



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2007/2008

SUPPLEMENTARY EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION

ECT/M/503: DESIGN AND PRODUCTION OF EDUCATIONAL MEDIA

DATE: Monday 21st October, 2008

TIME: 2.00 p.m. – 5.00 p.m.

INSTRUCTIONS

Answer question **ONE** and any other **TWO**.

1.
 - (i) Differentiate mass and instructional media. [2 marks]
 - (ii) Explain the difference between instructional media and instructional technology. [2 marks]
 - (iii) Identify three types of media you consider useful in your subject area. Consider their advantages and limitations. [6 marks]
 - (iv) State and explain the seven steps needed to produce an audio/visual program. [14 marks]
 - (v) Explain four advantages and two limitations of motion pictures. [6 marks]

[Total = 30 marks]
2.
 - (a) Discuss the five steps formular necessary for media utilization. [10 marks]
 - (b) Important decisions are necessary before introducing media use, identify and discuss the five you consider most important. [10 marks]
3. Discuss the following briefly
 - (a) The three properties of media. [6 marks]
 - (b) The four situations necessary for media production and utilization. [8 marks]

- (c) The most appropriate property you would recommend for use in Kenyan Schools. [6 marks]
4. Identify five projected and five non-projected media available in most subjects in Kenyan schools. Justify your reasons. [10 marks]
5. Write an abstract of your researched topic. This should not exceed one page. [10 marks]

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