

Workshop Terms of Reference (ToR)

Techniques of Evaluation: Document Analysis

Module XII (Paper 12: Policy Research and Evaluation)

(Document Analysis Exercise) - 25 marks

The paper is designed to introduce policy studies to students and to acquaint them with the various approaches to understand global and national policies in the sphere of media. The focus is also to develop a critical understanding about the process of policy formulation and evaluation. The course is designed to make students gain knowledge of various steps involved in the process of policy making. The students therefore are introduced with the practical knowledge of the beginning step towards the policy formulation. Hence the last segment of the course is in a form of a workshop where the students are exposed to various documents on the basis of which policy is formulated like, reports, recommendations, etc made by the government in the respective media related fields. These documents initiate the policy making process hence it is essential on the part of the student to understand and evaluate them in order to reflect on the media policy scene in India. Thus the evaluation of these documents forms the primary stage of learning to analyse the policy or policy formulation process.

The workshop completely focuses to equip the students with tools, techniques and methods to analyze and evaluate policy related documents. The workshop therefore will lead to critical inquiry of the policy related documents by employing various approaches and theories to develop knowledge and skills to evaluate these documents. The purpose is to expose the students to the practical world of policy environment in India and to develop the ability to know how and with what aim these documents are produced and why they form the essential part of the policy formulation process.

Structure of the workshop:

The workshop is primarily a group exercise. Each document will be handled by a group of two to three students. Each student will be expected to familiarize him/herself thoroughly with the text of the document, conduct background research and synthesize the information so obtained to be able to present it finally in two forms: a presentation and a term paper/report at the end of the semester.

The list of documents will be provided to students from where each student will choose one for document for the entire project.

A framework of analysis will be provided to read the document, identify various components and analyse it. The broad parameters will be defined around which documents can be screened. Suitable academic readings will also be provided to bridge the gap between

theoretical and practical, to bring out meaning and purpose of the exercise and also to get informed about the environment in which the document has to be located.

Further references of any kind will be welcomed if needed by the students for the exercise. Such references will be purely on students' initiative and so will be arranged by them.

The workshop will deal with the documents which have appeared in pre-liberalised India which is after independence till 80's. These documents are important source material to understand media policy scene in India, like press commission reports, report on small newspapers, etc.

Evaluation:

As mentioned above the assessment is based on twin exercise done by each student- a presentation and a term paper. The presentations are expected to be made involving power-point techniques by each group where every member of the group is needed to participate and share equal responsibility. The group will be assessed jointly keeping in mind the equal participation of each member.

The next level involves an individual submission of term paper by each student. These term papers/reports should be made in the form of write-ups and strictly not just a description around the defined parameters used in the group presentation which should be between 2000-3000 words.

The presentation and paper will be evaluated based on the quality and volume of information extracted from the document, appropriate use of tools and techniques and depth of analysis involving application of theoretical approaches to policy studies.

Learning Outcomes:

By the end of the workshop the students will be able to identify documents important for the policy making process, learn methods to read them and develop skills to critically locate them in a policy formulation process. They would be able to analyse and evaluate such documents by highlighting its various components and by extracting sufficient data and information to reflect on larger policy scene in India. They would develop the ability to draw underlying linkages between such document, the policy and the policy outcomes.