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Sent by email to Mr Ed Fraser

23 April 2021

Dear Mr Fraser,

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

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

Your report does not appear to raise any significant issues that require a more detailed response, however the School have been asked to note the following comments:

I think it's vital that we see some more digital work coming through from the students which has now become a fundamental bedrock of our industry underpinning much of the broadcast work.

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. The programme is widely recognised across the media industry in the UK as a programme which gives students an exceptional grounding in the founding principles of broadcast journalism and the tenets of Media Law and Public Administration.
3. The course takes students with varied level of ability and potential and helps them all make real progress.



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4. The assessors appear adept at identifying the particular strengths and offer clear critical feedback to the students identifying the relative merits and failings in the work.
5. One of the strengths of the Cardiff programme is the specialism students choose to focus on and this should continue. This helps to develop a depth and understanding of the real world of journalism enabling students to build contacts and expertise which is essential in the world beyond.
6. I particularly enjoyed the CJS News (May 18th) which felt professionally presented, relevant, well scripted and editorially balanced.

I hope that you will find this response satisfactory and we 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