Title: Introduction to Creative Writing for Media

Time limit: 3 hours

Max marks: 75

**Instructions for candidates:**

1. Write your Roll No. on the top immediately on receipt of this question paper. This question paper contains 2 parts. Both parts are compulsory.
2. Candidates have to answer **ANY THREE** questions in **Part A** and **ANY THREE** questions in **Part B**.
3. Questions in **Part A** carry **10 marks each** and questions in **Part B** carry **15 marks each**.

**Part A - Answer any THREE questions (3 x 10 = 30 marks)**

Q1 Is it possible to measure creativity? Comment with the help of examples.

Q2 Why should a creative writer be sensitive to differences in speech? Explain.

Q3 Discuss the importance of the New Media.

Q4 What is public service advertising? What are the points to be kept in mind to make it effective? Discuss the example of any two public service advertisements.

Q5 How is proofreading different from editing? Explain.

**Part B - Answer any THREE questions (3 x 15 = 45 marks)**

Q6 What do you understand by Creativity? Identify three key characteristics. Give two examples of creativity from everyday life.

Q7 What is the difference between denotation and connotation? Discuss three types of grammatical differences between different languages.

Q8 How is writing for the radio different from writing for television? Recreate a short radio interview with a fitness trainer on the importance of exercise.

Q9 What are the various styles of news writing? Write an editorial on the right to free education in a healthy democracy.

Q10 Edit and proof-read the following paragraphs and write the final corrected versions:  
(There can be more than one error in each line):

the morning of June 27th was clear and sunny, with the fresh warmth of a full-summer day; the flower's were blossoming profusely and the grass was richly green. The people of the vilage began to gather in the square, between the post office and the bank, around ten o'clock; in some towns there were so many people that the lottery took to days and had to be started on June 26th, but in this village, where there were only about three hund red peopel, the whole lottery took only about two hours, so it could begin at ten o'clock in the morning and still be through in time to allow the villagers to get home intime for dinner.