ANALYSIS OF THE SUBJECT GEOGRAPHY

CONTENT ANALYSIS

INTRODUCTION TO CONTENT ANALYSIS

- While teaching in the classroom the utmost important element is explaining the subject matter i.e the content of the topic using simple language or presenting ideas from the source material(Textbook) in one's own words as it makes learning

- The first and the foremost step is breaking down the content matter in small parts to understand the meaning and accordingly teacher translates the content in a more refined and simple manner so that one can understand the real meaning and gist of the subject matter.

- This analysis of the content helps the learners to achieve higher level of learning to grow intellectually, emotionally while transaction of information present in the textbook.

MEANING OF CONTENT ANALYSIS

- It is any systematic procedure devised to examine the content of recorded information. (For Example- Textbook)

- Content Analysis is a tool in teaching learning process to analyse and have a wider knowledge of the given data or information.

- Content Analysis is a method of studying and analyzing the information in a systematic, objective and quantitative manner for the purpose of meaningful learning.

FEATURES OF CONTENT ANALYSIS

- Content analysis is a systematic approach towards understanding all the elements involved in syllabus of a particular subject.

- Conceptual analysis- Can be thought of as establishing the existence and frequency of concepts most often represented by words of phrases in a text.

- Relational analysis- Goes one step further by examining the relationships among concepts in a subject, its textbook,its co relation with other subjects, different core values and morals interrelated to eachother.

- Physical analysis- it involves analysis of physical aspects involved in teaching learning process like textbooks and other teaching aids.

- Format- It also focuses on the format that is being used for the curriculum, syllabus and its execution in classroom.
- Selection of the content
- Organization and presentation of the content
- Illustrations
- Exercises
- Language
- Physical aspects of the textbook
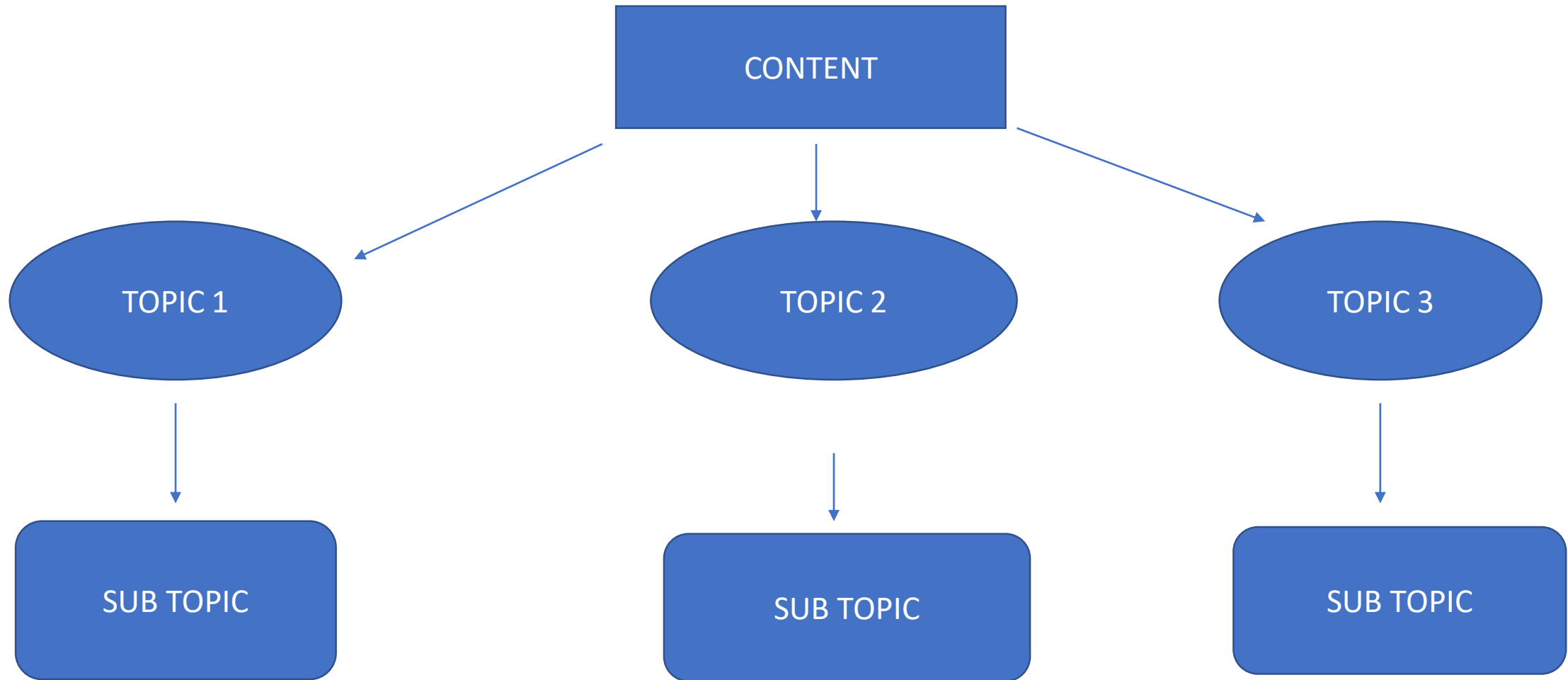- NCF 2005 and Textbooks

ANALYSIS OF TEXTBOOKS OF SOCIAL SCIENCE

- Title of the textbook
- Year and place of publication
- Name of the publisher/organization
- Stage(Primary/ Upper Primary)
- Class
- Total number of pages
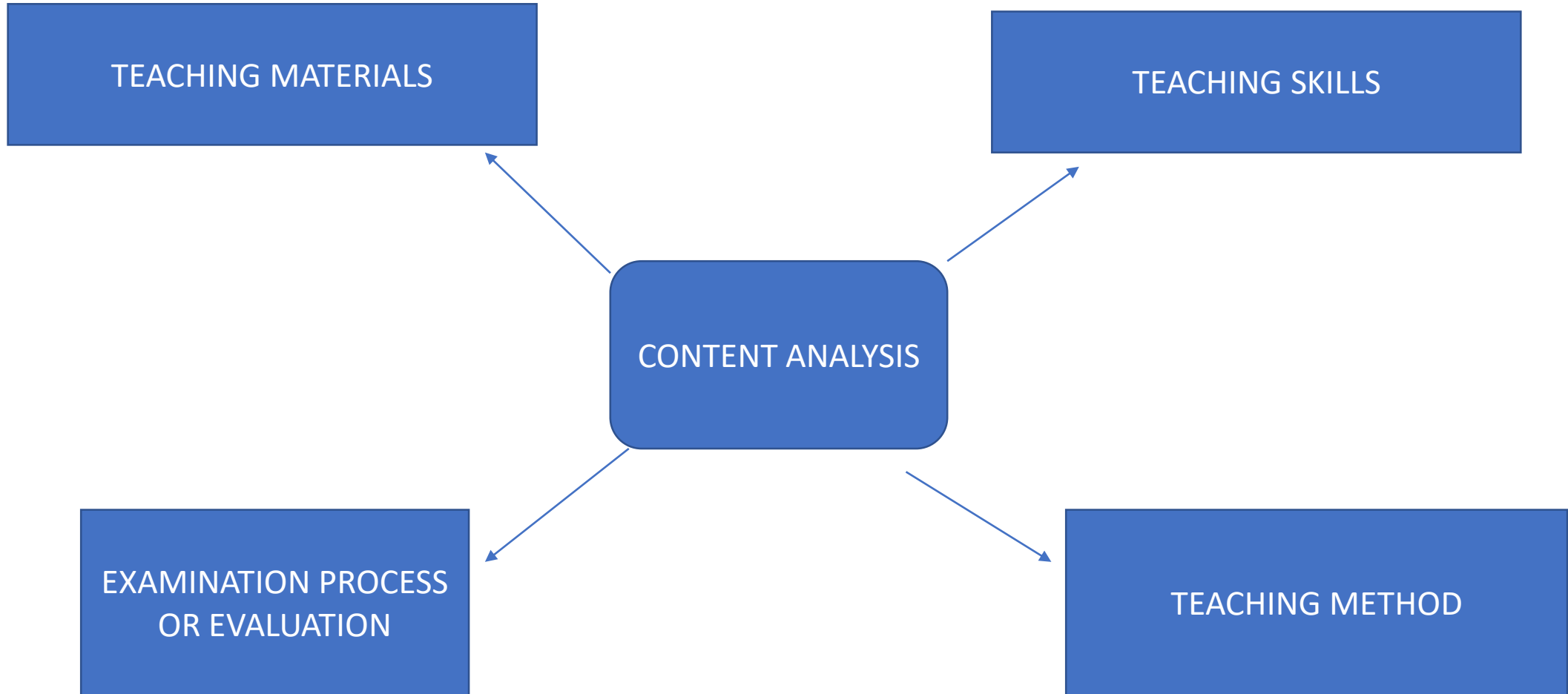- Total lessons
- price

PHYSICAL ASPECTS OF THE TEXTBOOKS

- Cover page
- Quality of paper
- Quality of binding
- Font size used and it appropriateness
- Layout of text
- General information
- Coverage of syllabus in the textbook and linkage of syllabus with the text.
- Overall observations and any other suggestions
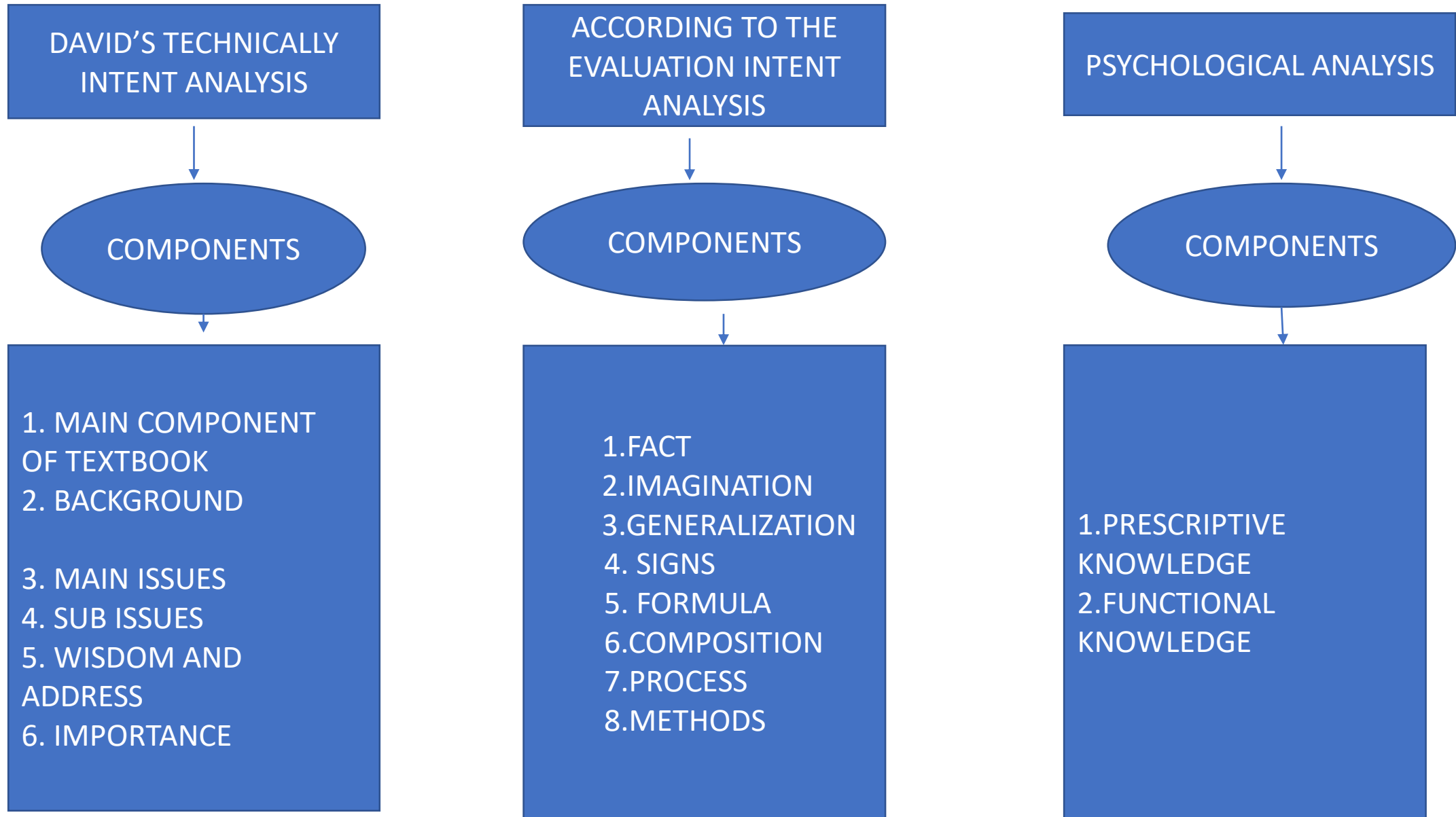
DAVID'S MATRIX METHOD

- He divided the content in different parts and topics for making learning easier.
- Content division is done in order to have a direct and positive impact on students.
- Topics are further divided into subtopics to make it effective for learners we(teachers) arrange it into a set of procedure which includes the: MAIN IDEA, MAIN TERMINOLOGY, MAIN FACTS

SOURCES OF CONTENT ANALYSIS

TEACHING MATERIALS

TEACHING SKILLS

CONTENT ANALYSIS

EXAMINATION PROCESS OR EVALUATION

TEACHING METHOD

• TYPES OF CONTENT ANALYSIS

DAVID'S TECHNICALLY INTENT ANALYSIS	ACCORDING TO THE EVALUATION INTENT ANALYSIS	PSYCHOLOGICAL ANALYSIS
COMPONENTS	COMPONENTS	COMPONENTS
1. MAIN COMPONENT OF TEXTBOOK 2. BACKGROUND 3. MAIN ISSUES 4. SUB ISSUES 5. WISDOM AND ADDRESS 6. IMPORTANCE	1.FACT 2.IMAGINATION 3.GENERALIZATION 4. SIGNS 5. FORMULA 6.COMPOSITION 7.PROCESS 8.METHODS	1.PRESCRIPTIVE KNOWLEDGE 2.FUNCTIONAL KNOWLEDGE

IMPORTANCE OF CONTENT ANALYSIS

- Provides a broader outlook towards teaching learning process.
- Makes learning of subject matter easier and helps to remember things in a better way.
- Provides a guiding approach to both students and teachers.
- Helps the students to understand the content in a systematic and meaningful manner.
- Makes the information more flexible in nature for understanding.

ADVANTAGES OF CONTENT ANALYSIS

- It helps teacher adapt to change.

- It fosters a reflective approach to teaching

- Helps to divide syllabus and its content according to the needs of the student.

- Makes learning easy and time saving.

- Helps to engage students in learning process in a more productive manner.