

Arab Open University

Summary of External Examiners Reports

Academic Year: 2022/2023

Semester: Summer

Programme: Media (Egypt, Jordan)

Tracks: Egypt old bylaws (Electronic media, Radio & Television, Public Relations & Advertising) – New Bylaws (News Journalism, Mass Communication Radio & TV, Integrated Marketing Communication)

Jordan (Journalism, Public Relations) _____

Number of Modules Examined by the External Examiners: EGYPT (76 COURSES) & Jordan (17 courses) _____

1. Chief External Examiners response and Comments:

Please confirm that the assessment and standards set for the programme are consistent and appropriate, and that the processes for assessment and determination of awards are fair, reliable across the provision.

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Commendations:

- The exams and assignments were effective in measuring learning outcomes and showed that students put in a lot of effort.
- Semester works and answers show that students have good specialized and general skills in media.
- Experts and practitioners were used to provide students with practical experience and professional practices. Students also participated in competitions and achieved good results. Their graduation projects were judged by neutral committees of specialists.

Suggestions for Enhancement

2. Extracts from External Examiners report form

External Examiner Name: Salwa Soliman Abdelhameed

Examined Modules: Media (Egypt, Jordan)

Please comment as appropriate on the following:

a. The academic standards for the programme/module.

The journalism and media program in the Jordan branch is in line with the Jordanian academic standards, and the journalism and media program in the Egypt branch is in line with the Egyptian academic standards from the Supreme Council of Universities, and the Egyptian National Authority for Accreditation and Quality Assurance (NARS)

The courses in both programs are also characterized by the following:

- Their modernity and keeping pace with the developments of global thought in the specializations of journalism and media.
- Their combination of theoretical and practical aspects.
- The development of evaluation systems for exams, practical applications, and different assignments for students.

b. Performance of students in comparison to similar programmes

The final exams and semester works were characterized by their ability to measure the targeted learning outcomes (knowledge and understanding – mental skills – and practical skills), and the clear effort exerted by the students, which reveals the quality in building the foundations of the student's personality and refining it.

As for the volume of general and specialized knowledge that the students possess, it is similar to that acquired by their peers in the departments and faculties of journalism and media at other universities.

c. The quality of students' work, their knowledge and skills and achievement of learning outcomes

As for skills, the semester works and students' answers reveal that they have an appropriate amount of specialized and general skills, especially in the field of media.

d. The strengths and weaknesses of the students

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e. The Quality of Assessments (design, methods and making schemes)

As for the technical aspects: Design and preparation:

- The test questions cover the contents of the courses.
- The exam questions are linked to the targeted learning outcomes.

- In the formulation of the questions, performance verbs were used to measure the aspects of knowledge at the level of recall, understanding, and application.
- The questions were formulated in a clear and specific manner.
- The questions distinguish between the levels of students' achievement, as there is a percentage of questions that measure higher mental processes, and there was a percentage to measure outstanding and distinguished students.
- The exam paper included objective and essay questions.
- The objective questions included:
 - True/False questions with correction of the error.
 - Fill in the blanks (complete) questions.
 - Multiple choice questions.
 - Term definition questions.
 - Essay questions.
- The essay questions also varied between the limited essay and the extensive essay, which depends on the freedom to organize the required answers, and enables the examiner to be able to choose the appropriate ideas and facts.

Overall, the exams are clear and specific in what they measure in terms of educational outcomes. The exams cover the different aspects of the course and its points, and do not focus on specific parts. They are also diverse in form between essay and objective, and give students a chance to choose. There is also the use of practical cases with an applied nature to reveal the skills and behavioral aspects that can be transferred and applied. There is also good use of performance verbs that measure the levels of recall, understanding, comprehension, as well as analysis and synthesis.

f. Standards of Marking and grading students' assessments

As for correction and grades:

- The examiners signed the exam paper.
- The details of the grades were clarified on the answer sheet, with evaluative notes for students' answers in the designated box. It is noted - in the models mentioned - attention to completing the data of the answer sheets and commenting on them.
- As for the quality and fairness of the means used to evaluate students (exams and semester works): There is fairness and justice in the grades.