



MASENO UNIVERSITY
UNIVERSITY EXAMINATIONS 2017/2018

**SECOND YEAR FIRST SEMESTER EXAMINATION FOR THE
DEGREE OF BACHELOR OF EDUCATION WITH
INFORMATION TECHNOLOGY**

CITY CAMPUS -REGULAR

ECT 211: EDUCATION MEDIA AND RESOURCES

Date: 26th February, 2018

Time: 2.00 - 5.00pm

INSTRUCTIONS:

- Answer Question ONE and any other THREE
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QUESTION ONE

- a). Explain three reasons for inclusion of noise in the revised Shannon-Weaver model. (3 marks)
- b). Explain four advantages of using a variety of electronic media in your classroom. (4 marks)
- c). Describe how a classroom teacher can use the following forms of non-verbal communication positively to motivate learners: (8 marks)
- i. Paralanguage
 - ii. Kinesics
 - iii. Eye contact
 - iv. Proxemics
- d). Describe the roles of encoding and decoding in the classroom communication process. (6 marks)
- e). Define the following terms as used in “media and communication” by emphasizing their impact on classroom activities. (4 marks)
- i. Social media
 - ii. Mobile technologies
 - iii. Adaptive technologies
 - iv. Elearning

QUESTION TWO

- a). Using clear examples to support your answer, discuss the challenges you would face in developing electronic media for use in one of your teaching subjects. (10 marks)
- b). Identify any FIVE advantages of using the television in teaching and learning in any of your teaching subjects. (5 marks)

QUESTION THREE

- a). Explain any FIVE factors a teacher would consider in the selection and use of instructional media. (10 marks)

b). Mention any five problems that have hindered effective implementation of radio broadcasting programmes in Kenya. (5 marks)

QUESTION FOUR

- a) Describe the development of Schramm's(1954) model of classroom communication (5 marks)
- b) Giving reasons, explain why secondary school teachers should adopt Schramm's Model (1954) of classroom communication. (10 marks)

QUESTION FIVE

- a). Justify the need for institution to incur capital expenditure in setting up a school multi-media centre. (10 marks)
- b). Use specific examples relevant to Kenya to explain the role of new information technologies in the improvement of the quality of content delivery in secondary schools. (5 marks)

QUESTION SIX

- a). Highlight FIVE advantages of using social media in classroom instruction (10 marks)
- c) Explain FIVE challenges teachers are likely to meet as the ministry of education introduces mobile learning in primary schools in Kenya (5 Marks)