



Academic & Student Support Services
Gwasanaethau Academaidd a Chefnogi Myfyrwyr
Registry
Y Gofrestrfa
Academic Registrar Cofrestrdydd 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 gauti.sigthorsson@roehampton.ac.uk

06 February 2020

Dear Dr Sigthorsson,

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

I am writing further to the receipt of your report for BA Journalism, Media and Culture / Journalism and Communications / Media and Communications / Journalism, Communications and Politics.

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. Curriculum design shows impressive engagement with contemporary issues in media, communications and journalism, reflected in the reading lists and topics for individual lectures/seminars. This also applies to the methods (e.g., content analysis, ethnography) and data sources (e.g., the use of open data in Data Journalism).
3. Moderation reports provided for each assessment in a module were presented in a consistent format across the different modules.
4. I found innovative practice in most of the modules reviewed. In particular, some assessments challenge the students to exercise their creativity and to engage with the subject from a fresh perspective.



Registered Charity, no. 1136855
Elusen Gofrestredig, rhif 1136855

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

1. **The Assessment Process:** *The team may want to consider, for example, whether an essay the most appropriate assessment for 60% of the learning outcomes for Data Journalism, rather than the data visualisation – a brief that seemed to stretch the students in ways not seen elsewhere.*

We thank the examiner for this suggestion and the module leaders are now invited to review this assessment weighting.

2. **The Assessment Process:** *I suggest that the team consider whether it would be beneficial to present assessment briefs more consistently between modules.*

JOMEC does have a range of preferred and recommended structures for assessment and feedback. Individual module leaders are given leeway in applying these. However, their approach is always subject to internal and external scrutiny.

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