



KENYATTA UNIVERSITY

UNIVERSITY EXAMINATIONS 2007/2008

FIRST SEMESTER EXAMINATION FOR THE DEGREE OF MASTER OF EDUCATION

ECT /M/561: RESEARCH AND SCRIPTS WRITING FOR MEDIA

DATE: Friday 28th November 2008

TIME: 9.00am-10.00am

INSTRUCTIONS:

Answer question ONE and any other TWO.

1.
 - i) Explain briefly characteristics of instructional media. (4marks)
 - ii) What is the basic sequence? (2marks)
 - iii) Is it generally legal for a teacher to make a copy of some copy-righted materials for his/her own use in the class-room? Explain (4marks)
 - iv) State and explain four advantages of motion pictures. (4marks)
 - v) Seven steps are needed to produce an audio-visual program, what are they and why are they necessary. (4marks)
 - vi) What is your definition of instructional technology? (2marks)

Total (30marks)
2. Discuss the following:
 - a) Three properties of media (12marks)
 - b) Which do you consider most appropriate in Kenyan schools. Explain why? (8marks)
3. Identify five problems you have faced in your research and production of your project. How would you overcome them given another project? (20marks)
4. Discuss the following
 - a) Three decisions necessary before introducing a media program. (12marks)
 - b) Two types of media suitable for syclonization for individualized instruction. (8marks)
5. Write an abstract of your research project. This should not exceed one page. (20marks)

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