Undergraduate Thesis Assessment Rubric (Methodology, Linguistics)
Department of English, Faculty of Education, University of West Bohemia

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Thesis Author: Aneta Sedláčková

Title: UNITED STATES PRESIDENTIAL ELECTION OF 2016

Length: 42

Text Length: 30

Assessment Criteria	*Scale*	*Comments*
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 Very good Acceptable Somewhat deficient ◄ Very deficient	see final comments down the page
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).	Outstanding Very good◄ Acceptable Somewhat deficient Very deficient	see final comments down the page
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.	Outstanding Very good Acceptable Somewhat deficient◄ Very deficient	see final comments down the page
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	Outstanding Very good Acceptable Somewhat deficient◄ Very deficient	see final comments down the page
5. Conclusion effectively restates the argument. It summarizes the main findings and follows logically from the analysis presented.	Outstanding Very good Acceptable Somewhat deficient◄ Very deficient	see final comments down the page
6. The text is organized in a logical manner. It flows naturally and is	Outstanding Very good	see final comments down the page

easy to follow. Transitions, summaries and conclusions exist as appropriate. The author uses standard spelling, grammar, and punctuation.	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 Very good Acceptable ◄ Somewhat deficient Very deficient	see final comments down the page
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.	Outstanding Very good Acceptable Somewhat deficient◄ Very deficient	see final comments down the page

Final Comments & Questions

This undergraduate thesis deals with an issue, whose consequences are topical at the moment and will be for a few following years – the presidential election in the USA in 2016, its candidates and its winner. In the Introduction the author of this thesis presents the two main candidates, provides a general view of the campaign and the results of the election. At the end of the introduction she states the focus of the work – "... *significant factors, that influenced the outcome of this election ...*" (p. 4) without any further specification, which seems rather insufficient for the following contents. Further more, the introduction does not provide the lay-out of the thesis, or at least the following steps which can lead to any conclusions necessary for the thesis.

In the following part the author presents information about the system of the presidential election in the USA in general, and focuses on the process of the election under discussion. She provides a detailed description of democratic and republican primaries, the two candidates and their running mates. She makes use of many quotations of various experts at this issue. The information is relevant but lacks a logical organization.

The next part "General Election" presents general information about this event and focuses on the actual process of the campaign including various scandals of both the candidates accompanying it. Again, only a list of events and their echoes rather than systematic description of the events and the analysis of their relevance for the outcome, is provided.

The chapter "Results" summarizes the results of the election, and the final chapter "Conclusions" summarizes the whole subject matter. Most of the statements seem rather unsupported by facts, so they do not sound convincing.

The language of the work is quite simple, the lay-out rather simplistic and more over, there is a discrepancy between the marking of the chapters and subchapter in the "Table of Contents" and their marking in the body of the work.

To sum up, this work seems to be just on the brim of passing from the point of view of the formal organization of the work as well as the logical organization of its parts and their contents. Nevertheless, the subject matter is very difficult and demanding to work out, so I appreciate the author's decision to deal with it and her attempt at providing an overall view of the issue. That is why I suggest the evaluation "good" (dobře).

Reviewer: PhDr. Jarmila Petrlíková, Ph.D.

Date: July 18 2017

Signature: