

- uses of media
- attract attention
 - development of interest
 - adjusting learning climate
 - promoting acceptance

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 BET-410
 group B.N.N

Mount Kenya



University

UNIVERSITY EXAMINATION 2013/2014

DEPARTMENT OF EDUCATIONAL COMMUNICATION AND TECHNOLOGY

BACHELOR OF EDUCATION / POSTGRADUATE DIPLOMA IN EDUCATION

UNIT CODE: BET4108

UNIT TITLE: EDUCATIONAL TECHNOLOGY

technology in education - is a complex integrated process involving five aspects: the procedure, ideas, skills, organization

DATE: AUGUST 2014

MAIN EXAM

TIME: 2 HOURS

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS from section b

SECTION A

technology of education → the educational or instructional need is established and then the equipment and other means of solving that need are sought.

1. a) Differentiate between technology in education and technology of education. (4 Marks)
 → technology in education →

- b) Define the following terms; (6 Marks)
- i) Decoding skill. - ability to read & interpret visual message
 - ii) Encoding skill. - ability to interpret visual message
 - iii) Visual literacy. - ability to create and accurately interpret visual message.

c) State three general uses of media. (3 Marks)

d) Identify five purpose of broadcasts. (5 Marks)

e) Briefly describe;

- i) Model. - is a representation of three dimensional object
- ii) Mock-up.
- iii) Diorama. - is a three dimensional scene consisting of a group of objects models, specimens in a natural setting. (6 Marks)

60 (600) three dimensional of three d.

- f) State the benefits of distance education. (3 Marks)
- g) Identify three categories of internal publics in a school setting. (3 Marks)

SECTION B

2. a) Discuss five reasons for multichannel learning. (10 Marks)
- b) Explain five things one need to know as a teacher about classroom communication. (10 Marks)
3. a) Giving relevant examples, discuss the ASSURE model in reference to its effective media for instruction. (12 Marks)
- b) Explain four advantages of print media. (8 Marks)
4. a) Discuss five limitations of live radio broadcasts. (10 Marks)
- b) Enumerate the benefits of community resources. (10 Marks)
5. a) Discuss the constraints facing distance education. (10 Marks)
- b) Explain how you would exercise good management of the school resource centre. (10 Marks)