

1.7 CREATIVE WRITING

A short course providing techniques for writing copy, short stories, radio plays and television scripts.

- What does it mean to be creative?
- What is creative writing?
- Power words, catchy logos and slogans
- A ten point plan for writing a short story
- Relevant grammatical aspects
- Tenses
- Sentence and paragraph construction
- Style and types of style
- Plot development
- Character development
- Space and spatial relations
- The publishing process
- Marketing