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KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATIONS, 2023/2024 ACADEMIC YEAR
FOR THE DEGREE IN BACHELOR OF EDUCATION(ARTS)
KET 2301-EDUCATION COMMUNICATION,MEDIA & TECHNOLOGY

Date: 11th April 2023
Time: 11.30am-1.30pm

INSTRUCTIONS TO CANDIDATES:

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS.
QUESTIONS ONE (30 MARKS)

- a) State **six** main elements of communication (6 marks)
- b) Identify **six** forms of instructional media (6 marks)
- c) Explain **three** disadvantages of print media (6 marks)
- d) Examine **three** advantages of blended learning (6 marks)
- e) i) Discus **two** basic elements of systems model applied in choice of instructional media: (4 marks)
ii) what do you understand by decoding of information (2 marks)

QUESTION TWO (20 MARKS)

- a) With well-illustrated examples examine how the ASSURE Model is used to select and prepare instructional media (10 marks)
- b) Assume this is your first time in a class, which in your assessment, you hand prepared good instructional material. Explain five forms of feedback you may expect from your learners (10 marks)

QUESTION THREE (20 MARKS)

- a) Explain what you understand by blended learning (2 marks)
- b) Explain why teachers are encouraged to use various types of media during teaching (8 marks)
- c) Discuss five methods of storing and caring for educational Audio visual media (10 marks)

QUESTION FOUR (20 MARKS)

- a) Define multimedia (2 marks)
- b) Explain four key design principles for designing multimedia: (8 marks)
- c) When selecting instructional media, a teacher needs to consider sustainability. Discuss five indicators of sustainability of instructional media: (10 marks)

QUESTION FIVE (20 MARKS)

- a) Audio media has its own challenge when used singularly for instructions in a teaching learning process. Examine five challenges teachers and learners would face under such circumstances. (10 marks)
- b) Discuss application of any four learning theories in selection and use of instructional media for the teaching learning process. (10 marks)