**Department of Sociology**

**Postgraduate Feedback Sheet**

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| Student Name: | Gelan Su, Qinya Xiong, Xuan Song | | |
| Module: | Critical Methods (Blog) [https://lipstickworship.wordpress.com](https://lipstickworship.wordpress.com/) | | |
| Mark (number): | 55 | Late Penalty: |  |

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| **Marker Comments**   * I appreciate seeing the data you are working with in terms of translated comments, as well as the images of the comments. Some of the organization of this is a little confusing, however, and what could have helped what clear indicators of the purpose of the posts you were doing. In other words, showing us that you have themes of understanding or clusters of meaning to which the analysis connects would have been nice. * Asking questions here in this forum about how to connect literature to analysis could have been done a little better. How did the positions within the literature operate within the analysis and how do you get to that point through collaborative analysis within your team? * Using the blog platform to show more visuals and to highlight video or screen captures of your analysis of the language and visuals would have been helpful. Week 7, for instance, highlights a deep interest in the analysis of audience interaction via analytics than in the meanings of the language, images, and interactive features of advertising in this case. That becomes a distraction for trying to conduct a methodological analysis of a specific case. |

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.**