

MACHAKOS UNIVERSITY
SCHOOL OF EDUCATION
DEPARTMENT OF EDUCATIONAL TECHNOLOGY
ECT 715-COMMUNICATION TECHNOLOGY
PGDE EXAMINATION-APRIL 2020

SECTION A (ANSWER ALL QUESTIONS IN THIS SECTION)

1. a) Define the following terms:
 - i. Communication(2mks)
 - ii. Sender (2mks)
 - iii. Channels(2mks)
 - iv. Noise(2mks)
 - v. Message (2mks)
- b) Differentiate between encoding and decoding (2mks)
2. a) What is meant by "feedback" as used in communication (2mks)
- b) Explain any two(2) types of messages (4mks)
- c) Briefly explain how social context and cultural context affect meaning a message during transmission (4mks)
3. a) State two(2) types of Verbal communication (2mks)
- b) Give three (3) advantages and three disadvantages of non-verbal communication (6mks)

SECTION B (ANSWER ANY TWO QUESTIONS IN THIS SECTION)

4. Citing their key features, advantages and disadvantages discuss three(3) general types of models of communication in which all other models are categorized.(20mks)
5. a) Explain the following theories of communication:(12mks)
 - i. Spiral silence
 - ii. Cognitive-behavioral theory
 - iii. Diffusion of innovation theory
 - iv. Cultivation Theory
- b) Explain four(4) types of gestures (8mks)
6. a) State three(3) ways of classifying the way communication is transmitted.(3mks)
- b) Illustrate any six(6) physiological noise (6mks)
- c) By use of diagrams explain the following models (8mks)
 - i. The Osgood and Schramm circular
 - ii. the Shannon-Weaver Model

d) Outline three(3) advantages of written communication over oral communication (3mks)