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Sent by email to paul.newman@futurenet.com

02 November 2020

Dear Mr Newman,

Re: Institutional Response: External Examiner Annual Report 2019/20

I am writing further to the receipt of your External Examiner's report for MA in Magazine Journalism.

Your report does not appear to raise any significant issues that require a more immediate response however, the School has been asked to address the following comments raised in your report:

- Future recommendations: consider rebranding as channel-agnostic i.e. remove the word Magazine and place the emphasis on digital-first journalism; journalism that also flows into print. This should not be to the detriment of learning the magazine discipline because the publishing projects help students develop vital skills, such as creativity and collaboration, and greatly enhance their aptitude for visual communication.

I am confident that the Programme Team will endeavour to address the issues identified in your report and your comments will help inform their [Annual Review and Enhancement](#) process.

The University is pleased to note your positive comments, including:

1. Your positive comments regarding the programme structure, academic standards, and assessment process.
2. Having been a serial complainant about accuracy it was particularly pleasing to see that student work continues to improve in this regard. And the course magazines Herkind and Thrifty Eats definitely contained more in-depth work than was the case in previous years. In fact, they were probably the two strongest publications I have reviewed, with the design values in particular taking a leap forward. It was also satisfying to note that the focus of



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assignments touched on serious and important issues, such as poverty and human rights.

3. I was pleased to see a much higher standard of CVs, covering letters and supporting assignments this year. The teaching staff and students are to be commended for this, especially considering the cruel role COVID-19 played in disrupting this aspect 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.

As this is your final year as External Examiner, we would like to thank you for your service, and we are most grateful for your valuable input into this process.

Yours sincerely,



Mr Simon Wright
Academic Registrar