



THE CATHOLIC UNIVERSITY OF EASTERN AFRICA

A. M. E. C. E. A

REGINA PACIS INSTITUTE OF HEALTH SCIENCES

MAIN EXAMINATION

JANUARY – APRIL 2018 TRIMESTER

FACULTY OF SCIENCES

DEPARTMENT OF COMMUNITY HEALTH

REGULAR PROGRAMME

HPE 101: EDUCATIONAL COMMUNICATION AND MEDIA PRODUCTION

P.O. Box 62157
00200 Nairobi - KENYA
Telephone: 891601-6
Fax: 254-20-891084
E-mail: academics@cuea.edu

Date: APRIL 2018

Duration: 3 Hours

INSTRUCTIONS: Answer Question ONE and any other THREE Questions

Q1. a) Define the following terms:

- i) Educational technology (1Mark)
- ii) Massmedia (1Mark)
- iii) Visual perception (1 Mark)
- iv) Teaching (1 Mark)

b) Briefly describe how an instructor can effectively use PowerPoint presentation in a clinical instruction session. (4 Marks)

c) State FIVE (5) guiding principles a teacher must use in order to appropriately choose teaching media. (5 Marks)

d) Distinguish between education media and educational communication. (4 Marks)

e) List teaching THREE (3) roles of media in teaching and learning (3 Marks)

f) Highlight the barriers to communication in teaching and learning in tertiary education. (5 Marks)

- Q2. Describe David Berlo's Communication model as applied in teaching and learning in Medical Education. **(15 Marks)**
- Q3. Discuss how one can integrate social media and other forms of ICT into Distance learning and teaching for Health Professionals Education. **(15 Marks)**
- Q4. Examine any FIVE (5) emerging technologies for teaching and learning in Health Professionals Education. **(15 Marks)**
- Q5. The Nursing Council of Kenya has appointed you to chair a committee that is vetting books for use in the new reviewed Diploma in Nursing – Direct Entry Curriculum. Analyse the basic considerations you will make in evaluating the textbooks to be used in the colleges. **(15 Marks)**
- Q6. Explain FIVE (5) reasons why some instructors are not embracing technology in the 21st Century. **(15 Marks)**

END