



Academic & Student Support Services
Gwasanaethau Academaidd a Chefnogi Myfyrwyr
Registry
Y Gofrestrfa
Academic Registrar Cofrestrydd Academaidd
Simon Wright LLB(Hons)

Cardiff University

McKenzie House
30-36 Newport Road
Cardiff CF24 0DE
Wales UK

Tel please see below
Fax +44(0)29 2087 4130

www.cardiff.ac.uk

Prifysgol Caerdydd

Tŷ McKenzie
30-36 Heol Casnewydd
Caerdydd CF24 0DE
Cymru Y Deyrnas Unedig

Ffôn gweler isod
Ffacs +44(0)29 2087 4130

www.caerdydd.ac.uk

Sent by email to v.bakir@bangor.ac.uk

03 April 2020

Dear Professor Bakir,

Re: Institutional Response: External Examiner Annual Report 2018/19

I am writing further to the receipt of your report for MA Digital Media and Society.

Your report has been considered by colleagues in the School and is the basis of this Institutional Response on behalf of the Vice-Chancellor. The School will also use its contents to help inform their [Annual Review and Enhancement](#) process and where appropriate, [Periodic Review](#).

The University is pleased to note your positive comments including:

1. Your positive indications regarding the programme structure, academic standards and assessment process.
2. All modules introduce students to relevant and up-to-date material.
3. Some really excellent dissertation work is demonstrated, to the extent that the markers can see the work being published. This is testament to the quality of the overall course and those who teach on it.
4. Students are given an excellent, structured entry into how to become researchers in their own right in Putting Research into Practice 1 (MCT533).
5. The mode of delivery for Putting Research into Practice 2 (MCT534), was impressive (group work and workshop) as well as the assignment (design and develop mini research projects, and the balance between group and individual assessments).
6. The presentation for Governing the Internet: digital freedoms and restrictions (MCT541) is a particularly good way of bringing a seemingly dry topic to life, and students clearly engaged with this well.



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Issues highlighted in your report and response provided by the School:

1. ***Noteworthy Practice and Enhancement:*** *Some variance in style of feedback; recommend ensuring all markers leave an overall evaluative comment on all scripts.*

While the extent of in-text feedback often varies a bit, depending on the marker, providing an overall evaluative comment is standard practice. As you note, it should have been included in the feedback for all dissertations that were reviewed here, and it is unfortunate if that was not done sufficiently. We will clarify this to all markers of this year's dissertations and make sure that feedback will be thorough and include all necessary components.

2. ***Noteworthy Practice and Enhancement:*** *The blog for Understanding Digital Media (MCT544) is a good idea, but consider more formal guidance on what it means to be creative in that medium, and how the creative element would be assessed.*

We agree that guidance on the blog essay may not have been specific enough in the past. Clearer guidelines were developed for the module this year and students received an assignment info-sheet that specified the requirements and assessment. We hope this has clarified the issue and believe it has led to more interesting student work.

We hope that you will find this response satisfactory and thank you for your continued support of the programme.

In order to meet the expectations of the [QAA Quality Code](#), both the External Examiner Annual Report and this Institutional Response will be published on the University's [Public Information website](#) and will be available to all students and staff.

We are most grateful for your comments and for your support in this matter.

Yours sincerely,



Mr Simon Wright
Academic Registrar