



KENYATTA UNIVERSITY
UNIVERSITY EXAMINATIONS 2011/2012

INSTITUTION BASED PROGRAMME

DECEMBER SESSION EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION

ECT 561: RESEARCH AND SCRIPT WRITING FOR MEDIA

DATE: Thursday 3rd May, 2012

TIME: 9.00 a.m. – 12.00 p.m.

INSTRUCTIONS

Answer question ONE and any other TWO.

1.
 - (i) What is your definition of instructional technology?
 - (ii) Explain the difference between instructional and mass media. [4 marks]
 - (iii) State and explain four advantages of motion pictures. [8 marks]
 - (iv) Explain five characteristics of a well stated objective. [5 marks]
 - (v) Several steps are required while producing an audio visual media, identify the five you consider most important. [10 marks]
2. Discuss the following:
 - (a) The three properties of media. [10 marks]
 - (b) Which do you consider most appropriate for Kenyan schools? Explain. [10 marks]
3. How would you address, “Learning Styles, advantages and limitation and how to overcome those limitations” of the use of motion pictures? [20 marks]
4. Compare and contrast the use of one camera video system and a portable video recording system. [20 marks]
5. Identity five problems you faced while researching for your project. How would you over-come those problems given another project? [20 marks]

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