



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2009/2010 – APRIL SESSION

INSTITUTIONAL BASED PROGRAMME (IBP)

EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION

ECT 561: RESEARCH AND SCRIPT WRITING FOR MEDIA

DATE: Thursday 2nd September, 2010

TIME: 9.00 a.m – 12.00 Noon

INSTRUCTIONS:

Answer question ONE and any other TWO

1.
 - i) What is your definition of Instructional Technology? (2 marks)
 - ii) Explain three important characteristics of a well stated objective. (3 marks)
 - iii) Is it legal for a teacher to make a copy of some copy-write materials for instructional use? (3 marks)
 - iv) Explain briefly characteristics of instructional media? (3 marks)
 - v) Motion pictures are considered next to reality, why so? (3 marks)
 - vi) Give some reasons why you need to select instructional media. (2 marks)
 - vii) Seven steps are needed while producing audio-visual programs, what are they and why are they necessary? (14 marks)
2. Using ASSURE MODEL as a reference, relate instructional objectives, selection and media utilization. (20 marks)
3.
 - i) Identify five problems you encountered while researching for your project.
 - ii) Suggest the solution you would consider. (10 marks)

4. Discuss the following:-
- i) Three decisions necessary before introducing a media program. (12 marks)
 - ii) Two formats of media suitable for syclonization for individualized instruction. (8 marks)
5. Write an abstract of your researched project. State the media , the advantages and limitation. This should not exceed one hand written page. (20 marks)