

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

THARAKA CAMPUS

**EXAMINATION FOR THE AWARD OF DEGREE OF
BACHELOR OF EDUCATION ARTS**

EDCI 221: EDUCATIONAL COMMUNICATION TECHNOLOGY I

STREAMS: BED (ARTS)

TIME: 2 HOURS

DAY/DATE: MONDAY 03/12/2018

8.30 AM – 10.30 AM

INSTRUCTIONS:

Answer Question One and any other Two Questions

Question One (30 marks)

- (a) Explain the term communication. [2 marks]
- (b) Explain three ways of improving communication in the classroom. [3 marks]
- (c) Why do we use technology during instruction. [3 marks]
- (d) Discuss dimensions of non-print media. [3 marks]
- (e) State three non-projected media materials. [3 marks]
- (f) Explain two limitations of audio-visual instructional materials. [2 marks]
- (g) Explain why an instructor will use specimen in a classroom. [3 marks]
- (h) Differentiate between a diorama and a model. [2 marks]
- (i) Explain three factors that will influence learning on a visual instructional material. [3 marks]
- (j) Discuss advantages of projected media. [4 marks]

Question Two (20 marks)

- (a) Explain the difference between films and videos. [15 marks]
- (b) Describe on the dimensions of ASURE mode. [8 marks]

Question Three (20 marks)

- (a) Discuss the uses of a Learning Resource Centre. [6 marks]
- (b) Discuss the factors affecting interpretation of visuals in a classroom during instructions. [6 marks]
- (c) Explain on what to consider when making mass production of graphics. [6 marks]
- (d) State two advantages of using realia during instructions. [2 marks]

Question Four (20 marks)

- (a) Discuss the essential components of communication. [7 marks]
 - (b) Discuss the main barriers of effective communication in a classroom during instructions. [7 marks]
 - (c) Discuss Brunner model of communication based on cognitive psychology. [6 marks]
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