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WELCOME TO MEDIA STUDIES

Welcome to Maynooth University and the Department of Media Studies to all new students, and a warm welcome back to returning students. Congratulations on the successful completion of your previous year’s study.

This Handbook is your guide to the academic year, to the modules you will take, and to the guidelines in place on important aspects of your academic study and production work. Please read it carefully and refer to it during the year, it provides you with an overview of the provisions and arrangements offered by the Department of Media Studies for 2014-15. A copy of the Handbook can also be found on our website, http://maynoothuniversity.ie/mediastudies

In particular, the Handbook provides details of the modules to be completed each year, as well as information on where to find out more information about each module. You will find full contact details for administration and academic staff within the Department of Media Studies and the School of English, Media and Theatre Studies. Also included are outlines of the Maynooth University and Kairos Communications Staff-Student Policies, and a link to the University’s policy on plagiarism.

Any specific questions you may have on these policies and guidelines may of course be addressed to the relevant member of staff during the academic year.

The Department of Media Studies is based in the Iontas Building, on the North Campus. The ground floor is home to all of the departments in the School of English, Media and Theatre Studies. In addition to the Department of Media Studies office, staffed by Anne Byrne, there is also a School reception office staffed by Tracy O’Flaherty. The School Reception office is open every day, and it is the place where you will submit essays and other forms of assessment.

If during the year you have difficulties or questions relating to individual modules or assignments, you should first discuss these with the lecturer teaching the module. Problems relating to production modules held in Kairos should be directed, if not to the lecturer, to Dr Anne O’Brien, the Media Production Co-ordinator. More extensive difficulties with your programme, including discussion of extended absences from classes, should be directed to Dr Stephanie Rains, the BA Media Studies Co-ordinator.

We look forward to an enjoyable and productive year working with you on your studies.

Dr Stephanie Rains (BA Media Studies Co-ordinator)
CONTACT DETAILS

Website: http://maynoothuniversity.ie/mediastudies

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Department of Media Studies
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Dr Kylie Jarrett
Lecturer in Digital Media, Digital Media Programme Coordinator; International Coordinator
Department of Media Studies
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Dr Jeneen Naji (on sabbatical until February 2015)
Lecturer in Digital Media
Department of Media Studies
Iontas 0.26
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Dr Anne O’Brien
Media Production Coordinator
Kairos Communications
Moyglare Road, Maynooth
Mobile: 087 6739163
Tel: 628 6007
Email: anneobrien@kairoscomms.ie
Programme Module Information

YEAR ONE: BA MEDIA STUDIES - MD100
20 ECTS credits

Semester 1

5 ECTS Credits  Introduction to Media Studies I (MD103)
Dr Deirdre Quinn & Dr Eleanor O’Leary

2.5 ECTS Credits  Radio Editing (MD105)
Roisin Hunt, Kairos Communications

2.5 ECTS Credits  Radio Production (MD106)
Pat Dunne, Kairos Communications

Semester 2

5 ECTS Credits  Video Production (MD102)
Yvonne McDonald, Kairos Communications

5 ECTS Credits  Introduction to Media Studies II (MD104)
Dr Gavan Titley

Candidates must pass all 1st year modules before proceeding to 2nd year. Please note that modules MD102, MD105 and MD106 require permission to be repeated in August, permission must be sought within two weeks of receipt of results.

Students must meet the minimum attendance requirements for all modules in 1st Year.
YEAR 2: BA MEDIA STUDIES – MDH200 (DOUBLE HONS)
30 ECTS credits

Semester 1

5 ECTS credits  Scriptwriting (MD210)
Trevor Curran

5 ECTS credits  Media Concepts (MD212)
Dr Stephanie Rains and Dr Eleanor O’Leary

5 ECTS credits  Television Studio (MD214)
Eleanor Cunney & Roisin Hunt, Kairos Communications

Semester 2

7.5 ECTS credits  Radio Journalism (MD209)
Simon Devilly, Kairos Communications

2.5 ECTS credits  Media, Society & Politics (MD213)
Dr Stephanie Rains, Dr Gavan Titley & Dr Anne O’Brien

5 ECTS credits  Video editing (MD215)
Seamus Callagy, Kairos Communications

Candidates must pass all 2nd year modules before proceeding to 3rd year. Please note that modules MD209, MD214 and MD215 may NOT be repeated in August.

Students must meet the minimum attendance requirements for all modules in 2nd Year.
YEAR 2: BA MEDIA STUDIES – MDJ200 (MAJOR/MINOR)
40 ECTS credits

Semester 1

5 ECTS credits     Scriptwriting (MD210)
                   Trevor Curran

5 ECTS credits     Media Concepts (MD212)
                   Dr Stephanie Rains & Dr Eleanor O’Leary

5 ECTS credits     Television Studio (MD214)
                   Eleanor Cunney & Roisin Hunt, Kairos Communications

5 ECTS credits     Documentary Cinema (MD216)
                   Dr Denis Condon

Semester 2

7.5 ECTS credits    Radio Journalism (MD209)
                    Simon Devilly, Kairos Communications

2.5 ECTS credits    Media, Society & Politics (MD213)
                    Dr Stephanie Rains, Dr Gavan Titley & Dr Anne O’Brien

5 ECTS credits     Video Editing (MD215)
                    Seamus Callagy, Kairos Communications

5 ECTS credits     New Media Cultures (MD254)
                    Dr Kylie Jarrett

Candidates must pass all 2nd year modules before proceeding to 3rd year. Please note that modules MD209, MD214 and MD215 may NOT be repeated in August

Students must meet the minimum attendance requirements for all modules in 2nd Year.
YEAR 3: BA MEDIA STUDIES – MDH300 (DOUBLE HONS)
30 ECTS credits

Semester 1

7.5 ECTS credits  Radio Broadcast (MD301)
Simon Devilly, Kairos Communications

2.5 ECTS credits  Media Audiences (MD304)
Dr Eleanor O’Leary

2.5 ECTS credits  Media Policy (MD311)
Dr Sheamus Sweeney

5 ECT credits  Special Topics 1 (MD312)
Dr Stephanie Rains, Dr Maria Pramaggiore,
Dr Kylie Jarrett & Dr Denis Condon

Semester 2

2.5 ECTS credits  Globalisation (MD303)
Dr Gavan Titley

2.5 ECTS credits  Media Law (MD306)
Ewa Komorek

7.5 ECTS credits  Television Documentary (MD308)
Yvonne McDonald, Kairos Communications

Candidates must pass all 3rd year modules before graduating. Please note that modules MD301 and MD308 may NOT be repeated in August.

Students must meet the minimum attendance requirements for all modules in 3rd Year.
YEAR 3: BA MEDIA STUDIES – MDJ300 (MAJOR/MINOR)
40 ECTS credits

Semester 1

7.5 ECTS credits  Radio Broadcast (MD301)
Simon Devilly, Kairos Communications

2.5 ECTS credits  Media Audiences (MD304)
Dr Eleanor O’Leary

2.5 ECTS credits  Media Policy (MD311)
Dr Sheamus Sweeney

Semester 2

2.5 ECTS credits  Globalisation (MD303)
Dr Gavan Titley

2.5 ECTS credits  Media Law (MD306)
Ewa Komorek

7.5 ECTS credits  Television Documentary (MD308)
Yvonne McDonald, Kairos Communications

5 ECTS credits  Socialisation of Technology (MD353)
Dr Jeneen Naji

Semester 1 & 2
10 ECT credits  Special Topics 2 (MD313)
Dr Stephanie Rains, Dr Maria Pramaggiore,
Dr Kylie Jarrett & Dr Denis Condon

Candidates must pass all 3rd year modules before graduating. Please note that modules MD301 and MD308 may NOT be repeated in August.

Students must meet the minimum attendance requirements for all modules in 3rd Year.
Timetables

The official university timetable information can be accessed from the following site: https://www.maynoothuniversity.ie/timetable/

Occasionally minor changes may have to be made to timetables after they have been published – when this occurs, the online version will be amended, and all affected students will also be notified of the change by email at the earliest opportunity.
Staff-Student Communications

Email
All Maynooth University students are issued with a college email account when they register, and retain the same account until they leave college. These Maynooth University email accounts are the primary mode of communication used by the Department of Media Studies to keep in contact with students on both an individual and group basis. It is therefore your responsibility to check your email regularly, and we recommend that you do this at least once a day.

If you set up your Maynooth University email to forward messages to another email account, you must still regularly access your Maynooth University account to delete old messages. If you do not do this, your account will rapidly exceed its quota, and new messages will not be delivered until it has been cleared out.

Students wishing to make contact with a member of staff should use their Maynooth University email account only to send emails – messages from other email accounts may very well be delayed or removed by the spam-filter. All emails to any member of staff in the university should be treated as professional communications, and conducted accordingly. This means completing the subject heading of the message, addressing the recipient formally, and writing the message in clear, grammatical English. Emails sent to any recipient must also be respectful and non-abusive.

Website
The Department of Media Studies website is at http://maynoothuniversity.ie/mediastudies. This website includes all programme information, including links to detailed module descriptors showing module outlines and basic assessment information. The website also includes staff contact information and regular news/announcements. Please check the website on a regular basis.
Moodle
The Department of Media Studies uses Moodle extensively to communicate with students and for detailed information on module content and assessment. All students are automatically registered for Moodle access to all the modules they are taking. Please check the Moodle pages for your modules on a regular basis. Any difficulties with Moodle access should be reported to moodlesupport@nuim.ie, not to the Department of Media Studies. Before using Moodle, please also consult its Acceptable Use Policy, available at https://2015.moodle.maynoothuniversity.ie/login/

Notice Board
The Department of Media Studies Notice Board on the ground floor of the Iontas Building is an important method of communication with students. Please ensure you check it on a regular basis as useful information will be posted there from time to time.

Access to Staff
Students are encouraged to consult with lecturers on academic and other matters concerning their work in university and their general progress as students. All full-time lecturers have specific times set aside to meet students, and these times are posted on their individual pages on the Department’s website, as well as on their office doors. If the times posted by a lecturer you wish to see clash with your classes, you can ask for an appointment to see the lecturer at a mutually convenient time. These requests should be made by email. In the case of an urgent need to speak to a lecturer, please contact Anne in the Media Studies Office.

Social Media
You can also follow us on Facebook - Media Studies at Maynooth University or on Twitter - MU Media Studies - for news and events related to the study of media.

Subject Librarian
Laura Connaughton is the subject librarian and will be able to assist you in the Library. The Library also offers training to develop your information seeking, researching, referencing and study skills. See what is available by checking the library website https://www.maynoothuniversity.ie/library.
Email: laura.connaughton@nuim.ie
Phone: 01-7083429
The Department of Media Studies is committed to creating a safe and productive working environment for all students, faculty and staff of Maynooth University and Kairos Communications Ltd involved with the programme. This Charter is intended to contribute to this aim.

1. All faculty and staff of the Department of Media Studies and Kairos Communications Ltd. undertake to treat colleagues and students with respect. It is understood that all students undertake to treat their fellow students, faculty and staff of Maynooth University and Kairos Communications Ltd. with respect.

2. **Communication:** The Department of Media Studies often sends important information to students by Maynooth University email. Please check your Maynooth University email account regularly.

3. **Attendance:** Students are expected to attend all timetabled classes. In particular, the following conditions will apply to all students:

   - Students **must meet the attendance requirements** for all Media Studies modules.
   - In particular, all students must attend at least 90% of all Media Studies lecture/seminars, and 100% of all production modules, unless exempted for documented medical or personal reasons agreed by the Programme Coordinator.
NB: **Students failing to meet this standard may be required to repeat the module.**

- Students who are unable to attend a timetabled class for a legitimate documented medical or personal reason must notify the Department of Media Studies of such absences at the earliest opportunity (if possible, prior to such an absence).
- Documentation supporting reasons for such absences will not be accepted after the end of the semester in which the absence has occurred.
- The Department of Media Studies will undertake to ensure that all classes take place as timetabled. Should unavoidable circumstances necessitate the cancellation or rescheduling of a class, every effort will be made to notify students promptly.

4. Students must submit **all the assignments** specified for a module. A module will be regarded as incomplete unless all assignments are submitted.

5. **Students are responsible for the submission of all assignments.** In particular, the following conditions will apply to all students:

- **Submission:** Assessments for Kairos **must be signed in** by students on the day of submission during office hours. Kairos will not take responsibility for assignments which have not been signed and logged with an administrator. Department of Media Studies assignments must be placed in the essay submission box near the stairs in the Iontas building with an appropriate cover sheet attached and signed. Assignments are collected daily and date-stamped.

- **By email:** Where written assignments are assigned, emailed submissions will **not be accepted** unless agreed with the module coordinator in advance. All written assignments should clearly display a cover sheet (available at the box near the stairs in the Iontas building) with student name and the details of the module and assignment.

- **Email field:** Where module coordinators request a submission by email, the file should have the name of the student and the module code in the file name. The email subject field should name the module and the assessment and should be mailed to [media.studies@nuim.ie](mailto:media.studies@nuim.ie) **not** to the module coordinator unless requested by the module coordinator.
• **Submission date**: All assignments must be received on the date on which they are due. Late assignments will be penalised at a rate of 5% per working day unless exempted for documented medical or pressing personal reasons agreed by the programme coordinator.

• **Late submissions**: No assignment will be accepted after the end of teaching and exam periods in the semester in which such work falls due, unless exempted for documented medical or personal reasons agreed by the programme coordinator.

• **Date-stamping**: The Department of Media Studies will date-stamp all received assignments.

• **Retained Copies**: The Department of Media Studies requires each student to retain an exact copy of each piece of work (both written and production-based) submitted for assessment. Submitted work is not returned to the student. In the event of submitted work being mislaid, the student will be expected to provide a replacement copy when asked. If you store your work electronically, you must be sure to maintain a back-up copy.

6. **Plagiarism**: The Department of Media Studies has a strictly enforced policy on plagiarism. Plagiarism is regarded as a serious offence in the Department and in the University. Please read the plagiarism and exam checking policies carefully; they are available at [https://www.maynoothuniversity.ie/policies](https://www.maynoothuniversity.ie/policies). Students who have a specific question regarding correct referencing should always seek the advice of the relevant lecturer in advance of submitting their work.

7. **Style and referencing of submissions**: All written assignments should be submitted in Times New Roman, 12pt, 1.5 spacing, have numbered pages, a detailed cover sheet and full references and a bibliography. Referencing should be done according to the Harvard system of referencing.

8. **Equipment procedures**: When signing out equipment from Kairos Communications Ltd., students undertake to be responsible for such equipment, and to use such equipment in a safe and responsible manner. In cases of wilful misuse or gross negligence resulting in loss or damage of equipment, such actions will be reflected in the student’s continuous assessment mark. Moreover, the Department of Media Studies may refer the matter to the
Disciplinary Committee of Maynooth University, who may impose a penalty up to and including withdrawal from the University.

**Safety:** The Department of Media Studies will undertake to ensure that all students are fully instructed in the safe and correct use of all equipment. Any student can refuse without prejudice to undertake an assignment if that student does not feel capable of making safe and competent use of the necessary equipment.

9. **Content of audio-visual material:**
   - All students will act responsibly when producing visual and audio materials for any programme. In particular, the following conditions will apply to all students: No student will deliberately produce any material that may be subject to legal proceedings (including material that is libellous, pornographic, incites hatred or is in breach of previously existing copyright).
   - Kairos Communications Ltd. reserves the right to withhold copyright on all material produced by students as part of their programme.
   - The Department of Media Studies will seek to ensure that students are aware of the legal and ethical issues relevant to media production prior to completion of the programme.

10. No provision contained herein contravenes a student’s statutory rights, including such rights conferred by virtue of being enrolled as a student of Maynooth University.

11. The Department of Media Studies, acting in conjunction with Kairos Communications Ltd., undertakes to implement these policies in a reasonable manner, taking due account of any exceptional circumstances not expressly defined herein.
Addendum to contract for services between Maynooth University and Kairos Communications Ltd.

In addition to the obligations on all students of the University are subject, which are encoded in the Code of Discipline for Students, for those students undertaking courses related to the Media Studies Programmes the following may constitute a serious breach of the Code

"Malicious or reckless damage or theft of University property or any other property on the University grounds, or any property contracted for use of the University. Misuse of University property, or any property contracted for use of the University, including library materials or private material on the campus”.

The words in italics indicate the amendment to the relevant clause (bullet point 7) in the Code of Discipline.

J. A. Walsh,
Vice-President: Innovation and Strategic Initiatives

21 September 2006
CODE OF PRACTICE FOR KAIROS COMMUNICATIONS LTD.

Students may access Kairos through the entrance at the arch or the door at the rear car park. The code for these doors will be announced in class.

Kairos is open to students from 09:00 to 21:00 Monday to Friday and students should not be in the building outside of these times.

All equipment available to students can be booked in advance. Equipment can be collected and returned between 09:00 – 12:30 and 13:30 - 16:30 hrs.

Students are responsible for the submission of all assignments. All project assignments must be handed in at reception and signed in. Kairos staff will not take responsibility for assignments which have not been signed in. See Department of Media Studies staff student policies above.

All work will be deleted from the hard drives of Kairos computers two weeks after an assignment deadline. Students are responsible for backing up their own work.

Students must attend all production lectures unless exempted for documented medical or personal reasons by the programme coordinator either in advance of the lecture or at the earliest opportunity. Documentation supporting reasons for such absences may not be accepted after the end of the semester in which the absence has occurred. Attendance will be recorded at all sessions, it is the responsibility of the student to sign relevant attendance sheets.

There is a coffee machine in the student break room, which can be used at any time from 9am to 9pm. Students are requested to leave this space as they find it. Food and drinks are not to be consumed in any of the classrooms or production facilities.

Students are encouraged to make use of their designated facilities during the allocated times (Mon- Fri, 9am-9pm or otherwise as stated) but students should not enter parts of the building or production facilities not designated for their use.
If students have any problems with any equipment or need some help with any project work they can text for technical support from 9am-1pm and 2pm-5pm. The text number will be announced in class. For any other help, they should approach Dr Anne O’Brien, **Mobile**: 087 6739163 **Tel**: 628 6007 or **Email**: anneobrien@kairoscomms.ie, who is available to students for consultation on all matters pertaining to the production modules of the course, during office hours in Kairos. Should students wish, they may make specific appointments to see Anne through the receptionist, Phil in Kairos.
References

Staff members will normally act as referees when requested to do so by students with whose work they are familiar. It should be remembered that recommendations normally take account of interpersonal skills as well as academic skills, and accordingly observing the following recommendations will help staff members to do justice to students’ applications.

Requests for references should be made by formal email, full details being given of the nature of the course or appointment for which an application is being made. Full documentation relating to the course or appointment should be supplied (in the form of web-links where possible). Referees should have details of the applicant’s address and telephone number to facilitate communication.

Every request for a reference should specify whether the reference required is to be by a letter, a reference form (printed or online), and whether printed references should be forwarded directly to the applicant or to the institution or employer concerned. In either case, a full postal address must be supplied to the referee.

As much notice as possible should be given to referees, the final date for submission of the reference being clearly specified. At least two week’s notice before this final date is required.

It is essential that the referee is also supplied with an updated copy of the applicant’s CV. It should indicate subjects and modules studied, along with results received to date, and also relevant extracurricular activities, such as voluntary work, relevant work experience, etc.

All of the above information should be supplied in one email to your proposed referee.

An ‘open reference’ may be of more limited value than the confidential reference relating to a specific application for a specific course or appointment.

Staff members appreciate a brief note informing them of the outcome of applications.
Marks and Standards for Student Work

Maynooth University has a detailed Marks and Standards policy document for all undergraduates degrees. **All students should refer to this document at the earliest opportunity.**

This may be downloaded at [https://www.maynoothuniversity.ie/exams/information-students](https://www.maynoothuniversity.ie/exams/information-students).

However, the most important information regarding marking is summarised here:

All student work is marked according to the following classifications:

<table>
<thead>
<tr>
<th>Classification</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Class Honours</td>
<td>70-100%</td>
</tr>
<tr>
<td>Second Class Honours Grade I</td>
<td>60-69%</td>
</tr>
<tr>
<td>Second Class Honours Grade II</td>
<td>50-59%</td>
</tr>
<tr>
<td>Third Class Honours</td>
<td>45-49%</td>
</tr>
<tr>
<td>Pass</td>
<td>40-44%</td>
</tr>
</tbody>
</table>

Any mark below 40% is a failing mark, although depending upon their full spread of marks in all modules, students may be able to ‘pass by compensation’ modules up to half the subject credit-weighting, where they have received marks of 25-39%. This process will be calculated by the Media Studies Office in consultation with the Programme Coordinators and the Head of Department.
The following guidelines on the awarding of specific marks to specific standards of work should be noted:

<table>
<thead>
<tr>
<th>Letter Grade</th>
<th>Description</th>
<th>Representative %</th>
<th>Class</th>
</tr>
</thead>
<tbody>
<tr>
<td>A++</td>
<td>Answer which could not be bettered</td>
<td>100</td>
<td>1:1</td>
</tr>
<tr>
<td>A+</td>
<td>Exceptional answer displaying unexpected insight</td>
<td>90</td>
<td>1:1</td>
</tr>
<tr>
<td>A</td>
<td>Undoubtedly first class, flawless answer, demonstrating originality</td>
<td>80</td>
<td>1:1</td>
</tr>
<tr>
<td>A-</td>
<td>Almost flawless answer demonstrating some originality</td>
<td>70</td>
<td>1:1</td>
</tr>
<tr>
<td>B+</td>
<td>Extremely high competence, perhaps displaying limited originality or technical flaws or minor errors</td>
<td>68</td>
<td>2:1</td>
</tr>
<tr>
<td>B</td>
<td>Fundamentally correct and demonstrating overall competence</td>
<td>65</td>
<td>2:1</td>
</tr>
<tr>
<td>B-</td>
<td>Competent performance, substantially correct answer but possibly containing minor flaws or omissions</td>
<td>60</td>
<td>2:1</td>
</tr>
<tr>
<td>C+</td>
<td>Awarded on the basis of the answer being somewhat better than a C but below a B-</td>
<td>58</td>
<td>2:2</td>
</tr>
<tr>
<td>C</td>
<td>Basically correct, answer with minor errors or one major error/omission.</td>
<td>55</td>
<td>2:2</td>
</tr>
<tr>
<td>C-</td>
<td>Awarded on the basis of the answer being somewhat below a C but better than a D+</td>
<td>50</td>
<td>2:2</td>
</tr>
<tr>
<td>D+</td>
<td>No more than adequate answer</td>
<td>48</td>
<td>3</td>
</tr>
<tr>
<td>D</td>
<td>Adequate answer with serious errors or omissions</td>
<td>45</td>
<td>Pass</td>
</tr>
<tr>
<td>D-</td>
<td>Lowest passing grade, barely deserving to pass</td>
<td>40</td>
<td>Pass</td>
</tr>
<tr>
<td>E+</td>
<td>The answer is inadequate and does not deserve to pass</td>
<td>38</td>
<td>Fail</td>
</tr>
<tr>
<td>E</td>
<td>The answer fails to address the question properly but displays some knowledge of the material.</td>
<td>35</td>
<td>Fail</td>
</tr>
<tr>
<td>E-</td>
<td>Fails to address the question</td>
<td>30</td>
<td>Fail</td>
</tr>
<tr>
<td>F+</td>
<td>Little relevant or correct material but some evidence of engagement with question</td>
<td>20</td>
<td>Fail</td>
</tr>
<tr>
<td>F</td>
<td>Very little relevant or correct material</td>
<td>10</td>
<td>Fail</td>
</tr>
<tr>
<td>F-</td>
<td>Totally irrelevant answer</td>
<td>0</td>
<td>Fail</td>
</tr>
</tbody>
</table>

For the sake of consistency, the Department of Media Studies marks in percentage grades.
Useful Resources

Remember that we will contact you by email, so please check your Maynooth University account regularly.

Student Support Services
Managing your life at University can be a challenge. Not only do you have to manage the new ideas of your subject, you must also find ways to manage the workload among your other activities and your finances. Negotiating your way around the policies, procedures and processes of the institution can be a frustrating experience as you may not know who to ask or what you need to know. It is also common for students to experience personal and emotional difficulties that affect their study.

But you are not alone in dealing with these problems. Maynooth University has an array of student services and offices that can help you manage these or any other problems you may encounter during your studies. See the list of Student Services on the Current Students page of the University website to find out who can help you.