

Syllabus for Master of Arts (Educational Communication) Programme

Course - I : Growth and Philosophy of Distance Education

A. Distance Education : Socio - Academic Issues

1. Socio - political Issues
2. Academic Credibility
3. Social - Credibility
4. Operational Issues

B. Distance Education : Philosophical Foundations

1. Defining Distance Education
2. Philosophical Foundations - 1
3. Philosophical Foundations - 2
4. The New Learner

C. Distance Education : Socio - Academic Issues

1. Socio - political Issues
2. Academic Issues
3. Social - Academic Credibility
4. Micro and Macro Issues

D. Growth & Philosophy of Distance Education - A Review

1. General Introduction
2. The Development of Distance Teaching - An Historical Perspective
3. The scope of Distance Teaching
4. Characteristics of Distance Education
5. Guided Didactic Conversation in Distance Education
6. Theoretical Aspects of correspondence Instruction

E. Growth and Innovations : Some Illustrations

1. Offshore Engineers, United Kingdom
2. Accion Cultural Popular, Colombia
3. Emergency Science Programme, Guyana
4. Refugees, Zambia
5. Women's Studies, Australia
6. The Zimbabwe Integrated National Teacher Education Course, Zimbabwe
7. Minorities, United States of America
8. Sukhothai Thammathirat Open University, Thailand

Course - II : Communication Modes in Education

1. Communication process
2. The Effective Educational Communication
3. Instructional Modes in Higher Education
4. Face to Face Methods of Instruction
5. Instructional Audio Programmes
6. The New Horizons : Instructional Video and Instructional Programming
7. Instructional Print Materials
8. Multiple Communication Patterns in Distance Education

Course - III : Instructional Systems Design

1. The Systems Approach to Education
2. Education, Instruction and Training
3. The Nature of Learning : Some Viewpoints
4. Models and Analyses for Instructional Design
5. What is an Instructional Design
6. Objectives and How to write them
7. The Syllabus
- Appendix I - A profile of Distance Education
- Appendix II - Cognitive Domain
- Appendix III - Curriculum Clarity Formats
- Appendix IV - Checklist for Writing Objectives
- Appendix V - Programme Monitor - Forms

Course - IV : Assessment and Evaluation

1. Assessment, Measurement and Evaluation
2. Approach to Education and Examinations
3. The Basis of Assessment
4. Measurement in Education
5. Type of tests and Examinations
6. Development of Tests and Multiple Choice Items
7. Test and Item Analysis.
8. Test Scores and what they Mean
9. Principles and mechanics of grading
10. Question Banking
11. Mastery Learning and Testing
12. What is Evaluation
13. The Purposes and Goals of Evaluation
14. Evaluation Models and Approaches
15. Issues in Evaluation Studies