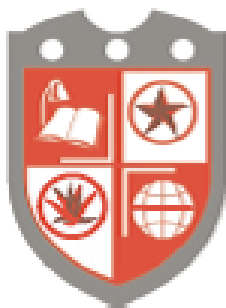


LAIKIPIA



UNIVERSITY

UNIVERSITY EXAMINATIONS

1ST SEMESTER 2025/2026 ACADEMIC YEAR

SECOND YEAR EXAMINATIONS FOR BACHELOR OF EDUCATION

EDCI 221: EDUCATIONAL COMMUNICATION AND TECHNOLOGY

STREAM: R

TIME: 2 HRS

DAY: THURSDAY (8.30-10.30AM)

DATE: 05/02/2026

THIS QUESTION PAPER CONSISTS OF THREE (3 PAGES)

PLEASE DO NOT OPEN UNTIL THE INVIGILATOR SAYS SO.

INSTRUCTIONS:

Answer Question ONE (Compulsory – 30 Marks) and any TWO other questions.

QUESTION ONE (COMPULSORY – 30 MARKS)

- a) Define the following concepts in the context of educational communication and technology:
- i. Instructional media (1 mark)
 - ii. Learning Resource Centre (LRC) (1 mark)
 - iii. Visual literacy (1 mark)
 - iv. Feedback in instructional communication (1 mark)
- b) Explain **four** key functions of instructional media in enhancing teaching and learning. (4 marks)
- c) Outline **three** stages involved in effective classroom communication. (3 marks)
- d) Explain the meaning of transactional communication in the classroom and give one example of how it can enhance teaching and learning. (4 marks)
- e) Discuss **five** factors within learners' field of experience that may influence learning and indicate one way a teacher can address each factor. (5 marks)
- f) List **three** creative approaches that can ensure effective and efficient use of printed materials during instruction. (3 marks)
- g) Explain **three** considerations a teacher should make when selecting instructional media. (3 marks)
- h) Highlight **two** significant advantages of providing feedback during classroom instruction. (4 marks)

QUESTION TWO – (20 MARKS)

- a) Discuss **Five** barriers that can hinder effective classroom communication. (5 marks)
- b) For each barrier you identify in (a) Give **one** reason why it might occur in a classroom situation. (5 marks)
- c) Suggest **one** practical strategy a teacher could use to overcome each of the barrier identified in (a). (5 marks)
- d) Explain **five** key principles of effective communication that teachers should apply during classroom instruction. (5 marks)

QUESTION THREE – (20 MARKS)

- a) Classify instructional media into categories stated below, giving **one** example for each category.
- i) Audio (2 marks)
 - ii) Visual (2 marks)
 - iii) Audio-visual (2 marks)
- b) Discuss **five** major constraints that may hinder proper management of instructional materials in schools. (10 marks)
- c) Using specific examples, give **four** reasons why the use of multiple instructional materials enhances effective teaching and learning. (4 marks)

QUESTION FOUR – (20 MARKS)

- a) i) Explain the concept of visual literacy (2 marks)
- ii) Discuss **five** principles of visual design that teachers should apply when preparing visual materials for classroom instruction. (10 marks)
- b) Discuss the ASSURE model and illustrate how it can be applied systematically in planning and implementing a lesson using instructional media. (8 marks)

QUESTION FIVE – (20 MARKS)

- a) Explain **five** principal functions of a Learning Resource Centre (LRC) in supporting teachers and learners. (10 marks)
- b) Describe **five** ways in which ICT and emerging technologies can enhance teaching and learning in schools. (10 marks)