

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

CHUKA / EMBU

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

EDCI 221/223: EDUCATIONAL COMMUNICATION AND TECHNOLOGY I

STREAMS: BED (ARTS) P/T

TIME: 2 HOURS

DAY/DATE: TUESDAY 14/04/2020

8.30 AM – 10.30 AM

INSTRUCTIONS:

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

1. (a) Differentiate between the following [6 marks]
 - (i) Technology in education and technology of education
 - (ii) Global literacy and visual literacy
 - (iii) Non-projected visual media and non-projected visual surfaces
 - (b) Discuss five benefits of educational technology. [10 marks]
 - (c) Explain five (5) advantages of non-projected visuals over other types of media. [10 marks]
 - (d) Describe four benefits of self-made instructional resources. [4 marks]
2. Citing specific examples, describe five categories of media applicable in teaching and learning. [20 marks]
 3. (a) Explain briefly five circumstances when a tape recorder can be used as an instructional resource. [10 marks]

- (b) Discuss briefly the instructional merits of use of realia. [10 marks]
4. (a) State the elements of the communication process. [6 marks]
- (b) Differentiate between verbal and non-verbal modes of communication using examples. [4 marks]
- (c) Explain five strategies for effective use of verbal communication in classroom practice. [10 marks]
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