

18/10/2013

INSTITUTIONAL RESPONSE: EXTERNAL EXAMINER REPORT 2012-2013 - BA in Journalism, Media & Cultural Studies

Dear Dr Cocking,

I am writing further to your External Examiner's report for the above programme(s). Your Report has been considered by the Cardiff School of Journalism, Media and Cultural Studies 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.

Issues Highlighted

Your Report raised issue(s) which have been referred for consideration by the School. The following response has been provided by the Director of Undergraduate Studies on behalf of the School.

"Thank you very much for your report as External Examiner for the BA in Journalism, Media and Cultural Studies for the 2011 – 2012 academic session. I am very pleased that the great majority of your comments were positive. However, included in the report were some concerns which require a written response.

1. ***[3] the External Examiner's perception of "a mix of double marking and moderation being practised" by internal examiners and suggestion that the matter be discussed with a view to "arriving at a more consistent approach" that allows discussions between first and second markers/moderators to be "presented in a more consistent form"***

I accept this observation and it is our intention to ensure that all modules, where possible, adopt the same methods of double marking. That is to say, we will make the relationship between the markers more transparent on feedback sheets and ensure that the comments/evaluation follows the same pattern across the degree.

2. ***[3] related observations on "the way in which typos and mistakes in referencing are factored into marking"***.

Again, we will endeavour to introduce a system where typos and referencing errors are dealt with comparably across the programme so that there can no student misunderstanding.

Once more, thank you very much for all your hard work and the many worthwhile comments and suggestions made in your response."

Positive Comments

The School and University are pleased to note your positive comments on the School's provision including:

- a. **[1, 2 and 3] your positive indications regarding the programme structure, academic standards and assessment process;**
- b. **[6] your indications that you were "particularly impressed by the high standard of feedback" to students and at the variety of formats being used;**
- c. **[6] your further positive indications related to the ongoing development of the programme, a perception that the programme "puts graduates in a very strong position to gain employment" in the field and confirmation that the "research interests of staff feed into their teaching" to provide "a very rich and varied range of modules" and a "very contemporary feel".**

I hope that you will find this response satisfactory and thank you for your service as External Examiner.

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 Registry web pages and will be available publically.

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.

Mrs Jill Bedford
Director of Registry and Academic Services