



MACHAKOS UNIVERSITY

University Examinations 2019/2020 Academic year

SCHOOL OF EDUCATION

DEPARTMENT OF EDUCATIONAL COMMUNICATION TECHNOLOGY

AUGUST SESSION EXAMINATION FOR

MASTER OF EDUCATION

ECT 807: DESIGN & PRODUCTION OF EDUCATIONAL MEDIA

DATE: 19/12/2019

TIME: 9.00-12.00 PM

INSTRUCTIONS

ANSWER QUESTION ONE AND ANY OTHER TWO BELOW

QUESTION ONE (20 MARKS)

- a) Define the term instructional design? (5 marks)
- b) Identify various steps involved in Instructional Design? (5 marks)
- c) Define the term Instructional Technology (5 marks)
- d) What is an Instructional Design Model? (5 marks)

QUESTION TWO (15 MARKS)

- a) Differentiate between **ADDIE** and **SAM Models** in terms of Instructional Design. (7 marks)
- b) What is the importance of Change in Design and Production of Curriculum? (8 marks)

QUESTION THREE (15 MARKS)

- a) Critically examine the operations of **Shannon** and **Weaver's Models** of Communication. (5 marks)
- b) What are the roles of Community in decision making of Course Design and Production? (10 marks)

QUESTION FOUR (15 MARKS)

Explain the functions of the following with respect to the concept of instructions designing.

- a) Alliteration (5 marks)
- b) Assonance (5 marks)
- c) Onomatopoeia (5 marks)

QUESTION FIVE (15 MARKS)

- a) Explain the meaning of acousmatic Sound Film in Instructional Media? (5 marks)
- b) Explain the term Diegetic Sound. (5 marks)
- c) Explain the process of Sound Dubbing. (5 marks)