

**EDUCATIONAL COMMUNICATION AND TECHNOLOGY**

**TERM 1 2023**

**Unit Code:** ED/CUR/TT/CR/18/Pro/A

**Duration of Unit:** 44 hours

**Summary of Learning Outcomes**

1. Analyse the concept of Educational Technology
2. Analyse instructional communication
3. Plan for the use of educational resources
4. Develop and use instructional aids
5. Manage training aids

**Learning Outcomes, Content and Activities**

| **Topic** | **Learning Outcome** | **Content** | **Suggested Learning Activities** | **Time** |
| --- | --- | --- | --- | --- |
| 1 | Analyse the concept of Educational Technology | * Definition of educational technology * Objectives of educational technology * Trends in the individualisation of instruction * Personalized system (PSI) * Programmed learning * Resource based learning * E learning | Table group discussion  Importance of educational technology | **4** |
| 2 | Analyse instructional communication | INSTRUCTIONAL COMMUNICATION   * Definition of instructional communication * Components/ elements of communication * Models of communication - * Shannon and weaver model * Berlo’s model * Schramm model | Think Pair Share  Barriers to instructional communication and how to overcome  Group presentations Barriers of Communication | **4** |
| 3 | Plan for the use of educational resources | EDUCATIONAL MEDIA   * Sensory basis of learning * General importance of teaching aids * General qualities of good teaching aids * Classification of teaching aids * Relative effectiveness of teaching aids (Dale’s cone of experience) | Respond to VARK questionnaire on sensory learning styles  Watch video on Dale’s Cone of experience and comment on its importance in relevance in educational technology | **2** |
| 4 |  | MODELS FOR SELECTION AND USE OF EDUCATIONAL RESOURCES   * ASSURE Model * ACTIONS Model * SECTIONS | Carousel activity on ACTIONS and SECTIONS Model | 3 |
| 5 | Develop and use instructional aids | DISPLAY BOARDS   * Functions of displays * Display surfaces * Chalkboard * White board * Smart board * Bulletin board * Peg board * Flannel board * Magnetic board * Electric board * Multipurpose board | Chalkboard/ white board Practice | 4 |
| 7 | Develop and use instructional aids | THREE DIMENSIONAL TEACHING AIDS   * Dioramas * Puppets * Models * Objects /specimens * Mockups | Group task  Micro teach a lesson using any 3d resource | **2** |
| 8 | Develop and use instructional aids | GRAPHIC MATERIALS   * Advantages of graphic materials * General qualities of good graphic materials * Types of graphic Materials * Charts * Posters * Graphs * Diagrams * Cartoons * Maps | Group work  Facilitate a mini lesson using a graphic material | 2 |
| 9 | Develop and use instructional aids | PRINT MEDIA   * Definition * Types of print media * Textbooks and handouts * Effective use   REPROGRAPHY   * Definition of reprographics   Methods of reproduction   * Factors to consider in choosing method of reproduction | 1. Visit a library and identify categories of print resources 2. Visit the reprographic unit to learn the different types of reprographic equipment and how they function | **4** |
| 10 | Develop and use instructional aids | PROJECTED MEDIA  Types of projected visuals   * Filmstrips * Slides * Opaque materials * Transparencies * Electronic slides * Types of motion picture projection * Advantages of motion picture * Steps in using an instructional film * Projection equipment | 1. In groups design an instructional powerpoint slide and micro teach a short session 2. Demonstrate the use of LCD projector | **4** |
| 11 | Develop and use instructional aids | * MASS MEDIA IN INSTRUCTION * Broadcast media * Digital media * Print media | 1. Record and edit sound 2. Record and edit video 3. Visit KICD Media | **2** |
| 12 | Manage training resources | * Procurement of training aids * Disposal of obsolete / unusable training aids | Interview HOD academic department on how to requisite for training materials | **1** |

**Assessments**

Practical tasks in the activity column to graded using the CAT examination guidelines

References:

# Michael, J. (Ed.). (2015). *The SAGE Encyclopaedia of Educational Technology*. New Delhi: SAGE Publications, Inc

# Reiser, Robert A. and John V. Dempsey (eds). (2006). *Trends and Issues in Instructional Design and Technology, 2nd edition*. Prentice Hall. [ISBN 0131708058](http://edutechwiki.unige.ch/en/Special:BookSources/0131708058)

# Spector J. Michael, M. David Merrill, Jan Elen & M. J. Bishop (eds.) (2013) *Handbook of Research on Educational Communications and Technology*, Springer, [ISBN 1461431840](http://edutechwiki.unige.ch/en/Special:BookSources/1461431840)

# Mayer, Richard, E. (ed.) (2005). *The Cambridge Handbook of Multimedia Learning*, Cambridge University Press, [ISBN 0521547512](http://edutechwiki.unige.ch/en/Special:BookSources/0521547512)