

**Undergraduate Thesis Assessment Rubric**  
**Department of English, Faculty of Education, University of West Bohemia**

Thesis Author: **Karel Holoubek**

Title: *Comparison of the Language used in Sports Articles by The Guardian and Daily Mail*

Length: 36 pages

Text Length: 28 pages

<b>Assessment Criteria</b>	<b>Scale</b>	<b>Comments</b>
1. Introduction is well written, brief, interesting, and compelling. It motivates the work and provides a clear statement of the examined issue. It presents and overview of the thesis.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	
2. The thesis shows the author's appropriate knowledge of the subject matter through the background/review of literature. The author presents information from a variety of quality electronic and print sources. Sources are relevant, balanced and include critical readings relating to the thesis or problem. Primary sources are included (if appropriate).	<b>Outstanding</b> Very good Acceptable Somewhat deficient Very deficient	
3. The author carefully analyzed the information collected and drew appropriate and inventive conclusions supported by evidence. Ideas are richly supported with accurate details that develop the main point. The author's voice is evident.	<b>Outstanding</b> Very good Acceptable Somewhat deficient Very deficient	
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	<b>Outstanding</b> Very good Acceptable Somewhat deficient Very deficient	
5. Conclusion effectively restates the argument. It summarizes the main findings and follows logically from the analysis presented.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	
6. The text is organized in a logical manner. It flows naturally and is easy to follow. Transitions, summaries and conclusions exist as appropriate. The author uses standard spelling, grammar, and punctuation.	<b>Outstanding</b> Very good Acceptable Somewhat deficient Very deficient	
7. The language use is precise. The student makes proficient use of language in a way that is appropriate for the discipline and/or genre in which the student is writing.	Outstanding <b>Very good</b> Acceptable Somewhat deficient Very deficient	
8. The thesis meets the general requirements (formatting, chapters, length, division into sections, etc.). References are cited properly within the text and a complete reference list is provided.	<b>Outstanding</b> Very good Acceptable Somewhat deficient Very deficient	

## Final Comments & Questions

The author provides a sound theoretical background to his chosen topic; this is followed by an in-depth analysis of two separate sets of football reports on the same fixture – one from a serious newspaper, the other from a middle-market tabloid. The findings confirm the generally accepted hypothesis that a British tabloid will tend towards a dramatic, sensationalist approach to reporting, whilst the serious newspaper will prefer a more conservative, fact-based style with the primary focus on outcomes rather than the processes which led to them.

From the formal point of view, the work is logically organised and very neatly presented; moreover, Mr Holoubek is to be congratulated on having maintained a high standard of academic writing throughout his text.

Recommended mark: **v ý b o r n ě**

Supervisor: Andrew Tollet

Date: 12th May 2014

Signature:

A handwritten signature in blue ink, appearing to be 'AT', written over the 'Signature:' label.