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**KIRIRI WOMENS' UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**UNIVERSITY EXAMINATION, 2024/2025 ACADEMIC YEAR**  
**THIRD YEAR, FIRST SEMESTER EXAMINATION**  
**FOR THE DEGREE OF BACHELOR OF EDUCATION(ARTS)**  
**KET 2301 EDUCATIONAL COMMUNICATION, MEDIA AND**  
**TECHNOLOGY**

Date: 15<sup>th</sup> August 2024  
Time: 11.30am-1.30pm

**INSTRUCTIONS TO CANDIDATES:**

**ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS**

**QUESTION ONE (30 MARKS)**

- a) Identify **five** elements of communication. (5 marks)
- b) Assume you have been preparing for a lesson explain **five** ways you expect feedback from your learners. (5 marks)
- c) Explain the concept of blended learning. (5 marks)
- d) i) Examine the concept of STEAM and in education. (2 marks)  
ii) state three advantages of STEAM in classroom teaching. (3 marks)
- e) Examine three components of systems model applied in choice of instructional media. (6 marks)
- f) Explain constructivism approach in use of educational instructional media (4 marks)

**QUESTION TWO (20 MARKS)**

- a) In teaching leaning visual aids are popular with teachers. By use of relevant examples examine five benefits that accrue from use of visual aids (10 marks)
- b) Assume that you have been identified by county education officer as a resource person to induct the new teacher interns on importance of Educational Media in learning process. Prepare a **five-point** speech well illustrated with example on importance of Educational Media in Teaching & Learning Process (10 marks)

**QUESTION THREE (20 MARKS)**

- a) Assume you have been newly employed in a upcoming Ukweli Junior Secondary school, you are preparing your first lesson, explain with well-illustrated examples how you would apply ASSURE Model to prepare for the teaching aids. (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 FOUR (20 MARKS)**

- a) Drawing relevant examples from a teaching learning process examine **five** challenges of Verbal Communication. (10 marks)
- b) Discuss **five** ways of safe storage and caring for educational instructional audio visual media. (10 marks)

#### **QUESTION FIVE (20 MARKS)**

- a) Explain two ways you would apply social learning theory in selecting educational media (4 marks)
- b) As a professional teacher explain **five** indicators of sustainability of educational instructional media you would prioritize. (8 marks)
- c) Teaching and learning is guided by learning theories. As a teacher cognizant of these theories is of importance to a who wishes to be effective. Discuss **four** learning theories that are useful in selection and use of educational instructional media for the teaching learning process. (8 marks)