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| **MARK SHEET** | | | |
| This mark is provisional | First marked by:  Adrian Mackenzie | Date:  Date (fixed) | Mark Awarded:  67 |
| Moderated by:  Adam Fish | Date: |  |
| Module: socl923 | | |
| Agreed mark: | | |
| Student Name: Group North | | |

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| **First Marker Comments:** Group North 'The Death of David Bowie' https://thenorthgroup.wordpress.com/  Binnie, Della, Tommy and Xin-Xin,  This was a very good project in many respects. The group research project effectively documented practical awareness of important methods in media and cultural studies. It actually brought together quite a few interesting empirical materials and did generate some interesting insights around David Bowie and his death. I was impressed by the completeness of the blog entries and their conscientious engagement with the methodological problems of studying contemporary media cultures. The high points for me of your project were the attempt to imagine a discourse analysis of David Bowie and the analysis of changes in the official David Bowie website.  The project, as a research project, had a double focus (masculinity and social media awareness of celebrity), which complicated the research plans and methods, and indeed, the analysis of sample empirical materials. Normally research questions are connected together.  While I think all of the blog posts showed a good grasp of the key methodological issues, they were sometime introduced rather abruptly or without any introduction. This makes sense for a written classroom exercise, but reads a little oddly for a blog.  The blog overall made some good use of the textual and visual affordances of the wordpress site. It made somewhat uneven use of hyperlinks, which are one of the key features of online writing. Some blog posts (e.g. the one on discourse analysis) were supported by many hyperlinks and others by very few.  I could see that members of the group were contributing during the different parts of the group project. |