



## EXTERNAL EXAMINER ANNUAL REPORT FORM

Guidance notes are available to support the completion of this Report and are available at <http://learning.cf.ac.uk/quality/review/external-examiners/reports/>.

	For completion by External Examiner:		
Name of External Examiner:	Mary Hockaday		
Home Institution / Employer of External Examiner:	BBC		
Programme and / or Subjects Covered by this Report	Broadcast Journalism MA – MCT550/551/552 <i>MA/PgDip in Broadcast Journalism and dissertations for the MA in Journalism (Asian College of Journalism)</i>		
Academic Year / Period Covered by this Report:	2015-16	Date of Report:	

For completion by External Examiner in the spaces provided. Please extend spaces where necessary. **Please note this Form will be published online and should not make any reference to any individual students or members of staff.**

### 1. Programme Structure

Cardiff's PGDIP/MA in Broadcast Journalism is widely respected within the industry. One reason for this is the combination of academic and contextual learning and practical skills which support work readiness. The overall programme structure is a good mix of essential knowledge (especially Media Law and Public Administration) and a very good grounding in journalistic and broadcast practice.

I reviewed the practical modules in particular (MCT550/551/552). There is a great deal to cover but the programme is focused and well-organised to ensure the students have plenty of real teaching and practice in finding stories, reporting, interviewing, writing, delivery, radio production and television production skills and audience awareness. There are good opportunities to demonstrate both individual talent and initiative and teamworking skills, an essential part of broadcasting.

The facilities are very good and allow students to develop real world production skills working with systems and equipment which mirror industry newsrooms.

Digital skills are also covered and students also take a separate Digital Journalism module.

Some students add a major project to progress from the PGDIP to MA. It should be noted that from next year the course offered is an MA and all students will be expected to progress to an MA.

## **2. Academic Standards**

Standards are high. I reviewed a wide range of examples of assessed work and final tests. The students arrived with a range of skills, experience and natural ability and I could see progress in all the work I reviewed across the year. The students are expected to produce work which is broadcast ready for the industry – this is the standard they are marked to. This contributes to the real success of students in finding employment. The course rightly expects high levels of accuracy and writing skills which are fundamental to journalism and story-telling in any medium.

## **3. The Assessment Process**

I was impressed by the rigour of the assessment process. The module catalogue is clear. The learning objectives are clear and are clearly reflected in the marking criteria. Feedback and score sheets follow on and are rigorously used to assess work and give useful, actionable feedback. This care leads to marks which appropriately discriminate between excellent, good and unsatisfactory work and feedback which guides students to improve. I'd note the value of assessing creativity and use of picture in the TV package assessment.

The teaching staff show huge commitment to their students, with detailed and careful marking. They have many systems for ensuring the course remains relevant to changing industry needs including external speakers and excellent industry contacts.

Scores for excellent work are rightly hard won and very rare for outstanding. Correspondingly, inadequate work is marked as such. This approach can give both students and future employers confidence they are being accurately marked against academic and industry standards. It is a tribute to the Cardiff School of Journalism, the selection process, the course teaching and the students themselves that the vast majority of them progress with very satisfactory scores.

## **4. Year-on-Year Comments**

I fully support the move to a full MA programme for students. This is standard across post-graduate journalism training and recognises the quality of what Cardiff offers. The course leaders are reviewing the programme structure and content to reflect this and also to reflect the fast-changing media landscape. The boundaries between broadcasting and digital and social journalism are blurring and awareness of a range of platforms and digital and social story-telling skills will be valuable for students. That said, the core purpose should remain teaching students the essential knowledge and skills for journalists including finding stories, writing, interviewing, delivery, and good practical radio and tv production skills (as well as law, public administration etc). These will stand students in good stead however the media landscape evolves. I look forward to seeing the results.

## **5. Preparation / Induction Activity (for new External Examiners only)**

I was well briefed and prepared and had good opportunity to discuss the course's objectives and practice.

## **6. Noteworthy Practice and Enhancement**

One important aspect of the programme is that each student takes on a 'beat', pursuing stories in their particular area or expertise. There is no substitute for real world experience of finding stories and talking to a wide range of people in a wide range of situations so this is a very valuable part of the course.

I reviewed examples of work where individual students showed real flair and creativity as well as the fundamentals of sound journalism and practice. Whether use of picture, live broadcast delivery, an original story or use of sound, such examples stand out and reflect very well for these students and the programme.

## **7. Comments on the Examination of Master's Dissertations (External Examiners for postgraduate Master's Programmes only, see also 9.23-9.29 below)**

N/A

## **8. Appointment Overview (for retiring External Examiners only)**

## 9. Annual Report Checklist

Please include appropriate comments within Sections 1-8 above for any answer of 'No'.

		Yes (Y)	No (N)	N/A (N/A)
<b>Programme/Course Information</b>				
9.1	Did you receive sufficient information about the Programme and its contents, learning outcomes and assessments?	Y		
9.2	Were you asked to comment on any changes to the assessment of the Programme?			N/A
<b>Draft Examination Question Papers</b>				
9.3	Were you asked to approve all examination papers contributing to the final award?			N/A
9.4	Were the nature, spread and level of the questions appropriate?			N/A
9.5	Were suitable arrangements made to consider your comments?			N/A
<b>Marking Examination Scripts</b>				
9.6	Did you receive a sufficient number of scripts to be able to assess whether the internal marking and classifications were appropriate and consistent?	Y		
9.7	Was the general standard and consistency of marking appropriate?	Y		
9.8	Were the scripts marked in such a way as to enable you to see the reasons for the award of given marks?	Y		
9.9	Were you satisfied with the standard and consistency of marking applied by the internal examiners?	Y		
9.10	In your judgement, did you have the opportunity to examine a sufficient cross-section of candidates' work contributing to the final assessment?	Y		
<b>Coursework and Practical Assessments</b>				
9.11	Was the choice of subjects for coursework and / or practical assessments appropriate?	Y		
9.12	Were you afforded access to an appropriate sample of coursework and / or practical assessments?	Y		
9.13	Was the method and general standard of assessment appropriate?	Y		
9.14	Is sufficient feedback provided to students on their assessed work?	Y		
<b>Clinical Examinations (if applicable)</b>				
9.15	Were satisfactory arrangements made for the conduct of clinical assessments?			N/A
<b>Sampling of Work</b>				
9.16	Were you afforded sufficient time to consider samples of assessed work?	Y		
<b>Examining Board Meeting</b>				

		Yes (Y)	No (N)	N/A (N/A)
9.17	Were you able to attend the Examining Board meeting?	Y		
9.18	Was the Examining Board conducted properly, in accordance with established procedures and to your satisfaction?	Y		
9.19	Cardiff University recognises the productive contribution of External Examiners to the assessment process and, in particular, to the work of the Examining Board. Have you had adequate opportunities to discuss the Programme and any outstanding concerns with the Examining Board or its officers?	Y		
<b>Joint Examining Board Meeting (if applicable)</b>				
9.20	Did you attend a Composite Examining Board, i.e. one convened to consider the award of Joint Honours degrees?			N/A
9.21	If so, were you made aware of the procedures and conventions for the award of Joint Honours degrees?			N/A
9.22	Was the Composite Examining Board conducted according to its rules?			N/A
<b>Examination of Master's Dissertations (if applicable)</b>				
9.23	Did you receive a sufficient number of Dissertations to be able to assess whether the internal marking and classifications were appropriate and consistent?			N/A
9.24	Was the sample in accordance with the University's sampling guidelines (guidelines provided below)?			N/A
9.25	Were you satisfied with the standard and consistency of marking applied by the Internal Examiners?			N/A
9.26	Were you able to attend the Master's Degree (Dissertation) Stage Examining Board?			N/A
9.27	If so, was the Examining Board conducted properly and in accordance with established procedures?			N/A
9.28	Were the schemes for marking and classification correctly applied?			N/A
9.29	Were the standards of the awards recommended appropriate?			N/A

Please return this Report, preferably in a Microsoft Word format, by email to:

[ExternalExaminers@cf.ac.uk](mailto:ExternalExaminers@cf.ac.uk)

Your fee and expenses claim form and receipts, should be sent electronically to the above email address or in hard copy to:

External Examiners, Registry, Cardiff University, McKenzie House, 30-36 Newport Road, Cardiff, CF24 0DE

#### **SAMPLING OF TAUGHT MASTER'S DISSERTATIONS BY EXTERNAL EXAMINERS**

External Examiners shall be expected to see prescribed numbers and ranges of Dissertations, but not to mark them, on the following basis:

At least 10% of Dissertations for a postgraduate taught Master's Programme, or a minimum of 10 (whichever is the higher figure) must be seen by the External Examiner(s). Where the total number is less than 10, all Dissertations must be seen by the External Examiner(s) #.

Dissertations seen by External Examiners should include examples from across the whole range of achievement (i.e. Pass with Distinction, Pass, Fail).

External Examiners will retain the right to see other Dissertations at random.

# Where more than one External Examiner is appointed on a Programme, at least 10% of Dissertations, or a minimum of 10 (whichever is the higher figure), should be seen collectively by the External Examiners.