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| **MARK SHEET** | | | |
| This mark is provisional | First marked by: Adrian Mackenzie | Date:Date (fixed) | Mark Awarded:  51 |
| Second marked by: | Date: | Mark Awarded: |
| Module: socl923 | | |
| Agreed mark: | | |
| Student Name: Kim Tae Hong | | |

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| **First Marker Comments:**  Kim,  Your essay begins with fairly clear statement about the group research project. It moves fairly quickly on to a question about the usefulness of media effects theory in comparison to Baudrillard's account of simulacra. I don't have a problem in principle with that, but it immediately digresses from the topic of the essay. Your account of Baudrillard is reasonably lucid, but you don't really address the question of methods. By contrast, I think your work with empirical materials from the research project was more promising. It would have been good if your essay began to analysis those materials guided by the general argument Couldry makes about the power-laden complexity of media and culture. Your comments near the end of the essay made a start on that, but didn't keep continue very far. It would have been good to say more about the different visual, textual, and ethnographic approaches that your group research project involved. I couldn't see much evidence of those. |
| **Second Marker Comments:** |