



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2008/2009

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION

ECT 559: AUDIO VISUAL INSTRUCTION: MEDIA AND TECHNOLOGY

DATE: Thursday 27th November 2008

TIME: 9.00am-12.00 Noon

INSTRUCTIONS:

Answer question ONE and other TWO

1. a) Advice a beginner teacher on the type of audio-visual medial to select for teaching the following:
 - i) learners with substandard reading skills
 - ii) a large group of learners (7marks)
- b) List at lease five limitations of audio media (5marks)
- c) The words we use to describe events tend to assign attributes which exist in the observer rather than in the object. Explain. (4marks)
- d) How can one use the ASSURE Model to select audio-visual materials for teaching a heterogeneous (mixed ability) group of learners? (4marks)
- e) Name two advantages and two limitations of still pictures. (4marks)
- f) Give some suggestions for sharpening ones skills in the operation of audio-visual equipment. (5marks)

2. The lecture method creates special communication challenges because the way a learner decodes (interprets) verbalized messages is influenced by his/her perceptual sets.
- a) Giving specific examples, discuss why words as medium of instruction have limitations. (10marks)
 - b) Discuss some points/principles one needs to bear in mind in order to design effective messages. (10marks)
3. Since the introduction of Audio-visual Educational Curriculum in the 1960s, Educational Technology programmes have not stabilized to a particular self-sustaining discipline of study.
- a) Give reasons for this and differentiate between Technology in Education and Technology of Education. (10marks)
 - b) Explain why the history of Educational Technology usage particularly in African schools has has some unsatisfactorily results. (10marks)
4. Visual literacy has been defined as the ability to interpret visual messages accurately and create such messages (decoding and encoding).
- a) Name and discuss the two staged through which visual literacy proceeds. (8marks)
 - b) Elaborate on what the acquisition of visual literacy competencies enables a learner to do. (12marks)
5. The value of audio-visual materials is a function of their degree of realism.
- a) How would one make use of this knowledge to design effective messages for teaching and learning? (10marks)
 - b) Discuss the above statement basing your argument on research findings about learning using visual materials. (10marks)

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