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| **MARK SHEET** | | | |
| This mark is provisional | First marked by: Adrian Mackenzie | Date:Date (fixed)  10 May 2015 | Mark Awarded:  58 |
| Second marked by:  Imogen Tyler | Date: | Mark Awarded:  57 |
| Module: socl923 | | |
| Agreed mark: 57 | | |
| Student Name: Xiao Xiao-Jun | | |

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| **First Marker Comments:**  Xiao-Juo,  Your essay begins with a quite sophisticated analysis of Couldry's arguments about method in cultural studies. Your essay makes some really solid points there, and I liked the observations you made about participation in culture and power.  I appreciated your discussion of the problems in doing your group project. I would, however, expect some level of familiarity with textual analysis at an MA level, even if you are not familiar with more technical aspects of semiotics or discourse analysis. Similarly, your conclusion that it was not possible to fully apply methods are fine, but it would be more interesting to know what happened when you tried to use and what was difficult. It is definitely worthwhile to discuss the complexity of researching contemporary culture, but it might be a bit limiting to conclude that virtually all research methods are irrelevant or fail because you didn't have time to put them fully into practice within the given time. |
| **Second Marker Comments:**  This self-reflexive piece on the challenges of doing cultural studies research, focused on the application of different methods to an analysis of a Megan Trainor pop video was good. As a reader, I wanted to know a little more about this video, the production context, the content. Without watching the video myself there was not enough context in your writing for the reader to get a clear sense of what it is a media-cultural object/text. This was a problem with several of the pieces of work I second-marked, not just yours, and I think a key issue with undertaking a media-cultural studies approach is carefully situating the object/practice under analysis. Despite this limitation, I thought you demonstrated a fair assessment of key theoretical issues and the self-reflection on the methods applied was clearly a useful exercise.  There are a lot of typos, learn to double space your writing and editing more carefully, proof-reading several times. |