

CHUKA



UNIVERSITY

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**UNIVERSITY EXAMINATIONS**

**THARAKA UNIVERSITY COLLEGE**

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

**EDCI 221: EDUCATIONAL COMMUNICATION AND TECHNOLOGY I**

**STREAMS: BED (ARTS) Y2S2**

**TIME: 2 HOURS**

**DAY/DATE: TUESDAY 03/12/2019**

**2.30 PM – 4.30 PM**

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**INSTRUCTIONS:**

- **Answer Question One and any other Two Questions**
- **Do not write on the question paper**

**Question 1**

- (a) Define the following terms [6 marks]
- (i) Technology of education
  - (ii) Technology in education
  - (iii) Educational technology
- (b) Briefly explain three main barriers to classroom communication. [3 marks]
- (c) Distinguish between two dimension and three-dimension media. [4 marks]
- (d) Describe five communication models applicable in education. [5 marks]
- (e) Give characteristics of non-print media. [4 marks]
- (f) Highlight sources of audio-visual materials in Kenya. [4 marks]
- (g) Elaborate on the skills of visual literacy in a classroom situation. [4 marks]

**Question 2**

- (a) Using relevant examples, describe the ASSURE model as applied in classroom teaching. [12 marks]
- (b) Explain various types of reinforcements that teachers use in their classrooms. [8 marks]

**Question 3**

- (a) Describe media for instruction [2 marks]
- (b) Explain general uses of media [6 marks]
- (c) Discuss the challenges facing learning resource centres today. [12 marks]

**Question 4**

- (a) Differentiate the terms simulation and games in teaching learning process. [4 marks]
- (b) Expound on various types of community resources. [8 marks]
- (c) As a teacher, what basic considerations would you put in place in evaluating school text books. [8 marks]

**Question 5**

- (a) Using a diagram, describe the relevance of Dale's cone of experience to teaching. [10 marks]
- (b) Explain the benefits of media in the instruction process. [10 marks]
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