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| **MARK SHEET** | | | |
| This mark is provisional | First marked by:Adrian Mackenzie | Date: 15 March 2016 | Mark Awarded: 67 |
| Moderated by:  Adam Fish | Date: 24 March 2016 |  |
| Agreed mark: | | |
| Student Name: Group North | | |
| **First Marker Comments:**  Della, Tommy and Xin-Xin,  The framing of the research and the research questions made sense in their focus on images, masculinity, youth and social media. It was interesting for me to think about the relation between the two. I wanted to ask about that. I was glad to see that 'attitudes' was not part of the research questions.  The relevant academic literature was reasonably comprehensive, although with quite a sociological emphasis. I liked the way that you talked through the research questions using the academic literature. That was uite scholarly. There was a good selection of material on masculinity, although I'm not sure that it draw on very recent literature. How come the latest reference on masculinity comes from 10 years ago? The death of celebrities material was really well chosen. The concept of 'public body' was crucial.  Methods discussion was focused on visual and ethnographic methods. That made sense given the focus on images. The methods were well justified, and quite concretely described. I really liked this practical focus both on the visual analysis and the ethnographic study. The chosen site – St Martins Central Art School? – seems very appropriate (assuming you can get access.). **It seemed to me that the ethnography would have been quite effective in focusing on the second research question (awareness of the death) perhaps than on the first**. I liked the idea of the archive based on Wayback Machine and other images from social media. I wasn't sure how much images and how many things would be in the database?  The death of Michael Jackson seems highly relevant as a point of comparison. 'Live ethnography' is a bit of a tautology, by the way. However, studying another celebrity seems like a lot of work for your group. How would you compare the two cases?  I was wondering whether your project sets out to challenge the theory of hegemonic masculinity? What is the link between public body and masculinity theory? I wonder too whether you think that social media change how the 'public body' exists. **Does David Bowie's 'body' depend on television and print media?**  Timing of the presentation was good, and in general, the style of presentation – looking at the audience, making use of visual materials, etc. – was pretty good.  Questions from the audience were handled quite confidently. Some extra information came out through the questions (for instance, about which young people were included). | | | |