



University of Fort Hare

Together in Excellence

TLM 322

DEGREE EXAMINATION

NOVEMBER 2025



Time: 3 Hours

Subject: Teaching and Learning Media Materials

Marks: 100

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This paper consists of 2 pages, including the cover page

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INSTRUCTIONS

1. Answer all questions in this paper.
2. Start each question on a new page.
3. Number your questions correctly.
4. Write neatly.

Question 1. [30 marks]

- 1.1 What are the three primary types of media used in educational settings, and how do they differ? (6)
- 1.2 The role of audio-visual technology in classrooms goes beyond mere entertainment; state any five (5) important benefits of using audio-visual technology in classrooms. (10)
- 1.3 What are the fundamental principles when designing effective multimedia for a classroom setting? (8)
- 1.4 How do higher-order thinking skills differ from lower-order thinking skills? (6)

Question 2. [20 Marks]

- 2.1 What are some examples of motivational scaffolding multimedia tools? (6)
- 2.2 List any four (4) fundamental principles expected when designing effective multimedia for a classroom setting? (4)
- 2.3 Specify five (5) cognitive processes according to the cognitive theory of multimedia learning. (5)
- 2.4 What role does educational media play in the teaching-learning process? (5)

Question 3 [50 marks]

- 3.1. Differentiate between the textbook-bound approach and productive blend approach. (6)
- 3.2. What are the two types of textbook use distinguished by Moulton (1994)? (4)
- 3.3. Explain the meaning of the phrase "teacher pets." (2)
- 3.4. State the different purposes of a textbook that can serve for teachers? (8)
- 3.5. What role do textbooks play in promoting independent study habits among students? (6)
- 3.6 List two advantages of using textbooks for learners. (6)
- 3.7. How do textbooks assist teachers in managing lessons? (7)
- 3.8. What is the 'Cone of Experiences' and who named it? (3)
- 3.9. How can one identify a good textbook? Provide the characteristics of a good textbook. (8)

[TOTAL: 100 Marks]

!!GOODLUCK!!