

Academic & Student Support Services  
Academic Registrar  
Simon Wright LLB  
*Gwasanaethau Academaidd a Chefnogi Myfyrwyr*  
*Cofrestrwydd Academaidd*  
*Simon Wright LLB*



Sent by email to [aeron.davis@gold.ac.uk](mailto:aeron.davis@gold.ac.uk)

10 November 2015

Dear Professor Davis,

**Re: Institutional Response: External Examiner Annual Report 2014 – 2015**

I am writing further to the receipt of your External Examiner's Report for the MA in Political Communication.

Your Report has been considered by the School in accordance with our approved procedures. I am, therefore, now in a position to respond on behalf of the Vice-Chancellor to the main points you had raised.

**Issue(s) Highlighted:**

1. Your suggested reduction in the number of core modules to allow a wider choice of electives;
2. Your perception that there are too many required assessments during the year and some could be cut out.

**The following response has been provided on behalf of the School:**

1. The School will discuss this issue at relevant MA boards because there could be some flexibility as new staff arrive in 2015/2016. However, the School wishes to retain the 'Electoral Behaviour, Public Opinion and the Media' (a core 10 credit module) because it is one of the most popular courses and considered to be a vital part of the programme.
2. This will also be discussed at the relevant MA boards along with a review of assessment points across all modules. One module – Putting Research into Practice II – does have a number of different assessment points that are quite minor and include group work. The School would therefore be reluctant to reduce the number of assessments of this module because it is believed to deliver robust method training which is vital to the programme.

Cardiff University  
McKenzie House  
30-36 Newport Road  
Cardiff CF24 ODE  
Tel Ffôn I +44(0)29 2087 9189  
[www.cardiff.ac.uk](http://www.cardiff.ac.uk)

*Prifysgol Caerdydd*  
*Tŷ McKenzie*  
*30-36 Heol Casnewydd*  
*Caerdydd CF24 ODE*  
Tel Ffôn I +44(0)29 2087 9189  
[www.cardiff.ac.uk](http://www.cardiff.ac.uk)

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

1. your positive indications regarding the programme structure, academic standards and assessment process
2. your positive concluding comments at the end of your term as External Examiner.

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

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.

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 website and will be available to all students and staff.

The University's provision of the formal Institutional Response is not intended to constrain direct communication between schools and their External Examiners. Schools are encouraged to discuss with their External Examiners any matters of detail raised in their Reports and, more widely, any issues impacting on the quality and standards of awards, including possible changes to programmes.

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

Yours sincerely,



Mr Simon Wright  
Academic Registrar