



MACHAKOS UNIVERSITY

University Examinations 2018/2019

SCHOOL OF EDUCATION

DEPARTMENT OF EDUCATIONAL COMMUNICATION TECHNOLOGY AND EARLY CHILDHOOD EDUCATION

EXAMINATION FOR DOCTOR OF PHILOSOPHY IN EDUCATION

ECT 900: ADVANCED DESIGN & PRODUCTION OF EDUCATIONAL MEDIA

DATE:

TIME:

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY TWO OTHERS.

QUESTION ONE (15 MARKS)

- a) What is the role of Educational Media Designer on the use and applications of Instructional Technology? (5 marks)
- b) Explain why it is recommended that teachers use instructional media while teaching? (5 marks)
- c) What are the basic steps in instructional development process? (5 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 (15 MARKS)

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