



University of Kelaniya – Sri Lanka

Centre for Distance & Continuing Education

**Bachelor of Arts (General) Degree Second Examination (External) - 2012
March - May 2015**

Faculty of Social Sciences

Tourism and Cultural Resource Management- TCRM- E2015

Visual Media for Tourism

Answer any four (04) questions

No. of questions : 08

Time : 03 Hours

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01. Explain the concepts of visual Media and its importance for tourism.
 02. Explain Basic camera Angles used in Electronic Visual media in tourism industry and explain the feelings reflected from those angles.
 03. Discuss the strategies / techniques followed in printed Media such as hand bills and Posters for tourism promotion.
 04. “Script writing holds a huge responsibility in Electronic Media.” Discuss this statement, paying attention on to the factors considered in script writing.
 05. Explain production periods followed in television programmes for tourism promotion and technicians with their tasks/ duties during each production period.
 06. “Documentary programs and Documentary films holds huge responsibility in tourism promotion.” Discuss those program structures and their potentials with examples.
 07. “Internet supports extremely for marking tourism very successful” Discuss this statement.
 08. Write short notes on any **four (04)** topics from the followings.
 - i. Basic camera shots
 - ii. Cutouts
 - iii. Out door shootings
 - iv. Lighting
 - v. Trailers
 - vi. Fillers
 - vii. Blog
 - viii. Video Editing
