

**UNIVERSITY OF SWAZILAND  
INSTITUTE OF DISTANCE EDUCATION**

**BACHELOR OF EDUCATION (ADULT EDUCATION) YEAR V**

**MAIN EXAMINATION PAPER, MAY, 2013**

**TITLE OF PAPER : MATERIALS DEVELOPMENT II**

**COURSE CODE : IDE-BAE 402-1**

**TIME ALLOWED : THREE (3) HOURS**

- INSTRUCTIONS**
- : 1. ANSWER THREE (3) QUESTIONS: ONE (1) FROM EACH SECTION (A, B, C, D)**
  - 2. SECTION A IS COMPULSORY**
  - 3. ANSWERS SHOULD BE WRITTEN IN THE ANSWER BOOKLETS PROVIDED.**
  - 4. DO NOT WRITE ON THE QUESTION PAPER.**

**THIS PAPER SHOULD NOT BE OPENED UNTIL PERMISSION HAS BEEN GRANTED BY THE INVIGILATOR**

**SECTION A  
COMPULSORY]**

**QUESTION 1 [40 marks]**

- (a) What is the distinction between media, mass media and instructional media?  
[10 marks]
- (b) Use relevant examples to examine the role of newspapers and newsletters in the education and training of adults in Swaziland.  
[15 marks]
- (c) Critique the status of adult resource centres in Swaziland, outlining strategies that have been used, or could be used in promoting and sustaining them.  
[15 marks]

**QUESTION 2 [40 marks]**

- (a) What is the distinction between media, mass media and instructional media?  
[10 marks]
- (b) Critique the status of instructional technology in the education and training programmes for adults in Swaziland, outlining strategies that have been used, or could be used in its promotion, development and use.  
[15 marks]
- (c) Use relevant examples to examine the role of exhibitions in the education and training of adults in Swaziland.  
[15 marks]

**SECTION B**

**QUESTION 3 [30 marks]**

Your organization has commissioned you to produce radio programmes aimed at raising awareness on gender-based violence(GBV) in Swazi society.

- (a) Explain how you will identify your audience for the communication plan.  
[6 marks]
- (b) Specify the content for each identified target audience.  
[6 marks]
- (c) Explain how you will develop the content for each of the target audience.  
[6 marks]
- (d) Explain how you will evaluate the programme.  
[6 marks]
- (e) Justify why radio will be the most appropriate medium to use.  
[6 marks]

**QUESTION 4 [30 marks]**

Using your current area of specialization (Communication/Rural Development/Human Resource Management) describe how you could publicise your organization's involvement in the implementation of any of the UN Millennium Goals (MDGs) in Swaziland. Use the following outline:

- (a) Identify the goal to be addressed and target audience.  
[6 marks]
- (b) Specify the objectives to be achieved  
[6 marks]
- (c) Identify the media to be used.  
[6 marks]
- (d) Develop a message or content to be included.  
[6 marks]
- (e) Explain why you think the media selected is appropriate for the presentation of your message.  
[6 marks]

**SECTION C**

**QUESTION 5 [30 marks]**

Explain the principles and steps you will follow in producing a newsletter for either:

- (a) Extension education; or
- (b) Community development; or
- (c) Health education; or
- (d) Adult Basic Literacy; or
- (e) Human Resource Management in an organization.

**QUESTION 6 [30 marks]**

- (a) Using relevant examples, explain why maintenance and care of teaching and learning materials are important to the adult educator/facilitator.  
[10 marks]
- (b) Discuss the **development, production and use** of the following types of commonly used low cost instructional media:
  - (i) Flannel boards [5 marks]
  - (ii) Puppets [5 marks]
  - (iii) Flat pictures [5 marks]
  - (iv) Posters [5 marks]

**QUESTION 7 [30 marks]**

- (a) Using relevant examples, explain why maintenance and care of production facilities for teaching and learning materials are important to the adult educator/facilitator. [9 marks]
- (b) Describe the procedures you would follow in the **use, maintenance and care** of the following Equipment for developing instructional materials.
- (i) An overhead projector [7 marks]
  - (ii) A video camera [7 marks]
  - (iii) A computer/Laptop [7 marks]