**Department of Sociology**

**Postgraduate Feedback Sheet**

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| Student Name: | Sarah Williams, Nicola Mainwaring | | |
| Module: | Critical Methods (Presentation) [https://lancsladiesmedia.wordpress.com](https://lancsladiesmedia.wordpress.com/) | | |
| Mark (number): | 85 | Late Penalty: |  |

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| **Marker Comments**  This presentation was very well done. Nice way to work together to relay the information. The research is quite good, and I would encourage you to pursue Ph.D. work. Some comments:   * At the risk of maintaining a gender binary, it would be good to discuss the role of masculinity perceptions of sport in the creation of “women who can do sports.” Whether you think this is vital or not is not as important as perhaps addressing the interests and concerns of readers who will want to see you complicate the role of possibly fighting against gender binaries in perceptions and images of sport that this campaign relies upon in order to make its point. * Your use of semiotics and critical visual analysis is strong in terms of your selection of the images, time period, and the role of social media in relaying information about the campaign and the images of and by women involved in sport. * How you define the campaign as “successful” is lacking here; is it related to the number of followers or participants in the social media strands, or is “successful” for you being measured another way? Awards from national organizations that the campaign received may be evidence of a form of “success,” but as you are discussing something from a cultural perspective, it becomes confusing when you apply normative measures to make meaning without your own positionality. |

x

**This module has been moderated**

**Marker:**  **Moderator: Adrian Mackenzie**

**Date:**  **Date: 27 April 2018**

**If you want to discuss this feedback further with me, please come see me during my office hour or make an appointment.**