

ACTIVITY ONE: Define these Terms in brief.

- 1) **Media and Communication:** The word **communication** is an academic field that deals with processes of human communication. **Media** is a discipline and field of study that deals with the content, history and effects of various media; in particular, the "mass media". Media studies may draw on traditions from both the social sciences and the humanities. The word medium is defined as "one of the means or channels of general communication, information, or entertainment in society, as newspapers, radio, or television."
- 2) **A pedagogue:** A Pedagogue is another name for "teacher," but one who is strict, stiff or old-fashioned. The noun pedagogue, pronounced "PED-uh-gog," is the Old French word for "teacher of children."
- 3) **Educational Psychology:**
- 4) **Sociology:** It is the study of human social behavior and its origins, development, organizations and institutions. It is a social science which uses various methods of empirical investigation and critical analysis to develop a body of knowledge about human social actions, social structure and functions.
- 5) **Political Sciences:** It is a social science concerned with the study of the state, nation, government and politics and policies of government. Politics is "The activities in getting and using power in public life and being able to influence decisions that affect a country or a society."

ACTIVITY TWO: Answer these questions

1. Political Sciences help us gain some benefits; write them: Students who are studying political sciences can gain analytical skills, **administrative competences** and **communication abilities** that are valued in a wide spectrum of potential career areas. Like :- **Motivation, Critical thinking, Argumentation, Originality, Respect, etc.**
2. What are the main aims of psychopedagogy: **1- To find and cure by using complex background knowledge:- psychic developmental disturbances,- educational problems,- social-cultural disadvantages. 2- It embraces theoretical principles from psychology and the practical application of those principles in teaching with the central aim of enhancing learning and its effective context.**
3. Name 4(Four) Sociology Scientists:
☐Auguste Conte 1798-1857 ☐ Karl Marx 1818-1883 ☐ Herbert Spencer 1820-1903
☐ Emile Durkheim 1858-1917 ☐ Max Weber (1864-1920)
4. Where can we implement psychopedagogy: Pedagogical services,
☐ Day nurseries,☐ Early developmental centres,☐ Civil associations,☐ Health services,
☐ Neo-natalogic and baby and children centres. ☐ Mass media
5. What are the Methods of research in SHS: **Experimental design, quasi-experimental designs, surveys, focus groups, conversation analysis, and interviews.**

ACTIVITY THREE: "Media inform, amuse, startle, anger, entertain, thrill, but very seldom leave anyone untouched". Shirley Biagy. (in a well-structured paragraph discuss this quote) (5pts)

- The mass media are powerful in shaping, influencing and even altering identities, and perception of the world.
- Media technology has made communicating increasingly easier as time has passed throughout history.
- In a large consumer-driven society, electronic media (such as television) and print media (such as newspapers) are important for distributing advertisement media. More technologically advanced societies have access to goods and services through newer media than less technologically advanced societies.
- Media technology has helped to connect diverse people from far and near geographical location. It has also helped in the aspect of on-line or internet businesses and other activities that have an on-line version.