**Department of Sociology**

**Postgraduate Feedback Sheet**

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| Student Name: | Gelan Su, Qinya Xiong, Xuan Song | | |
| Module: | Critical Methods (Presentation) [https://lipstickworship.wordpress.com](https://lipstickworship.wordpress.com/) | | |
| Mark (number): | 63 | Late Penalty: |  |

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| --- |
| **Marker Comments**  Topic is very interesting, and you did a nice job working together to relay the information. Hope these comments can help in your future work:   * The literature review seems a bit long and cumbersome. What might help is to present a “background,” which your visuals help with in the presentation, but some data and other forms of examples, such as language used by people to ask for and buy lipstick is helpful. Relatedly, the conceptual framework should have its own slide with the theories discussed or mentioned so that it becomes more for analysis than description. * The analysis and the conceptual framework also seem to combine at some point, and so a reorganization of the presentation would help the audience to understand the progression to your questions and method. * The research questions are good ones with which to start; however, the use of “case study” and “content analysis” do not seem to adequately provide the data needed for those questions to be discussed or “answered.” In fact, your presentation struggles to provide the exact data sets that you will be using, leaving the audience unaware of how and why you are going about examining this topic and phenomena. * What you seem most interested in are the visuals and the messages of the language within advertising, and using visual analysis methods for that would be strong enough to start. Once that is completed, then you might be more successful with other participatory perspectives that you seem to be interested in via the use of a “case study” where you would speak with people and also analyse online fora. |

x

**This module has been moderated**

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

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

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