

INSTITUTIONAL RESPONSE: EXTERNAL EXAMINER REPORT 2012-2013 - MA/PG Diploma in Journalism (Newspaper Option)

Dear Ms Duncan,

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 Professor Richard Sambrook, the Chair of the Board of Studies, on behalf of the School.

"We are grateful for the suggestion that "candidates be given the choice to write either one long piece in each section, or split it into two or three related reports – ie a lead and side panels – which is more in keeping with newspaper and online trends."

Staying relevant to industry production trends is crucial to the course - and we appreciate the recognition for our ability to prepare students for "the real world" elsewhere in the report. In this particular regard we will look at introducing this into the course where it is practical to do so."

Positive Comments

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

- a. [1, 2 and 3] positive indications regarding the programme structure, academic standards and assessment process;
- b. [2] the comment that "what makes the Diploma prized over some Media Studies courses is that it prepares students for the real world".

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