



MACHAKOS UNIVERSITY

University Examinations for 2018/2019 Academic Year

SCHOOL OF EDUCATION

DEPARTMENT OF EDUCATIONAL COMMUNICATION TECHNOLOGY

APRIL SESSION EXAMINATION FOR MASTER OF EDUCATION

ECT 801: ADVANCED DESIGN & PRODUCTION OF EDUCATIONAL MEDIA

DATE: 8/8/2019

TIME: 2.00-5.00 PM

INSTRUCTIONS:

Answer QUESTION ONE and any other TWO QUESTIONS

QUESTION ONE

- a) Explain the role of an Educational Media Designer on the use and applications of Instructional Technology? (10 marks)
- b) Explain why it is recommended that teachers use instructional media while teaching? (10 marks)
- c) Explain the steps in instructional development process? (10 marks)

QUESTION TWO

- a) Explain the concept of Models of Communication (5 marks)
- b) Explain the operations of the Newcomb's Model (1953) of Communication. (10 marks)

QUESTION THREE

- a) Explain how you would conduct and produce an Educational Radio and Television programmes for classroom use. (5 marks)
- b) What are the benefits of using video in the classroom? (10 marks)

QUESTION FOUR

- a) What is Instructional Media? (5 marks)
- b) What are the explicit goals that Educational Media helps to Achieve? (5 marks)

QUESTION FIVE

Critically examine educational implications of Events of Instruction as expounded by Gagne' R.M. 1954 (15 marks)