



**JARAMOGI ODINGA OGINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY**  
**SCHOOL OF EDUCATION**  
**UNIVERSITY EXAMINATION FOR THE DEGREE OF BACHELOR OF EDUCATION**  
**ARTS WITH IT**  
**2<sup>ND</sup> YEAR, 2<sup>ND</sup> SEMESTER, 2016/2017 ACADEMIC YEAR**  
**NAMBALE CAMPUS, SCHOOL REGULAR**

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**COURSE CODE: ECT 211**

**COURSE TITLE: EDUCATIONAL MEDIA AND RESOURCES**

**DATE .....**

**STREAM: BED (Arts)**

**TIME: 2HOURS**

**EXAM SESSION: .....**

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**Instructions:**

**1 Answer question ONE (COMPULSORY) and ANY other TWO questions.**

**2 Candidates are advised not to write on the question paper.**

**3 Candidate must hand in their answer booklets to the invigilator while in the examination room.**

## QUESTION ONE (COMPULSORY)

- a) (i) Distinguish between verbal and non-verbal communication (2marks)  
(ii) Discuss three ways in which as a teacher you could employ non- verbal communication techniques to improve teaching in your subjects. (6marks)
- b) Chalkboard is a teaching and learning aid that is convenient for the teacher to convey a visual message.  
(i) Highlight 5 advantages of using chalkboard in teaching – learning process. (5mks)  
(ii) Discuss 4 ways in which as a teacher you would use chalkboard effectively to improve teaching in one of your teaching subjects. (4mks)
- c) (i) What is a communication model? (1mk)  
(ii) Briefly describe the following models of communication
- i) Linear mode (4mks)
  - ii) Transactional model (4mks)
  - iii) Berlo’s model (4mks)

## QUESTION TWO

- a) i) Define the term communication (2mks)  
ii) Discuss any 4 characteristics of effective communication (8mks)
- b) Discuss ways which a teacher can use to improve communication during teaching – learning process (10mks)

## QUESTION THREE

- a) During teaching and learning process, much of the interpersonal communication is verbal  
i) What is meant by verbal communications? (2mks)  
ii) Discuss 4 techniques of verbal communication you could use as a teacher to improve on teaching in a given subject of your specialization (8mks)
- b) Critically examine the role of using a radio for teaching and learning in a broadcast lesson (10mks)

## QUESTION FOUR

- a) Instructional media are important elements of teaching and learning activities  
i) What do you understand by instructional media (2mks)  
ii) Discuss 6 general principles that a teacher can follow when selecting the instructional media (18mks)

## QUESTION FIVE

- a) In understanding communication, models are used to represent in a simplified form the concept of the communication process  
i) State two merits and two demerits of using communication models (4mks)  
b) Discuss the role of media in teaching learning process (16mks)

