

Chapter 3
Topic 2 Education: the research context
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Activity: Research
Using school documents

Learning objectives

At the end of this activity you should be able to:

- Identify key marketing documents produced by schools and colleges.
- Evaluate the usefulness of these documents in studying a school or college.

In small groups:

1. Find out what brochures or other publicity and marketing materials aimed at potential students or their parents your school/college produces. Obtain copies of these if possible. Include website pages, videos etc. In your view, how far do these documents give an accurate and complete picture of your school/college? Is there anything you feel is missing from the picture?
2. What use might a sociologist make of school documents in investigating the marketisation of education?