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| **MARK SHEET** | | | |
| This mark is provisional | First marked by: Adrian Mackenzie | Date:Date (fixed) | Mark Awarded: 61 |
| Second marked by:  Imogen Tyler | Date: | Mark Awarded: 55 |
| Module: socl923 | | |
| Agreed mark: 58 | | |
| Student Name: Li Zhou-xian | | |

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| **First Marker Comments:**  Zhou-Xian,  This was a sophisticated response to the question. I think it shows a grasp of some of the key method-related challenges in media and cultural studies. I did appreciated your reflections on the problems of the group research project. That was a potential strength of the essay, although at times it seemed overly pessimistic and almost defeatist. Your group, it is true, did not have time to implement the research design. But it did undertake a series of exercises or practice attempts with various methods, some of which in practice are very time consuming (e.g. ethnography). There was no expectation that your group project would actually produce an ethnography.  There were some strange words in the text (attacks, wearing) that made the essay slightly difficult to read. |
| **Second Marker Comments:**  There wasn’t a cover sheet with this essay, so I didn’t have the title of the coursework –I took this from another students to make sense of our piece. I wasn’t sure if this was your mistake or not so I didn’t deduct marks for this.  Unfortunately, you mis-quoted the Couldry quote 'cultural studies is an expanding space for sustained, rigorous and self-reflexive empirical research into the power-laden complexity of contemporary culture' (Couldry 2000: 1), so I had to look this up to make sense of your question to begin with –you need to be careful in proof-reading your work. It is useful double space your essay, as this makes it easier to pick up mistakes. I also print and read a final draft of my work out loud, which can help in picking up where sentences where awkwardly formulated.  I didn’t feel I got a strong enough sense of the purpose of the group project—to apply different methods to the analysis of a pop video. I had to work hard as a reader to make sense of this reflective piece of writing, and the group work you had undertaken. You need to write in a way that provides more detail and context, and more clearly signals to the reader what is taking place.  Despite these problems, I got a sense of the experimentation with methods, and which you found useful and also the reflection on doing this kind of analysis of a group, and the problems and limitations with this. Overall, I thought was a fair effort. |