



NATIONAL OPEN UNIVERSITY OF NIGERIA
91, CADESTRAL ZONE, JABI, ABUJA
FACULTY OF EDUCATION
JANUARY/FEBRUARY, 2018 EXAMINATION

COURSE CODE: EDT 811

COURSE TITLE: Theories of Communication and Philosophical Basis of Instructional Media

CREDIT UNIT: 2

TIME ALLOWED: 2 Hours

INSTRUCTIONS: Answer question 1 (one) and any other 2 (Two) questions

.....

1. (a) Briefly explain the development of communication theories (15 marks)
(b) Discuss any three (3) of the following communication theories
 - i. Spiral of silence theory
 - ii. Social exchange theory
 - iii. Cultivation analysis
 - iv. Coordinated management of meaning
 - v. Expectancy violations theory (15 marks)
2. (a) Identify and explain various dimensions of communication (8 marks)
(b) Enumerate four (4) categories of instructional media, with two relevant examples. (12 marks)
3. (a) Discuss any five (5) principles of communication (15 marks)
(b) Itemize the six (5) main components of communication process (5 marks)
4. (a) Write short notes on any four (4) of the following with relevant examples.
 - i. Physical discomfort
 - ii. Verbalism
 - iii. Day-Dreaming
 - iv. Limited perception
 - v. Referent confusion (16 marks)
(b) Clearly differentiate between scientific and rational knowledge (4 marks)
5. (a) Using David Berlo's communication model, discuss the flow of communication in the teaching-learning process (10 marks)
(b) Discuss the contributions of the following philosophers to the development and use of instructional media
 - i. Maria Montessori (5marks)
 - ii. B. F. Skinner (5marks)