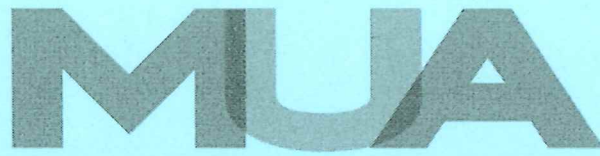


The
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UNDERGRADUATE UNIVERSITY EXAMINATIONS
SCHOOL OF MANAGEMENT AND LEADERSHIP
DEGREE OF BACHELOR OF EDUCATION ARTS

LIT 303 : CREATIVE WRITING PROJECT

DATE: 10TH DECEMBER 2024

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**

QUESTION ONE

Read the Case Study below carefully and answer the questions that follow:

CREATIVITY SKILLS

The overwhelming majority of instructors and employers which were surveyed recently stressed that writing skills are critical both for academic and career success. The survey carried by Lin Gensing revealed the 79 percent of respondent executives cited writing as one of the most neglected skills in the business world, yet one of the most important to productivity. They also admitted that approximately 80 percent of their employees at all levels need to improve their writing skills. In our daily lives on the job, there is a need for effective written communication skills. While most professionals are experts in subject matter, when it comes to their fields, they rely on methods learnt at school when it comes to writing business messages. We have all turned in a report at one time or another that wasn't written as well as it could have been. Poor writing reflects badly on us, it limits the influence we can have on others, and it steals time away from those who do to decipher what we mean. Frustrations with unclear, poorly written e-mail are not inevitable.

Some people write to put their thoughts on paper. Others write to discover what their thoughts are. Most people do both to varying degrees, depending on what they're writing about. Whatever your approach, this training course provides tools that will streamline the process and enhance its effectiveness. Writing is a skill that doesn't come easily to everyone; some people have a natural writing flow that almost bursts off a page while others stumble and trip over the words they write. If you happen to fall into the second category, don't let that stop you. You can improve your writing skills by using the following tips. Like it or not, your grammar skills play a big part in your writing. You may not want to think about nouns, verbs, adverbs, conjunctions or prepositions, but if you want to be a good writer you need to know what they are and how to use them correctly. Using the proper punctuation will ensure that people are reading your sentences correctly. For instance, if you intended a sentence to end, but didn't end it with a period, your readers wouldn't be able to make sense out of your writing.

Required:

- a) Discuss **three** importance of writing skills from the above case study. (9 Marks)
- b) Explain **three** reasons why people write. (9 Marks)
- c) Discuss the importance of good grammar skills in writing. (7 Marks)

QUESTION TWO

- a) Using relevant examples differentiate between fiction and non-fiction. (10 Marks)
- b) Explain the term "creative writing". (5 Marks)

QUESTION THREE

- a) Discuss the importance of figurative language in creative writing. (9 Marks)
- b) Explain **three** purposes of creative writing. (6 Marks)

QUESTION FOUR

- a) Discuss the importance of research in Creative writing. (10 Marks)
- b) Describe the stages of creative writing. (5 Marks)

QUESTION FIVE

- a) Using appropriate examples discuss the role of plot in creative writing. (6 Marks)
- b) Examine **three** creative writing techniques. (9 Marks)

QUESTION SIX

- a) Discuss the relevance of dialogue in creative writing. (8 Marks)
- b) Highlight creation of suspense in creative writing. (7 Marks)

