MACHAKOS UNIVERSITY

2019/2020 Academic Year

SCHOOL OF EDUACTION

DEPARTMENT OF EDUCATIONAL TECHNOLOGY

1ST YEAR THIRD SEMESTER FOR

POST GRADUATE DIPLOMA IN EDUCATION (PGDE)

ECT 715-EDUCATIONAL TECHNOLOGY 2

DATE **TIME**

SECTION A (*ANSWER ALL QUESTIONS IN THIS SECTION*)

1. a)Define the following terms:

i. Communication(2mks)
ii. Sender (2mks)
iii. Channels(2mks)
iv. Noise(2mks)
v. Message (2mks)

b) Differentiate between encoding and decoding (2mks)

2. a)What is meant by ”feedback” as used in communication (2mks)

b) Explain any two (2) types of messages (4mks)

c) Briefly explain how social context and cultural context affect meaning a message during transmission (4mks)

3. a)State two(2) types of Verbal communication (2mks)

b) Give three (3) advantages and three(3)disadvantages of non-verbal communication (6mks)

SECTION B (***ANSWER ANY TWO QUESTIONS IN THIS SECTION)***

4. Citing their key features, advantages and disadvantages discuss three(3) general types of models of communication in which all other models are categorized.(20mks)
5. a)Explain the following theories of communication:(12mks)

i. Spiral silence
ii. Cognitive-behavioral theory
iii. Diffusion of innovation theory
iv. Cultivation Theory

b) Explain four (4) types of non-verbal communication (8mks)

6. a)State three(3) ways of classifying the way communication is transmitted.(3mks)

b) Illustrate any six (6) physiological noise (6mks)

c) By use of diagrams explain the following models (8mks)

i. The Osgood and Schramm circular

ii. the Shannon-Weaver Model

d) Outline three (3) advantages of written communication over oral communication (3mks)