Quality Implementation Plan for Media Studies

1. Recommendations which the Unit could implement unaided

(For each recommendation, list under "Response of Unit" the actions required to implement the recommendation, state if the recommendation has already been implemented, and if not, indicate a timeframe for the actions or the reasons for not implementing the recommendation)

Recommendation 1.1: The relationship between the School and the Centre needs to be re-assessed.

Response of Unit: From 16 September 2011, Professor Morash, in his capacity of Head of School, will take over key functions formerly carried out by the Subject Leader of Media Studies for the academic year 2011-12. This arrangement will be reviewed throughout the year, and longer term strategies for the Centre's management will be explored, including the possibility of a senior appointment in the subject area. This possibility will be explored within the broader assessment of university resources. However, it is difficult to see how the problem of the Centre's management structure can be resolved without such an appointment.

Recommendation 1.2: The lack of supervision from the Centre over the content of Kairos courses is a cause for concern (this is not to imply the courses themselves are not excellent). In relation to this:

- The number of External Examiners with practice expertise needs to be expanded naturally over time.
- Thought needs to be given immediately to ensuring that Kairos-based work is adequately 'covered' in the External Examiner system. In the short term we suggest considering extending the role of the current MA external.
- A formal mechanism should be established to facilitate discussions between the Centre and Kairos regarding development of current and future course content.

Response of Unit: The Centre welcomes this advice, and will explore all of the suggested approaches. The current External Examiners' appointments will expire in the coming academic year, and the recommendations of the reviewers will be acted upon in the appointment of new External Examiners. The Centre will also develop a more formal mechanism to facilitate discussions between the Centre and Kairos regarding development of current and future course content.

2. **Recommendations which the Unit could implement only with assistance from other bodies within the University and without cost implications**

> (For each recommendation, list under "Response of Unit" the actions required by the Unit or other bodies to implement the recommendation, state if the recommendation has already been implemented, and if not, indicate a timeframe for the actions or the reasons for not implementing the recommendation)

> **Recommendation 2.1:** The Centre's links with Kairos and (internally) computing both produce some risks, but both also position the Centre as unusually well equipped to develop new inter-disciplinary directions emerging around new media/digital media convergences. It is recommended that that these exciting connections are maintained and developed further.

> **Response of Unit:** The Centre fully agrees with this assessment of its links with both Kairos and the Dept of Computer Science, and intends to both maintain and develop them further.

> **Comment by QPSC:** This response is welcomed.

3. **Recommendations which the Unit could implement only if additional resources are provided by the University**

(For each recommendation, list under "Response of Unit" the actions required to implement the recommendation, state if the recommendation has already been implemented, and if not, what resources might be required, including an indication of the level of capital or recurrent expenditure involved)

> **Recommendation 3.1:** Whilst recognizing the benefits of the various elements of the degree – we do suggest consideration be given to possible combinations that might allow more specialism – either in media theory or media practice - to take place.

> **Response of Unit:** The Centre welcomes this suggestion of specialisms in both theory and practice, and is keen to explore them. There are resource implications to doing this, in terms of both the NUIM contract with Kairos, and internal NUIM teaching resources required to offer the extra modules which would be required. The Centre will explore what these resource issues would be, and whether they might be incorporated into strategies for the future development within the Centre. However, the Centre is already planning to introduce a BA Media Studies (Single Honours) programme, which would combine current BA Media Studies modules with both theory and production modules from the BA Digital Media programme. This would allow students to take 60 credits of media/digital media per year, and therefore significantly increase both the media theory and media practice content of their studies, without requiring additional resources.

Comment by QPSC: This response is welcomed.

Appendix: General response to the Peer Review Report (optional)

The staff of the Centre for Media Studies would like to take this opportunity to express their thanks to Dr Caroline Bassett and Dr Roddy Flynn, for their generosity of time and effort as Peer Reviewers, as well as to Dr Honor Fagan and Professor Rowena Pecchenino for their work as Internal Reviewers and to Dr Richard Watson and Marguerite Lohan from the NUIM Quality Promotion Office, for their guidance and patience. The Centre has found the Quality Review process extremely useful in providing a structure and mechanism for reflection and planning, and hope that it will prove fruitful in future development of the Centre and its activities.