



## EXTERNAL EXAMINER ANNUAL REPORT FORM

The completion of this Report is supported by *Annual Report Form – Guidance to External Examiners*. The Guidance and this Form are available at:

<http://www.cardiff.ac.uk/regis/ifs/exex/rep/index.html>. Fee information and claim forms are available at: <http://www.cardiff.ac.uk/regis/ifs/exex/fees/index.html>.

	For completion by External Examiner:		
Name of External Examiner:	Alison Gow		
Home Institution / Employer of External Examiner:	Trinity Mirror		
Programme and / or Subjects Covered by this Report:	Digital Journalism module		
Academic Year / Period Covered by this Report:	2012/2013	Date of Report:	06/07/13

For completion by External Examiner in the spaces provided. Please extend spaces where necessary. **Please note this Form will be published online.**

### 1. Programme Structure

The programme structure, whereby students were asked to complete a community project and a feature project within that, explored their abilities to develop online and real-world communities around their chosen topic, use multimedia and social media to grow relationships and build both their own personal brand, and their Wordpress blog as a brand.

The feature article not only required a high level of journalism and writing standards, but also their storytelling abilities through the use of multimedia - video, audio, or social tools such as Storify.

From a professional perspective, this was particularly useful and relevant as it showcased not only writing and grammar skills, but also key storytelling abilities. The ability to reach out audiences, use social media to source stories or themes and publish them, and multimedia to convey the story to readers, together with the development of each student as a personal brand, will be of vital importance in their future professional lives. This programme allowed students to continuously adapt; what was a little disappointing was that several of those whose work I was sent apparently chose not to continue their blogs, once their course was completed.

### 2. Academic Standards

The standard of writing and use of grammar was good across all examples I saw.

### **3. The Assessment Process**

I considered the assessment process to be thorough and supportive. There was on-going feedback of projects, and questions or issues were met with sound suggestions and appropriate guidance for resolution.

It was clear that those students who had obviously made less effort than the projects required were made aware of that, and given advice and encouragement to turn their work around.

The feedback provided regarding the sample works was clear and helpful.

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

This was my first year as an external examiner.

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

Helpful and appropriate, with good support if required.

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

The Digital Journalism Module felt as though it were equipping students not only for real-world newsrooms - many of which are undergoing a radical evolution in their approach to content sourcing and audience building - but for entrepreneurial careers of their own.

The approach to develop and online/offline community supplemented by a piece of multi-sourced feature writing would contribute to a job applicant's portfolio, and those students who have gone on to maintain their coursework blogs should find these stand them in good stead at interviews.

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

N/A

## 8. Annual Report Checklist

Please include appropriate comments within Sections 1-7 above for any answer of 'No'.

		Yes (Y)	No (N)	N/A (N/A)
<b>Programme/Course Information</b>				
8.1	Did you receive sufficient information about the Programme and its contents, learning outcomes and assessments?	Y		
8.2	Were you asked to comment on any changes to the assessment of the Programme?	N		
<b>Draft Examination Question Papers</b>				
8.3	Were you asked to approve all examination papers contributing to the final award?	N		
8.4	Were the nature, spread and level of the questions appropriate?	Y		
8.5	Were suitable arrangements made to consider your comments?	Y		
<b>Marking Examination Scripts</b>				
8.6	Did you receive a sufficient number of scripts to be able to assess whether the internal marking and classifications were appropriate and consistent?	Y		
8.7	Was the general standard and consistency of marking appropriate?	Y		
8.8	Were the scripts marked in such a way as to enable you to see the reasons for the award of given marks?	Y		
8.9	Were you satisfied with the standard and consistency of marking applied by the internal examiners?	Y		
8.10	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>				
8.11	Was the choice of subjects for coursework and / or practical assessments appropriate?	Y		
8.12	Were you afforded access to an appropriate sample of coursework and / or practical assessments?	Y		
8.13	Was the method and general standard of assessment appropriate?	Y		
8.14	Is sufficient feedback provided to students on	Y		

	their assessed work?			
<b>Clinical Examinations (if applicable)</b>				
8.15	Were satisfactory arrangements made for the conduct of clinical assessments?	Y		
<b>Sampling of Work</b>				
8.16	Were you afforded sufficient time to consider samples of assessed work?	Y		
<b>Examining Board Meeting</b>				
8.17	Were you able to attend the Examining Board meeting?	Y		
8.18	Was the Examining Board conducted properly, in accordance with established procedures and to your satisfaction?	Y		
8.19	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>		NA		
8.20	Did you attend a Composite Examining Board, i.e. one convened to consider the award of Joint Honours degrees?	NA		
8.21	If so, were you made aware of the procedures and conventions for the award of Joint Honours degrees?	NA		
8.22	Was the Composite Examining Board conducted according to its rules?	NA		

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:

Clive Brown, Registry Officer, Registry & Academic Services, Cardiff University,  
McKenzie House, 30-36 Newport Road, Cardiff, CF24 0DE