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

Thesis Author: **Barbora Zemanová**
Title: *Motivation in business logotypes and names*
Length: 93 pages
Text Length: 81 pages

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	
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	
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	
4. The thesis displays critical thinking and avoids simplistic description or summary of information.	Outstanding Very good Acceptable **Somewhat deficient** Very deficient	See comments overleaf.
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	
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.	Outstanding **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 Very good **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.	Outstanding Very good Acceptable Somewhat deficient **Very deficient**	The author does not use the required APA format either in the main text or in the list of [Bibliographic] References.

Final Comments & Questions

The author has chosen a potentially interesting topic but never seems to approach it with sufficient depth. The result is that the bulk of this optically overlong bachelor work makes the impression of an encyclopaedic list, containing potted histories of global companies, followed by an identification of their logo as an icon, index or symbol – though in several cases there is overlap between categories. Leaving aside the question of how relevant the research is to English Studies as such, especially as the companies discussed are global, one fundamental issue is whether lists in themselves, with little in-depth analysis, constitute a proper final work. On a more banal level, one could imagine a work based on advertising slogans, identifying the nouns contained therein as abstract, common or proper. There might even be some point to this beyond the pleasure of an intellectual exercise for the sake of it but the rationale would probably need some explanation for the uninitiated. Such is the case with this work: having learnt all about the categories, the reader is left wondering how such information might be useful and what the possibilities are for developing the topic.

On more specific points, the author occasionally makes statements which the reader is apparently expected to accept on trust since no supporting evidence is offered. On p. 11, for instance, mention is made of onomatopoeic words, though no examples are offered; then on p. 79 we are told that *icons in linguistic realization are generally onomatopoeic in nature* but, again, there is nothing by way of example and, alas, this reader was unable to supply his own. Then on p. 16 we learn that *The yellow colour in the* Dove *logo represents joy and prosperity, whereas the blue colour symbolizes excellence and reliability of the* Dove *products.* There seems to be no obvious logical justification for this statement; otherwise one could equally make a similar arbitrary claim about the Ukrainian state flag. In fact, closer investigation reveals that the author has lifted her *Dove* sentence directly, without acknowledgment, from https://www.famouslogos.net/dove-logo/, the sole difference being that the website uses the American spelling *color*. Elsewhere, Ms Zemanová makes a better job of paraphrasing but still one has to wonder whether remarks such as the *blue and white colouring was chosen due to the contrast the two colours provide which makes it look captivating and inspiring to potential customers* (pp. 18-19) are her own interpretation or another example of unattributed borrowing, albeit not necessarily verbatim.

From a formal point of view, there are serious problems with the referencing: the author makes copious use of footnotes in her Theoretical Background and the list of References is a complete mess. On the credit side, the work is logically organised and the layout is easy on the eye. The author deserves much credit for the background research but rather less for the way in which she has written up her findings. As such, the work is passable but no more than that.

Recommended grade: **dobře**

Reviewer: Andrew Tollet

Date: 1st September 2017

Signature: